# STANDARD RATE B DATA SERVICE

The National Authority

RADIO SECTION-MAY 1, 1945



down the side-walls . . . and deft lobs inches above the tell-tale. Even the novice can bring off such shots from time to time. But it's the champion, entrenched the center of the court who gives steady performs . . . who brings off the shots time after time, with uncanny accuracy!

# And in radio ...

Dealer cooperation...superior news service...top production staff...many stations can boast of such. But, it's just a few stations such as these listed, who through experience know what to give the listener when and how...and correspondingly give sales to the advertisers using their facilities.

REPRESENTED NATIONALLY BY

# EDWARD PETRY & CO., INC.

NEW YORK · CHICAGO · LOS ANGELES DETROIT · ST. LOUIS · SAN FRANCISCO

# SPOT RADIO LIST

Atlanta

WSR

| WSB  | Atlanta           | MRC |
|------|-------------------|-----|
| WBAL | Baltimore         | NBC |
| WNAC | Boston            | MBS |
| WICC | Bridgeport        | MBS |
| WBEN | Buffala           | NBC |
| WGAR | Cleveland         | CBS |
| WFAA | Dallas            | NBC |
| WBAP | Fort Worth        | NBC |
| KGKO | Ft. Worth, Dallas | BLU |
| KARM | Fresno            | CBS |
| WJR  | Detroit           | CBS |
| KPRC | Houston           | NBC |
| WDAF | Kansas City       | NBC |
| KFOR | Lincoln           | BLU |
| KARK | Little Rock       | NBC |
| KFI  | Los: Angeles      | NBC |
| WHAS | Louisville        | CBS |
| WLLH | Lowell-Lawrence   | MBS |
| LWLM | Milwaukee         | NBC |
| KSTP | MplsSt. Paul      | NBC |
| WSM  | Nashville         | NBC |
| WSMB | New Orleans       | NBC |
| WTAR | Norfolk           | NBC |
| KOIL | Omaha             | CBS |
| KGW  | Portland, Ore.    | NBC |
| WEAN | Providence        | MBS |
| WRNL | Rickmond          | BLU |
| KSL  | Salt Lake City    | CBS |
| WOAI | San Antonio       | NBC |
| KQW  | San Francisco     | CBS |
| KOMO | Seattle           | NBC |
| KTBS | Shreveport        | NBC |
| KHQ  | Spokane           | NBC |
| KGA  | Spokane           | BLU |
| WMAS | Springfield       | CBS |
| WAGE | Syracuse          | BLU |
| KVOO | Tulsa             | NBC |
| KFH  | Wichita           | CBS |
| WAAB | Worcester         | MBS |
|      |                   |     |

THE TEXAS Q 1 11 AND
YANKEENE WORKS

# SPEAKING OF SPOT...

Speaking of Power, the true power of Radio rests upon its ability to deliver Radio Audiences, responsive to its messages, both in the public and private interest.

The development of this response depends upon the constant effort of Stations towards understanding the character of their markets and the people they serve. Success varies in proportion to the amount of time, effort, and imagination put forth.

Conforming to this pattern of successful Radio showmanship, our Stations have developed programming, productive of highly responsive audiences.

Judging from results secured, advertisers—both local and national—have expressed their approval of this sound concept in renewals and expansions of their campaigns.

This power is at your service.

# SPOT RADIO LIST

# By Major Markets

EYS Corpus Christi

KONO San Antonio

WBNX New York

WDAS Philadelphia

WINX Washington, D. C.

WJBK Detroit

WLIB New York

WMIN Minneapolis-St. Paul

WSBC Chicago

WWSW Pittsburgh

# By States

WCOU Lewiston-Auburn, Me.

WIBM Jackson, Mich.

WRRF Washington, N. C.

WISR Butler, Pa.

WBRW Welch, W. Va.

# FORJOE & COMPANY

National Radio Representatives

| 1944  | s                         | M                         | Т                         | w                         | Т                        | F                         | s                        | 1945  | s                        | М                         | T                         | w                         | Т                         | F                         | s                         | 1946   | s                         | М                        | Т                        | w                         | Т                         | F                         | S                        |
|-------|---------------------------|---------------------------|---------------------------|---------------------------|--------------------------|---------------------------|--------------------------|-------|--------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|--------|---------------------------|--------------------------|--------------------------|---------------------------|---------------------------|---------------------------|--------------------------|
| JAN.  | 2<br>9<br>16<br>23        | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25       | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27      | 7<br>14<br>21<br>28       | 1<br>8<br>15<br>22<br>29 | JAN.  | 7<br>14<br>21<br>28      | 1<br>8<br>15<br>22<br>29  | 2<br>9<br>16<br>23<br>30  | 3<br>10<br>17<br>24<br>31 | 4<br>11<br>18<br>25       | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27       | JAN.   | 6<br>13<br>20<br>27       | 7<br>14<br>21<br>28      | 1<br>8<br>15<br>22<br>29 | 9<br>16<br>23<br>30       | 3<br>10<br>17<br>24<br>31 | 4<br>11<br>18<br>25       | 5<br>12<br>19<br>26      |
| FEB.  | 30<br>6<br>13<br>20       | 7<br>14<br>21             | 1<br>8<br>15<br>22        | 2<br>9<br>16<br>23        | 3<br>10<br>17<br>24      | 4<br>11<br>18<br>25       | 5<br>12<br>19<br>26      |       | 4<br>11<br>18<br>25      | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27       | 7<br>14<br>21<br>28       | 8<br>15<br>22             | 9<br>16<br>23             | 10<br>17<br>24            | res.   | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25      | 5<br>12<br>19<br>26      | 6<br>13<br>20<br>27       | 7<br>14<br>21<br>28       | 8<br>15<br>22             | 9<br>16<br>23            |
| MAR.  | 5<br>12<br>19<br>26       | 28<br>6<br>13<br>20<br>27 | 7<br>14<br>21<br>28       | 1<br>8<br>15<br>22<br>29  | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24<br>31 | 4<br>11<br>18<br>25      | MAR.  | 4<br>11<br>18<br>25      | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27       | 7<br>14<br>21<br>28       | 1<br>8<br>15<br>22<br>29  | 2<br>9<br>16<br>23<br>30  | 3<br>10<br>17<br>24<br>31 | MAR.   | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25      | 5<br>12<br>19<br>26      | 6<br>13<br>20<br>27       | 7<br>14<br>21<br>28       | 1<br>8<br>15<br>22<br>29  | 9<br>16<br>23<br>30      |
| APR.  | 2<br>9<br>16<br>23        | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25       | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27      | 7<br>14<br>21<br>28       | 1<br>8<br>15<br>22<br>29 | APR.  | 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30  | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25       | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27       | 7<br>14<br>21<br>28       | APR.   | 7<br>14<br>21<br>28       | 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25       | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27      |
| MAY   | 30<br>7<br>14<br>21       | 1<br>8<br>15<br>22        | 2<br>9<br>16<br>23        | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25      | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27      | MAY   | 6<br>13<br>20<br>27      | 7<br>14<br>21<br>28       | 1<br>8<br>15<br>22<br>29  | 2<br>9<br>16<br>23<br>30  | 3<br>10<br>17<br>24<br>31 | 4<br>11<br>18<br>25       | 5<br>12<br>19<br>26       | MAY    | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27      | 7<br>14<br>21<br>28      | 1<br>8<br>15<br>22<br>29  | 2<br>9<br>16<br>23<br>30  | 3<br>10<br>17<br>24<br>31 | 4<br>11<br>18<br>25      |
| JUNE  | 28<br>4<br>11<br>18<br>25 | 5<br>12<br>19<br>26       | 30<br>6<br>13<br>20<br>27 | 31<br>7<br>14<br>21<br>28 | 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30  | 3<br>10<br>17<br>24      | JUNE  | 3<br>10<br>17<br>24      | 4<br>11<br>18             | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27       | 7<br>14<br>21<br>28       | 1<br>8<br>15<br>22<br>29  | 9<br>16<br>23<br>30       | JUNE   | 2<br>9<br>16<br>23        | 3<br>10<br>17<br>24      | 4<br>11<br>18<br>25      | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27       | 7<br>14<br>21<br>28       | 1<br>8<br>15<br>22<br>29 |
| JULY  | 2<br>9<br>16<br>23        | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25       | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27      | 7<br>14<br>21<br>28       | 1<br>8<br>15<br>22<br>29 | JULY  | 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30  | 3<br>10<br>17<br>24<br>31 | 4<br>11<br>18<br>25       | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27       | 7<br>14<br>21<br>28       | JULY . | 30<br>7<br>14<br>21<br>28 | 1<br>8<br>15<br>22<br>29 | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24<br>31 | 4<br>11<br>18<br>25       | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27      |
| AUG.  | 30<br>6<br>13<br>20<br>27 | 31<br>7<br>14<br>21<br>28 | 22                        | 23                        | 24                       | 4<br>11<br>18<br>25       | 5<br>12<br>19<br>26      | AUG.  | 5<br>12<br>19<br>26      | 6<br>13<br>20             | 7<br>14                   | 1<br>8<br>15<br>22<br>29  | 2<br>9<br>16<br>23<br>30  | 3<br>10<br>17<br>24<br>31 | 1                         | AUG.   | 4<br>11<br>18<br>25       | 5<br>12<br>19            | 6<br>13<br>20            | 7<br>14<br>21             | 1<br>8<br>15<br>22<br>29  | 2<br>9<br>16<br>23<br>30  |                          |
| SEPT. | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25       | 5<br>12<br>19<br>26       | 6<br>13<br>20             | 7<br>14<br>21<br>28      | 1<br>8<br>15<br>22<br>29  | 2<br>9<br>16<br>23<br>30 | SEPT. | 2<br>9<br>16<br>23<br>30 | 24                        | 4<br>11<br>18<br>25       |                           |                           | 7<br>14<br>21<br>28       |                           | SEPT.  | 1<br>8<br>15<br>22<br>29  | 16<br>23                 | 17<br>24                 | 18                        | 5<br>12<br>19<br>26       | 20                        | 14<br>21                 |
| OCT.  | 1<br>8<br>15<br>22<br>29  | 2<br>9<br>16<br>23<br>30  | 3<br>10<br>17<br>24<br>31 | 4<br>11<br>18<br>25       | 5<br>12<br>19<br>26      | 6<br>13<br>20<br>27       | 7<br>14<br>21<br>28      | OCT.  | 7<br>14<br>21<br>28      | 1<br>8<br>15<br>22        |                           | 3<br>10<br>17<br>24<br>31 | 18                        | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27       | ост.   | 6<br>13<br>20<br>27       | 7<br>14<br>21            | 1<br>8<br>15<br>22       | 23                        | 3<br>10<br>17<br>24<br>31 | 18                        | 12<br>19<br>26           |
| NOV.  | 5<br>12<br>19<br>26       | 6<br>13<br>20<br>27       | 7<br>14<br>21<br>28       | 22                        | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24       | 4<br>11<br>18<br>25      | NOV.  | 4<br>11<br>18<br>25      | 5<br>12<br>19             | 6<br>13<br>20             | 7<br>14<br>21             | 22                        | 9<br>16<br>23<br>30       |                           | NOV.   | 3<br>10<br>17<br>24       | 11<br>13                 | 12<br>19                 |                           | 7<br>14<br>21<br>28       | 1<br>8<br>15<br>22<br>29  | 9<br>16<br>23            |
| DEC.  | 3<br>10<br>17<br>24<br>31 | 4<br>11<br>18<br>25       |                           |                           | 7<br>14<br>21<br>28      | 1<br>8<br>15<br>22<br>29  | 9<br>16<br>23<br>30      | DEC.  | 2<br>9<br>16<br>23<br>30 | 3<br>10<br>17<br>24<br>31 | 18                        | 12<br>19                  |                           | 7<br>14<br>21<br>28       | 22                        | DEC.   | 1<br>8<br>15<br>22<br>29  | 15<br>23                 | 17<br>24                 | 18                        | 5<br>12<br>19<br>26       |                           | 14 21                    |

.

J.

-

# **ADVERTISERS' INDEX**

| Arrowhead Network                   | WAAT—Newark, N. J 208                         | WJHL-Johnson City, Tenn 304 |
|-------------------------------------|---|-----------------------------|
| Forjoe & CoSecond Cover             | WADC-Akron, Ohio 250                          | WJLS—Beckley, W. Va         |
| Free & Peters, Inc 400              | WAGA-Atlanta, Ga 80                           | WJR-Detroit, Mich 160       |
| Georgia Major Market Trio 78        | WAIR-Winston Salem, N. C 246                  | WJW—Cleveland, Ohio         |
| Intermountain Network 329           | WAKR-Akron, Ohio 251                          | WKRC—Cincinnati, Ohio       |
| Keystone Broadcasting               | WAPI-Birmingham, Ala 20                       | WKZO—Kalamazoo, Mich 165    |
| Don Lee Broadcasting System 11      | WARM—Scranton, Pa                             | WLAW—Lawrence, Mass 153     |
| Joseph Hershey McGillvra, Inc       | WAVE—Louisville, Ky                           | WLBCMuncie, Ind             |
| Third Cover and Insert opposite 368 | WBIG—Greensboro, N. C 240                     | WLIB—New York, N. Y         |
| McClatchy Broadcasting Co 31        | WBRC—Birmingham, Ala                          | WLOL—Minneapolis, Minn      |
| The Mid-States Group 115            | WBT—Charlotte, N. C                           | WLS—Chicago, Ill 97         |
| New England Regional Network 61     | WCAO—Baltimore, Md 142                        | WLW—Cincinnati, Ohio        |
| North Central Broadcasting 174      | WCBM—Baltimore, Md 143                        | WMAI Weshington D. C.       |
| Pacific Blue Network 6              | WCOP—Boston, Mass                             | WMAL—Washington, D. C       |
| John H. Perry Radio Stations 70     | AVIDAG IN I I I I I I I I I I I I I I I I I I | WMAQ—Chicago, Ill           |
| Edward Petry & Co., IncFront Cover  | WDAY—Fargo, N. D                              | WMBD—Peoria, Ill            |
| Tri-City Stations of Virginia 331   | TELEDIT IN 1 TV                               | WMBG—Richmond, Va           |
| Tri-Penn Market                     | WDBJ—Koanoke, Va                              | WMBR—Jacksonville, Fla 71   |
| Wisconsin Network 354               | WDZ Two lands 111                             | WMCA—New York, N. Y         |
| Yankee NetworkFourth Cover          | WDZ—Tuscola, III                              | WMMN—Fairmoint, W. Va       |
|                                     | WEMP—Milwaukee, Wis                           | WMT—Cedar Rapids, Iowa 114  |
|                                     | WEVD—New York, N. Y                           | WNAC—Boston, Mass           |
| RADIO STATIONS                      | WFAS—White Plains, N. Y                       | WNEW—New York, N. Y         |
|                                     | WFBC—Greenville, S. C                         | WOC-Davenport, lowa         |
| CKACMontreal, Que                   | WFBR—Baltimore, Md                            | WOL-Washington, D. C        |
| CKLW—Detroit, Mich                  | WFCI—Pawtucket, R. I                          | WORL—Boston, MassBackbone   |
| KANS—Wichita, Kan 126               | WFLA—Tampa, Fla                               | WOW—Omaha, Neb 202          |
| KBON—Omaha, Neb                     | WFOY—St. Augustine, Fla                       | WPTF—Raleigh, N. C          |
| KCKN-Kansas City, Kan 184           | WGAC—Augusta, Ga 82                           | WQAM—Miami, Fla 74          |
| KCMO-Kansas City, Mo 185            | WGAR—Cleveland, Ohio                          | WRBL—Columbus, Ga 83        |
| KDYL—Salt Lake City, Utah 328       | WGBS—Miami, Fla                               | WRC-Washington, D. C        |
| KFAB—Lincoln, Neb                   | WGST—Atlanta, Ga 81                           | WRNL—Richmond, Va           |
| KFBI-Wichita, Kan 128               | WHAM—Rochester, N. Y                          | WRRF-Washington, N. C 245   |
| KFH-Wichita, Kan 129                | WHB-Kansas City, Mo 188                       | WRVA—Richmond Va            |
| KFI—Los Angeles, Calif              | WHBF-Rock Island, lll 104                     | WSGN—Birmingham, Ala        |
| KFYR—Bismarck, N. D 247             | WHDH—Boston, Mass 149                         | WSIX—Nashville, Tenn        |
| KGGM—Albuquerque, N. M 210          | WIIEC—Rochester, N. Y                         | WSPA—Spartanburg, S. C      |
| KGKO-Fort Worth, Tex                | WHIO-Dayton, Ohio 261                         | WSPD—Toledo, Ohio           |
| KGLO-Mason City, Iowa 121           | WHIZ-WLOK-Lima-Zanesville, Ohio. 267          | WSPR—Springfield, Mass 155  |
| KGNC-Amarillo, Tex 309              | WHK-Cleveland, Ohio 257                       | WSYR—Syracuse, N. Y         |
| KGW-Portland, Ore 276               | WHKK—Akron, Ohio 252                          | WTAD—Quincy, lll 102        |
| KLZ-Denver, Colo 54                 | WHO—Des Moines, Iowa                          | WTAG-Worcester, Mass 156    |
| KMBC-Kansas City, Mo 186            | WHTD-Hartford, Conn 58                        | WTAM—Cleveland, Ohio 259    |
| KOA—Denver, Colo 55                 | WIBC—Indianapolis, Ind 109                    | WTAQ—Green Bay, Wis 357     |
| KONO-San Antonio, Tex 322           | WIBW-Topeka, Kan 127                          | WTAR-Norfolk, Va            |
| KQV—Pittsburgh, Pa 287              | WIND—Chicago, Ill 95                          | WTCN—St. Paul, Minn         |
| KQW—San Francisco, Calif 48         | WING-Dayton, Ohio 262                         | WTMA—Charleston, S. C       |
| KRGV—Weslaco, Tex 325               | WIOD—Miami, Fla                               | WWDC—Washington, D. C       |
| KROD—El Paso, Tex                   | WIS-Columbia, S. C                            | WWJ—Detroit, Mich           |
| KSTP-Minneapolis-St. Paul, Minn 172 | WITH—Baltimore, Md 141                        | WWL—New Orleans, La         |
| KTBS—Shreveport, La                 | WJBK—Detroit, Mich 159                        | WWVA—Wheeling, W. Va        |
| KXEL—Waterloo, Iowa                 | WJJD—Chicago, Ill                             | WXYZ—Detroit, Mich          |
|                                     |   | WAS ACT DELIVITY MILEIT     |



# 



C. LAURY BOTTH OF, Exec. Vice-Pres. & Treas.

ALBERT WILLIAM MOSS, Exec. Vice-Pres. in Cha: go New York Office

C. W. DOHENY, Vice-Pros.

HOWARD E. ROGERS, Secretary

JAMES M. KELLY, Vice-Pros.

Vol. 27 No. 9

Alahama

# RADIO SECTION

2 Parts-Part 2

278

# May 1, 1945

| Advertiser's Index   | 2 | NETWORK AND GROUP LISTINGS (National and Regional):                          | 4   |
|--|---|--|-----|
| Alphabetical List of Stations with Locations: United States Canada |   | United States Canada Intrastate network listings at beginning of each state. | 369 |
| Frequency Classifications of Stations:                             |   | Representatives: Names, addresses and telephone numbers                      | 399 |
| United States  |   | Three-year Calendar  | 1   |

# GEOGRAPHICAL DIVISION OF RATE AND DATA LISTINGS

# Listings in each division arranged alphabetically according to city and call letters

| Alabama 10              | 4000.40   | ,       |                               |        |
|-------------------------|---|---------|-------------------------------|--------|
| Arizona 24              |   | 157     | AT E                          |        |
| Arkansas 28             | Michigan  |         | New Jerse                     |        |
| California 31           | Minnesota   | 169     | New Mex                       | ico .  |
| Colorado 53             | Mississippi   | 178     | New York                      | k      |
|                         | Missouri  |         | North Ca                      | rolina |
|                         | Montana   |         | North Da                      |        |
| Delaware 63             |   |         | Ohio                          |        |
| District of Columbia 64 | Nebraska  |         |                               |        |
| Florida 69              | Nevada  |         | Oklahoma                      |        |
| Georgia 78              | New Hampshire   | 204     | Oregon .                      |        |
| Idaho 88                |   |         |                               |        |
| Illinois 89             | -ADVERTISING RATES F  | OR BIAN | IDARD KALI                    |        |
| Indiana 107             | J t1.   |         | l <b>3</b> ti.        •24 ti. | Tra    |
| Iowa 113                | Full page 210.00  |         | 190.00 180.00                 |        |
| Kansas 124              | Two columns 170.00  |         | 150.00 140.00                 | dedi   |
| Kentucky 130            | Half page   |         | 125.00 115.00<br>100.00 90.00 | from   |
|                         |   |         |                               | For    |
| Louisiana 133           | (*) The 24-time rate app                                    |         |                               | and d  |
| Maine                   | company or radio station uses<br>month for 12 months or a m |         |                               | Lion   |
| Maryland 140            | year.   |         |                               | Secti  |
| M                       |   |         |                               |        |

|                         | Rhode Island       | 293  |
|-------------------------|--------------------|------|
| 206                     | South Carolina     |      |
| 210                     | South Dakota       | 300  |
| 212                     | Tennessee          | 302  |
| ina 2 <b>3</b> 5        | Texas              | 308  |
| a 247                   | Utah               | 326  |
| 250                     | Vermont            | 330  |
| 267                     | Virgin a           | 331  |
| 272                     | Washington         | 340  |
|                         | West Virginia      | 348  |
| DATA SERVICE-           | Wiscomsin          | 35.4 |
| Transportation Section  | Wyoming            | 363  |
| nd Canadian Section—    |                    |      |
| educt \$20 per unit     | Alaska             | 365  |
| om these rates.         | Canada             | 369  |
| For complete rates      | Hawaii             | 365  |
| nd data see Classifica- | Newfoundland       | 393  |
| on 1, Business Paper    | Philippine Islands | 366  |
| ection.                 | Puerto Rico        |      |
|                         | I HELLO TULCO      | 001  |

Pennsylvania .....



18

Appearing in listings indicates membership in National Association of Broadcasters

# Copyright 1945. STANDARD RATE & DATA SERVICE, Inc.

Issued semi-monthly: Newspaper Section and Radio Section, 1st of month; Magazine-Farm Paper Section and Business Paper Section, 15th of month.

PUBLISHING AND EXECUTIVE OFFICE

EASTERN OFFICE

REPRESENTATIVE

333 N. Michigan Avenue, Chicago I, III. Randolph 5616-7-8-9

420 Lexington Avenue, New York 17, N. Y. Lexington 2-6611 2-6612

Don Harway, 816 W. 5th St., Los Angeles 13, Cal. Mutual 8512

Entered as second class myster July 8, 1943, at the Post Office at Chicago, Illinois, under the Act of March 3, 1879.

Every effort is made to produce a dependable Service, but the publishers cannot be held responsible for any inaccuracies,

Printed in U.S. A. Complete Service \$40 a year—individual sections \$20 a year. For Advertising Rates See Classification 1 Business Paper Section

# NETWORK AND GROUP LISTINGS

# AMERICAN BROADCASTING COMPANY, INC. (BLUE NETWORK)



# BLUE NETWORK



R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y., Circle 7-5700,

Rate card dated January 1, 1945. (Card No. 32.) Card received February 19, 1945.

### General Advertising

# RATE CLASSIFICATIONS

All rates quoted on local time.

8:00 p.m. to 11:00 p.m.—night rates as listed.

12:00 noon to 4:00 p.m., Sundays only, two-thirds night rates; 4:00 p.m. to 6:00 p.m., Sundays, three-quarters night rates.

11:00 p.m. to 12:00 midnight and 8:00 a.m. to 6:00 p.m. (exclusive of Sunday afternoon)—one-half night

12:00 midnight to 8:00 a.m.—one-third night rates.

Service available only if a regularly scheduled program precedes or follows.

Rates for periods longer than one hour in exact proportion to corresponding one hour rate.

TERMS OF USE

TERMS OF USE

No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make individual contracts with the Blue Network, subject to card rate and regulations.

All programs are subject to program and operating policies of the Blue Network.

The clusing date is three weeks in advance of initial program.

### PRODUCTION SERVICES

PRODUCTION SERVICES

Services of the Blue Network Program Department in arranging and presenting programs are available to network clients.

No special charge is made for facilities when programs originate in Blue Network studios in New York City. Chicago, Washington. San Francisco and Hollywood, provided the city in which the program originates is included in the Network facilities ordered. Special charge, subject to agency commission but not to discount or rebate, made for facilities when program origination does not conform to these conditions—and for programs requiring special production.

# STANDARD DISCOUNTS

Weekly Volume Discounts\*
Weekly discounts for 13 or more consecutive weeks of network broadcasting on a gross contracted value of 2,000.00 or more.

# Weekly Gross Contracted Value of Network Time

|                 | 2,000<br>to<br>4,000 | 4,000<br>to<br>7,000 | 7.000<br>to<br>12.000 | 12,000<br>to<br>18,000 | 18,000<br>or<br>more |
|-----------------|----------------------|----------------------|-----------------------|------------------------|----------------------|
| Split Basic     |                      | 2.5%                 |                       |                        |                      |
|                 | None                 |                      | 5%                    | 7.5%                   | 10%                  |
| Full Basic      | 2.5%                 | 5%                   | 7.5%                  | 10%                    | 12.5%                |
| Full Basic plu  |                      |                      |                       |                        | -                    |
| 1 group         | 5%                   | 7.5%                 | 10%                   | 12.5%                  | 15%                  |
| 2 groups        | 7 50%                | 10%                  | 12.5%                 | 15%                    | 17.5%                |
| 3 groups        | 100                  | 10 50                |                       |                        |                      |
| 9 Rionba        | 10%                  | 12.5%                |                       | 17.5%                  | 20%                  |
| 4 groups        | 12.5%                | 15%                  | 17.5%                 | 20%                    | 22.5%                |
| 5 groups        | 15%                  | 17.5%                | 20%                   | 22.5%                  | 25%                  |
| Full Network    |                      |                      | 22.5%                 |                        |                      |
| run Metwork     | 11.070               | 2070                 | 22.570                | 25%                    | 27.5%                |
| The five group  |                      |                      |                       |                        |                      |
| Southeastern    | ***********          |                      |                       | One                    | Group                |
| Southcentral    |                      |                      |                       | One                    | Group                |
| Southwestern    |                      |                      |                       | 0                      | Croup                |
| Dod til western |                      |                      |                       | One                    | Group                |
| Pacific Coas    | t and I              | viountain            | l <b></b>             | One                    | Group                |
| Supplementa     | ry Stati             | ons tota             | ling 2.00             | 0.00                   |                      |
| or more         |                      |                      |                       |                        | Group                |
| This 2.000      | 00 10                | 6 au rod             | *                     |                        | Group                |
|                 |                      |                      |                       |                        |                      |

rnis 2,000.00 is figured at gross evening hour rates; daytime hour value is 1,000.00; values for other units of time are in proportion to the rate, Each group must be ordered in its entirety with the complete Basic Blue Network in order to earn the group discount.

Annual Rebate

Annual Rebate
In addition, to the Weekly Volume Discounts an
annual rebate for 52 consecutive weeks of network
broadcasting of 12-1/2% of the gross billing is allowed on each station used during the rebate-fiscal
year unless discontinued prior to the end of the
rebate-fiscal year.
The rebate will be due and payable at the end of
each 52 weeks of consecutive service but will be paid
currently on firm 52 week contracts. Interruptions in
the broadcast service to the advertiser will not affect
the advertiser's right to the rebate.

Annual Discounts\*

the advertiser's right to the rebate.

Annual Discounts\*

Discounts from 25% to 42-1/2% in lieu of Weekly Volume Discounts and Annual Rebates will be allowed currently to advertisers whose contracted gross network billing equals or exceeds 1,500,000,00 within a 12 month fiscal year. The annual discounts for each of the contracts of an advertiser varies according to the number of groups included in that contract as follows:

| ILEGE HE LOHIOME:   |         |
|---------------------|---------|
| Split Basic         | 25%     |
| Basic               | 27-1/2% |
| Basic plus 1 group  | 30%     |
| Basic plus 2 groups | 32-1/2% |
| Basic plus 3 groups | 35%     |
| Basic plus 4 groups | 37-1/9% |
| Basic plus 5 groups | 40%     |
| Full Network        | 42-1/2% |

For advertisers using the full Blue Network for day-time (9:00 s.m. to 6:00 p.m. EWT) broadcasting, a series of programs of 15 minutes or longer on three to six days per week, the following will apply in lieu of Standard Discounts and Rebates:

# Weekly Discounts\*

| 13 or more consecutive weeks of network broade   3 broadcasts weekly | 7-1/2% |
|--|--------|
| Annual Discounts*  |        |

# Cash Discount

Two points of each discount listed under "Weekly Volume Discounts" and "Annual Discounts" are contingent upon (uil payment of bills on or before 15th day of mouth following month in which broadcast occurred. This provision applies only to charges for broadcast time.

### Agency Commission

An advertising agency commission of 15% will be allowed on gross billing less applicable rebate and discounts and less the cash discount, whether it is earned or not. From the annual rebate, if any, the company shall deduct any excess agency commission previously allowed.

(\*) Two points of each discount listed are contingent upon full payment in accordance with paragraph "Cash Discount."

### NETWORK RATES

### NIGHT RATES

(8:00 p.m. to 11:00 p.m.)

(Late evening (11:00 p.m. to 12:00 midnight) rates are 50% of night rates.]

### BASIC NETWORK

|   | l hr.           | 1/2 hr.         | 1/4 hr.  |
|---|-----------------|-----------------|----------|
| New York (WJZ)1   | .400.00         | 840.00          | 560.00   |
| Boston (WHDH)   | 880.00          | 228.00          | 152.00   |
| Springfield (WSPR)  | 140.00          | 84.00           | 56.00    |
| Wordester (WURC)  | 180.00          | 108.00          | 72.00    |
| New Bedford, Mass. (WNBH)   | ) 80.0 <u>0</u> | 48.00           | 82.00    |
| Springfield (WSPR) Worcester (WORC) New Bedford, Mass. (WNBH) Hyannis (WOCB)  | В               | onus with       | WNBH     |
| DISTILLIBRIES, 14 13 (44 121 UE)  | 100.00          | 60.00           | 40.00    |
| Providence (WFCI)   | 200.00          | 120.00          | 80.00    |
| Waterbury (WATR)  | 100.00          | 60.00           | 40.00    |
| Hartford (WHTD)   | 160.00          | 96.00           | 64.00    |
| New Haven (WELI)  | 140.00          | 84.00           | 56.00    |
| Bridgeport (WNAB)   | 80.00           | 48.00           | 82.00    |
| Philadelphia (WFIL)   | 400.00          | 240.00          | 160.00   |
| Baltimore (WCBM) Washington (WMAL)  | 160.00          | 96.00           | 64.00    |
| Washington (WMAL)   | 250.00          | 150. <b>0</b> 0 | 100.00   |
| Winchester (WINC)   | ********        | Bonus wi        | th Basic |
| Richmond (WRNL)   | 140.00          | 84.00           | 56.00    |
| **Fredericksburg (WFVA)   | F               | Ronus with      | WRNL     |
|   |                 |                 | 72.00    |
| Syracuse (WAGE) Buffalo (WGR) Pittsburgh (KQV) Wheeling (WWYA) Detroit (WXYZ)   | 240.00          | 144.00          | 96.00    |
| Buffalo (WGR)   | 1320.00         | 192.00          | 128.00   |
| Pittsburgh (KQV)  | 240.00          | 144.00          | 96.00    |
| Wheeling (WWVA)   | 820.00          | 192 00          | 128.00   |
| Detroit (WXYZ)  | 460.00          | 276 00          | 184.00   |
| Total Eastern Zone -  |                 |                 |          |
| Total Eastern Zone 24 stations 5 Akron (WAKR) Toledo (WTOL)   | 870.00          | 3,402.00        | 2,268.00 |
| Akron (WAKR)  | 160 00          | 96.00           | 64.00    |
| Toledo (WTOL)   | 120.00          | 72.00           | 48.00    |
| Cincinnati (WSAI)   | 240.00          | 144.00          | 96.00    |
| Toledo (WTOL) Clectinati (WSA1) Cleveland (WJW) Dayton (WING) Columbus (WYOL) Louisville (WINN) Indianapolis (WISH) Fort Wayne (WOWO) Chicago (WENR-WLS) Milwaukee (WEMP) St Louis (KXOK) Columble (KFRU) | 240.00          | 204.00          | 136.00   |
| Dayton (WING)   | 160.00          | 04.00           | 64.00    |
| Columbus (WCOL)   | 140.00          | 90.00           | 56.00    |
| Louisville (WINN)   | 190.00          | 79.00           | 48.00    |
| Indiananolis (WISH)   | 200.00          | 190.00          |          |
| Fort Warns (WOWA)   | 200.00          | 120.00          | 80.00    |
| Chienge (WEND MTS)  | 220.00          | 132.00          | 88.00    |
| Militariles (WEAR-WES)  | 100.00          | 450.00          | 300.00   |
| SHIWBURED (WENT)  | 120.00          | 72.00           | 48.00    |
| Columbia (FERID   | 340.00          | 204.00          | 136.00   |
| Columbia (KFRU)   | 1               | sonus with      | KXOK     |
| Hannibal (KHMO)   | 100.00          | Bonus W1        | n Basic  |
| Davenport (WOC) MinnSt. Paul (WTCN) Waterloo (KXEL) Burlington (KBUR)   | 180.00          | 108.00          | 72.00    |
| MinnSt. Paul (WTCN)   | 260.00          | 156.00          | 104.00   |
| Waterioo (KXEI)   | 200.00          | 180.00          | 120.00   |
| Burlington (KBUR)   |                 | Bonus with      | n KXEL   |
| Lawrence, Kan. (WREN)<br>Kansas City (KCMO)   | 180.00          | 108.00          | 12.00    |
| Kansas City (KCMO)  | 200.00          | 120.00          | 80.00    |
| Total Central Zone -<br>20 stations4  |                 |                 |          |
| 20 stations4  | ,030.00         | 2,418.00        | 1,612.00 |
| Total Basic Network   |                 |                 |          |
| 44 stations9  | .700.00         | 5,820.00        | 3,880.00 |
| (†) Untll June 1, 1945,   | rate w          | ill be 300      | 0.00 per |
| evening hour,   |                 |                 |          |
| (*) Daytime only.   |                 |                 |          |
|   |                 |                 |          |

# BASIC SUPPLEMENTARIES

| DAGIC SUFFIE                   | OUT EAST IN I | 1170     |        |
|--------------------------------|---------------|----------|--------|
| Individually available with    | Basio Ne      | twork:   |        |
| Poughkeepsle (WKIP)            | 40.00         | 24.00    | 16.00  |
| Stamford (WSRR)                | 50.00         | 30.00    | 20.00  |
| Atlantic City (WFPG)           | 60.00         | 36.00    | 24.00  |
| Huntington (WSAZ)              | 120.00        | 72.00    | 48.00  |
| Jamestown (WJTN)               | 80.00         |          | 32.00  |
| Olean (WHDL)                   | 40.00         | 24.00    | 16.00  |
| Plattsburg (WMFF)              | 40.00         | 24.00    |        |
| **Saranac Lake (WNBZ)          | . 40.00       | 24.00    | 16.00  |
| Peta (1977 PF1)                | 100.00        | nus with | WMFF   |
| Erie (WLEU)<br>Scranton (WARM) | . 120.00      | 72.00    | 48.00  |
| SCIMILOR (VALOR)               | . 80.00       |          | 32.00  |
| **York (WSBA)                  | 120.00        | 72.00    | 48.00  |
| Michigan Network (availab)     | e only as     | a group) | :      |
| Flint (WFDF)                   |               |          |        |
| Lansing (WJIM)                 |               |          |        |
| Jackson (WIBM)                 |               |          |        |
| Grand Rapids (WLAV)            |               |          |        |
| Battle Creek (WELL)            | 440.00        | 264.00   | 176.00 |
| Sault Ste. Marie(WSOO)         |               |          |        |
| Bay City (WBCM)                |               |          |        |
| Muskegon (WKBZ)                |               |          |        |
| •                              |               |          |        |
| Total 19 stations              | 1.190.00      | 714.00   | 476.00 |
| Lexington (WLAP)               | . 80.00       | 48.00    | 32.00  |
| Elkhart (WTRC)                 | . 40.00       | 24.00    | 16.00  |
| Springfield, III. (WCBS)       | . 80.00       | 48.00    | 32.00  |
| Rockford (WROK)                | 100.00        | 60.00    | 40.00  |
| Oshkosh (WOSH)                 |               | 30.00    | 20.00  |
| Duluth-Superior (WDSM)         |               | 60.00    |        |
| - didin Duperior (WDSM)        | 100.00        | 00.00    | 40.00  |

| Dairyland Network (available | e only  | as a group | a):      |
|------------------------------|---------|------------|----------|
|                              | I hr.   | 1/2 hr.    |          |
| Albert Lea (KATE)]           |         | -,         | .,       |
| Wilimar (KWLM)               | 120.00  | 72.00      | 48.00    |
| Winona (KWNO)                |         |            | 20.77    |
| Dubuque (WKBB)               | 80.00   | 48.00      | 82.00    |
| Omaha (KOWH)                 | 160.00  | 96.00      | 64.00    |
| Lincoln (KFOR)               | 80.00   | 48.00      | 82.00    |
| Youngstown (WFMJ)            | 100.00  | 60.00      | 40.00    |
| Marion (WMRN)                | 20.00   | 12.00      | 8.00     |
| Springfield (WIZE)           | 40.00   | 24,00      | 16.00    |
| Mansfield (WMAN)             | 50.00   | 80.00      | 20.00    |
| Des Moines (KSO)             | 180,00  | 108.00     | 72,00    |
| Shenandoah (KMA)             | 140.00  | 84.00      | 56.00    |
| Sloux City (KSCJ)            | 140.00  | 84.00      | 56.00    |
| St. Joseph (KFEQ)            | 120.00  | 72.00      | 48.00    |
| Springfield, Mo. (KWTO)      | 160.00  | 96.00      | 64.00    |
| Grand Island (KMMJ)          | 100.00  | 60.00      | 40.00    |
| Available only as a group:   |         |            |          |
| South Bend (WHOT) }          | 100.00  | 60.00      | 40.00    |
| Anderson (WHBU)              | 100.00  | 00.00      | 40.00    |
|                              |         |            |          |
| Total 24 stations2           | .040.00 | 1,224.00   | 816.00   |
| Total basic supple-          |         |            |          |
| mentaries 43 stations3       | ,230.00 | 1,938.00   | 1,292.00 |
| (**) Daytime only.           |         |            |          |
| SOUTHEASTER                  | N GRO   | ЭΠР        |          |

| Winston-Salem (WAIR)           | 80.00   | 48.00                                   | 31.00    |
|--------------------------------|---------|---|----------|
| Charlotte (WAYS)               | 120.00  | 72.00                                   | 48.00    |
| Charlottesville (WCHV)         | 40.00   | 24.00                                   | 16.00    |
| Johnson City (WJHL)            | 80.00   | 48.00                                   | 32,00    |
| Augusta (WGAC)                 | 60.00   | 86.00                                   | 24.00    |
| Columbia, S. C. (WCOS)         | 80.00   | 48.00                                   | 82.00    |
| Florence (WOLS)                |         | Sonus with                              | WCOS     |
| Spartanburg (WORD)             |         | 86.00                                   | 24.00    |
| Greenville (WMRC)              | 60.00   | 86.00                                   | 24.00    |
| High Point (WMFR)              |         | 80,00                                   | 20,00    |
| "Greensboro (WGBG)             |         | 86.00                                   | 24.00    |
| Hickory (WHKY)                 |         |   | 24.00    |
| Jacksonville (WJHP)            |         |   | 48.00    |
| Ocala (WTMC)                   | E       | sonus with                              | WJHP     |
| Miami (WKAT)                   |         | 84.00                                   | 56.00    |
| Norfolk (WGH)                  |         |   | 48.00    |
| Suffolk (WLPM)                 |         | Bonus with                              | wgH      |
| Tampa-St. Petersburg<br>(WSUN) |         |   |          |
| (WSUN)                         | 140.00  | 84.00                                   | 56.00    |
| Daytona Beach (WMFJ)           |         |   | 24.00    |
| Orlando (WLOF)                 |         |   | 24.00    |
| Palm Beach (WWPG)              |         |   | 24.00    |
| Tri-City Stations (available   | only as | a group)                                | :        |
| Danville (WBTM)                |         |   |          |
| Lynchhurg (WLVA)               | 220.00  | 132.00                                  | 88.00    |
| Covington (WKEY)Bon            |         | m-I cu-                                 | _4 _ 44  |
| *Washington, N. C. (WRRF)      | us with | Denve -/                                | BUBLIOUS |
| -                              |         |   |          |
| Total 26 stations1             | 670.00  | 1,002.00                                | 668.00   |
| (**) Daytime only.             | •       | • |          |
| A OTTOWN A COMPANY OF THE      |         |   | _        |
| SOUTHEASTERN SUF               |         |   | -        |
| Gastonia (WGNC)                |         |   | 16.00    |
| Kinston (WFTC)                 |         |   | 8.00     |
| Rocky Mount (WEED)             | 30.00   | 18.00                                   | 12.00    |
|                                |         |   |          |

### Kinston (WFTC) ....... 20.00 Rocky Mount (WEED) ...... 30.00 18.00

40.00

78.00

52.00

Wilmington (WMFD) .....

Total 4 stations...... 130.00

| SOUTHCENTRA        |        |              |        |
|--------------------|--------|--------------|--------|
| New Orleans (WDSU) |        |              | 80.00  |
| Atlanta (WAGA)     | 240.00 | 144,00       | 96 00  |
| Birmingham (WSGN)  | 180.00 | 108.00       | 72.00  |
| Mobile (WMOB)      | 100.00 | 60.00        | 40.00  |
| Gulfport (WGCM)    |        | Bonus with V | WMOR   |
| Jackson (WSLI)     | 100.00 | 60.00        | 40.00  |
| Greenwood (WGRM)   |        | Bonus with   | WSLI   |
| Vicksburg (WQBC)   |        | Bonus with   | WSL    |
| Hot Springs (KTHN) | 120.00 | 72.00        | 48 00  |
| Little Rock (KGHI) | 80.00  | 48.00        | 82.00  |
| Nashviile (WSIX)   |        |              | 64.00  |
| Chattanooga (WDEF) |        |              | 48.00  |
| Knoxville (WBIR)   | 120.00 | 72.00        | 48.00  |
| Memphis (WMPS)     |        |              | 64.00  |
| Baton Rouge (WJBO) |        |              | 40.00  |
| Shreveport (KRMD)  |        |              | 82.00  |
| Anniston (WHMA)    |        | Bonus with   | & roun |
| Clarksdale (WROX)  |        | Bonus with   | group  |
| El Dorado (KELD)   |        | .Bonus with  | group  |
|                    |        |              |        |

# SOUTHCENTRAL SUPPLEMENTARIES

| Available only as a group:                     |       |        |        |
|--|-------|--------|--------|
| Alexandria (KALB) ( Monroe (KMLB)              | 80.00 | 48,00  | 82.00  |
| Available only as a group;<br>Columbus (WDAK)) |       |        |        |
| Columbus (WDAK)                                | 10.00 | 66.00  | 44.00  |
|  | 60.00 | 86,00  | 24.00  |
| Jackson (WTJS)                                 | 60.00 | 86.00  | 24.0   |
| Total 7 stations 3                             | 10.00 | 186.00 | 124.00 |
| SOUTHWESTERN                                   | GRO   | UP     |        |
| Ft. Worth-Dallas (KGKO) 2                      | 40.00 | 144 80 | 98.00  |

| SOUTHWESTERN G                | ROUP           |
|-------------------------------|----------------|
| Ft. Worth-Dallas (KGKO) 240.0 |                |
| Houston (KXYZ) 240.0          |                |
| *College Station (WTAW)       |                |
| Wtehita, Kana. (KFBI) 180.0   |                |
| Oklahoma City (KTOK) 120.0    |                |
| Tulsa (KOME) 120.0            |                |
| Beaumont (KFDM) 140.0         | 0 84.00 56.0   |
| Available only as a group:    |                |
| San Antonio (KABC)            | 0 168.00 112.0 |
| Waco (WACO)                   | 0 48.00 82.0   |
| (This listing continued on    | next page)     |

7

|  | KADIO STATIONS  | i age "   |
|--|---|---|
| AMERICAN BROADCASTING  | 1 hr. 1/2 hr. 1/4 hr.   | SOUTHEASTERN SUPPLEMENTABLES  |
| COMPANY, INC.—Continued  | Akron (WAKR)  | Gastonia (WGNC) 20.00 12.00 8.0   |
| Oklahema Network (available only as group):  1 hr. 1/2 hr. 1/4 hr.   | Cincinnati (WSAI)   | ROCKY Mount (WEED) 15.00 9.00 6.0   |
| Enid (KCRC)  | 1)ayton (WING) 80.00 48.00 82.0   | Wilmington (WBIRD) 20.00 12.00 8.0  |
| Muskogee (KBIX) 220.00 132.00 88.00 Ada (KADA)   | Columbus (WCOL)   |   |
| Ardmore (KVSO)   | Indianapolis (WISII) 100.00 60.00 40.0  | New Orleans (WDSU) 100.00 60.00 40.0  |
| Total 17 stations  | ('hicago (WENR-WLS) 450.00 270.00 180.0   | Birmingham (WSGN) 90.00 54.00 36.0  |
| SOUTHWESTERN SUPPLEMENTARIES   | Milwaukee (WEMP)  | Michile (WMOB)  |
| Brownsville (KEEW) 40.00 24.00 16.00 Coffeyville (KGGF) 100.00 60.00 40.00   | Columbia (KFRU)Bonus with KXOI  | Jackson (WSLI)  |
| Lubbock (KFYO) 60.00 36.00 24.00   | Hannibal (KHMO)   | Vicksburg (WQBC)Bonus with WSL  |
| Available only as a group: Texarkana (KCMC)  | Minn, -St. Paul (WTCN), 130.00 78.00 52.0   | Little Rock (KGHI) 40.00 24.00 16.0   |
| Longview (KFRO)  | Waterloo (KXEL)   | Chattanooga (WDEF) 60.00 26.00 24.0   |
| San Angelo (KGKL)  | Lawrence, Kans. (WREN) 90.00 54.00 36.0<br>Kansas City (KCMO) 100.00 60.00 40.0   |   |
| Paris (KPLT)   | Total Central Zone  | Shreveport (KRMD) 40.00 24.00 16.0  |
|  | 20 stations   | Clarksdale (WROX)   |
| Total 10 stations  | Total Basic Network 4,925.00 2,955.00 1,970.0   | El Dorade (KELD)Bonus with grou   |
| MOUNTAIN GROUP   | (**) Daytime onis   | Total 19 stations 880.00 528.00 352.0<br>SOUTHCENTRAL SUPPLEMENTARIES   |
| Available only as a group. For use with Basic or Pacific Group:  | BASIC SUPPLEMENTARIES Poughkeepste (WKIP) 20,00 12,00 8.0   | Aveilable only as a group:  |
| Denver (KVOD) 200.00 120.00 80.00  | Stamford (WSRR) 25.00 15.00 10.0  | Monroe (KMLB) 40.00 24.00 16.0  |
| Pueblo (KGHF)  | Atlantic City (WFPG) 80.00 18.00 12.0<br>Huntington (WSAZ) 60.00 86.00 24.0   | Available only as a group:  |
| Nuit Lake City (KUTA) 160,00 96.00 64.00   | Jamestown (WJTN) 40.00 24.00 16.0   | West Point (WRLD) 55,00 38,00 22,0  |
| Las Vegas (KENO)Bonus with group   | Olean (WHDL)  | Macon (WBML) 80.00 18.00 12.0   |
| Total 5 stations   | **Saranac Lake (WNBZ)Bonus with WMF)  | Jackson (W138) 80.00 15.00 12.0   |
| PACIFIC COAST GROUP  For use with Mountain Group in conjunction with   | Erie (WLEU)   |   |
| Basic Network. When used separately, special pro-  | **York (WSBA) 60.00 86.00 24.0 Michigan Network (available only as a group):  | Ft. Worth-Dallas (KGXO) 120.00 72.00 48.0   |
| gram production in San Francisco or Hollywood studios required:  | Flint (WFDF)  | Houston (KXYZ) 120.00 72.00 48.0<br>**College Station (WTAW) Bonus with KXX   |
| Los Angeles (KECA) 400.00 240.00 160.00  | Lansing (WJIM)  | Wienita, Kans. (KFH) 90.00 54.00 36.00 Oklahoma City (KTOE) 60.00 36.00 24.0  |
| San Francisco (KGO) 360.00 216.00 144.00 Watsonville (KHUB)  | Grand Rapids (WLAV)  <br>Battle Creek (WELL) } 220.00 132.00 88.0   | Tulsa (KOME)  |
| Seattle (KJR)  | Sault Ste. Marle(WSOO) <br>Bay City (WBCM)  | Available only as a group:  |
| Spokane (KGA)         160.00         96.00         64.00           Portland, Ore. (KEX)         180.00         108.00         72.00  | Muskegon (WKBZ)   | San Antonio (KABC)  |
| San Diego (KFMB)   | Total 19 stations 595.00 357.00 238.0   | Waco (WACO)   |
| Sacramento (KFBK) 160,00 96.00 64,00   | Lexington (WLAP) 40.00 24.00 16.0   | Amarillo (KFDA) 40.00 24.00 16.0  |
| Stockton (KWG)   | Elkhart (WTRC) 20.00 12.00 8.0<br>Springfield, Ill. (WCBS) 40.00 24.60 16.0   | Chianoma Iterrota (atematic only as a givily).  |
| Wenatchee (KPQ) 40.00 24.00 16.00  | Rockford (WROK) 50.00 20.00 20.0  | Shawnee (KGFF)  |
| Phoenix (KPHO) 90,00 54.00 36.00   | Oshkosh (WOSH) 25.00 15.00 10.0<br>Duluth-Superior (WDSM) 50.00 80.00 20.0  | Ada (KADA)  |
| Total 13 stations  | Dairyland Network (available only as a group):  | Ardmore (KVSO)  |
| PACIFIC COAST SUPPLEMENTARY Riverside (KPRO)   | Albert I.ea (KATE)  | Total 17 stations   |
| CANADIAN STATIONS  | Winona (KWNO)   | Brownsville (KEEW) 20,00 12.00 8.0  |
| Toronto (CJBC)   | **Omaha (KOWH) 80.00 48.00 82.0   | Lubboek (KFYO) 30.00 18.00 12.0   |
|  | Youngstown (WFMJ) 50.00 30.00 20.0  | Available only as a group;  |
| Total 2 stations   | Springfield (WIZE)         20.00         12.00         8.0           Marion (WMRN)         10.00         6.00         4.0   | Longview (K.F.KO)   |
| Blue Network advertisers interested in Central and   | Mansfield (WMAN) 25.00 15.00 10.0   | San Angelo (KGKL)   |
| South American markets have available the Pan-<br>American broadcasting services of short wave inter-  | Des Moines (KSO)  | Paris (KPLT)  |
| national stations, WRCA and WNBI.  | Sloux City (KSCJ) 70.00 42.00 28.0<br>St. Joseph (KFEQ) 60.00 36.00 24.0  |   |
| A Pan-American program may be broadcast simul-<br>taneously with the domestic program over the Blue  | Springfield, Mo. (KWTO) 80.00 48.00 82.0  | (**) Daytime only.  |
| Network if the language period permits, or delayed<br>broadcasts may be arranged at hours most suitable  | **Grand Island (KMMJ) 50.00 80.00 20.0<br>Available only as a group:  | MOUNTAIN GROUP  |
| for the markets to be reached.   | South Bend (WHOT)   | Available only as a group. For use with Basic of Pacific Coast Network:   |
| Rates and details on request.  OAY RATES   | Total 24 stations   | Pueblo (KGHF) 20 00 12 00 8 0   |
| (8:00 a.m. to 6:00 p.m. week days, 11:00   | Total basis supple-<br>mentaries 43 stations.1,615.00 969.00 646.0  | Cheyenne (KFBC) Bonus with KVOI<br>Sait Lake City (KUTA) 80.00 48.00 82.0   |
| p.m. to 12:00 midnight week days and Sun-<br>days, and 8:00 a.m. to 12:00 noon Sundays)  | (**) Daytime only.  | Las Vegas (KENO)Bonus with grou   |
| [Sunday afternoon (12:00 noon to 4:00 p.m.) rates are  | SOUTHEASTERN GROUP  | Total 5 stations  |
| two-thirds of night rates.] [Sunday afternoon (4:00 p.m. to 6:00 p.m.) rates   | Winston-Salem (WAIR) 40.00 24.00 16.0<br>Charlotte (WAYS) 60.00 86.00 24.0  | For use with Mountain Group in conjunction with   |
| are three-fourths of night rates.]   | Charlottesville (WCHV) 20.00 12.00 8.0  | Rasic Network. When used separately, special program production in San Francisco or Hollywoo  |
| BASIC NETWORK New York (WJZ)   | Johnson City (WJHL)   | studios is required:  |
| Boston (WHDH) 190.00 114.00 76.00  | Columbia, S. C. (WCOS) 40.00 24.00 16.0<br>Florence (WOLS)Bonus with WCOS   | San Francisco (KGO) 180.00 108.00 72.0  |
| Springfield (WSPR)         70.00         42.00         28.00           Worcester (WORC)         90.00         54.00         36.00  | Spartanburg (WORD) 80.00 18.00 12.0   | Seattle (KJR)   |
| New Bedford, Mass. (WNBH) 40.00 24.00 16.00<br>Hyannis (WOCB)Bonus with WNBH   | Greenville (WMRC)   | 1 Offiand, Old. (K19X) 50.00 54.00 50.0   |
| Manchester, N. H. (WMUR) 50.00 80.00 20.00   | "*Greensboro (WGBG) 80.00 18.00 12.0  | Fresno-Visalia (KTKC) 40.00 24.00 16.0  |
| Providence (WFCI)  | Hickory (WHKY)  | Stockton (KWG) 20.00 12.00 8.0  |
| Hartford (WHTD) 80.00 48.00 32.00  | Ocala (WTMC)  | Wenstenee (KPQ) 20,00 12,00 8.0   |
| Bridgeport (WNAB) 40.00 24.00 16.00  | Norfolk (WGH) 60.00 36.00 24.00   |   |
| Philadelphia (WFIL) 200.00 120.00 80.00  | Suffolk (WLPM)Bonus with WGF Tampa-St. Petersburg   | Total 13 stations 965.00 579.00 386.0<br>PACIFIC COAST SUPPLEMENTARY  |
| Building (WCBM) - Room Asim with   |   |   |
| Baltimore (WCBM)         80.00         48.00         32.00           Washington (WMAL)         125.00         75.00         50.00  | (WSUN)  |   |
|  | Daytona Beach (WMFJ) 30.00 18.00 12.00<br>Orlando (WLOF)  | CANADIAN STATIONS   |
| Washington (WMAL)         125.00         75.00         50.00           Winchester (WINC)         Bonus with Basic Blehmend (WRNL)         70.00         42.00         28.00           *Fredericksburg (WFVA)         Bonus with WRNL   | Daytona Beach (WMFJ)       80.00       18.00       12.00         Orlando (WLOF)       80.00       18.00       12.00         Palm Beach (WWPG)       80.00       18.00       12.00   | CANADIAN STATIONS Toronto (CIBC)  |
| Washington (WMAL)         125.00         75.00         50.00           Winchester (WINC)         Bonus with Basic Richmond (WRNL)         70.00         42.00         28.00           *Fredericksburg (WFVA)         Bonus with WRNL Troy-Albany (WTRY)         90.00         54.00         36.00  | Daytona Beach (WMFJ)  | CANADIAN STATIONS Toronto (CJBC)  |
| Washington (WMAL)         125.00         75.00         50.00           Winchester (WINC)         Bonus with Basic           Richmond (WRNL)         70.00         42.00         28.00           *Fredericksburg (WFVA)         Bonus with WRNL           Troy-Albany (WTRY)         90.00         54.00         36.00           Syracuse (WAGE)         120.00         72.00         48.00           Buffalo (WGR)         160.00         96.00         64.00  | Daytona Beach (WMFJ) 30.00 18.00 12.00 Orlando (WLOF)   | CANADIAN STATIONS           Toronto (CJBC)         60.00         36.00         24.00           Montreal (CFCF)         60.00         36.00         24.00           Total 2 stations         120.00         72.00         48.00           Branch Offices |
| Washington (WMAL)         125.00         75.00         50.00           Winchester (WINC)         Bonus with Basic           Richmond (WRNL)         70.00         42.00         28.00           *Fredericksburg (WFVA)         Bonus with WRNL           Troy-Albany (WTRY)         90.00         54.00         36.00           Syracuse (WAGE)         120.00         72.00         48.00           Buffalo (WGR)         160.00         96.00         64.00           Pittsburgh (KQV)         120.00         72.00         48.00           Wheeling (WWVA)         160.00         96.00         64.00 | Daytona Beach (WMFJ)   30.00   18.00   12.00     Orlando (WLOF)   30.00   18.00   12.00     Palm Beach (WWPG)   30.00   18.00   12.00     Tri-City stations (available only as a group):     Danville (WBTM)   110.00   66.00   44.00     Roanoke (WSLS)   Bonus with Tri-City stations | CANADIAN STATIONS   Toronto (CJBC)  |
| Washington (WMAL)         125.00         75.00         50.00           Winchester (WINC)         Bonus with Basic           Richmond (WRNL)         70.00         42.00         28.00           *Fredericksburg (WFVA)         Bonus with WRNL           Troy-Albany (WTRY)         90.00         54.00         36.00           Syracuse (WAGE)         120.00         72.00         48.00           Buffslo (WGR)         160.00         96.00         64.00           Pittaburgh (KQY)         120.00         72.00         48.00  | Daytona Beach (WMFJ) 30.00 18.00 12.00 Orlando (WLOF)   | CANADIAN STATIONS           Toronto (CJBC)         60.00         36.00         24.00           Montreal (CFCF)         60.00         36.00         24.00           Total 2 stations         120.00         72.00         48.00           Branch Offices |

# AMERICAN BROADCASTING COMPANY, INC.

(PACIFIC BLUE NETWORK)

Hollywood 28-Sunset Blvd. and Vine St., Hillside 8281.

San Francisco 2—Taylor and O'Farrell Sts., Gray-stone 6565.

Rate card dated October 1, 1942. (Card No. 2.)

# Agency Commission

15% to recognized agencies on gross billing, less applicable rebate and discounts and less the cash discount, whether it is earned or not. From the annual rebate, if any, the company shall deduct any excess agency commission previously allowed. No commission on program charges.

Two points of each discount listed under paragraph pertaining to 18 or more consecutive weeks of network broadcasting are contingent upon full payment of bills on or before 15th day of month following month in which broadcast occurred. No cash discount on talent or special facilities.

### RATE CLASSIFICATION

All rates quoted on local time. Fractional rates do not apply to Homolulu.

6:00 p.m. to 11:00 p.m.—gross rates as listed. 12:00 noon to 4:00 p.m., Sundays only—two-thirds gross rates.

 $4\,:\!00$  p.m. to  $6\,:\!00$  p.m. Sundays only—three-quarters gross evening rates.

11:00 p.m. to 12:00 midnight and 8:00 a.m. to 6:00 p.m. (exclusive of Sunday afternoon)—one-half gross

12:00 midnight to 8:00 a.m.—one-third gross rates. Service available only if a regularly scheduled program precedes or follows.

Rates for periods longer than one hour in exact pro-portion to corresponding one hour rate.

# DISCOUNTS

Weekly discounts for 13 or more consecutive weeks of network broadcasting.

-Weekly gross contracted value of network time:-Group 1-two or three Pacific Blue stations: 800.00 to 600.00... 600.00 to 1,000.00... 1,000.00 to 1,500.00... 1,500.00 to 2,100.00... 2,100.00 or more... 2-1/2% 5% Y-1/2%

.... 10% .... 12-1/2% 1-1/2% 10% 12-1/2% Group 3-six or seven Pacific Blue stations: 7-1/2% 12-1/2%

\_\_\_\_\_ 15% \_\_ 17-1/2% 2.100.00 or more. Group 4-eight or nine Pacific Blue stations: ..... 10% ..... 12-1/2% . 15% . 17-1/2%

2,100.00 or more.... Group 5—complete Pacific Blue Network: 300.00 to 600.00.
800.00 to 1,000.00.
1,000.00 to 1,500.00.
1,500.00 to 2,100.00.
2,100.00 or more. 12-1/2% 15% 17-1/2% 20% 22-1/2%

the second.

In Groups I, II, III, and IV bonus stations are not included in determining number of stations. If the Mountain Group is used with Groups I, II, III, or IV, an additional 2-1/2% discount shall be added to the discounts indicated in the above schedule for such split Pacific Networks.

Rebates for 26, 89, and 52 consecutive weeks of network broadcasting

of network broadcasting A rebate of 5% of the gross billing will apply on all facilities used during the first 28 weeks of the rebate-fiscal year; in lieu of 5%, a rebate of 7-1/2% of the gross billing will apply on all facilities used during the first 39 weeks of the rebate-fiscal year; and in lieu of 5% and 7-1/2%, a rebate of 12-1/2% of the gross billing will apply on all facilities used during the rebate-fiscal year. The 5%, 7-1/2%, or 12-1/2% rebate shall apply only to such facilities as are not discontinued prior to the end of the 28



# How many minutes equal \$20

During the course of one month many an agency will profit by having extra copies of Standard Rate & Data Service.

For an extra \$20 per section, per year, or an extra \$32 for the complete Service, any agency official can assure himself of quick, timely, specific facts on any matter connected with the purchase of advertising time or space.

Subscription Department STANDARD RATE & DATA SERVICE 333 N. Michigan Ave. Chicago 1, Ill.



weeks, the 39 weeks or the full rebate year, respectively. Each rebate will be due and payable at the end of its governing period or if the period is firm, the rebate will be paid currently. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

### SPECIAL DISCOUNTS

Applicable to North Mountain Group, South Mountain Service, and the Pacific Supplementaries only. Weekly discounts for 18 or more consecutive weeks of network broadcasting.

Weekly gross contracted value of network time. \$00.00 to \$00.00 \$00.00 to 1,000.00 1,000.00 to 1,500.00 1,500.00 to 2,100.00 2,100.00 or more 2-1/2% 5% 1-1/2% ... 10% ... 12-1/2% All Pacific Blue Network contracts for the same advertiser (except contracts taking Blue National discounts) may be combined to determine the weekly rate of discount.

rate of discount.
When any of the North Mountain Group, South
Mountain Service, and the Pacific Supplementary
stations are included in a Pacific Slue Petwork contract, the gross rates for such stations in addition
to the gross rate for Pacific Blue Network and Blue
Mountain stations shall be used to determine the
weekly discounts applicable to the advertiser—Blue
as well as non-Blue stations.

### TERMS OF USE

No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make individual contracts with the Blue Network Company, subject to card rate and regulations. Programs are subject to program policies and approval of the Blue Network Company. Split Pacific Networks must have approval of sales department before acceptance. Closing date is three weeks in advance of initial program. Electrical transcriptions are acceptance for broadcast.

### PRODUCTION SERVICES

Services of the Blue Network Program Department in arranging and presenting programs are available to all Pacific Coast Blue Network advertisers.

all Pacific Coast Bite Network advertisers.

No special charge is made for facilities when programs originate in Blue Network studies in San Francisco and Hollywood, provided the city in which the program originates is included in the Network facilities ordered. Special charge, subject to agency commission, but not to discount or rebate, made for facilities when program origination does not conform to these conditions—and for programs requiring special production.

### NIGHT RATES

### \*PACIFIC BLUE NETWORK

| I MOIDIO DIIOM                          | 74797 A                   | U-144            |                  |  |
|---|---------------------------|------------------|------------------|--|
| Los Angeles (KECA)                      | 1 hr.<br>400.00<br>860.00 | 240.00<br>216.00 | 160.00<br>144.00 |  |
| Watsonville (KHUB) }                    |                           | go. Avatl        |                  |  |
|   |                           | ΣGO i⊫ w         |                  |  |
| Seattle (KJR)                           | 200.00                    | 120.00           | 80.00            |  |
| Spokane (KGA)                           | 160.00                    | 96.00            | 64.00            |  |
| Portland, Ore. (KEX)                    | 180.00                    | 108.00           | 72.00            |  |
| San Diego (KFMB)                        | 140.00                    | 84.00            | 56.00            |  |
| Fresno-Visalia (KTKC)                   | 80.00                     | 48.00            | 82.00            |  |
| Sacramento (KFBK)                       | 160.00                    | 96.00            | 64.00            |  |
| Stockton (KWG)                          | 40.00                     | 24.00            | 16.00            |  |
| Wenatchee (KPQ)                         | 40.00                     | 24.00            | 16.06            |  |
| Santa Barbara (KTMS)                    |                           | 48.00            | \$2.00           |  |
|   |                           | 10.00            |                  |  |
| Total for group                         |                           |                  |                  |  |
| (18 stations)1                          | ,900.00                   | 1,140.90         | 760.00           |  |
| Supplementary to Pacific Bl             | ue:                       |                  |                  |  |
| Riverside (KPRO)                        | 60.00                     | 26.00            | 24.00            |  |
| Phoenix (KPRO)                          | 90.00                     | 54.06            | 86.00            |  |
|   | 00                        | J2.00            | \$5,00           |  |
| (*) See Pacific Blue Network discounts. |                           |                  |                  |  |
| ADT 1775 ACCOUNTS                       |                           | ~~~              |                  |  |

\*BLUE MOUNTAIN GROUP Available only as a group. For use with Pacific Coast Blue Network:

| 1 hr. 1/2 hr. 1/4 hr. 1/2 hr. 1/2 hr. 1/2 hr. 1/2 hr. 1/2 hr. 1/2 hr. 1/4 hr. 1/2 hr. 1/2 hr. 1/2 hr. 1/2 hr. 1/4 hr. 1/2 hr. 1/4 hr. 1/2 hr. 1/4 hr. 1/2 hr Total for group (5 stations).... 160.00

. 400.00 240.00 (\*) See Pacific Blue Network discounts.

NORTH MOUNTAIN GROUP

Available only as a group for use with the Pacific Network: 

... 460.00 276.00 Total for group.

(1) See Special Discounts.

SOUTH MOUNTAIN SERVICE Available with Mountain Group:
Albuquerque (KOB) 160.00
El Paso (KTSM) 120.00 64.00 48.00 Total for group (2 stations) ... .. 280.00 168.00 112.00

(1) See Special Discounts. **!PACIFIC SUPPLEMENTARIES** 

Individually available with Pacific Network:

Medford (KMED) 80.00 48.00
(\$) See Special Discounts.
(This listing continued on next page)

82.08

# AMERICAN BROADCASTING COMPANY, INC.—Continued

### DAY RATES \*PACIFIC BLUE NETWORK

|                             | 1 hr.  | 1/2 hr.    | 1/4 hr. |
|-----------------------------|--------|------------|---------|
| Los Angeles (KECA)          | 200.00 | 120.00     | 80.00   |
| San Francisco (KGO)         | 180.00 |            | 72.00   |
|                             |        | ze. Availa |         |
| Watsonville (KHUB) }        |        |            |         |
|                             | wuen v | GO is us   | ea.     |
| Seattle (KJR)               | 100.00 | 60,00      | 40.00   |
| Spokane (KGA)               | 80.00  | 48.00      | \$2.00  |
| Portland, Ore. (KEX)        | 90.00  | 54.00      | 36.00   |
| San Diego (KFMB)            | 70.00  | 42.00      | 28.00   |
| Freeno-Visalia (KTKC)       | 40.00  | 24.00      | 16.00   |
| Sacramento (KFBK)           | 80.00  | 48.00      | 32.00   |
| Stockton (KWG)              | 20.00  | 12.00      | 8.00    |
| Santa Barbara (KTMS)        | 40.00  | 24.00      | 16.00   |
| Wenatchee, Wash. (KPQ)      |        | 12.00      | 8.00    |
| Total for group             |        |            |         |
| Toret ton Rionb             |        |            |         |
| (13 stations)               | 950.00 | 570.00     | 380.00  |
| Supplementary to Pacific Bl |        |            |         |
| and blamement in Leging Di  | ue:    |            |         |
| Riverside (KPRO)            | 20.00  | 18.00      | 12.00   |
| Phoenix (KPHO)              | 45.00  | 27.00      |         |
| I HOURING (ALFILO)          | 40,00  | 27.00      | 18.00   |
|                             |        |            |         |

# (\*) See Pacific Blue Network discounts.

### PRITTE MOTINEAUN OPOUR

| BLUE MOUNTAIN GROUP                                      |
|--|
| Available only as a group for use with Pacific Network:  |
| Denver (KVOD)  |
| Cheyenne (KFBC)  |
| Pueblo (KGHF) 20.00 12.00 8.00                           |
| Nait Lake City (KUTA) 80.00 48.00 82.00 Las Vegas (KENO) |
| Total for group when group is used.                      |
| (5 stations) 200.00 120.00 80.00                         |
| (*) See Pacific Blue Network discounts.                  |

### Clesing Time

Closing date is three weeks in advance of initial program.

### Branch Offices

rases Ounces

New York—BCA Bidg., Radio City.
Chicago—Merchandise Mart.
Detroit—802 Fisher Bidg.
Hollywood—6285 Sunest Blvd.
Ran Francisco—Taylor & O'Farrell Sta.

# ARIZONA BROADCASTING COMPANY, INC.

# ARIZONA NETWORK, THE

For rates and data see listing under Arizona

# ARROWHEAD NETWORK (Established 1935)

WEBC Bldg., Duluth 2, Minn., telephone Melrose 2873.

Comprised of: WEBC—Duluth-Superior
WMFG—Hibbing, Minn.
WHLB—Virginia, Minn.
WEAU—Eau Claire, Wis.
WJMC—Rice Lake, Wis.
Rates effective July 1, 1944. (Card No. 1.)

Wave-Power-Time

See individual listings.

# Agency Commission

15% to recognized agencies; no cash discount. mission does not apply on talent. Accounts p 10th of month following service.

# General Advertising

eneral advertising
Rates apply to all classes of accounts and all classes
of advertising. The following rates are for national
advertising and include music copyright fees.
Minnesota group, consisting of WEBC, WMFG, and
WHLD, and Wisconsin group, consisting of WEAU
and WJMC, sold separately. Rates for either group
on request. on request.

# BASIC RATES

|     |       | (6:00  | p.m. to | 10:00 | p.m.) |       |        |
|-----|-------|--------|---------|-------|-------|-------|--------|
|     |       | 1      | 1/2     | 1/4   | 10    | 5     | 1      |
|     |       | hr.    | br.     | hr.   | min,  | min.  | min.   |
| 1   | time  | 280,00 | 166.00  | 99.00 | 63,40 | 42.10 | 24.50  |
| 26  | times | 266.00 | 157,70  | 94.05 | 60.23 | 40.00 | 23, 82 |
| 52  | times | 259.00 | 153.55  | 91.58 | 58.65 | 38.94 | 22.66  |
| 65  | times | 252,00 | 149.40  | 89.10 | 57.06 | 37.89 | 22.05  |
| 130 | times | 241.00 | 142.85  | 85.03 | 53.92 | 36.20 | 21.04  |
| 156 | times | 230.00 | 136,30  | 80.95 | 51.97 | 34.51 | 20.03  |
| 260 | times | 216.00 | 128.00  | 76.00 | 48.80 | 32.40 | 18.80  |
| 312 | times | 205.00 | 121.45  | 71.92 | 46.26 | 30.71 | 17.79  |
| 468 | times | 198.00 | 117.30  | 69.45 | 44.67 | 29.66 | 17.18  |
| 624 | times |        | 111.40  | 66.10 | 42.46 | 28.19 | 16.25  |
|     |       |        | CLASS   | "B"   |       |       |        |

# (12:00 noon to 1:00 p.m. and 10:00 p.m. to

|     |       |        | 10:30  | p. m.) |       | -      |       |
|-----|-------|--------|--------|--------|-------|--------|-------|
| 1   | time  | 170.00 | 100.50 | 58,25  | 37.95 | 25.18  | 14.38 |
|     | times | 161,50 | 95.48  | 55,34  | 36.06 | 23.92  | 13.66 |
|     | times | 157.25 | 92.97  | 53.89  | 35.11 | 23, 29 | 13.30 |
| 65  | times | 153.00 | 90,45  | 52.43  | 34.16 | 22,66  | 12.94 |
|     | times | 146.75 | 86.74  | 50,18  | 32.78 | 21.71  | 12.38 |
|     | times | 140.50 | 83.03  | 47.92  | 31,30 | 20.77  | 11.83 |
| 260 |       | 132.00 | 78.00  | 45,00  | 29,40 | 19.50  | 11.10 |
| 312 |       | 125.75 | 74.29  | 42.74  | 27.98 | 18.55  | 10.55 |
| 468 | times | 121.50 | 71.78  | 41.29  | 27.02 | 17.93  | 10.19 |
| 624 | times | 115.00 | 67.95  | 39 18  | 25 61 | 16 99  | 9.59  |

# CLASS "C" (7:00 a.m. to 12:00 noon and 1:00 p.m. to

|     |         |        | 6:00   | n ma 1 |       | g     | -     |
|-----|---------|--------|--------|--------|-------|-------|-------|
|     |         | _      |        | p.m.)  |       |       |       |
|     |         | 1      | 1/2    | 1/4    | 10    | ត     | 1     |
|     |         | hr.    | hr.    | hr.    | min.  | n:in, | min.  |
| 1   | time    | 140.00 | 83.00  | 49.50  | 31.70 | 21.05 | 12.25 |
| 26  | times   | 133.00 | 78.85  | 47.03  | 30.12 | 20.00 | 11.64 |
| 52  | times   | 129.50 | 76,78  | 45.79  | 29.33 | 15.47 | 11.33 |
| 65  | times   | 126,00 | 74.70  | 44.55  | 28.53 | 18.95 | 11.03 |
| 130 | times., | 120.50 | 71.43  | 42.52  | 27.26 | 18.10 | 10.52 |
| 156 | times   | 115.00 | 68.15  | 40.48  | 25.99 | 17-26 | 10.02 |
| 260 | times   | 108.00 | 64.00  | 38.00  | 24.40 | 16.20 | 9.40  |
| 312 | times   | 102.50 | 60.73  | 35.96  | 23.13 | 15.35 | 8.90  |
| 468 | times   | 99.00  | 58.65  | 34.73  | 22.33 | 14.83 | 8.59  |
| 624 | times   | 94.00  | 55.70  | 33.05  | 21,23 | 14.10 | 8.13  |
|     |         |        | CLASS  | "D"    |       |       |       |
|     |         | 430.00 |        |        |       |       |       |
| _   |         | (10:30 | p.m. t |        | a.m.) |       |       |
| 1   | time    | 93.33  | 57.00  | 33.83  | 21.13 | 14.03 | 8.33  |
| 26  | times   | 88.66  | 54.15  | 32.14  | 20.07 | 13.33 | 7.91  |
| 52  | times   | 86.33  | 52.73  | 31.29  | 19.55 | 12 98 | 7.71  |
| 65  | times   | 84,00  | 51.30  | 30,45  | 19.02 | 12.63 | 7.50  |
| 130 | times   | 80.33  | 49.08  | 29.07  | 18.17 | 12 06 | 7.16  |
| 156 | times   | 76.66  | 47.85  | 27.69  | 17.33 | 11.50 | 6.81  |
| 260 | times.  | 72.00  | 44 00  | 26 00  | 16 27 | 10.80 | 6 40  |

SPECIAL FEATURES
News: Leased wire service available at regular rates

Time Signals: Regular announcement rates apply.
Transcribed announcements available at regular rates

plus talent charge. Sports: Regular rates plus talent and service charges.

Sports: Itegular rates plus talent and service charges.

POLITICAL

Regular rates apply; payable in advance.

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 algobulic baseages, other than been

contract and Other Requirements

Advertising of alcoholic beerages, other than beer and wine, not accepted.

If for any reason the advertiser does not use number of programs specified in contract within allotted time, he agrees to pay the schedule of rates in effect on the date of his contract for the number of programs broadcast. Maximum length of contract one year. All programs subject to the approval of station management and any program submitted may be revised or rejected, and any contract for broadcasting may be cancelled by management upon two weeks' notice without incurring any liability therefore. Station reserves the right to cancel, postpone or advance time for advertiser's program if it interfers with broadcasting of public message or announcements of sectional or national interest.

Staff announcers serve all advertisers without additional charge.

Personnel
General Manager—Walter C. Bridges,
Director of Operations—H. E. Westmoreland,

Representatives
George P. Hollingbery Company.

# **BLUE NETWORK**

For rates and data see listing under American Broad-casting Company, Inc.

# FREQUENTLY

you want to know

# STATION **FREQUENCIES**



Flip to pages

preceding

"Representatives"

at back of

this issue.

# COLUMBIA BROADCASTING SYSTEM, INC.



Columbia Broadcasting System Bldg., 485 Madison Ave., New York City 22, Wickersham 2-2000.

Rates effective July 15, 1944, (Card No. 30.)

### Wave-Power-Time

See individual listings.

# Agency Commission

pency Commission
15% to tecognized agencies on any ciation time
charges (after deducting all discounts) and on any
line charges. Charges for facilities are payable immediately after each broadcast unless satisfactory
arrangements are made for monthly payments. If
satisfactory arrangements are made for monthly payments, allowance of the first 2% of gross billing
included in the aggregate amount of discount to
which any program may be entitled will be contingent upon payment of charges therefore on or before the 15th day of the month following date of
broadcast.

# General Advertising

Transition rates: The rate for all stations broadcasting on the same time as current New York time, between 6:00 p.m. and 6::00 p.m. and for Pacific Coast Stations from 10:00 p.m. to 10:30 p.m., is two-thirds the night rates for these stations.

the night rates for these stations.

Sunday afternoon rates (12:00 noon to 6:00 p.m.) are two-thirds of night rates. After midnight rates (midnight to 7:00 a.m.) are one-third of night rates. Day, night, Sunday afternoon and after midnight rates are figured in the basis of current local time in each city. Network operations prior to 8:00 a.m. (local time) may only be scheduled by special arrangement. All rates apply to network broadcaste only and are for networks of a size satisfactory to CBS.

Rates for periods in excess of one hour are in exact proportion to one hour rates.

# STATION HOUR DISCOUNT

# ANNUAL DISCOUNTS

ANNUAL DISCOUNTS
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 12-12% 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.

# OVER-ALL DISCOUNTS

OVER-ALL DISCOUNTS

An over-all discount of 20%, computed on gross weekly billing for station time, will be allowed in lieu of station hour and annual discounts to advertisers who use a minimum of 8,750 station hours (computed as provided under station hour discount above) or \$1,500,000.00 of gross billing for station time during an established discount year. Programs which take a histus will be entitled only to such discount as may be allowed in accordance with CBS histus policy then current.

# FULL NETWORK 15% DISCOUNT

FULL NETWORK 15% DISCOUNT

A full network discount of 15% will be sllowed on
the net billing (siter deduction of station hour and
annual or over-all discounts) for station time of
programs which actually use all CBS stations located
in continental United States. The full network discount will not apply to billing for stations located
outside continental United States.
If stations (aggregating not more than 10% of the
full network gross rate) are unavailable for any program ordering the full network, the full network
discount will be reduced at the rate of one percentage point for each two percentage points by which
the gross billing is reduced by omisison of such stations, provided that all stations remain on firm order
throughout the term of contract.

PARTIAL NETWORK DISCOUNTS

# PARTIAL NETWORK DISCOUNTS

| COLUMBIA PROADCASTING  | Day Rates  | SOUTHCENTRAL GROUP   |
|--|--|--|
| COLUMBIA BROADCASTING SYSTEM, INC.—Continued   | (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)  | Fifteen stations available individually with Basic Network.  |
| RATES FOR BASIC NETWORK The basic network comprises 24 stations in addition  | 1 hr. 1/2 hr. 1/4 hr.  | Night Rates<br>(6:00 p.m. to 11:00 p.m.)   |
| to which at least three of the optional basic group must be used.  | Atlantic City (WBAB) 50.00 30.00 20.00<br>Bangor (WABI) 63.00 38.00 25.00<br>Beckley (WJLS) 25.00 15.00 10.00  | 1 hr. 1/2 hr. 1/4 hr. Athens (WGAU) Bonus station with Southcentral Group  |
| Night Rates<br>(6:00 p.m. to I1:00 p.m.)   | Binghamton (WNBF) 75.00 45.00 80.00<br>Burlington (WCAX) 38.00 23.00 15.00   |  |
| 1 hr. 1/2 hr. 1/4 hr.<br>New York (WABC)1,350,00 810.00 540.00   | Champaign (WDWS)-Dan-<br>ville (WDAN)  | Atlanta (WGS1) 223.00 135.00 50.00 Shrmingham (WAP1) 175.00 105.00 70.00 Chattanooga (WDOD) 140.00 84.00 56.00 Columbus (WRBL) and   |
| Akron (WADC)   | Charleston, W. Va. (WCHS) 85.00 51.00 34.00<br>Decatur (WSOY)-Spring-  | Cookeville (WHUB)  |
| Boston (WEE1) 475.00 285.00 190.00<br>*Buffalo (WKBW) 400.00 240.00 160.00<br>('edar Rapids (WMT) 250.00 150.00 100.00   | field, III. (WTAX) 25.00 15.00 10.00 DuBois (WCED)Bonus station with Basic Network   | Knoxville (WNOX) 200.00 120.00 80.00<br>Little itock (KLRA) 165.00 99.00 66.00<br>Macon (WMAX) 125.00 75.00 50.00  |
| Cedar Rapids         (WMT)         250.00         150.00         100.00           Chicago         (WBM)         825.00         495.00         330.00           Cincinnati         (WCKY)         425.00         255.00         170.00  | Erie (WERC) 63.00 38.00 25.00<br>Evansville (WEOA) 63.00 38.00 25.00<br>Fairmont (WMMN) 63.00 38.00 25.00  | Macon (WAIAZ) 125.00 150.00 100.00 Memphis (WREC) 250.00 150.00 100.00 Mertusan (WCOC) 100.00 60.00 40.00  |
| Cleveland (WGAR)   | Fairmont (WMMN) 63.00 38.00 25.00 Frederick (WFMD) 38.00 23.00 15.00 Gloversville (WENT) 25.00 15.00 10.00   | Macon (WMAZ) 125.00 75.00 50.00 Memphis (WREC) 250.00 150.00 100.00 Merluian (WCOC) 100.00 60.00 40.00 Montgomery (WCOV) 100.00 60.00 40.00 Montgomery (WCOV) 300.00 180.00 120.00 Nashville (WLAC) 300.00 180.00 120.00   |
| Hartford (WDRC)  | Grand Rapids (WJEF) 38.00 23.00 15.00 Hopkinsville (WHOP)  | New Orleans (WWL) 400.00 240.00 160.00 Group total 2,310.00 1,386.00 924.00  |
| Indianapolis         (WFBM)         225.00         135.00         90.00           Kansas City         (KMBC)         325.00         195.00         130.00           Lincoin         (KPAB)         200.00         120.00         80.00   | Paduosh (W/PAD) 25.00 15.00 10.00  | Day Rates  |
|  | Ithaca         (WHCÜ)         50.00         30.00         20.00           Kalannazoo         (WKZO)         75.00         45.00         30.00           Keene         (WKNE)         38.00         23.00         15.00   | (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)  |
| Omaha (KOIL)         175.00         105.00         70.00           Philadelphia (WCAU)         600.00         360.00         240.00           Pittsburgh (WJAS)         375.00         225.00         150.00   | Kokomo (WKMO) 25.00 15.00 10.00 Lawrence (WLAW) 50.00 30.00 20.00 Milwauker (WISN) 138.00 80.00 58.00  | Athens (WGAU) Bonus station with Southcentral Group<br>Atlanta (WUST) 113.00 68.00 45.00<br>Birmingham (WAP1) 88.00 53.00 35.00  |
| St. Louis (KMOX)   | Milwauker (WISN) 133.00 80.00 53.00<br>Muncle (WLBC) 25.00 15.00 10.00<br>Parkersburg (WPAR) 50.00 30.00 20.00   | Chattanooga (WDOD) 70.00 42.00 28.00   |
| Syracuse (WFBL) 220.00 132.00 88.00 Washington (WTOP) 875.00 225.00 150.00   | Peoria (WMBD)  | Columbus (WRBL) and Albany, Ga. (WGPC)   |
| Worcester (WTAG)   | Richmond (WRVA) 58.00 38.00 25.00<br>Richmond (WRVA)   | Knoxviile (WN()X) 100.00 00.00 %0.00   |
| Albany (WOKO)     175.00     105.00     70.00       Columibus (WBNS)     200.00     120.00     80.00       Dayton (WHIO)     175.00     105.00     70.00   | Serenton (WGRI) 88.00 58.00 85.00  | Little Rock (KLRA)   |
| Harrisburg (WHP) 175.00 105.00 70.00<br>Rochester (WHEC) 175.00 105.00 70.00   | South Bend (WSBT)         63.00         38.00         25.00           Springfield, Mass. (WMAS)         75.00         45.00         30.00           Springfield, Mo. (KTTS)         38.00         23.00         15.00           Topeks (WIBW)         100.00         60.00         40.00 | Meridian (WCOC)         50.00         30.00         20.00           Montgomery (WCOV)         50.00         30.00         20.00           Nashville (WLAC)         150.00         90.00         60.00  |
| Total 27 stations10,310.00 6,186.00 4,124.00   | Uniontown (WMBS)   | New Orleans (WWL) 200,00 120,00 80.00  |
| Only three optional cities are included in these totals.  Day Rates  | Waterbury (WBRY)   | Group total  |
| (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)  | Wheeling (WKWK)  | Eight stations available as a group with Basic Network and Southeastern Group.   |
| New York (WARC) 675.00 405.00 270.06   | Youngstown (WKBN) 85.00 51.00 34.00  | Night Rates  |
| Baltimore (WCAO)   | Group total2,374.00 1,428.00 946.00  | (6:00 p.m. to 11:00 p.m.)  Ft. Myers (WINK).—Bonus station with Fla. Group Jacksonville (WMBR)   |
| Cedar Rapids (WMT) 125.00 75.00 50.00  | SOUTHWESTERN GROUP Ten stations available with Basic Network in a  | Mami (WOAM) 165 00 99.00 66.00   |
| Chicago (WBBM) 418.00 248.00 165.00 Cincinnati (WCKY) 218.00 128.00 85.00 Ciereland (WGAR) 175.00 105.00 70.00   | group of not less than five of the following stations, one of which must be Shreveport.  | Orlando (WDBO) 125.00 75.00 50.00 St. Augustine (WFOY) Bonus station with Fla. Group Sarasota (WSPB) Bonus station with Fla. Group   |
| Des Moines (KRNT) 110.00 66.00 44.00<br>Detroit (WJR) 400.00 240.00 160.00   | Night Rates  | Tampa (WDAE)   |
| Hartford (WDRC) 95.00 57.00 38.00 Indianapolis (WFBM) 113.00 68.00 45.00   | (6:00 p.m. to 11:00 p.m.) Austin (KTBC) 125.00 75.00 50.09   | Group total  |
| Kansas City (KMBC)   | Corpus Christi (KEYS) 65.00 39.00 26.00  | Tay Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)  |
| Louisville (WHAS) 238.00 143.00 95.00 Omsha (KOIL) 88.00 53.00 35.00 Philadelphia (WCAU) 300.00 180.00 120.00  | Harlingen (KGBS) 65.00 39.00 26.00   | Ft. Myers (WINK)-Bonus station with Fla. Group   |
| Pittsburgh (WJAS) 188.00 113.00 75.00<br>Providence (WPRO) 120.00 72.00 48.00  | Houston (KTRH)   | Jacksonville         (WMBR)         65.00         39.00         28.00           Miami         (WQAM)         83.00         50.00         38.00           Orlando         (WDBO)         63.00         38.00         25.00  |
| St. Louis (KMOX)   | San Antonio (KTSA)   | Orlando (WDBO)   |
| Worcester (WTAQ) 100.00 60.00 40.00  | Tulsa (KTUL)   | St. Augustine (WFOY) Bonus station with Fla. Group Sarasota (WSPB) Bonus station with Fla. Group Tamps (WDAE) 83.00 50.00 33.00 W. Palm Beach(WJNO) Bonus station with Fla. Group  |
| Plus at least three of the following optional cities: Albany (WOKO) 88.00 53.00 35.00 Columbus (WBNS) 100.00 60.00 40.00   | Group total2,045.00 1,227.00 818.00  | Group total  |
| Dayton (WHIO)  | Day Rates  | NORTHWESTERN GROUP Ten stations available individually with Basic Network, except that Slouz City-Yankton (WNAX) must  |
| Rochester (WHEC)   | (7:00 s.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)  | work, except that Sioux City-Yankton (WNAX) must be used when Minneapolis-St. Paul (WCCO) is used.   |
| Only three optional cities are included in these totals.   | Austin (KTBC)  | Night Rates<br>(6:00 p.m. to 11:00 p.m.)   |
| (*) WGR, alternate Buffalo station, during certain<br>hours Sunday only; evening hour rate 350.00.   | Dallas (KRLD)         200.00         120.00         80.00           Harlingen (KGBS)         33.00         20.00         13.00   | Duluth (KDAL) 125.00 75.00 50.00  Grand Forks (KILO) Ropus station with KDAL   |
| BASIC SUPPLEMENTARY GROUP Forty-three stations available individually with Basic   | Houston (KTRH) 175.00 105.00 70.00<br>Oklahoma City (KOMA) 113.00 68.00 45.00  | Green Bay (WTAQ)         125.00         75.00         50.00           Jamestown (KSJB)         75.00         45.00         30.00           Mason City (KGLQ)         125.00         75.00         50.00  |
| Network, except that Grand Rapids (WJEF) is available only with Kalamazoo (WKZO).  | San Antonio (KTSA) 113.00 68.00 45.00<br>Shreveport (KWKH) 138.00 83.00 55.00  | (WCCO) 525.00 315.00 210.00  |
| Night Eates (6:00 p.m. to 11:00 p.m.) Atlantic City (WBAB) 100.00 60.00 40.00  | Tulsa (KTUL)   | Rapid City (KOTA)         75.00         45.00         30.00           Scottsbluff (KGKY)         Bonus station with KOTA           Sloux City-Yankton(WNAX)         275.00         165.00         110.00           Wausau (WSAU)         50.00         30.00         20.00 |
| Bangor (WAB1) 125.00 75.00 50.00  Backler (WH.S) 50.00 90.00 90.00   | Group total  | Sioux City-Yankton(WNAX) 275.00 165.00 110.00 Wausau (WSAU) 50.00 30.00 20.00  |
| Binghamton (WNBF) 180.00 90.00 60.00 Burlington (WCAX) 75.00 45.00 30.00 Champaign (WDWS)-Dan-   | SOUTHEASTERN GROUP   | Group total  |
| Champaign (WDWS) -Dan-<br>ville (WDAN)   | Ten stations available with Basic Network in a group of not less than four of the following stations:  | (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to  |
| field, Ill. (WTAX) 50.00 30.00 20.00   | Night Bates  | Duluth (KDAL)  |
|  | (6:00 p.m. to 11:00 p.m.)  | Tamestown (KSTR) 38.00 38.00 20.00   |
| Evansville (WEOA) 125.00 75.00 50.00 Fairmont (WMMN) 125.00 75.00 50.00  | Anderson (WAIM)  | Minneapolis-St. Paul 963 00 158 00 105 00  |
| Erle (WERC) 125.00 75.00 50.00 Evansville (WERC) 25.00 75.00 50.00 Fairmont (WAMA) 125.00 75.00 50.00 Fairmont (WEMA) 25.00 75.00 50.00 Fordering (WEMT) 75.00 45.00 50.00 Grand Rapids (WJEF) 75.00 30.00 20.00 Hopkinsville (WJEF) 75.00 45.00 30.00 40.00 | Augusta (WRDW)   | Rapid City (KOTA)         38.00         23.00         15.00           Scottsbluff (KGKY)         Bonus station with KOTA           Sloux City-Yankton(WNAX)         138.00         83.00         55.00   |
|  | Charlotte (WBT) 850.00 210.00 140.00<br>Durham (WDNC) 100.00 60.00 40.00   | Wausau (WSAU)25.00 15.00 10.00   |
| Ithaca (WHCU)  | Greensboro (WBIG)  | Group total  |
| Keene (WKNE) 75.00 45.00 30.00 Kokomo (WKNO) 50.00 30.00 20.00   | Savannah (WTOC)  | MOUNTAIN GROUP Twelve stations. When the Pacific Coast and the Basic Networks are joined, Denver (KLZ) and Sait  |
| Kokomo (WKMO)         50.00         30.00         20.00           Lawrence (WLAW)         100.00         60.00         40.00           Milwaukee (WISN)         265.00         159.00         106.00           Muncle (WLBC)         50.00         30.00         20.00   | Group total1,400.00 840.00 560.00  | Lake City (KSL) must be used.  |
| Parkersburg (WPAR) 100.00 60.00 40.00 Peoria (WMBD) 175.00 105.00 70.00  | Day Rates  | Night Rates<br>(6:00 p.m. to 11:00 p.m.)<br>Available individually with Basic Network:   |
| Quincy (WTAD) 125.00 75.00 50,00   | (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)  | Denver (KLZ) and Colo-<br>rado Springs (KVOR) 250.00 150.00 100.00   |
| Bichmond (WRVA)         350.00         210.00         140.00           Scranton (WGB1)         175.00         105.00         70.00           South Bend (WSBT)         125.00         75.00         50.00  | Anderson (WAIM)  | Salt Lake City (KSL) and Cedar City (KSUB) 350.00 210.00 140.00  |
| Springfield, Mass. (WMAS) 150.00 90.00 60.00 Springfield, Mo. (KTTS) 75.00 45.00 30.00   | Augusta (WRDW) 50,00 30,00 20,00 Charleston, S. C. (WCSC) 50,00 30,00 20,00  | Available with Denver. Albuquerque (KGGM) and Santa Fe (KVSF)  |
|  | Charlotte (WBT)  | Santa Fe (KVSF)  |
| Utica (WBX) 125.00 75.00 50.00 Waterbury (WBRY) 125.00 75.00 50.00 Watertown (WWNY) 100.00 60.00 40.00   | Greensboro (WBIG) 63.00 38.00 25.00 Roanoke (WDBJ) 53.00 88.00 25.00   | Great Falls (KFBB) 100.00 60.00 40.00  |
|  | Savannah (WTOC) 75.00 45.00 80.00 Spartanburg (WSPA) 63.00 38.00 25.00   | Phoenix-Tucson-Bisbee (KOY-KTUC-KSUN) 140.00 84.00 58.00   |
| Wichita (KFH) 175.00 105.00 70.00<br>Youngstown (WKBN) 170.00 102.00 68.00<br>Group total 4,730.00 2,838.00 1,892.00   | Group total  | Group total  |
|  | -  |  |

# COLUMBIA BROADCASTING SYSTEM, INC.—Continued

| Day Rates                           |          |         |
|-------------------------------------|----------|---------|
| (7:00 a.m. to 6:00 p.m. and 11:     | 00 p.ms. | to      |
| 12:00 midnight)                     |          |         |
| 1 hr.                               | 1/2 hr.  | 1/4 hr. |
| Denver (KLZ) and Colo-              |          |         |
| rado Springa (KVOR) 125.00          | 75.00    | 50.00   |
| Salt Lake City (KSL) and            |          |         |
| Cedar City (KSUB) 175.00            | 105.00   | 70.00   |
| Albuquerque (KGGM) and              |          |         |
| Santa Fe (KVSF) 50.00               | 30.00    | 20.00   |
| El Paso (KROD) 63.00                | 38.00    | 25.00   |
| Available individually with Pacific |          |         |
| Great Falls (KFBB) 50.00            | 80.00    | 20.00   |
| Missoula (KGVO) 50.00               | 30.00    | 20.00   |
| Phoenix-Tucson-Bisbee               |          |         |
| (KOY-KTUC-KSUN) 70.00               | 42.00    | 28.00   |
| Group total 583.00                  | 350.00   | 233.00  |
| PACIFIC COAST GROV                  | UP       |         |

Eight stations, available only as a group.

| Night Rates                     |            |          |
|---------------------------------|------------|----------|
| (6:00 p.m. to 10:30 p           |            | _        |
| Los Angeles (KNX) 575.00        | 345.00     | 230.00   |
| Fresno (KARM) 100.00            | 60.00      | 40.00    |
| Portland (KOIN) 240.00          | 144.00     | 96.00    |
| Sacramento (KROY) 50.00         | 30.00      | 20.00    |
| San Francisco (KQW) 290.00      | 174.00     | 116.00   |
| Seattle (KIRO)                  | 195.00     |          |
| Snokane (KFPY) 175.00           | 105.00     | 70.00    |
| Stockton (KGDM) Bonus station v | vith P. Co | ast Grp. |
| Group total1,755.00             | 1.053.00   | 702.00   |

# Day Rates

| (7:00 a.m. to 6:00 p.m. and 10:30 p.m.   | to       |
|--|----------|
| 12:00 midnight)                          |          |
| LOS Angeles (KNX) 288.00 173.00          | 115.00   |
| Fresno (KARM) 50.00 30.00                | 20.00    |
| l'ortland (KOIN) 120.00 72.00            | 48.00    |
| Sacramento (KROY) 25.00 15.00            | 10.00    |
| San Francisco (KQW) 145.00 87.00         | 58.00    |
| Seattle (KIRO) 163.00 98.00              | 65.00    |
| Spokane (KFPY)                           | 35.00    |
| Stockton (KGDM) Bonus station with P. Co | ast Grp. |
| Group total 879.00 528.00                | 851.00   |
|  |          |

# SUPPLEMENTARY PACIFIC COAST GROUP Available individually with Pacific Coast Group:

| Night Rates           |                    |                |
|-----------------------|--------------------|----------------|
| Yakima (KTYW) 60      | .00 36.00          | 24.00          |
| Bakersfield (KERN) 60 | . <b>0</b> 0 36.00 | 24.00          |
| Group total 120       | 1.00 72.00         | 48. <b>0</b> 0 |
| Day Rates             |                    |                |
| Yakima (KTYW) 30      | .00 18.00          | 12.00          |
| Bakerstield (KERN) 30 | 18.00              | 12.00          |
| Group total 60        | 1.00 36.00         | 24.00          |

# †CANADIAN GROUP

| Two  | stations | available | individually | with | the | Basi |
|------|----------|-----------|--------------|------|-----|------|
| Netw | ork.     |           |              |      |     |      |

| Two stations available | individually | WILL THE | Dasi   |
|------------------------|--------------|----------|--------|
| Network. Nigh          | t Rates      |          |        |
| (6:00 p.m.             |              | n.)      |        |
| Montreal (CKAC)        | 250.00       | 150.00   | 100.00 |
| Poronto (CFRB)         | 325.00       | 195.00   | 130.00 |
| Group total            | 575.00       | 345.00   | 230.00 |

### Day Rates (7:00 a m to 6:00 p.m. and 11:00 p.m. to

|          |       | 12:00   | ) <b>m</b> idn | ight)   |             |           |
|----------|-------|---------|----------------|---------|-------------|-----------|
| Montreal | CK    | AC)     |                | 125.00  | 75.00       | 50.00     |
| Toronto  | (CFR  | B)      |                | 163.0   | 98.00       |           |
| Group    | total |         |                | 288.0   | 173.00      | 115.00    |
| (†) ln   | addi  | tion to | Montre         | al and  | 1 Toronto.  | the sta-  |
| tions o  | f the | Canadia | n Bro          | adcast: | ing ('orpor | ation are |
| availab  | le to | CBS ac  | lvertise       | re.     |             |           |
|          |       |         |                |         |             |           |

# HAWAIIAN GROUP

| Two<br>Time | and<br>Day | one-hal | lf hou:<br>apply | rs<br>to | earlier<br>Sunday | than<br>after | Pacific<br>rnoon. | War |
|-------------|------------|---------|------------------|----------|-------------------|---------------|-------------------|-----|
|             |            |         | Nigh             | nt 1     | Rates             |               |                   |     |

|                            | TATBOO TODOO |        |        |
|----------------------------|--------------|--------|--------|
| Honolulu-Hilo<br>KGMB-KHBC | 220.00       | 140.00 | 100.00 |
| Honolulu-Hilo              | Day Rates    |        |        |
|                            | 195.00       | 125.00 | 90.00  |
| _                          |              |        |        |

# PUERTO RICO One hour later than Eastern War Time.

|          | Night  | Rates |          |         |
|----------|--------|-------|----------|---------|
| Gen Inen | (WKAO) |       | Rates on | request |

|          |        | Day | Rates |         |           |
|----------|--------|-----|-------|---------|-----------|
| Gen Tuen | /WKAOI | -   |       | Rates o | n reduesi |

Rates on request SERVICE FACILITIES

The Columbia Broadcasting System makes available a complete supplementary service for advertising agencies and radio advertisers through the following angineering department, pross information, program department, promotion department, research department, station relations department.

Line Charges
Rates shown include line charges. Permanent lines
are maintained.

nates enown include line charges. Permanent lines are maintained.

Centract and Other Requirements
Rates and discounts listed herein apply to all classes of acceptable accounts and advertising provided the networks used are of a size satisfactory to CBS. The number of stations constituting a satisfactory network may vary with different time periods. Facilities will be furnished only for programs, product and continuities acceptable to CBS. Type of audience and program balance may affect acceptability of program, product or continuity for specific time periods. CBS will discuss such acceptability for specific time periods in advance of receipt of order. The network endeavors to maintain a separation of 15 minutes or more between programs for competing products, but reserves the right to place such programs adjacent to each other.

Program Originations:
Rates quoted herein include studio facilities, adequate for technical pickup, and audience facilities to the extent available, in CBS premises in New York, Chicago, Los Angeles or Washington. A special

charge will be made for other studio facilities, and a special origination charge is made when programs originate at other origination points. CBS reserves the right to change studio facilities furnished by it at its discretion.

### Closing Time

Closing date for inclusion in general publicity and printed program announcements is 23 days in advance of broadcast on all but special publicity.

# Branch Offices

ranch Offices

New York 22—485 Madison Ave.
Boston 12—182 Tremont St.
Chicago 11—410 N. Michigan Ave.
Detroit 2—902 Fisher Bida.
St. Louis 2—401 S. 12th Bivd.
Charlotte 2—Wilder Bidg.
Minneapolis 2—625 Second Avenue South.
Washington 4—817 Earle Bidg.
Hollywood 28—Columbia Square.
San Francisco 5—Palace Hotel.
London—49 Hallam St., W 1
Cable address, Columbia, New York.

# **COLUMBIA NEW ENGLAND** NETWORK

182 Tremont St., Boston 12, Mass. 485 Madison Ave., New York City.

Rates effective May 11, 1941. (Card No. 5.)

### Comprised of:

| WEEI—Boston             | WKNE-Keene, N.   | Н.  |
|-------------------------|------------------|-----|
| WPRO-Providence         | WGAN-Portland    |     |
| WDRC—Hartford           | WABI—Bangor      |     |
| WTAG-Worcester          | WBRY-Waterbury   |     |
| WMAS—Springfield, Mass. | WCAX-Burlington, | ٧t. |
| WLAW-Lawrence, Mass.    |                  |     |

### -Power-Time

See individual listings.

### Agency Commission

15% 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.

### General Advertising

eneral Advertising
Rates apply to all classes of acceptable accounts and advertising. Rates for periods in excess of one hour are in exact proportion to one hour rates. Transition rates (two-thirds of night rates) apply to all stations broadcasting on current Boston time from 6:00 p.m. to 6:30 p.m. to 6:30 p.m. Sunday afternoon rates (12:00 noon to 6:00 p.m.) are two-thirds of night rates.

After midnight rates (12:00 midnight to 7:00 a.m.) are one-third of night rates and Sunday afternoon rates are figured on the basis of current local time in each city.

### Night Rates (6:00 p.m. to 11:00 p.m.)

|   | 1 hr.   | 1/2 hr.  | 1/4 hr. |
|---|---------|----------|---------|
| Boston (WEEI)                             | 475.00  | 285.00   | 190.00  |
| Providence (WPRO)                         | 240.00  | 144.00   | 96.00   |
| Hartford (WDRC)                           |         | 114.00   | 76.00   |
| Worcester (WTAG)                          | 200.00  | 120.00   | 80.00   |
| Waterbury (WBRY)                          | 125.00  | 75.00    | 50.00   |
| Springfield, Mass (WMAS)                  | 150.00  | 90.00    | 60.00   |
| Burlington (WCAX) { Keene, N. H. (WKNE) } | 150.00  | 90.00    | 60.00   |
| Portland, Me. (WGAN)                      | 150.00  | 90.00    | €0.00   |
| Bangor (WABI)                             | 125.00  | 75.QU    | 50.00   |
| *Lawrence (WLAW)                          |         | 60.00    | 40.00   |
| Total1                                    | ,905.00 | 1,148.00 | 762.00  |
|   |         |          |         |

# Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to

| 12:00 midnight)           |        |        |        |  |  |  |
|---------------------------|--------|--------|--------|--|--|--|
| Boston (WEEI)             | 238.00 | 143.00 | 95.00  |  |  |  |
| Providence (WPRO)         | 120.00 | 72.00  | 48.00  |  |  |  |
| Hartford (WDRC)           | 95.00  | 57.00  | \$8.00 |  |  |  |
| Worcester (WTAG)          | 100,00 | 60.00  | 40.00  |  |  |  |
| Waterbury (WBRY)          | 63.00  | 38.00  | 25,00  |  |  |  |
| Springfield, Mass. (WMAS) | 75.00  | 45.00  | 80.00  |  |  |  |
| Burlington (WCAX)         | 75.00  | 45,00  | 80.00  |  |  |  |
| Portland, Me. (WGAN)      | 75.00  | 45.00  | 80.00  |  |  |  |
| Bangor (WABI)             | 63.00  | 88.00  | 25.00  |  |  |  |
| Lawrence (WLAW)           | 50.00  | 80.00  | 20.00  |  |  |  |
| Total                     | 954.00 | 578.00 | 881.00 |  |  |  |

# (\*) Available only with Boston (WEEI).

# DISCOUNTS

The following weekly discounts, computed on gross weekly billing for time, will be allowed to each advertiser using Columbia New England Network broadcasts for 13 or more consecutive weeks. (Two or more Columbia New England Network or other CBS Network contracts for the same advertiser may be combined in computing station hour discounts.)

| Pa  |     | reek: |      | -     |       |     |         |       |         |
|-----|-----|-------|------|-------|-------|-----|---------|-------|---------|
|     |     |       | O st | ation | hour  | 8 D | r week  |       | Net     |
| 10  | OT. | MOFE  | but  | less  | than  | 15  | station | hours | 2-1/2%  |
| 15  | OT  | more. | but  | less  | than  | 25  | station | hours | 5%      |
| 25  | OF  | more  | but  | less  | than  | 45  | station | hours | 7-1/2%  |
| 45  | or  | more  | hut  | less  | than  | 70  | station | hours | 10%     |
| 70  | or  | more  | etal | ion   | hours |     |         |       | 12-1/2% |
| . • |     |       |      |       |       |     |         |       | .,      |

Station hours will be calculated as follows:

1 hour (day or night) on 1 station 1.0 station hour 1/2 hour (day or night) on 1 station 1.0 station hour 1/2 hour (day or night) on 1 station 6 station hour (1/4 hour (day or night) ou 1 station .4 station hour (Thus, in computing station hour discounts, 1/2 and 1/4 hour periods are given a weight equivalent, respectively, to their proportioned cost—60% and 40% of the full hour rate.)

# Annual Discounts

At the end of 52 consecutive weeks of broadcasting there will be due and payable to the advertiser an additional discount on Columbia New England Net-work time, computed as follows:

52 times 12-1/2% of the largest amount of weekly gross billing that has run consecutively for 52 weeks. If an advertiser broaccasts weekly for 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 broaccasting.

# ELECTRICAL TRANSCRIPTIONS

Not accepted.

SERVICE FACILITIES
Complete supplementary service available for advartising agencies and radio advertisers through the following: Continuity department, engineering department, program department, promotion and research department, bublicity department, sales service department, station relations department.

### Contract and Other Requirements

Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, one year. Programs and advertising copy subject to approval.

### Representatives

Columbia Broadcasting System, Inc. Radio Sales.

# COLUMBIA PACIFIC NETWORK

Columbia Square, Los Angeles 28, Calif. Palace Hotel, San Francisco 5, Calif.

Rates effective August 15, 1948. (Card No. 7.)

CALIFORNIA NETWORK

ENX.—Los Angeles KQW—San Francisco

KARM—Fresno KGDM—Stockton

# PACIFIC NETWORK

| KNX—Los Angeles   | KARM—Fresno  |
|---|--|
| KQW—San Francisco   | KIRO—Seattle   |
| KOIN—Portland   | KFPY—Spokane   |
| KROY—Sacramento   | KGDM—Stockton  |
| Pacific Supplex RSIL—Salt Lake City RSIB—Cedar City ROYO—Missoula RFBB—Great Falls RLIZ—Denver RYOR—Colorado Springs RNOD—El Paso ROY—Phoenix | nentary Group KTUC—Tucson KSUN—Bisbee KTYW—Yakima KGGM—Albuquerque KVSF—Santa Fe KGMB—Honolulu KHBC—Hilo |

# Wave—Power—Time See individual listings.

See individual listings.

Agency Commission

15% 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 unless satisfactory arrangements are made for monthly payments. If satisfactory arrangements are made for monthly payments, allowance of the first 2% of gross billing included in the aggregate smouth of discount to which any program may be entitled will be contingent upon payment of charges therefor on or before the 15th of month following the date of broadcast.

# General Advertising Rates apply to all classes of accounts and all classes of advertising. Special arrangements may be made for overtime broadcasts. All rates apply to network broadcasts only.

# BASIC CALIFORNIA GROUP

# 1/2 hr. 1/4 hr. 230.00 230.00 230.00 174.00 116.00 Bonus station with Basic California or Basic Pacific Coast Group. 100.00 80.00 40.00 50.00 80.00 20.00 80

| 0                       | 01E 00  | #00.00     | 406.00    |
|-------------------------|---------|------------|-----------|
| Group total1            | ,010.00 | GOW.OO     | 100.00    |
| Day Ra                  |         |            |           |
| (7:00 a.m. to 6:00 p.m. | and 10  | :80 p.za.  | to        |
| 12:00 midz              | night)  |            |           |
| Los Angeles (KNX)       | 288.00  | 178.00     | 115.00    |
| San Francisco (KOW)     | 145.00  | 87.00      | 58.00     |
| 1                       | Donne   | atetion wi | th Hasin  |
| Stockton (KGDM)         | Califor | nia or Ba  | sio Pa-   |
| 1                       | eine u  | mas Groui  | <b>3.</b> |
| Fresno (KARM)           | 50.00   | 80.00      | 20.00     |
| Sacramento (KROY)       | 25.00   | 15.00      | 10.00     |
| Group total             |         |            |           |
| BASIC PACIFIC C         | CAST (  | GROUP      |           |

# Night Rates

| 1418/10 14                 |         |            |        |
|----------------------------|---------|------------|--------|
| Available only as a group. |         |            |        |
| (6:00 p.m. to 1            | 0:00 p. | m.)        |        |
| Los Angeles (KNX)          | 575.00  | 845.00     | 280.00 |
| San Francisco (KQW)        | 290.00  | 174.00     | 116.00 |
|                            |         |            |        |
| Stockton (KGDM)            | Pacific | Coast Gr   | oup.   |
| Fresno (KARM)              |         |            | 40.00  |
| Sacramento (KROY)          | 50.00   | 80.00      | 20.00  |
| Portland (KOIN)            | 240.00  | 144.00     | 96.00  |
| Seattle (KIRO)             | 325.00  | 195.00     | 180.00 |
| Spokane (KFPY)             | 175.00  | 105.00     | 70.00  |
| Group total1               |         |            | 702.00 |
| Day Ra                     | tes     |            |        |
| (7:00 s.m. to 6:00 p.m.    | and 1   | .m. q 08:0 | to     |

# 12:00 midnight)

| Los Angeles (KNX)   | 288.00  | 173.00      |         |
|---------------------|---------|-------------|---------|
| San Francisco (KQW) | 145.00  | 87.00       | 58.00   |
| . )                 | Bonus   | station wit | h Basio |
| Stockton (KGDM)     | Pacific | Coast Gro   | up.     |
| Freene (KARM)       | 50.00   | 80.00       |         |
| Sacramento (KROY)   |         | 15.00       |         |
| Portland (KOIN)     |         |             | 48.00   |
| Seattle (KIRO)      |         | 98.00       | 65.00   |
| Spokane (KFPY)      | 88,00   | 58.00       | 85.00   |
| Group total         |         | 528.00      | 251.00  |
|                     |         |             |         |

### Group total (This listing continued on next page)

# COLUMBIA PACIFIC NETWORK

SUPPLEMENTARY GROUP
These stations available as a group or individually
with Basic California or Basic Pacific Coast Group.

# Night Rates

| (6:00 p.m. to 1            | 0:00 p.: | m.)        |         |
|----------------------------|----------|------------|---------|
| 731 4 793                  | 1 hr.    | 1/2 hr.    | 1/4 hr. |
| Phoenix-Tucson-Bisbee      |          |            |         |
| (KOY-KTUC-KSUN)            | 140.00   | 84.00      | 56.00   |
| Missoula (KGVO)            | 100,00   | 60.00      | 40.00   |
| Great Falls (KFBB)         | 100.00   | 60.00      | 40.00   |
| Salt Lake City (KSL)       | 850.00   | 210.00     | 140.00  |
| *Denver-*†Colorado Springs |          |            | 2       |
| (KLZ-KVOR)                 | 250.00   | 150.00     | 100.00  |
| †Albuquerque-Santa Fe      |          |            | 200.00  |
| (KGGM·KVSF)                | 100.00   | 60.00      | 40.00   |
| TEI Paso (KROD)            | 125.00   | 75.00      | 50.00   |
| Cedar City (KSUB)          | Bonus    | station wi | th KSL  |
| Yakima (KTYW)              | 60.00    | 36.00      | 24.00   |
| Honolulu-Hilo (KGMB-       |          |            |         |
| КНВС)                      | 220,00   | 140.00     | 100.00  |

| Day na                                | r com    |               |          |
|---------------------------------------|----------|---------------|----------|
| (7:00 a.m. to 6:00 p.m.<br>12:00 midr | and 10   | :80 p.mg.     | to       |
| l'hoenix-Tucson-Bishee                | ,        |               |          |
| (KOY-KTUC-KSUN)                       | 70.00    | 42.00         | 00.00    |
| IMI                                   | 10.00    |               | 28.00    |
| Missoula (KGVO)                       |          | 30.00         | 20.00    |
| Great Falls (KFBB)                    | 50,00    | 30,00         | 20.00    |
| Salt Lake City (KSL)                  | 175.00   | 105.00        | 70.00    |
| Cedar City (KSUB)                     | Bonus    | station wit   | h Egi    |
| *Denver-* † Colorado Springs          |          | Segriff MI    | TI IZOLI |
|                                       |          |               |          |
| (KLZ-KVOR)                            | 125.00   | 75.00         | 50.00    |
| †Albuquerque-Santa Fe                 |          |               |          |
| (KGGM-KVSF)                           | 50.00    | 30.00         | 20.00    |
| †EI Paso (KROD)                       | 68 00    | 88.00         |          |
| D. 1 (TOTAL)                          | Ronna a  | tetion with   | TOV      |
| Bisbee (KSUN)                         | Emiro    | PETETOII MILL | MOI-     |
| Mahama (TEMPERATE)                    | KIUU     |               |          |
| Yakima (KTYW)                         | 30,00    | 18,00         | 12.00    |
| tHonoiulu-Hilo (KGMB-                 |          |               |          |
| KHBC)                                 | 195.00   | 125.00        | 90.00    |
| (*) Available only if KSL             | is used  | l.            |          |
| (§) Available only if Basi            | e Pacifi | o Coast G     | roup is  |

- (†) Available only if KLZ is used.
- (‡) Two and one-half hours earlier than Pacific War Time.

Sunday afternoon (12:00 noon to 6:00 p.m.) and daily (10:00 p.m. to 10:30 p.m.) rates are two-thirds of night rates.

After 12:00 midnight rates (12:00 midnight to 7:00 a.m.) are one-third night rates.

Forty-five minutes calculated at 80% of hour rate.

### DISCOUNTS

weekly weekly 5% or more station hours weekly. 7-1/2% 25 or more station hours weekly. 7-1/2% 25 or more station hours weekly. 7-1/2% 25 or more station hours calculated on following basis: One hour (day or night) on one station, one station, six-tenths hour; one-quarter hour (day or night) on one station, four-tenths hour. Two or more network contracts for the same advertiser may be combined in computing station hour discounts.

tiser may be combined in computing station hour discounts. At the conclusion of 52 consecutive weeks of network broadcasting there will be due and payable to the advertiser additional discounts on network time, computed as follows: \$2 times 12-1/2% of the largest amount of weekly gross billing that has run consecutively for 52 weeks. If an advertiser broadcasts weekly for 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 hroadcasting.

Network broadcasting and spot broadcasting over any station may not be combined for discount purposes. These discounts do not apply to broadcasts which are part of, or a rehroadcast.

# ELECTRICAL TRANSCRIPTIONS

Not accepted.

# LECTURES AND TALKS

Lectures and talks (except political talks) ar accepted between 6:00 p.m. and 12:00 midnight.

# SERVICE FACILITIES

Columbia Pacific Network makes available a com-plete supplementary service for advertising agencies and radio advertisers through the following: con-tinuity department, engineering department, program department, promotion department, research depart-ment, publicity department, sales service department.

# Line Charges

Rates shown include line charges. Permanent lines are maintained. Network operations prior to 7:00 a.m. (Paoific War Time) carry a special line-opening charge. Rates on request.

# Contract and Other Requirements

Contracts not accepted more than 80 days in advance of initial program. Maximum length of contract, one year. Programs and advertising copy subject to approval of the Columbia Broadcasting System.

Vice-President in Charge—Donald W. Thornburgh. Pacific Coast Sales Manager—Charles E. Morin. Los Angeles Sales Manager—J. Archie Morton.

# CONNECTICUT STATE NETWORK

See listing under Connecticut.

# DAIRYLAND NETWORK, THE

For rates and data see listing under Minnesota.

# DANIEL BOONE REGIONAL NETWORK, THE

Comprised of:

WISE-Asheville, N. C. WKPT-Kingsport, Tenn. WOPI-Bristol, Tenn. Rates effective May 25, 1942. (Card No. 1.)

Wave-Power-Time

See individual listings.

Agency Commission

15% to recognized agencies.

General Advertising

The following discounts are from the rates of the individual stations used:

Combination rate for 3 stations—15% discount.

Combination rate for 2 stations—10% discount.

Line Charges

Rates shown include line charges. Permanent linea maintained.

# Representatives

Burn-Smith Company, Incorporated. Southeast—Harry S. Cummings.

# DON LEE BROADCASTING **SYSTEM**



Don Lee Bldg., 5515 Melrose Ave., Hollywood 88, Calif. San Francisco (zone 9) Office: 1000 Van Ness

Rates effective November 1, 1944, (Card No. 13.)

This system is comprised of the following groups: SOUTHERN CALIFORNIA

KHJ-Los Angeles KGB-San Diego KDB-Santa Barbara KFXM-San Bernardino

KPMC—Bakersfield KVOE—Santa Ana KXO—El Centro KVEC—San Luis Obispo

# NORTHERN CALIFORNIA

KFRC—San Francisco KMYC—Maryaville KFRE—Fresno KDON—Monterey

KIEM-Eureka KHSL-Chico KWCV-Redding KYOS-Merced

# NORTHWEST (Oregon)

KRNR-Roseburg
KALE-Portland
KFJI-Kismath Falls
KORE-Eugene
KBND-Bend

KOOS—Coos Bay KWIL—Albany KAST—Astoris KUIN—Grants Pass KSLM—Salem

NORTHWEST (Washington)

KMO—Tacoma KIT—Yakima KFIO—Spokane KXRO—Aberdeen KOL—Seattle

KGY—Olympia KELA—Centralia KRKO—Everett KWLK—Longview KUJ—Walla Walla

# NORTHWEST (Idaho)

KWAL-Wallace

KRLC-Lewiston

Wave-Power-Time
See individual station listings.

Agency Commission
15% on net station time to accredited advertising agencies. On approved credit, accounts payable 10th of month following service. No cash discount.

of month renewal.

General Advertising
Affiliated with Mutual Broadcasting System.
Rates include music copyright fees.

(6:00 p.m. to 10:30 p.m.)
1 hr. 1/2 hr.

|          | (0.00 p.)    | 4. 40 10. | ου р.ш., |           |     |
|----------|--------------|-----------|----------|-----------|-----|
|          |              | 1         | hr. 1/   | 2 hr. 1/4 | hr. |
| Complete | Coast Netw   |           |          | 30.00 840 | .00 |
| Southern | Calif. Netw  | ork 78    |          | 2.00 302  | .00 |
| Northern | Calif. Netw  | ork 68    | 2.00 40  | 9.00 273  | .00 |
| Complete | Calif. Netw  | ork 1,31  | 6.00 79  | 0.00 526  |     |
| Complete | Northwest    | 78        |          | 0.00 314  |     |
| (Sund    | ay afternoor | and 10:   | 30 p.m.  | to 11:00  |     |
| _        | _ p          | .m. daily | )        |           |     |

Complete Coast Network....
Southern Calif. Network...
Northern Calif. Network...
Complete Calif. Network...
Complete Northwest - 1,400.00 - 503.00 - 455.00 - 877.00 - 523.00

(12:00 midnight to 8:00 a.m. daily)

# DISCOUNTS

Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more

| consecutive weeks.                           |           |
|--|-----------|
| Discounts are predicated upon the fulfillmer | t of con- |
| tracts within a 12 month period dating       | from the  |
| first broadcast.                             |           |
| Complete Coast Network:                      |           |
| Less than 420.00                             | None      |
| 420.00 to 840.00                             | 2-1/20    |
| 840.00 to 1,280.00                           | 5 %       |
| 1,260.00 to 1,680.00                         | 7-1/2%    |
| 1,880.00 to 2,100.00                         | 10%       |
| 2,100.00 to 2,520.00                         | 12-1/2%   |
| 2,520.00 or more                             | 15%       |
| Complete California:                         |           |
| Less than 263.00.                            | None      |
| 263.00 to 526.00                             | 2-1/2%    |
| 526.00 to 789.00                             | 5%        |
| 789.00 to 1,052.00                           | 7-1/2%    |
| 1,052.00 to 1,315.00                         | 10%       |
| 1,315.00 to 1,578.00<br>1,578.00 or more     |           |
|  | 15%       |
| Southern California Network:                 |           |
| Less than 151.00                             | None      |
| 151.00 to 302.00                             | 2-1/2%    |
| 302.00 to 453.00                             | 5%        |
| 453.00 to 604.00                             | 7-1/2%    |
| 604.00 to 755.00                             | 10%       |
| 755.00 to 906.00                             | 12-1/2%   |
|  | 15%       |
| Northern California Network:                 |           |
| Less than 136.00                             | None      |
| 136.00 to 272.00.                            | 2-1/2%    |
| 272.00 to 408.00                             | 5%        |
| 408.00 to 544.00544.00 to 680.00             | 7-1/2%    |
| 544.00 to 680.00                             |           |
| 816.00 or more                               | 12-1/2%   |
| Northwest Network:                           | 15 %      |
| Less than 157.00                             | None      |
| 157.00 to 314.00                             | 2-1/2%    |
| 314.00 to 471.00                             | 5%        |
| 471.00 to 628.00                             | 7-1/2%    |
| 628.00 to 785.00                             | 10%       |
| 785.00 to 942.00                             | 12-1/2%   |
| 942.00 or more                               | 15%       |
| Additional Discounts                         |           |

An additional discount of 5% on network time is allowed for 28 consecutive weeks broadcasting. Increased by 5% to make a total of 10% upon the completion of 53 consecutive weeks broadcasting. These additional discounts shall apply to the largest amount of weekly gross billing for time that has run consecutively for 26 and 52 weeks.

# SPECIAL FEATURES

News Service: May be sponsored day or night over all or any part of the network. Rates on request. POLITICAL ADVERTISING

Subject to regular station time rates and policies; payable in advance.

Musical stand-by charge on network programs 15.00.

TALENT Rates on request.

# SERVICE FACILITIES

Producers, writers, vocalists and musicians are available for presentation of any type of program desired.

Program ideas, lists of talent, and prices on request. Line Charges

Rates shown include line charges. Permanent lines are maintained. Contract and Other Requirements

Advertising of beer and wine acceptable.
Programs and copy subject to approval.
Rates are for station time only and are subject to change without notice. Talent is extra. Personnel

President—Thomas S. Lee. Vice-Pres. & Gen'l Mgr.—Lewis Allen Weiss. General Sales Manager—Sydney Gaynor. Representatives

John Blair & Company

GEORGIA BROADCASTING SYSTEM

For rates and data see listing under Georgia.

GEORGIA MAJOR MARKET TRIO For rates and data see listing under Georgia.

INTERMOUNTAIN NETWORK, THE For rates and data see listing under Utah.

KANSAS STATE NETWORK

For rates and data see listing under Kansas.



# 50% OF THE SALES ARE MADE OUTSIDE\*

on the Pacific Coast, too!

If you think nylons are hard to get, try getting complete radio coverage on the Pacific Coast without Don Lee. It can't be done—for while all 4 networks cover the "inside market," only Don Lee completely covers the "outside market" (where half the retail sales are made).

Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high and the long-range broadcasting of other networks doesn't work. Don Lee, however, with 38 local stations, broadcasts from within each of these mountain-surrounded markets.

\*Half of all the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokame are located

A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast) showed 60 to 100% of "outside" listeners tuned to Don Lec stations.

How about "inside coverage?" According to regular Hooper reports, during the past year all of the shows that switched from any of the other 3 networks to Don Lee received higher Hooper ratings within 13 weeks!

You'll have to wait for nylons—but you don't have to wait for complete Pacific Coast radio coverage. Buy Don Lee, the only network that delivers *both* markets of the Pacific Coast!

The Nation's Greatest Regional Network



THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
5515 MELROSL AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

# KEYSTONE BROADCASTING SYSTEM, INC.



(A transcription network principally cov BEYOND-METROPOLITAN markets. Affiliated tions are joined together by means of transcript eliminating wire charges.)

0 Fifth Ave., New York 19, N. Y., Longacre 3-2221.

Chicago Office—184 N. LaSalle St., Chicago 2, Ill., State 4590.

Hollywood Office 6381 Hollywood Blvd., Hollywood 28, Calif., Hollywood 5338,

Rates effective March 1, 1945. (Card No. 53.) This System is comprised of the following amliated stations

Alabama; labama:
WJLD—Bessemer
WMSL—Decatur
WBHP—Huntsville
WLAY—Muscle Shoals WJHO—Opetika WJRD—Tuscaloosa

Alaska: KFQD-Anchorage

Arkansas: rkansas:
KFFA—Helena
KWFC—Hot Springa
KBTM—Jonesbore
KOTN—Pine Bluff
KUOA—Siloam Springa

Colorado: KGIWolorado:
KGIW—Alamona
KKIUP—Durango
KFXJ—Grand Junction
KOKO—La Junta
KGEK—Sterling

Florida: WINK—Ft. Myers WTMC—Ocala WDLP—Panama City

WDLP—Panama City
Georgia:
WGAU—Athens
WGAC—Augusta
WMOG—Brunswick
WGAA—Cedartown
WMJM—Cordele
WHLJ—Dalton
WMLT—Dublin
WGGA—Galnesville
WKEU—Griffin
WLAG—La Grange
WMGA—Moultrie
WRLO—Toooos
WAYX—Wayeross
WRLD—West Point

WRLD-West Point ldaho: KID—Idaho Falla KWAL—Wallace

illinois:
WMRO—Aurors
WJBC—Bloomington
WDWS—Champaign
WEBQ—Harrisburg
WJPF—Herrin
WLDS—Jacksonville
WCLS—Joliet

Indiana:
WHBU—Anderson
WTRC—Elkhart
WKMO—Kokomo
WLBC—Munele
WKBV—Richmond

iowa: KROS—Clinton KVFD—Fort Dodge

Kansas:
KVAK—Atchison
KGNO—Dodge City
KTSW—Emporta
KIUL—Garden City
KVGB—Great Bend

Kentucky: WLBJ—Bowling Green WHLN—Harlan WSON—Henderson WHOP—Hopkinsville WOMI—Owensboro WPAD—Padueah

Maine: WAGM-Presque Isle Massachusetts: WESX—Salem

WESA—Salem Michigan: WHDF—Calumet WDBC—Recanaba WJMS—Ironwood WKLA—Ludington WDMJ—Marquette WHLS—Port Huron WTCM—Traverse City

Minnesota: KWLM—Willmar

KWLM—Willmar
Mississippi:
WGCM—Bilori-Gulfport
WROX—Clarksdale
WCBI—Columbus
WJPR—Greenville
WGRM—Greenwood
WFOR—Hattieeburg
WAML—Laurel
WSKB—McComb
WMIS—Natches
WELO—Tupelo
WQBO—Vioksburg

KWOS—Jefferson City KWOC—Poplar Bluff KDRO—Sedalia

Montana: KRJF—Miles City KGCX—Sidney Nebraska:
KORN—Fremont
KHAS—Hastings
KGFW—Keerney
KODY—North Platte
KGKY—Scottebluff

New Hampshire: WLNH-Laconia

New Jersey: WSNJ—Bridgeton WSNJ—Bridgeton
New Mexico:
KAVE—Carisbad
KICA—Clovia
KWEW—Hobbs
KGFL—Boweli
KTNM—Tueumcari

KTNM-Tueumcari
New York:
WMBO-Auburn
WBTA-Batavia
WALL-Middietown
WSLB-Ogdensburg
WHDL-Olean
WMFF-Plattaburg
WNBZ-Sarana Lake
WFAS-White Plains

WFAS—White Plains
North Carolina:
WBBB—Burlington
WEGO—Concord
WCNC—Elizabeth City
WGNC—Gastonia
WGBB—Goldsbore
WHKY—Hickory
WHFR—High Point
WHTF—New Barn
WCBT—Roanoke Rapids
WBRF—Washington
WGRTM—Wilson

North Dakota: KOVO-Valley City

Obio: WFIN-Findlay WMBN-Marion

Oklahoma:
KVSO—Ardmore
KASA—Elk City
KSWO—Lawton
KHBG—Okmulgee
WBBZ—Ponce City

WBB2—FORGA City
Oregon:

KAST—Astoria
KBER—Baker
KBND—Bend
KLBM—La Grande
KMED—Medford
KRNR—Roseburg
KSLM—Salem
KODL—The Dalles

Pennsylvania: WISE—Butler WCED—Du Boie South Carolina:
WOLS—Florence
WCRS—Greenwood
WFIG—Sumter

South Dakota:

KGFX—Pierre

KOTA—Rapid City

KWAT—Watertown

Tennessee:
WOPI—Bristol
WJZM—Clarksville
WHUB—Cookeville

WHUB—COOKEVIIIE
Texas:
KRIC—Beaumont
KNEL—Brady
KEEW—Brownsville
KBWD—Brownwood
KEYS—Corpus Christi
KAND—Coricana
KLDT—Denton
KLUF—Gaiveston
KGBS—Harlingen
KSAM—Huntsville
KOCA—Kilgore
KPAB—Laredo
KFRO—Longview

KOCA—Kilgore
KPAB—Laredo
KFRO—Longview
KRBA—Lufkin
KRLH—Midland
KNET—Palestine
KPDN—Pampa
KPLT—Paris
KIUN—Pecos

KELA—Centralia Chehalis
KRKO—Everett
KGY—Olympia
KTBI—Tacoma
eat Virginia:
WJLS—Beckley
WJLOG—Logan
WAJR—Morgantown
WBRW—Welch
WBTH—Williamson
/jacomain: WBTH—Williamsor
Wisconsin:
WHBY—Appleton
WATW—Ashland
WCLO—Isnesville
WOMT—Manitowoc
WIGM—Medford
WIBU—Poynette
WINN—Racine
Wyming:

ermont:
WSYB-Butland
WWSR-St, Albans
WDEV-Waterbury WHEV—Water universal to WCHV—Charlotterille WKEY—Charlotterille WKEY—Corington WFVA—Fredericksburg WMVA—Martineville WLPM—Suffolk WLPM—

KVOP—Plainview
hAOX—Sweetwater
KTEM—Temple
KGKB—Tyler
kVWC—Vernon
KVIC—Victoria

tan: KUB--Cedar City KVNU-Logan KEUB--Price

Utah:

Washington:

KXRO—Aberdeen

KVOS—Bellingham

WRJN—Radise
Wyoming:
KDFN—Casper
KFBC—Cheyenne
KPOW—Poweli
KVRS—Rock Springs
KWYO—Sheridan

RVVOS—Bellingnam RWVO—Sneridan

Wave—Power—Time
See individual listinga.
Agency Commission
15% on net station time to accredited advertising
agencies. On approved credit, accounts payable 10th
of month following service.
Cash discount: 2% cash discount has been deducted
from all rates quoted. Therefore, if payment is not
made on or before the 10th of the month following
month of broadcast, 2.041% is to be added to rates
shown.

month of broadcast, 2.041% is to be added to rates shown.

General Advertising
Rates include music copyright performance fees.

Minimum to earn the rates listed is 100 stations.

For less than 100 etations, rates on request.

Additional stations at an increased pro rate cost per station.

Rates on request for time periods of lengths other than those listed.

The following rates and the following rates are the following rates and the following rates and the following rates are the f

Discounts: For full network..... Bates for less than 52 weeks:

\$9 weeks, add. 5%
\$4 weeks, add. 10%
\$13 weeks, add. 15%

Dollar Yolume
For volume per week from 4,801.00 to 5,399.00, add

2%. For volume per week from 4,201.00 to 4,800.00, add 4%. volume per week from 3,001.00 to 4,200.00, add 6%. For volume per week from 1,801.00 to 3,000.00, add 8%.

For volume per week from 1,081.00 to 1,260.00, add For volume per week from 901.00 to 1,080.00, add 6%.

For volume per week from 721.00 to 900.00, add

For volume per week from 721.00 to 900.00, add 8%.

For volume per week of 720.00 or under, add 10%. Contract and Other Requirements
Rates listed herein apply to all classes of acceptable accounts. No periods are sold in bulk for resiste All programs and advertising copy are subject to the approval of the Keystone Broadcasting System and the individual network stations. Rates do not include talent, mechanics or chipping costs Maximum length of contract one year. Political and commercial religious broadcasts carry Class "A" time rates. Closing Imme
Closing date is three weeks in advance of initial broadcast.

Personnel

Personnel

Pres. & Gen'l Mgr.—Michael M. Sillerman (New

Pres. & Gen'l Mgr.—Michael M. Sillerman (New York). York).
Western Sales Manager—Naylor Rogers (Chicago).
Station Relations—Mort Adams (New York).
Program Director—Elaine N. Gonda (Hollywood).
Pacific Coast Sales—Ralph W. Harker (Hollywood).

LONE STAR CHAIN For rates and data see listing under Texas.

MARYLAND ALL-HOME NETWORK For rates and data see listing under Maryland

# McCLATCHY BEELINE

For rates and data see listing under California.

MICHIGAN RADIO NETWORK For rates and data see listing under Michigan.

# **MID-STATES GROUP**

P. O. Box 957, Des Moines 4, Iowa, Des Moines 3-2111. Rates effective August 1, 1944. (Card No. 5.)

Comprised of:
KRNT—Des Moines WNAX—Yankton-Sioux City
WMT—Cedar Rapids-Waterioo
Wave—Power—Time
See Individual Histings
Agency Commission
15% to recognized agencies. No commission on talent.
No cash discount. Bills due and payable 10th of following month.

Agency Cemmission

15% to recognized agencies. No commission on taient. No cash discount. Bills due and payable 10th of following month.

General Advertising
These rates are for the use of programs and announcements on WMT, KRNT, and WNAX. In all cases, except the Class "A" one hour rate, these rates represent a 10% discount from the combined rates of the individual stations. Line charges hooking up WMT, KRNT, and WNAX will be quoted on request.

(6:30 p.m. to 10:00 p.m.)

(6:30 p.m. to 10:00 p.m.)

1 ti. 13 ti. 25 ti. 52 ti. 104 ti. 260 ti. 1 hour... 560.00 552.00 504.00 476.00 448.00 420.00 1/2 hour... 315.00 299.25 283.50 267.75 252.00 236.25 1/4 hour... 180.00 171.00 162.00 153.00 144.00 135.00 5 minutes 90.00 85.55 81.00 76.45 72.00 67.55 CLASS "B"

(12:00 noon to 1:00 p.m., 6:00 p.m. to 6:30 p.m. week days and 1:00 p.m. to 6:30 p.m. Sundays)

1 hour... 315.00 299.25 283.50 267.75 252.00 236.25 1/2 hour... 189.00 179.55 170.10 160.65 151.20 141.75 1/2 hour... 189.00 179.55 170.10 160.65 151.20 141.75 5 minutes 63.00 59.85 66.70 53.55 50.40 47.25 CLASS "C"

(9:00 a.m. to 12:00 noon, 5:00 p.m. to 6:00 p.m., 10:00 p.m. to 10:00 p.m. to 10:00 p.m., 10:00 p.m., 10:00 p.m., 10:00 p.m. to 6:00 p.m., 10:00 p.m. to 10:00 p.m. to 6:00 p.m. to 6:00 p.m., 10:00 p.m. to 10:00 p.m. to 6:00 p.m. to 6:00 p.m. to 10:00 p.m. to 6:00 p.m. to 6:00 p.m. to 10:00 p.m. to 6:00 p.m. to 10:00 p.m. to 6:00 p.m. to 6:00 p.m. to 6:00 p.m. to 10:00 p.m. to 6:00 p.m. to 10:00 p.m. to 6:00 p.m. to 6:00 p.m. to 10:00 p.m. to 6:00 p.m. to 6:00 p.m. to 10:00 p.m. to 6:00 p.m. to 10:00 p.m. to 6:00 p.m. to 10:00 p.m. to 6:00 p.m. to 6:00 p.m. to 10:00 p.m. to 6:00 p.m. to 10:00 p.m. to 10:0

00...
50.40 ...
SPECIAL L...
al discount of 5% on that portion of the schenweeks.

ANNOUNCEMENTS
CLASS "A"
(6:00 p.m. to 10:30 p.m.)
1/2 min. 1 min. or less o 1 time... 13 times... 26 times... 52 times... times. times...

POLITICAL
Copy and payment for political advertising must be in 24 hours in advance. Rates on request.

RECORDED PROGRAMS
Transcription library available. Details on request
TALENT

Rates on request.

REMOTE CONTROL

Remote control equipment svailable.

SERVICE FACILITIES

Services of production departments, announcing and technical staffs are available without charge.

Contract and Other Requirements

Maximum length of contract is 52 weeks.

Programs must conform to the standards of the stations. Copy prepared by the advertiser must have

(This listing continued on page 14)

(This listing continued on page 14)

Great NOW ... even greater LATER ... is the importance of America's small town and rural areas, to national advertisers. For the high prosperity of these areas will continue and increase, say the experts.

To reach this huge, indispensable market, YOU NEED KBS, whose 208 stations are proven by far most listened to by "Beyond-Metropolitan" inhabitants. In the main, these listeners receive NO signals — or unsatisfactory signals — from major wired networks.

Keystone enables you to scoop this vast new audience\*, in one streamlined operation, at an all time-low cost per listener. Ask for details! KEYSTONE BROADCASTING SYSTEM, Inc., New York City 19, Chicago 2, Hollywood 28.

\*Frimary Population — 28,720,000 Frimary Radio Homes — 5,430,000

Source: Walter P. Bum® & Associates, Inc.

KEYSTONE NETWORK

1/2 hr. 1/4 hr. 90.00 60.00

# MID-STATES GROUP—Continued

MID-STATES GROUP—Continued the stations' approval in advance. The stations reserve the right to refuse or discontinue any programs or announcements for estisfactory reasons. Programs subject to change of time upon 28 days' notice. Proposals are subject to prior booking of time. Itates subject to change without notice. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 383-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel General Manager—Phil Hoffman.
National Sales Manager—H. T. Enns, Jr., 29 W. Styth St., New York 19, N. Y.

Representatives

The Kats Agency.

# MINNESOTA RADIO NETWORK

For rates and data see listing under Minnesota.

# MISSISSIPPI VALLEY NETWORK

Executive Offices-360 N. Michigan Ave., Chicago 1, Ill., State 0361.

Operated by North Central Broadcasting System, Inc.

| General Offices—St. Paul 1, Minnesota, Cedar 8579.   |   |
|--|---|
| Comprised of:  |   |
| Minnesota: WI DC Tealmonville  |   |
| WI.OI _Minn -St Paul WDWS_Champaign  |   |
| WLOL-MinnSt. Paul WDWS-Champaign<br>KVOX-Fargo-Moorhead WCLS-Joliet  |   |
| KAME Albert Lee MID 137 Dennille   |   |
| KATE—Albert Lea WDAN—Danville<br>KWNO—Winona WTAX—Springfield  |   |
| KWNO-winona wilaa-springheid   |   |
| KWLM-Willmar Indiana:  |   |
| WLOL-MinnSt, Paul KVOX-Fargo-Moorhead KATE-Albert Lea KWNO-Winona KWLM-Willmar KGDE-Fergus Falls WIRE-Indianapolis   |   |
| North Dakota: WAOV—Vincennes KSJB—Jamestown KGCU—Mandan-Bismarck WTRC—Elkhart  |   |
| KSJB-Jamestown WASK-Lafayette  |   |
| KGCU-Mandan-Bismarck WTRC-Elkhart  |   |
| KLPM-Minot Kansas:   |   |
| KSJB—Jamestown WASK—Lafayette KGCU—Mandan-Bismarek WTRC—Elkhart KLPM—Minot Kansas: KOVC—Valley City KGGF—Coffeyville KDLR—Devils Lake KSAL—Salina                              |   |
| KDLR—Devils Lake South Dakota: KABR—Aberdeen KOBH—Rapid City KVAK—Atchison   |   |
| South Dakota: KVGR—Great Rend  |   |
| KABR—Aberdeen KTSW—Emporta   |   |
| KOBH—Rapid City KVAK—Atchison  |   |
|  |   |
| KELO-Sioux Falls KWK-St. Louis   |   |
|  |   |
| KELO—Sloux Fails KWK—St. Louis Lowa: WHB—Kansas City KBUR—Burlington KTTS—Springfield KDTH—Dubuque KWOC—Poplar Bluff   |   |
| KDTH—Dubuque KWOC—Poplar Bluff   |   |
| KVFD-Fort Dodge KHMO-Hannibal  |   |
| KTRI-Signy City KWOS-Jefferson City  |   |
| KVFD—Fort Dodge KVFD—Fort Dodge KTRI—Sioux City KFJB—Marshalltown KFJB—Marshalltown KFJB—Marshalltown KFJB—Marshalltown  |   |
| KBIZ-Ottumwa KVFS-Cape Girardeau   |   |
| KBUR—Burlington KDTH—Dubuque KVFT—Fort Dodge KVMCC—Poplar Bluff KVFD—Fort Dodge KVMC—Hannibal KVFN—Barshalltown KBIZ—Ottumwa KICD—Spencer KROS—Clinton KRN—Fremont KRN—Fremont |   |
| KROS-Clinton KORN-Frament  |   |
| KROS-Clinton KORN-Fremont Wisconsin: KHAS-Hastings   |   |
| WDSM—Duluth-Superior KGFW—Kearney  |   |
| WATU Ashland Wissensin Vermonts  |   |
| WKRH_I. Crosse WHRV_Apoleton   |   |
| Michigan: WCLO—Janesville  |   |
| WIRE Impured WIRE Demotic  |   |
| WJMS—Ironwood WIBU—Poynetie WHDF—Calumet WRJN—Racine   |   |
| WDM Manualla William Chahanan  |   |
| WDMJ-Marquette WHBL-Sheboygan<br>WDBC-Escanaba WSAU-Wausau   |   |
| WSOO—Sault Ste. Marie WFHR—Wisconsin Rapids  |   |
| WKBH—La Crosse WHBY—Appleton Michigan: WJMS—Ironwood WHDF—Calumet WDMJ—Marquette WDBC—Escanaba WSOO—Sault Ste. Marie WFHR—Wisconsin Rapidi Wortina Network:                    | В |
|  |   |
| KGCX—Sidney WLAV—Grand Rapids<br>KRJF—Miles City WKBZ—Muskegon   |   |
| KRJF—Miles City WKBZ—Muskegon  |   |
| Illinois: WKLA-Ludington   |   |
| WMRO-Aurora WTCM-Traverse City   |   |
| Illinois: WKKA—Ludington WBRO—Aurora WBRO—Bloomington WKRO—Cairo WKRO—Carthage WHS—Port Huron  |   |
| WKIRO—Cairo WIBM—Jackson   |   |
| WCAZ—Carthage WHLS—Port Huron WEBQ—Harrisburg WMAM—Marinette   |   |
| WEDU—Harrisdurk WMADI—Marinette  |   |
| General Advertising  |   |
| Rates on request from North Central Broadcasting   | 3 |
| System, Inc.   |   |
|  |   |

# MUTUAL BROADCASTING SYSTEM

Tribune Tower, Chicago, Ill., Whitehall 5060. Sales Office—1440 Broadway, New York City, Pennsylvania 6-9600.

sylvania 6-9600.

Rates effective July 15, 1944. (Card No. 13.)
Card revised March 15, 1945.

Agency Commission
15% is allowed recognized agencies on all network station time charges (after all discounts and rebates are deducted).
Terms of payment: 2 points of each discount earned by the advertiser are contingent upon full payment of bills on or before 20th day of month following the month in which the broadcast occurred.

General Advertising
MUTUAL NETWORK RATE CLASSIFICATIONS
Units of Time

| Rates for all time periods (based on the gross eve- |
|---|
| ning hour rate) according to this table: % of       |
| Evening: br. rate                                   |
| 45 minutes 80%                                      |
| 30 minutes  |
| 15 minutes  |
| Daytime rates for these units are exactly half the  |
| evening cost, except where noted under Time Classi- |
| fications below                                     |

|        |         |      |        |        | ssifications  |      |           |        |
|--------|---------|------|--------|--------|---------------|------|-----------|--------|
| 6:00   | p.m.    | to   | 10:30  | p.m.   | nightly1      | full | evening   | rate   |
| 10:30  | p.m.    | to   | 11:00  | p.m.   | nightly       | 2/3  | evening   | rate   |
| 11:00  | p.m.    | to   | 12:00  | mid.   | nightly       | 1/2  | evening   | rate   |
| 12:00  | mid.    | to   | 8:00   | a.m.   | daily         | 1/3  | evening   | rate   |
| 8:00   | a.m.    | to   | 6:00   | n.m.   | week days     | -, - | davtime   | rete   |
| 8:00   | 8. M.   | to   | 12:00  | noon   | Sunday        | 1/2  | avening   | rete   |
|        |         |      |        |        | Sunday        |      |           |        |
| All c  | lagaifi | 001  | lone e | re ha  | sed on local  | *10  | O. OHIING | 1010   |
| Sarvic | S SAL   | 1110 | ble to | who is | ertisers only | 10   |           | -1-    |
|        |         |      |        |        | es or follows | 11   | e taku    | w.r.i. |
|        |         |      |        |        |               |      |           |        |

scheduled program precedes or follows.

DISCOUNTS

Evening periods: After totaling the gross weekly billing, the applicable dollar volume discount is selected from the table below and is deduced, together with any other earned discounts as provided for in rate card.

Daytime periods: Inasmuch as daytime periods are equal to 50% of evening costs, the gross weekly billing for a daytime period is doubled for the purpose of ascertaining the applicable dollar volume discount bracket. The proper percentage of discount

is then applied to the actual weekly gross billing of the daytime program.

"Transition periods: Whenever the period is 1/3 or 2/3 of the evening rate, the gross weekly billing is converted to 3/3 or full evening billing, for the purpose of ascertaining the applicable dollar volume discount bracket. The proper percentage of discount is then applied to the actual weekly gross billing of the transition period.

(\*) This method of determining net costs for time classifications other than evening is not applicable when computing "oversil discounts."

Dollar Volume Discounts

Discounts are earned by advertisers who complete 13 or more consecutive weeks of network broadcasting.

"Required "Split Gross Evening Weekly Rilling." Basic Network

|                                    | - Reduired  | ""SDIII   |
|------------------------------------|-------------|-----------|
| Gross Evening Weekly Billing:      | Basic       | Network   |
| Less than 1,000.00                 | Net         | Net       |
| 1,000.00 or more but less that     | n           |           |
| 3,000.00                           | 3-1/2%      | 2-1/2%    |
| 3,000.00 or more but less than     |             | /-/0      |
| 5,000.00                           |             | E (7)     |
|                                    |             | 5%        |
| 5.000.00 or more but less that     |             |           |
| 7,000.00                           | . 12-1/2%   | 7-1/2%    |
| 7,000.00 or more but less that     | n           |           |
| 10,000.00                          | 15%         | 7-1/2%    |
| 10,000,00 or more but less that    | n /-        | /-/5      |
| 13,000.00                          | 17 1 / 90%  | 7 1/90    |
| 13,000.00 or more but less than    | - 11-1/270  | 1-1/270   |
| 13,000.00 or more but less than    |             |           |
| 18,000.00                          | . 22-1/2%   | 7-1/2%    |
| 18,000.00 or more but less than    | מ           |           |
| 23,000.00                          | . 25%       | 7-1/2%    |
| 23,000.00                          | 27-1/2%     | 7 1/2%    |
| Dollar Volume discounts are figu   | red on the  | 81177 OF  |
| the gross weekly billing of all    | tied on the | name of   |
| MID RIVER MODELY DITIILE OF BIL    | stations    | LORGISLIA |
| affiliated with Mutual which are o |             |           |
| plus a dollar volume credit, (used |             |           |
| discounts) in the case of those    | etations of | has then  |

discounts) in the case of those stations, other than duals which are unavailable.
Two or more network contracts for the same advertiser may be combined in computing dollar volume discounts in accordance with Mutual policies then

discounts in accordance with Mutual policies then in effect.

(\*) Required basic discounts are earned by advertisers who order 45 stations (44 stations when WHKK, Akron, is not on the air) of the Basic Group and who, in addition, use at least 16 stations from the groups other than the basics.

(\*\*) Split network discounts are earned by advertisers whose networks are satisfactory to Mutual but which do not qualify for required basic discounts.

but which do not qualify for required basic discounts.

Annual Rebate

The annual rebate for 52 consecutive weeks of broadcasting shall be 12-1/2%, of the gross billing on all facilities used during the rebate year, except on such facilities used during the rebate year, except on such facilities as are discontinued prior to the end of the rebate year. The rebate will be due and payable at the end of each 52 weeks of consecutive service or currently on firm 52 week contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

Station Discounts

Earned by advertisers who complete 13 or more consecutive weeks of broadcasting.

Discounts on gross weekly billings for stations by groups:

Basic Special Supple-Supple-Supple-Supple and the coll options of the stations of the sta

contract.

Overall Discounts

Network advertisers whose actual gross billings within a 52 week period are 1,200,000.00 or more earn maximum discounts on all facilities used.

Maximum Discounts

| Basic Group                 | EA W |
|-----------------------------|------|
|                             | 0070 |
| Basic Supplementary Group   | 50%  |
| Special Supplementary Group | 60%  |
| BASIC GROUP                 | 00,0 |
|                             |      |

Basic Network qualifying for "Required Basic" dis-counts consists of all 38 stations in basic group plus 7 Yankee stations and a minimum of any 16 sup-plementary stations from the groups other than the basic.

GROSS COST PER BROADCAST

| (Evenin                                     |         | CASI      |         |
|---|---------|-----------|---------|
| (Evenin                                     |         |           |         |
| A.A.A (TYPETTER)                            | 1 hr.   | 1/2 hr.   | 1/4 hr. |
| *†Akron (WHKK)                              | 120.00  | 72.00     | 48.00   |
| Baitimore (WFBR)                            | 300.00  | 180.00    | 120.00  |
| Boston (WNAC)                               | 440.00  | 264.00    | 176.00  |
| Bridgeport (WICC)                           | 160.00  | 96.00     | 64.00   |
| Buffalo, N. Y. (WEBR)                       | 175.00  | 105.00    | 70.00   |
| Canton (WHBC)                               | 150.00  | 90.00     | 60.00   |
| Chicago, III. (WGN)                         | 800.00  | 480.00    | 320.00  |
| †Cincinnati (WKRC)                          | 340.00  | 204.00    | 136.00  |
| †Cleveland (WHK)                            | 840.00  | 204.00    | 136.00  |
| †Columbus (WHKC)                            | 130.00  | 78.00     | 52.00   |
| Denver (KFEL)                               | 200.00  | 120.00    | 80.00   |
| Detroit-Windsor (CKLW)                      | 320.00  | 192.00    | 128.00  |
| Fresno (KFRE)                               | 100.00  | 60.00     | 40.00   |
| \$Hartford (WTHT)                           | 120.00  | 72.00     | 48.00   |
| Indianapolis (WIBC)                         | 220.00  | 132.00    | 88.00   |
| ** Kansas City, Mo. (WHB)                   | 220.00  | 102.00    | 88.00   |
| tKansas City, Mo. (WED)                     | 240.00  | 144.00    | 96.80   |
| tKansas City, Kan. (KCKN)                   | 240.00  | 144.00    | 30.00   |
| Los Angeles (KHJ)                           | 975 00  | 225.00    | 150.00  |
| Louisville (WGRC)                           | 195.00  | 75.00     | 50.00   |
| MinnSt. Paul (WLOL)                         | 200.00  | 120.00    | 80.00   |
| New York (WOR)                              | 200.00  |           |         |
| Omaha (KBON)                                | 110.00  | 720.00    | 480.00  |
| Promont (KODN) Danie                        | 110.00  | 66.00     | 44.00   |
| Fremont (KOBN)Bonus with Philadelphia (WIP) | III KBU | N in opti | on time |
| Distance (WIP)                              | 390.00  | 234.00    | 156.00  |
| Pittsburgh (WCAE)                           | 475.00  | 285.00    | 190.00  |
| Portland (KALE)                             | 150.00  | 90.00     | 60.00   |
| Providence (WEAN)                           | 200.00  | 120.00    | 80.00   |
| Rock Island-Davenport-                      |         |           |         |
| Moline (WHBF)                               | 175.00  | 105.00    | 70.00   |
| St. Louis (KWK)                             | 340.00  | 204.00    | 136.00  |
| Salt Lake-Ogden (KLO)                       | 120.00  | 72.00     | 48.00   |
| San Diego (KGB)                             | 120.00  | 72.00     | 48,00   |
| San Francisco (KFRC)                        | 330.00  | 198.00    | 132.00  |
| Santa Barbara (KDB)                         | 60.00   | 36,00     | 24.00   |
| Seattle (KOL)                               | 150.00  | 90,00     | 60.00   |
|   |         |           |         |

| Tacoma (KMO)  | 100.00          | 60.00          | 40.00          |
|---|-----------------|----------------|----------------|
| Washington (WOL)  | . 200.00        | 120.00         | 80.00          |
| Wilmington (WILM)   | . 125.00        | 75.00          | 50.00          |
| Washington (WOL) Wilmington (WILM) Worcester (WAAB)   | . <u>160.00</u> | 96.00          | 64.00          |
| Total (38 stations)   | 9.410.00        | 5,646.00       | 3,764.00       |
| (*) WHKK, Akron, sig  | gns off         | local su       | nset Los       |
| Angeles.  | Fasta           | 337 TT4        |                |
| (†) Station operates on 1 May through September. (§) If Mutual station in to 5,000 watts during 19 1946 will be 200 00 green.   | castern         | W87 1100       | e during       |
| (§) If Mutual station in  | Hartfor         | rd increas     | es nower       |
| to 5,000 watts during 19  | 45, rate        | after Ja       | nuary l.       |
| 1946, will be 200.00 gro  | ss even         | lng hour.      |                |
| (1) WHB, Kansas City,   | availabl        | e until 6      | :00 p.m.       |
| nm Central War Time KCKN  | , Kansa         | R rates 1      | need on        |
| 240,00 gross evening hour   | KCK             | N rates        | based on       |
| to 5,000 watts dirring 19 1946, will be 200.00 gro (‡) WHB, Kansas City, Central War Time KCKN p.m., Central War Time 240.00 gross evening hou 120.00 gross evening ho  | ur.             |                |                |
| Plus at least seven of the  | following       | Yankee         | Network        |
| stations:   |                 |                |                |
| Fall River (WSAR)<br>Fitchburg (WEIM)<br>Greenfield (WHAI)  | . 120.00        | 72.00<br>48.00 | 48.00          |
| Creenfield (WEIM)   | . 80.00         | 48,00          | 32.00          |
| Greenfield (WHAI)   | . 60.00         | 36,00          | 24.00          |
|   | 80,00           | 48,00          | 32.00          |
| Laconia (WLNH)  | 60.00           | 36.00          | 24.00          |
| Lewiston-Auburn (WCOU)  | 60.00           | 36.00          | 24.00          |
| Laconia (WLNH) Lewiston-Auburn (WCOU). Lowell-Lawrence (WLLH) New London (WNLC). Pittsfield (WBRK) Partsmarth (WHFR)  | . 120,00        | 72.00          | 48.00          |
| Pittefield (WRDC)   | 100.00          | 48.00<br>60.00 | 32.00          |
|   |                 | 60.00          | 40.00<br>40.00 |
| Rutland (WSYB)  | 60.00           | 36,00          | 24.00          |
| Total (Il Yankee Network  |                 |                |                |
| stations)   |                 | 552.00         | 368.00         |
| (*) Daytime station. Ope  |                 |                |                |
|   |                 |                |                |
| local sunset.   |                 |                |                |
| local sunset.   |                 |                | ntinnal) ·     |
| additional 30 Don Lee Ne  |                 |                | ptional):      |
| additional 30 Don Lee Ne  |                 |                | ptional):      |
| Iocal sunset.   Additional 30 Don Lee Ne Aberdeen (KXRO)  |                 |                | ptional):      |
| local sunset.  [Additional 30 Don Lee Ne Aberdeen (KXRO)  |                 |                | ptional) :     |
| local sunset.  [Additional 30 Don Lee Ne Aberdeen (KXRO)  |                 |                | ptional):      |
| local sunset.  Additional 30 Don Lee Ne Aberdeen (KXRO)   |                 |                | ptional):      |
| local sunset. Additional 30 Don Loe Ne Aberdeen (KXRO) Albany (KWIL) Actoria (KAST) Bakersfield (KPMC) Bend (KBND) Centralia-Chehalis (KELA HSE)  |                 |                | ptional):      |
| local sunset. Additional 30 Don Loe Ne Aberdeen (KXRO) Albany (KWIL) Actoria (KAST) Bakersfield (KPMC) Bend (KBND) Centralia-Chehalis (KELA HSE)  |                 |                | ptional):      |
| local sunset. Additional 30 Don Loe Ne Aberdeen (KXRO) Albany (KWIL) Astoria (KAST) Bakersfield (KPMC) Bend (KBND) Centralia-Chehalis (KELA) Coop Bay (KOOS)  |                 |                | ptional):      |
| local sunset. Additional 30 Don Loe Ne Aberdeen (KXRO) Albany (KWIL) Astoria (KAST) Bakersfield (KPMC) Bend (KBND) Centralia-Chehalis (KELA) Coop Bay (KOOS)  |                 |                | ptional):      |
| local sunset. Additional 30 Don Loe Ne Aberdeen (KXRO) Albany (KWIL) Astoria (KAST) Bakersfield (KPMC) Bend (KBND) Centralia-Chehalis (KELA) Coop Bay (KOOS)  |                 |                | ptional):      |
| local sunset. Additional 30 Don Loe Ne Aberdeen (KXRO) Albany (KWIL) Astoria (KAST) Bakersfield (KPMC) Bend (KBND) Centralia-Chehalis (KELA) Coop Bay (KOOS)  |                 |                | ptional):      |
| local sunset. Additional 30 Don Lee Ne Aberdeen (KXRO) Albany (KWIL) Astoria (KAST) Bakersfiel (KPMC) Bend (KBND) Centralia-Chehalis (KELA) Chico (KHSL) Coos Bay (KOOS) El Centro (KXO) Eugen (KORE) Eugen (KORE) Eureka (KIEM) Everett (KRKO) Crants Pass (KUIN)  |                 |                | ptional):      |
| local sunset. Additional 30 Don Lee Ne Aberdeen (KXRO) Albany (KWIL) Astoria (KAST) Bakersfiel (KPMC) Bend (KBND) Centralia-Chehalis (KELA) Chico (KHSL) Coos Bay (KOOS) El Centro (KXO) Eugen (KORE) Eugen (KORE) Eureka (KIEM) Everett (KRKO) Crants Pass (KUIN)  | twork st        | ations (o      |                |
| local sunset. Additional 30 Don Lee Ne Aberdeen (KXRO) Albany (KWIL) Astoria (KAST) Bakersfiel (KPMC) Bend (KBND) Centralia-Chehalis (KELA) Chico (KHSL) Coos Bay (KOOS) El Centro (KXO) Eugen (KORE) Eugen (KORE) Eureka (KIEM) Everett (KRKO) Crants Pass (KUIN)  |                 | ations (o      |                |
| local sunset. Additional 30 Don Lee Ne Aberdeen (KXRO) Albany (KWIL) Astoria (KAST) Bakersfield (KPMC) Bend (KBND) Centralia-Chehalis (KELA) Chico (KHSL) Coos Bay (K008) El Centro (KXO) El Centro (KXO) Eugene (KORE) Eureka (KIEM) Everett (KRKO) Grants Pass (KUIN) Klamath Falls (KFII) Lewiston (KRLC) Longriew (KWIK) Marysville (KMYC) Merced (KYOS)  | twork st        | ations (o      |                |
| local sunset.  Additional 30 Don Lee Ne Aberdeen (KXRO) Albany (KWIL) Astoria (KAST) Bakersfield (KPMC) Bend (KBND) Centralia-Chehalis (KELA) Choic (KHSL) Coos Bay (KOOS) El Centro (KRC) Engene (KORE) Eureka (KTEM) Grants Pass (KUIN) Klamsth Falls (KEFI) Lewiston (KRLC) Longview (KWLK) Marysville (KMYC) Merced (KYOS)  | twork st        | ations (o      |                |
| local sunset.  Additional 30 Don Lee Ne Aberdeen (KXRO) Albany (KWIL) Astoria (KAST) Bakersfield (KPMC) Bend (KBND) Centralia-Chehalis (KELA) Choic (KHSL) Coos Bay (KOOS) El Centro (KRC) Engene (KORE) Eureka (KTEM) Grants Pass (KUIN) Klamsth Falls (KEFI) Lewiston (KRLC) Longview (KWLK) Marysville (KMYC) Merced (KYOS)  | twork st        | ations (o      |                |
| local sunset.  Additional 30 Don Lee Ne Aberdeen (KXRO) Albany (KWIL) Astoria (KAST) Bakersfield (KPMC) Bend (KBND) Centralia-Chehalis (KELA) Choic (KHSL) Coos Bay (KOOS) El Centro (KRC) Engene (KORE) Eureka (KTEM) Grants Pass (KUIN) Klamsth Falls (KEFI) Lewiston (KRLC) Longview (KWLK) Marysville (KMYC) Merced (KYOS)  | twork st        | ations (o      |                |
| local sunset.  Additional 30 Don Lee Ne Aberdeen (KXRO) Albany (KWIL) Astoria (KAST) Bakersfield (KPMC) Bend (KBND) Centralia-Chehalis (KELA) Choic (KHSL) Coos Bay (KOOS) El Centro (KRC) Engene (KORE) Eureka (KTEM) Grants Pass (KUIN) Klamath Falls (KEFI) Lewiston (KRLC) Longview (KWLK) Marysville (KMYC) Merced (KYOS)  | twork st        | ations (o      |                |
| local sunset.  Additional 30 Don Lee Ne Aberdeen (KXRO) Albany (KWIL) Astoria (KAST) Bakersfield (KPMC) Bend (KBND) Centralia-Chehalis (KELA) Choic (KHSL) Coos Bay (KOOS) El Centro (KRC) Engene (KORE) Eureka (KTEM) Grants Pass (KUIN) Klamath Falls (KEFI) Lewiston (KRLC) Longview (KWLK) Marysville (KMYC) Merced (KYOS)  | twork st        | ations (o      |                |
| local sunset.  Additional 30 Don Loe Ne Aberdeen (KXRO)  Albany (KWIL)  Astoria (KAST)  Bakersfeld (KPMC)  Bend (KBND)  Centralia-Chehalis  (KELA)  Coos Bay (KOOS)  El Centro (KXO)  El Centro (KREJ)  Everett (KREM)  Everett (KYOS)  Alexystille (KMYC)  Merced (KYOS)  Monterey (KDON)  Olympia (KGY)  Redding (KYCV)  Roseburg (KRUN)  Salem (KSUM)  San Luis Oblero (KECC)   | twork st        | ations (o      |                |
| local sunset.  Additional 30 Don Loe Ne Aberdeen (KXRO)  Albany (KWIL)  Astoria (KAST)  Bakersfeld (KPMC)  Bend (KBND)  Centralia-Chehalis  (KELA)  Coos Bay (KOOS)  El Centro (KXO)  El Centro (KREJ)  Everett (KREM)  Everett (KYOS)  Alexystille (KMYC)  Merced (KYOS)  Monterey (KDON)  Olympia (KGY)  Redding (KYCV)  Roseburg (KRUN)  Salem (KSUM)  San Luis Oblero (KECC)   | twork st        | ations (o      |                |
| local sunset. Additional 30 Don Lee Ne Aberdeen (KXRO) Albany (KWIL) Astoria (KAST) Bakersfield (KPMC) Bend (KBND) Centralia-Chehalis (KELA) Chico (KHSL) Coos Bay (K008) El Centro (KXO) El Centro (KXO) El Centro (KXO) Grants Pass (KUIN) Klamath Falls (KFII) Lewiston (KRLC) Longriew (KWIK) Maryaville (KMYC) Monterey (KDON) Olymbia (KYOS) Monterey (KDON) Olymbia (KYOS) Roseburg (KRNR) Salem (KSLM) San Bernardino (KFXM) San Senardino (KFXM) San Bernardino (KFXM) | twork st        | ations (o      |                |
| local sunset.  Additional 30 Don Loe Ne Aberdeen (KXRO) Albany (KWIL) Astoria (KAST) Benderselled (KPMC) Benderselled (KPMC) Benderselled (KPMC) Benderselled (KPMC) Benderselled (KPMC) Benderselled (KPMC) Contrails—Chehalis (KELA) Coos Bay (KOO8) El Centro (KXO) El Centro (KXO) El Centro (KXO) El Centro (KXO) Eugene (KORE) Eureka (KIEM) Everett (KRKO) Grants Pass (KUIN) Klamath Falls (KFJI) Lewiston (KRLC) Longview (KWLK) Marysville (KMYC) Merced (KYOS) Monterey (KDON) Olympia (KGY) Redding (KYCV) Roseburg (KRNR) Salem (KSLM) San Bernardino (KPKM) San Luis Obispo (KKEC) Santa Ana (KVOE) Spokane (KFIO) Wallace (KWLI)   | twork st        | ations (o      |                |
| local sunset.  Additional 30 Don Loe Ne Aberdeen (KXRO)  Albany (KWIL)  Astoria (KAST)  Bakersfeld (KPMC)  Bend (KBND)  Centralia-Chehalis  (KELA)  Coos Bay (KOOS)  El Centro (KXO)  El Centro (KREJ)  Everett (KREM)  Everett (KYOS)  Alexystille (KMYC)  Merced (KYOS)  Monterey (KDON)  Olympia (KGY)  Redding (KYCV)  Roseburg (KRUN)  Salem (KSUM)  San Luis Oblero (KECC)   | twork st        | ations (o      |                |

Syracuse (WOLF) .....

Total basic group (79 stations) ...11,140.00 6,684.00 4,456.00 (1) Stations are individually available by arrangement. Consult Mutual. Cost shown is a special group rate.

BASIC SUPPLEMENTARY GROUP

In addition to basic group requirements, advertisers are required to use a minimum of any 16 supplementary stations from the groups other than the basic

| to earn "Required Basic" d                       | oups offici | man     | the oasic |
|--|-------------|---------|-----------|
| to eath reduited Dasic C                         |             |         |           |
| Albania (III A TOTT)                             |             | 1/2 hr. |           |
| Albany (WABY)                                    | 160.00      | 96.00   |           |
| Ashland-Huntington(WCMI)                         | 100.00      | 60.00   |           |
| Atlanta (WATL)                                   | 160.00      | 96.00   | 64.00     |
| Auburn (WMBO)                                    | 60.00       | 36.00   | 24.00     |
| Bessemer (WJLD)                                  | 50.00       | 30.00   | 20.00     |
| Auburn (WMBO)  Bessemer (WJLD)  Brownwood (KBWD) | 60.00       | 36.00   |           |
| CHIROL (KRUS)                                    | 60.00       | 36.00   |           |
| Dallas (WRR)                                     |             | 102.00  | 68.00     |
| Dubucua (KDTU)                                   | 100,00      | 60,00   |           |
| Fayetteville (WFNC) Fort Smith (KFPW)            | 75.00       | 45.00   | 30.00     |
| Fort Smith (KEDW)                                | 60.00       | 36.00   | 24.00     |
| Fort Worth (KFJZ)                                |             | 102.00  | 68.00     |
| Gadsden (WJBY)                                   | 70.00       |         |           |
| *Gainesville (WRUF)                              | 150.00      | 42.00   | 28.00     |
| Galmeston (WKUE)                                 | 150.00      | 90.00   | 60.00     |
| Galveston (KLUF) Hagerstown (WJEJ)               | 50.00       | 30.00   | 20.00     |
| riagoratown (WJEJ)                               | 90.00       | 54.00   | 36.00     |
| Houston (KTHT) Idaho Falls (KID)                 | 160.00      | 96.00   | 64.00     |
| Idano Falls (KID)                                | 70.00       | 42.00   | 28.00     |
| Jackson (W.IXN)                                  | 80 00       | 48.00   | 82.00     |
| Jacksonville (WPDQ)                              | 150.00      | 90.00   | 60.00     |
| Jonin (WMRH)                                     | 80.00       | 48.00   | 32.00     |
| †Ludington (WKLA)                                | 30.00       | 18.00   | 12.00     |
| Macon (WNEX)                                     | 60.00       | 36.00   | 24.00     |
| Dublin (WMLT)Bonus wit                           | h WNEX      |         | tion time |
| Memphis (WHBQ)                                   | 120.00      | 72.00   | 48.00     |
| Miami (WGRS)                                     | 200.00      | 120.00  | 80.00     |
| Nampa-Boise (KFXD)                               | 60.00       | 36.00   | 24.00     |
| New Castle (WKST)                                | 70.00       | 42.00   | 28.00     |
| New Orleans (WNOE)                               | 150.00      | 90.00   | 60,00     |
| Norfolk-Portsmouth (WSAP)                        | 100.00      | 72.00   | 48.00     |
| Oklahoma City (KOCY)                             | 120.00      |         |           |
| Ottumwa (KBIZ)                                   | 120.00      | 72.00   | 48.00     |
| Port Arthur-Beaumont                             | 70.00       | 42.00   | 28.00     |
| ALD VO   | 110.00      |         |           |
| (KPAC)   |             | 66.00   | 44.00     |
| Port Huron (WHLS)                                | 45.00       | 27.00   | 18.00     |
| Portsmouth (WPAY)                                | 60.00       | 36.00   | 24.00     |
| Poynette-Madison (WIBU)                          | 70.00       | 42.00   | 28.00     |
| Racine (WRJN)                                    | 80.00       | 48.00   | 32.00     |
| Raleigh (WRAL)                                   | 90.00       | 54.00   | 36,00     |
| Richmond (WKBV)                                  | 60.00       | 36.00   | 24.00     |
| OBILLIE (LOAD)                                   | 75.00       | 45.00   | 30.00     |
| San Antonio (KMAC)                               | 140.00      | 84.00   | 56.00     |
| Sheboygan (WHBL)                                 | 90.00       | 54.00   | 36.00     |
| Sioux City (KTRI)                                | 100.00      | 60,00   | 40.00     |
| Steubenville (WSTV)                              | 80.00       | 48.00   | 32.00     |
| St. Petersburg · Tampa                           | 34.44       |         | 02.00     |
| (WTSP)   | 100.00      | 60.00   | 40.00     |
| §Warren (WRRN)                                   | 65.00       | 39.00   |           |
| Washington (WJPA)                                | 30.00       | 18.00   |           |
| (This state a second                             |             | 10,00   | 12.00     |
|  |             |         |           |

# MUTUAL BROADCASTING SYSTEM

| Commueu  |
|--|
| 1 hr. 1/2 hr. 1/4 hr.                              |
| Watertown (WATN) 60.00 36.00 24.00                 |
| Wilkes-Barre (WBAX) 75.00 45.00 30.00              |
| (*) After Denver sunset, WRUF, Galnesville, Fla.   |
| Charter Denver Sunset, WILDE, Gainesville, Fin.,   |
| operates on 100 watts at a net cost of 75.00 gross |
| evening hour.                                      |
| (†) In event WKLA, Ludington, Mich., and           |
| WKBZ, Muskegon, Mich., are both available, may     |
| be bought at package rate of 65.00 gross evening   |
| hour.  |
| (§) Station operates on Eastern War Time during    |
| May through September.                             |
|  |
| North Central Group (available only as a group):   |
| Aberdeen (KABR)]                                   |
| Ashland (WATW)                                     |
| Bismarck-Mandan                                    |
| (KGCU)   |
| Calumet (WHDF)                                     |
| Escanaba (WDBC)                                    |
| Marquette (WDMJ)                                   |
| Devils Lake (KDLR)                                 |
|  |
| Pergus Falls (KGDE)                                |
| Fort Dodge (KVFD)                                  |

Fort Dodge (KVFD)...
Fort Dodge (KVFD)...
Ironwood (WJMS)
Minot (KLPM)...
Moorhead (KVOX)
Spencer (KICD)
Valley City (KOVC).
\*Willmar (KWLM)
\*Willmar (KWLM)
\*Jamestown (KSJB)...
Total 

| to earn "Required Basic"            | discounts. |         |          |
|-------------------------------------|------------|---------|----------|
|                                     | I hr.      | 1/2 hr. | 1/4 hr.  |
| Albany (WALB)                       | 60.00      | 36.00   | 24.00    |
| Appleton (WHBY)                     | 70.00      | 42.00   | 28.00    |
| Atchison (KVAK)                     | 60.00      | 36.00   | 24.00    |
| Bartlesville (KWON)                 | 60.00      | 36,00   | 24.00    |
| Batavia (WBTA)                      | 40.00      | 24.00   | 16.00    |
| Bowling Green (WLBJ)                | 60.00      | 36.00   | 24.00    |
| *Burlington (WBBB)                  | 100.00     | 60.00   | 40.00    |
| Clarksville (WJZM)                  | 50 00      | 30.00   | 20.00    |
| Columbus, Miss. (WCBI)              | 40.00      | 24.00   | 16.00    |
| Columbus, Miss. (WCBI)              | 60.00      | 36.00   | 24.00    |
| Dalton (WBLJ)                       | 50.00      | 30.00   | 20.00    |
| Decatur (WMSL)                      | 50 00      | 30.00   | 20.00    |
| Dothan (WAGF) Elizabeth City (WCNC) | 30.00      | 18.00   | 12.00    |
| Elizabeth City (WCNC)               | 30.00      | 18.00   | 12.00    |
| Emporia (KTSW)                      | 50.00      | 30.00   | 20.00    |
| Fond du Lac (KFIZ)                  | 70.00      | 42.00   | 28.00    |
| Gainesville, Ga. (WGGA)             | 40.00      | 24.00   | 16,00    |
| Toccos (WRLC)Bonus wi               |            | in ont  | ion time |
| Garden City (KIUL)                  | 40.00      | 24,00   | 16.00    |
| Goldsboro (WGBR)                    | 55.00      | 33.00   | 22.00    |
| Grand Junction (KFXJ)               | 70.00      | 42,00   |          |
| Great Bend (KVGB)                   | 50.00      | 30.00   |          |
| Greenville (WJPR)                   | 60.00      | 36.00   | 24.00    |
| Greenville (WGTC)                   | 55.00      | 33.00   | 22.00    |
| Griffin (WKEU)                      | Ronns      | In out  | ion time |
| Harlan (WHLN)                       | 40.00      | 24.00   | 16.00    |
| Helena (KFFA)                       | 40.00      | 24.00   | 16.00    |
| Hot Springs (KWFC)                  | 60.00      | 36.00   | 24.00    |
| Huntsville (WBHP)                   | 50.00      | 30.00   | 20.00    |
| Janesville (WCLO)                   | 70,00      | 42.00   | 28.00    |
| Jefferson City (KWOS)               | 75.00      | 45.00   | 30.00    |
| Jonesboro (KBTM)                    | 50.00      | 30.00   | 20.00    |
| Kingston (WKNY)                     | 80,00      | 48.00   | 32.00    |
| La Grange (WLAG)                    | 55.00      | 33.00   | 22.00    |
| Laredo (KPAB)                       | 50.00      | 30.00   | 20.00    |
| Lawton (KSWO)                       | 45.00      | 27.00   | 18.00    |
| Logan (KVNU)                        | 40.00      | 24.00   | 16.00    |
| Marshalltown (KEHR)                 | 60.00      | 26 00   | 24.00    |

Jefferson City (KWOS)

Jonesboro (KBTM)
Kingston (WKNY)
La Crange (WIAG)
Laredo (KPAB)
Musele Shoals (WLAY)
Morgantown (WAJR)
Musele Shoals (WLAY)
New Bern (WHIT)
Ogdensburg (WSLB)
Ogenisourg (WSLB)
Ogenisourg (WSLB)
Ogenisourg (WSLB)
Opelita (WJHO)
Opelita (WJHO)
Pampa (KPDN)
Panama City (WJLP)
Pine Bluff (KOTN)
Prine Bluff (KOTN)
Prine Bluff (KOTN)
Prine Bluff (KOTN)
Proc (KCUB)
Provo (KOVO)
Rice Lake (WJMC)
Roanoke Rapids (WOBT)
Roanoke Rapids (WOBT)
Roanoke Rapids (WOBT)
Salisbury, M. C. (WSTP)
Sedalla (KDRO)
Selma (WHBB)
Sherman-Denison (KRRV)
Sumter (WFIG)
Taliahasse (WTAL)
Traverse City (WTCM)
Tucumcari (KTNM)
Tupelo (WELO)
Tyler (KGKB)
Valdosta (WGOV)
Vernon (KWCC)
Vincennes (WAOV)
Waycross (WAYX)
Williamson (WBTH)
Wilson (WGTM)
Wisconsin Rapids (WFHR)
Total Special Supplementary
Group (72 stations) ...3,4 36.00 24.00 30.00 18.00 24.00 16.00 20.00 12.00 24.00 24.00 18.00 30.00 24.00 24.00 36.00 24.00 30.00 15.00 21.00 18.00 36.00 36.00 27.00 30.00 54.00 40.00 60.00 40.00 50.00 25.00 35.00 30.00 60.00 24.00 24.00 24.00 18.00 20.00 36.00 60.00 60.00 45.00 50.00 90.00 10 34.00 30.00 10 00 10 00 11 00 12.00 18.00 12.00 18.00 12.00 18.00 12.00 36.00 24.00 27.00 18.00

30.00 55.00 70.00 18.00 33.00 42.00 12.00 22.00 28.00 Total Special Supplementary
Group (72 stations).....3.465.00 2,079.00 1,386.00 Total Network-218

24.00 24.00

network. They clear time on a first-come, first-sorved basis. They are delivered individually as available and are identified by BS and SS o designate proper group for discount purposes.

1. 1/4 br. 1/2 br. 1/4 br.

| Duluth-Superior (BS)         |          |            |         |
|------------------------------|----------|------------|---------|
| (WDSM)                       | 100.00   | 60.00      | 40.00   |
| Elmira (BS) (WENY)           | 80.00    | 48.00      | 32.00   |
| Erie (BS) (WLEU)             | 120.00   |            | 48.00   |
| Gloversville (SS) (WENT)     | 50.00    |            | 20.00   |
| Muskegon (BS) (WKBZ)         | 40.00    |            | 16.00   |
| Springfield, Mo. (BS)        |          | ,          |         |
| (KTT8)                       | 75.00    | 45.00      | 30.00   |
| East-West Texas Group (av    | ailable  | only as a  | group)  |
| Abilene (BS) (KRBC))         |          |            |         |
| Big Spring (BS) (KBST)       |          |            |         |
| Longview (BS) (KFRO)         |          |            |         |
| Parls (BS) (KPLT)}           | 250.00   | 150.00     | 100.00  |
| San Angelo (BS) (KGKL)       |          |            |         |
| Texarkana (BS) (KCMC)        |          |            |         |
| *Midland (SS) (KRLH)         | 70.00    | 42.00      | 28.00   |
| North-South Texas Group (a   | vailable | only as a  | group)  |
| Austin (BS) KNOW)            |          |            | -       |
| Temple (BS) (KTEM) }         | 140,00   | 84.00      | 56.00   |
| Waco (BS) (WACO)             |          |            |         |
| Total 16 dual affiliates     |          |            | 370.00  |
| (*) Available only with Ea   | st-Wes   | t Group.   |         |
| ADDITIONAL 1                 | MARKE    | CTS        |         |
| The following stations are a | so affil | iated with | another |
| network, and time on these   |          |            |         |
|                              |          |            |         |

The following stations are also affiliated with another network and time on tinese stations may be subject to recarture. They are delivered individually as available and are classified as Basic Supplementaries for discount purposes,

Asheville (WISE) 80.00 48.00 32.00
Cedar Rapids (WMT) 250.00 150.00 100.00
Charlotte (WAYS) 120.00 72.00 48.00
Chartotte (WAYS) 120.00 72.00 48.00
Chartotte (WAYS) 120.00 72.00 49.00
Corpus Christi (KRIS) 120.00 72.00 49.00
Des Moines (KSO) 180.00 108.00 72.00
Easton (WEST) 85.00 51.00 34.00
Harrisburg (WKRO) 125.00 75.00 50.00
Harrisburg (WKRO) 125.00 75.00 50.00
Harrisburg (WKRO) 100.00 60.00 40.00
Lexington (WAZL) 85.00 51.00 34.00
Asheville (WSIX) 180.00 108.00 72.00
Lancaster (WGAL) 100.00 60.00 40.00
Lexington (WLAP) 80.00 48.00 32.00
Lincoln (KFOR) 100.00 60.00 40.00
Nashville (WSIX) 180.00 108.00 72.00
Palm Beach (WVPG) 75.00 45.00 30.00
Rochester (WSAY) 160.00 96.00 30.00
Rochester (WSAY) 160.00 96.00 30.00
Shenandoah (KMA) 120.00 78.00 52.00
Tulsa (KOME) 120.00 72.00 48.00
Wichita (KFBI) 200.00 120.00 80.00
Vork (WORK) 125.00 75.00 50.00

Total 19 additional Markets

.....2,415.00 1,449.00

Branch Offices
Hollywood—5515 Melrose Ave.
Boston—21 Brookline Ave.
Cleveland—Terminal Tower.

# NATIONAL BROADCASTING COMPANY, INCORPORATED

R.C.A. Bidg., Rockefeller Plaza, New York 20. N.Y. Rate card dated June 1, 1944. (Card No. 81.) General Advertising RATE CLASSIFICATIONS

All rates quoted on local time. Fractional rates do not apply to Hawall. Cuba or the Philippines. 6:00 p.m. to 11:00 p.m.—gross rates as listed texcept WLW rate from 6:00 p.m. to 6:30 p.m. Mondays through Saturdays. Is two-thirds gross card rate.) 12:00 noon to 6:00 p.m. adays only—three-quarters gross rates.

11:00 p.m. to 12:00 midnight and 8:00 a.m. to 6:00 p.m. (exclusive of Sunday afternoon)—one-half gross rates.

gross rates.

11:00 p.m. to 12:00 midnight and 8:00 s.m. to 6:00 p.m. (exclusive of Sunday afternoon)—one-half gross rates.

12:00 midnight to 8:00 s.m.—one-third gross rates. Service available only if a regularly scheduled program precedes or follows.

Rates for periods longer than one hour in exact propution to curresponding one hour rate.

COMMISSIONS AND DISCOUNTS

Weekly discounts for 13 or more consecutive weeks of network broadcasting.

All network contracts for the same advertiser may be combined for determining discount rate.

Contracted value of network time at gross rates. Rate of discount weekly gross billings:

Less than 8,000.00 per week.

8,000.00 or more but less than 18,000.00 weekly 5% 18,000.00 or more but less than 18,000.00 weekly 5% 18,000.00 or more weekly.

Rate of discount will be reduced 5% on network programs broadcast beween 8:00 p.m. and 10:00 p.m. New York time, and on their rebroadcasts. (For example, 10% becomes 5%.)

12:1/2% of the gross billings on all facilities used during the rebate year, except on such facilities as are discontinued prior to the end of the rebate year. The rebate will be due and payable at the ead of each 52 weeks of consecutives exvice or currently on line 52 week contracts. Interruptions of the series necessitated by the broadcasting of special events of

importance will not affect the advertiser's right to the

importance will not affect the advertiser's right to the rebate.

22-1/2% annual discount: A discount of 22-1/2% in fleu of weekly discounts and annual rebates (17-1/2% in the case of network pregrams broadcast between \$100 p.m. and 10:00 p.m. New York time, and their rebroadcasts) will be allowed currently to advertisers whose contracted gross billing equals or exceeds \$1.500.000.00 within a 12 month thecal year period. Full network pian 10%: Or nontracts which include 125 or more NBC station within the continental United States, and which include all available stations with an evening hour rate of 50.00 or more, the net time charges will be subject to an additional 10% discount of 10% after all other allowable discounts and rebates have been deducted. This additional 10% discount applies only if 125 stations are actually used. However, if a limited number of stations are unavailable, NBC will determine what proportionate part of the 10% discount will be allowed in each case.

Advertising agency commission 15%: Net billing (gross billings less all discounts and rebates) shall be subject to an advertising agency commission or 15%. From the annual rebate, if any, the company shall deduct any excess agency commission previously silowed. Commissions allowed only to recognized advertising agencies. No commission or discount will be allowed on program charges. Conditional payment discount 2%: When charges for facilities are paid on or after 16th of month following the nonth of broadcast, the total discount will be reduced by an annuan equal to 2% of the gross charges to which the discount is applicable. This reduction will not be made when payments are satisfactorily completed on or before the 15th of month following month of broadcast.

Nothing in above paragraph shall operate as a waiver of any rights of NBC arising out of any failure to pay the broadcast charges on 15th day of month following month of broadcast.

Nothing in above paragraph shall operate as a waiver of any rights of NBC arising out of any failure

|  | I hr.  | 1/2 hr.   | 1/4 hr.   |
|--|--|---|---|
| New York (WEAF)  | ,400.00  | 840.00  | 560,00  |
| Baltimore (WBAL)   | 420 00   | 252.00  | 168.00  |
|  |  | 360.00  | 240.00  |
| Springfield (WHZA)   | Bonu   |   | WBZ   |
| Boston (WBZ) Springfield (WHZA) Buffalo (WBEN) Cincinnati (WLW) 1 Cleveland (WTAM) Detroit (WWJ) Hartford (WTIC)   | 130000   |   |   |
| Cincinnati (INT III)   | 340.00   | 204.00  | 136.00  |
| Cincinnati (WLW)1  | ,080.00  | 720.00  | 480.00  |
| Cleveland (WTAM)   | 520.00   | 312.00  | 208.00  |
| Detroit (WWJ)  | 500.00   | 300,00  | 200.00  |
| Hartford (WTIC)  | 400.00   | 240.00  | 160.00  |
| Philadelphia (KYW) Pittsburgh (KDKA) Portland, Me. (WCSH)  | 480 00   | 288.00  | 192,00  |
| Pittsburgh (KI)KA)   | 480 00   | 288.00  | 192.00  |
| Portland Me (WCSB)   | 180.00   | 96.0  | 192.00  |
| Providence (WJAR) Rochester (WHAM) Schenectady (WGY)   | 200.00   |   | 64.00   |
| Providence (WJAR)  | 220.00   | 132.00  | 88.00   |
| Rochester (WHAM)   | 100.00   | 240.00  | 160.00  |
| Schenectady (WGY)  | 400.00   | 240.00  | 160.00  |
| Syracuse (WSYR)  | 240.00   | 144.00  | 96,00   |
|  |  | 132.00  | 88.00   |
| Washington (WRC)   | ሳዚበ በበ   | 156.00  | 104.00  |
| Wilmington (WDEL)  | 140.00   | 84.00   | 56.00   |
| 4 antral Tire  | e Zone   | 01.00   | 30.00   |
| Chicago (WMAQ)   | e vone   | 400.00  | ***   |
| Chicago (WMAQ) Des Moines (WHO) Indianapolis (WIRE) Kansas City (WDAF) Louisville (WAVE) Milwaukee (WTMJ) MinnSt Paul (KSTP)   | 800.00   | 480.00  | 820.00  |
| Des Moines (WHO)   | 520.00   | 312.00  | 208.00  |
| Indianapolis (WIRE)  | 220.00   | 132.00  | 88.00   |
| Kansas City (WDAF)   | 440.00   | 264.00  | 176.00  |
| Louisville (WAVE)  | 220.00   | 132.00  | 88.00   |
| Milwaukee (WTMI)   | 400 00   | 240.00  | 160.00  |
| Minn -St Paul (KSTP)   | 400.00   | 240.00  |   |
| MinnSt. Paul (KSTP)<br>Omaha (WOW)   | 340.00   | 290.00  | 160.00  |
| St. Louis (KSD)  | 340,00   | 204.00  | 136.00  |
| St. Louis (KSD)  | 400.00   | 240.00  | 160.00  |
| Total for 28 stations 12.  | 000.00   | 7.272.00  | 4,844.00  |
| BASIC SUPPLEM  | IENTA  | RIES  | 2,022,00  |
| Individually available with 1  | Reele N  | atunos b  |   |
| the state of the s | Depro 14   | OLWOIR.   |   |
|  |  |   |   |
| Eastern Tim  | e Zone   | 70.00   | 40.00   |
| Allentourn (DCGAN)   | 150.00   | 72.00   | 48.00   |
| Allentourn (DCGAN)   | 150.00   | 72.00<br>42.00  | 48.00<br>28.00  |
| Allentown (WSAN)   | 120.00<br>70.00  | 42.00   | 28.00   |
| Allentown (WSAN)   | 120.00<br>70.00  | 72.00<br><b>42</b> .00<br>42.00   | 48.00<br>28.00<br>28.00   |
| Allentown (WSAN) Altona (WFBG) (Available only with WJA( Johnstown (WJAC) (Available only with WFB   | 120.00<br>70.00<br>3.)<br>70.00<br>G.)   | 42.00<br>42.00  | 28.00   |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAC Johnstown (WJAC) (Available only with WFB Lewistown (WMRF)  | 120.00<br>70.00<br>3.)<br>70.00<br>G.)<br>20.00  | 42.00<br>42.00<br>12.00   | 28.00<br>28.00  |
| Allentown (WSAN) Altona (WFBG) (Available only with WJA( Johnstown (WJAC) (Available only with WFB Lewistown (WMRF)  | 120.00<br>70.00<br>3.)<br>70.00<br>G.)<br>20.00  | 42.00<br>42.00<br>12.00   | 28.00   |
| Allentown (WSAN) Altona (WFBG) (Available only with WJA( Johnstown (WJAC) (Available only with WFB Lewistown (WMRF)  | 120.00<br>70.00<br>3.)<br>70.00<br>G.)<br>20.00<br>G and   | 42.00<br>42.00<br>12.00<br>WJAC.)   | 28.00<br>28.00<br>8.00  |
| Allentown (WSAN) Altona (WFBG) (Available only with WJA( Johnstown (WJAC) (Available only with WFB Lewistown (WMRF)  | 120.00<br>70.00<br>3.)<br>70.00<br>G.)<br>20.00<br>G and 3   | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00  | 28.00<br>28.00<br>8.00<br>24.00   |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMRF) (Available only with WFB Augusta (WBDO) Bangor (WLRV)  | 120.00<br>70.00<br>70.00<br>C.)<br>70.00<br>G.)<br>20.00<br>G and 4<br>60.00<br>140.00   | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00<br>84.00   | 28.00<br>28.00<br>8.00<br>24.00<br>56.00  |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMRF) (Available only with WFB Augusta (WBDO) Bangor (WLRV)  | 120.00<br>70.00<br>70.00<br>C.)<br>70.00<br>G.)<br>20.00<br>G and 4<br>60.00<br>140.00   | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00<br>84.00<br>48.00  | 28.00<br>28.00<br>8.00<br>24.00<br>56.00<br>32.00   |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMRF) (Available only with WFB Augusta (WBDO) Bangor (WLRV)  | 120.00<br>70.00<br>70.00<br>C.)<br>70.00<br>G.)<br>20.00<br>G and 4<br>60.00<br>140.00   | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00<br>84.00   | 28.00<br>28.00<br>8.00<br>24.00<br>56.00  |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMRF) (Available only with WFB Augusta (WBDO) Bangor (WLRV)  | 120.00<br>70.00<br>70.00<br>C.)<br>70.00<br>G.)<br>20.00<br>G and 4<br>60.00<br>140.00   | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00<br>84.00<br>48.00<br>42.00   | 28.00<br>28.00<br>8.00<br>24.00<br>56.00<br>32.00<br>28.00  |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMRF) (Available only with WFB Augusta (WBDO) Bangor (WI-BY) Bluefield (WHIS) Charleston (WGRV) (Available only with WB- Clarksburg (WBLK)   | 120.00<br>70.00<br>70.00<br>G.)<br>20.00<br>G and<br>60.00<br>140.00<br>80.00<br>70.00<br>K.)  | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00<br>84.00<br>48.00  | 28.00<br>28.00<br>8.00<br>24.00<br>56.00<br>32.00   |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMKF) (Available only with WFB Augusta (WBDO) Bangor (WLBZ) Bluefield (WHIS) Charleston (WGKV) (Available only with WBL (Available only with WGK) (Available only with WGK)  | 120.00<br>70.00<br>70.00<br>G.)<br>20.00<br>G and 60.00<br>140.00<br>80.00<br>70.00<br>K.)   | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00<br>84.00<br>48.00<br>42.00   | 28.00<br>28.00<br>8.00<br>24.00<br>56.00<br>32.00<br>28.00  |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMRF) (Available only with WFB Augusta (WBDO) Bangor (WJ.BZ) Bluefield (WHIS) Charleston (WGKV) (Available only with WBC (Available only with WBC (Available only with WGK (Available only with WGK (Available only with WGK   | 120.00<br>70.00<br>70.00<br>G.)<br>20.00<br>G and<br>60.00<br>140.00<br>80.00<br>70.00<br>K.)<br>70.00   | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00<br>84.00<br>48.00<br>42.00<br>42.00  | 28.00<br>28.00<br>8.00<br>24.00<br>56.00<br>32.00<br>28.00<br>28.00<br>24.00  |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMRF) (Available only with WFB Augusta (WBDO) Bangor (WJ.BZ) Bluefield (WHIS) Charleston (WGKV) (Available only with WBC (Available only with WBC (Available only with WGK (Available only with WGK (Available only with WGK   | 120.00<br>70.00<br>70.00<br>G.)<br>20.00<br>G and<br>60.00<br>140.00<br>80.00<br>70.00<br>K.)<br>70.00   | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00<br>84.00<br>48.00<br>42.00   | 28.00<br>28.00<br>8.00<br>24.00<br>56.00<br>32.00<br>28.00<br>28.00<br>24.00  |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMRF) (Available only with WFB Augusta (WBDO) Bangor (WJ.BZ) Bluefield (WHIS) Charleston (WGKV) (Available only with WBC (Available only with WBC (Available only with WGK (Available only with WGK (Available only with WGK   | 120.00<br>70.00<br>70.00<br>G.)<br>20.00<br>G and<br>60.00<br>140.00<br>80.00<br>70.00<br>K.)<br>70.00   | 42.00<br>42.06<br>12.00<br>WJAC.)<br>36.00<br>84.00<br>48.00<br>42.00<br>42.00<br>36.00<br>30.00  | 28.00<br>28.00<br>8.00<br>24.00<br>56.00<br>32.00<br>28.00<br>28.00<br>24.00<br>20.00   |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMRF) (Available only with WFB Augusta (WBDG) Bangor (WLBZ) Bluefleid (WHIS) Charleston (WGKV) (Available only with WBL (Larksburg (WBLK) (Available only with WBL Clarksburg (WBLK) (Available only with WGK Cumberland (WTBG) Easton (WEST) Elmira (WENY) Grend Rapids (WOGD)  | 120.00<br>70.00<br>20.00<br>G.)<br>20.00<br>G and 60.00<br>140.00<br>80.00<br>70.00<br>K.)<br>70.00<br>V.)<br>50.00<br>60.00<br>50.00<br>60.00   | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00<br>84.00<br>48.00<br>42.00<br>42.00<br>36.00<br>36.00  | 28.00<br>8.00<br>8.00<br>24.00<br>58.00<br>28.00<br>28.00<br>20.00<br>20.00<br>24.00  |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMRF) (Available only with WFB Augusta (WBDG) Bangor (WLBZ) Bluefleid (WHIS) Charleston (WGKV) (Available only with WBL (Larksburg (WBLK) (Available only with WBL Clarksburg (WBLK) (Available only with WGK Cumberland (WTBG) Easton (WEST) Elmira (WENY) Grend Rapids (WOGD)  | 120.00<br>70.00<br>20.00<br>G.)<br>20.00<br>G and 60.00<br>140.00<br>80.00<br>70.00<br>K.)<br>70.00<br>V.)<br>50.00<br>60.00<br>50.00<br>60.00   | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00<br>84.00<br>42.00<br>42.00<br>42.00<br>30.00<br>36.00<br>36.00   | 28.00<br>8.00<br>8.00<br>24.00<br>56.00<br>32.00<br>28.00<br>28.00<br>24.00<br>20.00<br>24.00<br>24.00  |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMRF) (Available only with WFB Augusta (WBDO) Bangor (WI.NZ) Bluefield (WHS) Charleston (WGKV) (Available only with WB. (Available only with WB. (Carksburg (WBLK) (Available only with WGK Cumberland (WTBO) Easton (WEST) Elmira (WENT) Grand Rapids (WOOD)  | 120.00<br>70.00<br>20.00<br>G.)<br>20.00<br>G and 160.00<br>140.00<br>70.00<br>K.)<br>60.00<br>V.)<br>60.00<br>60.00<br>130.00<br>140.00<br>140.00<br>140.00<br>140.00<br>140.00<br>140.00   | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00<br>84.00<br>42.00<br>42.00<br>42.00<br>36.00<br>36.00<br>96.00<br>96.00  | 28.00<br>28.00<br>8.00<br>24.00<br>56.00<br>32.00<br>28.00<br>24.00<br>24.00<br>24.00<br>64.00<br>64.00   |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMRF) (Available only with WFB Augusta (WBDO) Bangor (WI.NZ) Bluefield (WHS) Charleston (WGKV) (Available only with WB. (Available only with WB. (Carksburg (WBLK) (Available only with WGK Cumberland (WTBO) Easton (WEST) Elmira (WENT) Grand Rapids (WOOD)  | 120.00<br>70.00<br>20.00<br>G.)<br>20.00<br>G and 160.00<br>140.00<br>70.00<br>K.)<br>60.00<br>V.)<br>60.00<br>60.00<br>130.00<br>140.00<br>140.00<br>140.00<br>140.00<br>140.00<br>140.00   | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00<br>48.00<br>42.00<br>42.00<br>36.00<br>30.00<br>96.00<br>60.00<br>30.00  | 28.00<br>28.00<br>8.00<br>24.00<br>56.00<br>32.00<br>28.00<br>24.00<br>24.00<br>24.00<br>40.00<br>40.00<br>20.00  |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMRF) (Available only with WFB Augusta (WBDO) Bangor (WI.NZ) Bluefield (WHS) Charleston (WGKV) (Available only with WB. (Available only with WB. (Carksburg (WBLK) (Available only with WGK Cumberland (WTBO) Easton (WEST) Elmira (WENT) Grand Rapids (WOOD)  | 120.00<br>70.00<br>20.00<br>G.)<br>20.00<br>G and 160.00<br>140.00<br>70.00<br>K.)<br>60.00<br>V.)<br>60.00<br>60.00<br>130.00<br>140.00<br>140.00<br>140.00<br>140.00<br>140.00<br>140.00   | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00<br>84.00<br>42.00<br>42.00<br>30.00<br>30.00<br>96.00<br>96.00<br>30.00<br>48.00   | 28.00<br>8.00<br>24.00<br>56.00<br>32.00<br>28.00<br>24.00<br>24.00<br>64.00<br>40.00<br>22.00<br>32.00   |
| Allentown (WSAN) Altonas (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMKF) (Available only with WFB Augusta (WBDG) Bangor (WLBZ) Bluefield (WHLS) Charleston (WGKV) (Available only with WBC (Available only with WBC (Available only with WBC Clarksburg (WBLK) (Available only with WGK Cumberland (WTBG) Easton (WEST) Elmira (WENY) Grand Rapids (WOOD) Harrisburg (WKBG) Hazleton (WAZL) Lancaster (WGAL) Lima (WJAK)   | 120,00 70,00 G.) 70,00 G.) 20,00 G and 60,00 140,00 80,00 70,00 K.) 70,00 V.) 60,00 150,00 160,00 160,00 160,00 80,00  | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00<br>48.00<br>42.00<br>42.00<br>36.00<br>36.00<br>96.00<br>60.00<br>36.00<br>36.00   | 28.00<br>8.00<br>24.00<br>55.00<br>32.00<br>28.00<br>24.00<br>24.00<br>64.00<br>40.00<br>20.00<br>20.00<br>20.00<br>21.00<br>22.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>2 |
| Allentown (WSAN) Altonas (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMKF) (Available only with WFB Augusta (WBDG) Bangor (WLBZ) Bluefield (WHLS) Charleston (WGKV) (Available only with WBC (Available only with WBC (Available only with WBC Clarksburg (WBLK) (Available only with WGK Cumberland (WTBG) Easton (WEST) Elmira (WENY) Grand Rapids (WOOD) Harrisburg (WKBG) Hazleton (WAZL) Lancaster (WGAL) Lima (WJAK)   | 120,00 70,00 G.) 70,00 G.) 20,00 G and 60,00 140,00 80,00 70,00 K.) 70,00 V.) 60,00 150,00 160,00 160,00 160,00 80,00  | 42.00 42.00 12.00 83.00 84.00 42.00 42.00 36.00 96.00 96.00 30.00 48.00 36.00 60.00   | 28.00<br>8.00<br>24.00<br>56.00<br>32.00<br>28.00<br>24.00<br>20.00<br>40.00<br>20.00<br>20.00<br>40.00<br>20.00<br>40.00   |
| Allentown (WSAN) Altonas (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMKF) (Available only with WFB Augusta (WBDO) Bangor (WLBZ) Bluefield (WHIS) Charleston (WGKV) (Available only with WBL (Larksburg (WBLK) (Available only with WBL Clarksburg (WBLK) (Available only with WGK Cumberland (WTBO) Easton (WEST) Elmira (WENY) Grand Rapids (WOOD) Harrisburg (WKBO) Hazleton (WAZL) Lancaster (WGAL) Lima (WLOK) Manchester (WFEA) Reading (WEEU)   | 120,00 70,00 G.) 70,00 G.) 20,00 G and 60,00 140,00 80,00 V.) 60,00 180,00 180,00 180,00 100,00 100,00   | 42.00<br>42.00<br>12.00<br>WJAC.)<br>36.00<br>48.00<br>42.00<br>42.00<br>36.00<br>36.00<br>96.00<br>60.00<br>36.00<br>36.00   | 28.00<br>8.00<br>24.00<br>55.00<br>32.00<br>28.00<br>24.00<br>24.00<br>64.00<br>40.00<br>20.00<br>20.00<br>20.00<br>21.00<br>22.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>20.00<br>2 |
| Allentown (WSAN) Altona (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMRF) (Available only with WFB Augusta (WRDG) Bangor (WLRZ) Bluelleld (WHRS) Charleston (WGKV) (Available only with WBC Clarksburg (WBLK) (Available only with WGK Cumberland (WTBG) Easton (WENT) Elmira (WENT) Grand Rapids (WOOD) Harlsburg (WKBG) Hazleton (WAZL) Lancaster (WGAL) Lima (WLOK) Manchester (WFEA) Reading (WEEU) (Available only to local surs  | 120.00 70.00 C.) 70.00 G.) 20.00 G and 140.00 70.00 K.) 70.00 V.) 60.00 50.00 60.00 100.00 100.00 100.00 110.00  | 42.00 42.00 12.00 83.00 84.00 42.00 42.00 36.00 96.00 96.00 30.00 48.00 36.00 60.00   | 28.00<br>8.00<br>24.00<br>56.00<br>32.00<br>28.00<br>24.00<br>20.00<br>40.00<br>20.00<br>20.00<br>40.00<br>20.00<br>40.00   |
| Allentown (WSAN) Altonas (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMKF) (Available only with WFB Augusta (WBDO) Bangor (WLBZ) Bluefield (WHIS) Charleston (WGKV) (Available only with WBL (Larksburg (WBLK) (Available only with WBL Clarksburg (WBLK) (Available only with WGK Cumberland (WTBO) Easton (WEST) Elmira (WENY) Grand Rapids (WOOD) Harrisburg (WKBO) Hazleton (WAZL) Lima (WLOK) Manchester (WFEA) Reading (WEEU) (Available only to local surs Reading (WEAU)   | 120.00 70.00 C.) 70.00 G.) 20.00 G.0 140.00 F.40.00 F.40.00 F.0.00                                      | 42.00 42.00 12.00 84.00 84.00 42.00 42.00 42.00 96.00 96.00 90.00 48.00 60.00 84.00   | 28.00<br>8.00<br>24.00<br>58.00<br>28.00<br>28.00<br>20.00<br>20.00<br>20.00<br>40.00<br>20.00<br>82.00<br>24.00<br>40.00<br>20.00<br>56.00   |
| Allentown (WSAN) Altonas (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMKF) (Available only with WFB Augusta (WBDO) Bangor (WLBZ) Bluefield (WHIS) Charleston (WGKV) (Available only with WBL (Larksburg (WBLK) (Available only with WBL Clarksburg (WBLK) (Available only with WGK Cumberland (WTBO) Easton (WEST) Elmira (WENY) Grand Rapids (WOOD) Harrisburg (WKBO) Hazleton (WAZL) Lima (WLOK) Manchester (WFEA) Reading (WEEU) (Available only to local surs Reading (WEAU)   | 120.00 70.00 C.) 70.00 G.) 20.00 G.0 140.00 F.40.00 F.40.00 F.0.00                                      | 42.00 42.00 12.00 84.00 84.00 42.00 42.00 42.00 96.00 96.00 90.00 48.00 60.00 84.00   | 28.00<br>8.00<br>24.00<br>56.00<br>32.00<br>28.00<br>24.00<br>24.00<br>64.00<br>40.00<br>20.00<br>32.00<br>21.00<br>40.00<br>40.00<br>40.00<br>40.00  |
| Allentown (WSAN) Altonas (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMKF) (Available only with WFB Augusta (WBDO) Bangor (WLBZ) Bluefield (WHIS) Charleston (WGKV) (Available only with WBL (Larksburg (WBLK) (Available only with WBL Clarksburg (WBLK) (Available only with WGK Cumberland (WTBO) Easton (WEST) Elmira (WENY) Grand Rapids (WOOD) Harrisburg (WKBO) Hazleton (WAZL) Lima (WLOK) Manchester (WFEA) Reading (WEEU) (Available only to local surs Reading (WEAU)   | 120.00 70.00 C.) 70.00 G.) 20.00 G.0 140.00 F.40.00 F.40.00 F.0.00                                      | 42.00 42.00 12.00 84.00 84.00 42.00 42.00 42.00 96.00 96.00 90.00 48.00 60.00 84.00   | 28.00  8.00  24.00  56.00  28.00  28.00  28.00  20.00  20.00  20.00  20.00  20.00  56.00  40.00  56.00  the air.)   |
| Allentown (WSAN) Altonas (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMKF) (Available only with WFB Augusta (WBDO) Bangor (WLBZ) Bluefield (WHIS) Charleston (WGKV) (Available only with WBL (Larksburg (WBLK) (Available only with WBL Clarksburg (WBLK) (Available only with WGK Cumberland (WTBO) Easton (WEST) Elmira (WENY) Grand Rapids (WOOD) Harrisburg (WKBO) Hazleton (WAZL) Lima (WLOK) Manchester (WFEA) Reading (WEEU) (Available only to local surs Reading (WFAW) (WRAW svailable only who Richmond (WMRG)  | 120.00 70.00 70.00 70.00 60.00 140.00 80.00 70.00 K.) 70.00 K.) 60.00 140.00 160.00 160.00 1100.00 1110.00 et.)  | 42.00 42.00 12.00 84.00 84.00 42.00 42.00 42.00 30.00 96.00 60.00 60.00 60.00 60.00 60.00 60.00 60.00   | 28.06 28.00 8.00 24.00 55.00 32.00 28.00 24.00 24.00 24.00 24.00 32.00 24.00 40.00 32.00 40.00 56.00 48.00 40.00 56.00  |
| Allentown (WSAN) Altonas (WFBG) (Available only with WJAI Johnstown (WJAC) (Available only with WFB Lewistown (WMKF) (Available only with WFB Augusta (WBDO) Bangor (WLBZ) Bluefield (WHIS) Charleston (WGKV) (Available only with WBL (Larksburg (WBLK) (Available only with WBL Clarksburg (WBLK) (Available only with WGK Cumberland (WTBO) Easton (WEST) Elmira (WENY) Grand Rapids (WOOD) Harrisburg (WKBO) Hazleton (WAZL) Lima (WLOK) Manchester (WFEA) Reading (WEEU) (Available only to local surs Reading (WEAU)   | 120.00 70.00 70.00 G.) 70.00 G.) 70.00 G.) 60.00 140.00 70.00 K.) 70.00 K.) 60.00 160.00 160.00 100.00 110.00 80.00 100.00 1110.00 et.) 1120.00 et.) 80.00 | 42.00 42.00 12.00 12.00 12.00 84.00 48.00 42.00 42.00 36.00 36.00 96.00 36.00 96.00 36.00 96.00 18.00 36.00 96.00 36.00 48.00 36.00 48.00 36.00 48.00 36.00 48.00 36.00 48.00 48.00 48.00 48.00 48.00 48.00 48.00 | 28.00  8.00  24.00  56.00  28.00  28.00  28.00  20.00  20.00  20.00  20.00  20.00  56.00  40.00  56.00  the air.)   |

| NATIONAL BROADC  |  |
|--|--|
| COMPANY—Conti  | 3 (a) ha 3 (4 hm   |
| Trenton (WTTM)   | 1/2 hr. 1/4 hr.<br>60.00 40.00<br>72.00 48.00  |
| Williamsport (WRAK) 60.00<br>(Available only with WBRE.)   | 36.00 24.00  |
| YORK (WURLE) 120.00  | 72.00 48.00<br>36.00 24.00   |
| Zanesville (WHZ) 60.00  Central Time Zone Duluth-Superior (WEBC) 140.00 Hibbing (WMIFG)  | 84.00 56.00<br>6.00 4.00   |
| (Available only with WEBC and<br>Virginia (WHLB)   | WHLB.)<br>6.00 4.00  |
| (Available only with WEBC and<br>Eau Claire (WEAU) 80.00   | WMFG.)<br>48.00 \$2.00   |
| (Available only with WBOW ex-  | cept daytime. In-<br>p.m. (NYT) at   |
| 60.00 per hour.)<br>Terre Haute (WBOW) 60.00   | 36.00 24.00  |
| (Available only with WGBF ex dividually available before 6:00  | cept daytime. In-<br>p.m. (NYT) at   |
| Fort Wayne (WGL)   | 60.00 40.00 .<br>72.00 48.00   |
| Madison (WIBA)   | 84.00 56.00<br>48.00 32.00   |
| Minnesota Network (available only Mankato (KYSM)   | as a group):<br>24.00 16.00  |
| St. Cloud (KFAM) 40.00<br>North Platte (KODY) 30.00  | 24.00 16.00<br>18.00 12.00   |
| Pittsburgh (KOAM) 120.00 (Available only to local sunset.)   | 72.00 48.00  |
| Sioux Falls (KSOO)   | 84.00 56.00  |
| Sioux Falls (KSOO)   | O is off the air.)<br>72.00 48.00  |
|  |  |
| SOUTHEASTERN GR<br>Eastern Time Zone   | ,  |
| Available in a group of not less   | than five stations,  |
| Charleston (WTMA) 100.00   | 60.00 40.00  |
| Columbia (WSOC)  | 72.00 48.00<br>84.00 56.00<br>12.00 8.00   |
| (Available only with WIS and V<br>Greenville (WFBC) 140.00   | VFBC.)<br>84.00 56.00  |
| Asheville (WISE)   | 36.00 24.00<br>18.00 12.00   |
| Kingsport (WKPT) 30.00<br>(Available only with WOPI.)  | 18.00 12.00  |
| Norfolk (WTAR) 180.00<br>Raleigh (WPTF) 280.00   | 108.00 72.00<br>168.00 112.00<br>48.00 32.00<br>72.00 48.00<br>12.00 8.00  |
| Savannah (WSAV) 80.00<br>Winston-Salem (WSJS) 120.00   | 48.00 32.00<br>72.00 48.00<br>12.00 8.00   |
| each with an hourly rate of 80.000 Charleston (WTMA) 100.00 Charlotte (WSOC) 120.00 Columbia (WIS) 140.00 Greenwold (WCRS) 20.00 General (WCRS) 140.00 Greenwile (WFBC) 140.00 Greenwile (WFBC) 60.00 Bristol, TennVa. (WOPI) 30.00 (Available only with WKPT) Kingsporn (WKPT) 30.00 (Available only with WKPT) (Available only with WKPT) Greenwill (WTAR) 100 Graileigh (WTAR) 100 Graileigh (WTAR) 100 Graileigh (WSAY) 80.00 Graileigh (WSAY)   | 792.00 528.00  |
| FLORIDA GROUI  |  |
|  |  |
| Eastern Time Zon   | 9  |
| Available only as a group for use  | with Southeastern  |
| Available only as a group for use  | with Southeastern  |
| Available only as a group for use  | with Southeastern  |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 160.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Total 3 stations. 500.00 Lakeland (WLAK) 40.00 (Available only with WFLA.)  | with Southeastern 96.00 64.00 120.00 80.00 84.00 55.00 300.00 200.00 24.00 16.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Total 3 stations 500.00 Lakeland (WLAK) 40.00 (Available only with WFLA.)  SOUTHCENTAL GR   | with Southeastern  96.00 64.00  120.00 80.00  84.00 56.00  200.00 200.00  24.00 16.00  |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Total 3 stations 500.00 Lakeland (WLAK) 40.00 (Available only with WFLA.)  SOUTHCENTAL GR   | with Southeastern  96.00 64.00  120.00 80.00  84.00 56.00  200.00 200.00  24.00 16.00  |
| Available only as a group for use or Southeantral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Total 3 stations 500.00 (Available only with WFLA)  SOUTHCENTAL GR Central Time Zon Available only as a group of not tions including first four, plus tw an hourly rate of 100.00 or more   | with Southeastern  96.00 64.00  120.00 80.00  84.00 56.00  20.00 200.00  24.00 16.00  OUP  less than six staoo others each with  WSM, Nashville, |
| Available only as a group for use or Southeantral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Total 3 stations 500.00 (Available only with WFLA)  SOUTHCENTAL GR Central Time Zon Available only as a group of not tions including first four, plus tw an hourly rate of 100.00 or more   | with Southeastern  96.00 64.00  120.00 80.00  84.00 56.00  20.00 200.00  24.00 16.00  OUP  less than six staoo others each with  WSM, Nashville, |
| Available only as a group for use or Southeantral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Total 3 stations 500.00 (Available only with WFLA)  SOUTHCENTAL GR Central Time Zon Available only as a group of not tions including first four, plus tw an hourly rate of 100.00 or more   | with Southeastern  96.00 64.00  120.00 80.00  84.00 56.00  20.00 200.00  24.00 16.00  OUP  less than six staoo others each with  WSM, Nashville, |
| Available only as a group for use or Southeantral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Total 3 stations 500.00 (Available only with WFLA)  SOUTHCENTAL GR Central Time Zon Available only as a group of not tions including first four, plus tw an hourly rate of 100.00 or more   | with Southeastern  96.00 64.00  120.00 80.00  84.00 56.00  20.00 200.00  24.00 16.00  OUP  less than six staoo others each with  WSM, Nashville, |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Mismi (WIOD) 140.00 Mismi (WIOD) 140.00 Mismi (WIAK) 140.00 (Available only with WFLA.)  SOUTHCENTRAL GR Central Time Zond Available only as a group of not tions including first four, plus twan hourly rate of 100.00 or more must also be used with this group Atlanta (WSB) 400.00 Mismingham (WBRC) 180.00 Memphils (WMC) 240.00 New Orleans (WSMB) 200.00 Memphils (WMC) 120.00 Jackson (WJDX) 120.00 (Available only with WJDX and Laurel (WAML) 200.00 (Available only with WJDX and Laurel (WAML) 200.00 (Available only with WJDX and Laurel (WAML) 200.00  | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Mismi (WIOD) 140.00 Mismi (WIOD) 140.00 Mismi (WIAK) 140.00 (Available only with WFLA.)  SOUTHCENTRAL GR Central Time Zond Available only as a group of not tions including first four, plus twan hourly rate of 100.00 or more must also be used with this group Atlanta (WSB) 400.00 Mismingham (WBRC) 180.00 Memphils (WMC) 240.00 New Orleans (WSMB) 200.00 Memphils (WMC) 120.00 Jackson (WJDX) 120.00 (Available only with WJDX and Laurel (WAML) 200.00 (Available only with WJDX and Laurel (WAML) 200.00 (Available only with WJDX and Laurel (WAML) 200.00  | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Mismi (WIOD) 140.00 Mismi (WIOD) 140.00 Mismi (WIAK) 140.00 (Available only with WFLA.)  SOUTHCENTRAL GR Central Time Zond Available only as a group of not tions including first four, plus twan hourly rate of 100.00 or more must also be used with this group Atlanta (WSB) 400.00 Mismingham (WBRC) 180.00 Memphils (WMC) 240.00 New Orleans (WSMB) 200.00 Memphils (WMC) 120.00 Jackson (WJDX) 120.00 (Available only with WJDX and Laurel (WAML) 200.00 (Available only with WJDX and Laurel (WAML) 200.00 (Available only with WJDX and Laurel (WAML) 200.00  | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Mismi (WIOD) 140.00 Mismi (WIOD) 140.00 Mismi (WIAK) 140.00 (Available only with WFLA.)  SOUTHCENTRAL GR Central Time Zond Available only as a group of not tions including first four, plus twan hourly rate of 100.00 or more must also be used with this group Atlanta (WSB) 400.00 Mismingham (WBRC) 180.00 Memphils (WMC) 240.00 New Orleans (WSMB) 200.00 Memphils (WMC) 120.00 Jackson (WJDX) 120.00 (Available only with WJDX and Laurel (WAML) 200.00 (Available only with WJDX and Laurel (WAML) 200.00 (Available only with WJDX and Laurel (WAML) 200.00  | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Mismi (WIOD) 140.00 Mismi (WIOD) 140.00 Mismi (WIAK) 140.00 (Available only with WFLA.)  SOUTHCENTRAL GR Central Time Zond Available only as a group of not tions including first four, plus twan hourly rate of 100.00 or more must also be used with this group Atlanta (WSB) 400.00 Mismingham (WBRC) 180.00 Memphils (WMC) 240.00 New Orleans (WSMB) 200.00 Memphils (WMC) 120.00 Jackson (WJDX) 120.00 (Available only with WJDX and Laurel (WAML) 200.00 (Available only with WJDX and Laurel (WAML) 200.00 (Available only with WJDX and Laurel (WAML) 200.00  | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Total 3 stations 550.01 Lakeland (WLAK) 40.00 (Available only with WFLA.)  SOUTHCENTRAL GROWN Central Time Zone Available only as a group of not tions including first four, plus two an hourly rate of 100.00 or more must also be used with this group at the state of the stat    | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Tampa (WFLA) 40.00 (Available only with WFLA)  SOUTHCENTRAL GR Central Time Zon Available only as a group of not tions including first four, plus wan hourly rate of 100.00 or more must also be used with this group Atlanta (WSB) 400.00 Birmingham (WBRC) 180.00 Memphis (WMC) 240.00 New Orleans (WSMB) 200.00 Chattanoga (WAPO) 120.01 Jackson (WJDX) 120.01 Jackson (WJDX) 120.01 Atlatisbuerg (WFOR) 200.00 (Available only with WJDX and Charles (WAML) 120.00 (Available only with WJDX and Knortille (WRCL) 120.00 Mobile (WALL) 120.00 Mobile (WALLA) 120.00 (Available only with WJDX and Charles (WCCA) 40.00 (Available only with WSMB and Lafayette (KPLC) 20.00 (Available only with WSMB and Lafayette (KVOL) 20.00 (Available only with WSMB and Lafayette (KVOL) 20.00 (Available only with WSMB and Lafayette (KVOL) 120.00 MIDSOUTH SERVY Central Time Zon   | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 160.00 Mismi (WIOD) 200.01 Tampa (WFLA) 140.00 Tampa (WFLA) 140.00  Lakeland (WLAK) 40.00 (Available only with WFLA.)  SOUTHCENTRAL GR Central Time Zone Available only as a group of not tions including first four, plus two an hourly rate of 100.00 or more must also be used with this group at the second with this group and the second with this group and the second with this group and the second with this group at the second with this group and the second with this group at the second with t | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Tampa (WFLA) 140.00 Lakeland (WLAK) 40.00 (Available only with WFLA.)  SOUTHCENTRAL GR Central Time Zond Available only as a group of not tions including first four, plus tween the suscentral time to th | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Tampa (WFLA) 140.00  Lakeland (WLAK) 40.00 (Available only with WFLA)  SOUTHCENTRAL GR Central Time Zon Available only as a group of not tions including first four, plus an hourly rate of 100.00 or more must also be used with this group Atlanta (WSB) 400.00 Birmingham (WBRC) 180.00 Memphis (WMC) 240.00 Memphis (WMC) 240.00 New Orleans (WSMB) 200.00 Available only with WJDX and Laurel (WAML) 200.00 (Available only with WJDX and Cavel (WAML) 200.00 (Available only with WJDX and Cavel (WAML) 120.00 Mobile (WAML) 200.00 (Available only with WJDX and Cavel (WAML) 120.00 (Available only with WJDX and Cavel (WAML) 120.00 (Available only with WSMB and Lafayette (KVOL) 20.00 (Available only with WSMB and Lafayette (KVOL) 20.00 (Available only with WSMB and Lafayette (KVOL) 20.00 (Available only with WSMB and Total 14 stations 1,720.00 MDSOUTH WEETERN GI Central Time Zon Available only as a group of not itons, each with an hourly rate of   | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Tampa (WFLA) 140.00 Lakeland (WLAK) 40.00 (Available only with WFLA)  SOUTHCENTRAL GR  Central Time Zond Available only as a group of not tions including first four, plus two an hourly rate of 100.00 or more must also be used with this group at the state of the s | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Tampa (WFLA) 140.00 Lakeland (WLAK) 40.00 (Available only with WFLA)  SOUTHCENTRAL GR  Central Time Zond Available only as a group of not tions including first four, plus two an hourly rate of 100.00 or more must also be used with this group at the state of the s | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Tampa (WFLA) 140.00 Lakeland (WLAK) 40.00 (Available only with WFLA)  SOUTHCENTRAL GR  Central Time Zond Available only as a group of not tions including first four, plus two an hourly rate of 100.00 or more must also be used with this group at the state of the s | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Tampa (WFLA) 140.00 Lakeland (WLAK) 40.00 (Available only with WFLA)  SOUTHCENTRAL GR  Central Time Zond Available only as a group of not tions including first four, plus two an hourly rate of 100.00 or more must also be used with this group at the state of the s | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Tampa (WFLA) 140.00 Tampa (WFLA) 40.00 (Available only with WFLA)  SOUTHCENTRAL GR Central Time Zon Available only as a group of not tions including first four, plus wan hourly rate of 100.00 or more must also be used with this group Atlanta (WSB) 400.00 Birmingham (WBRC) 180.00 Memphis (WMC) 240.00 Memphis (WMC) 240.00 New Orleans (WSMB) 200.00 Available only with WJDX and Laurel (WAML) 120.00 (Available only with WJDX and Cavallable only with WJDX and Knorville (WAGL) 120.00 (Available only with WJDX and Cavallable only with WJDX and Cavallable only with WJDX and Cavallable only with WSMB and Lafayette (KVOL) 20.00 (Available only with WSMB and Total 14 stations 1,720.00 Nashville (WSM) 400.00 SOUTHWESTERN GI Central Time Zon Available only as a group of not it ons, each with an hourly rate of Amarillo (KGNC) 120.00 Available only as a group of not it ons, each with an hourly rate of Amarillo (KGNC) 20.00 Available only as a group of not it ons, each with an hourly rate of Amarillo (KGNC) 20.00 Available only with WSMB and Central Time Zon | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Tampa (WFLA) 140.00 Tampa (WFLA) 40.00 (Available only with WFLA)  SOUTHCENTRAL GR Central Time Zon Available only as a group of not tions including first four, pilus an hourly rate of 100.00 or more must also be used with this group at the second of the second | with Southeastern    96.00   |
| Available only as a group for use or Southcentral:  Jacksonville (WJAX) 180.00 Mismi (WIOD) 200.00 Tampa (WFLA) 140.00 Tampa (WFLA) 140.00 Lakeland (WLAK) 40.00 (Available only with WFLA)  SOUTHCENTRAL GR Central Time Zond Available only as a group of not tions including first four, plus two an hourly rate of 100.00 or more must also be used with this group at the state of the st | with Southeastern    96.00   |

|                           | ^            | L,                  | <u> </u>   | <u> </u>          | 3                         | _           | ^              |              | -             | -              | <u> </u>   |
|---------------------------|--------------|---------------------|------------|-------------------|---------------------------|-------------|----------------|--------------|---------------|----------------|--|
|                           |              | N                   | OΉ         | тн                | WEST                      | EF          | LN (           | 3RC          | UP            |                |  |
| individ<br>Hisma<br>Fargo | rck          | (K                  | FY         | illab             | (MW                       | T)          | 200            | 00           | 12            | O.00           | 80.00<br>72.00   |
| Tota                      | 1 2          | sta:                | to         | ns                | ********                  |             | 380            | .00          | 22            | 8.00           | 152.00   |
|                           |              |                     | 3          | 1OU<br>Mou        | NTAL<br>ntain             | N<br>Tii    | GR<br>ne 2     | OUI          | 2             |                | ific Coast   |
| Netwo                     | rk:          | onl                 | y i        | 88 <b>8</b>       | group                     | W           |                | 3ası<br>hr.  |               | Paci<br>2 hr.  | 1/4 hr.  |
| Denve                     | r (I         | KO.                 | (4         | ····              | DYL).                     |             | 320            | .00          | 19            | 2.00<br>0.00   |  |
| Albuq                     | uero         | lue                 | (E         | ξÓΒ               | )                         |             | 160            | .00          | 9             | 8.00           | 64.00  |
| Availa                    | ble          | wit<br>wit          | h<br>S     | ons<br>Mou<br>√i  | ntain                     | Gr          | 080<br>0up:    | 00.          | 7             |                | 49.00  |
| 2, , ,                    |              | NO                  | R          | TH                | MOUN                      | IT.         | AIN            | GR           | OUI           | •              | -0   |
| Avails<br>Pacifi          | ble<br>c C   | on!                 | y (        | as s<br>Vetw      | grou                      | Ď i         | or i           | 188          | with          | Mo             | untain or  |
| Billin<br>Bolse           | gs (K        | KG<br>IDU           | HÌ         | L) .              |                           |             | 120            | .00          | 7             | 2.00<br>2.00   | 48.00<br>48.00   |
| Butte<br>Bozem            | (K           | GII<br>(KI          | R)         | M)                |                           | . }         | 120            | .00          | 7             | 2.00           | 48.00<br>KOIR  |
| Tota                      | n (1<br>al 5 | K.P.E.              | 'A<br>ati  | ons.              |                           | • )         | 360            | .00          | 21            | 6.00           | 48.00<br>48.00<br>48.00<br>48.00<br>KGIR<br>144.00<br>Group:   |
| Pocate                    | 110          | ïκ                  | SE         | 637               |                           |             | 50             | .00          | 3             | 0.00           | 20.00  |
| Twin                      | Fal.         | 18 (<br>P.2         | K.         | ifi(              | COA                       | ST          | NE             | TW           | ORE           | U.UU<br>[      | 20,00<br>asic Net-<br>eparately.<br>64.00<br>208.00<br>88.00<br>56.00<br>72.00<br>72.00<br>82.00<br>32.00<br>32.00 |
| Avail                     | able         | on                  | ly         | Pa<br>as :        | cific T                   | D.          | If i           | one          | wit           | h Ba           | sic Net-   |
| NOTE                      | :: F         | aci:                | ic         | Coa               | st Net                    | WO          | rk n           | 18.9<br>100  | be us         | ed so          | eparately.   |
| Los A                     | nge          | les                 | (I         | (KG               | W)                        |             | 520            | .00          | 31<br>13      | 2.00           | 208.00<br>88.00  |
| San I                     | )ieg<br>'ran | o (                 | KI<br>o    | FSD<br>(K)        | )<br>O)                   |             | 140            | .00          | 25            | 4.00<br>2.00   | 56.00<br>168.00  |
| Seattl<br>Spoka           | e (l<br>ne   | KO!<br>(KI          | IQ         | ))                |                           |             | . 240<br>. 180 | .00          | 10            | 8.00           | 96.00<br>72.00   |
| Tota<br>Avail:            | al 7<br>able | sts<br>wi           | tie<br>th_ | P'ac              | ific C                    | 088         | 1,880<br>t N   | .00<br>etwo  | 1,12<br>ork:  | 8.00           | 752.00   |
| Reno                      | (K           | OH)                 | ME         | (U)               |                           |             | . 80           | 00.1         | 4             | 8.00           | 32.00  |
| Sacra                     | шен          | 10 1                | , IX.      | AR                | IZON.<br>Intain           | A           | GRO            | UP           | , ,           | 10.00          | 32.00  |
| Avail:                    | able         | OII                 | ly         | Mot               | intain<br>a gro           | T1<br>up    | me<br>wit      | Zon<br>h I   | e<br>Pacifi   | c Co           | nast Net-  |
| Globe<br>Phoen            | (E           | (W)                 | B          | )<br>R)           |                           | - 1         |                |              |               |                |  |
| Presco<br>Saffor          | d (          | (K)                 | YC<br>Li   | (Å)<br>J) .       |                           | : }         | 200            | .00          | 12            | 20.00          | 80.00  |
| Tucso<br>Yuma             | n (I         | K V (               | M          | .)<br>)           |                           | : ]         |                |              |               |                |  |
| • Honol                   | uļu          | (K                  | GI         | (AW<br>U)         | AIIA                      | N<br>:-:    | SEB<br>. 16    | VIO          | CEG (         | 6.00           | 64.00<br>than Pa-<br>nd night.   |
| cifi                      | 0 F          | twa:                | 187<br>h t | ame               | for a                     | 11          | peri           | ods          | of d          | TA F           | nd night.  |
|                           |              |                     | C          | AN.               | ADIA                      | 201 -<br>24 | 200            | VIC          | 316           |                |  |
| 1ndiv                     | idus<br>eal  | illy<br>(CI         | av<br>3M   | aila              | ble wi                    | th          | Bas<br>24      | ie ]         | Notw<br>1     | ork:<br>14.00  | 96.00  |
| Toron                     | to<br>eal    | (CB                 | L)<br>BF   | ·)                |                           |             | . 30           | 0.00<br>0.00 | 11            | 80.00<br>80.00 | 120.00<br>120.00   |
| Сощо                      | 11181        | TON                 |            | re.               |                           |             |                |              |               |                |  |
| NOT                       | G:           | Rat                 | 68         | for               | Cana                      | di          | in l           | 3ros         | dcas          | ing            | 130.00<br>Corpors-   |
|                           |              |                     |            | CU                | BAN                       | SI          | ERV            | ICE          | ,             |                |  |
| Hava:<br>Rai              | na (<br>les  | CM<br>the           | A :        | )<br>me           | for al                    | 1 1         | . 20           | 0.00<br>de   | of d          | 20.00          | 80.00 nd night.  |
| PHII                      | IPI          | PIN                 | E          | STA               | TION                      | 8:          | _              |              |               |                |  |
| Cebu<br>Mani              | la,          | ΚZ                  | RE         | 1)                |                           | }           | Te             | mpo          | raril         | y not          | available  |
| Branch<br>Chica           | Off<br>Ro    | 54-                 | м          | erch              | andise<br>Super<br>liforn | A           | fart.          | . ,          | N. E          |                |  |
| Denv                      | 100          | —1<br>d 2           | 62         | 5 Ca              | liforn                    | la<br>vd    | Si.            | Vir          | ie St         |                |  |
| San<br>Wash               | l ra:        | ne) k<br>tot        | Či<br>Š.   | 2—<br>D.          | net Bi<br>Taylor<br>C.—T  | Tal         | 18-L<br>6 O'   | Fer<br>ux    | rell<br>Bldg. | Sto.           |  |
|                           |              |                     |            |                   |                           |             |                |              |               |                |  |
| ľ                         | NA'          | TI                  | 0          | NA                | L B                       | R           | 0A             | DO           | CAS           | TI             | NG   |
|                           |              |                     |            |                   | , IN                      |             |                |              |               |                |  |
|                           |              |                     |            |                   | COA                       |             |                |              |               |                |  |
| 616                       | 33           |                     |            |                   | -Taylo                    |             |                |              |               |                | Hollywood  |
| sto                       | ne i         | B700                |            |                   |                           |             |                |              |               |                |  |
| Rates<br>General          |              |                     | RА         | TE                | CLAS                      | ını         | ши             | ATI          | ONS           |                |  |
| Ali i                     | ppl          | s qu                | ıot<br>E   | ed<br>Iawa        | on loc                    | al          | tim            | . I          | ract          | ional          | rates do<br>sted.<br>e-quarters  |
| 6:00<br>12:00             | p.n<br>no    | n. to<br>on t       | 0 (        | 0: 11<br>6:00     | 9 p.m.,                   | 8           | ings<br>atom   | ys o         | tes s<br>aly— | s li:<br>-thre | sted.<br>e-quarters  |
| 11:00                     | p.           | m.                  | to         | 12:0              | 00 mic                    | ini         | ght            | and          | 8:00          | 8.1            | n. to 6:00<br>half gross   |
| 12:00                     | m            | idni                | gh         | t to              | 8:00                      | 8.          | m.—            | one          | -thir         | d gr           | oss rates.   |
| Ser                       | rvic<br>im   | Drec                | ai<br>ed   | es c              | only follo                | if<br>W     | 8 re           | gul          | rly           | sched          | ross rates. duled pro-   |
| Rate:<br>porti            | om 1         | to o                | ori        | 008<br>168D<br>16 | nonger<br>mding           | 11          | ian (          | NIG<br>OUF   | nour<br>rate. | 10             | exact pro-   |
| Week                      | tly          | disc                | ou         | nts               | for 1                     | 3           | or n           | ore          | con           | ecut           | ive weeks  |
| All                       | netv<br>omh  | ord<br>vork<br>ined | e CIC      | ontr<br>or        | acts (<br>etermi          | or          | the            | sa:          | me s          | dver           | tiser may  |
| Cont                      | of           | ed v                | al<br>ou   | ue c              | netv<br>m wee             | ror         | k ti           | ne<br>es l   | at gr         | 088<br>g:      | rstes.   |
| Less<br>1,200             | tha:         | n 1,                | 20<br>mc   | 0.00<br>re 1      | per w                     | 8           | han            |              |               |                | None   |
| 2,500                     | .00.0        | Or I                | er<br>mo   | wee<br>re p       | er Wee                    | k.          | ones           |              | VA -          |                | 10%<br>network<br>the gross  |
| broad                     | icas         | ting                | :          | Reb               | ate to                    | ) i         | De I           | 2-1          | /2%           | of<br>Of       | the gross  |

billing on all facilities used during the robate year.
except on such facilities as are discontinued prior to the end of the robate year. The rebate will be
due and payable at the end of each 52 weeks of conracts. Interruptions of the series necessitated by the
broadcasting of special events of importances will not
affect the advertiser's right to the rebate.
22% annual discount: A discount of 22% in lieu of
weekly discounts and annual rebates will be allowed
currently to advertisers whose contracted gross billing
equals or exceeds 1,500,000.00 within a 12 month
facal year period.

Net billing (gross billings less all discounts and
rebates) shall be subject to an advertising agency
commission of 15%. From the annual rebate, if any,
the company shall deduct any excess agency commission previously allowed. Commissions allowed only to
recognized advertising agencies.

No commission on program charges. No cash discounts. Billis due and payable when rendered.

TERMS OF USE

Minimum period sold is 15 minutes. No periods are
sold in bulk for re-sale. Advertisers cooperating in
group broadcasts are required to make individual
contracts with the Netional Broadcasting Company,
subject to card rates and regulations.

All programs are subject to program policies and
approan of the sale and payable when rendered.

Closing date is three weeks in advance of initial
programs. Electrical transcriptions are not acceptable.
Rejonal network time periods are subject to transfer
on 28 days notice for transcontinental commercial
programs, or for NBC re-scheduling requirements
due to change of time observance in New York City.

PRODUCTION SERVICES

Services of the NBC Program Department in Hollywood and San Francisco in arranging and presenting
programs are available without extra charge.

No special charge is made for facilities when
program originates is included in the network
when program originates is included in the network
when program originates is included in the network
when program originates is included in the netw MOUNTAIN GROUP

Available only as a group for use with Pacific Coast
Network. 1 hr. 1/2 hr. 1/4 hr.
Denver (KOA) 320.00 192.00 128.00

Sait Lake City (KDYL) 200.00 120.00 80.00

Total for group of two..... 520.00 312.00 208.00

NORTH MOUNTAIN GROUP Mountain Time Zone Bonus with KGIR 144.00 NIGHT BATES | (6:00 p.m. to 11:00 p.m.)
| Fresho (KMJ) | 160.00 |
| Los Angelos (KFT) | 520.00 |
| Portland, Ore. (KGW) | 220.00 |
| Portland, Ore. (KGW) | 220.00 |
| San Diego (KFSD) | 140.00 |
| San Prancisco (KPO) | 420.00 |
| Sestife (KOMO) | 240.00 |
| Spokane (KHQ) | 180.00 |
| Spokane (KHQ) | 180.00 | 96.00 812.00 182.00 84.00 252.00 144.00 64.00 208.00 88.00 56.80 168.00 96.00 72.00 ARIZONA GROUP Mountain Time Zone Available only as a group with Pacific Coast Network:
Phoenix (KTAR)
Tucson (KVOA)
Globe (KWJB)
Prescott (KYCA)
Safford (KGLU)
Yuma (KYUM) 200.00 120.00 80.00 Branch Offices National Broadcasting Company, Inc. NEW ENGLAND REGIONAL NETWORK, THE

26 Grove St., Hartford, Conn. Rates effective June 15, 1944. (Card No. 3.)

Comprised of:

Basic Stations:

WBZ—Boston, Mass.

WTIC—Hartford, Conn.

WJAR—Providence, R. I.

Supplementary Stations:

WFEA—Manchester, N. H. WRDO—Augusta, Me.

Wave-Power-Time See individual listings.

Agency Commission
15% to recognized agencies on net charges for station
time; no cash discount. No commission allowed on time; no cash talent charges.

# **NEW ENGLAND REGIONAL** NETWORK, THE—Continued

General Advertising

Note: Time quotations are as follows: 1 hour—59:40 minutes, 1/2 hour—29:40 minutes; 1/4 hour—14:40 minutes. Rates quoted cover only broadcasting time and station facilities; talent is extra. ASCAP license.

|             |         | CLASS     | "A"       |         |        |
|-------------|---------|-----------|-----------|---------|--------|
|             | (6:00   | p.m. to   | 11:00 p.: | m.)     |        |
|             |         | Basic St  | ations    |         |        |
|             | 1 hr.   | 1/2 hr.   | 1/4 hr.   | 10 min. | 5 min. |
| WBZ         | 500.00  | 300,00    | 200.00    | 167.00  | 100,00 |
| WTIC        | 400.00  | 240.00    | 160.00    | 120.00  | 80.00  |
| WJAR        | 200,00  | 120.00    | 80.00     | 60.00   | 40.00  |
| WCSH        | 160.00  | 96.00     | 64.00     | 48.00   | 32.00  |
| WLBZ        | 140.00  | 84.00     | 56.00     | 42.00   | 28.00  |
|             |         |           |           |         |        |
| Total for   |         |           |           |         |        |
| group 1     | .400.00 | 840.00    | 560.00    | 437.00  | 280.00 |
|             |         | plementar | y Station | 8       |        |
| WFEA        | 100.00  | 60,00     | 40.00     | 30.00   | 20.00  |
| WRDO        | 60.00   | 36.00     | 24.00     | 18.00   | 12.00  |
|             |         |           |           |         |        |
| Total for   |         |           |           |         |        |
| group       | 160.00  | 96.00     | 64.00     | 48.00   | 32.04  |
| Total for a | 11      |           |           |         |        |
| stations 1  | 560 00  | 038 00    | 824 00    | 485 00  | 919 00 |

otal row all stations 1,560.00 936.00 624.00 485.00 312.00 CLASS "B"

(8:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 12:00 moon Sundays, and 11:00 p.m. to 12:00 midnight daily)

|                                     |  | Basic Sta                                   | ations                                     |   |                              |
|-------------------------------------|--|---|--|---|------------------------------|
| WBZ<br>WTIC<br>WJAR<br>WCSH<br>WLBZ | 250.00<br>200.00<br>100.00<br>80.00<br>70.00 | 150.00<br>120.00<br>60.00<br>48.00<br>42.00 | 100.00<br>80.00<br>40.00<br>32.00<br>28.00 | 84.00<br>60.00<br>30.00<br>24.00<br>21.00 | 50.0<br>40.0<br>20.0<br>16.0 |
| Total for group                     | 700.00                                       | 420,00                                      | 280.00                                     | 219.00                                    | 140.00                       |
|                                     | Supr   | lementary                                   | Station                                    | 9   |                              |
| WFEA<br>WRDO                        | 50.00<br>30.00                               | 30.00<br>18.00                              | 20.00<br>12.00                             | 15,00<br>9,00                             | 10.0<br>6.0                  |
| Total for<br>group<br>Total for     | 80.00  | 48.00                                       | 32.00                                      | 24.00                                     | 16.0                         |
| stations                            |  | 468.00                                      | 312.00                                     | 243.00                                    | 156.0                        |
|                                     | 2:00 nooi                                    | CLASS<br>to 6:00                            | "C"<br>p.m. 8                              | Sundays)                                  |                              |
|                                     |  | Basic Sta                                   |  |   |                              |
| TX 7 TO 72                          | 275 00                                       | 005.00                                      | 350 00                                     | 105 00                                    |                              |

| WBZ        | 375.00   | 225.00     | 150.00    | 125.00 | 75.00  |
|------------|----------|------------|-----------|--------|--------|
| WTIC       | 300.00   | 180.00     | 120.00    | 90.00  | 60.00  |
| WJAR       | 150.00   | 90.00      | 60.00     | 45.00  | 30.00  |
| WCSH       | 120.00   | 72.00      | 48,00     | 36.00  | 24.00  |
| WLBZ       | 105.00   | 63.00      | 42.00     | 31.50  | 21.00  |
|            |          |            |           |        |        |
| Total for  |          |            |           |        |        |
| group 1    | ,050.00  | 630.00     | 420.00    | 327.50 | 210.00 |
|            | Supi     | olementari | Stations  |        |        |
| WFEA       | 75.00    | 45.00      | 30.00     | 22.50  | 15.00  |
| WRDO       | 45.00    | 27.00      | 18.00     | 13.50  | 9.00   |
|            |          |            |           |        |        |
| Total for  |          |            |           |        |        |
| group      | 120.00   | 72.00      | 48.00     | 36.00  | 24.00  |
| Total for  |          |            |           |        |        |
| stations 1 | ,170.00  | 702.00     | 468.00    | 363.50 | 234.00 |
|            |          | CLASS      | "D"       |        |        |
|            |          |            | _         |        |        |
| (12        | 2:00 mid | night to   | 8:00 a.m. | daily) |        |

| ***         |        |            | U.UU m     | Garry / |        |
|-------------|--------|------------|------------|---------|--------|
|             |        | Basic St   | ations     |         |        |
| WBZ         | 167.00 | 100.00     | 67.00      | 56.00   | 34.00  |
| WTIC        | 134.00 | 80.00      | 54.00      | 40.00   | 27.00  |
| WJAR        | 67.00  | 40.00      | 27.00      | 20.00   | 13.00  |
| WCSH        | 54.00  | 32.00      | 22.00      | 16.00   | 11.00  |
| WLBZ        | 50.00  | 30.00      | 20.00      | 15.00   | 10.00  |
|             |        |            |            |         |        |
| Total for   |        |            |            |         |        |
| group       | 472.00 | 282.00     | 190.00     | 147.00  | 95 00  |
|             | Supp   | plementar, | y Stations |         |        |
| WFEA        | 25.00  | 15.00      | 10.00      | 7.50    | 5.00   |
| WRDO        | 15.00  | 9.00       | 6.00       | 4.50    | 3.00   |
|             |        |            |            |         |        |
| Total for   |        |            |            |         |        |
| group       | 40.00  | 24.00      | 16.00      | 12.00   | 8.00   |
| Total for a | 111    |            |            |         | 0.00   |
| stations    | 512.00 | 306.00     | 206.00     | 159.00  | 103 00 |
|             |        |            |            |         |        |

| DISCOUNTS                               |          |
|---|----------|
| Less than 26 times                      | Net      |
| 26 to 51 times                          | 5%       |
| 52 to 103 times                         |          |
| 104 to 207 times                        | 10%      |
| 208 to 259 times                        |          |
| 260 or more times                       |          |
| Programs running continuously for 52 co |          |
| weeks earn an additional rebate of 10%. | based on |
| the lowest billing for any one week.    |          |

Time discounts apply to total number of periods used within one year for one sponsor.

# Contract and Other Requirements

All programs subject to program policies as embodied in the Code of Standards of Practice of the National Association of Broadcasters.

Association of Broadcasters.

Management reserves the right to reject any material without giving reason therefor. No contract will be accepted for longer than one year. Contracts subject to cancellation unless program starts within \$0 days. All contracts subject to approval and governmental regulations. Network reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director.

Complete manuscript must be submitted for approval one week in advance.

# Closing Time

Chairman-Paul W. Morency.

# Representatives

Weed & Company.

# NORTH CENTRAL BROADCASTING SYSTEM, INC.

General Offices—E620 First National Bank Bldg., St. Paul, Minn., Cedar 8579.

Rates effective February 1, 1945. (Card No. 15.) Card received January 22, 1945. Comprised of:

Comprised of:
GROUP "1"
WLOL-Minnespolis, Minn.
KYOX-Fargo, N. D. -Moorhead, Minn.
KYOX-Fargo, N. D. -Moorhead, Minn.
KWIND-Wilnons, Minn.
KWILM-Willmar, Minn.
KGDB-Fergus Falls, Minn.
GROUP "2"
KABR-Aberdeen, S. D.
KSJB-Jamestown, N. D.
KGUW-Bismarck-Mandan, N. D.
KLPM-Minot, N. D.
KOVC-Valley City, N. D.
GROUP "3"
GROUP "3"

KDLR—Devils Lake, N. D.

KOVC—Valley City, N. D.

GROUP "3"

WATW—Ashland, Wis.
WJMS—Ironwood, Mich.
WDMJ—Marquette, Mich.
WDBC—Escanabs, Mich.
WHDF—Calumet, Mich.
GROUP "4"

KDTH—Dubuque, Jowa
KYFD—Fort Dodge, Iowa
KYFD—Fort Dodge, Iowa
KYFD—Fort Dodge, Iowa
KYFD—Marshalltown, Iowa
KFIB—Marshalltown, Iowa
KFIB—Marshalltown, Iowa
KFID—Spencer, Iowa
GROUP "5"

WDSM—Duluth, Minn.—Superior, Wls.
KGCX—Stdney, Mont.
KRJF—Miles City, Mont.
KGTA—Rapid City, S. D.
KELO—Slour Falls, S. D.

RSOO—Slour Falls, S. D.

General Advertising

eneral Advertising
These stations can be bought in any combination
desired. Rates include wire charges and music copyright fees. All stations located in Central War Time
Zone except KLPM—Minot, North Dakots; KGCU—
Bismarck, North Dakots; KDLR—Devils Lake, North
Dakots. All rates quoted are on local time.

CLASS "A"
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

| Group 1:                                 |        |
|--|--------|
| 1 hour                                   | 560.00 |
| 1/2 hour                                 | 336.00 |
| 1/4 hour                                 | 224.00 |
| 10 minutes                               | 173.00 |
| 5 minutes                                | 122.00 |
| Group 2:                                 | 122.00 |
| 1 hour.                                  | 455.00 |
|  |        |
|  | 273.00 |
| 1/4 hour                                 | 182.00 |
| 10 minutes                               | 136.50 |
| 5 minutes                                | 91.00  |
| Group 3:                                 |        |
| 1 hour                                   | 275.00 |
| 1/2 hour.                                | 165.00 |
| 1/4 hour                                 | 110.00 |
| 10 minutes                               | 82.50  |
| 5 minutes                                | 55.00  |
| Group 4:                                 | 33.00  |
| 1 hour.                                  | 500.00 |
|  |        |
|  | 300.00 |
| 1/4 hour                                 | 200.00 |
| 10 minutes                               | 150.00 |
| 5 minutes                                | 100.00 |
| Group 5:                                 |        |
| Rates on request.                        |        |
| CLASS "B"                                |        |
| (7:30 a.m. to 12:00 noon and 1:00 p.m. t | e      |

(7:30 a.m. to 12:00 noon and 1:00 6:00 p.m.)
60% of Class "A" rates apply.
CLASS "C"
(10:00 p.m. to 7:30 a.m.)

| 50% of Class "A" rates apply. |       |
|-------------------------------|-------|
| FREQUENCY DISCOUNTS           |       |
| Less than 13 times            | Net   |
| 13 to 25 times                | 5%    |
| 26 to 38 times                | 10%   |
| 39 to 51 times                | 15%   |
| 52 to 103 times               | 20%   |
| 104 to 155 times              | 25%   |
| 156 to 259 times              | 90 0  |
| 960 or more times             | 00 70 |

Contract and Other Requirements
Advertising of beer and wine acceptable. Programs and copy subject to approval by network and affiliated stations. Rates are for station time only and are subject to change without notice. Personnel

President—John W. Boler. Vice-President—Donn Clayton.

Representatives
Chicago—360 N. Michigan Ave., State 0::61.
New York—8 E. 41et St., Lexington 2-6832.

# NORTH PACIFIC PACKAGE

For rates and data see listing under Washington.

# NORTHWEST NETWORK

Offices—Hotel St. Paul, St. Paul 2, Minn., Cedar 5511; Radio City, Minneapolis 2, Minn., Bridge-port 3222. Studios—Hotel St. Paul, St. Paul 2, Minn.; Radio City, Minneapolis 2, Minn.

Comprised of:

KSTP-MinneapolisSt. Paul
KFYR-Bismarck, N. D.
WEBC-Duluth-Superior.
KYSM-Mankato, Mina.
KYSM-Mankato, Mina.
KYSM-St. Cloud, Minn.
WDAY-Fargo, N. D.
WEAU-Eau Claire, Wis.

Wave—Power—Time
Nee individual listings.
General Advertising
For rates and data consult executive offices or representatives.

Personnel
General Manager—Stanley E, Hubbard.
Treasurer—Kenneth M Hance.
Sales Manager—Ray C, Jenkins.
Sales Promotion Manager—Sam L. Levitan.
Representatives
Edward Petry & Company, Inc.

# OKLAHOMA NETWORK, THE

For rates and data see listing under Oklahoma.

# PACIFIC BLUE NETWORK

For rates and data see listing under American Broadcasting Company, Inc., Pacific Blue Network.

# PACIFIC BROADCASTING **COMPANY**

914 Broadway, Tacoms 1, Wash. Comprised of:

omprised on OREGON

KOOS—Coos Bay

KWIL—Albany

RAST—Astoria

KTIN—Grants Pass

KBND—Bend KRNR—Roseburg
KALE—Portland
KFJI—Klamath Falls
KORE—Eugene
KSLM—Salem WASHINGTON

KOI.—Seattle

KGY — Olympia

KELA—Centralla

KRKO—Everett

KUJ—Waila Walla KMO—Tacoma KIT—Yakima KFIO—Spokane KXRO—Aberdeen KWLK—Longview

KWAL—Wallace TDAHO

KWAW—Vancouver, B. C., Canada, available on spot basis—see individual listings for rates.)

1/2 hour 235.00

1/4 hour 157.00

1 hour 262.00

1/2 hour 157.00

Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more consecutive weeks:

Less than 157.00 per week None

157.00 to 314.00 per veek None

157.00 to 314.00 per veek 57/2

314.00 to 471.00 per veek 57/2

471.00 to 622.00 per veek 107/2

471.00 to 622.00 per veek 107/2

482.00 to 785.00 per veek 127/2

482.00 to 785.00 per veek 127/2

482.00 to 942.00 per veek 127/2

482.00 to 942.00 per veek 127/2

482.00 to 942.00 per veek 127/2

482.00 to 32.00 per veek 127/2

342.00 or over per week 127/2

President—Carl E. Huymond.
Representatives
John Blair & Company.

# **OUAKER NETWORK**

For rates and data see listing under Pennsylvania.

# SOUTHERN MINNESOTA NETWORK

For rates and data see listing under Minnesota.

# TEXAS QUALITY NETWORK, THE For rates and data see listing under Texas.

# TEXAS STATE NETWORK

For rates and data see listing under Texas.

# TOBACCO NETWORK, THE

For rates and data see listing under North Carolina.

# TRI-CITY STATIONS ASSOCIATION of Virginia

For rates and data see listing under Virginia.

# WEST VIRGINIA NETWORK

For rates and data see listing under West Virginia.

# WOLVERINE NETWORK

For rates and data see listing under Michigan.

# WISCONSIN NETWORK, INC.

For rates and data see listing under Wisconsin.

# YANKEE NETWORK, THE

21 Brookline Ave., Boston 15, Mass., Commonwealth 0800.

Rates effective January 1, 1945. (Card No. 7.) Comprised of:

Comprised of:

Boston (WNAC)
Providence (WEAN)
Bridgeport-New Haven (WICC)
Worcester (WAAB)
Lowell-Lawrence (WILIH)
Fall River (WSAR)
Bangor (WLBZ)
Hartford (WHTD)
Hartford (WHTD)
Waterbury (WATB)
Waterbury (WATB)
Waterbury (WATB)
Portsmouth (WHEB)
Waterbury (WHEB)

(WCOU)

Wave-Power-Time See individual listings.

Agency Commission 15% on net station time only to recognized advertising agencies; no cash discount. Charges for facilities are payable immediately after each broadcast. General Advertising

### MUSICAL OR DRAMATIC PROGRAMS (6:00 p.m. to 10:30 p.m.)

|          | ,,,,,,, |         |         | ,       |       |
|----------|---------|---------|---------|---------|-------|
|          | 1 hr.   | 8/4 hr. | 1/2 hr. | 1/4 hr. | 5 min |
| WNAC     | 440.00  | 352,00  | 264.00  | 176.00  | 88.00 |
| WEAN     | 200.00  | 160.00  | 120.00  | 80.00   | 40.00 |
| WICC     | 160.00  | 128.00  | 96.00   | 64.00   | 82.00 |
| WAAB     | 160.00  | 128.00  | 96.00   | 64,00   | 82.00 |
| WC8H     | 160.00  | 128.00  | 96.00   | 64.00   | 32.00 |
| WLBZ     | 140.00  | 112.00  | 84.00   | 56.00   | 28.00 |
| WLLH     | 120.00  | 96.00   | 72,00   | 48.00   | 24.00 |
| WSAR     | 120,00  | 96.00   | 72.00   | 48.00   | 24.00 |
| WTHT     | 120.00  | 96,00   | 72.00   | 48.00   | 24.00 |
| WATR     | 100.00  | 80.00   | 60.00   | 40,00   | 20,00 |
| WFEA     | 100.00  | 80.00   | 60.00   | 40,00   | 20.00 |
| ·WHEB    | 100.00  | 80.00   | 60.00   | 40.00   | 20.00 |
| WBRK     | 100.00  | 80.00   | 60.00   | 40.00   | 20.00 |
| WHYN     | 80.00   | 64.00   | 48.00   | 82.00   | 16.00 |
| WNLC     | 80.00   | 64.00   | 48.00   | 82.00   | 16.00 |
| WEIM     | 80.00   | 64.00   | 48.00   | 82.00   | 16.00 |
| WLNH     | 60,00   | 48.00   | 86.00   | 24.00   | 12.00 |
| WRDO     | 60.00   | 48.00   | 86.00   | 24.00   | 12,00 |
| WCOU     | 60.00   | 48.00   | 86,00   | 24.00   | 12.00 |
| WHAI     | 60.00   | 48.00   | 36.00   | 24.00   | 12,00 |
| WSYB     | 60,00   | 48,00   | 88,00   | 24.00   | 12 00 |
| WGTR     | 60.00   | 48.00   | 36.00   | 24.00   | 12,00 |
| WMTW     | 30.00   | 24.00   | 18.00   | 12.00   | 6.00  |
|          |         |         |         |         |       |
| Total 23 |         |         |         |         |       |

| Fotal 23<br>stations 2,650.00 2,12<br>WHTD 160.00 12 |  | 530.00<br>32.00 |
|--|--|-----------------|
| (8:00 a.m. to 6:00<br>to 1:00 p.m. Sun               |  |                 |

|          |         | mionignt | CHILLY) |         |        |
|----------|---------|----------|---------|---------|--------|
| WNAC     | 220.00  | 176.00   | 132,00  | 88.00   | 44.00  |
| WEAN     | 100.00  | 80.00    | 60.00   | . 40.00 | 20.00  |
| W1CC     | 80.00   | 64.00    | 48.00   | 32.00   | 16.00  |
| WAAB     | 80.00   | 64.00    | 48.00   | 82.00   | 16.00  |
| WCSH     | 80.00   | 64.00    | 48,00   | 32,00   | 16.00  |
| WLBZ     | 70,00   | 56.00    | 42,00   | 28.00   | 14.00  |
| WLLH     | 60.00   | 48.00    | 36.00   | 24.00   | 12.00  |
| WSAR     | 60.00   | 48.00    | 36.00   | 24.00   | 12.00  |
| tWTHT    | 60.00   | 48.00    | 36.00   | 24.00   | 12.00  |
| WATR     | 50.00   | 40.00    | 80.00   | 20.00   | 10.00  |
| WFEA     | 50.00   | 40.00    | 30.00   | 20.00   | 10.00  |
| *WHEB    | 50.00   | 40.00    | 80.00   | 20.00   | 10.00  |
| WBRK     | 50.00   | 40.00    | 80.00   | 20.00   | 10.00  |
| WHYN     | 40.00   | 82.00    | 24.00   | 16.00   | 8.00   |
| WNLC     | 40.00   | 32.00    | 24.00   | 16.00   | 8.00   |
| WEIM     | 40.00   | 82.00    | 24.00   |         |        |
|          |         |          |         | 16.00   | 8.00   |
| WLNH     | 30.00   | 24.00    | 18.00   | 12.00   | 6.00   |
| WRDO     | 30.00   | 24.00    | 18 00   | 12.00   | 6.00   |
| WCOU     | 30.00   | 24.00    | 18.00   | 12.00   | 6.00   |
| WHAI     | 80.00   | 24.00    | 18.00   | 12.00   | 6,00   |
| WSYB     | 30.00   | 24.00    | 18.00   | 12.00_  | 6.00   |
| WGTR     | 30.00   | 24,00    | 18.00   | 12.00   | 6.00   |
| WMTW     | 15.00   | 12.00    | 9.00    | 6.00    | 3.00   |
|          |         |          |         |         |        |
| Total 23 |         |          |         |         |        |
|          | ,325.00 | 1,080.00 | 795.00  | 580.00  | 265.00 |
| WHTD     | 80.00   | 64.00    | 48.00   | 32.00   | 16.00  |
|          |         |          |         |         |        |

|          | (1:00 p.m | . to 6:00 | p.m. St | inday)  |      |
|----------|-----------|-----------|---------|---------|------|
|          | 1 hr.     | 8/4 hr.   | 1/2 hr. | 1/4 hr. | 5 mi |
| WNAC     | 330.00    | 264.00    | 198.00  | 182.00  | 66.0 |
| WEAN     | 150.00    | 120.00    | 90.00   | 60.00   | 80.0 |
| WICC     | 120,00    | 96.00     | 72.00   | 48.00   | 24.0 |
| WAAB     | 120.00    | 96.00     | 72.00   | 48.00   | 24.0 |
| WCSH     | 120.00    | 96.00     | 72.00   | 48.00   | 24.0 |
| WLBZ     | 105.00    | 84.00     | 63.00   | 42.00   | 21.0 |
| WLLH     | 90.00     | 72.00     | 54.00   | 86.00   | 18.0 |
| WSAR     | 90.00     | 72.00     | 54.00   | 86.00   | 18.0 |
| WTHT     | 90.00     | 72.00     | 54.00   | 36.00   | 18.0 |
| WATR     | 75.00     | 60.00     | 45.00   | 80.00   | 15.0 |
| WFEA     | 75.00     | 60.00     | 45.00   | 80.00   | 15.0 |
| WHEB     | 75.00     | 60.00     | 45.00   | 30.00   | 15.0 |
| WBRK     | 75.00     | 60.00     | 45.00   | 30,00   | 15.0 |
| WHYN     | 60.00     | 48.00     | 86.00   | 24.00   | 12.0 |
| WNLC     | 60.00     | 48.00     | 36.00   | 24.00   | 12.0 |
| WEIM     | 60.00     | 48.00     | 86.00   | 24.00   | 12.0 |
| WLNH     | 45.00     | 36,00     | 27.00   | 18.00   | 9.0  |
| WRDO     | 45.00     | 86.00     | 27.00   | 18.00   | 9.0  |
| WCOU     | 45.00     | 86.00     | 27.00   | 18.00   | 9.0  |
| WHAI     | 45.00     | 36.00     | 27.00   | 18.00   | 9.0  |
| WSYB     | 45.00     | 86.00     | 27.00   | 18.00   | 9.0  |
| WGTR     | 45.00     | 36.00     | 27.00   | 18.00   | 9.0  |
| WMTW     |           | 18.00     | 14.00   | 9.00    | 5.0  |
| Total 23 |           |           |         |         |      |

| WMTW                                    | 23.00                                   | 18.00    | 14.00    | 9.00     | 5.00    |
|---|---|----------|----------|----------|---------|
| *************************************** |   |          |          |          |         |
| Total 23                                |   |          |          |          |         |
| stations 1,                             | 988.00 1                                | .590.00  | 1.193.00 | 795.00   | 398.00  |
| WHTD                                    | 120.00                                  | 96.00    | 72.00    | 48.00    | 24.00   |
|   | 2:00 mid                                |          |          |          | 22.00   |
| ,                                       |   | 1 hr.    | 3/4 hr.  | 1/2 hr.  | 1/4 hr. |
| WNAC                                    |   | 147.00   | 118.00   | 88.00    | 59.00   |
| WEAN                                    | ******                                  | 67.00    | 54.00    | 40.00    | 27.00   |
| WICC                                    |   | 54.00    | 43.00    | 82.00    | 22.00   |
| WAAB                                    |   | 54.00    | 43.00    | 82.00    | 22.00   |
| WCSH                                    |   | 54.00    | 48.00    | 82.00    | 22.00   |
| WI.BZ                                   | ************                            | 47.00    | 37.00    | 28.00    | 19.00   |
| WLLH                                    |   | 40.00    | 82.00    | 24.00    | 16.00   |
| WSAB                                    | ***************                         | 40.00    | 82.00    | 24.00    | 16.00   |
| WTHT                                    | *************                           | 40.00    | 32.00    | 24.00    | 16.00   |
| WATB                                    |   | 84.00    | 27.00    | 20.00    | 14.00   |
| WFEA                                    | *************                           | 84.00    | 27.00    | 20.00    | 14.00   |
| WBRK                                    | ************                            | 34.00    | 27.00    | 20.00    | 14.00   |
| WHYN                                    |   | 27.00    | 22.00    | 16.00    | 11.00   |
| WNLC                                    | ************                            | 27.00    | 22.00    | 16.00    | 11.00   |
| WEIM                                    |   | 27.00    | 22.00    | 16.00    | 11.00   |
| WLNH                                    | ************                            | 20.00    | 16.00    | 12.00    | 8.00    |
| WBD0                                    |   | 20.00    | 16.00    | 12.00    | 8.00    |
| wcou                                    |   | 20.00    | 16.00    | 12.00    | 8.00    |
| WHAI                                    | *************                           | 20.00    | 16.00    | 12.00    | 8.00    |
| WAYB                                    |   | 20.00    | 16.00    | 12.00    | 8.00    |
| WGTR                                    | *************************************** | 20.00    | 16.00    | 12.00    | 8.00    |
| WMTW                                    |   | 10.00    | 8.00     | 6.00     | 4.00    |
|   |   |          |          |          | -       |
| Total 22 s                              | tations                                 | 836.00   | 685.00   | 510.00   | 346.00  |
| WHTD                                    | ·                                       | 54.00    | 43.00    | 82.00    | 22.00   |
| WHEB ev                                 | ening of                                | peration | governed | by local | sunset  |

WHTD. 54.00 43.00 82.00 22.00

WHEB evening operation governed by local sunset. Earliest sign-off 6:30 p.m. EWT.

Latest sign-off 8:55 p.m. EWT.

Latest sign-off 8:55 p.m. EWT.

If WHTD available subject to prior commitments if WTHT cannot clear time.

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. No discounts on talent or line charges.

Less than 28 times. Net
26 to 51 times. Net
26 to 51 times. Net
27 to 103 times. 10%

156 to 207 times. 10%

157 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. Programs (not announcements) using all Yankee Network stations available earn an extra 10% discount on gross billing.

# SPECIAL FEATURES

SPECIAL FEATURES

News Services:
Daily except Sundays, 8:00 a.m. to 8:15 a.m.;
Sundays 8:45 a.m. to 9:00 a.m. Limited to three announcements daily. Per participating announcement 155.00.
Daily except Sundays, 12:15 p.m. Limited to three announcements daily. Per participating announcement 155.00.
Daily except Sundays, 12:15 p.m. Limited to three announcement daily. Per participating announcement 155.00.
Daily announcement 310.00.
Daily 11:00 p.m. to 11:15 p.m. Limited to three announcements daily. Per participating announcement 155.00.
These announcements are broadcast over the 21 stations of the Yankee Network (using WHTD in Hartford) WGTR and WMTW not included.
TALENT
The WNAC grand organ is available to advertisers for use in connection with other talent—rates on

TALENT
The WNAC grand organ is available to advertisers for use in connection with other talent—rates on request.

DEMONTS CONTROL

for use in connection with other talent—rates on request.

All wire and mechanical charges for remote control, all traveling expenses, salaries of artists, etc., to be paid in advance when required.

SERVICE FACILITIES

Production department, sales and merchandising department, publicity and public relations departments are available to advertisers.

Line Charges

Rates shown include line charges on program originating in network's Boston studios. Permanent lines are maintained.

Contract and Other Requirements

No bianket contracts accepted. No contract accepted for longer than one year.

Preferred position governed by priority and availability on contract basis.

Rates are for facilities of the stations only; talent is extra.

Rattes are for facilities of the stations only; talent is extra.

Closing Time
Closing date for inclusion in general publicity and printed announcements is 14 days in advance.

Personnel
Chairman of the Board—John Shepard, Srd.
Exec. Vice-Pres. in Charge of Sales—Linus Travers.
Exclusive National Representatives
Edward Petry & Company, Inc.

# Z NET

For rates and data see listing under Montana.

# **ALABAMA**

# ANNISTON . (Calhoun County)

WHMA (Established 1988)



Rates effective September 1, 1948. Owned and operated by Anniston Broadcasting Co. Studios—14th and Noble Sts., Anniston, Ala. Transmitter—Anniston, Ala.

Wave—Power—Time
Operating power—250 wats.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies; no cash discount.

9.87 8.91 8.67 8.44 8.20 7.97 7.50 7.26 6.00 8.00 2.80 2.77 2.70 2.62 2.55 2.40 6.87 6.54 6.85 6.19 6.01 5.88 5.50 5.88 5.00

SPECIAL FEATURES
Time signals available at announcement rates. Rates and details on the following features on request: News, daily sports review, WHMA Saturday Jamboree, WHMA Variety Hour, housekeepers chat, baseball games, studio organ, and stock reports.

TALENT

Rates on request. REMOTE CONTROL
Remote broadcasts made at cost.
TRANSCRIPTIONS
Transcription library services available—rates on re-

Queet. SERVICE FACILITIES

Merchandising service available. Publicity stories, pictures and program listings in local daily newspaper and four weekly newspaper and anniston territory. Bulletins on new commercial programs mailed to merchants selling advertiser's products.

Contract and Other Requirements

Beer and liquor advertising is not accepted Rates quoted are for station time only; talent and line charges are net, extra.

Clesing Time

Clesing Time
All continuity must be received 24 hours prior to broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 83 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Manager—J. W. Buttram.

Representatives
Sears & Ayer, Inc.

# **BESSEMER**

(Jefferson County)

WJLD (Established 1942)

(Established 1942)
Rates effective October 1, 1944.
Owned and operated by George Johnston.
Business Office and Studios—1800 Third Ave. North.
P. O. Box 147, Bessemer, Ala., Bessemer 2300-1
and Birmingham 6-6172.
Transmitter—One mile from center of Bessemer, Ala.
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.
Agency Commission
15% to recognized agencies on station time and talent; no cash discount. Bills rendered first of each month; due 10th of month.
General Advertising
For combination rates see Mutual Broadcasting System.
The following rates are for national advertising and include music copyright fees.

(6:00 pm to 12:00 midnight)
1/2 1/4 10 5
hr. hr. hr. min. min. (\*)

|     |       | 1 -    | 1/2   | 1/4   | 10    | 5     |             |
|-----|-------|--------|-------|-------|-------|-------|-------------|
|     |       | hr.    | hr.   | hr.   | min.  | min.  | (*)         |
| 1   | time  | 100.00 | 60.00 | 40.00 | 80.00 | 20.00 | (*)<br>8.00 |
| 13  | times | 95,00  | 57.00 | 38.00 | 28.50 | 19.00 | 7.50        |
| 26  | times | 90.00  | 54.00 | 36.00 | 27.00 | 18.00 | 7.00        |
| 39  | times | 85.00  | 51.00 | 34.00 | 25.50 | 17.00 | 6.50        |
|     | times | 80.00  | 48.00 | 32.00 | 24.00 | 16.00 | 6.00        |
|     | times | 70.00  | 42.00 | 28.00 | 21.00 | 14.00 | 5.50        |
| 156 | times | 60.00  | 36.00 | 24.00 | 18.00 | 12.00 | 5.00        |
| 312 | times | 50.00  | 30.00 | 20.00 | 15.00 | 10.00 | 4.50        |
| 0.2 |       | 50.00  | 00.00 | 20.00 | 10.00 | 10.00 | 2.00        |

\*2 days \*3 days \*4 days \*5 days \*6 days

n. week days)
288.00 360.00
259.20 315.00
246.24 299.25
239.76 291.38
233.28 283.50

\*1 day

(7:00 80.00 80.00 76.00 74.00 72.00

32.00 32.00 32.00 30.40 29.60 28.80

\*1 day
Five minutes:
1-12 wks 20.00
13-25 wks 20.00
26-38 wks 19.00
39-51 wks 18.50
52 weeks 18.00

One hour: 1-12 wks 13-25 wks 26-38 wks 39-51 wks 52 weeks Half hour: 1-12 wks 13-25 wks 26-38 wks 39-51 wks 52 weeks Quarter ho

52 weeks 4 Quarter hour 1-12 wks 3 13-25 wks 3

# **BESSEMER—Continued**

| 7 | WJL   | D      | Cont   | inued  |       |
|---|-------|--------|--------|--------|-------|
|   | (6;30 | a.m. t | 0 6:00 | p,ni,) |       |
|   | 1     | 1/2    | 1/4    | 10     | 5     |
|   | hr.   | hr.    | hr.    | min.   | min.  |
|   | 60.00 | 36.00  | 24.00  | 18.00  | 12.00 |

|     |         | 1      | 1/2   | 1/4   | 10    |       |      |
|-----|---------|--------|-------|-------|-------|-------|------|
|     |         | hr.    | hr.   | hr.   | min.  | min.  | (*)  |
| 1   | time    | 60.00  | 36.00 | 24.00 | 18.00 | 12.00 | 5.00 |
| 13  | times   | 57.00  | 34.20 | 22.80 | 17,10 | 11.40 | 4.75 |
| 26  | times   | 54.00  | 32.40 | 21.60 | 16.20 | 10.80 | 4.50 |
| 39  | times.  | 51.00  | 30.60 | 20.40 | 15.30 | 10.20 | 4.25 |
| 52  | times   | 48.00  | 28.80 | 19.20 | 14.40 | 9.60  | 4.00 |
| 104 | times   | 42.00  | 25.20 | 16.80 | 12.60 | 8.40  | 3.50 |
| 156 | times   | 36.00  | 21.60 | 14.40 | 10.80 | 7.20  | 3.00 |
| 312 | times   | 30.00  | 18.00 | 12.00 | 9.00  | 6.00  | 2.50 |
| (1  | ) Chain | breaks | 3.    |       |       |       |      |

TALKS AND POLITICAL
Accepted only when subject matter is, in the opinion
of station management, of genuine public interest.
REMOTE CONTROL

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency compulsaion.

TALENT Rates on request.

TRANSCRIPTIONS
Regular rates apply, Rates include use of transcription library service.

SERVICE FACILITIES
Services of station's production and program depart
ment are available without extre charge.

ment are available without extre charge.
Contract and Other Requirements
Contracts ambject to cancellation by two weeks written
notice, accompanied by certified check at short rate
to date of last program.
All broadcasts and contracts are subject to station
owners approval and governmental regulations.

owner's spproval and governmental regulations.

Closing Time
Contracts close 24 hours in advance of first broadcast. Announcements and transcriptions close 24 hours in advance. Political speeches close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel
General Manager—Bill Terry.
Commercial Manager—Eugene Well.

Representatives None

# BIRMINGHAM

(Jefferson County)

WAPI (Established 1922)



Rates effective September 1, 1944. (Card No. 7.) Rates effective September 1, 1944. (Card No. 7.)
Operated by the Voice of Alabama, Inc.
Studio—14th floor. Protective Life Bldg., Birmingham 3, Ala., telephone 3-8116.
Transmitter—Sandusty, Ala.
Vave—Power—Time
Operating power—5.000 watta.
280.4 meters; 1070 kilocycles.
Operates on nationally cleared channel on Central
War Time.

280.4 meters; 1970 kinocycies.
Operates on nationally cleared channel on Central
Var Time.
Operating schedule: Sunday 8:00 s.m. to 12:00 midnight; week days 5:45 s.m. to 12:00 midnight.
Agency Commission
15% on time charges to recognized agencies; no cash
discount. Bills rendered weekly.

General Advertising
For combination rates see Columbia Broadcasting
System (Southcentral Group).
Rates include music copyright fees.
GENERAL BROADCASTING TIME RATES
Without Talent—Gross
Net time rates after deduction of all applicable dis-

counts. Per week rates apply within any seven consecutive

days.
Weekly rates based on consecutive weeks of uninterrupted broadcasting.

(6:30 p.m. to 10:00 p.m. week days; 6:00 p.m. to 10:00 p.m. Sundays)

|            | p.m.   |       |      |         | Sunday |         |         |
|------------|--------|-------|------|---------|--------|---------|---------|
|            | •1 day | *2 ds | VS.  | -3 days | week - | •5 days | *A dave |
| One hour:  |        |       | -3 - | 0       | 1 4455 | D days  | 0 4430  |
| 1-12 wks   | 200.00 | 400.  | 0.0  | 540.00  | 720.00 | 900.00  | 960,00  |
| 13-25 wks  | 190.00 | 340.  |      | 459.00  | 612.00 | 765.00  | 816.00  |
| 26-38 wks  | 180.50 | 323.  | 00   | 436.05  | 581,40 | 726.75  | 775.20  |
| 39-51 wks  | 175.75 | 314.  | 50   | 424.58  | 566,10 | 707.63  | 754.80  |
| 52 weeks   | 171.00 | 306.  | 00   | 413.10  | 550.85 | 688.50  | 734.40  |
| Half hour  |        |       |      |         |        |         |         |
| 1-12 wks   | 120.00 | 240.  |      | 324.00  | 432.00 | 540.00  | 576.00  |
| 13-25 wks  | 117.00 | 222.  |      | 291.60  | 367.20 | 459.00  | 489.60  |
| 26-38 wks  | 111,15 | 210.  |      | 277.02  | 348.84 | 436.05  | 465.12  |
| 39-51 wks  | 108.23 | 205.  |      | 269.73  | 339.66 | 424.58  | 452.88  |
| 52 weeks   | 105.30 | 199.  | 80   | 262.44  | 330.48 | 413.10  | 440.64  |
| Quarter ho |        |       |      |         |        |         |         |
| 1-12 wks   | 80.00  | 160.  |      | 216.00  | 288.00 | 360.00  | 384.00  |
| 13-25 wks  | 80.00  | 152.  |      | 199.80  | 259.20 | 315.00  | 336.00  |
| 26-38 wks  | 76.00  | 144.  |      | 189.81  | 246.24 | 299.25  | 319.20  |
| 39-51 wks  | 74.00  | 140.  |      | 184.82  | 239.76 | 291.38  | 310.80  |
| 52 weeks   | 72.00  | 136.  | 80   | 179.82  | 233.28 | 283.50  | 302.40  |
| Five minu  |        |       |      |         |        |         |         |
| 1-12 wks   | 40.00  | 80.   |      | 108.00  | 144.00 | 180.00  | 192.00  |
| 13-25 wks  | 40.00  | 80.   |      | 105.30  | 140.40 | 171.00  | 182.40  |
| 26-38 wks  | 38.00  | 76.   |      | 100.04  | 133.38 | 162.45  | 173.28  |
| 39-51 wks  | 37.00  | 74.   |      | 97.40   | 129.87 | 158.18  | 168.72  |
| 52 weeks   | 36.00  | 72.   | 00   | 94.77   | 126.36 | 153.90  | 164.16  |
| CLASS "B"  |        |       |      |         |        |         |         |

(6:00 p.m. to 6:30 p.m. week days; 1:00 p.m. to 6:00 p.m. Sundays)

| One hour: |         |        |        |        |        |        |
|-----------|---------|--------|--------|--------|--------|--------|
| 1-12 wks  | 199.00  | 266,00 | 359.00 | 470 50 | F00 F0 | 000 00 |
| 1-12 WKS  | 133.00  | 200.00 | 339.UU | 478.50 | 598.50 | 638.00 |
| 13-25 wks | 129,68  | 246.05 | 314.13 | 406,73 | 508.73 | 542.30 |
| 26-38 wks | 123, 19 | 233,75 | 298.42 | 386.39 | 483.29 | 515.19 |
| 39-51 wks | 119.95  | 227.60 | 290.57 | 376.23 | 470.58 | 501.63 |
| 52 weeks  | 116.71  | 221.44 | 282,72 | 366.06 | 457.86 | 488.07 |

|            |           |         | Par    | week -  |         |         |  |  |  |
|------------|-----------|---------|--------|---------|---------|---------|--|--|--|
|            | *1 day    | *2 days |        |         | *5 days | °6 days |  |  |  |
| Half hour: |           | -       |        |         |         |         |  |  |  |
| 1-12 wks   | 79,80     | 159,60  | 215.46 | 287.28  | 359.10  | 383.04  |  |  |  |
| 13-25 wks  | 79.80     | 151.62  | 199.30 | 258,55  | 314,21  | 335.16  |  |  |  |
| 26-38 wks  | 75.81     | 144.04  | 189.34 | 245.62  | 298.50  | 318.40  |  |  |  |
| 39-51 wks  | 73.81     | 140.25  | 184.35 | 239.16  | 290.64  | 310.02  |  |  |  |
| 52 weeks   | 71.82     | 136.46  | 179.37 | 232.70  | 282,79  | 301.64  |  |  |  |
| Quarter ho |           |         |        |         |         |         |  |  |  |
| 1-12 wks   | 53,20     | 106.40  | 143.64 | 191.52  | 239.40  | 255.36  |  |  |  |
| 13-25 wks  | 53.20     | 103.74  | 140.05 | 181.94  | 221.45  | 236.21  |  |  |  |
| 26-38 wks  | 50.54     | 98.55   | 133.05 | 172.84  | 210.37  | 224.40  |  |  |  |
| 39-51 wks  | 49.21     | 95.96   | 129.55 | 168, 29 | 204.84  | 218.49  |  |  |  |
| 52 weeks   | 47.88     | 93.37   | 126.05 | 163.75  | 199.30  | 212,59  |  |  |  |
| Five minut | ne t      |         |        |         |         |         |  |  |  |
| 1-12 wks   | 26.60     | 53.20   | 71.82  | 95.76   | 119.70  | 127.68  |  |  |  |
| 13-25 wks  | 26.60     | 53.20   | 71.82  |         | 116.71  | 124,49  |  |  |  |
| 26-38 wks  | 25.27     | 50.54   | 68.23  | 88.70   | 110.87  | 118.27  |  |  |  |
| 39-51 wks  | 24.61     | 49.21   | 66.43  | 86.37   | 107.96  | 115.15  |  |  |  |
| 52 weeks   | 23.94     | 47.88   | 64.64  | 84.03   | 105.04  | 112.04  |  |  |  |
| JZ WOCES   | 40.01     | 41.00   | 04.01  | 01.00   | 100.01  | 112.01  |  |  |  |
|            | CLASS "C" |         |        |         |         |         |  |  |  |
| (9:00      | a.m.      | to 6:00 | p.m.   | week da | vs. 10: | 00      |  |  |  |

p.m. to 10:30 p.m. daily and 12:00 noon to

| 1:00 p.m. Sundays) |        |        |        |        |        |        |  |  |  |
|--------------------|--------|--------|--------|--------|--------|--------|--|--|--|
| One hour:          |        |        |        |        |        |        |  |  |  |
| 1-12 wks           | 100.00 | 200.00 | 270.00 | 360.00 | 450.00 | 480.00 |  |  |  |
| 13-25 wks          | 97.50  | 190.00 | 243.00 | 315.00 | 382.50 | 408.00 |  |  |  |
| 26-38 wks          | 92.63  | 180.50 | 230.85 | 299,25 | 363.38 | 387.60 |  |  |  |
| 39-51 wks          | 90.19  | 175.75 | 224.78 | 291.38 | 353.81 | 377.40 |  |  |  |
| 52 weeks           | 87.75  | 171.00 | 218.70 | 283.50 | 344.25 | 367.20 |  |  |  |
| Half hour          | •      |        |        |        |        |        |  |  |  |
| 1-12 wks           | 60.00  | 120.00 | 162.00 | 216.00 | 270.00 | 288.00 |  |  |  |
| 13-25 wks          | 60.00  | 117.00 | 153.90 | 199.80 | 243.00 | 259.20 |  |  |  |
| 26-38 wks          | 57.00  | 111.15 | 146.21 | 189.81 | 230.85 | 246.24 |  |  |  |
| 39-51 wks          | 55.50  | 108.23 | 142.36 | 184.82 | 224.73 | 239.76 |  |  |  |
| 52 weeks           | 54.00  | 105,30 | 138.51 | 179.82 | 218.70 | 233.28 |  |  |  |
| Quarter hour:      |        |        |        |        |        |        |  |  |  |
| 1-12 wks           | 40.00  | 80.00  | 108.00 | 144.00 | 180.00 | 192.00 |  |  |  |
| 13-25 wks          | 40.00  | 80.00  | 105.30 | 140.40 | 171.00 | 182.40 |  |  |  |
| 28 - 38 wks        | 88 00  | 76 00  | 100.04 | 133 38 | 162 45 | 173 28 |  |  |  |

| 12:00 midnight daily) |          |          |        |          |        |       |  |  |
|-----------------------|----------|----------|--------|----------|--------|-------|--|--|
| (5:00                 | 8,70.    | to 7:00  | 8.00.  | week da  | ys: 7: | 00    |  |  |
| 8.70.                 | to 12:0  | 00 noon  | Sunday | s; 10:30 | p.m.   | to    |  |  |
| One hour:             |          |          |        |          |        |       |  |  |
| 1-12 wks              | 66.50    | 133.00   | 179.50 | 239.00   | 299.00 | 319.0 |  |  |
| 13-25 wks             |          | 129.68   | 170.53 | 221.08   | 269.10 | 287.1 |  |  |
| 26-38 wks             |          | 123.20   | 162.00 | 210.03   | 255.65 | 272.7 |  |  |
| 39-51 wks             | 61.51    | 119.95   | 157.74 | 204.50   | 248.92 | 265.5 |  |  |
| 52 weeks              | 59.85    | 116.71   | 153.48 | 198.97   | 242.18 | 258.3 |  |  |
| (1                    | This lis | tina con | tinued | on next  | nage)  |       |  |  |

40.00 54.00 40.00 54.00 38.00 51.30 37.00 49.95 36.00 48.60 CLASS 'D'' a.m. to 9:00 a.m. 160.00 216.00 152.00 .99.80 144.40 .89.81 140.60 184.82 136.80 179.82

96.00 93.60 88.92 86.58 84.24

129.60 126.36 120.04 116.88 113.72



WSGN covers more of Alabama than any other station by all accepted standards of measurement! ... It has the best morning Hooper in Alabama's best market and one of the South's mast presperous areas ... and it carries seven out of ten top rated daytime programs ... Remember too those BLUE legeners are among the best of spenders. These are the reasons why we say WSCA TROOMS BUY Far!



THE BIRMINGHAM NEWS-AGE-HERALD STATION Represented Nationally by Headley Reed Company

# **ALABAMA**—Continued

# **BIRMINGHAM**—Continued

W A P I—Continued

|            | *1 day | *2 days  | *3 days      | *4 days  | *5 days | *6 days |
|------------|--------|----------|--------------|----------|---------|---------|
| Half hour  |        |          |              |          |         |         |
| 1-12 wks   | 39.90  | 79.80    | 107.73       | 143.64   | 179,55  | 191.52  |
| 13-25 wks  | 39.90  | 79.80    | 105.04       | 140.05   | 170.57  | 181.94  |
| 26-38 wks  | 37.91  | 75.81    | 99.79        | 133.05   | 162.04  | 172.84  |
| 39-51 wks  | 36.91  | 73.82    | 97.16        | 129.55   | 157.78  | 168.29  |
| 52 weeks   | 35,91  | 71.82    | 94.54        | 126.04   | 153.51  | 163.75  |
| Quarter be |        |          |              |          |         |         |
| 1-12 wks   | 26.60  | 53.20    | 71.82        | 95.76    | 119.90  | 127.68  |
| 13-25 wks  | 26.60  | 53.20    | 71.82        | 93.37    | 116.90  | 124.49  |
| 26-38 wks  | 25.27  | 50.54    | 68.23        | 88.70    | 111.06  | 118.27  |
| 39-51 wks  | 24.61  | 49.21    | 66.43        | 86.37    | 108.13  | 115.15  |
| 52 weeks   | 23.94  | 47.88    | 64.64        | 84.03    | 105.21  | 112.04  |
| 17ive minu | tes:   |          |              |          |         |         |
| 1-12 wks   | 13.30  | 26.60    | 35.91        | 47.88    | 59.85   | 63.84   |
| 13-25 wks  | 13.30  | 26.60    | 35.91        | 47.88    | 59.85   | 63.84   |
| 26-38 wks  | 12.64  | 25.27    | 34.11        | 45.49    | 56.86   | 60.65   |
| 39-51 wks  | 12.30  | 24.61    | 33.22        | 44.29    | 55.36   | 59.05   |
| 52 weeks   | 11.97  | 23.94    | 32.32        | 43.09    | 53.87   | 57.46   |
| (*) I      | ays wi | ihin any | <b>seven</b> | consecut | ive day | period. |
|            |        |          |              |          |         |         |

(\*) Days within any seven consecutive day period. Seven days per week pro rata of six day rate. Periods longer than one hour pro rata of one hour rate. Three-quarter hour—80% of hour rate. Ten minutes, if available, 80% of the 1-12 week 15 minute rate less applicable dollar volume and consecutive weeks discounts. Five minutes, if available, 50% of the 1-12 week 15 minute rate less applicable dollar volume and consecutive weeks discounts. Time periods not designated—rates on request. ANNOUNCEMENTS
All announcements under Classes "A," "B," "C," "D" and "E" regardless of their length or cost, may be combined for weekly frequency discounts, providing they are computed on the basis of days per week usage, and not times per week usage. Starting time of announcements determine rate classification.

CLASS "A"

CLASS "A"

(6:29 p.m. to 10:00 p.m. week days; 5:59 p.m. to 10:00 p.m. Sundays)

|             | , , , , |           | - Per    | waak    | .,     |        |
|-------------|---------|-----------|----------|---------|--------|--------|
|             | 1 day   | 2 days    | 3 days   | 4 days  | 5 days | 6 days |
| 25 words or | : 15 se | cond stat | ion brea | iks:    |        |        |
| 1-12 wks    | 28.00   | 56.00     | 75.60    | 100.80  | 126.00 | 134.40 |
| 13-25 wks   | 28.00   | 56.00     | 75.60    | 98.28   | 122.85 | 131.04 |
| 26-38 wks   | 26.60   | 53.20     | 71.82    | 93.37   | 116.71 | 124.49 |
| 39-51 wks   | 25.90   | 51.80     | 69.93    | 90.91   | 113.64 | 121.21 |
| 52 weeks    | 25.20   | 50.40     | 68.04    | 88.45   | 110.57 | 117.94 |
| One minute  |         |           |          |         |        |        |
| 1-12 wks    | 32.00   | 64.00     | 86.40    | 115.20  | 144.00 | 153.60 |
| 13-25 wks   | 32.00   | 64.00     | 86.40    | 112.32  | 140.40 | 145.92 |
| 26-38 wks   | 30.40   | 60.80     | 82.08    | 106.70  | 133.38 | 138.62 |
| 39-51 wks   | 29.60   | 59.20     | 79.92    | 103.90  | 129.87 | 134.98 |
| 52 weeks    | 28.80   | 57.60     | 77.76    | 101.09  | 126.36 | 131.33 |
| JZ WEGES    | 40.80   |           | SS ''B   |         | 120.30 | 101.00 |
|             |         |           |          |         |        |        |
| /5.50       |         | ** 6.00   | n m r    | cook do |        |        |

|     | CLASS "B"                               |         |           |         |         |          |        |  |  |
|-----|---|---------|-----------|---------|---------|----------|--------|--|--|
|     | (5:59                                   | p.m.    | to 6:29   | p.m. w  | eek day | 78: 12:5 | i9     |  |  |
|     |   | D.m     | . to 5:59 | p.m.    | Sundays | )        |        |  |  |
| 50  | words or                                | r 20 se | cond tran | scribed | station | breaks   |        |  |  |
| 1-  | -12 wks                                 | 19.00   | 38.00     | 51.30   | 68.40   | 85.50    | 91.20  |  |  |
|     | 25 wks                                  | 19.00   | 38.00     | 51.30   | 68.40   | 85.50    | 88.92  |  |  |
| 26- | 38 wks                                  | 18.05   | 36.10     | 48.74   | 64.98   | 81 23    | 84.47  |  |  |
|     | 51 wks                                  | 17.58   | 35, 15    | 47.45   | 63, 27  | 79.09    | 82, 25 |  |  |
|     | weeks                                   | 17.10   | 34.20     | 46.17   | 61.56   | 76.95    | 80.03  |  |  |
|     |   |         | or transc |         | 01.00   |          |        |  |  |
|     | 12 wks                                  | 21.00   | 42.00     | 56.70   | 75.60   | 94.50    | 100.80 |  |  |
|     | 25 wks                                  | 21.00   | 42.00     | 56.70   | 75.60   | 92.14    | 98.28  |  |  |
|     | -38 wks                                 | 19.95   | 39.90     | 53.87   | 71.82   | 87.53    | 93.37  |  |  |
|     | 51 wks                                  | 19.43   | 38.85     | 52.45   | 69.93   | 85.23    | 90.91  |  |  |
|     | weeks                                   | 18.90   | 37.80     | 51.03   | 68.04   | 82.93    | 88.45  |  |  |
| 02  | *************************************** | 10.00   | CLAS      |         |         | 02.00    | 00.40  |  |  |
|     |   |         | CDA       | 35      |         |          |        |  |  |

(8:59 a.m. to 5:59 p.m. week days; 11:59 a.m. to 12:59 p.m. Sundays; 10:00 p.m. to 10:30 p.m. daily) ords or 20 second transcribed station breaks:

| 50 Words o | r 20 sec | ond trar | iscribed | station | breaks: |       |
|------------|----------|----------|----------|---------|---------|-------|
| I-12 wks   | 14.00    | 28.00    | 37.80    | 50.40   | 63.00   | 67.20 |
| 13-25 wks  | 14.00    | 28.00    | 37.80    | 50.40   | 63.00   | 67.20 |
| 26-38 wks  | 13.30    | 26,60    | 35.91    | 47.88   | 59.85   | 63.84 |
| 39-51 wks  | 12.95    | 25.90    | 34.97    | 46.62   | 58.28   | 62.16 |
| 52 weeks   | 12.60    | 25.20    | 34.02    | 45.36   | 56.70   | 60.48 |
| One minut  | e (live  | or trans | scrlbed) | :       |         |       |
| 1-12 wks   | 16.00    | 32,00    | 43.20    | 57,60   | 72.00   | 76,80 |
| 13-25 wks  | 16.00    | 32.00    | 43.20    | 57.60   | 72.00   | 76.80 |
| 26-38 wks  | 15.20    | 30.40    | 41.04    | 54.72   | 68.40   | 72.96 |
| 39-51 wks  | 14.80    | 29.60    | 39.96    | 53,28   | 66.60   | 71.04 |
| 52 weeks   | 14.40    | 28.80    | 38.88    | 51.84   | 64.80   | 69,12 |
|            |          | CLA      | 88 "D'   | ,       |         |       |
|            | 6:59 a.  | m. to 8  | :59 a.m. | Week    | days)   |       |
| 50 words o | r 20 see | ond tra  | nscribed | station | breaks: |       |
| 1-12 wks   | 11.00    | 22.00    | 29.70    | 39.60   | 49.50   | 52.80 |
| 13-25 wks  | 11.00    | 22.00    | 29.70    | 39.60   | 49.50   | 52.80 |
| 26-38 wks  | 10.45    | 20.90    | 28.22    | 37.62   | 47.03   | 50.16 |
| 39-51 wks  | 10.18    | 20.35    | 27.47    | 36,63   | 45.79   | 48.84 |
| 52 weeks   | 9.90     | 19.80    | 26.73    | 35.64   | 44.55   | 47.52 |

|            | 12       | 2:00 mid | inight d | aily)   |          |       |
|------------|----------|----------|----------|---------|----------|-------|
| 50 words o | r 20 sec | ond tran | nscribed | station | breaks:  |       |
| 1-12 wks   | 9.00     | 18.00    | 24.30    | 32.40   | 40.50    | 43,20 |
| 13-25 wks  | 9.00     | 18.00    | 24.30    | 32.40   | 40.50    | 43.20 |
| 26-38 wks  | 8.55     | 17.10    | 23.09    | 30.78   | 38.48    | 41.04 |
| 39-51 wks  | 8.33     | 16.65    | 22.48    | 29.97   | 37.46    | 39.96 |
| 52 weeks   | 8.10     | 16.20    | 21.87    | 29.16   | 36.45    | 38.88 |
| One minute |          | or trans |          |         | 001.20   | 00.00 |
| 1-12 wks   | 12.00    | 24.00    | 32.40    | 43.20   | 54.00    | 57.60 |
| 13-25 wks  | 12.00    | 24.00    | 32.40    | 43.20   | 54.00    | 57.60 |
| 26-38 wks  | 11.40    | 22.80    | 30.78    | 41.04   | 51.30    | 54.72 |
| 39-51 wks  | 11.10    | 22.20    | 29.97    | 39.96   | 49.95    | 53.28 |
| 52 weeks   | 10.80    | 21.60    | 29.16    | 38.88   | 48.60    | 51.84 |
| NOTE:      |          | breakdow |          |         | for conv |       |
| roferonos  |          | not to   |          |         | 00 00 0  |       |
|            |          |          |          |         |          |       |

reference. It is not to be considered as an offer of facilities and is subject to Rate Card 7. Figures shown are not rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as carned, in accordance with interpretation of Rate Card 7. PARTICIPATING ANNOUNCEMENT PROGRAMS

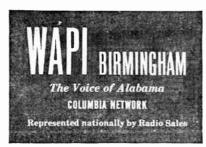
Itates on request.

DISCOUNTS
Application of Discounts
Programs and announcements may not be combined for any discount purposes. However, except as noted under



It seems that every station *must* have its "keen reporter with an alert evaluation of the news"but we have chosen these words wisely, for they best describe Wallace Beecham. He broadcasts the 6:00 PM news, 15 minutes which have a peak interest with news-conscious Alabamians who naturally expect—and get-the most complete news service from WAPI, "The Voice of Alabama."

6:00-6:15 Tuesday, Thursday, and Saturday evenings are available to an advertiser who knows the value of an experienced newscaster familiar to his listeners, gifted with the knowhow of reporting local and national events for industrial workers of Birmingham and farmers of Alabama alike. You can reach 'em with Beecham. For proof, see us or Radio Sales.



Weekly Frequency Discounts, all broadcasting under each section may be combined in computing discounts applicable to broadcasting under that section. Interruptions necessitated by broadcasts of special events of importance will not affect discounts. All discounts apply to time charges only.

Discounts will be allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned.

Where more than one time classification is used, first total up the gross one-day rates for the periods to be purchased and them deduct earned discounts, as follows:

Where more than one time classification is used, first total up the gross one-day rates for the periods to be purchased and then deduct earned discounts, as follows:

(1) Deduct the applicable weekly frequency discount (10% from the gross for 3, 4 or 5 days per week; 20% from the gross for 6 or more days per week; 20% from the gross for 6 or more days per week; 20% from the gross for 6 or more days per week; 20% from the gross for 6 or more days per week; 20% from the gross for 6 or more days per week; 20% from the gross for 6 or more days per week; 20% from the gross for 6 or more days per week; 20% from the gross for 6 or more days per week; 20% for an except the growth of the

Accepted at regular rates except one minute transcriptions—see "Announcements."

SERVICE FACILITIES

The station will endeavor to prepare any type of program desired by the advertiser and will furnish program ideas, list of talent and prices on request. contract and Other Requirements.

Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, one year. Programs and advertising copy subject to approval.

one year. Forgrams and advertising copy subject to approval.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

tables to second of the Personnel General Manager—Thad Holt, National Sales Manager—H. H. Holtshouser. Representatives
Radio Sales.

# WBRC (Established 1925)

Rates effective November 1, 1944. (Card No. 17.)
Owned and operated by Birmingham Broadcasting
Company, Inc.
Business Office and Studio—1727-1/2 Second Ave.,
North, Box 2311, Birmingham, Aia.
Transmitter—2400 Arkadelpnia Road, Birmingham.
Ala
Wave—Power—Time
Operating power—5.000 watts.
312.5 meters; 980 kilocycles.
Licensed to operate full time on cleared regional
channel. Operates on Central War Time.
Operating schedule: Sundsys 7:00 a.m. to 12:00 midnight.
Agency Commission
15% to recognized advertising agencies on time anu
talent charges; no cash discount—net 30 days. Bills
rendered and payable monthly.
General Advertising

rendered and payable monthly.

General Advertising
For combination rates see National Broadcastina
Company (Southcentral Group).

More than one minute charged at the five minute
rate. Rates are based on service within one year.
The following rates are for national advertising and
include music copyright fees.

|  | _                                   |  |                 |                 |  |  |
|--|-------------------------------------|--|-----------------|-----------------|--|--|
|  | BIRMINGHAM—Continued WBRC—Continued |  |                 |                 |  |  |
| WBI  | K ((                                | Continu                                | ed              |                 |  |  |
| (6:30 p.m. to 1  | CLASS                               | week day                               | s and 6:        | 00              |  |  |
| p.m. to  |                                     | .m. Sunda<br>26 ti.                    | ув)             |                 |  |  |
| 1 ti.  | 13 ti.<br>155.00                    | 26 ti.                                 | 52 tl.          | (†)             |  |  |
| 1 hour 160.00<br>1/2 hour 96.00                                    | 90.00                               | 150.00                                 | 145.00<br>80.00 | 140.00<br>75.00 |  |  |
| 1/4 hour 64.00   | 60.00                               | 55.00                                  | 49.00           | 43,00           |  |  |
| 5 minutes 32.00  | 30.00                               | 85.00<br>55.00<br>27.50                | 24.50           | 21.50           |  |  |
| (6:00 p.m. to 6  | CLASS                               | B. B.                                  | e and 1.        | nn .            |  |  |
| p.m. to  | 6:00 p                              | .m. Sunda                              | ys)             |                 |  |  |
| 1 hour 110.00  | 107.00                              | 104.00                                 | 93.50           | 88.00           |  |  |
| 1/2 hour 64.00<br>1/4 hour 42.00                                   | 62.00                               | 60.80                                  | 57.60<br>38.40  | 56.00<br>33.00  |  |  |
| 5 miniites 21.00   | 41.00<br>20.50                      | 40.50<br>20.25                         | 19.20           | 16.50           |  |  |
| 0 1111111111   | CLASS                               | 6:00 p.m.<br>85.00<br>42.50<br>27.00   |                 |                 |  |  |
| (7:00  | a.m. to                             | 6:00 p.m.                              | 80.00           | 75.00           |  |  |
| 1 hour 96.00<br>1/2 hour 48.00                                     | 45.00                               | 42.50                                  | 40.00           | 37.50           |  |  |
| 1/2 hour 48.00<br>1/4 hour 32.00                                   | 30.00                               | 27.00                                  | 24.00           | 21.00           |  |  |
| 5 minutes 20.00  |                                     |  | 16,50           | 16.00           |  |  |
| (10:30 p.m. t  | CLASS<br>0 12:00                    | "D"<br>midnight                        | and 6:          | nn              |  |  |
| (10:30 p.m. t  | m to 7:                             | 00 a.m.)                               | and o.          | 00              |  |  |
| 1 hour 53.33   | m. to 7:0                           | 50.00                                  | 48.33           | 46.66           |  |  |
| 1/2 hour 32.00   | 30.00                               | 28.33                                  | 26.66<br>16.33  | 25.00<br>14.33  |  |  |
| 1/4 hour 21.33<br>(†) 104 or more                                  | 20.00                               | 18.33                                  | 10.33           | 14.55           |  |  |
| AN   | NOUNC                               | EMENTS                                 |                 |                 |  |  |
|  | CLASS                               | "A"                                    |                 |                 |  |  |
|  | p.m. to                             | 10:30 p.n                              |                 |                 |  |  |
| One minute:  | 20.00                               | 156 times.<br>260 times.<br>312 times. |                 | 16.00           |  |  |
| 26 times   | 18.00                               | 260 times.                             |                 | 15.50           |  |  |
| 52 times   | 17.00                               | 312 times.                             |                 | 15.00           |  |  |
| 1 time 26 times  | 16.50                               |  |                 |                 |  |  |
| l time   | 18.00                               | 156 times.                             |                 | 14.40           |  |  |
| 26 times   | 16.20                               | 260 times.<br>312 times.               |                 | 13.95           |  |  |
| 52 times   | 15.30                               | 312 times.                             |                 | 13,50           |  |  |
| 1 time   | CLASS                               | "B"                                    |                 |                 |  |  |
| One minute: (  | All other                           | time)                                  |                 |                 |  |  |
| 1 time   | 16.00                               | 156 times.                             |                 | 12.80           |  |  |
| 26 times   | 14.40                               | 260 times.                             |                 | 12,40           |  |  |
| 26 times   | 13.60                               | 312 times.                             |                 | 12.00           |  |  |
| Chain breek  |                                     |  |                 |                 |  |  |
| 1 time   | 9,00                                | 156 times.<br>260 times.               |                 | 7.20            |  |  |
| 26 times   | 8.10                                | 260 times.                             |                 | 6,98            |  |  |
| 104 times  | 7.43                                | 512 (1шев.                             |                 | 0.15            |  |  |
| 101 01402  | TALE                                | NT                                     |                 |                 |  |  |
| Rates on request.  |                                     |  |                 |                 |  |  |
| Programa broadess  | MUTE C                              | ONTROL                                 | alda stud       | line are        |  |  |
| Programs broadcas<br>subject to extra                              | charges                             | for wire                               | service,        | special         |  |  |
| equipment, etc.  |                                     |  |                 |                 |  |  |
| THE  | ANSCH                               | PTIONS                                 | orded or        | OFTems          |  |  |
| Not restricted to  | certain b                           | ours. Tran                             | ucription       | service         |  |  |
| Regular time cha<br>Not restricted to<br>library available.<br>SER | Rates on                            | request.                               |                 |                 |  |  |
| SER  | VICE F                              | ACILITIE                               | g<br>Innitu     | d talant        |  |  |
| Program department<br>for programs.                                |                                     |  |                 |                 |  |  |
| Estimate of artists<br>Contract and Other                          | s' costs i                          | urnished o                             | n reques        | t.              |  |  |
| Contract and Other   | Require                             | ments                                  |                 | b.a-            |  |  |
| Advertising of alc<br>not accepted.                                | emolic b                            | everages,                              | omer the        | m Deer,         |  |  |

Advertising of alcebolic beverages, other than beer, not accepted.
Rates do not include talent. Regular announcers serve all advertisers without charge.
Closing Time
Arrangements for broadcast and talent programs close
48 hours in advance of broadcast.
Announcements, talks, recorded programs close 24 hours in advance of programs close 24 hours in advance of programs by electrical transcription, using S3-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.
Personnel
President—J. C. Bell.
Exclusive National Regresentatives
Paul H. Raymer Company.

# WSGN (Established 1927)

Rates effective March 1, 1945. (Card No. 7.)
Affiliated with The Birmingham News and AgeHerald.
Business Office and Studio—Dixie Carlton, Third
and 23rd Sts., Birmingham 2, Ala., telephone
4-3434.

and 23rd Sts., Birmingham 2. Ala., telephone 4-3434.
Transmitter—Alabama State Fair Grounds, Birmingham Ala.
Wave—Power—Time
Operating power—5.000 watts days; 1,000 watts nights.
491.8 meters; 610 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Operating schedule: Sundays 6:30 a.m. to 1:00 a.m.;
week days 5:00 a.m. to 1:00 a.m. to 1:00 a.m.;
Neemy Comm. 5:10n
15% to recognized advertising agencies; no cash discount. No commission on talent or wire charges.
Company, Inc. (Southeentral Group).
Announcements and programs cannot be combined to carr spreader discount. Programs take precedence over uni-nuncements.
The 10°1/wing rates are for station time only and do not include music copyright fees.
BMI, ASCAP, SESAC, and AMP licenses.
CIASS "A"
(6:00 pm. to 10:30 p.m.)

|       | CLASS   |                          |  |   |
|-------|---|--------------------------|--|---|
| (6:00 | p.m. to   | 10:30 p.m                | .)   |   |
|       | 1 hr.   | 1/2 hr.                  | 1/4 hr.  | 5 min.  |
| time  | 180.00  | 108.00                   | 72.00  | 45.00   |
| times | 153.00  | 91.80                    | 61.20  | 38.25   |
| times | 144.00  | 86.40                    | 57.60  | 36,00   |
|       |   | 81.00                    | 54.00  | 38.75   |
|       |   | 75.60                    | 50.40  | 31.50   |
|       | 117.00  | 70.20                    | 46.80  | 29.25   |
|       | 108.00  | 64.80                    | 43.20  | 27.00   |
|       |   | 59.40                    | 39.60  | 24.75   |
|       |   | 54.00                    | 36.00  | 22.50   |
|       | times | (6:00 p.m. to 1 hr. time | (8:00 p.m. to 10:30 p.m.       1 p.m.     1/2 pr.       time.     180.00     108.00       times.     153.00     91.80       times.     144.00     86.40       times.     135.00     81.00       times.     126.00     75.60       times.     117.00     70.20       times.     108.00     64.80       times.     99.00     59.40 | (6:00 p.m. to 10:30 p.m.)  1 hr. 1/2 hr. 1/4 hr.  time. 180.00 188.00 72.00  times. 153.00 91.80 61.20  times. 135.00 81.00 64.00  times. 135.00 81.00 64.00  times. 126.00 75.60 50.40  times. 117.00 70.20 46.80  times. 108.00 64.80 43.20  times. 99.00 59.40 39.60 |

| CLASS "B"                                |         | CLASS "B"                                 |      |
|--|---------|---|------|
|  |         | (All other time)                          |      |
| (6:00 a,m. to 6:00 p.m. and 10:30 p.m. t | 0       | (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to |      |
| 11:00 p.m.)                              |         | 11:00 p.m.)                               |      |
|  | 5 min.  | Per week-                                 | _    |
| 1 time 90.00 54.00 36.00                 | 22.50   | One hour: 13 wks. 26 wks. 39 wks. 52 w    | ks.  |
| 13 times 76.50 45.90 30.60               | 19.15   | 3 times                                   | .00  |
| 26 times 72.00 43.20 28.80               | 18.00   | 5 times                                   | .00  |
| 39 times 67.50 40.50 27.00               | 16.80   | 6 times                                   | .00  |
| 52 times 63.00 37.80 25.20               | 15.75   | One-half hour:                            |      |
| 104 times 58.50 35.10 23.40              | 14.65   |   | .00  |
| 156 times 54.00 32.40 21.60              | 13.50   | o times                                   |      |
| 260 times 49.50 29.70 19.80              | 12.40   | 3 411103                                  |      |
| 312 times                                | 11.25   | 0 (111100                                 | .00  |
|  | 11.40   | One-quarter hour: 75.00 67.50 60.75 57    | .00  |
| CLASS "C"                                |         |   | .00  |
| (11:00 p.m. to 6:00 a.m.)                |         | J times                                   |      |
| 1 time 60.00 36.00 24.00                 | 15.00   | 6 times 132.00 120.00 106.50 102          | .00  |
| 13 times 51.00 30.60 20.40               | 12.75   | CLASS "C"                                 |      |
| 26 times                                 | 12.00   | (11:00 p.m. to 6:00 a.m.)                 |      |
| 39 times 45.00 27.00 18.00               | 11.25   | One hour:                                 |      |
| 52 times 42.00 25.20 16.80               | 10.50   |   | .00  |
| 104 times                                | 9.75    | 5 111165                                  | .00  |
| 156 times                                | 9.00    | U CIMIES                                  | 3.00 |
| 260 times                                | 8.25    |   |      |
| 312 times                                | 7.50    | One-half hour:                            | 3.00 |
| 312 (Imes 30.00 15.00 12.00              | 1.00    | 3 1111163                                 |      |
| WEEKLY STRIP RATES                       |         |   | 0.00 |
| CLASS "A"                                |         | 6 times 130.00 120.00 110.00 100          | 0,00 |
| Q======                                  |         | One-quarter hour:                         |      |
| (6:00 p.m. to 10:80 p.m.)                |         |   | 3.00 |
| Per week                                 |         |   | 2.00 |
| One hour: 13 wks. 26 wks. 39 wks.        | 52 wks. | 6 times 88.00 80.00 71.00 68              | 3.00 |
| 3 times                                  | 225.00  | ANNOUNCEMENTS                             |      |
| 5 times 513.00 455.00 400.00             | 360.00  | CLASS "A"                                 |      |
| 6 times 594.00 528.00 471.00             | 411.00  | CLASS A                                   |      |
| One-half hour:                           |         | (5:59 p.m. to 10:30 p.m.)                 |      |
| 3 times 192.00 171.00 156.00             | 135.00  | One minute:                               | .25  |
| 5 times                                  | 215.00  | 1 11110                                   |      |
| 6 times                                  | 246.00  | 10 6111100 20.00 0                        | 3.90 |
| One-quarter hour:                        |         | 20 6111100111111111111111111111111111111  | 7.55 |
|  | 90.00   |   | 3.20 |
|  | 145.00  | 156 times 21.60                           |      |
|  | 165.00  | (This listing continued on next page)     |      |
| 6 times 240.00 213.00 192.00             | 100.00  | ( LUIS STREETH COULCURAGE ON MAYE balle)  |      |

# with the Programs Folks Listen to Most!

- **★ Jack Benny**
- **★** Bob Hope
- \* Fibber McGee & Molly \* Bing Crosby
- **★ Kay Kyser**

- **★ Eddie Cantor**
- **★ Rudy Vallee**
- \* Mr. District Attorney

NBC NETWORK

5,000 WATTS DAY & NIGHT BIRMINGHAM

PAUL H. RAYMER COMPANY, Representative

### ALABAMA--Continued

# BIRMINGHAM—Continued W S G N—Continued

| W 5 0                                 | ••      |        | maca          |       |  |  |
|---------------------------------------|---------|--------|---------------|-------|--|--|
| Chain breaks:                         |         |        |               |       |  |  |
| 1 time                                | 18.00   | 260    | times         | 13.50 |  |  |
| 13 times                              | 17.10   | 312    | times         | 12.60 |  |  |
| 26 times                              | 16.20   | 624    | times         | 11.70 |  |  |
| 52 times                              | 15.30   | 1000   | times         | 10.80 |  |  |
| 156 times                             | 14.40   |        |               |       |  |  |
|                                       | LASS    | "B"    |               |       |  |  |
| (5:59 a.m. to 5                       | 59 p.p  | a. and | 10:30 p.m. to | )     |  |  |
|                                       | 11:00   |        |               |       |  |  |
| One minute:                           |         |        |               |       |  |  |
| 1 time                                | 15.00   | 260    | times         | 11.25 |  |  |
| 13 times                              | 14.25   | 312    | times         | 10.50 |  |  |
| 26 times                              | 13,50   | 624    | times         | 9.75  |  |  |
| 52 times                              | 12.75   | 1000   | times         | 9.00  |  |  |
| 156 times                             | 12.00   |        |               |       |  |  |
| Chain breaks:                         |         |        |               |       |  |  |
| 1 time                                | 10.00   | 260    | times         | 7.50  |  |  |
| 13 times                              | 9.50    | 312    | times         | 7.00  |  |  |
| 26 times                              | 9.00    | 624    | times         | 6.50  |  |  |
| 52 times                              | 8.50    | 1000   | times         | 6.00  |  |  |
| 156 times                             | 8.00    |        |               |       |  |  |
| (                                     | ERAIL   | ,,C,,  |               |       |  |  |
| (11:00                                | p.m. to | 5:59   | a.m.)         |       |  |  |
| One minute:                           |         |        |               |       |  |  |
| 1 time                                | 9.00    | 260    | times         | 6.75  |  |  |
| 13 times                              | 8.55    | 312    | times         | 6.30  |  |  |
| 26 times                              | 8.10    | 624    | times         | 5.85  |  |  |
| 52 times                              | 7.65    | 1000   | times,        | 5.40  |  |  |
| 156 times                             | 7.20    |        |               |       |  |  |
| Chain breaks:                         |         |        |               |       |  |  |
| 1 time                                | 6.00    | 260    | times         | 4.50  |  |  |
| 13 times                              | 5.70    | 312    | times         | 4.20  |  |  |
| 26 times                              | 5.40    | 624    | times         | 3.90  |  |  |
| 52 times                              | 5.10    | 1000   | times         | 3.60  |  |  |
| 156 times                             | 4.80    |        |               |       |  |  |
| 156 timesSPEC                         | IAL F   | EATU   | KES           |       |  |  |
| News: Leased wire services available. |         |        |               |       |  |  |

News: Leased wire services available.
POLITICAL AND TALENT
Rates on request.
REMOTE CONTROL
RATES on request.
RECORDED PROGRAMS
Regular time charges apply; not restricted to certain bours.
TRANSCRIPTION.

Regular time charges apply; not restricted to cer tain hours.

TRANSCRIPTIONS

Transcription library service available.

Sentract and Other Requirements.

No contract accepted for longer than one year. Contracted time must be used within one year. Program position subject to time available. Programs subject to station manager's approval and to the regulations of the Federal Communications Commission; subject to change on 28 days' written notice by either party. Contracted rates not affected by changes in rate until expiration of contract. Quoted rates subject to change without notice.

Contracts void if the first broadcast is not made within 30 days following issue of contract. Right is reserved to refuse or discontinue any advertising. All proposals subject to prior sale. If advertiser terminates contract he will pay station according to published rates for the lesser number of periods for all services rendered.

Closing Time

Announcements and transcriptions close one day in advance Programs.

Closing Time
Announcements and transcriptions close one day in
advance. Programs of local talent and remote control
service, dependent on type of feature desired, server
age one week. Publicity and program listing in local
papers and magazines, one week.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 75 r.p.m. double turntables
for lateral cut recordings.
Personnel
Vice.Pears 6.

Personnel
Vice-Pres. & Gen'l Mgr.—Henry P. Johnston.
Assistant to the Gen'l Mgr.—Mrs. Evelyn Hicks.
National Sales—Julian A. Filmt.
Program Director—J. D. Shacklett.
Publicity—Miss Flay McPherson.
Representatives
Headley-Beed Company.

# **DECATUR**

(Morgan County)
WMSL

(Established 1985) Bates effective January 1. 1940. (Card No. 6.)
Owned and operated by The Tennessee Valley Broadcasting Co., Inc. (affiliated with the Mutual Savings Life Insurance Co.).
Business Office and Studio—511 Bank St., Decatur,
Ala, telephone 802.
Transmitter—Decatur, Ala.

| period of 52 weeks.    |        |
|------------------------|--------|
| 1 hour                 | 35.0   |
| 1/2 hour               | . 18.0 |
| 1/4 hour               | 10.0   |
| 5 minutes.             |        |
|                        |        |
| Announcement           | 8.0    |
| WEEKLY FREQUENCY RATES |        |
|                        |        |

| WEEKLY FREQUENCY RATES |                |                |                |                |  |  |  |
|------------------------|----------------|----------------|----------------|----------------|--|--|--|
| Four weeks:            | 1 ti.          | 2 ti.          | 8 ti.          | 6 ti.          |  |  |  |
| 1 hour<br>1/2 hour     | 33.25<br>17.10 | 81.50<br>16.20 | 29.75<br>15.80 | 26.25<br>13.50 |  |  |  |
| 1/4 hour               | 9.50           | 9.00           | 8.50           | 7.50           |  |  |  |
| 5 minutes<br>100 words | 5.70<br>2.85   | 5.40<br>2.70   | 5.10<br>2.55   | 4.50<br>2.25   |  |  |  |

|                    |       | ——Per      | week   |       |
|--------------------|-------|------------|--------|-------|
| Thirteen weeks:    | 1 ti. | 2 ti.      | 3 tl.  | 6 tl. |
| 1 hour             | 81.50 | 28.00      | 26, 35 | 22.75 |
| 1/2 hour           | 16.20 | 14.40      | 18.50  | 11.70 |
| 1/4 hour           | 9.00  | 8.00       | 7.50   | 6.50  |
| 5 minutes          | 5.40  | 4.80       | 4.50   | 8.90  |
| 100 words          | 2.70  | 2.40       | 2.25   | 1.95  |
| Twenty-six weeks:  |       |            |        |       |
| 1 hour             | 29.75 | 26.25      | 24.50  | 21.00 |
| 1/2 hour           | 15.30 | 18.50      | 12.60  | 10.80 |
| 1/4 hour           | 8.50  | 7.50       | 7.00   | 6.00  |
| 5 minutes          | 5.10  | 4.50       | 4.20   | 3.60  |
| 100 words          | 2.55  | 2.25       | 2.10   | 1.80  |
| Fifty-two weeks:   |       |            |        |       |
| 1 hour             | 28.00 | 24.50      | 22.75  | 19.25 |
| 1/2 hour           | 14.40 | 12.60      | 11.70  | 9.90  |
| 1/4 hour           | 8.00  | 7.00       | 6.50   | 5.50  |
| 5 minutes          | 4.80  | 4.20       | 8.90   | 8.30  |
| 100 words          | 2.40  | 2.10       | 1.95   | 1.65  |
| SPECI              | AL F  | EATURES    |        |       |
| Mine alone to make |       | -A- TO L-A |        | VIII  |

SPECIAL FEATURES
Time signals, weather reports, Breakfast Club, Farm and Home Hour, newscasts—rates and details on request.

POLITICAL AND RELIGIOUS

Political talks accepted without party preference; manuscript of talk must he left with station. Per minute 1.00.

Religious programs and of applications are supplied. minute 1.00.

Religious programs sold at regular station rates,
subject to regular frequency discount.

TALENT

Rates on request.

REMOTE CONTROL

All wire and mechanical charges, salaries of artists, etc., to be paid in advance, when required.

RECORDED PROGRAMS

No charge for transcription service. Transcription service available—details on request. Transcription

library service available—details on request.

SERVICE FACILITIES

Services of staff and announcers available without extra cost. Audition programs and rehearsals available at studies without charge.

Contract and Other Requirements

Programs and announcements subject to rules and regulations of the Federal Communications Commission and the Federal Trade Commission. Not responsible in case of equipment failure, breakdowns or other causes beyond control.

All material subject to approval. No contract accepted for longer than one year.

Closing Time

Closing Time
Closing date of program service is one week in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Personnel
President—Melvin Hutson.
General Manager—Ernest Mobley, Jr.
Program Director—Frank Lakey.

Representatives
Headley-Reed Company.

**DOTHAN** 

(Houston County)

WAGF (Established 1932)

Rates received June 14, 1987.
Owned and operated by Dothan Broadcasting Co.
Business Office and Studio-204-1/2 E. Main St.,
Dothan, Ala.
Transmitter-Headland Highway, Dothan, Ala.

Wave—Power—Time

Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time on local channel.
Operates on Central War Time.
Operating schedule: 7:00 a.m. to 11:00 p.m.

Operating schedule: 7:00 a.m. to 11:00 p.m. Agency Commission 15% on station time to recognized advertising agencies; no cash discount. Commission does not apply on talent. Bills rendered 1st of each month following broadcast; payable 10th of month.

General Advertising
For combination rates see Mutual Broadcasting Sys-

The following rates are for national advertising. (After 6:00 p.m.)

|                   | (Before 6:00 | p.m.)  |        |        |  |  |  |
|-------------------|--------------|--------|--------|--------|--|--|--|
| 1 ti.             | 13 ti.       | 26 ti. | 52 t1. | 78 ti. |  |  |  |
| 1 hour 30.00      | 28.50        | 27.00  | 25.50  | 24.00  |  |  |  |
| 1/2 hour 18.00    | 17,10        | 16.20  | 15.80  | 14.40  |  |  |  |
| 1/4 hour 10.00    | 9.50         | 9.00   | 8.50   | 8.00   |  |  |  |
| 5 minutes 5.00    | 4.75         | 4.50   | 4.25   | 4.00   |  |  |  |
| ANNOUNCEMENTS     |              |        |        |        |  |  |  |
| Theles suckles as |              | h      |        |        |  |  |  |

Price quoting permitted. To be broadcast at any time

|             | (After 6:00               | p.m.)          |                |                |
|-------------|---------------------------|----------------|----------------|----------------|
| 100 words 6 | t1. 18 t1.<br>3.00 5.70   | 26 ti.<br>5.40 | 52 ti.<br>5.10 | 78 t1.<br>4.80 |
| 100 words   | (Before 6:00<br>3.00 2.85 | p.m.)<br>2.70  | 2.55           | 2.40           |

REMOTE CONTROL Handled at regular rates, plus line charge.

Centract and Other Requirements
Advertising of alcoholic beverages, excepting beer and wine, not accepted. Right reserved to accept or reject any advertising.

Closing Time
Copy must be in three days before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 83-1/8 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel
Commercial Manager—Fred C. Moseley. Representatives
Headley-Reed Company.

**GADSDEN** 

(Etowah County)

WJBY (Established 1928)

(Established 1928)
Rates effective August 1, 1944.
Uwned and operated by Gadsden Broadcasting Company, Inc.
Business Office and Studio—108 Broad St., Gadsden,
Ala., telephone 88.
Transmitter—108 Broad St., Gadsden, Ala.
ave—Power—Time
Uperating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel. Operates on Central Standard Time.
Operating schedule: 7:00 a.m. to 11:00 p.m.
gency Commission

Operating schedule: 7:00 a.m. to 11:00 p.m. Agency Commission 15% on broadcasting rates only to advertising agencies; cash discount 270 of net—10 days from invoice date. No commission or cash discount on talent. Invoices mailed lat of month following broadcast. General Advertising For combination rates see Mutual Broadcasting System. The following rates are for national advertising. (After 6:00 p.m.)

|                   |         | I ti. | 26 ti.  | 51 t1.  | 101 ti. | 201 ti. | 301 ti. |
|-------------------|---------|-------|---------|---------|---------|---------|---------|
| 1                 | hour    | 72.00 | 68.40   | 64.80   | 61.20   | 57.60   | 54.00   |
| 1/2               | hour    | 42.00 | 39.90   | 37.80   | 35,70   | 33.60   | 31,50   |
| 1/4               | hour    | 24.00 | 22.80   | 21.60   | 20.40   | 19.20   | 18.00   |
| 10                | minutes | 17.40 | 16.54   | 15.66   | 14.80   | 13.92   | 13.06   |
| 5                 | minutes | 10.40 | 9.97    | 9,46    | 8.93    | 8,40    | 7.54    |
|                   |         | (B    | efore 6 | a.q 00: | 1.)     |         |         |
| 1                 | hour    | 43.20 | 41.04   | 38.88   | 36.72   | 34.56   | 32.40   |
| 1/2               | hour    | 25.20 | 23.94   | 22.68   | 21,42   | 20.16   | 18.90   |
| 1/4               | hour    | 14.40 | 13.68   | 12,96   |         | 11.52   | 10.80   |
| 10                | minutes | 10.44 | 9.92    | 9.40    | 8.86    | 8.35    | 7.84    |
| 5                 | minutes | 6.50  | 5.99    | 5.68    | 5.35    | 5.04    | 4.73    |
| ANNOUNCEMENTS     |         |       |         |         |         |         |         |
| (After 6:00 p.m.) |         |       |         |         |         |         |         |
| 100               | words   | 6.00  |         |         | 5.10    | 4.80    | 4.50    |
|                   |         |       |         |         |         |         |         |

Personnel
President—B. H. Hopson.
Station Manager—Beatrice Tate Benton.
Representatives Sears & Aper, ima.

HUNTSVILLE

# (Madison County)

WBHP (Established 1987)

(Established 1987)

Rates effective November 1, 1987. (Card No. 2.)

Owned and operated by Huntsville Broadcasting Co.

Business Office and Studio—318 W. Clinton St.,

Huntsville, Ala.

Transmitter—Two miles west of Huntsville, Ala.

Wave—Power—Time

Operating power—350 watts.
245.9 moters; 1230 kilocycles.

Lloensed to operate unlimited time. Operates on Central War Time.

Agency Commission
15% on time charges to recognized advertising agencies; no cash discount. Bills due and payable when rendered.

rendered.
neral Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.

|                    | 1 t1.  | 18 ti. | 26 ti.     | 52 ti |
|--------------------|--------|--------|------------|-------|
| 1 hour             | 50.00  | 40.00  | 30.00      | 28.0  |
| 1/2 hour           | 28.00  | 22.00  | 18.00      | 16.0  |
| 1/4 hour           |        | 12.00  | 10.00      | 8.00  |
| ANN                | OUNCE  | MENTS  |            |       |
| 5 minutes          |        | 4.00   | 8.00       | 8.00  |
| 100 word announce- |        |        |            |       |
| ments              | 8.00   | 2.75   | 2.50       | 2,2   |
| SPEC               | IAL FE | ATURES |            |       |
| News, sports, time |        |        | forecasts. | tem   |

rears, sports, time signals, weather forecasts, tem-perature reports, market quotations, etc.—rates on request. TALENT

Rates on request.

REMOTE CONTROL

Additional charge for line costs, engineering and traveling expenses for programs originating outside of station studios.

Centract and Other Requirements
Time charges includes services of complete program department, building programs, securing talent, continuity department and staff announcers.

All business accepted subject to the standard conditions governing contracts and orders for spot broadcasting adopted by the National Association of Broadcasters in cooperation with the American Association of Advertising Agencies.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using \$38-1/8 and 78 r.p.m. turntables.

Personnel
General Manager—W. H. Pollard.

Representatives None.

# MOBILE

(Mobile County) WALA

(Established 1930)



Rates effective January 1, 1942. (Card No. 6.)

Rates effective January 1, 1942. (Card No. 6.)

Owned and operated by W. O. Pape (doing business as Pape Broadcasting Company).

Business Office and Studio—A. T. & N. B. B. Bidgs., 106 St. Joseph St., Mobile, Ala., telephone 3-8787.

Transmitter—Tensas Bridge Head, Baldwin County, Ala.

Wave—Power—Ilms
Operating power—5,000 watts.
212.8 meters; 1410 kilocycles.

Licensed to operate full time. Operates on Central Market Company.

Olar Transphedule: Sundays 7:00 s.m. to 12:00 mid-night; week days 6:00 s.m. to 12:00 midnight.

Agency Commission
Operating sports on national accounts only. No commission on talent charges. Cash discount 2%—10 days.

General Advertising
Company.

All discounts are for consecutive broadcasts to be used within one year from start of schedule.

The following rates are for national advertising and include music copyright fees.

1:1 181: 22 ti. 52 ti. 104 ti. 156 ti.

1 hour... 120.00 114.00 108.00 102.00 98.00 90.00 1/2 hour... 72.00 68.40 64.80 61.20 57.60 54.00 1/4 hour... 48.00 45.60 43.20 40.80 38.40 36.00 1/4 hour... 84.00 57.00 54.00 51.00 48.00 45.00 1/4 hour... 84.00 57.00 54.00 51.00 48.00 48.00 16.80 5 minutes 22.50 21.38 20.25 19.18 18.00 16.80 16.88 61.20 16.20 17.20 18.00 5 minutes 12.50 22.80 21.80 20.25 19.18 18.00 16.80 5 minutes 12.50 22.80 21.80 20.25 19.18 18.00 16.80 5 minutes 11.25 10.69 10.13 9.56 9.00 8.44 ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m.)

ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m.)

1 minute 12.50 11.88 11.25 10.63 10.00
(6:00 s.m. to 6:00 p.m.)

1 minute 8.12 7.71 7.81 6.91 6.50 9.38

1 minute 8.12 7.77 7.81 6.91 6.50 6.09

SPECIAL FEATURES

Rates on request.

POLITICAL

Same as regular rates, with unlimited time.

TALENT

Facilities and talent are extra—details on request.

REMOTE CONTROL

Additional charges are made for programs originating outside the studios, and for programs requiring special production.

TRANSCRIPTIONS
Regular time charges apply. Not restricted to cer-

Regular time charges apply. Not restricted to certain hours.
Contract and Other Requirements
Advertising of alcoholic beverages accepted.
Rates cover only broadcasting time; all expense of programs, artists, etc., is additional thereto. The program department will assist the advertiser in securing talent and arranging programs, but acts only as the advertiser's agent.
Station reserves the right to omit or alter programs not acceptable to the management.
Any contract for radio advertising is subject to all authorized requirementa, regulations and acts passed by the various states or by the United States Government or its departments and bureaus with regard to radio broadcasting control. Available hours, contract forms and additional information will be sent upon request.
Closing Time
Ten days in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using S3-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings. Instantaneous recording equipment available.

Personnel
General Manager—W. O. Pape.

Personnel Manager—W. O. Pape, Commercial Manager—H. K. Martin. Representatives Headley-Reed Company.

# WMOB (Established 1939)



Rates received March 15, 1948. Owned and operated by S. B. Quigley. Business Office and Studio — 600 St. Louis St., Mobile, Ala.
Transmitter—600 St. Louis St., Mobile, Ala.

Transmitter—600 St. Louis St., Mobile, Ala.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Agency Commission
15% to recognized advartising agencies; cash discount 2%. Bills rendered 1st of month, payable 15th of month.
General Advantation

eount aw. Description of month of months of m

|     | (6:00 p.m. to | 11:00 | p.m. we | ek days | : 1:00 | 1       |
|-----|---------------|-------|---------|---------|--------|---------|
|     | p.m. to       | 11:00 | p.m. 81 | indaya) |        |         |
|     | -             | 1 11. | 18 ti.  | 26 tl.  | 52 t1. | 104 ti. |
| 1   | hour          |       |         | 90.00   | 85.00  | 80.00   |
|     | hour          | 60.00 |         | 54.00   | 51.00  | 48.00   |
| 1/4 | hour          | 40.00 | 88.00   | 86.00   | 84.00  | 82.00   |
|     | minutes       | 20.00 | 19.00   | 18.00   | 17.00  |         |
|     |               |       |         |         |        | 16.00   |
| 1   | minute        | 7,50  | 7.00    | 6.50    | 6.00   | 5.50    |

CLASS "B" (7:00 a.m. to 6:00 p.m. week days; before 1:00 p.m. Sundays)

|     |         | 1 ti.  | 13 ti.     | 26 t1. | 51 tl. | 104 t1. |
|-----|---------|--------|------------|--------|--------|---------|
| 1   | hour    | 50.00  | 47.50      | 45.00  | 42.50  | 40.00   |
| 1/2 | hour    | 80.00  | 28.50      | 27.00  | 25,50  | 24.00   |
| 1/4 | hour    | 20.00  | 19.00      | 18.00  | 17.00  | 16,00   |
| 5   | minutes | 10.00  | 9.50       | 9.00   | 3.50   | 8.00    |
| 1   | minute  | 5,50   | 5.00       | 4.50   | 4.00   | 8.50    |
|     | SPEC    | TAT. B | I TEL A SE | 2164   |        |         |

SPECIAL FEATURES
Newscasts: Leased wire service; program time, plus cost of service.

cost of service.

TALENT

Local talent available.

REMOTE CONTROL

Complete recording and delayed play-back facilities
—studio, network lines and remotes.

TRANSCRIPTIONS

Transcription library service available. Regular rates
annly.

apply.

SERVICE FACILITIES

Continuity department available.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer, is not accepted.

No foreign language programs accepted. Programs and copy subject to approval. Contracts subject to cancellation one week in advance by written notice, accompanied by certified check at short rate to date of last program.

Closing Time

Contracts close one week in advance of first broadcast. Announcements, transcriptions and talks close 48 hours in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Station Manager—S. B. Quigley.
Commercial Manager—F. E. Busby.

Representatives Sears & Ayer, Inc.

# MONTGOMERY

(Montgomery County) WCOV (Established 1939)



Rates effective September 1, 1948.
Owned and operated by G. W. Covington, Jr., Montgomery, Ala.
Business Office and Studio—Exchange Hotel, Montgomery 2, Ala.
Transmitter—Narrow Lane Road, Montgomery. Ala.

Parasmitter—Narrow Lane Road, Montgomery, Ala.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule: 8:30 a.m. to 11:05 p.m.

Agency Commission

15% to recognized advertising agencies on net
charges for station time. No commission on program
charges. Rates otherwise are net; bills due and payable 10th of month following broadcast.

able 10th of month locations General Advertising For combination rates see Columbia Broadcasting System (Southcentral Group).

CLASS "A"

(6:00 p.m. to 11:05 p.m.)

1 1/2 1/4 10 5
min. (†)

|     |         | 1      | 1/2      | 1/4    | 10    | 5     |       |
|-----|---------|--------|----------|--------|-------|-------|-------|
|     |         | hour   | hour     | hour   | min.  | min.  | (†)   |
| - 1 | time    | 100.00 | 60.00    | 40.00  | 80.00 | 20.00 | 10.00 |
| 13  | times   | 95.00  | 57.00    | 88.00  | 28.50 | 19.00 | 9.50  |
| 26  | times   | 90.00  | 54.00    | 36.00  | 27.00 | 18.00 | 9.00  |
| 39  | times   | 85.00  | 51.00    | 84.00  | 25.50 | 17.00 | 8.7   |
| 52  | times   | 80.00  | 48.00    | 82.00  | 24.00 | 18.00 | 8.50  |
| 104 | times   | 75.00  | 45.00    | 80.00  | 22.50 | 15.00 | 8.00  |
| 156 | times   | 70.00  | 42.00    | 28.00  | 21.00 | 14.00 |       |
| 260 | times   | 65.00  | 87.50    | 25.00  | 18.75 |       | 7.50  |
| 312 | times   | 60.00  | 86.00    | 24.00  |       | 12.50 | 7.00  |
| 312 | t111100 | 00.00  |          |        | 18.00 | 12.00 | 6.50  |
|     |         |        | CLASS    | "B"    |       |       |       |
|     |         | (6:30  | a.m. to  | 6:00 1 | o.m.) |       |       |
| 1   | time    | 60.00  | 86.00    | 20.00  | 18.00 | 12.00 | 6.50  |
| 13  | times   | 57.50  | 84.50    | 19.00  | 15.25 | 11.50 | 6.2   |
| 26  | times   | 55.00  | 33.00    | 18.00  | 14.50 | 11.00 | 6.00  |
| 39  | times   | 52,50  | 81.50    | 17.00  | 13.75 | 10.50 | 5.7   |
| 52  | times   | 50.00  | 80.00    | 16.00  | 13.00 | 10.00 | 5.50  |
| 104 | times   | 47.50  | 28.50    | 15.00  | 12.25 | 9.50  | 5.00  |
| 156 | times   | 45.00  | 27.00    | 14.00  | 11.50 | P.00  | 4.78  |
| 260 | times   | 40.00  | 24.00    | 12.00  | 10.00 |       |       |
| 312 | times   | 87.50  | 22.00    |        |       | 8.00  | 4.2   |
|     |         |        | or less. | 11.00  | 9.25  | 7.50  | 4.00  |
|     | One     | minute | OT 1886. |        |       |       |       |
|     |         |        |          |        |       |       |       |

SPECIAL FEATURES
News survice, quiz program, and other service—rates on request.

on request.

TALENT

Electric organ in studio—rates on request.

REMOTE CONTROL

Cost of telephone lines and incidenta; expense in connection with remote pick-ups in addition to station time costs.

tion time costs.

Contract and Other Requirements
Beer and wine advertising accepted.
Rates guaranteed for one year from date of first
broadcast, with or without interruption. No contract
to exceed one year's duration. Rates are for station
time only.

All business accepted subject to the standard conditions governing contracts and orders for spot broadcasting adopted by the National Association of Broadcasters and rules and regulations of the Federal
Communications Commission.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel Pres. & Gen'l Mgr.—G. W. Covington, Jr. Prod. & Com'l Mgr.—John C. Hughes.

Representatives
Howard H. Wilson Company.

WSFA (Established 1980)



Rates effective September 15, 1948.

Owned and operated by the Montgomery Broadcasting Company, Inc.

Business Office and Studio-Jefferson Davis Hotel, P. O. Box 1031, Montgomery 2, Ala.

Transmitter—Narrow Lane Road, Montgomery, Ala.

Transmitter—Narrow Lane Road, Montgomery, Ala. Wave—Power—Time
Operating power—1,000 watts daya; 500 watts nights.
208.3 meters; 1440 kilocycles.
Licensed to operate unkimited time. Operates on Central War Time.
Operating schedule: 6 00 a.m. to 12:00 midnight.
Agency Commission
15% on station time to recognized advertising agencies; no cash discount. Commission does not apply on talent. Invoices mailed monthly; due and payable first of month following broadcast.
Ganaral Advartaina

General Advertising
For combination rates see National Broadcasting
Company (Southcentral Group).
ASCAP, BMI and SESAC Ilcenses.

|     |          |        | CLASS          | **A**        |       |       |         |
|-----|----------|--------|----------------|--------------|-------|-------|---------|
|     |          | (6:00  | p.m. to        | 10:80        | p.m.) |       |         |
|     |          | 1      | 1/2            | 1/4          | 10    | 5     | 1 min.  |
|     |          | hour   | h-ur           | hour         | min.  | min.  | or less |
| 1   | time     | 100.00 |                | 40.00        | 80.00 | 20.00 | 10.00   |
| 18  | times    | 95.00  |                | 88.00        | 28.50 | 19.00 | 10.00   |
| 26  | times    | 90.00  |                | 86.00        | 27.00 | 18.00 | 9.75    |
| 39  | times    | 85.00  |                | 84.00        | 25.50 | 17.00 | 9.75    |
| 52  | times    | 80.00  |                | <b>82.00</b> | 24.00 | 16.00 | 9.50    |
| 104 | times    | 75.00  | 45.00          | 30.00        | 22.50 | 15.00 | 9.00    |
| 156 | times    | 70.00  |                | 28.00        | 21.00 | 14.00 | 8,50    |
| 260 | times    | 65.00  | 37.50          | 25.00        | 18.75 | 12.50 | 8.00    |
| 312 | times    | 60.00  | 8Œ.00          | 24.00        | 18.00 | 12.00 | 7.50    |
|     |          |        | CLASS          | "B"          |       |       |         |
|     |          | (6:00  | a.m. to        |              | p.m.) |       |         |
| 1   | time     | 60.00  | 8 <b>6</b> .00 | 20.00        | 16.00 | 12.00 | 7.50    |
| 13  | times    | 57.50  | 34.50          | 19.00        | 15.25 | 11.50 | 7.50    |
| 26  | times    | 55.00  | 83.00          | 18.00        | 14.50 | 11.00 | 7.25    |
| 39  | times    | 52.50  | 81.50          | 17.00        | 18.75 | 10.50 | 7.25    |
| 52  | times    | 50.00  | 8a.00          | 16.00        | 18.00 | 10.00 | 7.00    |
| 104 | times    | 47.50  | 28.50          | 15.00        | 12,25 | 9.50  | 6.50    |
| 156 | times    | 45.00  | 27.00          | 14.00        | 11.50 | 9.00  | 6.00    |
| 260 | times    | 40.00  | 24.00          | 12.00        | 10.00 | 8.00  | 5.60    |
| 312 | times    | 37.50  | 22.00          | 11.00        | 9.25  | 7.50  | 5.00    |
| _   |          | SPE    | CIAL F         |              |       |       |         |
|     | and mile |        |                |              |       |       |         |

Leased wire news service. Rates on request.

Rates on request. TALENT
REMOTE CONTROL
Arrangements can be made for remote control broadcasts; 10.00 service charge plus telephone lines at cost.

Arrangements can be made for remote control broadcasts; 10.00 service charge plus telephone lines at
cost.

TRANSCRIPTIONS

Transcription library service available. Regular time
charges apply to electrical transcription programs.
Not restricted to certain hours.

SERVICTO FACILITIES

Retail market data, maps and other information furnished on request. Merchandising service at no extra
cost, except where this service includes mailing of
form letters, displays, etc., which will be furnished
at actual cost.

Contract and Other Requirements
Advertising of beer and wine accepted.
Price quoting permitted on both sanouncements and
programs.

Advertising contracts with this station are not assignable, nor are any periods sold in bulk for resale.
Station does not assume or incur any liability of any
kind or character, either by reason of statements made
over station or for injuries or accidents to performers,
entertainers, speakers or other talent, or the officera,
agents, servants or employees of the user while on the
premises of the station or any remote control point,
and the user, as a part of the consideration for the
execution of spreements, does expressly agree to indemnify and save the station harmless from all loss,
cost or damage or whatsoever kind or nature which
may be sustained by it as a result thereof.
Programs, talks and announcements are subject to
approval without objection or liability. Programs
unit conform to the standards of the station and be
in compliance with the laws of the United States,
the laws of the State of Alabama, and the rules and
regulations of the FC@.

Closing Time

Talent programs close one week in advance of broadcast. Announcements, talks and recorded programs
close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Instantaneous recording equipment available.

Perso. & Gen'l Mgr.—Howard E. Pill
Assistant, General Marager—John B. DeMctte.

Presonnell Presonnell Presonnell Presonnell Presonnell Presonnell Mgr.—Howard E. Pill Assistant General Manager—John B. DeMctte. Representatives
Headley-Reed Company.

# MUSCLE SHOALS CITY

WLAY (Established 1938)



Rates effective June 12, 1948. (Card Ne. 2.)
Owned and operated by Muscle Shoals Broadcasting
Corporation.
Business Office and Studio—620 E. Second St., P.O.
Box 230. Sheffield, Als.
Transmitter—620 E. Second St., Muscle Shoals, Als.
/ave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kitocycles.
Licensed to operate full time on local channel. Operating schedule: 6:30 s.m. to 11:00 p.m.
gency Commission

Agency Commission
15% to recognized advertising agencies; cash discount 2%. Bills due and payable first of month following broadcast.

# **ALABAMA**—Continued

# MUSCLE SHOALS CITY CONTINUED

# W L A Y—Continued

General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.
The following rates are for national advertising.
Maximum time between programs to arrive at rate is

(6:30 a.m. to 11:00 p.m.)

| _   |         | 1 tl. | 18 ti. | 26 ti. | 52 tl. |
|-----|---------|-------|--------|--------|--------|
| 1   | hour    | 50.00 | 40.00  | 80.00  | 25.00  |
| 1/2 | hour    | 25.00 | 20.00  | 15.00  | 12.50  |
| 1/4 | hour    | 15.00 | 12.50  | 10.00  | 7.50   |
| 5   | minutes | 7.50  | 6.25   | 5.00   | 3.75   |

# ANNOUNCEMENTS

2.50 2.25 2.00 1.85 1.75 1.50 SPECIAL FEATURES
Newscasts, sports, special features—rates on request.
POLITICAL
Rates on request.

REMOTE CONTROL

Details on request.

TRANSCRIPTIONS
Regular time charges apply.

Contract and Other Requirements
lates are for station time only and do not include
talent. Price quoting permitted. Right reserved to
edit, change, or reject any announcement not in
keeping with the policy of the station.

Closing Time
One day in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
General Manager—E. J. Sperry.

Representatives Sears & Ayer, Inc.

# **OPELIKA**

(Lee County)

WJHO

(Established 1940)



Rates effective February 1, 1944.

Owned and operated thy Opelika-Auburn Broadcasting Company.

Bushess Office and Studio — 1400 Auburn Road.
Opelika, Ala., telephone 856.
Transmitter—Auburn Road, Opelika, Ala.

Wave—Power—Time
Operating power—250 watts days; 100 watts nights.
214.3 meters; 1400 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Operating schedules 2000 — Time.

War Time. Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized agencies; no cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.

CLASS "A"

(6:00 p.m. to 12:00 midnight)

1 hr. 1/2 hr.
45.00 27.00
42.75 25.65
40.50 24.30
38.25 22.95
36.00 21.60
33.75 20.50 1/4 hr. 15.00 14.25 13.50 12.75 5 min. 7.50 7.15 6.75 6.40 6.00 5.60 time..... times..... times.....

ANNOUNCEMENTS

CLASS "A"

|       | (6:00 a.m. to 12 | :00 midni | ght)    |         |
|-------|------------------|-----------|---------|---------|
|       | ,                | 100 wds.  | 50 wds. | 25 wds. |
| 1     | time             | 4.00      | 2.50    | 1.50    |
| 13    | times            | 8.80      | 2.40    | 1.45    |
| 26    | times            | 3.60      | 2.25    | 1.85    |
| 52    | times            |           | 2.15    | 1.30    |
| 104   | times            |           | 2.00    | 1.20    |
| 150   | times            | 3.00      | 1.90    | 1.15    |
| 300   | times            | 2.75      | 1.75    | 1.10    |
| 000.1 | times            | 2.25      | 1.50    | 1.00    |
|       | REMOTE C         | ONTROL    |         |         |

Provision for remote pick-ups anywhere is available.
All line costs, transportation and expense of installation to be paid for at existing rates at time of usage.

tion to be paid for at existing rates at time of usage.

TRANSCRIPTIONS

liegular time charges apply to programs from station library without extra charge other than performance rights. Can furnish any type music at cost. Not restricted to certain hours.

Contract and Other Requirements
Advertising of slooholic beverages other than beer and wine not accepted.

Rates are for station time only; talent is extra. Maximum contract one year. Right reserved to censor and reject any material which, in the opinion of the management, does not conform to good taste.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel General Manager—F. M. Hyatt, Commercial Manager—Jim Ownby,

# **SELMA**

(Dallas County)

# WHBB

(Established 1935)

itates effective December 1, 1939. Owned and operated by Selma Broadcasting Co., Inc. Business Office-P. O. Bor 26, Selma, Ala. Studio-209 Washington St., Selma, Ala. Transmitter-Edgewood, Selma, Ala.

Wave—Power—Time
Operating power—100 watts.
201,3 meters; 1490 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission
15% on station time to recognized advertising agencies; cash discount 2%—10 days.

General Advertising

For combination rates see Mutual Broadcasting System

| (6            | :00 p.m. to         | 10:00 p.n |          |          |
|---------------|---------------------|-----------|----------|----------|
|               | -                   | 1 ti.     | 13 ti.   | 26 ti.   |
| 1/2 hour      |                     | 30.00     | 25.00    | 20.00    |
| 1/4 hour      | ****************    | 17.50     | 15.00    | 12.50    |
|               | ******************* |           | 7.50     | 6.75     |
| (             | 7:00 a.m. to        | m.g 00:8  | )        |          |
|               |                     |           | 18.00    | 15.00    |
| 1/4 hour      |                     | 12.00     | 10.00    | 9.00     |
| 5 minutes     |                     | _ 6.00    | 5,00     | 4.50     |
|               | ANNOUNCE            | MENTS     |          |          |
| No additional |                     |           | man 16 a | estleble |

No additional charge for requested times if available.

| 150 words... 3.50 | 2.75 | 2.25 | 1.75 | 1.50 | SPECIAL FEATURES
News: Leased wire service—rates on request.
POLITICAL

or lateral cut recomme.

Personnel
Vice-Pres. & Gen'l Mgr.—Julien Smith, Jr.

Promotion Manager—Erin Reynolds.

Representatives
Sears & Ayer, Inc.

# TUSCALOOSA

(Tuscaloosa County)

WJRD (Established 1936)



Rates effective January 1, 1943.

Nations effective January 1, 1948.
Owned and operated by J. R. Doss, Jr.
Business Office and Studio—First National Bank
Bidg., Tuscaloosa, Ala.
Transmitter—Tuscaloosa, Ala.
Wave—Power—Time
Operating power—250 watts.
213.9 meters; 1230 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

tral War Time.

Agency Commission
15% to recognized advertising agencies; no cash discount. Commission does not apply on talent. Invoices mailed lat of each month.

General Advertisins
For combination rates see Keystone Network.

Frequency discounts applicable only if contract is used a minimum of once each week. Discounts are for broadcasts to be used within one year from start of schedule.

The following rates are for national advertising.

(Day or Night)

|     |        |       | (Day or N | ight)  |        |         |
|-----|--------|-------|-----------|--------|--------|---------|
|     |        | 1 ti. | 13 ti.    | 26 t1. | 52 tl. | 300 ti. |
| 1   | hour   | 60.00 | 57.00     | 54.00  | 48.00  | 42.00   |
| 1/2 | hour   | 30.00 | 28.50     | 27.00  | 24.00  | 21.00   |
| 1/4 | hour   | 15.00 | 14.25     | 13.50  | 12.00  | 10.50   |
| 5   | minute | 7.00  | 6.65      | 6.30   | 5.60   | 4.90    |
| 1   | minute |       | 1.90      | 1.80   | 1.60   | 1.40    |
|     |        | SP    | ECIAL FE  | ATURES |        |         |

I minute 2.00 1.90 1.80 1.60 1.40

SPECIAL FEATURES

News broadcasts, sports review, housekeepers chats, time signals—information on request.

Orab Bas: 7:45 a.m. to 8:45 a.m.

Swing Session: 3:30 p.m. to 4:30 p.m.

1 ti. 13 ti. 26 ti. 39 ti. 52 ti.

100 words... 2.25 2.14 2.03 1.91 1.80 60 words... 1.25 1.19 1.13 1.06 1.00 25 words... 1.20 1.19 1.35 1.06 1.00 25 words... 1.20 25 words... 1.20 25 words... 1.20 1.19 1.35 1.80 1.06 1.00 25 words... 1.20 1.19 1.13 1.06 1.00 25 words... 1.20 FOLITICAL Per minute 2.00; cash with order. Copy must be submitted to station before broadcast.

TRANSCHIPTIONE

All types of talent available—rates on request.

REMOTE CONTROL

Facilities available. Expense charged at cost.

TRANSCRIPTIONS

No extra charge. Transcription library service available—rates and details on request.

Contract and Other Requirements

Station is not responsible for failure to broadcast programs due to breakdown, or other causes beyond comtrol. Right reserved to cancel all programs of an objectionable character.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Owner & Gen'l Mgr.—J. R. Doss. Fr.

for vertical and lateral cut recordings.

Personnel
Owner & Gen'l Mgr.—J. R. Doss. Jr.

Representatives
None.

# **ARIZONA**

# ARIZONA BROADCASTING CO., INC.

Heard Bldg., Phoenix, Ariz., telephone 4-4161. Note: Address correspondence to KTAR or ABC Network, Heard Bldg., Phoenix, Ariz.

Comprised of:

KTAR—Phoenix KVOA—Tucson KYUM—Yuma KYCA—Prescott KGLU—Safford KWJB—Globe-Miami

Rates effective July 1, 1944.

Rates effective July 1, 1944.

Wave—Power—Time
See individual listings.
Agency Commission
15% on net station time to advertising agencies recognized by station; no cash discount.
General Advertising
Network programs may originate from either Phoenix,
Tucson or Yuma. Network wire facilities are available without charge between the six primary markets.

kets.
For other combination rates see National Broadcasting Company (Arizona Group—Pacific Coast Net-

ing Company (Arizona Company (Arizona Work).

Music copyright fees are included in rates.

Discounts apply on station time charges and are allowed only on programs under contract not exceeding one year's duration, and without lapse. Announcements and programs may not be combined to earn frequency discounts.

CTASS "A"

312 times... 162.50 97.50 65.00 32.50 22.75

CTLASS "B"

(All ether time)

1 time... 125.00 75.00 50.00 25.00 17.50

13 times... 112.50 67.50 45.00 22.50 15.75

326 times... 112.50 67.50 45.00 22.50 15.75

39 times... 108.25 63.75 42.50 21.25 14.87

52 times... 109.00 60.00 40.00 20.00 14.00

104 times... 93.75 56.25 37.50 18.75 18.13

260 times... 81.25 48.75 32.50 16.25 11.37

(\*) Announcements one minute or less, including 25 word chain breaks or time signals.

All announcements, transcribed or otherwise, to be handled by individual stations.

nanded by individual stations.

SPECIAL FEATURES

Market reports, news, news commentaries, locally produced talent programs, electrical transcribed features, sports reviews, weather and irrigation reports—information and rates on request.

TALKES

When acceptable, talk programs are handled and charged for as program time.

TALENT

Rates on request.

Rates on request.

REMOTE CONTROL

Rates and details on request.

TRANSCRIPTIONS

Music library services available—rates on request.

Services of announcing and operating staff in obtaining talent, arranging and presenting programs, are included without extra charge. Merchandising or dealer surveys, when desired, at actual cost.

dealer surveys, when desired, at actual cost.

Contract and Other Requirements

Rates are for station time only, including facilities, and paid newspaper advertising program listings; talent is extra.

Network programs to be broadcast simultaneously over all six ABC stations, unless transcriptions are furnished each station, in which case times may then be staggered, if so desired hy advertiser. Electrical transcriptions or announcement material is to be furnished each station when announcements, chain breaks, time signais, etc., are used by the advertiser.

All programs, announcements, advertising talks, etc., subject to acceptance by management, and must conform to network polley. Right reserved to reject or discontinue any advertising, announcements or programs. Contracts subject to cancellation by advertiser on 30 days' written notice, accompanied by a certified check for short rates at rate earned by period advertiser will have used to date of cancellation, plus all amounts due to that date. Contracts are not transferable.

Any and all time allotted to advertiser may be taken.

tiser will have used to date of cancellation, plus all amounts due to that date. Contracts are not transferable. Any and all time allotted to advertiser may be taken for broadcasting other programs or events which, in the judgment of the management, are of greater value or service to network or publio. The management shall endeaver to notify advertiser in advance of any such appropriation of advertiser's time and will allot other time to compensate, or allow a pro rata reduction of charge if other time cannot be allotted. Should the advertiser fall to furnish matter for any portion of contract, management may prepare same to best of its ability. The network is not liable to advertiser for any error or omission in broadcasting at any time except to the extent of allowing a pro rata reduction in charges not to exceed amount of time occupied by such error or omission. The management may terminate contract without notice if the advertiser shall fail to pay as aforesaid, if the advertiser becomes insolvent, makes an assignment for the benefit of creditors, is adjudged a bankrupt, or a receiver of the property or business of the advertiser is appointed; upon the expiration of 14 days' written notice to the advertiser of the company's intention to terminate the same, without prejudice to the rights of either party prior to such termination date. Contracts subject to laws, rules or regulations now existent or made in future by any duly constituted authority or governmental agency in relation to radio or kindred subjects. All proposals subject to prior booking of time.

# ARIZONA BROADCASTING CO., INC.—Continued

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using \$3-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel
Manager-Dick Lewis. Representatives
Paul H. Raymer Company.

# ARIZONA NETWORK, THE

836-838 N. Central Ave., Phoenix, Ariz.

Note: Address correspondence to The Arizona Network, P. O. Box 2671, Phoenix, Ariz. Telephone: 4-4144.

Comprised of:

KSUN-Bisbee KOY-Phoenix

KTUC-Tucson Rates effective June 1, 1944. (Card No. 2.)

Wave-Power-Time See individual listings.

|     | noon to 10:30 p.m               |                                |
|-----|---------------------------------|--------------------------------|
| 1   | time 25.50 2                    | 60 times 19,13                 |
| 13  | times 24.23 5                   | 20 times 17.85                 |
| 26  | times 22.95 7                   | 80 times 16.58                 |
| 52  | times 21.68 10                  | 40 times 15.30                 |
| 104 | times 20.40                     |                                |
|     | (All other ti                   | mes)                           |
| 1   | time 12.75 2                    | 60 times 9.56                  |
| 13  | times 12.11 5                   | 20 times 8.93                  |
|     |                                 |                                |
| 26  |                                 | 80 times 8.29                  |
|     | times 11.48 7                   |                                |
| 52  | times                           | 80 times 8.29<br>40 times 7.65 |
| 52  | times 11.48 7<br>times 10.84 10 | 80 times 8.29<br>40 times 7.65 |

RUN OF SCHEDULE ANNOUNCEMENTS
To be scheduled at the station's discretion in periods as available.

(6:00 p.m. to 10:30 p.m. week days; 12:00 moon to 10:30 p.m. Sundays)

1 time 17.00 260 times 12.75 13 times 16.15 520 times 11.90 26 times 11.90 26 times 11.90 26 times 11.90 27 times 18.60 (All other times) 10.20 104 times 8.50 260 times 6.38 13 times 8.50 260 times 5.95 26 times 7.65 780 times 5.95 26 times 7.23 1040 times 5.10 104 times 8.80 521 times 5.10 104 times 8.9ECIAL FEATURES

Participation programs at regular rates. Features and time availabilities on request.

TALENT
Rates on request.

REMOTE CONTROL
Arrangements for remotes outside the studies of network stations may be made—rates on request.
TRANSCRIPTIONS
Library service available—tates on request.
SERVICE FACILITIES
Rates include station announcer and operator and the services of the program department in obtaining talent, arranging and presenting programs.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted.
No time sold in bulk for resale.
Separate contracts must be written for programs and announcements. Programs and announcements may not be grouped for the purpose of obtaining lower rates.
Discounts are for broadcasts to be used within one year from start of schedule. Rates are for station time only, including station facilities. Talent is extra. Programs subject to acceptance by management and must conform to station policy. Right reserved to reject or discontinue any advertising or program. All broadcasting must be in compliance with laws of the United States, and the rules and regulations of the Federal Communications Commission, or any other body, local, state or national, which might from time time to time have jurisdiction. No contract accepted for longer than one year. Contracts, unless otherwise agreed, subject to cancellation on 30 days' written notice and payment of any short rate that may apply.

Closing Time

All material for each broadcasting program shall be
furnished and delivered to the station at least 24
hours before the time of each broadcast. Should the
advertiser fail to deliver program material, the station may proceed with the broadcast by announcing
the name, address and business of the advertiser and
putting on any available program which it considers
suitable. Recorded programs should be received one
week in advance to protect on breakage, etc. Station
has no deadline on closing time of contracts but
prefers one week in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double furntables for vertical and lateral cut recordings.

Personnel
Manager—Albert D. Johnson.
Commercial Manager—John L. Hogg.

Representatives
John Blair & Company.

# **BISBEE**

(Cochise County)

# KSUN (Established 1933)

Rates effective November 1, 1937.

Owned and operated by Copper Electric Co., Inc. Business Office and Studio-Copper Electric Bidg., Lowell Station, Bisbee, Ariz. Transmitter—Naco Road, Bisbee, Ariz.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Operates on Mountain Standard Time.
Operating achedule: 7:30 a.m. to 10:30 p.m. daily.

Agency Commission
15% on net station time to recognized agencies.
Terms net—10th prox.

General Advertising
For combination rates see Columbia Broadcasting
System (Mountain Group) and Arizona Network.
Rates for 10 minute periods are three-fourths the
15 minute rate.

| Rates for IO minute periods are three-fourths the IS minute rate. | 15 minute rate. | 16 minute rate. | 16 minute rate. | 16 minute rate. | 17 minute rate. | 17 minute rate. | 18 minute. | 18 min

Contract and Other Requirements
Contracts subject to station approval and governmental regulations.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for both vertical and lateral out recordings.

Personnel
Manager-Carleton W. Morria. Representatives
John Blair & Company.

# **GLOBE** KWJB

Rates effective October 1, 1948.

Owned and operated by Gila Broadcasting Company. General Office-Safford, Aris, Business Office and Studio-Pinal Road, South Globe, Ariz., telephone Globe 41. Transmitter-South of Globe, Ariz.

ANNOUNCEMENTS (Nighttime) 13 26 89 ti. ti. ti.

I minute or 5.00 4.75 4.50 4.25 4.00 3.75 8.50 (Davtime)

1 minute or iess.....

Rates on request. REMOTE CONTROL

Rates on request.

REMOTE CONTROL

Additional charges are made for telephone lines and equipment for remote exerted broadcasts.

TALKS.

When acceptable, talks are handled and charged for as program time, plus EDG.

Rates for special transcription features and library services on request.

SERVILE FACILITIES

Services of station in securing talent, arranging, presenting and announcing of programs are included without extra charge.

Outract and Other Requirements

Advertising of alcoholic beverages, other than beer, not accepted.

Rates are for broadcastin; from station's main studios and cover station time and facilities; talent is extra. Programs, announcements advertising talks, etc., subject to acceptance by management, and must conform to station policy. Right reserved to reject or decontinue any advertising announcements, talks or programs.

Contracts subject to cancellation by advertiser on 80

ject to acceptance by management, and must conform to station policy. Right reserved to reject or discontinue any advertising announcements, talks or programs.

Contracts subject to cancellation by advertiser on 80 days' written notice, accumpanied by certified check for short rates at rate earned by period advertiser will have used to date of cancellation, plus all amounts due to that date. Contracts are not transferable. Any or all time allotted to advertiser may he taken by station for broadcasting other programs or events which, in the judgment of station, are of greater value or service to station or public. Station shall endeavor to notify advertiser in advance of any such appropriation of advertiser's time and will allot other time to compensate, or silow a pro rata reduction of charge if other time carnot be allotted.

Should the advertiser fall to furnish matter for any portion of contract, station may prepare same to the best of its ability.

Station is not liable to advertiser for any error or omission in broadcasting at any time except to the extent of allowing a pro rata reduction in charges not to exceed amount of time occupied by such error or omission.

The station may terminate contract: Without notice if the advertiser shall fall to pay as aforesaid; without notice if the advertiser becomes insolvent, makes an assignment for the lenefit of creditors, is advinged a bankrupt, or a recolver of the property or business of the advertiser is appointed; upon the expiration of 14 days' wrilken notice to the advertiser of the station's intention to terminate the same, without prejudice to the rights of either party prior to such termination date. Contract subject to laws, rules or regulations now existent or made in future by any duly constituted authority or governmental agency in relation to radio or kindred subjects.

All proposals subject to ortor booking of time.

Clasing Time

Program material must be submitted for approval 24 hours before broadcast.

Mechanical Program Equipment
Equipment Equipm

# **JEROME** KCRJ

Mail addressed to this radio station has been re-turned marked "Out of business."

**PHOENIX** (Maricopa County)

KOY (Established 1922)



Rates effective June 1, 1344. (Card No. 4.) Owned and operated by Sait Biver Valley Broad-casting Company. Telephone: 4-4144. Studio—836-838 N. Central Ave., P. O. Box 2671,

Phoenix, Ariz. Transmitter—12th St. and Camelback Road, Phoenix,

Ariz.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation; antenna current raise, volume
indicator and modulation meter.)

545.5 meters; 550 kilocycles.
Licensed to operate full time on regional channel.
Operates on Mountain Standard Time.

# ARIZONA—Continued

# PHOENIX—Continued K O Y-Continued

Agency Commission
15% on net time charges only to advertising agencies recognized by station; cash discount 2% on net time charge for payment by 10th of month following

broadcast.

Teneral Advertising

For combination rates see Columbia Broadcasting

System (Mountain Group), Columbia Pacific Network

Supplementary Stations), and Arizona Network.

Discounts are for broadcasts to be used within one
year from start of schedule. Announcements and programs cannot be combined to earn frequency discounts.

Rates include must copyright fees.

ASCAP, BMI, SESAC and AMP licenses.

(6:00 p.m. to 10:30 p.m. week days; 12:00 noon to 10:30 p.m. Sundays)

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 260 ti. 1 hour.... 120.00 114.00 108.00 102.00 96.00 90.00 1/2 hour... 72.00 68.40 64.80 61.20 57.60 54.00 1/4 hour... 48.00 45.60 43.20 40.80 38.40 38.00 5 minutes 24.00 22.80 21.60 20.40 19.20 18.00 5 minutes 24.00 22.80 21.60 20.40 19.20 18.00

(All other times)
1 hour... 60.00 57.00 54.00 51.00 48.00 45.00
1/2 hour... 36.00 34.20 32.40 30.60 28.80 27.00
1/4 hour... 24.00 22.80 21.60 20.40 19.20 18.00
5 minutes 12.00 11.40 10.80 10.20 9.60 9.00
PROGRAM DISCOUNTS
Advertisers using more than one program daily for a period of 13 or more consecutive and continuous weeks will be allowed the following additional quantity discounts applicable to the above program rates: 2 daily, 10%; 3 daily, 15%; 4 or more daily, 20%
ANNOUNCEMENTS
One minute or less, including 35 word chain breaks, time signals, temperature reports.

(6:00 p.m. to 10:30 p.m. week days; 12:00 noon to 10:30 p.m. weeks days; 12:00 noon to 10:30 p.m. sundays)

|     | (0.00 | р.ш.   | 10 1     | o.go p.  | .ш. т  | cen unyo, 12  | .00   |
|-----|-------|--------|----------|----------|--------|---------------|-------|
|     |       | noo1   | n to     | 10:30    | o.m. 8 | undays)       |       |
| 1   | time  |        |          | 18.00    | 260    | times         | 13.50 |
| 13  | time  | B.,,   |          | 17.10    | 520    | times         | 12.60 |
| 26  | time  | S      |          | 16.20    | 780    | times         | 11.70 |
| 52  | time  | 9      |          | 15.30    | 1040   | times         |       |
| 104 | time  | B      |          | 14.40    |        |               |       |
|     |       |        | (A       | ll other | time   | a)            |       |
|     |       |        |          |          |        |               |       |
| - 1 | time  | ****** |          | 9.00     | 260    | times         | 6.75  |
| 13  | time  | 8      |          | 8.55     | 520    | times         |       |
|     |       |        |          |          |        |               |       |
| 26  | time  | B      |          | 8.10     | 780    | times         | 5.85  |
| 52  |       | B      |          |          | 1040   | times         | 5.40  |
|     |       |        |          |          | 1010   | F120100       | 0.10  |
| 104 | time  | B      | ******** | 7.20     |        |               |       |
|     | RUN   | OF S   | CHE      | DULE     | ANN    | OUNCEMEN      | TS    |
|     |       |        |          |          |        | discontion in |       |

be scheduled at the station's discretion in periods available.

(6:00 p.m. to 10:30 p.m. week days; 12:00 noon to 10:30 p.m. Sundays)

| 1   | time  | 12.00   | 260  | times | 9.00 |
|-----|-------|---------|------|-------|------|
| 13  | times | 11.40   | 520  | times | 8.4  |
| 26  | times | 10.80   | 780  | times | 7.80 |
| 52  | times | 10.20   |      | times | 7.2  |
| 104 | times | 9.60    |      |       |      |
|     | (A)   | l other | time | g)    |      |
| 1   | time  | 6.00    | 260  | times | 4.50 |
| 13  | times | 5.70    | 520  | times | 4.20 |
| 26  | times | 5.40    | 780  | times | 3.90 |
|     | times | 5.10    | 1040 | times | 3.60 |
| 104 | times | 4.80    |      |       |      |

SPECIAL FEATURES News broadcasts, sports and other special events— rates on request. Participation program—regular rates apply. Features and time availabilities on request.

TALENT

Rates on request.

Rates on request.

REMOTE CONTROL

Rates and details on request.

TRANSCRIPTIONS

Library service available—rates on request.

SERVICE FACILITIES

Rates include station announcer and operator, and the services of the program department in obtaining talent, arranging and presenting programs.

Contract and Other Requirements

Advantising of alcoholic bayerages not accented

entract and Other Requirements
Advertising of alcoholio beverages not accepted.
No time sold in bulk for reasle.
Separate contracts must be written for programs and announcements. Programs and announcements may not be grouped for the purpose of obtaining lower rates.
Rates are for station time only, including station facilities. Taient is extra. Right reserved to reject or discontinue any advertising or program. Broadcasting must be in compliance with the laws of the United States, and the rules and regulations of the Federal Communications Commission, or any other body, local, state or national, which might from time to time have jurisdiction.
No contract accepted for longer than one year. Contracts, unless otherwise agreed, subject to cancellation on 30 days' written notice and payment of any short rate that may apply.

Should the advertiser fail to deliver program material to the station at least 24 hours in advance, the ata-tion reserves the right to proceed with the broadcast by announcing the name, address and business of the advertiser and putting on any available program which it considers suitable, and the program should be received one week in advance to protect on breakage, etc. Station has no deadline on closing contracts, but prefers one week in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntatles for vertical and lateral cut recordings.

Manager—Albert D. Johnson. Commercial Manager—John L. Hogg.

Representatives

John Blair & Company.

# KPHO

(Established 1940)

Rate card issued February 1, 1945. (Card No. 4.) Card received February 8, 1945. Owned and operated by Phoenix Broadcasting, Inc. Business Office and Studio—Adams Hotel, Phoenix,

Transmitter-24th Ave. and Buckeye Road, Phoenix,

Aris.
ve—Power—Time
power—250 watte.

Aris.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time. Operates on Mountain Standard Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.
Agency Commission
15% on station time only to recognized advertising agencies; cash discount none.
General Advertising
For combination rates see American Broadcasting
Company, Inc. (Pacific Coast Group).
The following rates are for local and national advertising and include music copyright fees.
Programs and announcements cannot be combined to secure additional discounts.

CLASS "A"

(6:00 p.m. to 10:00 p.m. daily and 12:00 noon to 10:00 p.m. daily and 12:00 noon to 10:00 p.m. Sundays)

1 tt. 18 tt. 28 tt. 52 tt.

|           | 110011 140 | TO:OO D'  | u. Sunda: | 78)    |        |  |  |  |
|-----------|------------|-----------|-----------|--------|--------|--|--|--|
|           |            | 1 t1.     | 18 ti.    | 26 ti. | 52 ti. |  |  |  |
| 1         | hour       | 100.00    | 95.00     | 85.00  | 75.00  |  |  |  |
|           | hour       |           | 57.00     | 51.00  | 45.00  |  |  |  |
|           | hour       |           | 34.00     | 31.00  | 27,00  |  |  |  |
| 5         | minutes    | 18.00     | 17.00     | 15.50  | 13.50  |  |  |  |
|           |            |           | "B"       |        |        |  |  |  |
|           |            | All other | times)    |        |        |  |  |  |
| 1         | hour       | 50.00     | 47.50     | 42.50  | 37,50  |  |  |  |
| 1/2       | hour       | 30.00     | 28.50     | 25.50  | 22.50  |  |  |  |
| 1/4       | hour       | 18.00     | 17.00     | 15.00  | 13.50  |  |  |  |
| 5         | minutes    | 9.00      | 8.50      | 7.50   | 6.50   |  |  |  |
|           | FRE        |           | RATES     |        |        |  |  |  |
| CLASS "A" |            |           |           |        |        |  |  |  |

Three times weekly: 13 wks. 271.00 162.50 97.50 49.00 26 wks. 242.00 145.00 52 wks. 214.00 128.50 77.00 38.50 1 hour 1/2 hour 1/4 hour 5 minutes Six times weekly: 87.00 43.50 Six times weekly:
1 hour. 540.00
1/2 hour. 324.00
1/4 hour. 194.50
5 minutes. 97.00

CLASS
Three times weekly:
1 hour. 143.00
1/2 hour. 86.00
1/4 hour. 51.50
5 minutes. 26.00 513.00 808.00 185.00 92.50

136.00 81.50 49.00 24.50 1/4 hour 51.50 49.00
5 minutes 26.00 24.50
Six times weekly:
1 hour 270.00 256.50
1/2 hour 162.00 154.00
1/4 hour 97.00 92.50
5 minutes 48.50 46.00
ANNOUNCEMENTS
40 word station breaks, time sign

signals, temperature

|    |        | p.m. to<br>noon to | 10:00     | D.M.    | daily as | 1 |           |
|----|--------|--------------------|-----------|---------|----------|---|-----------|
| 13 | time,  | each               | ********* |         |          |   | <br>12.00 |
| 26 | times, | each               |           | ******* |          |   | 10.00     |
| 52 | times, | each               | WIV 1     | PDFO    | UENCY    |   | <br>9.00  |
|    |        | ******             | TO 1      | TOTAL   | OBNOI    |   |           |

5 per week 50.00 45.00 40.00 30.00 6 per week 55.00 50.00 45.00 85.00 1 weeks 13 weeks 26 weeks 52 weeks CLASS "B"
(All other times)

each.... time, times. 6 per week 27,50 25.00 22.50 17.50 5 per week week 25.00 22.50 20.00 15.00

52 weeks. SPECIAL FEATURES

Rates and details on request.

TRANSCRIPTIONS

Electrically transcribed programs and announcements accepted for broadcast at any available hour: 10% of net time cost additional for records or transcriptions. ontract and Other Requirements

Maximum length of contract one year.

Station management reserves the right to edit all copy.

copy. Closing Time

Closing Time
Programs and announcements: 72 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.
Personnel
President—Rex Schepp.
Manager—Charlie Garland.
Representatives
Howard H. Wilson Company.

KTAR (Established 1922)



Rates effective July 1, 1944. (Card No. 5.)
Owned and operated by ETAR Broadcasting Company.
Business Office and Studios—Atop the Heard Bidg..
Phoenix, Ariz., telephone 4-4161.
Transmitter—Corner 36th St. and East Thomas Road,
Phoenix, Ariz.
Wave—Power—Time
Operating power—5,000 watts.
483.6 meters; 620 kilocycles.
Licensed to operate full time om regional channel.
Operates om Mountain War Time.

Agency Commission 15% on net station time advertising agencies recognized by station; no cash discount.

|                  | 1100      |        | :30 p.m. | Sunday  | g)     |       |  |  |
|------------------|-----------|--------|----------|---------|--------|-------|--|--|
|                  |           | l hr.  | 1/2 hr.  | 1/4 hr. | 5 min. | (*)   |  |  |
| 1                | time      | 160.00 | 96.00    | 64.00   | 32.00  | 23,00 |  |  |
| 13               | times     | 152.00 | 91.20    | 60.80   | 30.40  | 21.85 |  |  |
| 26               | times     | 144.00 | 86.40    | 57.60   | 28.80  | 20.70 |  |  |
| 39               | times     | 136.00 | 81.60    | 54.40   | 27.20  | 19.55 |  |  |
| 52               | tinics    | 128,00 | 76.80    | 51.20   | 25.60  | 18.40 |  |  |
| 104              | times     | 120,00 | 72.00    | 48.00   | 24.00  | 17.25 |  |  |
| 260              | times     | 112,00 | 67.20    | 44.80   | 22.40  | 16.10 |  |  |
| 312              | times     | 104.00 | 62.40    | 41.60   | 20.80  | 14.95 |  |  |
|                  | CLASS "B" |        |          |         |        |       |  |  |
| (All other time) |           |        |          |         |        |       |  |  |

80.00 76.00 72.00 68.00 64.00 60.00 56.00 52.00 time..... times..... times..... 48.00 45.60 43.20 40.80 38.40 36.00 32.00 30.40 28.80 27.20 25.60 24.00 22.40 20.80 16.00 15.20 14.40 13.60 12.80 12.00 11.20 10.40 11.50 10.93 10.35 9.77 9.20 8.63 times..... times..... 33.60 31.20

REMOTE CONTROL
Arrangements can be made for remote control broadcasts—rates and details on request. Additional charges
are made for telephone lines and equipment when
remote control broadcast is desired.
TRANSCRIPTIONS
TRANSCRIPTIONS

casis—rates and details on request. Additional charges are made for telephone lines and equipment when remote control broadcast is desired.

TRANSCRIPTIONS

Rates on request. No phonograph records used.

Services of station announcing and operating staff in securing talent, arranging and presenting programs, are included without extra charge.

Contract and Other Requirements:
Rates are for broadcasting from main studios and are for station time only, including station facilities, and paid newspaper advertising program listings.

All programs, announcements, advertising talks, etc., subject to acceptance by management, and must conform to station policy. Right reserved to reject or discontinue any advertisement announcements, talks or programs. Contracts subject to cancellation by advertiser on 30 days' advance written notice, accompanied by certified check for short rates at rate earned by period advertiser with have used to date of cancellation, plus all amounts due to that date. Contracts are not transferable.

Any or all time allotted to advertiser may be taken by station for broadcasting other programs or eventawhich, in the judgment of station, are of greater value or service to station or public. Station shall endeavor to notify advertiser in advance of any such appropriation of advertiser's time and will allot other time to compensate, or allow a pro rata reduction of charge if other time cannot be allotted. Should the advertiser fail to furnish matter for any portion of contract, station may prepare same to best of its ability.

Station is not liable to advertiser for any error or omission. In broadcasting at any time except to the extent of allowing a pro rata reduction in charges not to exceed amount of time occupied by such error or omission. The station may terminate contract: Without notice if the advertiser shall fail to pay as aforesaid, without notice if the advertiser of the devertiser of the property or business of the sdevertiser is appointed; upon the expiration of 14 days' written notice to

# PRESCOTT (Yavapai County)





Rates effective August 15, 1940.

Owned and operated by the Southwest Broadcasting Company.

Business Office and Studio—East Gurley St., Pres-

Business Umoe and Studio—East Gurley St., Prescott, Artz.

Transmitter—East Gurley St., Prescott, Artz.

tave—Power—Time

Operating power—250 watts.

201.3 meters; 1490 kilocycles.

Licensed to operate unlimited time. Operates on Mountain War Time.

# PRESCOTT—Continued KYCA-Continued

Agency Commission 15% to recognized advertising agencies; no cash dis-count. Commission does not apply on talent.

Count. Commission does not apply on the combination rates see National Broadcasting Company and Arizona Broadcasting Company and Arizona Broadcasting Company and are allowed on contracts not exceeding one year. Announcements and programs may not be combined to earn frequency discounts.

Rates include music copyright fees.

(6:00 p.m. to 10:00 p.m. week days: 12:00 noon to 10:00 p.m. Sundays)

1 13 26 39 52 104 250
11. tt. tt. tt. tt. tt. tt.

40:00 38:00 86:00 34:00 82:00 30:00 28:00

1 hour..... 44.00 38.00 86.00 34.00 82.00 30.00 28.00 1/2 hour.... 24.00 22.80 21.60 20.40 19.20 18.00 16.80 1/4 hour.... 16.00 15.20 14.40 13.60 12.80 12.00 11.20 11.20 11.20 5 minutes 8.00 7.60 7.20 6.80 6.40 6.00 5.60

5 minutes 8.00 7.60 7.20 6.30 6.40 6.00 5.50 1 hour..... 20.00 19.00 18.00 17.00 16.00 15.00 14.00 17.20 hour..... 12.00 11.40 10.80 10.20 9.60 9.00 8.40 1/4 hour..... 8.00 7.60 7.20 6.80 6.40 6.00 5.60 5 minutes 5.00 4.75 4.50 4.25 4.00 3.75 8.50

ANNOUNCEMENTS (Nighttime)

Rates on request

REMOTE CONTROL
Additional charges are made for telephone lines and

equipment.

TRANSCRIPTIONS
Use of musical library services, 25% of station time. Rates for special transcription features on request SERVICE FACULITIES
Services of station in securing talent, arranging, presenting and annourcing of programs are included without extra charge.

without extra charge.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer
and wine, not accepted.

Rates are for broadcasting from main studios and
cover station time and facilities.

Programs, announcements, advertising talks, etc.,
subject to acceptance and must conform to station
policy. Right reserved to reject or discontinue any
advertising announcements, talks or programs.

Contracts subject to cancellation by advertiser on
30 days' written notice, accompanied by certified
check for short rates at rate earned by period advertiser will have used to date of cancellation, plus
all amounts due to that date. Contracts are not transferable.

vertiser will nave used to date of cancellation, plus all amounts due to that date. Contracts are not transferable. Any or all time allotted to advertiser may be taken by station for broadcasting other programs or events which, in the judgment of the station, are of greater value or service to station or public. Station shall endeavor to notify advertiser in advance of any such appropriation of advertiser's time and will silot other time to compensate, or allow a por rata reduction of charge if other time cannot be allotted. Should the advertiser fail to turnish matter for any portion of contract, station may prepare same to best of its ability. Station is not liable to advertiser for any error or omission in broadcasting at any time except to the extent of allowing a pro rata reduction in charges not to exceed amount of time occupied by such error or omission.

not to exceed amount of time occupied by such error or omission.
The station may terminate contract: Without notice if the advertiser shell fail to pay as aforesaid, without notice if the advertiser becomes insolvent, makes an assignment for the benefit of creditors, makes an assignment for the benefit of creditors and judged a bankrupt, or a receiver of the property oursiness of the advertiser is appointed; upon the expiration of 14 days' written notice to the advertiser of the company's intention to terminate the same, without prejudice to the rights of either party prior to such termination date. Contract subject to laws, rules or regulations now existent or made in future by any duly constituted authority or governmental agency in relation to radio or kindred subjects.

Closing Time
All proposals subject to prior booking of time.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel
General Manager—Harold F. Ritter.
Representatives Paul H. Raymer Company.

# SAFFORD

(Graham County)

### KGLU (Established 1938)

Rates effective July 15, 1940.

Owned and operated by Gila Broadcasting Company.

Studio-Sixth Ave. and Relation St., Safford, Ariz.

Transmitter—Sixth Ave. and Relation St., Safford,

Owned and operated by Glia Broadcasting Company Studio—Sixth Ave. and Relation St., Safford, Ariz.

Transmitter—Sixth Ave. and Relation St., Safford, Ariz.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time. Operates on Mountain Standard Time.
Operating schedule: 7:00 a.m. to 11:00 p.m.
Agency Commission
15% on station time; no cash discount.
General Advertising
For combination rates see National Broadcasting Company (Pacific Coast Network—Arizona Group) and Arizona Broadcasting Company.
Discounts apply on station time charges only and are allowed only on programs or amouncements under contracts not exceeding one year, and without lapse. Announcements and programs may not be combined to earn frequency discounts.
Itates include music copyright fees.

(8:00 p.m. to 10:00 p.m. week days; 12:00 noon to 10:00 p.m. week days; 12:00 noon to 10:00 p.m. week days; 12:00 noon to 10:00 p.m. Sundays)

1 13 26 39 52 104 156
11 10 nor. 40:00 38:00 36:00 34:00 30:00 38:00 1/4 hour. 16:00 15:20 14:40 13:60 12:80 12:00 16:80 1/4 hour. 16:00 15:20 14:40 13:60 12:80 12:00 16:80 1/4 hour. 20:00 18:00 17:20 6:80 6:40 6:00 5:60 11:20 14:00 18:00 12:00 18:00 16:0

On contract for— wks. 26 wks. 52 wks. 8.00 2.50 2.00 

Rates on request

REMOTE CONTROL

Additional charges are made for telephone lines and equipment for remote control broadcasts.

TALKS

When acceptable, talks are landled and charged for as program time, plus 50%

TRANSCRIPTIONS

Rates for special transcription features and library services on request.

Rates for special transcription features and library services on request.

SERVICE FACILITIES
Services of station in securing talent, arranging, presenting and announcing of programs are included without extra charge.
Contract and Other Requirements
Advertising of alcoholic beverages other than beer not accepted.
Rates are for broadcasting from station's main studios and cover station time and facilities; talent is extra. Programs, announcements, advertising talks, etc., subject to acceptance by management, and must conform to station policy. Right reserved to reject or discontinue any advertising announcements, talks or programs.

to station policy. Hight reserved to reject or discontinue any advertising announcements, talks or programs.

Contracts subject to cancellation by advertiser on 30 days' written notice, accompanied by a certified check for short rates at rate earned by period advertiser will have used to date of cancellation, plus all smounts due to that date. Contracts are not transferable. Any or all time silotted to advertiser may be taken by station for broadcasting other programs or events which, in the judgment of station, are of greater value or service to station or public. Station shall endeavor to notify advertiser in advance of any such appropriation of advertiser's time and will allot other time to compensate, or allow a pro rata reduction of charge if other time cannot be allotted.

Should the advertiser fall to furnish matter for any portion of contract, station may prepare same to the best of its ability.

Station is not liable to advertiser for any error or omission in broadcasting at any time except to the extent of silowing a pro rata reduction in charges not to exceed amount of time occupied by such error or omission. The station may terminate contract: Without notice if the advertiser shall fall to pay as aforesaid; without notice if the advertiser shall fall to pay as aforesaid; without notice if the advertiser hecomes insolvert, makes an assignment for the benefit of creditors, is aduided a bankrupt, or a receiver of the property or business of the advertiser is appointed; upon the expiration of 14 days' written notice to the advertiser of the station's intention to terminate the same, without prejudice to the rights of either party prior to such termination date. Contract subject to laws, rules or regulations now existent or made in future by any duly constituted authority or governmental agency in relation to radio or kindred subjects.

All proposals subject to prior booking of time.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 rp.m. turn-tab

Personnel
General Manager—Paul Merrill. Representatives
Paul H. Raymer Company

**TUCSON** 

(Pima County)

KTUC (Established 1929)



Rates effective August 1, 1948.
Owned and operated by the Tucson Broadcasting Co.
Business Office and Studio—900 E. Broadway, Tucson,
Arlz., telephone 1400.
Transmitter—900 E. Broadway, Tucson, Ariz.

Transmitter—900 E. Broadway, Tucson, Ariz.

Wave—Power—Time

Operating power—250 watta.

1100% modulation—crystal control.)

214.3 meters: 1400 kilocycles.
Jdcnsed to operate full time on cleared local channet.
Operates on Mountain Standard Time.
Operating schedule: Week days 6:00 s.m. to 12:00 p.m.; Sundays 6:00 s.m. to 11:00 p.m.

Agency Commission
15% on net station time to recognized agencies. Bills due and payable 10th of month following broadcast.

General Advertising
for combination rates see Columbia Breadcasting
System (Mountain Group), Columbia Pacific Network
(Supplementary Group), and Arizona Network
The following rates are for national advertising and
include music copyright fees.

include music copyrigit fees.

(6:00 p.m. to 10:00 p.m. daily)

1 18 26 89 52 104 260

1 1 18 26 89 52 104 260

1 1 hour... 50.00 47.50 45.00 42.50 40.00 27.50 85.00

1/2 hour... 30.00 28.50 27.00 25.50 24.00 27.50 20.00

1/3 hour... 20.00 19.00 18.00 17.00 16.00 15.00 14.00

5 minutes 10.00 9.50 9.00 8.50 8.00 7.50 7.00

(12:00 noon to 6:00 p.m. Sundays)

1 hour... 37.50 85.68 83.75 81.88 80.00 28.18 26.25

1/2 hour... 22.50 21.88 20.25 19.18 18.00 18.88 18.75

1/4 hour... 15.00 14.25 13.50 12.75 12.00 11.25 10.50

5 minutes 7.50 7.18 6.75 6.88 6.00 5.68 5.25

10:00 p.m. to 6:00 p.m. week days)
1 hour... 25.00 23.75 22.50 21.25 20.00 18.75 17.50
1/2 hour... 15.00 14.25 13.50 12.75 12.00 12.25 10.50
1/4 hour... 10.00 9.50 9.00 8.55 8.00 7.50 7.00
5 minutes 5.00 4.75 4.50 4.25 4.00 8.75 8.50

ANNOUNCEMENTS 

POLITICAL
50% additional; cash in advance. All manuscripts
must be submitted 24 hours before broadcast.

TALKS
General advertising rates apply. Where commercial portion of program exceeds 400 words or three minutes in each quarter hour. 15% additional is charged.

TALENT
TALENT

Rates on request.

REMOTE CONTROL
Rates and details on request. Additional charges are
made for telephone lines and equipment. Programs
may originate from any Arizona Network affiliated
station without extra charge.
TRANSCRIPTIONS
REGULAR TAIRS ADDIT When PERMERIPHIONS are supplied

TRANSCRIPTIONS
Regular rates apply when transcriptions are supplied by aponsor. Recording library available.
Contract and Other Requirements
Programs, talks and announcements are subject to approval.

approva.

Closing Time
Manuscripts for commercial talks and political talks
must be submitted to tation in duplicate at least
36 hours prior to such broadcast. Closing time for
booking and preparation of program copy, etc., 86
hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turniables
for vertical and lateral cut recordings.

Personnel
Manager—Lee Little.
Program Director—Wayne Sanders.

Representatives
John Blair & Company.

KVOA (Established 1929)



States effective March 15, 1989. (Card No. 1.) Owned and operated by Arizona Broadcasting Com-

Owned and operated by Arizona Broadcasting Company, Inc.
Business Office and Studios—KVOA Bidg., 48 E.
Broadway, P. O. Box 2911. Tucson, Ariz., telephone 3703.
Transmitter—Tenth and Lee Sts., facing Miracle
Mille. Tucson. Ariz.

Mile. Tueson, acrs.

Wave—Power—Time
Operating power—1.000 watts.
232.6 meters; 1290 kilrcycles.
Licensed to operate unlimited time on regional channel. Operates on Mountain War Time.
Orerating schedule: 8:00 a.m. to 11:00 p.m.

Agency Commission
15% to recognized advertising agencies; no cash dis-count. Commission does not apply on talent. Involces mailed on lat of month.

General Advertising
For combination rates see National Broadcasting
Company (Pacific Coast Network—Arizona Group)
and Arizona Broadcasting Company.

# ARIZONA—Continued

# TUCSON—Continued K V O A-Continued

On contract for—
3 wks. 26 wks. 52 wks.
7.00 6.00 5.00
6.00 5.00 4.00 

Rates on request. TALENT
REMOTE CONTROL
Special events and pipe organ programs available.
Additional charges are made for telephone lines and equipment.

Additional charges are made for telephone lines and equipment.

TRANSCRIPTIONS
Use of musical library services, 25% of station time. Special transcription features—rates on request.

SERVICE FACILITIES
Services of station in securing talent, arranging, presenting and announcing of programs are included without extra charge contract and Other Requirements

Advertising of alcoholic beverages other than beer not accepted.

Rates are for broadcasting from station's main studios and cover station time and facilities; talent is extra. Programs, announcements, advertising talks, etc., subject to acceptance by management, and must conform to station policy. Right reserved to reject or discontinue any advertising announcements, talks or programs.

Contracts subject to cancellation by advertiser on 30.

ject to acceptance by management, at the continue any advertising announcements, talks or programs.
Contracts subject to cancellation by advertiser on 30 days' written notice, accompanied by a certified check for short rates at rate earned by period advertiser will have used to date of cancellation, plus all amounts due to that date. Contracts are not transferable. Any or all time allotted to advertiser may be taken by station for broadcasting other programs or events which, in the judgment of estation, are of greater value or service to station or public. Station shall endeavor to notify advertiser in advance of any such appropriation of advertiser's time and will allot other time to compensate, or allow a pro rata reduction of charge if other time cannot be allotted. Should the advertiser fall to furnish matter for any portion of contract, station may prepare same to the best of its ability. Station is not liable to advertiser for any error or omission. In broadcasting at any time except to the extent of allowing a pro rata reduction in charges not to exceed amount of time occupied by such error or omission. The station may terminate contract: Without notice

extent of allowing a pro rata reduction in charges not to exceed amount of time occupied by such error or omission. The station may terminate contract: Without notice if the advertiser shall fail to pay as aforesaid, without notice if the advertiser becomes insolvent, makes an assignment for the benefit of creditors, is adjudged a bankrupt, or a receiver of the property or business of the advertiser is appointed; upon the expiration of 14 days written notice to the advertiser of the station's intention to terminate the same, without rejudice to the rights of either party prior to such symination date. Contract subject to laws, rules or regulations now existent or made in future by any duly constituted authority or governmental agency in relation to radio or kindred subjects.

All proposals subject to prior booking of time. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using synchronized 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Persontiel
General Manager—R. B. Williams.
Representatives
Paul H. Raymer Company.

# **YUMA**

(Yums County)

KYUM (Established 1940)



Rates effective October 1, 1943. (Card No. 5.) Owned and operated by Yuma Broadcasting Company, Business Office and Studios—First St., and 19th Ave., P. O. Box 352, Yuma, Arlz., telephone 88. Transmitter—First St. and 19th Ave., Yuma, Ariz

Transmitter—first St. and 19th Ave., Johns. A.—
/ave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate unlimited time. Operates on
Mountain Standard Time.
Operating schedule: 6:45 a.m. to 11:00 p.m.

Agency Commission
15% to recognized advertising agencies; no cash dis count. Commission does not apply on talent. Accounts payable monthly in advance of broadcasting

4.00.
TALKS
When acceptable, talks are handled and charged for as program time, plue 50%. TALENT

Extra—rates on request.

REMOTE CONTROL

Additional charges are made for telephone lines and equipment.

equipment.

SERVICE FACILITIES

Services of station in securing talent, arranging, presenting and announcing of programs are included without extra charge.

Contract and Other Requirements
Rates are for broadcasting from station's main studios
and cover station time and facilities; talent is extra.
Programs, announcements, advertising talks, etc., subject to acceptance by management, and must conform
to station policy. Right reserved to reject or discontinue any advertising announcements, talks or programs. grama.

grama.

Contracts subject to cancellation by advertiser on 30 days' advance written notice, accompanied by certified check for short rates at rate earned by period advertiser will have used to date of cancellation, plus all amounts due to that date. Contracts are not transferable.

check for short rates at rate earned by period advertiser will have used to date of cancellation, plus all amounts due to that date. Contracts are not transferable.

Any or all time allotted to advertiser may be taken by station for broadcasting other programs or events which, in the judgment of station, are of greater value or service to station or public. Station shall endeavor to notify advertiser in advance of any such appropriation of advertiser's time and will allot other time to compensate, or allow a pro rata reduction of chegoli of the time cannot be allotted. Station in the properties of the station may prepare same to the period of the station in the station in the station may prepare same to the period of the station of

Personnel
General Manager—Ray Smucker.
Representatives
Paul H. Raymer Company.

# ARKANSAS

# BLYTHEVILLE

(Mississippi County)

### KLCN

RALUN

Rates received March 9, 1945.

Owned and operated by Harold L. Sudbury.

Business Office and Studio—Second and Walnut Sts.,

Blytherille, Aark.

Tranmitter—Armorel, Ark.

Wave Power—Armorel, Owned, and Studio—Second and Walnut Sts.,

Joseph St. St., 1960.

Joseph St., 1960.

Licensed to operate daytime on clear channel. Operates on Central War Time.

Agency Commission

15% to recognized advertising agencies; cash discount none. Bills payable weekly.

General Advertising

CLASS "A"

| aener | ai wassi  | using    |         |        |        |        |       |       |
|-------|-----------|----------|---------|--------|--------|--------|-------|-------|
|       |           | -        | CLA     | 88 "A  | **     |        |       |       |
|       |           | (11:5    |         |        | 16 p.r | n ì    |       |       |
| 1     | hour      |          |         |        |        |        |       | KO 00 |
|       |           |          |         |        |        |        |       |       |
|       | hour      |          |         |        |        |        |       |       |
| 1/4   | hour      | *******  |         |        |        |        |       | 20.00 |
| 5     | minutes.  |          | <b></b> |        |        |        |       | 10.00 |
|       | words or  |          |         |        |        |        |       |       |
| 200   |           | Teno     | OT 4    | SS B   | 7.     | •••••  |       | 0.00  |
|       |           |          |         |        |        |        |       |       |
|       |           |          |         | her ti |        |        |       |       |
|       |           | 1        | 13      | 26     | 52     | 104    | 156   | 260   |
|       |           | ti.      | t1.     | ti.    | t1.    | t1.    | ti.   | ti.   |
| 1     | hour      | 50.00    | 47.00   | 42.50  | 40 00  | 35 00  | 32.50 | 30.00 |
| 1/9   | hour      | 30.00    | 28 00   | 28.00  | 94 00  | 22.00  | 20.00 | 18.00 |
|       |           |          |         |        |        |        |       |       |
|       | hour      |          |         |        |        |        |       |       |
|       | minutes   |          | 9.00    | 8.50   | 8.00   | 7.50   | 7.00  | 6.50  |
| 100   | words o   | r        |         |        |        |        |       |       |
|       | 1085      | 5.00     | 4.75    | 4.50   | 4.00   | 3.75   | 3.50  | 3.00  |
| T)10  | counts fo |          |         |        |        |        |       | 0.00  |
| Dia   | COGILLB I | 01 11101 |         | ITICA  |        | 011 11 | Muone |       |
|       |           |          |         | 11102  |        |        |       |       |
| Kar   | es on re  | quest.   |         |        | _      |        |       |       |
|       |           |          | T.      | ALEN   | T      |        |       |       |
| Liv   | e talent  | acts a   | vailab  | le-ra  | tes on | reque  | est.  |       |
| Perso |           |          |         |        |        |        |       |       |
|       |           |          |         |        |        |        |       |       |

General Manager—Harold L. Sudbury. epresentatives John E. Pearson Company.

# **EL DORADO**

(Union County)

KELD



# BLUE NETWORK STATION



Rates effective October 1, 1842. (Card No. 4.)
Owned and operated by Radio Enterprises, Inc.
Business Office and Studio—Country Club Colony,
El Dorado, Ark.
Transmitter—Country Club Colony, El Dorado, Ark.
Wave—Power—Time
Operating power—250 watta.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Agency Commission
15% to recognized advertising agencies on station time only; no cash discount. Bills are due and payable on receipt.
General Advertising
For combination rates see American Broadcasting

For combination rates see American Broadcasting Company, Inc. (Southcentral Group).

The following rates are for national advertising.

(6:30 p.m. to 10:00 p.m.)

| I hour                                      | 56.00 |
|---|-------|
| 1/2 hour                                    | 83.75 |
| 1/4 hour                                    | 22.50 |
| 5 minutes.                                  | 11.25 |
| 1 minute transcription or 100 words         | 5.50  |
| Chain break announcements (50 words)        | 3.75  |
|   | 4.10  |
| (8:00 a.m. to 6:30 p.m.)                    |       |
| 1 hour                                      | 87.50 |
| 1/2 hour                                    | 22,50 |
| 1/4 hour                                    | 15.00 |
| 5 minutes                                   | 7.50  |
| 1 minute transcription or 100 words         | 8.75  |
| Chain break announcements (50 words)        | 2.50  |
| (10:00 p.m. to 8:00 a.m.)                   | 4.00  |
|   | 25.00 |
|   |       |
|   | 15.00 |
| 1/4 hour                                    | 10.00 |
| 5 minutes                                   | 5.00  |
| 1 minute transcription or 100 words         | 8.75  |
| Chain break announcements (50 words)        | 2.50  |
| DISCOUNTS                                   |       |
| Discounts allowed retroactively on the numb | er of |
| broadcasts used within a year Announcement  |       |

Rates on request. TALENT
REMOTE CONTROL
Facilities are available at extra cost which will be quoted on request.
RECORDED PROGRAMS

Transcription programs accepted at no extra charge.
SERVICE FACILITIES
Service and commercial staff available to advertisers.

# EL DORADO—Continued K E L D-Continued

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Personnel
President—T. H. Barton.
Vice-Pres.—R. E. Meinert.
Station & Com'i Mgr.—Leon M. Sipes.
Representatives
Cox & Tans.

# FORT SMITH

(Sebastian County)

KFPW

(Established 1930)



Rates effective March 1, 1945. (Card No. 8.)

Rates effective March 1, 1945. (Card No. 8.)

Owned and operated by the Southwestern Hotel Co. Business Office and Studio—Goldman Hotel, Fort Smith. Ark., telephone 4108.

Transmitter—Albert Pike and Kelly Highways, Fort Smith. Ark.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.

Licensed to operate unlimited time on local channel. Operates on Central War Time.
Operating schedule: Sundays 8:00 a.m. to 10:00 p.m., week days 6:30 a.m. to 11:00 p.m.
Agency Commission
15% allowed to recognized advertising agencies on station time only; no cash discount. None paid on production costs including talent.

General Advertising
For combination rates are for national advertising and include music copyright fees.
Announcement contracts accepted only with understanding that programs take schedule preference.

CLASS "A"

(12:00 noon to 1:00 p.m., 6:00 p.m. to 10:30 p.m. week days, and 12:00 noon to 12:00 midnight Sundays)

1t. 13tl. 28tl. 52 tl. 100 tl. (\*)
1 hour..... 00.00 57.00 54.00 51.00 48.00 45.00 1/2 hour..... 83.00 84.20 32.40 30.60 28.80 27.00
1/4 hour..... 24.00 22.80 21.60 20.40 19.20 18.00 5 minutes 12:00 11.40 11.80 10.20 9.60 9.00 1 minute transcription or 100 words 6.00 5.70 5.40 5.10 4.80 4.50

| 1/4 hour..... 24.00 | 22.80 | 21.60 | 20.40 | 19.20 | 18.00 | 5 minutes 12.00 | 11.40 | 10.80 | 10.20 | 9.60 | 9.00 | 1 minute transcription or 100 words 6.00 | 5.70 | 5.40 | 5.10 | 4.80 | 4.50 | 1/2 minute transcription or 50 words 4.00 | 3.80 | 3.60 | 3.40 | 3.20 | 3.00 | CLASS "B' (6:00 a.m. to 12:00 noon daily; 1:00 p.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight | 1 hour..... 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 | 1/2 hour.... 18.00 | 17.10 | 16.20 | 15.30 | 14.40 | 13.50 | 1/4 hour.... 18.00 | 17.10 | 16.20 | 15.30 | 14.40 | 13.50 | 1/4 hour.... 12.00 | 11.40 | 10.80 | 10.20 | 9.60 | 9.00 | 5 minutes 6.00 | 5.70 | 5.40 | 5.10 | 4.80 | 4.50 | 1 minute transcription or 100 words 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 | 1/2 minute transcription or 50 words 3.50 | 3.25 | 3.15 | 3.00 | 2.75 | 2.60 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.75 | 2.60 | 2.00 | 2.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 2.00 | 3.00 | 3.00 | 2.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3

Rates on request.
REMOTE CONTROL
Remote equipment for use in immediate territory.
Where programs are contracted for, all extra expense for lines, traveling, etc., will be charged to advertiser.
losing Time

advertiser.
Closing Time
For programs, one week in advance; for announcements, 24 hours in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.

ersonnel President—John A. England. General Manager—William Slates. Station Manager—J. E. (Pat) Garner. Program Director—Dorothy Gibaon.

# HELENA

(Phillips County) KFFA
(Established 1941)



Rates effective December 1, 1944. (Card No. 8-N.)

Rates effective December 1, 1944. (Card No. 8-N.)
Owned and operated by Helena Broadcasting Co.
Business Office and Main Studio—215 York St.,
Helena, Ark.
Transmitter—215 York St., Helena, Ark.
Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time
Operating schedule: Sundays 7:45 a.m. to 10:15 p.m.; week days 7:90 a.m. to 10:15 p.m.
Agency Commission
15% to recognized agencies; cash discount none.
Billis due and payable on receipt.
General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.
The following rates are for national advertising and include music copyright fees
One hundred word or 30 second announcements scheduled only at station's option.
Rates based on six month contract.

CLASS "A"

(11:30 a.m. to 1:30 p.m.; 6:00 p.m. to 10:00

p.m. week days, and all day Sunday)

1 tl. 13 tl. 26 tl. 52 tl. 130 tl.

1 hour 32.50 27.50 22.50 20.00 15.00

1/2 hour 22.50 17.50 15.00 12.50 8.00

1/4 hour 13.50 12.50 10.00 8.00 6.00

5 minutes 8.50 7.50 7.00 6.00 4.75

1 minute or less 2.75 2.50 2.25 2.00 1.75

CLASS "B"

(6:00 a.m. to 11:30 a.m.; 1:30 p.m. to 6:00

p.m., and after 10:00 p.m.)

1 hour 25.00 20.00 17.50 15.00 10.00

1/2 hour 15.00 12.50 10.00 8.50 6.50

1/4 hour 10.00 8.50 7.60 6.50 5.00

5 minutes 7.50 6.75 6.00 4.50 3.75

1 minute or less 2.50 2.25 2.00 1.75 1.50

1 minute or less 2.50 2.25 2.00 1.75 1.75

TALENT CLASS "A All talent subject to approval—details on request.

REMOTE CONTROL

REMOTE CONTROL
Facilities available at extra cost.
TRANSCRIPTIONS
Regular rates; includes use of transcription library

Regular rates; includes use of transcription library service.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel Owner—J. Q. Floyd.

Manager—J. C. Warren.

Commercial Manager—R. B. Hail.

Program Director—William T. Tappan.

Representatives

Cox & Tens.

### HOT SPRINGS (Garland County)

KTHS (Established 1924)



Rates effective August 1, 1942.

Owned and operated by Radio Broadcasting, Inc.
Business Office and Studio-135 Benton St., Hot
Springs, Ark., Leipshone 1160.
Transmitter-Malvern Road near Hot Springs. Ark.
Wave-Power-Time
Operating power-10,000 watts to local sunset; 1,000
watts thereafter.
275.2 meters; 1090 kilocycles.
Liceused to operate full time on clear channel. Operates or Central War Time.
Agency Commission
15% to recognized advertising agencies on time cost
only; no cash discount. Payment date 10th of month
following service.
General Advertising
For combination rates see American Breadcasting

| Seneral Advertising | For combination rates see | American | Breadcasting | Company, Inc. (Southeentral Group). | CLASN | A | Class | A

50 words or less... 10.00 9.50 9.00 8.50 8.00 7.50 7.00 (CLASS 'B')
(8:00) a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. 1 lbr 60.00 57.00 54.00 51.00 48.00 45.00 42.00 //2 hr 36.00 34.20 32.40 30.60 28.80 27.00 25.20 (74 hr 24.00 22.80 21.80 20.40 19.20 18.00 16.80 5mln 12.00 11.40 10.80 10.20 9.60 9.00 8.40 mln transcription or 100

# KWFC (Established 1941)



Rates effective July 1, 1944. (Card No. 2A.)
Owned and operated by Cirde E. Wilson.
Business Office and Studio—819-1/2 Central. Hot
Springs. Ark., telephone 412.
Transmitter—819-1/2 Central, Hot Springs, Ark.
vave—Power—Time
Operating power—250 watte.
223.9 metres; 1340 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: 7:00 a.m. to 11:00 p.m.
gency Cemmission

operating schedule: 7:00 a.m. to 11:00 p.m.

Agency Commission
15% to recognized advertising agencies on station
time charges providing payment is made before the
15th of month following broadcast; no cash discount.
All invoices rendered monthly, payable at face, when
rendered, Short rate billed where frequency rate is
not earned.

Merchandising services available—details on requess.

Ciosing Time
1 royrams close one week in advance of broadcast,

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings. Instantaneous
recording equipment available.

Personnel
General Manager—Wm. E. Wars.
Commercial Manager—Eob Choate,
1 rogram Director—Ann. Marie Hiryak.

Representatives
Sears & Ayer, Inc.

# JONESBORO

(Craighead County) KBTM (Established 1980)



Rates received September 17, 1941. Owned and operated by Regional Broadcasting Ca., Jonesboro, Ark. Studio—KBTM Bldg., 503 Madison St., Jonesboro,

Ark. Transmitter—One mile east of Jonesboro, Ark.

1 1/2 1/4 50.00 80.00 20.00 10.00 hour..... hour..... minutes... 4.50 8.25 (7:00 a.m. to 6:00 p.m.) 100 DISCOUNTS

TALENT

Rates on request.
TRANSCRIPTIONS
Regular rates apply.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Station Manager—Mrs. Jay P. Beard.
Commercial Manager—W H. Cate.

GENERAL BROADCASTING

# ARKANSAS—Continued

# LITTLE ROCK



Rates received March 15, 1987.

Owned and operated by Arkansas Radio and Equipment Company.

Business Office and Studio—Radio Center, 112-14 E.
Capitol Ave., Little Rock, Ark., Ld 224.

Transmitter—on U. S. Highway No. 67, two miles northeast of Little Rock, Ark.

Wave—Power—Time
Operating power—5,000 watts,
328.1 meters; 920 kilocycles.
Licensed to operate full time. Operates on Central

War Time.
Operating schedule: Sundays 7:00 s.m. to 11:05 p.m.;
week days 6:00 a.m. to 11:05 p.m.

|     | IIUUI   | 20.00 |
|-----|---|-------|
| 1/2 | hour.   | 72.00 |
| 1/4 | hour  | 48.00 |
| 5   | minutes                                       | 24.00 |
| 1   | minute electrical transcriptions or 100 words | 12.00 |
| 50  | words or less (station breaks 25 words)       | 10.00 |
|     | (9:00 a.m. to 6:00 p.m. and 10:00 p.m. to     |       |
|     | 11:00 p.m.)                                   |       |
| 1   | hour  | 60.00 |
| 1/2 | hour  | 36.00 |
| 1/4 | house   | 04.00 |

| -, - | ***************************************                              | 20.00 |
|------|--|-------|
| 5    |  | 12.00 |
| 1    | minute electrical transcription or 100 words                         | 6.00  |
| 50   | words or less (station breaks 25 words)<br>(11:00 p.m. to 9:00 a.m.) | 5.00  |
| 1    | hour   | 30.00 |
| 1/2  | hour   | 18.00 |
| 1/4  | hour   | 15.00 |
| 5    | minutes  | 12.00 |
| 1    | minute electrical transcription or 100 words                         | 6.00  |
| 50   | words or less (etation breaks 25 words)<br>DISCOUNTS                 | 5.00  |

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. Rates guaranteed for one year from date of first broadcast, with or without interruption. No contract for longer than one year,

| 1 to 12 times Net  |
|--|
| 13 to 25 times5%   |
| 26 to 51 times   |
| 52 to 99 times   |
| 100 to 149 times 20%   |
| 20 /0  |
| 150 to 299 times   |
| 300 to 599 ttmes   |
| 600 to 799 times   |
| 800 or more times  |
| Additional 5% discount allowed on programs that run  |
| and the state of t |
| five or more times weekly, which is to be taken col-   |
| lactivaly with quantity discount   |

lectively with quantity discount.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. double turntables with lateral and vertical pick-ups.

Personnel

With later at an experience of the personnel vice-Pres. & Gen'l Mgr.—G. E. Zimmerman. Commercial Manager—Julian F. Haas. Studio Manager—Jack Rumrill. Representatives

Edward Petry & Company, Inc.

KGHI
(Betablished 1927)



# **BLUE NETWORK STATION**



Bates effective June 1, 1944. (Card No. 7.)
Owned and operated by Arkansas Broadcasting Co.
Bustness Office and Studio—Arkansas Gazette Bidg.,
Little Rock, Ark., telephone 9166.
Transmitter—Arkansas Gazette Bidg., Little Rock.

Little Rock, Ark, telephone wire.

Transmitter—Arkanasa Gazette Bldg., Little Rock.
Ark.

Nave—Power—Time
Operating power—250 watte.
248.9 meters; 1230 kilocycles.
Licensed to operate full time. Operates on Central War Time.
Operating schedule: 6:00 a.m. to 11:00 p.m.; Saturday 6:00 a.m. to 1:00 a.m.
Agency Commission
13% on net charges for station facilities to recognized advertising agencies; no cash discount; no commission on program costs. production charges or talent. Invoices due and payable on 10th of month following broadcast.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Southcentral Group).
The following rates are for national advertising.
Discounts allowed at termination of contract.

|     | (6:00 | p.m.  | to : | 10:30 p.: | ma.)    |        |
|-----|-------|-------|------|-----------|---------|--------|
|     |       |       |      | 1/2 hr.   | 1/4 hr. | 5 min. |
| 1   | tlme  |       |      | . 42.00   | 28.00   | 14.00  |
| 13  | times |       |      | 39.90     | 26.60   | 13.30  |
| 26  | times |       |      | . 37.80   | 25, 20  | 12.60  |
| 52  | times |       |      |           | 23.80   | 11.90  |
| Luu | times |       |      | 33.60     | 22.40   | 11.20  |
| 150 | times |       |      | 32.55     | 21.70   | 10.85  |
| 300 | times |       |      |           | 21.00   | 10.50  |
| 500 | times |       |      |           | 20.30   | 10.15  |
| 300 | times |       |      |           | 19.60   | 9.80   |
|     |       | CLA   | 88   | "B"       |         |        |
|     | (7:30 | 8. m. | to f | 3:00 p.m  | .)      |        |
| - 1 | time  |       |      |           | 14.00   | 7.60   |
| 13  | tlmes |       |      | . 19.95   | 13.30   | 6.65   |
| 26  | times |       |      |           | 12.60   | 6.30   |
| 52  | times |       |      |           | 11 90   | 5.95   |

| 300  | times 15.2            | 3 10.15 | 5.08 |
|------|-----------------------|---------|------|
| 300  | 11 mes 14.7           | 0 9.80  | 4.90 |
|      | CLASS "C"             |         |      |
|      | (10:30 p.m. to 7:30 a | s.m.)   |      |
| 1    | Unite                 |         | 7.00 |
| 13   | times 11.4            | 0 8.55  | 6.65 |
| 26   | times 10.8            | 0 8.10  | 6.30 |
| 52   | times 10.2            | 0 7.65  | 5.95 |
| 100  | times 9.6             | 0 7.20  | 5.60 |
| 150  | times 9.3             | 0 6.97  | 5.43 |
| 300  | times 9.0             | 0 6.75  | 5.25 |
| 300  | times 8.7             |         | 5.08 |
| 0.05 |                       | 0 6 30  | 4 90 |

times times

300 times.

ANNOUNCEMENTS

ANNOUNCEMENTS

Ordertrical transcriptions or live announcements.

CLASS

(6:00 p.m. to 10:30 p.m.)

One minute or less:

1 time...

|     | time     |     |        | 150   | times | 6.20 |
|-----|----------|-----|--------|-------|-------|------|
| 13  | times    | ·   | 7.60   | 300   | times | 6.00 |
| 26  | tlines   |     | 7.20   | 600   | times | 5.80 |
| 52  | times    |     | 6.80   |       | times |      |
|     | times    |     |        |       |       |      |
|     |          | C   | LASS   | " B   | •     |      |
|     |          | (A1 | l othe | r tir | ne)   |      |
| One | minute o |     |        |       | ,     |      |
| 1   | time     |     | 4.00   | 150   | times | 3.10 |
| 13  | times    |     | 3.80   |       | times |      |
|     | times    |     |        |       | times |      |
|     | limes    |     |        |       | times |      |
|     | 41-14-   |     |        |       |       |      |

for lateral and vertical cut recording of Porsonnel General Manager—B. C. Vinsonhaler Commercial Manager—B. E. Rives None.

KLRA
(Established 1927)



Rates effective October 1, 1942. (Card No. 6.)
Card revised April 1, 1945.
Card received April 2, 1945.
Owned and operated by Arkansas Broadcasting Co.
Business Office and Studio—3rd floor, Gazette Bldg..
Little Rock, Ark., telephone L.D. 132. (P.O. Box
550.)

Little Nock, Ark., telephone B.D. 182. (F.O. 190x 550.)

Transmitter--7-1/2 East on Highway 70.

Wave—Power—Time
Operating power 10,000 watts days; 5,000 watts nights.
287 meters; 1010 kilocycles.
Operates on Central War Time.
Operating schedule: Sundays 7:00 s.m. to 12:05 s.m.;
week days 5:00 s.m. to 2:00 s.m.
48 gency Commission
15% on net charges for station facilities to recognized advertising agencies; no cash discount; no commission on program costs, production charges or talent. Bills due and payable 10th of month following service.

talent. Bills due and payment talent. Bills due and payment ing service.

General Advertising
For combination rates see Columbia Broadcasting
System (Southcentral Group).

Rates include music copyright fees.
The following rates apply to total number of broadcasts within one year under the same (and/or renewal) contract

GENERAL BROADCASTING
CLASS

(6:00 p.m. to 10:00 p.m.)

1 br. 1/2 br. 1/4 br. 5 min.
72 00 48:00 24:00

|     | (0.00 [ |        | TO:OO D.m | . )     |        |
|-----|---------|--------|-----------|---------|--------|
|     |         | l hr.  | 1/2 hr.   | 1/4 hr. | 5 min. |
|     | time    |        | 72.00     | 48.00   | 24.00  |
| 13  | times   | 114,00 | 68.40     | 45.60   | 22.80  |
|     | times   |        | 64.80     | 43.20   | 21.60  |
| 52  | times   | 102.00 | 61.20     | 40.80   | 20.40  |
| 100 | times   | 96.00  | 57.60     | 38.40   | 19.20  |
| 150 | times   | 93.00  | 55.80     | 37.20   | 18.60  |
| 300 | times   | 90,00  | 54.00     | 36.00   | 18.00  |
| 600 | times   | 87.00  | 52.20     | 34.80   | 17.40  |
| 800 | times   | 84.00  | 50.40     | 33.60   | 16.80  |
|     |         |        |           |         |        |

|       |                  |        |                 | CLASS         | "B"          |              |                |
|-------|------------------|--------|-----------------|---------------|--------------|--------------|----------------|
|       | (9:00            | a.m.   | to              | 6:00 p.m      |              | 10:00 p.m    | i. to          |
|       | ,                |        | •••             | 11:00 p       |              | 20100 910    |                |
|       |                  |        |                 | 1 hr.         | 1/2          | hr. 1/4 h    | r. 5 min.      |
|       | time             |        |                 |               | 36,0         |              |                |
| 13    |                  |        |                 | 57.00         | 84.2         | 20 22.80     | 11.40          |
| 26    |                  |        |                 |               | 32.4         |              |                |
| 52    |                  |        |                 |               | 80.6         |              |                |
| 100   |                  | ٠٠     |                 | 48.00         | 28.8         |              |                |
| 150   |                  |        |                 |               | 27.9         |              |                |
| 300   |                  | •••••• |                 |               | 27.0<br>26.1 |              |                |
| 300   |                  |        |                 |               | 25.2         |              |                |
| (11.0 | time,            |        |                 | CLASS         | ,,G,,        | N 10.00      | 0.10           |
|       |                  | (1     | 1:00            |               | 9:00         | am.)         |                |
| 1     | time             |        |                 |               | 18.0         |              | 12.00          |
| 13    |                  |        |                 |               | 17.1         |              |                |
| 26    | times            |        |                 | 27.00         | 16.2         | 0 13.50      | 10.80          |
| 52    |                  |        |                 |               | 15.3         |              |                |
| 100   |                  |        |                 |               | 14.4         |              |                |
| 150   |                  | *****  |                 |               | 13.9         |              |                |
| 300   |                  |        |                 |               | 13.5         |              |                |
| 800   |                  |        |                 |               | 13.0         |              |                |
| ลบบ   | times            |        |                 |               | 12.6         |              | 8.40           |
|       |                  |        |                 | NOUNCE        |              |              |                |
|       |                  | (6     | :00             | p.m. to       | 10:00        | p.m.)<br>(*) | (†)            |
| 1     |                  |        |                 |               |              |              | 10.00          |
| 13    |                  |        |                 |               |              |              | 9.50           |
| 26    |                  |        |                 |               |              |              | 9.00           |
| 52    |                  |        |                 |               |              |              | 8.50           |
| 100   |                  |        |                 |               |              |              | 8.00           |
| 150   | times            |        |                 |               |              | 9.30         | 7.75           |
| 300   |                  |        |                 |               |              |              | 7.50           |
| 600   | times            |        | • • • • • • • • |               |              | 8.70         | 7.25           |
| 800   | timea            |        |                 |               |              | 8,40         | 7.00           |
| 1     | tima             |        | ()              | All other     | time)        |              | 5.00           |
| 13    | times.           |        | ******          | ************* |              | 6.00<br>5.70 | 4.75           |
| 26    | times            |        |                 | ·*·····       |              | 5.40         | 4.50           |
| 52    | times            |        |                 | ·             |              | 5.10         | 4.25           |
| 100   | times            |        |                 |               |              | 4.80         | 4.00           |
| 150   | times            |        |                 |               | **********   | 4.65         | 8.88           |
| 300   | times            |        |                 |               |              | 4.50         | 8.75           |
| 600   | times            |        |                 |               | *******      | 4.35         | 3.68           |
| 800   | times            |        |                 |               |              | 4.20         | 3.50           |
|       |                  |        |                 | efectrical    | transc       | cription or  | 100 word       |
|       | nnound<br>†) Sta | reulen | l.<br>Ivaa:     | lea - 95 -    | 00001        | clectrical   | t market and - |
|       |                  |        |                 | announce      |              |              | transcrip-     |

Additional 5% discount on programs that run five or more times weekly: to be taken collectively with frequency discount.

Program sponsors may purchase announcements during life of program contract at frequency discounts earned by programs. Night and day programs may be combined to earn frequency discounts, likewise, night and day announcements. Programs and announcements cannot be combined to earn larger discounts.

SPECIAL FEATURES

Weather forecast, time signals, river stages—rates on request.

TALENT

TALENT

Rates on request.

KEMOTE CONTROL

Equipment available—details and rates on request.

TRANSCRIPTIONS

Recording equipment available—details on request.

SERVICE FACILITIES

Services of program, advertising and continuity departments as well as announcing and operating staff in securing talent, arranging, presenting and advertising programs are included without extra charge.

Closing Time
Closing date two weeks in advance for full publicity release. Final closing one week.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
General Manager—Roy Judge.
Representatives
The Katz Agency, Inc.

# PINE BLUFF

(Jefferson County)

KOTN (Established 1984)



itates effective January 1, 1943.

Owned and operated by B. J. Parriah.
Business Office and Studio—505-1/2 Main St., Pine
Bluff, Ark.
Transmitter—505-1/2 Main St., Pine Bluff, Ark.
Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Assency Commission
Assency Commission
2%—10 days. Commission applies to station time
only. Bills mailed first of month or on completion
of service when less than one month.
General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.
The following rates are for national advertising. itates effective January 1, 1943.

| 7 116 17 | TOWTHE | twees st |     |           | advertis | ng.    |
|----------|--------|----------|-----|-----------|----------|--------|
|          |        |          | hr. | 1/2 hr.   | 1/4 hr.  | 5 min. |
| 1 tin    | a e    | 60,      |     | 36,00     | 24.00    | 12.00  |
|          |        | 48.      |     | 29.00     | 20.00    | 10.00  |
|          |        | 45.      |     | 27.00     | 18.00    | 9.00   |
| 52 tir   | nes    | 39.      | 00  | 24.00     | 16.00    | 8,00   |
| 104 tin  | nes    | 36.      | 00  | 22.00     | 15.00    | 7.00   |
| 156 tir  | nes    | 35.      | 00  | 21.00     | 14.00    | 7.00   |
| 260 tir. | nes    | 30.      | 00  | 18.00     | 12.00    | 6.00   |
|          |        | ANNOU    | NCE | MENTS     | 14.00    | 0.00   |
| Not ex   |        |          |     | one minut |          |        |

1 ti. 13 ti. 3.00 2.70 more times. 

# PINE BLUFF—Continued K O T N-Continued

FREQUENCY RATES

Contract rate applicable to continuous service with no staggered dates. Announcements of 100 words or less, six days weekly:

1 time daily.

25.00 80.00 2 times daily.

25.00 100.00 5 times daily.

18.00 150.00 5 times daily. DISCOUNTS

DISCOUNTS
For six month contract.
For one year contract.
SPECIAL FEATURES
News: Lessed wire survice stailable.
POLITICAL AND RELIGIOUS

Rates on request.
REMOTE CONTROL

Where programs originate outside of station's studio, all extra expenses, including line charges to input panel, personnel traveling expenses, etc., will be charged.

TRANSCRIPTIONS Regular rates apply

Closing Time
All political announcements or manuscripts must be submitted at least 24 hours prior to broadcast.

Mechanical Program Equipment Equipment Equipped to handle programs by electrical transcription, using 3-1/3 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel
Pres. & Gen'l Mgr.-B. J. Parrish.

Representatives

# SILOAM SPRINGS

(Benton County)

KUOA (Established 1922)



Rates effective May 1, 1938, (Card No. 4.) Operated by KUOA, Inc.
Business Office and Studio-Siloam Springs, Ark.,
telephone 77.
Transmitter—Siloam Springs, Ark.

Wave—Power—Time
Operating power—5,000 watts to local sunset.
232.6 neters; 1290 kliocycles.
Operatos on Central War Time (daytime only).

Agency Commission time to recognized agencies; cash discount 2%—10 days; no commission on cost of talent, news service, etc.

General Advertising
For combination rates see Keystone Network.
Itates include music copyright fees.
The following rates are for national advertising.

1 hour..... 1/2 hour..... 1/4 hour..... 5 minutes. 21.50 15.00 7.50

TALENT

Rates on request. REMOTE CONTROL

Remote control equipment available at nominal additional cost.

Service of program department, announcing staff and continuity department as well as operating staff in securing and arranging, producing and advertising programs are included without extra charge. Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using \$3-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Manager—Storm Whaley.

Representaives
The Walker Company.

# TEXARKANA KCMC

See listing under Texarkans, Tex.

# **CALIFORNIA**

McCLATCHY BEELINE

MCCLIAICHT BEELINE
All communications should be addressed to 708 Eye
St., Sacramento 4, Calif., telephone 25011.

Comprised of:

KERN-Bakeratheld, Calif.

KMJ-Freano, Calif.

KMJ-Stockton, Calif.

KWG-Stockton, Calif.

KOH-Reno, Nev.

Ratus effective February 1, 1944. (Card No. 2.)

Wave-Power-Time
See individual listings.

Agency Commission  $-1.5^{\circ}c$  on net station time to accredited advertising agencies; no cash discount. General Advertising

 
 CLASS
 "A"

 (6:00 p.m. to 10:00 p.m.)
 1 hr. 1/2 hr. 1/4 br. 10 min
 5 min.

 1 hr. 1/2 hr. 1/4 br. 10 min
 5 min.
 431.80 259.25 163.71 124.27 96.22

 421.00 252.79 160.02 121.17 93.44
 410.21 246.37 154.84 118.07 91.42
 399.42 239.91 150.56 115.09 89.60

 388.62 233.24 146.49 111.73 86.62
 886.62 233.24 146.83 81.17
 386.62 83.17

 367.03 226.82 138.52 105.66 83.77
 81.77
 82.35 105.66 81.77

 345.44 207.40 130.71 99.45 77.01
 823.85 194.44 122.78 93.25 72.21

 813.06 187.98 118.67 90.14 60.79
 802.26 181.48 114.60 87.94 67.24

 CLASS "B"
 CLASS 4% times...... 624 times......

62.99 61.46 59.84 58.27 56.65 55.12 58.55 50.41 47.22 45.69 44.12 times. times. 468 times... 624 times...

m. to 6:00 p.m. and 10:0
11:00 p.m.)
215:00 129:63 81.86
210:50 129:64 79.82
205.11 123.17 77.73
199.71 119.94 75.74
194.31 116.66 73.74
194.31 116.66 73.74
183.92 110.20 69.74
183.92 110.20 69.74
161.93 97.24 61.97
161.93 97.24 61.97
161.93 97.24 61.97
161.93 98.80 59.37
161.13 90.74 57.29
161.93 85.85 53.81
130.04 81.52 51.13
132.47 79.43 49.13
132.47 79.43 49.13
124.89 07.72 71.44.13
124.72 72.93 45.82
114.58 68.88 43.24
115.29 68.89 40.38
103.79 62.26 89.06
100.22 60.10 97.66
CLASS "D"
110.02 p.m. 10 6:00 a.m. 1 time... 13 times. 26 times. 52 times. 65 times. 130 times. times times

(11:00 p.m. to 6:00 a.m.)

(11.00 p.m. to 6:00 a.m.;

Rates on request.

ANNOUNCEMENTS

Announcements broadcast at times adjacent to higher rate classification will take higher rate.

(CLANS /A

(CLANS /A

(LIME - 1.00 p.m.)

Inin. wds.

1 time. 58.65 45.05 156 times. 49.88 38 17 13 times. 57.21 43.86 260 times. 46.92 36.04 26 times. 36.72 42.80 312 times. 43.99 33.79 12 times. 34.27 41.61 468 times. 42.54 32.60 65 times. 52.79 40.55 624 times. 42.54 32.60 65 times. 52.79 40.55 624 times. 42.54 31.54

and 10:00 p.m. to

12 times. 52.79 40.55 624 times. 42.54 65 times. 52.79 40.55 624 times. 41.06 61.00 p.m. and 10:00 p.m. 1 time. 31.03 22.95 156 times. 26.27 13 times. 30.18 22.40 260 times. 24.82 26 times. 28.60 21.21 688 times. 22.40 260 times. 28.60 21.21 688 times. 22.40 260 times. 27.92 20.66 624 times. 21.72 130 times. 27.07 20.10 (6.00 cm. to 7:00 s.m.) 1 time. 21.25 17.00 156 times. 18.06 13 times. 20.70 16.88 20 times. 15.94 65 times. 16.80 26 times. 17.00 21.25 17.00 156 times. 18.06 13 times. 20.77 16.88 20 times. 15.94 65 times. 18.68 20 times. 15.94 65 times. 18.68 20 times. 15.94 65 times. 18.68 20 times. 15.94 152 times. 18.68 20 times. 18.95 153 times. 18.95 153

(11:00 p.m. to 6:00 a.m.)
Rates om request.

DISCOUNTS

The above rates represent a 15% discount on the composite rates of the five Beeline stations. It is desirable in Beeline operation to have the same number of broadcasta used on all stations during the same contract, even though the exact broadcast time of the schedules may differ. Where this is not possible the following rules apply:

I nequal frequency: When the length of contract on all Beeline atations is the same but the number of broadcasts per week on these stations is different, the 15% Beeline discount will be allowed but the frequency discount will be allowed but the frequency discount will be determined by the number of broadcasts on the atation or stations with the smallest schedule. That is, if an advertiser issues a 13 week schedule comprising five broadcasts per week on each of the others, the frequency discount will be based on 13 times one station, and one broadcast per week on one station, and one broadcast per week on each of the others, the frequency discount will be based on 13 times of the others, the frequency discount will be absed on 13 times of the others of the othe

(This listing continued on next page)

The Beeline Market ranks in population with Los Angeles and exceeds San Francisco in Retail Sales . . . .

# **COVERAGE**

41 Counties

# POPULATION <

1,561,254 (Letion Junit Ho. 4)

# RETAIL SALES

\$2,446,047,000 (Bureau of Concur 1943)



Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined on a new basis for National spot business.

KIFBK Sacramento 10,000 watts Blue KWG Stockton ... K-M J Fresno

250 watts Blue 5,000 watts NBC

KERN Bakersfield 1,000 watts CBS KOH Reno .... 1.000 watts NBC



PRESNO-KMJ

BAKERSHELD O

McCiatchy Broadcasting Sacramento, California

PAUL H. RAYMER CO. Natl Representatives

# CALIFORNIA—Continued

# McCLATCHY BEELINE—Continued

mcclatchy Beeline discount will not be allowed on less than five stations.

Expansion: When an advertiser uses less than five stations and then expands to a Beeline deal, credit cannot be given for frequency discount previously earned, although the 15% Beeline discount previously earned, although the 15% Beeline discount will apply immediately.

Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn 1/2 hour, or one hour rates, whichever applies. Such programs may be scheduled contiguously at the station's option. Discounts allower retroactively on the number of broadcasts given in one year.

Day and night programs or day and night announcements may be combined to determine rate earned. Announcements cannot be combined with programs of five minutes or more to determine rate earned. Interruptions in an advertiser's schedule necessitated by the hroadcasting of special events of importance will not affect the advertiser's right to discount if an advertiser is required by the station to relinquish the time or times specified in his contract and the contract is cancelled for this reason, the rate of discount to which the advertiser would otherwise be entitled will not be prejudiced.

All discounts apply to time charges only. If a contract runs without interruption beyond 52 consecutive weeks, the advertiser will continue to sarn the discount established during the preceding year. Second of the properties of the properties.

Regular one time rates apply. No discounts. All political broadcasts cash in advance. Manuscripts must be submitted 24 hours in advance of broadcast time.

time.

REMOTE CONTROL
Complete facilities available at all stations for programs originating outside of studios—rates on request,
TRANSCRIPTIONS
Transcription library services available at extra cost—

Services of station's staff aunouncers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event the client specifies a particular announcer or accept where a fee is required by any governing labor

cept where a fee is required by any governing labor organization.
Additional charges are made for programs requiring special production.
Contract and Other Requirements
All programs subject to acceptance of Beeline management and must conform to station policies and all government resultations. Management reserves the right to discontinue or reject any advertising or program.

gram.
Clesing Time
Alor to 12:00 noon day preceding broadcast.
Mechanical Program Equipment
Equipment Shulipped to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. double turntables for both lateral and vertical cut recordings.

personnel Personnel Personnel Personnel Personnel President—Eleanor McClatchy.
National Sales Manager—Robert A. Street.
Representatives
Paul H. Raymer Company.

# BAKERSFIELD

# (Kern County)

KERN (Established 1932)

(Established 1932)

Rates effective October 1, 1943. (Card No. 16.)

Owned and operated by The McClatchy Broadcasting
Company.

Business Office and Studio—Elks Bidg., 17th and
I Sts., Bakerafield, Calif., telephone 8-8431.

Transmitter—Osk and Ming Sts., Bakersfield, Calif.

(ave—Power—Time
Operating power—1.000 watts.
212.8 meters; 1410 kilocycles.

Licensed to operate full time. Operates on Pacific
War Time.

Licensed to operate full time. Operates on Pacific War Time. Operating schedule: Sunday 6:45 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight. Agency Commission

15% on net station time to accredited advertising agencies; no cash discount. Discount applies only to national business originating outside of Bakersdeld. General Advertising For combination rates see Columbia Broadcasting System, inc.

Any four of the following stations may be combined on the same schedule to earn 10% discount: KFBK, Sacramento; KWG, Stockton; KMJ, Fresno; KERN, Bakersteld; KOH, Reno, Nev. For further discounts on combination of all five stations see listing of McClatchy Beeline.

The following rates are for national advertising and include music copyright fees.

CLASS (A)

| CLASS "A"                                 |           |       |        |       |       |       |      |      |
|---|-----------|-------|--------|-------|-------|-------|------|------|
| (8:00 p.m. to 10:00 p.m.)                 |           |       |        |       |       |       |      |      |
|   |           | 1     | 1/2    | 1/4   | 10    | 5     | •1   | *85  |
|   |           | hr.   | hr.    | hr.   | min.  | min.  | min. | wds. |
| 1   | time      | 60.00 | 36,00  | 21.60 | 16,20 | 12.20 | 6.00 | 5.00 |
| 13  | times     | 58.50 | 35, 10 | 21.05 | 15.80 | 11.90 | 5.85 | 4.90 |
| 28  | times     | 57.00 | 34.20  | 20.50 | 15.40 | 11.60 | 5.70 | 4.75 |
| 52  | times     |       |        |       |       | 11.30 | 5.55 | 4.65 |
| 65  | times     | 54.00 | 32.40  | 19.45 | 14.60 | 11.00 | 5.40 | 4.50 |
| 130                                       | times     |       |        |       | 14.20 | 10.70 | 5,25 | 4.40 |
| 156                                       | times     | 51.00 | 30.60  | 18.35 |       |       | 5.10 | 4.30 |
| 260                                       | times     | 48.00 | 28.80  | 17.30 | 13.00 | 9.80  | 4.80 | 4.00 |
| 312                                       | times     | 45.00 | 27.00  | 16.20 | 12.20 |       | 4.50 | 3.80 |
| 468                                       | times     | 43.50 | 26, 10 | 15.65 | 11.80 | 8.90  | 4.35 | 3.65 |
| 624                                       | times     | 42.00 | 25.20  | 15.10 |       | 8,60  | 4.20 | 8.55 |
|   | CLASS "B" |       |        |       |       |       |      |      |
| (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to |           |       |        |       |       |       |      |      |

|       |      |    |       | LOO D |     |       |      |    |  |
|-------|------|----|-------|-------|-----|-------|------|----|--|
| (7:00 | 8.m. | to | 6 :00 | p.m.  | and | 10:00 | p.m. | to |  |

|    |       |       |       | 0 p.m. |      |      |      |      |
|----|-------|-------|-------|--------|------|------|------|------|
| 1  | time  | 30.00 | 18.00 | 10,80  | 8.10 | 6.10 |      | 2.50 |
| 13 | times | 29.25 | 17.55 | 10.55  | 7.90 | 5.95 | 2.90 | 2.45 |
| 26 | times | 28.50 | 17.10 | 10.25  | 7.70 | 5.80 | 2.85 | 2.40 |
| 52 | times | 27.75 | 16.65 | 10.00  | 7.50 | 5.65 | 2.75 | 2.30 |

|     |          | hr.    | hr.   | hr.  | mln.    | min.  | min. | wds. |
|-----|----------|--------|-------|------|---------|-------|------|------|
| 65  | times    | 27.00  | 16.20 | 9.70 | 7.30    | 5.50  | 2.70 | 2.25 |
| 130 | times    | 26.25  | 15.75 | 9.45 | 7.10    | 5.35  | 2.60 | 2.20 |
| 156 | times    | 25.50  | 15.30 | 9.20 | 6.90    | 5, 20 | 2.50 | 2.15 |
| 260 | times    |        | 14.40 | 8.65 | 6.50    | 4.90  | 2.40 | 2.00 |
| 312 | times    |        | 13.50 |      | 6.10    | 4.60  | 2.25 | 1.90 |
| 468 | times    |        | 13.05 | 7.85 | 5.90    | 4.45  | 2.15 | 1.85 |
| 624 | times    | 21.00  |       | 7.55 | 5.70    | 4.30  | 2,10 | 1.75 |
| 021 | times    | 22.00  | CLAS  |      |         | 2.00  |      |      |
|     | 6:00 a.r | - 40 5 |       |      | d after | 11:00 | p.m. | ١.   |
| ,   | DIUU M.I |        |       |      |         |       |      |      |
| 1   | time     |        | 13.50 | 8.00 | 6.00    | 4.00  | 2.00 | 2.00 |
| 13  | times    | 21.95  | 13.15 | 7.80 | 5.85    | 3.90  | 1.95 | 1.95 |
| 26  | times    | 21.40  | 12.80 | 7.60 | 5.70    | 3,80  | 1.90 | 1.90 |
| 52  | times    | 20.80  | 12.50 | 7.40 | 5.55    | 3.70  | 1.85 | 1.85 |
| 65  | times    | 20.25  | 12.15 | 7.20 | 5.40    | 3.60  | 1.80 | 1.80 |
| 130 | times    |        | 11.80 | 7.00 | 5.25    | 3,50  | 1.75 | 1.75 |
| 156 | times    |        | 11.45 | 6.80 | 5.10    | 3.40  | 1.70 | 1.70 |
| 260 | times    | 18.00  | 10.80 | 6.40 | 4.80    | 3.20  | 1.60 | 1.60 |
|     |          |        | 10.15 | 6.00 | 4.50    | 3.00  | 1.50 | 1.50 |
| 312 | times    | 16.85  |       |      |         |       |      |      |
| 468 | times.   | 16 30  | 9.80  | 5.80 | 4.35    | 2.90  | 1.45 | 1.45 |

260 times. 18.00 10.80 6.40 4.80 3.20 1.60 1.60 1.60 1.20 1.21 times. 16.85 10.15 6.00 4.50 3.00 1.50 1.50 468 times. 16.30 9.80 5.80 4.35 2.90 1.45 1.45 624 times. 16.35 9.45 5.60 4.20 2.80 1.40 1.40 CLASS 'D' (LASS 'D')

(11.30 D.m. to 6:00 s.m.)

Rates on request. (\*) Anouncements broadcast at times adjacent to higher rate classification will take higher rate. DISCOUNTS

Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn 1/2 hour, or one bour rates, whichever applies. Such programs may be scheduled contiguously at the station's option. Discounts allowed retroactively on the number of broadcasts given in one year.

Day and night programs or day and night announcements may be combined to determine rate earned. Announcements cannot be combined with programs of die minutes or more to determine rate earned. Interruptions in an advertiser's schedule necessitated by the broadcasting of special events of importance will not affect the advertiser's right to discount. If an advertiser is required by the station to relinquish the time or times specified in his contract and the contract is cancelled for this reason, the rate of discount to which the advertiser would otherwise be entitled will not be projudiced. All discounts apply to time charges only. If a contract runs without interruption beyond 52 consecutive weeks, the advertiser will continue to earn the discount established during the preceding year. SPECIAL FEATURES

News—Station time plue 20% net news and service fee.

POLITICAL

Regular one time rates apply; no discounts. Political

fee.

POLITICAL
Regular one time rates apply; no discounts. Political
broadcasts, cash in advance. Manuscripts must be
submitted 24 hours in advance of broadcast.

TALENT

Rates on request.

REMOTE CONTROL

Additional charges are made for programs originating outside of the station studios.

TRANSCRIPTIONS

Transcription library service available at extra cost

Transcription library service available at extra cost retate on request.

SERVICE FACILITIES

Services of station's staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event the client apecifies a particular announcer or except where a fee is required by any governing labor organization.

Additional charges are made for programs requiring special production.

Special production.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted.

No contracts accepted for longer than one year.
Rates are for station time, including station facilities.
All programs subject to acceptance and must conform to station policy and government regulations. Right reserved to reject or discontinue any advertising or program.

Separate programs advertising separate products of the same company shall be considered as separate contracts and may not be combined for lower rates unless this combination is included in one advertising contract through one advertising agency and unless programs are run adjacent to each other so that the combination forms one continuous broadcast.

combination forms one continuous broadcast.

Closing Time

Talent programs close one week in advance of broadcast. Announcements and recorded programs close one week in advance of broadcast. Talks must be submitted in manuscript form prior to 12:00 noom, day preceding broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Office Manager—Vivian Rinker.
Representatives
Paul H. Raymer Co.

# KPMC B Broadcasting System Don

Rates effective January 1, 1938.

Owned and operated by Ploneer Mercantile Co.
Business Office aand Studio—20th and Eye Sta.,
Bakersfield. Calif.

Transmitter—307-1/2 E. 21st St., Bakersfield, Calif.

Wave—Power—Time
Operating power—1,000 watts.
193.4 meters; 1560 kilocycles.
Licensed to operate full time. Operates on Pacific War Time.

Agency Commission 15% on net station time and talent to accredited agencies; no cash discount. Accounts payable 10th of month following service.

General Advertising

\*35

For combination rates see Don Lee Broadcasting System (Southern California Group) and Mutual Broadcasting System. The following rates are for national advertising and include music copyright fees.

| idde i |       | p.m. to      |  | nm)       |      |
|--------|-------|--------------|--|-----------|------|
| hour.  |       | p.m. ••      |  |           | 50.0 |
|        |       |              |  |           |      |
| hour.  |       |              |  |           | 20.0 |
|        |       |              |  |           |      |
| minu   | tes   |              |  |           | 12.0 |
|        |       | (All oth     | er time                                | )         |      |
|        |       |              |  |           |      |
|        |       |              |  |           |      |
|        |       |              |  |           |      |
| minu   | tes   |              | ······································ |           | 9.6  |
| minu   | les   |              |  | ·······   | 7.2  |
|        | 11177 | V2 1/ T 37 T | TODAT                                  | CA FERROR |      |

WEEKLY DISCOUNTS
Gross time rates are subject to the following weekly discounts when advertisers contract for 13 or more weeks. Discounts are predicated upon the fulfillment of contracts within 12 months, dated from the first broadcast.

| Less than 12.00 weekly                       | None      |
|--|-----------|
| 12.00 but less than 24.00 weekly             | 2-1/2%    |
| 24.00 but less than 36.00 weekly             | 5%        |
| 36.00 but less than 48.00 weekly             | 7-1/2%    |
| 48.00 but less than 60.00 weekly             | 10%       |
| 60.00 but less than 72.00 weekly             | 12-1/2%   |
| 72.00 or more weekly                         | 15%       |
| Additional discounts: At the conclusion of   |           |
| secutive weeks of broadcasting 5% additional | discount  |
| is allowed; at the conclusion of 52 consecut | ive weeks |
| broadcasting 10% additional discount is al   |           |
| ANNOUNCEMENTO                                |           |

 Base rate
 (All other time)
 8.25

 30 times
 3.75
 270 times
 3.00

 90 times
 8.50
 365 times
 2.75

SPECIAL FEATURES
Time signals charged same as chain break announcements. News broadcasts, other special features and specially produced programs—rates on request. Subject to regular station time rates and policies; payable in advance, payable in adv

Contract and Other Requirements
Advertising of beer and wine acceptable.
Rates are for station time only; talent is extra.
Contracts and copy subject to approval.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for ver-tical and lateral cut recordings.

Personnel

Manager-L. A. Schamblin. Representatives

W. S. Grant Company.

# BERKELEY (Alameda County)

KRE



Rates effective January 1, 1939.

Owned and operated by Central California Broadcasters, Inc.

Business Office and Studio—801 Ashby Ave., Berkeley, Calif., Ashberry 7715.

Transmitter—Ashby Ave. at East Shore Highway, Berkeley. Calif.

Wave-Power-Time

Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Operates on Pacific War Time.

Agency Commission

15% to recognized advertising agancies on station time only; no cash discount. Bills due and payable when rendered.

General Advertising

5% to be added to all station rates for music tax. To allow for station identification, etc., actual broadcasting periods are as follows: 59 minutes for one hour periods; 29 minutes for 1/2 hour periods; 14-1/2 minutes for 1/4 hour periods; 14-1/2 minutes for 1/4 hour periods.

minutes for 1/4 hour periods.

(6:00 p.m. to 10:00 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 156

1 hour... 62.75 33.00 25.00 20.00 18

1/2 hour... 35.00 19.00 14.50 11.00 10.

1/4 hour... 20.00 12.00 8.00 6.75 6.

(6:00 a.m. to 6:00 p.m. and 10:00 p.m. to

6:00 a.m.)

1 hour... 50.00 23.75 17.50 16.00 15.

1/2 hour... 28.00 15.00 10.00 8.75 8.

1/4 hour... 15.00 8.00 6.75 5.50 8.

10 minute rates—75% of 1/4 hour rate for service desired. 15.00 8.00 5.00

ANNOUNCEMENTS
Announcement times are subject to change to clear time for sponsored programs or station features.
Announcements in excess of 100 words or one minute are charged for on proportional basis with rate earned. ixty words maximum (per announcement):

# **BERKELEY—Continued** K R E—Continued

|                          | 2 days | 26 days 78 | days |
|--------------------------|--------|------------|------|
| l daily                  | 8.80   | 8.00       | 2.80 |
| 2 daily                  | 8.50   | 2.70       | 2.60 |
| 3 daily                  |        | 2.40       | 2.80 |
| 4 daily                  |        | 2.25       | 2.15 |
| 5 daily                  |        | 2.10       | 2.00 |
| One hundred words or one | minute | maximum    | (per |
| announcement):           |        |            |      |
| Single announcement      |        |            | 8.00 |
| l daily                  | . 5.00 | 4.00       | 3.80 |
| 2 daily                  | 4.60   | 3.60       | 3.40 |
| 3 daily                  |        | 3.20       | 3.00 |
| 4 daily                  |        | 8.00       | 2.75 |
| 5 daily                  | 8.80   | 2.80       | 2.50 |

Time Signals (50 words maximum). Released only at time of station identification. Rates same as for 100 word announcements.
News: Programs and newsflash announcements—rates

POLITICAL Rates on request.

REMOTE CONTROL
Wire and mechanical facilities are not included in station rates and are payable in advance.

TRANSCRIPTIONS
No surcharge for transcriptions provided by adver-

SERVICE FACILITIES Continuity and program planning disposal of advertiser without charge. departments at

disposal of advertiser without charge.

Contract and Other Requirements
All programs and announcements are subject to the
approval of the station management and the regulations of the Federal Communications Commission, or
any other federal body governing broadcasting attions. Right reserved to refuse, discontinue, or cancel
any contract. Preferred positions governed by priority
and availability on contract only. Right also reserved
to change the time of any broadcast to clear time for
broadcasts which are of national or local importance.
Charges for studio talent, extra voices, and sound
effects are not included in rates and are payable in
advance. advance

Closing Time
Manuscripts of all talks and programs not prepared
by the station must be submitted 24 hours in advance of broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Personnel General Manager—Arthur Westlund.

Representatives None

CHICO (Butte County) KHSL



Rates received January 28, 1943.

Owned and operated by The Golden Empire Broadcasting Company, Inc.
Business Office and Studio—Moorhead Bldg., Chico,
Calif., Chico 237.
Transmitter—Hooker Oak and Madrone Avec., Chico,
Calif.

Wave—Power—Time
Operating power—1,000 watta.
232.6 meters; 1290 kilocycles.
Licensed to operate unlimited time. Operates on Pactic War Time.
Operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission
15% on net station time and talent to accredited advertising agencies; no cash discount. On approved credit, accounts payable 10th of month following service.

General Advertising
For combination rates see Don Lee Broadcasting Sys-tem (Northern California Group) and Mutual Broad-casting System.

| 1/2 | hour    | 46.88 | 18 ti.<br>44.54<br>26.73 | 42.31<br>25.39 | 40.09<br>24.06 | 104 ti.<br>37.86<br>22.72 | 85.63<br>21.88 |
|-----|---------|-------|--------------------------|----------------|----------------|---------------------------|----------------|
|     | hour    |       | 16.04                    | 15.24          | 14.44          | 18.63                     | 12.83          |
| 5   | minutes | 15.88 | 8.03                     | *******        | *******        |                           | ******         |

SPECIAL FEATURES
Time Signsls: Announcement rates apply.
Announcements during news period: Regular rates

plus 20%. Participation programs—rates on request.

POLITICAL
Rates on request.

Rates on request.

REMOTE CONTROL Rates on request.

TRANSCRIPTIONS
Libraries available at no extra cost. Portable equipment extra.

SERVICE FACILITIES

Continuity department at the disposal of the advertiser. Audition studies maintained for advertisers and sgencies.

Contract and Other Requirements
Advertising of beer and wine acceptable.
Standard AAAA contract requirements.
Contract and copy subject to approval.

Closing Time Copy must be on hand 24 hours in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using triple multi-speed turntables for lateral cut recordings.

Personnel
General Manager—Hugh McClung.
Station Manager—M. F. Woodling.

Representatives W. S. Grant Company.

# **EL CENTRO** (Imperial County)

K X O (Established 1927)



Rates effective March 10, 1941, (Card No. I.) Owned and operated by Valradio, Incorporated.
Business Office and Studio-793 Main St., El Centro,
Calif., tlephone 1100.
Transmitter—El Centro, Calif.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time on local channel.
Operates on Pacific War Time.
Operating schedule: 7:00 a.m. to 11:00 p.m. daily.

of month following service.

General Advertising

For combination rates see Mutual Broadcasting System, Don Lee Broadcasting System (Southern California Group),

Rates include music copyright fee.

Combined "Frequency Discounts" and "Yolume Discounts" are allowed only on "General Broadcasting" and are based on gross billing for station time. (6:00 p.m. to 10:00 p.m.)

| (0.00 р.ш. во 10.00 р.ш.)              |  |
|--|--|
|  | 40   |
|  | 28.  |
|  |  |
| ······································ | 20.  |
|  | 16.  |
|  | 12.  |
|  |  |
| (All other time)                       |  |
|  | 20.  |
|  |  |
|  |  |
|  | 10.  |
| 1                                      | 8.   |
| ,                                      |  |
|  | 6.   |
| FREGUENCY DISCOUNTS                    |  |
|  |  |
| .3 tlmes                               | Net  |
|  | 5%   |
|  | 100  |
|  | (All other time)  FREQUENCY DISCOUNTS (3 times |

| 26 times<br>39 times |  | 10%<br>15% |
|----------------------|--|------------|
| Less than            | VOLUME DISCOUNTS<br>(Within one month) | Net        |
| 150.00 to            | 224.00                                 | 2-1/2%     |

| 225.00 | to 2  | 99.00  |        | *************************************** |         | 5%      |
|--------|-------|--------|--------|---|---------|---------|
| 300.00 | to 3  | 74.00  |        |   |         | 7-1/2%  |
| 375.00 | or m  | Ore    |        |   | 1       | 0%      |
|        |       |        |        | EMENTS                                  |         | , .     |
|        |       |        |        | 10:00 p.m                               | .1      |         |
|        |       | 1 ti.  | 80 tl. |   | 180 ti. | 270 ti. |
|        | inute | 8.00   | 7.60   | 7.20                                    | 6.80    | 8.40    |
| 100 w  | rds   | 6.00   | 5.70   | 5.40                                    | 5.10    | 4.80    |
| 50 w   | rds   | 5.00   | 4.75   | 4.50                                    | 4.25    | 4.00    |
| 30 wo  | rds ( | chain  |        |   |         | 2.00    |
|        |       | 4.00   | 8.80   | 8.60                                    | 8.40    | 8.20    |
| 25 WO  | rds ( | run of | sched- |   | -/      |         |

| 0.0                 |          |           | 0.10       |       |
|---------------------|----------|-----------|------------|-------|
| 25 words (run of a  | iched-   |           |            |       |
| ule) 3.00           | 2.85     | 2.70      | 2, 55      | 2.40  |
| (A                  | ll other | time)     |            |       |
| 1 minute 4.00       | 3.80     | 8.60      | 8.40       | 8,20  |
|                     |          |           |            | 8. AU |
| 100 words 3.00      | 2.85     | 2.70      | 2.55       | 2.40  |
| 50 words 2.50       | 2.88     | 2.25      | 2.18       | 2.00  |
| 80 words (chain     | 2.00     | 0         | 4.10       | 2.00  |
|                     |          |           |            |       |
| break) 2,00         | 1.90     | 1.80      | 1.60       | 1.40  |
| 25 words (run of a  | iched-   |           |            |       |
| ule) 1.50           | 1.43     | 1.35      | 1.28       | 1.20  |
|                     |          | 1.00      | 1.20       | 1.20  |
| Announcement rates  | shown    | represent | net rates  | after |
| deduction of "Frequ | iancy Di | scounts " | No further | 41.   |
|                     |          |           |            |       |

Announcement rates snown represent net rates arter deduction of "Frequency Discounts." No further discount.

POLITICAL
Talks, speeches, etc., accepted only when subject matter is, in the opinion of the station, of general public interest. Complete manuscripts must be submitted for approval 72 hours prior to broadcast. Political time contracted for may be reserved only by a 25% deposit which is to apply to last broadcast; all other charges being payable 24 hours before broadcast.

SERVICE FACILITIES
The services of station's program department, staff announcers and staff engineers in arranging and presenting programs are included without extra charge except in the event client specifies a particular announcer or additional services.

Additional charges are made for programs originating outside of attaion's studios, and for programs requiring apecial production. Upon sufficient notice, arrangements can be made for remote control broadcasts at station rates, plus cost of special production.

Contract and Other Requirements

Discounts are predicated upon the fulfillment of contracts within 12 months, dating from the first broadcast.

cast.
Rates are for station time only; talent is extra.
Contract and copy subject to approval. Contracts are
for the exclusive use of contracting party.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.

Personnel Manager-Ken Thornton.

Representatives
Paul H. Raymer Company.

**EUREKA** (Humbolet County) KIEM 1988)



Rates effective August 1, 1948. (Card No. 11.)

Owned and operated by Redwood Broadcasting Co., Inc.
Business Office and Studio—Hotel Vance, Eureka, Calif., Eureka 93.
Transmitter—Humboldt Bay Flats, Eureka, Calif.

Transmitter—Humboldt Bay Fists, Eureke, Caiff, Wave—Power—Time Uperating power—1,000 watts. 202.7 meters; 1480 kilocycles. Licensed to operate full time on regional channel. Operates on Pacific War Time. Operating schedule: 7:00 a.m. to 10:80 p.m.

Agency Commission 15% to recognized advertising agencies on net charges for station time and talent, provided payment is made by the 20th of month following service; no cash discount. All bills mailed at end of month of service unless otherwise directed, and are payable when rendered.

rendered.

General Advertising
For combination rates see Don Lee System (Northern California Group) and Mutual Broadcasting System.

The following rates apply to national advertising. Discounts predicated upon fulfillment of contract within 12 month period dating from first broadcast.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

|     |       | (0.00 | р.ш. го  | 10:50  | D. III. J |       |     |
|-----|-------|-------|----------|--------|-----------|-------|-----|
|     |       | 1     | 1/2      | 1/4    | 10        | 5     |     |
|     |       | hr.   | hr.      | hr.    | min.      | min.  | (*) |
| 1   | time  |       |          | 18.00  | 14.40     | 10.80 | 7.2 |
| 26  | times |       |          | 17.64  | 14,12     | 10.60 | 7.0 |
| 52  | times |       |          | 17.28  | 13.84     | 10.38 | 6.9 |
| 78  | times | 42.30 |          | 16.92  | 13.54     | 10.18 | 6.7 |
| 104 | times |       |          | 16.56  | 13.26     | 9.94  | 6.6 |
| 156 | times | 39.60 | 23.76    | 15.84  | 12.70     | 9.52  | 6.3 |
| 208 | times | 37.80 |          | 15.12  | 12.12     | 9.08  | 6.0 |
| 260 | times |       |          | 14.40  | 11.52     | 8.64  | 5.7 |
| 312 | times |       |          | 13.68  | 10.98     | 8.22  | 5.4 |
| 364 | times | 32.40 |          | 12.96  | 10.38     | 7.78  | 5.1 |
|     |       |       | CLASS    | B.,    |           |       |     |
|     |       |       | All othe | r time | )         |       |     |
| 1   | time  |       |          | 12.00  | 9.60      | 7.20  | 4.8 |
| 26  | times | 29.40 |          | 11.76  | 9.41      | 7.06  | 4.7 |
| 52  | times |       |          | 11.52  | 9.22      | 6.92  | 4.6 |
| 78  | times | 28.20 | 16.92    | 11.28  | 9.02      | 6.78  | 4.5 |
| 104 | times |       |          | 11.04  | 8.84      | 6.62  | 4.4 |
| 156 | times |       |          | 10.56  | 8.46      | 6.34  | 4.2 |
| 208 | times |       |          | .0.08  | 8.08      | 6.06  | 4.0 |
| 260 | times |       |          | 9.60   | 7.68      | 5.76  | 3.8 |
| 312 | times |       |          | 9.12   | 7.32      | 5.48  | 3.6 |
| 364 | times | 21.60 | 12.96    | 8.64   | 6.92      | 5.18  | 3.4 |

364 times.... 21.60 12.96 8.64 6.92 5.18 3.46 (\*) 100 words or I minute maximum announcement. SPECIAL FRATTIRES

News: Leased wire service available, extra 30%. Sports Events: Play-by-play descriptions from field available in season, including baseball, football, wrestling, boxing, baskeball, and track—rates on re-

quest.

Women's participating program and special transcription drama productions—rates on request.

POLITICAL

Talks and announcements charged at regular rates;
payable in advance.

TALENT

Rates on request.

REMOTE CONTROL

Facilities available to 58 fixed points in the county, providing instantaneous access to churches, lodges, hotels. schools, athletic stadium and other public meeting places. Minimum service charge to any of these points is 10.00.

TRANSCRIPTIONS

Regular rates apply, Transcription library services available—rates on request.

SERVICE FACILITIES

Mierchandising service on sustained campaigns available without additional charge.

Contract and Other Requirements
Copy subject to station policy and governmental regulations. Right reserved to refuse or discontinue any broadcast. No contracts accepted for longer than one year, and no time sold for resale.

Foreign language programs are not accepted.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 38-1/3 and 78 p. D.m. double turntables with lateral and vertical pick-ups.

Personnel
President, in charge of General Advertising—William
B. Smullin.

Representatives
John Blair & Company.

# **CALIFORNIA**—Continued

**FRESNO** (Freeno County)

KARM (Established 1988)



Rates effective July 2, 1948. (Card No. 10.)

Owned and operated by KARM, The George Harm Station, a Corporation. Business Office and Studio—1338 Van Ness Ave., Fresno, Calif., telephone 4-2986. Transmitter-Pinedale, Calif.

### Wave-Power-Time

Operating power—5,000 watts. 209.8 meters; 1480 kilocycles. Licensed to operate full time. Operates on Pacific Operating schedule: Sunday 8:00 a.m. to 12:00 mid-night; week days 6:00 a.m. to 12:00 midnight.

### Agency Commission

15% on station charges to recognized agencies; no cash discount. Bills due and payable when rendered.

# General Advertising

For combination rates see Columbia Broadcasting System (Pacific Coast Group) and Columbia Pacific Network (Basic Pacific Coast Group). Rates include music copyright fees except ASCAP.

|   |  |  | CLASS  | "≜"   |   |  |   |
|---|--|--|--|---|---|--|---|
|   |  | (5:50  | p.m. to  | 10:81   | p.m.)   |  |   |
|   |  | hr.  | 1/2<br>hr.   | 1/4<br>hr.  | 5<br>min.   | (*)  | 85<br>wds.  |
| 1<br>26<br>52<br>65<br>180<br>156<br>260<br>812 | time times times times times times times times | 150.00<br>142.50<br>188.75<br>185.00<br>131.25<br>127.50<br>120.00<br>112.50 | 90.00<br>85.50<br>88.25<br>81.00<br>78.75<br>76.25<br>72.00<br>67.25 | 60.00<br>57.00<br>55.50<br>54.00<br>52.50<br>51.00<br>48.00<br>45.00<br>48.50 | 84.00<br>82.25<br>81.40<br>80.60<br>29.70<br>28.90<br>27.20<br>25.50<br>24.60 | 22.50<br>21.40<br>20.80<br>20.25<br>19.65<br>19.10<br>18.00<br>16.80 | 20.00<br>19.00<br>18.50<br>18.00<br>17.50<br>16.00<br>15.00 |
| 624   | Or more  |  |  | 42.00   | 23.80   | 15.75  | 14.00   |

|              |      |    | Cita | 55   | ъ.  |       |      |   |
|--------------|------|----|------|------|-----|-------|------|---|
| : <b>0</b> 0 | a.m. | to | 5:59 | p.m. | and | 10:81 | p.m. | u |

|     | [7:00 B.B | 1. KO C | 1:08 P.E | n. and | 10:01 | p.m. ve       |      |
|-----|-----------|---------|----------|--------|-------|---------------|------|
|     | •         |         | 11:00    | D. m)  |       |               |      |
|     |           |         |          |        |       |               |      |
| 1   | time      | 75.00   | 45.00    | 80.00  | 16.90 | 11.0 <b>0</b> | 8.50 |
| 26  | times     | 71.25   | 42.75    | 28.50  | 16.05 | 10.45         | 9.00 |
|     |           |         |          |        |       |               | 8.75 |
| 52  | times     | 69.25   | 41.50    | 27.75  | 15.65 | 10.15         |      |
| 65  | times     | 67.50   | 40.50    | 27.00  | 15.20 | 9.90          | 8.50 |
| 180 | times     | 65.50   | 89.25    | 26.25  | 14.75 | 9.60          | 8.30 |
|     |           |         |          |        |       |               | 8.05 |
| 156 | times     | 68.75   | 88.25    | 25.50  | 14.35 | 9.35          |      |
| 260 | times     | 60.00   | 86.00    | 24.00  | 18.50 | 8.80          | 7.60 |
| 812 | times     | 56.25   | 83.75    | 22.50  | 12.65 | 8.25          | 7.10 |
|     |           |         |          |        |       |               |      |
| 468 | times     | 54.50   | 82.50    | 21.75  | 12.25 | 8.00          | 6.90 |
| 624 | or more   |         |          |        |       |               |      |
| 11  | III.06    | 52.50   | 81.50    | 21.00  | 11.80 | 7.70          | 6,60 |
| ••• | -         |         |          |        |       |               |      |
|     |           |         |          |        |       |               |      |

CLASS "C"

|          |         | (11:80         | p.m. t         | o 7:00         | a.m.)          |              |              |
|----------|---------|----------------|----------------|----------------|----------------|--------------|--------------|
| 26<br>26 | time    | 48.00<br>45.60 | 28.80<br>27.85 | 19.20<br>18.20 | 10.80<br>10.25 | 7.20<br>6.80 | 6.00<br>5.70 |
| 52       | times   | 44.80          | 26.60          | 17.75          | 10.00          | 6.65         | 5.55         |
| 65       | times   | 48.10          | 25.90          | 17.80          | 9.70           | 6.45         | 5.40         |
| 180      | times   | 41.90          | 25.20          | 16.80          | 9.45           | 6.80         | 5, 25        |
| 156      | times   | 40.70          | 24.50          | 16.80          | 9.20           | 6.10         | 5.10         |
| 260      | times   | 88.80          | 28.00          | 15.85          | 8.65           | 5.75         | 4.80         |
| 812      | times   | 86.00          | 21.60          | 14.40          | 8.10<br>7.80   | 5.40<br>5.20 | 4.50<br>4.85 |
| 468      | times   | 84.70          | 20.85          | 18.90          | 7.80           | 5.20         | 1,00         |
|          | OF ELOT | 83.68          | 20.10          | 13.40          | 7.55           | 5.05         | 4.20         |
|          |         |                |                |                | 1.00           | 0.00         | 1.20         |
| ٠,       | ) One   | minute         | or 100         | words.         |                |              |              |

# Contiguous Units

Two or more program units of 15 minutes or more, broadcast on same day for the same sponsor within the same time bracket, may be combined to earn the one half hour, the three quarter hour, or one hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station option on 28 days' notice.

# DISCOUNTS

Discounts allowed retroectively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's dura-

# SPECIAL FEATURES

News: Begular time cost plus 20% for announcer and news service.

Rates on request.

# Contract and Other Requirements

At station's option, cancellation of contracts cannot become affective until two weeks after contracted starting date. All contracts subject to the conditions of standard NAB and AAAA contracts.

# Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 83-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Manager-Clyde F. Coomba.

# Regresentatives

Edward Petry & Company, Inc.

### KFRE (Established 1942)





Rates effective January 1, 1945. (Card No. 4-A.)
Card received January 15, 1945.
Owned and operated by J. E. Rodman.
Business Office and Studio—T. W. Patterson Bldg.,
Freeno, Calif., Freeno 4-5001.
Transmitter—First and Clinton Sts., Freeno. Calif.

Operating power—250 watts.
228.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel. Operating schedule: 5:00 a.m. to 12:00 midnight week days; 5:30 a.m. to 12:00 midnight Sundays.

# Agency Commission

15% on time charges to recognized advertising agencies; no cash discount.

### General Advertising

For combination rates see Mutual Broadcasting Sys-tem (Basic Group) and Don Lee Broadcasting System (Northern California Group). Station has blanket commercial and sustaining li-censes for the use of music controlled by ASCAP. BMI. NESAC and AMP.

Announcements and programs of less than 5 minutes duration may not be combined to earn frequency discounts.

|      |        | (5:59  | p.m. to  | 10:00   | p.m.)  |       |       |
|------|--------|--------|----------|---------|--------|-------|-------|
|      |        | 1 hr.  | 1/2 hr.  | 1/4 hr. | 5 min. | (*)   | (†)   |
| 1    | time   | 100.00 | 60.00    | 40.00   | 25.00  | 12.00 | 10.00 |
| 13   | times  | 95.00  | 57.00    | 38.00   | 23.75  | 11.40 | 9.50  |
| 26   | times  | 90.00  | 54.00    | 36.00   | 22.50  | 10.80 | 9.00  |
| 52   | times  | 85.00  | 51.00    | 34.00   | 21.25  | 10,20 | 8.50  |
| 104  | times  | 80.00  | 48.00    | 32.00   | 20.00  | 9.60  | 8.00  |
| 260  | times  | 75.00  | 45.00    | 30.00   | 18.75  | 9.00  | 7.50  |
| 312  | times  | 70.00  | 42.00    | 28.00   | 17.50  | 8.40  | 7.00  |
| 600  | times  | 65.00  | 39.00    | 26.00   | 16.25  | 7.80  | 6.50  |
| 1000 | times  | 60.00  | 36.00    | 24.00   | 15.00  | 7.20  | 6.00  |
|      | 7:00 • | m to   | 5:59 p.r | n and   | 10:00  | nm to |       |

# (7:00 a.m. to 5:59 p.m. and 10:00 p.m. to

|    |       |       | 10:31 | p.m.) |       |      |      |
|----|-------|-------|-------|-------|-------|------|------|
| 1  | time  | 50.00 | 30.00 | 20.00 | 12.50 | 6.00 | 5.00 |
| 13 | times | 47.50 | 28.50 | 19.00 | 11.87 | 5.70 | 4.75 |
| 26 | times | 45.00 | 27.00 | 18.00 | 11.24 | 5.40 | 4.50 |
|    | times | 42.50 | 25.50 | 17.00 | 10.61 | 5.10 | 4.25 |
| 04 | times | 40.00 | 24.00 | 16.00 | 9.98  | 4.80 | 4.00 |
|    | times | 37.50 | 22,50 | 15.00 | 9.35  | 4.50 | 3.78 |
| 12 | times | 35.00 | 21.00 | 14.00 | 8.72  | 4.20 | 3.50 |
|    | times | 32.50 | 19.50 | 13.00 | 8.69  | 3.90 | 3.25 |
|    | times | 30.00 | 17.00 | 12.00 | 7.46  | 3.60 | 3.00 |
|    |       |       |       |       |       |      |      |

# (10:31 p.m. to 12:00 midnight and 6:00 a.m.

|     |        |       | to 6:59 | a.m.) |      |              |      |
|-----|--------|-------|---------|-------|------|--------------|------|
| 1   | time   | 33.80 | 20.00   | 13.30 | 8.33 | 4.00         | 3.33 |
| 13  | times  | 31.65 | 19,00   | 12.65 | 7.91 | 3.80         | 3.16 |
| 26  | times  | 30.00 | 18.00   | 12.00 | 7.49 | 3.60         | 3.00 |
| 52  | times  | 28.35 | 17.00   | 11.35 | 7.07 | 8.40         | 2.83 |
| 104 | times  | 26.70 | 16.00   | 10.70 | 6.65 | 3.20         | 2.67 |
| 260 | times  | 25.05 | 15.00   | 10.05 | 6.23 | 3.0 <b>0</b> | 2.50 |
| 312 | or mor |       |         |       |      |              |      |
|     |        | 00 48 | 14 00   | 0.40  | E 01 | 0 60         | 9 94 |

2.34 times... 23.40 14.00 9.40 5.8 (\*) One minute or 100 words. (†) 25 seconds or 50 words. SPECIAL FEATURES

"It's a Woman's World"—With Frances Quinn, Mon-day through Friday, 11:15 a.m. to 11:45 a.m.; parti-cipation program available to non-competitive products; sold only three and five times per week. One minute or less: 3 times weekly, per week 21:00; 5 times weekly, per week 35:00; 26 weeks less 10%; 52 weeks less 20%. News: Regular rates plus 20% for news service and production.

POLITICAL

One time rate applies. No discounts. Cash in ad-TALENT

REMOTE CONTROL

Additional charges are made for programs requiring special production or originating outside of station's studios.

studios.

TRANSCRIPTIONS

Regular rates apply. Additional charge for use of recorded music from station's transcription library.

SERVICE FACILITIES
The advisory services of staff engineers and the station's program department are available without extra charge in arranging and presenting programs.

tra charge in arranging and presenting programs.

Centraof and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted.

Frograms and announcements subject to approval. Right reserved to discontinue same. No contract accepted for longer than one year and subject to cancellation on two weeks written notice accompanied by certified check at short rate to date of last program.

# Closing Time

Talent programs close one week in advance of broad-cast; announcements and recorded programs close one week in advance of first broadcast; talks must be submitted 24 hours in advance of broadcast; tran-scriptions close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/S and 78 r.p.m. double turntables for vertical or lateral out recordings.

Manager-Paul B. Bartlett.

# Representatives

John Blair & Company.

# KMJ (Established 1922)



Rates effective October 1. 1948. (Card No. 17.)
Owned and operated by The McClatchy Broadcasting
Company.
Business Office and Studio—Freano Bee Bldg., Van
Ness Ave. and Calaveras St., Freano, Calif., telephone 36277.
Transmitter—North and Madera Aves., Kerman, Cauf.

Wave—Power—Time
Operating power—5,000 watta.
517.2 meters; 580 kilocycles.
Licensed to operate full time on regional channel.
Operates on Pacific War Time.
Operating schedule: 24 hours daily.

Agency Commission
15% on net station time to accredited advertising
agencies; no cash discount. Discount applies only to
national business.

# General Advertising

eneral Advertising
For combination rates see National Broadcasting
Company (Pacific Coast Network).

Any four of the following stations may be combined
on the same schedule to earn 10% discount; KFBK,
Sacramento; KWG, Stockton; KMJ, Fresno; KERN,
Bakersfield; KOH, Reno, Nev. For further discounts
on combination of all five stations see listing of
McClatchy Beeline.

|           |         | CLASS   | <b>''</b> ▲'' |          |               |
|-----------|---------|---------|---------------|----------|---------------|
| •         | (6:00   | p.m. to | 10:80 p.m.    | .)       |               |
|           | l hr.   | 1/2 hr. | 1/4 hr.       | 10 min.  | 5 min.        |
| l time    | 160.00  | 96.00   | 64.00         | 50.00    | 40.00         |
| 18 times  |         | 93.60   | 62.40         | 48.75    | 29.00         |
| 26 times  | 152.00  | 91.20   | 60.80         | 47.50    | 38.00         |
| 52 times  |         | 88.80   | 59.20         | 46.25    | 87.00         |
| 65 times  |         | 86.40   | 57.60         | 45.00    | 86.00         |
| 130 times |         | 84.00   | 56.00         | 48.75    | 85.00         |
| 156 times |         | 81.60   | 54.40         | 42.50    | 84.00         |
| 260 times |         | 76.80   | 51.20         | 40.00    | 82.00         |
| 312 times |         | 72.00   | 48.00         | 87.50    | 80.00         |
| 468 times |         | 69.60   | 46.40         | 86.25    | 29.00         |
| 624 times | 112.00  | 67.20   | 44.80         | 85.00    | 28.00         |
|           |         | CLASS   | "B"           |          |               |
| (7:00     | s.m. to |         |               | :80 p.m. | te            |
|           |         | 11:00 p |               |          |               |
| 1 time    | 80.00   | 48.00   | 82.00         | 25.00    | <b>20</b> .00 |
| 13 times  |         | 46.80   | 81.20         | 24.40    | 19.50         |
| 26 times  |         | 45.60   | 30.40         | 23.75    | 19.00         |
| 52 times  |         | 44.40   | 29.60         | 28.15    | 18.50         |
| 65 times  |         | 43.20   | 28.80         | 22.50    | 18.00         |
| 130 times |         | 42.00   | 28.00         | 21.90    | 17.50         |
| 156 times |         | 40.80   | 27.20         | 21.25    | 17.00         |
| 260 times |         | 38.40   | 25.60         | 20.00    | 16.00         |
| 312 times |         | 36.00   | 24.00         | 18.75    | 15.00         |
| 468 times |         | 34.80   | 23.20         | 18.15    | 14.50         |
| 624 times | 56.00   | 33.60   | 22.40         | 17.50    | 14.00         |
|           |         | CLASS   | ,,C,,         |          |               |
|           | (6:00   |         | 7:00 a.m.     |          |               |
| 1 time    |         | 32.00   | 22.0 <b>0</b> | 17.00    | 14.08         |
| 13 times  |         | 31.20   | 21.45         | 16.55    | 18.65         |
| 26 times  |         | 30.40   | 20.90         | 16.15    | 18.80         |
| 52 times  |         | 29.60   | 20.85         | 15.70    | 12.95         |
| 65 times  |         | 28.80   | 19.80         | 15.30    | 12.60         |
| 130 times |         | 28.00   | 19.25         | 14.85    | 12.25         |
| 156 times |         | 27.20   | 18.70         | 14.45    | 11.90         |
| 260 times | 43.20   | 25.60   | 17.60         | 13.60    | 11.20         |
| 312 times |         | 24.00   | 16.50         | 12.75    | 10.50         |
| 468 times |         | 23.20   | 15.95         | 12.80    | 10.15         |
| 624 times | 87.80   | 22.40   | 15.40         | 11.90    | 9.80          |
|           |         | CLASS   | "D"           |          |               |

(11:00 p.m. to 6:00 a.m.) Rates on request.

ANNOUNCEMENTS
Announcements broadcast at times adjacent to higher rate classification will take higher rate.

|     | CLASS "A" (6:00 p.m. to 10:30 p.m.) | 1 min | 85 wds |
|-----|-------------------------------------|-------|--------|
| 1   | time                                | 25.00 | 22.00  |
| 13  | times                               | 24.40 | 21.45  |
| 26  | times                               | 28.75 | 20.90  |
| 52  | times                               |       | 20.25  |
| 65  | times                               | 22.50 | 19.80  |
| 180 |                                     | 21.90 | 19.25  |
|     | times                               |       |        |
| 156 | times                               | 21.25 | 18.70  |
| 260 | times                               | 20.00 | 17.60  |
| 312 | times                               | 18.75 | 16.50  |
| 468 | times                               | 18.15 | 15.95  |
| 624 | times                               | 17.50 | 15.40  |
|     | OF 4 OF 44TH                        |       |        |

# CLASS "B" (7:00 s.m. to 6:00 p.m. and 10:30 p.m. te 11:00 p.m.)

|  | •  | 10.00  | 44.00  |
|--|--|--|--|
| 18   | times  | 12.85  | 10.75  |
| 26   | times  | 12.85  | 10.45  |
| 52   | times  | 12.00  | 10.20  |
| 65   | times  | 11.70  | 8.90   |
|  |  | 11.85  | 9.65   |
| 130  | times  |  |  |
| 156  | times  | 11.05  | 9.35   |
| 260  | times  | 10.40  | 8.80   |
| 312  | times  | 9.75   | 8.25   |
| 468  | times  | 9.40   | 8.00   |
| 624  | times  | 9.10   | 7.70   |
| 041  | CLASS "C"  |  |  |
|  |  |  |  |
|  |  |  |  |
|  | (6:00 a.m. to 7:00 a.m.)   |  |  |
| 1  | time   | 8.00   | 8.00   |
| 18   | time   | 8.75   | 7.80   |
| 18<br>26   | time   | 8.75<br>8.55   | 7.80<br>7.60   |
| 18   | time   | 8.75   | 7.80   |
| 18<br>26   | time. times. times.  | 8.75<br>8.55   | 7.80<br>7.60   |
| 18<br>26<br>52<br>65                             | time   | 8.75<br>8.55<br>8.80<br>8.10                                 | 7.80<br>7.60<br>7.40<br>7.20                                 |
| 18<br>26<br>52<br>65<br>130                      | time. times. times. times. times. times.                               | 8.75<br>8.55<br>8.80<br>8.10<br>7.85                         | 7.80<br>7.60<br>7.40<br>7.20<br>7.00                         |
| 18<br>26<br>52<br>65<br>130<br>156               | time times times times times times times times times                   | 8.75<br>8.55<br>8.80<br>8.10<br>7.85<br>7.65                 | 7.80<br>7.60<br>7.40<br>7.20<br>7.00<br>6.80                 |
| 18<br>26<br>52<br>65<br>130<br>156<br>260        | time times times times times times times times                         | 8.75<br>8.55<br>8.80<br>8.10<br>7.85<br>7.65<br>7.20         | 7.80<br>7.60<br>7.40<br>7.20<br>7.00<br>6.80<br>6.40         |
| 18<br>26<br>52<br>65<br>130<br>156<br>260<br>312 | time times | 8.75<br>8.55<br>8.80<br>8.10<br>7.85<br>7.65<br>7.20<br>6.75 | 7.80<br>7.60<br>7.40<br>7.20<br>7.00<br>6.80<br>6.40<br>6.40 |
| 18<br>26<br>52<br>65<br>130<br>156<br>260        | time times times times times times times times                         | 8.75<br>8.55<br>8.80<br>8.10<br>7.85<br>7.65<br>7.20         | 7.80<br>7.60<br>7.40<br>7.20<br>7.00<br>6.80<br>6.40         |

CLASS "D" (11:00 p.m. to 6:00 s.m.)

(11:00 p.m. to 6:00 s.m.)

Rates on request.

DISCOUNTS

Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn 1/2 hour, or one hour rates, whichever applies. Such programs may be scheduled contiguously at the station's option. Discounts allowed retreactively on the number of broadcasts given in one year,

#### FRESNO—Continued K M J-Continued

K M J—Continued

Day and night programs or day and night announcements may be combined to determine rate earned. Announcements cannot be combined with programs of five minutes or more to determine rate earned, interruptions in an advertiser's schedule necessitated by the broadcasting of special events of importance will not affect the advertiser's right to discount. If an advertiser is required by the station to relinquisis the time or times specified in his contract and the contract is cancelled for this reason, the rate of discount to which the advertiser would otherwise be entitled will not be prejudiced.

All discounts apply to time charges only. If a contract runs without interruption beyond 52 consecutive weeks, the advertiser will continue to earn the discount established during the preceding year.

News Periods: Station time plue 20% net news and service fee.

News Periods: Station time plus 20% net news and service fee. Domestic Science Hour: Participation on non-competitive basis at regular Class "B" one time five minute rate; no discounts.

POLITICAL
Regular one time rates apply; no frequency discounts Cash in advance. Combination rates available.
Manuscripts must be submitted 24 hours in advance of broadcast.

TALENT

TALENT

Manuscripts must be submitted 24 hours in advance of broadcast.

TALENT

Rates on request.

REMOTE CONTROL

Additional charges are made for programs originating outside of the station studies.

TRANSCRIPTIONS

Transcription library facilities available at additional cost—rates on request.

SERVICE FACILITIES

Services of station's staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the sent the client specifies a particular announcer or except where a fee is required by any governing labor organization.

Additional charges are made for programs requiring special production.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted.

Rates are for station time only.

Programs subject to acceptance of station management and must conform to station policy and government regulations. Right reserved to reject or discontinue any advertising or program.

Closing Time

Programs must be closed 48 hours in advance. Talks must be submitted in manuscript form prior to 12:00 noon of day preceding broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using \$3-1/\$\$ and 78 r.p.m. double turntables for vertical and lateral cut recurdings.

Personnel

Manager—Keith Collins.

Representatives

Paul H. Raymer Company.

#### KTKC



#### **BLUE NETWORK STATION**



Considered by the Blue Network Company as their Fresno-Visalia outlet. See listing under Visalia, Calif.

#### **GLENDALE** (Los Angeles County)

KIEV (Established 1933)



Rates effective April 1, 1945.
Card received April 6, 1945.
Owned and operated by Cannon System, Ltd.
Business Office and Studio-102 N. Glendale Blvd.,
Glendale 6, Calif., Citrus 1-1133; Los Angeles
telephone, Chapman 52388.
Transmitter—Glendale, Calif.
Wave—Power—Time
Operating power—250 watts,
314,8 meters; 870 kilocycles.
Licensed to operate on clear channel from sunrise to
sunset daily. Operates on Pacific War Time.
Agency Commission
15% on gross billing; no cash discount. Commission
does not apply on talent. Invoices mailed 1st of each
month. All contracts payable in advance.
General Advertising 111. (\*) (†) (‡)

| ioneral Advertising | I ti. | (*)   | (†)    | (‡)    |  |
|---------------------|-------|-------|--------|--------|--|
|                     |       | 50,00 | 200.00 | 240.00 |  |
| 1/2 hour            | 22.00 | 30.00 | 110.00 | 132.00 |  |
| 1/4 hour            | 12.00 | 18.00 | 60.00  | 72.00  |  |
| §5 minutes          | 4.00  | 6.00  | 24.00  | 28.00  |  |
| (A) (74)            |       |       |        |        |  |

(\*) Sunday only.
(†) Daily except Sunday.
(†) Daily the sunday.
(§) 100 words or 1 minute electrical transcription.
SPECTAL FEATURES FOR COMPLETE
SPONSORSHIP
Larm Klok Klub—6:00 a.m. to 8:00 a.m.
Moods in Musio—1:30 p.m. to 2:00 p.m. six days
weekly.

Moods in Music—1:30 p.m. to 2:00 p.m., sin age weekly.

SPECIAL FEATURES FOR PARTICIPATING SPONSORSHIP

'Larm Kick Kibb—6:00 a.m. to 8:00 a.m., 100 word announcement 3:00.

News, Time Signals—rates on request.

TALKS

No commercial talks, speeches or lectures accepted.

Supplied at cost.
REMOTE CONTROL

Details on request.

RECORDINGS

Regular time charges apply. Not restricted to certain

Nours.

Closing Time
Thient programs and announcements close 4s hours in
advance of broadcast; recorded programs close 24
hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

ersonnel President-David H. Cannon. General Manager-L. W. Peters.

#### LONG BEACH (Los Angeles County)

KFOX

(Established 1924)



Hates effective December 15, 1837, (Card No. 4.)
Owned and operated by Nichols & Warmarer Inc.
Business Office and Studio—220 E. Anaheim St.
Long Beach 2, Calif., telephone 677-8.
Other Studios—501 Broadway Arcade Biag., Los
Angeles. Calif.
Transmitter—220 E. Anaheim St., Long Beach, Calif
wave—Power—Time
Operating power—1,000 watts.
234.4 unters; 1280 kilocycles.
Licensed to operate full time. Operates on Pacific
War Time (18 hours daily).
Agency Commission
15% to recognized advertising agencies on gross
amount. No commission on telephone line or remote
equipment charges; 5% cash discount on station time
only if each 13 broadcasts are paid in advance.
General Advertising
The following rates apply to national and l-cal advertising. Hisaket fees charged by owners of music
copyrights are not included.
Maximum time for commercial copy is 25% of program time. Programs consisting of more than 25%
commercial copy. 1-1/2 times regular rate.
(5:00 p.m. to 9:00 p.m.)

|         | (3:00 | p. m. | to | 8:00 | D.m.)     |                                       |
|---------|-------|-------|----|------|-----------|---------------------------------------|
| hour    |       |       |    |      |           |                                       |
| hour    |       |       |    |      |           |                                       |
| OUP     |       |       |    |      |           |                                       |
| ninutes |       |       |    |      |           |                                       |
|         |       |       |    |      |           | · · · · · · · · · · · · · · · · · · · |
|         |       |       |    |      |           | р.па. Сс                              |
| 0.00 4. |       |       |    |      |           | D.18. U                               |
|         |       | 2:00  |    |      |           |                                       |
| hour    |       |       |    |      | ********* |                                       |
| our     |       |       |    |      | 4         |                                       |
|         |       |       |    |      |           |                                       |

| hour 26.<br>hour 14.<br>minutes 11. | hour 26.<br>hour 14.<br>minutes 11. | hour                     | 45. |
|-------------------------------------|-------------------------------------|--------------------------|-----|
| hour14.                             | hour                                |                          |     |
| minutes 11.                         | minutes 11.<br>minutes 8.           | hour                     | 14. |
|                                     | moinutes8.                          | minutes                  | 11. |
|                                     | WEEKLY DATES                        |                          |     |
|                                     |                                     | (5:00 p.m. to 9:00 p.m.) |     |

|           |         | _        | Per week |         |       |
|-----------|---------|----------|----------|---------|-------|
|           | 3 ti.   | 4 ti.    | 5 ti.    | 6 ti.   | 7 ti. |
| 1 hour    | 234.90  | 295.80   | 348,00   | 417.60  | 487.2 |
| 1/2 hour  | 137.70  | 173.40   | 204,00   | 244.80  | 285.6 |
| 1/4 hour  |         | 95.20    | 112.00   | 134.40  | 156.8 |
| 10 minute |         | 71.40    | 84.00    | 100.80  | 117.6 |
| 5 minute  |         | 44.20    | 52.00    | 62.40   | 72.80 |
| (6:00     | a.m. to |          |          | 00 p.m. | to    |
|           | 1       | 2:00 mid | nighti   |         |       |

| (6:00     |         |           | and 9:0 | 00 p.m. | to     |
|-----------|---------|-----------|---------|---------|--------|
|           |         | 12:00 mid | might)  |         |        |
| 1 hour    | 121.50  | 153.00    | 180.00  | 216.00  | 252.00 |
| 1/2 hour  | 70.20   | 88.40     | 104.00  | 124.80  | 145.60 |
| 1/4 hour  | 37.80   | 47.60     | 56.00   | 67.20   | 78.40  |
| 10 minute | 8 29.70 | 37.40     | 44.00   | 52.80   | 61.60  |
| 5 minute  |         | 27.20     | 82.00   | 38.40   | 44.80  |
|           |         | DISCOU    | NTS     |         |        |

DISCOUNTS
The following discounts apply to all of the above quotations, but only when broadcasts are consecutive. Is broadcasts. 52, 52 broadcasts. 10%, 39 broadcasts. 10%, 39 broadcasts. 20% 52 broadcasts. 20%

ANNOUNCEMENTS
One time rates apply on spot announcements it less than four per week are used. Special talent furnished at additional cost. One minute or less transcriptions charged same as the 75 word rate. (Nighttime) 1 ti. 26 ti.

(Nighttime) 1 ti. 4.50 5.00 6.00 7.50 (Daytime) 

125 words. (Daytime) 8.00 200.00
50 words. (Daytime) 2.50 50.00
60 words. 3.00 60.00
75 words. 4.00 75.00
100 words. 5.00 100.00
125 words. 5.00 100.00
125 words. 5.00 100.00
125 words. 9.00 125.00
125 words. SPECIAL FEATURES
Time Signals: Fifty words, broadcasts on the hour, half hour or quarter hour tien times days, six times nightal. Night rate, per month, 400.00; day rate, per month, 400.00.
POLITICAL
Programs charged single time rates—no frequency discount. Talks 1-1/2 times regular rate.
TALENT
Staff artists available for broadcasts only. Special talent furnished at additional cost.
REMOTE CONTROL
Remote control and short wave facilities at cost. Telephone lines maintained to Los Angeles for connection to majority of southern California stations for rebroadcasting. Extra charges are made for portions of programs originating outside of resular studies.

RECORDINGS
Library transcription service available at no addi-

studios. RECORDINGS
I. Ihrary transcription service available at no additional cost.

SERVICE FACILITIES
Services of station talent bureau, program department, musical and literary departments, as well as technical and announcing staff, are available without extra charge.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted.

Rates include station time and available staff talent. All programs subject to approval.
Contracts cancellable on two weeks' notice if accompanied by check for short time rate. Contracts are not transferable.
Closing Time
Copy must be in the Long Beach office 24 hours in advance. If not, musical program will be presented in the interest of cliest at same rate.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.
Personnel
Pres. & Gen'l Mgr.—Bal Nichols.
Com'l & Prom. Mgr.—L. W. McDowell.
Representatives
None.

## KCER (Established 1926)



Rates effective February 1, 1945. (Card No. 21.)
Card received March 12, 1945.
Owned and operated by Consolidated Broadcasting Corporation, Ltd.
Business Office and Main Studioe—Dobyns Footwar Bidgs. 435 Pine Ave. Long Beach, Calif., telephone 660-41.
Other Studios—648 S. Odive St., Los Angeles, Calif., Ma. 2551.
Transmitter—2227 W. Olive St., Hynes, Calif.
Vave—Power—Time
Operating power—5,000 watts.
215.8 meters; 1890 kilocycles.
Licensed to operate full time. Operates on Pacific War Time.

Licensed to War Time.

War Time.
Agency Commission
15% to recognized agencies on net station time
charge only; no cash discount. Financial sottlements
weekly unless otherwise agreed.
General Advertising
Rate, include music copyright fees.

| NO. | $\Gamma E: A$ | Il Sunda  |          | 0% addlti  | onal.    |        |
|-----|---------------|-----------|----------|------------|----------|--------|
|     |               |           | CLASS    | "A"        |          |        |
|     | (6            | :00 p.in. |          | p.m. weel  | k (lays) |        |
|     |               | l hr.     | 1/2 hr.  | 1/4 hr.    | 10 min.  | 5 min. |
| 1   | tlme          |           | 75.00    | 50.00      | 37.50    | 25.00  |
| 13  | times         | 118.75    | 71.25    | 47.50      | 35,60    | 23.75  |
| 26  | times         | 112.50    | 67.5Œ    | 45.00      | 33.75    | 22.50  |
| 52  | times         | 106.25    | 63.75    | 42.50      | 31.90    | 21.25  |
|     | times         |           | 60.00    | 40.00      | 30.00    | 20.00  |
|     | times         | 93.75     | 56.25    | 37.50      | 28.15    | 18.75  |
| 208 | times         |           | 52.50    | 35.00      | 26.25    | 17.50  |
| 312 | times         | 81.25     | 48.75    | 32.50      | 24.40    | 16.25  |
|     |               |           | CLASS    | "3"        |          |        |
| _   |               | :00 a.m.  |          | p.ni. week | days)    |        |
|     | tlme          | 75.00     | 45.00    | 30.00      | 22.50    | 15.00  |
| 13  | times         | 71.25     | 42.75    | 28.50      | 21.40    | 14.25  |
| 26  | times         | 67.50     | 40.50    | 27.00      | 20,25    | 13.50  |
| 52  | times         | 63.75     | 33.25    | 25.50      | 19.15    | 12.75  |
| 104 | times         | 60.00     | 36.00    | 24.00      | 18.00    | 12.00  |
| 156 | times         | 56.25     | 33.75    | 22.50      | 16.80    | 11.25  |
| 208 | times         | 52.50     | 31.50    | 21.00      | 15.75    | 10.50  |
| 312 | times         | 48.75     | 29.25    | 19.50      | 14.70    | 9.75   |
|     |               |           | CLASS    | c.,        |          |        |
|     | (6:00         | a.m. to   | 7:00 a.m |            |          | 0      |
| _   |               | 12:00     | midnight |            |          |        |
|     | time          | 60.00     | 36.00    | 24.00      | 18.00    | 12.00  |
|     | times         | 57.00     | 34.20    | 22.80      | 17.10    | 11,40  |
| 26  | times         | 54 00     | 29 40    | 91 60      | 14 00    | 10 00  |

|     | (6:00                                   |       | 7:00 a.m. | and 10:  | 00 p.m. to | 3     |
|-----|---|-------|-----------|----------|------------|-------|
|     |   | 12:00 | midnight  | week day | vs)        |       |
| 1   | time                                    | 60.00 | 36.00     | 24.00    | 18.00      | 12.00 |
|     | times                                   | 57.00 | 34.20     | 22.80    | 17.10      | 11.40 |
|     | times                                   | 54.00 | 32.40     | 21.60    | 16.20      | 10.80 |
|     | times                                   | 51.00 | 30.60     | 20.40    | 15.30      | 10.20 |
|     | times                                   | 48.00 | 28,80     | 19.20    | 14.40      | 9.60  |
|     | times                                   | 45.00 | 27.00     | 18.00    | 13.50      | 9.00  |
|     | times                                   | 42.00 | 25.20     | 16.80    | 12.60      | 8.40  |
| 312 | times                                   | 39.00 | 23.40     | 15.60    | 11.70      | 7.60  |
|     |   | AN    | INOUNCE   | MENTS    |            |       |
| A11 | Sunday                                  |       | 0% addi   |          |            |       |
|     | ~ | ,     |           | A        |            |       |
|     |   |       |           |          |            |       |

| Calcuming | Calc (‡) 7.50 7.10 6.75 6.35 6.00

| 56 | times                   | . 9.35   | 7.50    |    | 5.60  |
|----|-------------------------|----------|---------|----|-------|
| 08 | times                   | 8.70     | 7.00    |    | 5.25  |
| 12 | times                   | . 8.10   | 6.50    |    | 4.90  |
|    |                         | 'B''     | 0.00    |    | 2.00  |
|    | (7:00 a.m. to 6:00 p    |          | days)   |    |       |
| 1  |                         |          |         |    |       |
|    | time                    |          | 6.00    |    | 4.50  |
| 13 | times                   | . 7.10   | 5.70    |    | 4.30  |
| 26 | times                   |          | 5.40    |    | 4.05  |
| 52 | times                   | 6.35     | 5.10    |    | 3.85  |
| 04 | times                   |          | 4.80    |    | 3.60  |
|    |                         |          |         |    |       |
| 56 | times                   | 5.60     | 4.50    |    | 3.40  |
| 08 | times                   | 5.25     | 4.20    |    | 3, 15 |
| 12 | times                   |          | 3.90    |    | 2.90  |
|    |                         |          | 0.00    |    | 2.00  |
|    | CLASS '                 |          |         |    |       |
|    | (6:00 a.m. to 7:00 a.m. | and 10:0 | 10 p.m. | to |       |

12:00 midnight week days)

|     | 12.00 mimigil wee        | B Uays) |        |      |
|-----|--------------------------|---------|--------|------|
| 1   | time                     | 8.00    | 4.80   | 3.60 |
| 13  |                          | 5.70    | 4.55   | 3,40 |
| 26  |                          | 5.40    | 4.30   | 3.25 |
| 52  |                          | 5.10    | 4.05   | 3.05 |
| 104 | times                    | 4.80    | 3.80   | 2.90 |
| 156 | times                    | 1.50    | 3.55   | 2.70 |
| 208 | times                    | 1.20    | 3.30   | 2.55 |
| 312 |                          | 3.90    | 3.10   | 2.35 |
| (*  | One minute transcription | or 100  | words. |      |
|     |                          |         |        |      |

(\*) One minute transcription or 100 words.
(†) Fifty words next to zews, program breaks or
time signals.
(‡) Fifty word floating.
SPECIAL FEATURES
News: 5, 10 or 15 minute newscasts every hour on
the hour. Regular rates apply. No surcharge for wire
services.

POLITICAL

ervices.

POLITICAL

Political or atraight talk programs are 1-1/2 times hase rate; no frequency discounts.

TALENT

Services of program director and announcer included in time charges.

Special talent or dramatic continuity costs on request. Station's organ, including staff organist—contract rates on request.

#### LONG BEACH—Continued

K G E R-Continued

REMOTE CONTROL

Station maintains Los Angeles studios from which
program may originate. Station is equipped to rebroadcast any Southern California station at no extra
cost. Other remote control rates on request.

TRANSCRIPTIONS

Transcription library service available—rates and details on request.

SERVICE FACILITIES

Services of appropriate programs continuity and pro-

Services of announcing, program, continuity, and production staff, rehearsal and audition facilities ordinarily included on programs requiring special attention—rates on request.

Contract and Other Requirements
Contracts subject to cancellation unless service starts
within 60 days. Maximum contract one year. Programs subject to station approval and governmental
regulations. Right reserved to refuse or to discontinue
any service for reasons satisfactory to station. All
orders subject to station's standard form of contract.

orders subject to station s standard total of colors of the colors of th

and portable recording versions and portable President & General Manager—C. k Business Manager—Thomas Hunter. Commercial Manager—Lee Wynne. Representatives Spot Sales, Inc. -C. Marwin Dobyna

LOS ANGELES (Los Angeles County) KECA
(Established 1929)



#### **BLUE NETWORK OPERATED**



Rates effective January 1, 1945.

Owned and operated by American Broadcasting Company, Inc.

Business Office and Studios—1440 N. Highland Ave.,

Hollywood 28. Calif., Hillside 8231.

Transmitter—2951 S. Fairfax Ave., Los Angeles,

Calif.

Wave—Pewer—Time
Operating power—5,000 watts.
379.7 meters; 790 kilocycles.
Licensed to operate full time. Operates on Pacific
War Time.
Operating schedule: Sundays 6:45 a.m. to 12:00 midnight; week days 5:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies on net charges
for station time and gross talent charges; no cash
discount. Bills are due when rendered. No commission
on program charges.

on program charges.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Pacific Coast Group).

Rates specified are applicable to all new broadcast
series ordered on or after January 1, 1945. Contracts
made prior to January 1, 1945, will be completed
at the rates specified in such contracts except that
advertisers with such contracts may then or thereafter elect to change to the rates specified below
for the unexpired portion of such contracts. In the
absence of such election the rates specified will not
apply until after January 1, 1946, to renewals or
extensions of contracts existing on January 1, 1945,
for the same series continuously used.

GENERAL BROADCAST ADVERTISING

GENERAL BROADCAST ADVERTISING
(Gross rates per program)

| CLASS "A"  |  |  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |  |  |  |
| (6:00 p.m. to 10:00 p.m.)                          |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
| 1 ti. 2 ti. 3 ti. 4 ti. 5 ti. 6 ti.                |  |  |  |  |  |  |  |  |  |  |
| 1 hour 400.00 340.00 320.00 300.00 280.00 260.00   |  |  |  |  |  |  |  |  |  |  |
| 1/2 hour 240.00 204.00 192.00 180.00 168.00 156.00 |  |  |  |  |  |  |  |  |  |  |
| 1/4 hour 160.00 136.00 128.00 120.00 112.00 104.00 |  |  |  |  |  |  |  |  |  |  |
| 10 minutes 133.33 113.33 106.67 100.00 93.33 86.67 |  |  |  |  |  |  |  |  |  |  |
| 5 minutes 80.00 68.00 64.00 60.00 56.00 52.00      |  |  |  |  |  |  |  |  |  |  |
| 21100 02:00 00:00 02:00                            |  |  |  |  |  |  |  |  |  |  |
| CLASS "B"  |  |  |  |  |  |  |  |  |  |  |
| (8:00 m.m. to 6:00 p.m. and 10:00 p.m. to          |  |  |  |  |  |  |  |  |  |  |
| 11:00 p.m.)  |  |  |  |  |  |  |  |  |  |  |
| 1 hour 200.00 170.00 160.00 150.00 140.00 130.00   |  |  |  |  |  |  |  |  |  |  |
| 1/2 hour 120,00 102.00 96.00 90,00 84.00 78.00     |  |  |  |  |  |  |  |  |  |  |
| 1/4 hour 80.00 68.00 64.00 60.00 56.00 52.00       |  |  |  |  |  |  |  |  |  |  |
| 10 minutes 66.67 56.67 53.33 50.00 46.67 43.33     |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
| 5 minutes 40.00 34.00 32.00 30.00 28.00 26.00      |  |  |  |  |  |  |  |  |  |  |
| CLASS "C"  |  |  |  |  |  |  |  |  |  |  |
| (7:00 s.m. to 8:00 s.m. and 11:00 n.m. to          |  |  |  |  |  |  |  |  |  |  |

| - ( | 7:00 s.m | . to 8: | 00 a.m | . and   | 11:00 | p.m. to | )     |
|-----|----------|---------|--------|---------|-------|---------|-------|
|     |          |         |        | inight) |       | -       |       |
| 1   | hour     | 133.33  |        |         |       |         | 86.67 |
| 1/2 | hour     | 80.00   |        |         | 60.00 | 56.00   | 52.00 |
|     | hour     |         | 45.33  |         | 40.00 | 37.33   | 34.67 |
| 10  | minutes  |         | 38.25  |         | 33.75 |         | 29.2  |
| 5   | minutes  | 26.67   |        | 21.33   | 20.00 | 18.67   | 17.33 |
|     |          |         | LASS   | "D"     |       |         |       |
|     |          |         |        |         |       |         |       |

|     | (12     | 2:00 mai | dnight | to 7:00 | a.m.) |       |       |
|-----|---------|----------|--------|---------|-------|-------|-------|
| 1   | hour    | 66.67    | 56.67  | 53.33   | 50,00 | 46.67 | 43.33 |
| 1/2 | hour    |          | 34.00  | 32.00   | 30.00 | 28.00 | 26.00 |
| 1/4 | hour    | 26.67    | 22,67  | 21.33   | 20.00 | 18.67 | 17.33 |
| 10  | minutes | 22,50    | 19.13  | 18.00   | 16.88 | 15.75 | 14.63 |
| 5   | minutes | 13.33    | 11.33  | 10.67   | 10.00 | 9.33  | 8.67  |

DISCOUNTS AND REBATES Weekly Dollar Volume Discounts

Applicable to schedules of eight or more consecutive weeks of broadcasting. Contracted value at gross | None |

480.00 or more per week. 15%

Rebates for Consecutive Weeks 2.1/2%
26 to 38 consecutive weeks. 5%
39 to 51 consecutive weeks. 17-2%
52 or more consecutive weeks. 18, 26, 39 or 52 consecutive weeks. 18, 26, 39 or 52 consecutive weeks of broadcasting and on any continuation thereafter so long as there is no lapse in schedule. The rebate will be due and psyable currently only on firm qualifying contracts or as contracts become firm for 13, 26, 39 or 52 consecutive weeks.

tracts become firm for 13, 26, 39 or 52 consecutive weeks.
Interruption of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate. The rate of discount or the rebate to which an advertiser would otherwise be entitled for the then firm portion of his contract will not be prejudiced if he is required by company to relinquish the time or times specified in his contract and the contract is cancelled for that reason.

All concurrent KECA contracts for the same advertiser at gross rates listed undor "General Broadcast Advertising" may be combined to determine the rate of dollar volume discount. Contracts for the same advertiser in the same rate classification for 15 minutes or more may be combined to earn one-half, three-quarters, or one hour rate. Such programs may be scheduled contiguously at station's option.

Chain breaks are limited to 35 words live or 20

Chain breaks are limited to 35 words live or 20 seconds transcribed. Announcements are limited to 125 words live or 1 minute transcribed. Rates are based on the number used within a 12 month period. Consecutive weeks and dollar volume discounts on programs do not apply on announcements. Programs and announcements cannot be combined to earn higher weekly dollar volume or frequency discounts.

CLASS "A"

| CLASS "A"   |
|---|
| (6:00 p.m. to 10:00 p.m.)   |
| ne minute or less:  |
| time  |
| times 42.75 250 times 33.75   |
| times 40.50 400 or more times 29.25   |
| times 38.25   |
| CLASS "B"   |
| (8:00 a.m. to 6:00 p.m. and 10:00 p.m, to   |
| 11:00 p.m.)   |
| io minute or less:  |
| time  |
| times 21.38 250 times 16.88   |
| times 20.25 400 or more times 14.63   |
| times   |
| CLASS "C"   |
|   |
|   |
|   |
| time  |
| times 14.25 250 times 11.25   |
| times 13.50 400 or more times 9.75  |
| times 12.75   |
| CLASS "D"   |
|   |
| CLASS "C" (7:00 a.m. to 8:00 a.m. and 11:00 p.m. to 12:00 midnight) time 15:00 104 times 12:00 times 14:25 250 times 11:25 times 18:50 400 or more times 9.75 |

| On            | e minute or less: | in gire              |            | .оо а.ш., |     |
|---------------|-------------------|----------------------|------------|-----------|-----|
| 1<br>13<br>26 | timestimes        | 7.13<br>6.75<br>6.38 | 250<br>400 | times     | 5.6 |
|               |                   | TTI A T Y            |            |           |     |

Lectures and educational talks are not accepted between 6:00 p.m. and 12:00 midnight except by special arrangement.

REMOTE CONTROL
Additional charges are made for programs requiring special production or originating outside of station's studios.

studios.

TRANSCRIPTIONS

No surcharge for broadcasting transcriptions.

SERVICE FACILITIES

In arranging and presenting programs, the advisory service of staff engineers and the station's program department will be rendered without charge. Services of staff announcers are available free of charge except where client selects a particular staff announcer or except where a fee is required by any governing labor organization.

Contract and Other Requirements

contract and Other Requirements

No periods are sold in bulk for resale. All accounts are subject to the same rates.

Advertisers cooperating in group broadcasts are required to make individual contracts. All programs are subject to approval of the station. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set aside for network use. Independent and service announcements may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

Closing Time

Program material must be submitted for approval at least one week in advance of broadcast date. No changes within two days preceding broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

General Manager—Clyde Scott, Sales Manager—Amos Baron.

Representatives

Blue Network Spot Sales.

#### KFAC



Rates effective October 15, 1944. (Card No. 17.)
Owned and operated by Loe Angeles Broadcasting
Company, Inc.
Studios—Fenthouse. 645 S. Mariposa Ave., Los Angeles 5, Calif., Fitzroy 1231.
Transmitter—\$581 W. 18th St., Los Angeles. Calif.
Wave—Power—Time
Operating power—1,000 watts.
225.6 meters; 1330 kilocycles.
Licensed to operate full time. Operates on Pacific
War Time.

Agency Commission 15% to recognized advertising agencies; no cash dis-

count.

General Advertising
ASCAP, BMI and SESAC licenses.

Commercial copy regulations:
1/4 hour program—2:30 minutes or 300 words.
1/2 hour program—3:15 minutes or 400 words.
1 hour program—6:10 minutes or 750 words.

CLASS "A"

(6:00 p.m. to 10:00 p.m.)
1 13 26 52 78 104 312
ti. ti. ti. ti. ti. ti. ti. ti.
1 hour.... 80.00 72.00 68.00 64.00 60.00 56.00 52.00
1/2 hour.... 48.00 43.20 40.80 38.40 38.00 33.60 31.20
1/4 hour.... 27.00 24.30 22.95 21.60 20.25 18.90 17.55

1/4 hour... 27.00 24.30 22.95 21.60 20.25 18.90 17.55 CLASS "B" (7:00 a.m. to 6:00 p.m.)
1 hour... 60.00 54.00 51.00 48.00 45.00 42.00 39.00 1/2 hour... 36.00 32.40 36.60 28.80 27.00 25.20 23.40 1/4 hour... 20.00 18.00 17.00 16.00 15.00 14.00 13.00

ANNOUNCEMENTS (6:00 p.m. to 7:00 a.m

(6:00 p.m. to 7:00 a.m.)

Rates on request.
(7:00 a.m. to 6:00 p.m.)

1 13 26 52 78 104 312

tl. tl. tl. tl. tl. tl. tl.
1 minute 6.00 5.40 5.10 4.80 4.50 4.20 3.90
1/2 minute 5.00 4.50 4.25 4.00 3.75 3.50 3.25

POLITICAL

Program time or announcements—one time rate applies. Payable in advance.

REMOTE CONTROL

Remote line and studies available.

TRANSCRIPTIONS

Transcription libry versualizable.

Contract and Other Requirements valiable.

Station reserves right to edit copy to contract length and content. All programs and advertising copy subject to station approval. All discounts must be earned within a period of one year. Discounts allowed retroactively on the number of broadcasts given with
Closing Time

All copy must be sumlited at least 48 advance.

Personnel

Station & Prom. Mgr.—Calvin J. Smith. Representatives None.



Rates effective January 1, 1945. (Card No. 22.)
Owned and operated by Earle C. Anthony, Inc.
Business Office and Studio-141 N. Vermont Ave.,
P. O. Box 9006, Station S. Los Angeles 4, Calif.,
Fairfax 2121.
Transmitter—Buena Park, Calif.

Fairfax 2121.
Transmitter—Buena Park, Calif.

Wave—Power—Time
Operating power—50,000 watts.
468.8 meters; 540 kilocycles.
Licensed to operate on clear channel. Operates on Pacific War Time.
Operating schedule: 24 hours daily except Monday, when station signs off at 12:00 midnight; sign-on Tuesday, 6:00 a.m.
Agency Commission
15% to recognized advertising agencies; no cash discount. All bills due and payable when rendered.
General Advertising
For combination rates see National Broadcasting Company (Pacific Coast Network).
Rates, including music copyright fees, are for station time only and do not include talent.
Announcements and programs cannot be combined to earn discounts. Discounts allowed retroactively on number of broadcasts given within one year.

CLASS "A"

earn discounts. Discounts allowed retroactively on number of broadcasts given within one year.

(6:00 p.m. to 10:30 p.m. daily)

1 1: 26 tl. 52 tl. 104 tl. 156 tl. 312 tl. (\*)

1 hour 680.00 627.00 594.00 581.00 528.00 511.50 495.01

1/4 hour 237.00 225.15 213.30 201.48 189.60 183.68 177.75

10 min 189.50 180.03 170.55 161.68 151.69 161.68 181.51

5 min 142.00 134.90 127.80 120.70 113.60 110.05 106.50

1 minute or 100

wds 125.00 118.75 112.50 106.25 100.00 96.88 93.75

CLASS "B"

(12:00 noon to 6:00 p.m. Sundays)

1 hour 495.00 470.25 445.50 420.75 396.00 383.63 371.25

CLASS "B"

(12:00 noon to 6:00 p.m. Sundays)

1 hour 495.00 470.25 445.50 420.75 396.00 383.63 371.25

1/4 hour 178.00 169.10 160.20 151.30 142.40 137.95 133.50

10 min 142.00 134.90 127.80 120.70 113.60 110.05 106.50

5 min 106.50 101.18 96.85 90.53 85.20 82.54 79.88

1 minute or 100

wds 94.00 89.30 84.60 79.90 75.20 72.85 70.50

wds 94.00 89.30 84.60 79.90 75.20 72.85 70.50

25 wds 71.00 67.45 68.90 60.35 56.80 55.03 53.25

(This listing sentinued en next page) (This listing centinued on next page)

#### LOS ANGELES—Continued K F I-Continued

CLASS "C"
(8:00 a.m. to 6:00 p.m. week days; 8:00 a.m. to 12:00 noon Sundays and 10:30 p.m. to 11:00 p.m. daily)

1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 312 ti. (\*)
1 hour 330.00 313.50 297.00 280.50 284.00 255.75 247.50
1/2 hour 198.00 188.10 178.20 188.30 158.40 153.45 184.50
1/4 hour 118.50 112.58 106.65 100.73 94.80 91.84 88.88
10 min 94.80 99.06 85.32 80.58 75.84 78.47 71.10
5 min 71.00 67.45 63.90 60.35 56.80 55.03 53.25
1 minute or 100

W da 62.50 55.38 56.25 52.38 66.85

less 29.00 27.55 26.10 24.65 23.20 22.48 21.75 (\*) 468 or more times.

SPECIAL FEATURES

Participating programs—rates and details on request. News: 20% of gross station time; subject to agency commission—no frequency discount.

TALENT

commission—no frequency discount.

TALENT

Rates on request.

REMOTE CONTROL

Rates and details on request.

TRANSCHIPTIONS

All programs of 5 minutes or longer, using station transcription or record facilities, will be charged 10% of gross station time; minimum charge 5.00. Commissionable; not subject to discount.

Contract and Copy Requirements

All contracts subject to the conditions of the standard NAB AAAA contract as amended. Contracts accepted 30 days in advance of first broadcast. Maximum length of contract one year.

Closing Time

All commercial copy must be submitted in triplicate at least 72 hours in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

General Manager—William R Ryan

Personnell General Manager—William B. Ryan.
Sales Manager—George Whitney.
Representatives
Edward Petry & Company. Inc.

#### KFSG

Owned and operated by Echo Park Evang. Associa-tion, 1100 Glendale Bivd., Los Angeles 26, Calif. tion, 1100 Glendale Bird., Los Angeles 26, Calif. Wave—Power—Time
Operating power 2,500 watts days; 1.000 watts nights.
260.9 meters; 1150 kilocycles.
Operates on Pacific War Time.
Divides time with station KRKD.

Does not sell time.

#### KFVD

Rates effective September 1, 1948. (Card No. 6.) Owned and operated by Standard Broadcasting Com-Rates effective September 4, 1878.

Owned and operated by Standard Broadcasting Company, Inc.
Studio-388 S. Western Ave., Los Angeles 5, Calif.,
Drevel 2391.
Transmitter—9300 Cattaraugus, Culver City, Calif.
Wave—Power—Time
Operating power—1,000 watts.
294.1 meters; 1020 kilocycles.
Licensed to operate limited time. Operates on Pacific War Time.
Operating schedule: 6:00 s.m. to sundown (January 6:00 p.m., February 6:30 p.m., March 7:00 p.m.,
April 7:30 p.m., May 7:45 p.m., June 8:00 p.m.,
July 8:00 p.m., August 7:45 p.m., September 7:00
p.m., October 6:15 p.m., November 5:45 p.m., December 5:45 p.m.
Agency Commission
15% on net time and talent to recognized agencies;
no cash discount. All bills payable in advance unless otherwise arranged.
(6:00 s.m. to sundown)
Weekly—

| (6:00 s.m. to sundown)                    |                 |
|---|-----------------|
|   |                 |
| 1 ti. 8 ti.                               | 6 ti.           |
| 1 hour                                    | 210.00          |
| 1/2 hour 80.00 75.00                      |                 |
|   | 125.00          |
|   | 75.00           |
|   | 45,00           |
| Frequency Discounts                       |                 |
| 13 periods used within 8 months           | 5%              |
| 26 Dariods used within 6 months           | 300             |
| 39 periods used within 9 months           | 1079            |
| 52 periods used within 12 months          | 10%             |
| or beriods ased within 13 months          | 20%             |
| VOLUME PURCHASE DISCOUNT                  |                 |
| Does not apply to five minute periods.    |                 |
| Run of schedule, 200.00 weekly (minimum)  | 40%             |
| ANNOUNCEMENTS                             | 10/0            |
| Announcements and time signals (weekly so | L - 31 - 1      |
| 100 words:                                | nedule),        |
| 100 WOLUB;                                |                 |
| 1 to 6 announcements, each                | . 4. <b>0</b> 0 |
| ( to 19 announcements, each               | <b>9</b> K∩     |
| 20 or more announcements, each            | 8.00            |
| Per month, daily except Sunday:           | . 9.00          |
| 1 announcement daily                      |                 |
| 2 amount out delle                        | 75.00           |
| 2 announcements daily.                    | . 185.00        |
| 3 announcements daily                     | 180.00          |
| (This listing continued on next page)     |                 |
| ( maring souttunen on next balle)         |                 |



More than **13,000** farmers requested this chart

The NOON FARM REPORTER recently offered to listeners a Weather and Temperature Chart developed by the Station in cooperation with the U.S. Weather Bureau and local grower organizations for the use of citrus growers. Within a short time more than 13,000 letters poured in. each containing a dime to cover handling and mailing costs. Requests came from forty counties in California many of which are often considered to be located beyond this Station's daytime primary area.

KFI agricultural services have built a listener loyalty in Southern California's rural areas of over a million population that reflects in sales results of every advertiser using this Station.

L...NBC for LOS ANGELES

50,000 WATTS . CLEAR CHANNEL . 640 KILOCYCLES

Barle C. Crithony. Inc.

EDWARD C. PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

#### LOS ANGELES—Continued K F V D-Continued

SPECIAL FEATURES
Time Signals: Seven 50 word time signals, hour or half hour, daily and Sunday, per month \$25.00. Five 50 word time signals, hour or half hour, daily and Sunday, per month 250.00.
News—Leased wire service available in 15 minute periods, daily except Sunday, per week 80.00.
POLITICAL AND OTHER TALKS
Regular station time rates plus 50%.
One time rate applies to announcements.

Rates on request.

REMOTE CONTROL
Remote lines and equipment charges on request. Contract and Other Requirements

ourrant and utner requirements

Programs are subject to approval. Copy must be submitted at least 48 hours before broadcast or management reserves the right to revise copy or prepare new
copy to accord with its standards without submission
to advertiser.

TALENT

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables

General Manager—Frank Burke, Jr. Commercial Manager—F. J. Smalley, Jr. Representatives

## KFWB (Established 1925)

Rates effective October 1, 1943. (Card No. N-21.)

Owned and operated by Warner Brothers Broadcast-ing Corp.
Business Office and Studio—5833 Fernwood Ave.. Hollywood 28, Calif.
Transmitter—5775 Jetflerson Blvd., Los Angeles, Calif.

Wave-Power-Time

Operating power—5.000 watts.
306.1 meters; 980 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Pacific War Time.
Operating schedule: 6:00 a.m. to 1:00 a.m. daily.

Agency Commission

15% on net time charges to recognized agencies provided payment is made before the 15th day of the month following broadcast; no cash discount. Statements rendered monthly, payable at face when rendered.

General Advertising

Actual broadcasting periods are as follows: 59 minutes for one hour periods; 29-1/2 minutes for half hour periods; 24-1/2 minutes for quarter hour periods. Rates include use of music controlled and currently released for general broadcasting by ANCAP, SESAC and AMP. Five minute, 10 minute, 25 minute and other odd units of time, if and when available—rates on recuest.

ANNOUNCEMENTS CLASS "A"

words 9.00 8.64 8.28 7.92 7.74 7.56 7.38 CLASS "B" (8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 10:38 p.m.)

1 minute electrical transcription or 125 words 10.00 9.60 9.20 8.50 8.60 8.40 8.20 1/2 minute electrical transcription or 50 words 7.00 6.72 6.44 6.16 6.02 5.88 5.74 1/4 minute electrical transcription or 25 words 5.50 5.28 5.06 4.42 4.62 4.51 CLASS "C" (210:30 p.m. to 8:00 a.m.)

1 minute electrical transcription or 125 words 7.00 6.72 6.44 6.16 6.02 5.88 5.74 1/2 minute electrical transcription or 125 words 7.00 6.72 6.44 6.16 6.02 5.88 5.74 1/2 minute electrical transcription or 50 words 5.00 4.80 4.60 4.40 4.30 4.20 4.10 1/4 minute electrical transcription or 50 words 5.00 4.80 4.60 4.40 4.30 4.20 4.10 1/4 minute electrical transcription or 25 words 4.00 8.84 8.68 8.52 8.44 8.86 8.28 (\*) Service available only if a regularly scheduled program precedes or follows.

"Kitchen Kollege"—10:80 a.m. to 10:80 a.m., Mondays through Fridays (one minute participations):
3 days weekly, per week. 67.50
5 days weekly, per week. 100.00
No frequency discount.
"Make-Believe Ballroom"—11:00 a.m. to 2:30 p.m., Mondays through Saturdays:
15 minute participations—regular Class "B" rates plus talent cost of 14.00 net per broadcast. Participating announcements, 50 words, 12.00 per announcement. No frequency discounts on announcements.
"Let's Face the Facet' 20:20

ments. No frequency discounts on amounterments. The first and temperature reports and other service packages—rates on request.

Charged at one time rates; payable in advance.

Copy of political talks must be submitted one week in advance of broadcast.

Rates on request.

TALENT

Rates on request.

Copy of political talks must be submitted one week in advance of broadcast.

Rates on request.

REMOTE CONTROL

Remote Control

Rates for lines and equipment on request.

SERVICE FACILITIES

Merchandising cooperation or program promotion available as completely as desired—rates on request.

Contract and Other Requirements

Announcement copy, when approved as to content, will be broadcast as submitted; words in excess of contractual limits will be charged for on pro rate basis. Time or rates not guaranteed when starting date is delayed more than 30 days beyond date of contract. All proposals are subject to prior booking of time. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. Contracts must be completed within 12 consecutive months to earn net rates. Short rate is billed when frequency rate is not earned. When lower rates are earned through additional time broadcast within 12 months from start of original contract, the reduction shall be retroactive and paid as earned. Sponsors of programs (in units of 15 minutes or more) may purchase announcements during the life of their programs. Contract renewals subject to rates in effect at time of renewal.

Closing Time

All continuity must be submitted two business days in advance of broadcast time.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using S3-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel
General Manager—Harry Maislish.

Representatives

William G. Rambeau Company.

#### KGFJ

Rates effective June 1, 1943. (Card No. 20.)
Owned and operated by Ben S. McGlashan.
Studio—1417 S. Figueroa St., Los Angeles 15, Calif.,
Prospect 2434.
Transmitter—Washington and Oak Sts., Los Angeles.
Calif.

Prospect 2434.

Transmitter—Washington and Oak Sts., Los Angeles. Calif.

Wave—Power—Time
Operating power—100 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time. Operates on Pacific War Time.
Agency Commission
15% to recognized agencies on station time provided payment is made before the 15th of month following broadcast.
General Advertising
Actual broadcasting periods are as follows: 58 minutes for one hour; 28-1/2 minutes for 1/2 hour; 14 minutes for 10 minutes and 4-1/2 minutes for 5 minute periods.
Rates include continuity. Music tax—5% additional.
CLASE

(6:00 a.m. to 12:00 minutinght)

1 thr. 1/2 hr. 1/4 hr. 10 min. 5 min.
1 time. 35.00 21.00 12.00 9.00 6.50
3 times. 83.25 19.95 11.40 8.55 6.20
6 times. 28.10 18.90 10.80 8.10 5.85
13 times. 29.75 17.85 10.20 7.65 5.50
26 times. 28.00 16.80 9.60 7.20 5.20
52 times. 28.25 15.75 9.00 6.75 4.80
78 times. 24.50 14.70 8.40 6.30 4.55
100 times. 22.75 18.65 7.80 5.85 5.85
(12:00 midnight te 6:00 a.m.)

Rates on request. (6:00 a.m.
1 hr.
1 trne. 35.00
3 times. 83.25
6 times. 81.50
13 times. 22.75
26 times. 22.00
52 times. 24.50
100 times. 24.50
Rates on request.
ANN

POLITICAL AND TALKS
6:00 a.m. to 12:00 midnight, per minute or any frac-tion thereof 3:00. Payable in advance.

TALENT
TALENT

Rates on request.
REMOTE CONTROL
Rates for remote control broadcast lines and equipment on request.

TRANSCRIPTIONS
Transcription library service available—rates on re-

Transcription library service available—rates on request.
Contract and Other Requirements
Copy will be broadcast as submitted, if approved.
No time sold in bulk for resale.
Right reserved to refuse or review and advertising.
In compliance with NAB code, commercial limitations are as follows: 60 minute programs, 750 words; 80 minutes, 400 words; 15 minutes, 300 words; 10 minutes, 250 words; 5 minutes 175 words.
Closing Time
Copy must be submitted 48 hours in advance of broadcast. If not, musical program will be presented in interest of client at same rate.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.
Personnel
General Manager—Thelms Kirchner.

Personnel General Manager—Thelma Kirchner.



Rates effective March 1, 1945. (Card No. 26.)
Rates received February 7, 1945.
Owned and operated by Don Lee Broadcasting System.
Business Office and Studio—5515 Melrose Ave., Los
Angeles 38, Calif., Hollywood Sill.
Transmitter—5901 Venice Bidg., Los Angeles, Calif.

Transmitter—9901 Venice Bidg., Los Angeles, Calif. 

/ave—Power—Time
Operating power—5,000 watts.
322.6 meters; 930 kilocycles.
Licensed to operate full time. Operates on Pacific 
War Time.
Operating schedule: 24 hours daily, except from Sunday midnight to 6:00 a.m. Monday.

Agency Commission
15% on net station time and talent to accredited
advertising agencies; no cash discount. Accounts payable 10th of month following service.

able 10th of month following excessions general Advertising For combination rates see Don Lee Broadcasting System (Southern California Group) and Mutual Broadcasting System.

Rates include music copyright feee.

BASIC RATES WITHOUT TALENT CLASS "A"

(2.00 cm. to 10:30 p.m.)

| (6:00 p.m. to 10:30 p.m.)   |        |
|---|--------|
| 1 hour  | 375.00 |
| 1/2 hour  | 225.00 |
| 1/4 hour  |        |
| CLASS "B"   | 200.00 |
| (12:00 noon to 6:00 p.m. Sundays; 10:3                            | n      |
| p.m. to 11:00 p.m. daily)   | •      |
| 1 hour  |        |
|   |        |
|   | 190.00 |
| 1/4 hourCLASS "C"   | 100.00 |
|   |        |
| (8:00 a.m. to 6:00 p.m. and 11:00 p.m. t<br>12:00 midnight daily) | 0      |
|   | 187.50 |
| 1/2 hour  |        |
|   | 75.00  |
| 1/4 hourCLASS "D"   | 10.00  |
| (12:00 midnight to 8:00 a.m.)                                     |        |
|   | 105 00 |
| 1 hour  |        |
| 1/2 hour  | 75.00  |
| 1/4 hour  | 50.00  |
| Rates for less than 15 minute units: 10 minute                    |        |
| of 1/4 hour rate: 5 minutes 60% of 1/4 hour                       | rate.  |
| WEEKLY DISCOUNTS  |        |
| Gross time rates are subject to the following                     | WAARIV |
| discounts when advertisers broadcast for 19 or                    |        |

Additional Discounts

An additional discount of 5% on state item is
allowed for 26 consecutive weeks broadcasting, increased by 5% to make a total of 10% upon the
completion of 52 consecutive weeks broadcasting.
These additional discounts shall apply to the largest amount of weekly gross billing for time that has
run consecutively for 26 and 52 weeks.

POLITICAL
Subject to regular station time rates and policies plus 15.00 musical stand-by charge; payable in advance.

ANNOUNCEMENTS

ANNOUNCEMENTS
CLASS "A"
(5:59 p.m. to 10:29 p.m.)
Chain breaks, maximum 35 words live copy only.
1 announcements. 05:00 855 announcements 29:00
30 announcements. 45:00 730 announcements 28:00
90 announcements. 35:00 1460 announcements 28:00
270 announcements. 30:00 1825 or more ann.... 25:00
CLASS "B"
(7:59 a.m. to 5:59 p.m. and 10:29 p.m.)
Chain breaks, maximum 35 words live, and transcribed announcements 29:00 seconds or less. Extra voice or sound effects 25% extra.
1 announcements. 25:00 365 announcements 14:50
30 announcements. 20:00 1095 announcements 14:50
90 announcements. 20:00 1095 announcements 13:50
180 announcements. 20:00 1095 announcements 13:50
270 announcements. 15:00 1825 or more ann... 12:50
(This listing continued on mext page)

#### LOS ANGELES—Continued K H J---Continued

K H J—Continued

CLASS "C"
(5:59 a.m. to 7:59 a.m.)

Chain breaks, maximum 35 words live, and transcribed announcements 20 seconds or less. Extravoice or sound effects 25% extra.

1 announcement... 18.67 35 announcements 9.87 730 announcements... 18.67 350 announcements... 11.67 1460 announcements... 9.00 1825 or more ann...... 8.33

CLASS "C"
(7:59 a.m. to 5:59 p.m. and 10:29 p.m. to 11.59 p.m.)

100 word announcements and transcribed announcements 2.67 announcements... 11.50 p.m.)

100 word announcements and transcribed announcements 25.60 announcements... 25.00 350 announcements 21.00

30 announcements... 35.00 35 announcements 21.00

30 announcements... 22.00 1825 or more ann..... 17.00

180 announcements... 24.00 1460 announcements 18.00

270 announcements... 24.00 1460 announcements 18.00

CLASS "C"

180 announcements. 24.00 1460 announcements 18.00
270 announcements. 24.00 1460 announcements 18.00
270 announcements. 22.50 1825 or more ann.... 17.00
CLASS "C"
(S.59 a.m. to 7.59 a.m.)
100 word announcements and transcribed announcements at seconds to one minute in length. Extra voice or sound effect 25% extra.
1 announcements... 23.34 365 announcements 14.00
30 announcements... 20.00 730 announcements 12.60
180 announcements... 16.00 195 announcements 12.60
180 announcements... 16.00 1825 or more ann. 11.34
SPECIAL FEATURES
Norma Young's "Happy Homes" Program: Monday through Friday. Per participation 35.00; 3 times weekly 105.00, 5 times weekly 175.00. 5% discount for each consecutive 13 week cycle up to 20% for one year for advertisers buying three or more per week.
Rise and Shine: 6:00 a.m. to 8:00 a.m., Monday through Saturday, transcriptions plus recordings, correct time at fire minute intervals. Sponsored news periods 7:00 a.m. to 7:15 a.m. and 7:45 a.m. to 8:00 a.m. Sold in following units: Chainbreaks, one minute transcribed announcements, 5 minutes and 15 minutes. Class "D" rates and early morning announcement rates apply. Talent 5 minutes—5.00 commissionable.

TALEENT
Program ideas, lists of talent and prices furnished on request.

REMOTE CONTROL

wn request.

REMOTE CONTROL

Any desired pick-ups can be provided—rates on request.

Any desired pick-ups can be provided—rates on request.

SERVICE FACILITIES

A staff of vocalists, musicians and continuity writers available for presentation of any type program desired—rates and details on request.

Contract and Other Raquirements
Advertising of beer and wine acceptable.

Rates are for station time only; talent is extra.

Programs and copy subject to approval.

Discounts are predicated upon the fulfillment of contracts within 12 months, dating from first broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turntables for lateral or vertical out recordings.

rsonnes Vice-Pres. & Gen'l Mgr.—Lewis Allen Weiss. Ass't General Sales Manager—Henry Gerstenkorn.

Representatives
John Blair & Company.

#### KMPC

KMP C
(Established 1928)

Rates effective March 1, 1944. (Card No. 14.)
Card issued January 1, 1944. (Card No. 14.)
Card issued January 1, 1944.
Owned and operated by KMPC—The Station of the
Stars, Inc.
Business Office and Studios—5939 Sunset Blvd., Los
Angeles 28, Calif., Hollywood 5341.
Transmitter—12755 Burbank Blvd., 12 miles northwest of Los Angeles, Calif.
Wave—Power—Time
Operating power—10,000 watts,
422.5 meters; 710 kilocycles.
Licensed to operate full time on clear channel. Operates on Pacific War Time.
Agency Commission
15% to recognized advertising agencies on net sta-

erates on Pacine War Time.

Agency Commission

15% to recognized advertising agencies on net station time; no cash discount. Bills due and payable when rendered. No commission allowed on program oharges unless otherwise agreed upon prior to atarting date of contract.

General Advertising

ASCAP, BMI and SESAC used.

ASCAP, BMI and SESAC used.

|            |        | CLASS   |        |        |         |         |
|------------|--------|---------|--------|--------|---------|---------|
|            | (6:00  | p.m. to | 10:00  | p.m.)  |         |         |
|            | 1 ti.  | 18 ti.  | 26 ti. | 52 ti. | 104 tt. | 812 ti. |
| 1 hour     | 200,00 | 190,00  | 180,00 | 170,00 | 160.00  | 150.00  |
| 1/2 bour   | 120,00 | 114.00  | 108.00 | 102.00 | 96.00   | 90.00   |
| 1/4 hour   | 80.00  | 76.00   | 72.00  | 68.00  | 64.00   | 60.00   |
| 10 minutes | 60.00  | 57,00   | 54.00  | 51,00  | 48.00   | 45.00   |
| 5 minutes  | 40.00  | 38.00   | 86.00  | 84.00  | 82.00   | 30.00   |
| 1 minute   | 20.00  | 19.00   | 18,00  | 17.00  | 16.00   | 15,00   |
| 1/2 minute | 15.00  | 14.25   | 13.50  | 12.75  | 12.00   | 11.25   |
| -,         |        | CLASS   | "B"    |        |         |         |
| (8:00 ■.   | m. to  | 6:00 p. |        | 10:00  | p.m. 1  | 0       |

| 11:00 p.m. daily) |          |        |               |               |       |       |       |  |  |  |
|-------------------|----------|--------|---------------|---------------|-------|-------|-------|--|--|--|
|                   |          |        |               |               |       |       |       |  |  |  |
| 1                 | hour     | 100.00 | 95.00         | 90.00         | 85.00 | 80.00 | 75.00 |  |  |  |
|                   | Hour     | 100.00 | 50.00         | <b>80.</b> 00 | 00.00 | 00.UU | 10.00 |  |  |  |
| 4 40              | L        | 60.00  | 57.00         | 54.00         | 51.00 | 48.00 | 45.00 |  |  |  |
| 1/2               | hour     | 6U. UU | 57.00         | D4.UU         | 91.UU | 98.00 | 50.UU |  |  |  |
| 7.7               |          | 40.00  | 80.00         |               |       | 60.00 |       |  |  |  |
| 1/4               | hour     | 40.00  | 88.00         | 36.00         | 84.00 | 82.00 | 80.00 |  |  |  |
|                   |          |        |               |               |       |       |       |  |  |  |
| 10                | minutes  | 80.00  | 28,50         | 27.00         | 25,50 | 24.00 | 22,50 |  |  |  |
|                   |          |        |               |               |       |       |       |  |  |  |
| - 5               | minutes  | 20.00  | 19.00         | 18.00         | 17.00 | 16.00 | 15.00 |  |  |  |
|                   |          |        |               |               |       |       |       |  |  |  |
| 1                 | minute   | 10.00  | 9,50          | 9.00          | 8,50  | 8.00  | 7.50  |  |  |  |
|                   | Millinto | 10.00  | B. 00         | #.UU          | a. uu | 0.00  | 1.00  |  |  |  |
| 1 /0              |          | 7 50   | 7 10          | 4 7 2         |       | 4 00  | F 00  |  |  |  |
| 1/Z               | munute   | 1.00   | 7.12          | 0.10          | 0.00  | 6.UU  | 0.02  |  |  |  |
| -,-               |          |        | ~ . ~ ~       | 24.0041       |       |       |       |  |  |  |
|                   |          |        | CILANN        |               |       |       |       |  |  |  |
| 1/2               | minute   | 7,50   | 7.12<br>CLASS | 6.75<br>"C"   | 6.88  | 6.00  | 5.62  |  |  |  |

|     | (11:00 ] |        | 12:00  | miani  |        | 1d 6:0 | U     |  |
|-----|----------|--------|--------|--------|--------|--------|-------|--|
|     |          | s.m. t | o 8:00 | a.m. d | iaily) |        |       |  |
| 1   | hour     | 60.00  | 57.00  | 54.00  | 51.00  | 48.00  | 45.00 |  |
| 1/2 | hour     | 86.00  | 84.20  | 32.40  | 30.60  | 28, 80 | 27.00 |  |
| 1/4 | hour     | 24.00  | 22.80  | 21.60  | 20.40  | 18.20  | 17.00 |  |
| 10  | minutes  | 18.00  | 17.10  | 16.20  | 15.80  | 14.40  | 18.50 |  |
|     | minutes  |        | 11.40  | 10.80  | 10.20  | 9.60   | 9.00  |  |
| ĩ   | minute   |        | 5.70   | 5.40   | 5.10   | 4.80   | 4.50  |  |
| 1/2 | minute   | 8.00   | 4 75   | 4.50   | 4 95   | 4 04   | 8 75  |  |

DISCOUNTS
Dollar Volume Discounts
The following discounts, computed on station time, are applicable only to contracts of 13 or more consecutive weeks of broadcasting.

240.00 or more but less than 480.00 per week... 10%
720.00 or more but less than 720.00 per week... 10%
720.00 or more but less than 720.00 per week... 15%
Programs and announcements cannot be combined to earn larger discounts. All discounts must be earned within a period of one year.

SPECIAL FEATURES

SPECIAL FEATURES
News: Leased wire service, commentaries—details on

request.
File minute news-station time plus 5.00 news service charge per broadcast.
Time signals, announcement packages, participating programs—rates and details on request.

TRANSCRIPTIONS
Transcription library services available.
TALENT
Details on request.

REMOTE CONTROL
Equipment svailable—details on request.
RECORDINGS
Equipment available—details on request.

SERVICE FACILITIES
Publicity and promotion departments available.

Contract and Other Requirements

Beer and wine advertising accepted. Advertising and commercial copy subject to approval. Right reserved to edit copy to contracted length and content. Rates guaranteed for one year; maximum contract one year. Advertisers cooperating in group broadcasts are required to make individual contracts.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
Vice-Fres. & Gen'l Mgr.—Robert O. Reynolds.
Sales Manager—Herbert H. Wixson.
Representatives
Paul H. Raymer Company.

## KMTR (Established 1924)

Rates effective April 1, 1948. (Card No. 106.) Owned and operated by KMTR Radio Corporation. Business Office and Studios—1000 Cahuenga Blv1., Hollywood 38, Calif., Hillside 1161.
Transmitter—1000 Cahuenga Blvd., Hollywood, Calif.

Wave—Power—Time
Operating power—1,000 watts.
526.3 meters; 570 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.

Operates on Paulin War Aline,
Agency Commission
15% on net station time charges to recognized agencies; no cash discount. Invoices due and payable when rendered.
General Advertising

sneral Advertising
Commercial content of any program exceeding 15%
of broadcast time will be charged 20% additional.
Program must conclude 60 seconds before end of period contracted for to allow for switching, station announcement and identification.
Rates include music copyright fees: ASCAP, BMI, SESAC.

(5:30 p.m. to 10:00 p.m. daily and 12:00 n.con to 5:80 p.m. Sundaya)

|     |         | - 301  |        | —Per   |        |        |         |
|-----|---------|--------|--------|--------|--------|--------|---------|
|     |         | 1      | 2      | 8      | 4      | 5      | -6      |
|     |         | day    | days   | days   | days   | days.  | days    |
| - 1 | hour    | 150.00 | 270.00 | 882.50 | 480.00 | 562,50 | \$80.00 |
| 1/2 |         |        |        | 229.50 |        |        |         |
| 1/4 |         |        |        |        |        |        |         |
|     | minutes |        |        |        |        |        |         |
|     | minutes |        |        |        | 96.00  |        |         |
|     |         |        | CLAS   | 8 "B"  |        |        |         |

(6:00 a.m. to 5:30 p.m. week days; 6:00 a.m. to 12:00 noon Sundays; 10:00 p.m. to 1:00 a.m. daily)

|     | hour    | 75.00 | 135.00 |        |        |        |        |
|-----|---------|-------|--------|--------|--------|--------|--------|
| 1/2 | hour    | 45.00 | 81.00  | 114.75 | 144.00 | 168.75 | 189.00 |
| 1/4 | hour    | 80.00 | 54.00  | 76.50  | 96.00  | 112.50 | 126.00 |
| 10  | minutes | 22.50 | 40.50  | 57.87  | 72.00  | 84.87  | 94.50  |
| 5   | minutes | 15.00 | 27.00  | 88,25  | 48.00  | 56.25  | 88.00  |
|     |         |       | CLASS  | ייטיי  |        |        |        |

CLASS "C" (1:00 a.m. to 5:00 a.m. daily) hour... 50.00 90.00 127.50 160.00 187.50 210.00 hour... \$0.00 54.00 76.50 96.00 112.50 126.00 hour... 20.00 36.00 51.00 64.00 75.00 84.00 minutes 15.00 27.00 88.25 48.00 56.25 \$1.00 minutes 10.00 18.00 25.50 32.00 87.50 42.00

5 minutes 10.00 18.00 25.50 32.00 87.50 42.00

ANNOUNCEMENTS
(Live or transcribed)

Any combination of announcements can be used in Class "A," "B," and "C" time as required. Ban of schedule rates on request.

CLASS "A" (5:30 p.m. to 10:00 1-2 8-5 6-11 wkly, wkly. wkly. p.m.) 12-17 18-28 wkly. wkly. (†) 1 minute, 100 words 16.00 15.20 14.40 13.60 12.80 12.00 1/2 minute, 50 words.. 12.00 11.40 10.80 10.20 9.60 9.00

CLASS "B"
(6:00 a,m. to 5:30 p.m. and 10:00 p.m. to
1:00 a.m.) 1 minute, 100 words 8.00 7.60 6.40 7.20 6.80 8.00 1/2 minute, 50 words. 6.00 5.70 5.40 5.10 4.80

CLASH "C" (1:00 a.m. to 6:00 a.m. daily)

1 minute, 100 words 4.00 8.80 8.60 8.40 8.20 1/2 minute, 50 words. 8.00 2.85 2.70 2.55 2.40 2 minute, 50 words.. 8.00 2.85 (†) 24 or more weekly. 2.25 DISCOUNTS

#### SPECIAL FEATURES

SPECIAL FEATURES

News—5 minutes on the hour every hour 24 hours a a day. Commercial copy limited to 75 seconds. Rates on request.

Eugenia Clair Presents—3:15 p.m. to 8:30 p.m., Thursday, Participation rost 25:00 per program for 100 words or one minute transcription.

Radio News Reel—Spontarship of 15 minute daily program consists of two one minute announcements, one preceding and one following. Rates on request. Spanish Program—5:30 a.m. to 7:30 a.m. daily and Sunday, Participation eponsorabip available in announcements; also 5. 10 and 15 minute programs. Class "B" rates apply.

Electrical Transcriptions-Record Programs—Available for sponsorabip at no extra charge. Complete transcription studios with equipment available for instantaneous recording of program in studios, off the sir-line or from "air." Mobile units available, Rates on request.

POLITICAL, TALKS, SERMONS, ADDRESSES Rates on request.

Musical and dramatic talent available—rates on request.

REMOTE CONTROL

Complete technical and production facilities available for pick-up of programs originated outside of studies. Line, equipment and operation costs will be quoted

SERVICE FACILITIES

Services of continuity, program, promotion, research, publicity, sales service and station relations department available. Rehearsal studies and sudition facilities available gratis for programs of general nature. A separate charge will be made for programs requiring special attention.

Contract and Other Requirements

contract and Other Requirements
Advertising of alcoholic bestrages, other than beer and wine, not accepted.

No periode sold in bulk for resale.
All programs and copy must conform to station rules and regulations and station reserves right to edit copy to contracted length and content and to eliminate without notice or consent all part of programs which it may consider contrary to its policy or interest.

Closing Time

Program material must be arranged one week in advance of broadcast date, All commercial programs or announcements must be submitted 48 hours in advance of broadcast.

Mechanical Requirements

Equipped to handle programs by electrical transcrip-tion, using 83-1/8 and 78 r.p.m. double turntables. Mobile and instantaneous recording equipment avail-able.

Personnel

General Manager-Kenneth O. Tinkham.

Representatives

Burn-Smith Company, Inc.

KNX (Established 1924)

# COLUMBIA ONNED



Rates effective August 20, 1944. (Card No. 7.)
Owned and operated by the Columbia Broadcasting
System, Inc.
Business Office and Studios—Columbia Square, Los
Angeles 28, Calif., telephone Hollywood 1212.
Transmitter—Columbia Park. Torrance, Calif.

Wave-Power-Time

Operating power—50,000 wasts.
280.4 meters; 1070 kilocyoles.
Licensed to operate on national clear channel. Operating schedule: 24 hours daily.

Agency Commission

15% on net time charges to recognized agencies; no cash discount. Invoices rendered weekly. General Advertising

For combination rates see Columbia Broadcasting System (Pacific Coast Group) and Columbia Pacific Network (California and Pacific Networks). Length of commercial copy:

|                        | Pros               | rama——              | *News              |            |  |
|------------------------|--------------------|---------------------|--------------------|------------|--|
|                        | After<br>6:00 p.m. | Before<br>6:00 p.m. | After<br>6:00 p.m. | Before     |  |
| 1 hour<br>1/2 hour     | 3 min.             |                     | 2:24 min.          |            |  |
| 1/4 hour<br>10 minutes | 1:50 min.          | 2:20 min.           | 1:28 min.          |            |  |
|                        | num openia         | ng commerc          | ial: 25 sec        | onds for 5 |  |
| or longer              | programs.          | ms, 40 sec          |                    |            |  |
| (t) No r               | പ്രീര്വിക കന്നാ    | mercial ner         | moitted on         | 5 minute   |  |

#### LOS ANGELES—Continued K N X-Continued

GENERAL BROADCASTING TIME BATES Without Talent

Net time rates after deduction of all applicable discounts.

Per week rates apply within any seven consecutive days.

Weekly rates based on consecutive weeks of unin-terrupted broadcasting.

#### CLASS "A"

(6:00 p.m. to 10:00 p.m. daily)

Per week

1 day \*2 days \*3 days \*4 days \*5 days \*6 days

|            | T CIRLY | - 2 uasa | ്യവക്യമ | a uaya  | Julya   | u uaja  |
|------------|---------|----------|---------|---------|---------|---------|
| One hour:  |         |          |         |         |         |         |
| 1-12 wks   | 575.00  | 1150.00  | 1552,50 | 2070.00 | 2587.50 | 2760.00 |
| 13-25 wks  | 546.25  | 977.50   | 1319.62 | 1759.50 | 2199.37 | 2346.00 |
| 26-51 wks  | 518.94  | 928.62   | 1253.64 | 1671.52 | 2089.40 | 2228.70 |
| 52 weeks   |         |          |         | 1583.55 |         |         |
| Half hour  |         |          |         |         |         |         |
|            |         |          |         |         |         |         |
| 1-12 wks   | 345.00  | 690.00   |         | 1242.00 |         |         |
| 13-25 wks  | 336.37  | 638, 25  | 838.35  | 1055.70 | 1319,62 | 1407.60 |
| 26-51 wks  | 319.55  | 606.34   | 796.42  | 1002.91 | 1253.64 | 1337.22 |
| 52 weeks   | 302.73  | 574.43   | 754.51  | 950.13  | 1187.66 | 1266.84 |
| Quarter he | our:    |          |         |         |         |         |
| 1-12 wks   |         | 460.00   | 621.00  | 828.00  | 1035.00 | 1104.00 |
| 13-25 wks  |         |          | 574.42  | 745.20  | 905.62  | 966.00  |
|            |         |          |         |         |         |         |
| 26-51 wks  | 218.50  | 415.15   | 545.70  | 707.94  |         | 917.70  |
| 52 weeks   | 207.00  | 393.30   | 516.98  | 670.68  | 815.06  | 869.40  |
|            |         |          |         |         |         |         |

## CLASS "B" (5:30 p.m. to 6:00 p.m. week days, 10:00 p.m. to 10:30 p.m. dally and 12:00 noon to

| •             |        | 6:00 p. | m. Sun  | lays)   |         |         |  |  |
|---------------|--------|---------|---------|---------|---------|---------|--|--|
| One hour:     |        | -       |         |         |         |         |  |  |
| 1-12 wks      | 383.33 | 766,66  | 1035,00 | 1380,00 | 1725.00 | 1840.00 |  |  |
| 13-25 wks     | 373.75 | 709.16  |         |         | 1466.25 |         |  |  |
| 26-51 wks     | 355.06 | 673.70  |         |         | 1392.94 |         |  |  |
| 52 weeks      | 336.37 | 638.24  | 815.06  | 1055.70 | 1319.63 | 1407.60 |  |  |
| Half hour     | •      |         |         |         |         |         |  |  |
| 1-12 wks      | 230.00 | 460.00  | 621.00  | 828.00  | 1035.00 | 1104.00 |  |  |
| 13-25 wks     | 230.00 | 437.00  | 574.42  | 745.20  | 905.62  | 966.00  |  |  |
| 26-52 wks     | 218.50 | 415,15  | 545.70  | 707.94  | 860.34  | 917.70  |  |  |
| 52 weeks      | 207.00 | 393.30  | 516.98  | 670.68  | 815.06  | 869.40  |  |  |
| Quarter h     | our:   |         |         |         |         |         |  |  |
| 1-12 wks      | 153.33 | 306.66  | 414.00  | 552.00  | 690.00  | 736.00  |  |  |
| 13-25 wks     | 153.33 | 298.99  | 403.65  | 524.40  | 638.25  | 680.80  |  |  |
| 26-51 wks     | 145.66 | 284.04  | 383,47  | 498.18  | 606.34  | 646.76  |  |  |
| 52 weeks      | 138.00 | 269.09  | 363.28  | 471.96  | 574.42  | 612.72  |  |  |
| Ten minu      | tes:   |         |         |         |         |         |  |  |
| 1-12 wks      | 122.66 | 245.33  | 331.20  | 441.60  | 552.00  | 588.80  |  |  |
| 13-25 wks     | 122,66 | 245.33  | 322,92  | 419,52  | 524.40  | 559.36  |  |  |
| 26-51 wks     | 116.53 | 233.06  | 306.77  | 398,54  | 498.18  | 531.39  |  |  |
| 52 weeks      | 110.39 | 220.80  | 290.63  | 377.57  | 471.96  | 503.42  |  |  |
| Five minutes: |        |         |         |         |         |         |  |  |
| 1-12 wks      | 76.67  | 153.33  | 207.00  | 276.00  | 345.00  | 368.00  |  |  |
| 13-25 wks     |        | 153.33  | 207.00  | 269,10  | 336.37  | 358.80  |  |  |
| 26-51 wks     | 72.84  | 145.66  | 196.65  | 255.64  | 319.55  | 340,86  |  |  |
| 52 weeks      | 69.00  | 138.00  | 186.30  | 242.19  | 302.73  | 322.92  |  |  |
|               |        |         |         |         |         |         |  |  |

#### CLASS "C"

# (9:00 a.m. to 2:00 p.m. and 4:00 p.m. to 5:30 p.m. week days; 10:00 a.m. to 12:00 noon Sundays)

|           |        |        | mudaja, |         |         |         |
|-----------|--------|--------|---------|---------|---------|---------|
| Our hour: |        |        |         |         |         |         |
| 1-12 wks  | 287.50 | 575.00 | 776.25  | 1035.00 | 1293.75 | 1380.00 |
| 13-25 wks | 280.31 | 546.25 | 698.62  | 905.62  | 1099.69 | 1173.00 |
| 26-51 wks | 266,29 | 518.94 | 663.69  | 860.34  | 1044.71 | 1114.35 |
| 52 weeks  | 252.28 | 491.62 | 628.76  | 815.06  |         | 1055.70 |
| Half hour | •      |        |         |         |         |         |
| 1-12 wks  | 172.50 | 345.00 | 465.75  | 621.00  | 776.25  | 828.00  |
| 13-25 wks | 172.50 | 336.37 | 442.46  | 574.42  | 698.62  | 745.20  |
| 26-51 wks | 163.87 | 319.55 | 420.34  | 545.70  | 663.69  | 707.94  |
| 52 weeks  | 155.25 | 302.73 | 398.21  | 516.98  | 628.76  | 670.68  |
|           |        | 302.13 | 338.21  | 310.38  | 028.70  | 010.08  |
| Quarter h |        |        |         |         |         |         |
| 1-12 wks  | 115.00 | 230.00 | 310.50  | 414.00  | 517.50  | 552.00  |
| 13-25 wks | 115.00 | 230.00 | 302.74  | 403.65  | 491.62  | 524.40  |
| 26-51 wks | 109.25 | 218.50 | 287.60  | 383.47  | 467.04  | 498, 18 |
| 52 weeks  | 103.50 | 207.00 | 272.47  | 363.28  | 442.46  | 471.96  |
| Ten minu  | tes:   |        |         |         |         |         |
| 1-12 wks  | 92.00  | 184.00 | 248,40  | 331.20  | 414.00  | 441.60  |
| 13-25 wks | 92.00  | 184.00 | 248.40  | 322.92  | 403.65  | 419.52  |
| 26-51 wks | 87.40  | 174.80 | 235.98  | 306.77  | 383.47  | 398.54  |
| 52 weeks  | 82.80  | 165.60 | 223.56  | 290.63  | 363.28  | 377.57  |
| Five minu | ites:  |        |         |         |         |         |
| 1-12 wks  | 57.50  | 115.00 | 155, 25 | 207.00  | 258.75  | 276.00  |
| 13-25 wks | 57.50  | 115.00 | 155.25  | 207.00  | 258.75  | 269.10  |
| 26-51 wks | 54.62  | 109.25 | 147.49  | 196,65  | 245.81  | 255.64  |
| 52 weeks  | 51.75  | 103.50 | 139.72  | 186.30  | 232.87  | 242.19  |
| ozccas    | 02.10  |        | 100.12  | 100.00  | 202.01  | w.L.10  |

#### CLASS "D"

# (8:00 a.m. to 9:00 a.m., and 10:30 p.m. to 12:00 midnight daily; 2:00 p.m. to 4:00 p.m. week days; 9:00 a.m. to 10:00 a.m. Sundays)

| *******               | um, o, i | ,,,,,  |        | , m. m. | Dunday  | 0)             |
|-----------------------|----------|--------|--------|---------|---------|----------------|
| One hour:<br>1-12 wks | 230.00   | 460.00 | 621.00 | 828.00  | 1035.00 | 1104.00        |
| 13-25 wks             | 230.00   | 437.00 | 574.42 | 745.20  | 905.62  | 966.00         |
| 26-51 wks             | 218.50   | 415.15 | 545.70 | 707.94  | 860.34  | 917.70         |
| 52 weeks              | 207.00   | 393.30 | 516.98 | 670.68  | 815.06  | 869.40         |
| Half hour             | :        |        |        |         |         |                |
| 1-12 wks              | 138.00   | 276.00 | 372.60 | 496.80  | 621.00  | 662,40         |
| 13-25 wks             | 138.00   | 269.10 | 363.28 | 471.96  | 574.42  | 612,72         |
| 26-51 wks             | 131.10   | 255.64 | 345.12 | 448.36  | 545.70  | 582.08         |
| 52 weeks              | 124.20   | 242.19 | 326.95 | 424.76  | 516.98  | <b>5</b> 51.45 |
| Quarter he            | our:     |        |        |         |         |                |
| 1-12 wks              | 92.00    | 184.00 | 248.40 | 331.20  | 414.00  | 441.60         |
| 13-25 wks             | 92.00    | 184.00 | 248.40 | 322.92  | 403.65  | 419,52         |
| 26-51 wks             | 87.40    | 174.80 | 235.98 | 306.77  | 383.47  | 398,54         |
| 52 weeks              | 82.80    | 165.60 | 223.56 | 290.63  | 363.28  | 377.57         |
| Ten minu              | les:     |        |        |         |         |                |
| 1-12 wks              | 73.60    | 147.20 | 198.72 | 264.96  | 331.20  | 353.28         |
| 13-25 wks             | 73.60    | 147.20 | 198.72 | 258.34  | 322.92  | 344.45         |
| 26-51 wks             | 69.92    | 139.84 | 188.78 | 245.42  | 306.77  | 327.23         |
| 52 weeks              | 66.24    | 132.48 | 178.85 | 232.51  | 290.63  | 310.00         |
| Five minu             | ites:    |        |        |         |         |                |
| 1-12 wks              | 46.00    | 92.00  | 124.20 | 165.60  | 207.00  | 220.80         |
| 13-25 wks             | 46,00    | 92,00  | 124.20 | 165.60  | 207.00  | 220.80         |
| 26-51 wks             | 43.70    | 87.40  | 117.99 | 157.32  | 196.65  | 209.76         |
| 52 weeks              | 41.40    | 82.80  | 111.78 | 149.04  | 186.30  | 198.72         |
|                       |          |        |        |         |         |                |

## CLASS "E" (7:00 a.m. to 8:00 a.m. daily)

| (1.00 E           |              | Per week —             |                  |
|-------------------|--------------|------------------------|------------------|
|                   |              |                        | *5 days *6 days  |
| One hour:         | uays s       | uays a uays            | J days o days    |
|                   | 15.00 40     | 5.75 621.00            | 776.25 828.00    |
|                   |              |                        |                  |
|                   |              | 2.36 574.42            |                  |
|                   |              | 0.24 545.70            | 663.69 707.94    |
| 52 weeks 155.25 3 | 02.73 39     | 8.12 516.98            | 628.76 670.68    |
| Half hour:        |              |                        |                  |
|                   | 07.00 27     | 9.45 372.60            | 465.75 496.80    |
|                   |              | 2.46 363.28            | 442.46 471.96    |
|                   |              | 8.84 345.12            | 420.31 448.36    |
|                   |              | 5.21 326.95            | 398.21 424.76    |
|                   | 00,30 21     | 0.21 020.00            | 330.21 121.10    |
| Quarter hour:     |              |                        |                  |
|                   |              | 6.30 248.40            | 310.50 331.20    |
|                   |              | 6.30 248.40            | 302,74 322,92    |
| 26-51 wks 65.55 1 | 31.10 17     | 6.98 235.98            | 287.60 306.77    |
| 52 weeks 62.10 I  | 24.20 16     | 7.67 223.56            | 272.47 290.63    |
| Ten minutes:      |              |                        |                  |
|                   | 10.40 14     | 9.04 198.72            | 248.40 264.96    |
|                   |              | 9.04 198.72            | 248.40 258.34    |
|                   |              |                        |                  |
|                   |              | 1.59 188.78            | 235.98 245.42    |
| 52 weeks 49.68    | 99.36 13     | 4.14 178.85            | 223.56 232.51    |
| Five minutes:     |              |                        |                  |
| 1-12 wks 34.50    | 69.00 9      | 3.15 124.20            | 155.25 165.60    |
| 13-25 wks 34.50   | 89.00 9      | 3.15 124.20            | 155.25 165.60    |
| 26.51 wks 32.77   | 65.55 8      | 8,49 117.99            | 147.49 157.32    |
| 52 weeks 31.05    | 62.10 8      | 3.83 111.78            | 139.72 149.04    |
| (*) Days withi    |              |                        |                  |
| Seven days per we |              |                        |                  |
|                   |              |                        | ne hour rate.    |
| Three-quarter hou | r-80%        | of hour rate           | Ten minutes      |
| if available, 80% | of the       | 1-19 week              | 15 minute rote   |
| less applicable d | oller rol    | uma and cor            | secutive weeks   |
| discounts. Five   | minutes      | if available           | 50% of the       |
| 1-12 week 15 ml   | minutes,     | less applica           | ble dollar rol   |
| ume and consecut  |              |                        | note dollar tota |
|                   |              |                        | manuant          |
| Time periods not  |              |                        | request.         |
| 4.7               | ATRICATED TO | ALES V. CALLY V. CALLY |                  |

#### ANNOUNCEMENTS

All announcements under Classes "A," "B," "C" and "D," regardless of their length or cost, may be combined for weekly frequency discounts, providing they are computed on the hasls of days per week usage, and not times per week usage. Starting time of announcements determines rate classification.

CLASS "A"

## (5:59 p.m. to 10:00 p.m. daily) 25 words or 15 seconds transcribed station breaks:

|           |         |         | - Don    | week - |        |       |  |  |  |
|-----------|---------|---------|----------|--------|--------|-------|--|--|--|
|           | 1 day   | 2 days  | 3 days   | 4 days | 5 days | 6 day |  |  |  |
| 1-12 wks  | 80.00   | 160,00  | 216.00   | 288.00 | 360.00 | 384.0 |  |  |  |
| 13-25 wks | 80.00   | 160.00  | 216.00   | 280.80 | 351.00 | 374.4 |  |  |  |
| 26-51 wks | 76.00   | 152.00  | 205.20   | 266.76 | 333.45 | 355.6 |  |  |  |
| 52 weeks  | 72.00   | 144.00  | 194.40   | 252.72 | 315.90 | 336.9 |  |  |  |
| One minut | e (live | or tran | seribed) | :      |        |       |  |  |  |
| 1-12 wks  | 120.00  | 240.00  | 324.00   | 432.00 | 540.00 | 576.0 |  |  |  |
| 12-25 wks | 120.00  | 240.00  | 315.90   | 410.40 | 513.00 | 547.2 |  |  |  |
| 26-51 wks |         | 228.00  | 300.10   | 389.88 | 487.35 | 519.8 |  |  |  |
| 52 weeks  | 103.00  | 216.00  | 284.31   | 369,36 | 461.70 | 492.4 |  |  |  |
| CLASS "B" |         |         |          |        |        |       |  |  |  |

## CLASS "B" (11:59 a.m. to 5:59 Sundays; 5:29 p.m. to 5:59 p.m. week days; 10:00 p.m. to 10:30

|           |          | p.n      | n, daily) | )        |          |        |
|-----------|----------|----------|-----------|----------|----------|--------|
| 50 words  | or 20 se | econd tr | anscribe  | d statio | n breaki | 3:     |
| 1-12 wks  | 65,00    | 130.00   | 175,50    | 234.00   | 292.50   | 312.00 |
| 13-25 wks | 65.00    | 130.00   | 175.50    | 234.00   | 285.19   | 304.20 |
| 26-51 wks | 61.75    | 123.50   | 166.72    | 222.30   | 270.93   | 288.99 |
| 52 weeks  | 58.50    | 117.00   | 157.95    | 210.60   | 256.67   | 273.78 |
| One minut | e (live  | or tran  | seribed)  | :        |          |        |
| 1-12 wks  | 30.00    | 160.00   | 216.00    | 288.00   | 360.00   | 384.00 |
| 13-25 wks | 80.00    | 160.00   | 216.00    | 280.80   | 351.00   | 374.40 |
| 26-51 wks | 70,00    | 152.00   | 205,20    | 266.76   | 333.45   | 355.68 |
| 52 weeks  | 72,00    | 144,00   | 194.40    | 252,72   | 315,90   | 336.9€ |
|           |          |          |           |          |          |        |

| 1-12 wks    | 30.00 | 160,00 | 216.00 | 288.00 | 360.00 | 384.0 |  |  |  |
|-------------|-------|--------|--------|--------|--------|-------|--|--|--|
| 3-25 wks    | 80.00 | 160.00 | 216.00 | 280.80 | 351,00 | 374.4 |  |  |  |
| 6-51 wks    | 70,00 | 152.00 | 205.20 | 266.76 | 333,45 | 355.6 |  |  |  |
| 2 weeks     | 72,00 | 144.00 | 194.40 | 252,72 | 315,90 | 336.9 |  |  |  |
| 07 107 1011 |       |        |        |        |        |       |  |  |  |

| CLASS "C" |      |      |       |       |     |      |       |     |  |
|-----------|------|------|-------|-------|-----|------|-------|-----|--|
|           |      |      |       |       |     |      | p.m.  |     |  |
| 5:29      | p.m. | weel | k da; | ys; 9 | :59 | a.m. | to 11 | :59 |  |

|           | •        | a.m.    | Sunday  | g)       |          |       |
|-----------|----------|---------|---------|----------|----------|-------|
| 50 words  | or 20 se |         |         |          | n breaks | :     |
| 1-12 wks  |          |         |         | 144.00   |          | 192.0 |
| 13-25 wks | 40.00    | 80,00   | 108.00  | 144.00   | 180.00   | 192.0 |
| 26-51 wks | 38.00    | 76.00   | 102,60  | 136,80   | 171.00   | 182.4 |
| 52 weeks  | 36,00    | 72,00   | 97,20   | 129,60   | 162,00   | 172.8 |
| One minu  | te annou | ncement | s (live | or trans | cribed): |       |
| 1 10      |          |         |         |          |          |       |

| 1-12 wks  | 50.00 | 100.00 | 135.00 | 180.00 | 225.00 | 240.00 |  |  |  |
|-----------|-------|--------|--------|--------|--------|--------|--|--|--|
| 13-25 wks | 50.00 | 100,00 | 135.00 | 180,00 | 225,00 | 240,00 |  |  |  |
| 26-51 wks | 47.50 | 95.00  | 128.25 | 171.00 | 213.75 | 228,00 |  |  |  |
| 52 weeks  | 45.00 | 90.00  | 121.50 | 162.00 | 202.50 | 216.00 |  |  |  |
| CLASS "D" |       |        |        |        |        |        |  |  |  |
|           |       |        |        |        |        |        |  |  |  |

|    |         |       | to 8:5  |         |        |        |        |    |
|----|---------|-------|---------|---------|--------|--------|--------|----|
|    | 9:59    | a.m.  | Sunday  | s; 2:00 | p.m.   | to 3:  | 59 p.1 | m. |
|    | week    | days  | ; 10:30 |         |        | 2:00 n | nidnig | hţ |
|    |         |       |         | daily)  |        |        |        |    |
| 50 | words o | or 20 | second  | transcr | ibed s | tation | break  | в: |

| 1-12 wks                          | 35.00 | 70.00 | 94.50  | 126.00 | 157.50 | 168.00 |  |  |  |  |
|-----------------------------------|-------|-------|--------|--------|--------|--------|--|--|--|--|
| 13-25 wks                         | 35,00 | 70.00 | 94.50  | 126.00 | 157.50 | 168.00 |  |  |  |  |
| 26-51 wks                         | 33.25 | 66.50 | 89.77  | 119.70 | 149.62 | 159.60 |  |  |  |  |
| 52 weeks                          | 31.50 | 63.00 | 85.05  | 113.40 | 141.75 | 151.20 |  |  |  |  |
| One minute (live or transcribed): |       |       |        |        |        |        |  |  |  |  |
| 1-12 wks                          | 45.00 | 90.00 | 121.50 | 162.00 | 202.50 | 216.00 |  |  |  |  |
| 13-25 wks                         | 45.00 | 90,00 | 121.50 | 162.00 | 202.50 | 216.00 |  |  |  |  |
| 26-51 wks                         | 42,75 | 85.50 | 115.42 | 153,90 | 192.37 | 205.20 |  |  |  |  |
| 52 weeks                          | 40.50 | 81.00 | 109.35 | 145.80 | 182.25 | 194 40 |  |  |  |  |

# 52 weeks 40.50 51.00 109.53 143.00 152.23 CLASS "E" (CLASS "E") 50 words or 20 second transcribed station breaks: 1-12 wks 28.00 56.00 76.00 101.00 126.00 13-25 wks 28.00 56.00 76.00 101.00 126.00 16-51 wks 26.60 53.20 72.20 95.95 119.70 52 weeks 25.20 50.40 68.40 90.90 113.40

| One min | ute (live | or trans | cribed): | :        |        |          |
|---------|-----------|----------|----------|----------|--------|----------|
| 1-12 wk |           |          |          | 144.00   | 180.00 |          |
|         | s 40.00   |          |          |          | 180.00 |          |
|         | s 38.00   |          |          |          |        |          |
|         | 36.00     |          |          |          |        | 172.80   |
|         | : This br |          |          |          |        |          |
| erence. |           |          |          |          |        | offer of |
|         | es and 1  |          |          |          |        |          |
| shown   | are net   | rata s   | after de | aduetten | Of an  | nlicable |

shown are not rate after deduction of applicable weekly dollar volume discount and discount for con-secutivo weeks use, applicable only as earned, in accordance with interpretation of Rate Card 7. PARTICIPATING ANNOUNCEMENT PROGRAMS
No further discounts. Participating announcement
programs cannot be combined with other service for
further discounts.

The following rates are subject to agency commission:
Sunrise Salute-6:15 a.m. to 7:20 a.m.—Monday
through Saturday. Participation, approximately 150
words. 1day 2 days 3 days 4 days 5 days 6 days
Per week..... 32.50 65.00 87.75 117.00 146.25 156.00
Also sold in combination with Housewires' Protective

Also sold in combination with Housewives' Protective League. Housewives' Protective League—Monday through Friday—mid-afternoon. Sold only in combination with Sunrise Salute. Housewives' Protective League and Sunrise Salute Combination—Alternate week days on Housewives' Protective League and Sunrise Salute. Participation: Approximately 150 words, 225.00 per week. 11:00 O'clock News—Sunday through Friday—11:00 pm. to 11:20 pm. Participation: One minute live announcements: 1 day 8 days 6 days Per week. 60.00 125.00 225.00 First Call with Beverly—Monday through Saturday—5:30 s.m. to 6:00 a.m. Participation: 150 word announcements: 3 days 6 days Per week. 75:00 25:00 25:00 ANNOUNCEMENT PACKAGES

## ANNOUNCEMENT PACKAGES Rates on request.

ANNOUNCEMENT PACKAGES

Rates on request.

DISCOUNTS

Application of Discounts

Programs and announcements may not be combined for any discount purposes. However, except as noted under weekly Frequency Discounts, all broadcasting under each section may be combined in computing discounts applicable to broadcasting under that section. Interruptions necessitated by broadcasts of special events of importance will not affect discounts. All discounts apply to time charges only.

Discounts will be allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned.

Where more than one time classification is used, first total up the gross one-day rates for the periods to be purchased and then deduct earned discounts, as follows:

(1) Deduct the applicable weekly frequency discount (10% from the gross for 3, 4 or 5 days per week).

(2) Deduct the applicable weekly dellar volume dispersions and the process of the for unore days per week).

of initial program. Maximum length of contract, one year.

Leaves and talks (except political talks) are not accepted between 6:00 p.m. and 12:00 midnight. Programs and advertising copy subject to approval. Programs not furnished by but presented in the studies of KNX are subject a production charge. Mechanical Program Equipment Equipment Equipment Equipment Equipment Studies of the studies of

#### LOS ANGELES—Continued

KRKD (Established 1927)



Itales effective July 15, 1934. (Card No. 10.)
Owned and operated by Radio Broadcasters, Inc.
Business Office and Studio—541 S. Spring St., Los
Angelee 13, Cailf., Tucker 7111.
Transmitter—1100 Glendale Blvd., Los Angeles, Calif.
Wave—Power—Time
280.9 meters; 1150 kilocycles.
280.9 meters; 1150 kilocycles.
280.9 meters; 1150 kilocycles.
Operating power 2,500 wats days; 1,000 watte nights.
280.9 meters; 1150 kilocycles.
Operating Existence of Pacific War Time. Divides time with Station KNFO
Agency Commission
15% to ecognized advertising agencies; no cash discount. All broadcasting payable in advance, except where satisfactory credit is established.
General Advertising
Actual broadcasting periods are as follows: 58 minutes for one hour periods; 28-1/2 minutes for half hour periods; 1 minutes for 1/2 minutes for fire minute periods are as follows: 54 minutes for Aux minutes for fire minute periods and national advertising.
Music copyright fees are included in rates.
ANCAP, SENAC AND BMI licenses.
Cr.00 a.m. to sign-off)
Per week (week days):

| (7:00 a.m. to sign-off)                         |         |
|---|---------|
| Per week (week days): 1 ti. 3 ti.               | 6 ti.   |
| 1 hour  | 300.00  |
| 1/2 hour  | 180.00  |
| 1/4 hour  | 121.00  |
| 10 minutes                                      | 91.50   |
| 5 minutes                                       | 59.00   |
| 5:30 a.m. to 6:30 a.m40% less than regular      | rates.  |
| 6:30 a.m. to 7:00 a.m20% less than regular      |         |
| FREQUENCY DISCOUNTS                             |         |
| In addition to special weekly discounts; period | is must |
| be used within corresponding number of we       |         |
| order to carn these discounts.                  |         |
| 12 periods                                      | 10%     |
| 24 periods                                      |         |
| QUARTER HOUR PERIODS                            | ,0      |

(Run of Schedule)
Right reserved to change the time on run of schedule programs by notifying the sponsor 48 hours in

| anvance.                                  |      |
|---|------|
| (5:30 a.m. to 6:30 a.m.)                  |      |
| Daily except Sunday:                      |      |
|   |      |
| l quarter hour, per week                  | 4.25 |
| (6:30 a.m. to 7:00 a.m.)                  |      |
| 1 quarter hour, per week 5                | 3.00 |
| (7:00 a.m. to sign-off)                   |      |
| 1 quarter hour, per week 7                |      |
| 2 quarter hours, per week                 |      |
| 3 quarter hours, per week18               |      |
| 4 quarter hours, per week23               |      |
| Number of commencial approximate possible | and. |

| (5:30 a.m. to sign-off week days)               |       |
|---|-------|
| 115 words or under or transcription of not more | thar  |
| 60 seconds: Pe                                  | r wk. |
|   |       |
| 1 to 5 announcements within one week            | 5.80  |
| 6 to 11 announcements within one week           | 4 80  |
| 12 to 17 announcements within one week          |       |
|   |       |
| 18 to 23 announcements within one weck          | 4.00  |
| 21 or more announcements within one week        | 3.75  |
|   |       |
| Frequency Discounts                             |       |
|   |       |
| Four consecutive weeks or more 10%.             |       |
| (Sundays)                                       |       |
|   |       |
| 1 announcement                                  | 5.80  |
|   |       |
| 6 or more announcements                         | 4.80  |
| With nurchase of 12 or more announcements       | week  |

With purchase of 12 or more announcements, we days, within one week; Sunday spots, 4.50 each.

SPECIAL FEATURES

News: Run of schedule, one quarter hour week do per week 78.65.

Leased wire services available.

POLITICAL

Political announcements sold only at the one trate.

only at the one time TALENT

Rates on request.

REMOTE CONTROL

Time rates quoted on request for programs originating at points not covered by station studios or remotes, contingent upon line rental, equipment and operation costs.

RECORDINGS

Regular rates apply.

SERVICE FACILITIES

Complete commercial continuity service to all sponsors at no extra cost.

Contract and Other Requirements

Acceptable accounts are subject to the same rates.
Periods are not sold for resale.

Closing Time

Commercial continuity, when furnished by sponsor

Commercial continuity, when furnished by sponsor or advertising agency, must be submitted 24 hours

or advertising agency, must be submitted 24 hours in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 r.p.m. eingle turntables and 78 r.p.m. double turntables.

Personnel

Personnel
General Manager—Ned Connor.
Representatives None.

#### -FM STATIONS KHJ-(FM)

Rates effective August 11, 1941. (Card No. 1.)
Owned and operated by Don Lee Broadcasting System.
Business Office and Studio—5515 Melrose Ave.,
Hollywood 88, Calif.
Transmitter—On top of Mount Lee, Hollywood Hills,
Calif.

Calif.

(ave—Power—Time
Operating power—1,000 watts.

(C. P. 50,000 watts.)
Prequency—44500 kilocycles.
Operating schedule: 6:00 p.m. to 12:00 midnight.

General Advertising
Affiliated with Don Lee Broadcasting System and
Mutual Broadcasting System.

|     | (6:00 p.m. to 10:00 p.m.)             |        |
|-----|---------------------------------------|--------|
| 1   | hour.                                 | 100.00 |
| 1/2 |                                       | 60.00  |
| 1/4 | hour                                  | 40.00  |
| 100 | words or less                         | 5,00   |
| _   | (10:00 p.m. to 12:00 midnight)        |        |
| 1   | hour                                  | 50.00  |
| 1/2 | hour                                  | 80.00  |
| 1/4 | hour                                  | 20.00  |
| 100 | words or less                         | 2.5    |
| No  | discounts on program time or announce | emente |
|     | e announcement copy only.             |        |
|     | SPECIAL FEATURES                      |        |

Time signals: Six daily on the hour, per week 100.00.

Personnet
Vice-l'res. & Gen'l Mgr.—Lewis Allen Weiss.
General Sales Manager—Sydney Gaynor.
Representatives John Blair & Company.

#### **MARYSVILLE**

(Yuba County) KMYC (Established 1940)





Rates effective September 1, 1944. (Card No. 5.)
Owned and operated by the Marysville-Yuba City
Broadcasters, Inc.
Business Office and Studio—State Theatre Bldg., 515
E St. Marysville, Calif.
Transmitter—Two miles northwest of Marysville,
Calif.
Wave—Power—Time
Operating power—250 watts.
206,9 miters; 1450 kilocycles.
Licensed to operate full time on local channel. Operates on Pacific War Time.
Operating schedule: 6:30 a.m. to 12:00 midnight.
Agency Commission
15% to recognized advertising agencies on station Rates effective September 1, 1944. (Card No. 5.)

Operating scheduler, and a commission 15% to recognized advertising agencies on station itime only; no cash discount. Bills rendered first of month; due 10th of month.

General Advertising agencies on station of the commission rates see Don Lee Broadcasting Systems of the commission rates see Don Lee Broadcasting Systems of the commission rates are provided that the commission rates are provided to the commission rates are provided that the commission rates are provided to the commission

eneral Advertising
For combination rates see Don Lee Broadcasting System.
(Northern California Group) and Mutual Broadcasting System.
The following rates are for national advertising and include music copyright fees.

|     |          | (6:00  | p.m. to  | 10:00     | p.m.) |       |             |
|-----|----------|--------|----------|-----------|-------|-------|-------------|
|     |          | 1      | 1/2      | 1/4       | 10    | 5     |             |
|     |          | hr.    | hr.      | hr.       | min.  | min.  | (*)         |
| 1   | time     | 50.00  | 80.00    | 18.00     | 15.00 | 12.00 | 6.00        |
| 13  | times    |        | 28.50    | 17.10     | 14.25 | 11.40 | 5.70        |
| 26  | times    | 45.00  | 27.00    | 16.20     | 13.50 | 10.80 | 5.40        |
| 52  | times    | 42.50  | 25.50    | 15.30     | 12.75 | 10.20 | <b>B.10</b> |
| 104 | times    | 40.00  | 24.00    | 14,40     | 12.00 | 9.60  | 4.80        |
| 260 | times    | 37.50  | 22.50    | 13.50     | 11.25 | 9.00  | 4.50        |
|     |          |        | CLASS    | "B"       |       |       |             |
|     |          | (      | All othe | r time    | )     |       |             |
| 1   | time     | 37.50  | 22.50    | 13.50     | 11.25 | 9.00  | 4.20        |
| 13  | times    | 35.62  | 21.37    | 12.82     | 10.38 | 8.55  | 3.99        |
| 26  | times    | 33,75  | 20.25    | 12.15     | 10.12 | 8.10  | 8.78        |
| 52  | times    | 31.87  | 19.13    | 11.78     | 9.56  | 7.65  | 8.57        |
| 104 | times    | 30,00  | 18,00    | 10.80     | 9.00  | 7.20  | 2.36        |
| 260 | times    | 28.13  | 16.88    | 10.11     | 8.44  | 6.75  | 3.15        |
| (   | *) One : | ninute | or chair | breal :   | τ.    |       |             |
|     |          | V) 17  | NAOPTO ( | NA REPORT | OT    |       |             |

REMOTE CONTROL

Facilities subject to extra charges for line and me chanical costs; payable in advance. Not subject agency commission.

chanical costs; payable in advance. Not subject to agency commission.

TRANSCRIPTIONS

Transcription library service available at regular rates. Instantaneous recording equipment available. Contract and Other Requirements

Advertising of sleoholic beverages, other than beer and light wine, not accepted. Contracts subject to cancellation by written notice accompanied by certified check at short rate to date of last program.

Closing Time

Announcement copy, transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for lateral and vertical cut recordings.

Personnel

Station Manager—Joe D. Carrell

Station Manager—Joe D. Carrell.
Representatives W. S. Grant Company.

## MERCED

(Merced County)
KYOS

(Established 1936) 



Rates effective January 15, 1943. (Card No. 10.) Owned and operated by Meroed Broadcasting Co. Business Office and Studio—"G" Street Grade, Merced, Calif., telephone 1430. Transmitter—"G" Street Grade, Merced, Calif. ave—Power—Time
Operating power—250 watts.
2103 meters; 1490 kil-eycles.
Licensed to operate full time. Operates on Pacific
War Time.
Operating schedule: Sundays 6:00 a.m. to 11:00 p.m.;
week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% on net etation time to recognized advertising agencies; no cash discount. On approved credit, accounts payable 10th of month following service.

counts payable 10th of month following service.

General Advertising
For combination rates see Don Lee Broadcasting
Company and Mutual Froadcasting System.

1t. 1 3:1. 26:1t. 52:t. 104:tt. 208:tt.
1 hour.... 55:25 85:63 33.85 32.07 80.29 28:50
1/2 hour.... 37:50 21:38 20:31 19:24 18:13 17:06
1/4 hour... 22:50 12:38 12:19 11:55 18:91 10:26
5 minutes 18:50 6:12

SPECIAL FEATURES
mouncements during news broadcasts—Regular rates plus 20%. Participation program<del>s rates</del> on request.

Time Signals
35 words...... 7.28 3.62 8.44 3.26 8.08 2.90

Rates on request.

Rates on request.

REMOTE CONTROL
itates on request.

RECORDINGS
Library service available at no extra cost. Studio and portable recording equipment available—rates on request

request.

SERVICE FACILITIES
Script and program department available to advertisers at no additional 20st.

Contract and Other Requirements
Advertising of beer and wine acceptable.
Standard AAAA contract used. Copy subject to approval.

Closing Time
Copy must be on hand 24 hours in advance of broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using triple multi-speed turntables for vertical and lateral recordings.

Personnel
General Manager—Hugh McClung.
Station Manager—Mel Marshall.
Representatives
W, S. Grant Company.

#### MODESTO (Stanislaus County) KTRB



Rates effective March 1, 1943.

Owned and operated by KTRB Broadcasting Co., Inc. Rusiness Office and Studio-Norwegian Ave., Modesto, Calif., Modesto 774.
Transmitter—Modesto, Calif.

Transmitter—Modesto, Calli.

Wave—Power—Time
Operating power—1,000 watts,
348.8 meters; 860 kilocycles.
Licensed to operate full time. Operates on Pacific
Wer Time.
Agency Commission
15% to recognized agencies on station time only,
General Advertising
(R-000 n.m. 50 10:00 p.m.)

312

100 was 8.00 6.00 4.35 4.00 (LASS "B" (All other time)
1 hr. 48.00 45.60 48.20 40.80
1/2 hr. 28.00 26.00 25.20 23.80
1/4 hr. 16.00 15.20 14.40 13.60
5 min. 8.00 5.00 5.32 5.04
100 wds 7.28 5.00 8.40 8.20 38.40 86.00 22.40 21.00 12.80 12.00 4.76 4.48 3.00 2.80

RECORDINGS AND TRANSCRIPTIONS
No surcharge for transcriptions.

TALENT
Talent charges are not included in station rates and are payable in advance.

REMOTE CONTROL
Wire and mechanical sacilities for remote control lines are not included in station rates and are payable to advance.

SERVICE FACILITIES
Audition studios are maintained for advertisers and agencies. Continuity department at the disposal of the advertiser.

the advertiser.

Contract and Other Requirements

Programs and announcements are subject to station
owner's approval and Federal Communications Commission Regulations. Right reserved to refuse, discontinue or cancel any contract. Preferred position
governed by priority and availability on contract only.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
General Manager—Wm. H. Bates, Jr.
Commercial Manager—Virgil Risley.

Representatives W. S. Grant Company.

#### **MONTEREY**

(Monterey County)

KDON 



B Broadcasting System

Rates effective July 1, 1944. (Card No. 5.)
Owned and operated by Monterey Peninsula Broadcasting Company.
Business Office and Studio—275 Pearl St., Monterey.
Calif., telephone 8501.
Transmitter—Municipal Wharf. Monterey. Calif.
Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time. Operates on Pacific War Time.
Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.; week days 6:30 a.m. to 11:00 p.m.
Agency Commission
15% to recognized advertising agencies on time charges only; no cash discount. Bills payable 15th of month following service.
General Advertising
For combination rates see Don Lee Broadcasting System.
One hour program limited to 10 minutes of commercial copy; 1/2 hour 6 minutes; 1/4 hour 3-1/2 minutes; 10 minutes 2-1/2 minutes and 5 minutes
2 minutes.

CLASS "A"

minutes; 1 2 minutes.

|     |         |        | CLASS   | э д     |        |       |      |
|-----|---------|--------|---------|---------|--------|-------|------|
|     |         | (6:00  | p.m. to |         | p.m.)  |       |      |
|     |         | 1      | 1/2     | 1/4     | 10     | 5     | 1    |
|     |         | hr.    | hr.     | hr.     | min.   | min.  | min. |
| _1  | time    |        | 36.00   | 24.00   | 18.00  | 12.00 | 6.00 |
| 52  | times   |        | 34.20   | 22.80   | 17.10  | 11.40 | 5.70 |
| 156 | times   |        | 32.40   | 21.60   | 16.20  | 10.80 | 5.40 |
| 260 | times   |        | 30,60   | 20.40   | 15.30  | 10.20 | 5.10 |
| 364 | times   | 48.00  | 28.80   | 19.20   | 14.40  | 9.60  | 4.80 |
| 728 | times   | 45.00  | 27.00   | 18.00   | 13.50  | 9.00  | 4.50 |
|     |         |        | CLASS   | 3B.,    |        |       |      |
|     |         | t.     | All oth | er time | )      |       |      |
| 1   | time    | 45.00  | 27.00   | 18.00   | 13.50  | 9.00  | 4.50 |
| 52  | times   | 42.75  | 25.65   | 17.10   | 12.82  | 8,55  | 4.28 |
| 156 | times   | 40.50  | 24,30   | 16.20   | 12.15  | 8.10  | 4.05 |
| 260 | times   | 38.25  | 22.95   | 15.30   | 11.47  | 7.65  | 3.83 |
| 364 | times   | 36.00  | 21.60   | 14.40   | 10.80  | 7.20  | 3.60 |
| 728 | times   | 33.75  | 20,25   | 13.50   | 10.12  | 6.75  | 3.38 |
|     |         | AN     | NOUN    | CEMEN   | TS     |       |      |
| All | announc | ementa | take    | the one | minute | rate. | Sta- |
|     |         |        |         |         |        |       |      |

All announcements take the one minute rate. Station break announcements have 50 word maximum. Announcements broadcast at time adjacent to higher rate classification take the higher rate.

POLITICAL
Regular rates; payable in advance.

TALENT
Talent will be engaged by station if desired—rates on request.

REMOTE CONTROL

REMOTE CONTROL
Complete facilities available for handling programs originating outside of the station studios—rates on request.

request.

TRANSCRIPTIONS
Regular rates apply. Transcription library services available at no extra charge. Instantaneous recording equipment available—rates on request.

equipment available—rates on request.

SERVICE FACILITIES

Services of program, production, continuity and publicity departments available at no extra charge.

Contract and Other Requirements

Advertising of alcolubilio beverages, other than beer and wine, not accepted.

Contracts and advertising copy subject to station approval and government rules and regulations.

No contracts accepted for a period longer than one year. Contracts are not assignable and no periods are sold in bulk for resale.

Closing Time One week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for lateral or vertical cut recordings.

Personnel
General Manager—Reed Pollock,
Commercial Manager—Ken Randolph,

Representatives None.

OAKLAND (Alameda County)

KLS (Established 1921)



Rates effective March 1, 1944.

Owned and operated by Warmer Brothers.
Studio—327 Twenty-first St., Oakland 12, Calif.,
Higate 1212.
Transmitter—327 Twenty-first St., Oakland, Calif.
Wave—Power—Time
Operating power—1,000 watts.
229 meters; 1810 kilocyoles.
Licensed to operate full time. Operates on Pacific
War Time.
Agency Commission

Agency Commission
15% to recognized agencies on net charges for station
time; no cash discount. Bills due and payable when
rendered. No commission on program talent.

General Advertising
Actual broadcasting periods are as follows: 59 minutes for one hour, 29 minutes for 1/2 hour, 14-1/2 minutes for 1/4 hour, 4-1/2 minutes for five minute periods.
Music copyright tax of 5% must be added to these

|  | CLASS '    | 'A''     |            |         |
|--|------------|----------|------------|---------|
| (6:00  |            |          | 1          |         |
| 1 ti.  | 13 ti.     | 26 ti.   | 39 ti.     | 52 ti.  |
| 1 hour 93.50   |            | 84.00    | 79.00      | 75.00   |
| 1/9 hour 53 50                                       | 51.00      | 48.00    | 45.50      | 49 50   |
| 1/4 hour 92.50                                       | 91.00      | 20.00    | 99.50      | 97.00   |
| 1/2 hour 53.50<br>1/4 hour 33.50<br>5 minutes. 24.00 | 23.00      | 91.00    | 20.50      | 20.00   |
| 5 HILIOB. 21,00                                      |            |          | 20,00      | 20.00   |
|  | CLASS '    | .B.,     |            |         |
| (6:00 a.m. to  | 3:00 p.m.  | and 10   | 1:00 p.m.  | to      |
|  | 2:00 mid:  |          |            |         |
| 1 hour 47.00   | 44.50      | 42.00    | 40.00      | 37.50   |
| 1/2 hour 27.00<br>1/4 hour 16.00                     | 25.50      | 24.00    | 23.00      | 21.50   |
| 1/4 hour 16.00                                       | 15.50      | 14.50    | 14.00      | 13.50   |
| 5 minutes 12.00                                      | 11.50      | 11.00    | 16.50      | 10.00   |
|  | CLASS      | .C.,     |            |         |
| (12:00 t   | nidnight 1 | o 6:00 a | .m.)       |         |
| 1 hour 35.00   |            |          |            | 28 00   |
| 1/2 hour 20.00                                       |            |          |            |         |
| 1/4 hour 12.00                                       | 11 50      | 11.00    | 10.50      | 10.00   |
| 5 minutes. 9.00                                      | 9.00       | 8.50     | 8,00       | 7,50    |
|  | NOUNCE     |          |            |         |
| 1  | 13         |          | 52 100     | 312     |
|  |            |          |            |         |
| Ole-11444 10.00                                      | ti.        | 000 0    | ti. ti.    | 7.00    |
| Class "A" 10.00<br>Class "B" 7.00<br>Class "C" 5.00  | 9.00       | 9.00 8   | .00 7.50   | 7.00    |
| C/838 B 7.00   | 6.00       | 5,50 5   | .00 4.00   | 3.50    |
| Class [C 5.00  | 4.50       | 4.00 8   | .50 3.00   | 2,50    |
| The above rates ap                                   |            |          |            | ents or |
| one minute transcr                                   |            |          |            |         |
| 50 word announcer                                    |            |          |            |         |
| 25 words announces                                   | menta 50%  | nr 100   | word rate. |         |

SPECIAL FEATURES

TALENT

Rates on request.

REMOTE CONTROL Rates and details on request.

SERVICE FACILITIES

Services of program and continuity departments, staff announcers and recorded music included without extra charge.

Contract and Other Requirements

Right reserved to refuse, discontinue or cancel any contract.
Contracts and broadcast material subject to rules and regulations of all federal bodies governing radio stations.

stations.

Programs and radio script subject to approval.

Programs hold priority over announcements.

No periods sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make
individual contracts with the company, subject to
rates and regulations.

Closing Time

Complete radio manuscript must be submitted 24 hours prior to scheduled broadcast.

General Manager—S. W. Warner. Station Manager—F. Wellington Morse.

Representatives

None.

KLX (Established 1922)



Rates effective November 15, 1944.

Owned and operated by Tribune Building Company.

Business Office and Studio—Tribune Tower. 13th and
Franklin St., Oakland, Calif., Glencourt 0660.

San Francisco Office—307 Monadnock Bidg., Exbrook
5780.

Transmitter-Tribune Tower, Oakland, Calif.

Orgo.
Transmitter—Tribune Tower,
Wave—Power—Time
Operating power—1,000 watts.
329.7 meters; 910 kilocyoles.
Licensed to operate unilmited time on regional channel. Operates on Pacifio War Time.
Operating schedule: Sundays 7:00 a.m. to 1:00 a.m.;
week days 7:00 a.m. to 2:30 a.m.
Agency Commission
15% on net station time to recognized advertising agencies; no cash discount. Bills rendered weekly.

General Advertising
CLASS "A"

(6:00 p.m. to 10:00 p.m.)

CA-51 52-103 104-811

|           | 1/2<br>1/4 | hour               | 33.00<br>21.00 | 31.35<br>19.95 | 29.70<br>18.90 | 28.05<br>17.85  | 26.40<br>16.80 | 23.60<br>15,10 |  |
|-----------|------------|--------------------|----------------|----------------|----------------|-----------------|----------------|----------------|--|
|           |            | minutes<br>minutes | 15.75          | 14.95          | 14.20          | 13.40           | 12.60          | 11.85          |  |
|           | 100        | words or           |                | 11.40          | 10.80          | 10.20           | 9.60           | 8.65           |  |
|           | le         | 85                 | 8.00           | 7.50           | 7.00           | 6.80            | 5.50           | 4.20           |  |
| CLASS "C" |            |                    |                |                |                |                 |                |                |  |
|           |            | _                  | (11:30         |                | to sign        | 1-0 <b>1</b> T) |                |                |  |
|           | . 1        | hour               | 40.00          | 38.00          | 36.00          | 84.00           | 32,00          | 28.80          |  |
|           | 1/2        | hour               | 24.00          | 22.80          | 21.60          | 20.40           | 19.20          | 17.40          |  |
|           | 1/4        | hour .             | 16 00          | 15 20          | 14 40          | 19 40           | 19 00          | 11 FA          |  |

10 minutes 12.00 11.40 10.80 18.20 5 minutes 8.00 7.60 7.26 6.80 (\*) 312 or more times.

1/4 hour, regular rate plus service charge of three browns as the contract of the charge of the char

Payable in advance.

TALENT

Special services, including musical and dramatic programs, and talent, subject to additional charges.

Rates on request.

REMOTE CONTROL Rates on request.

RESIDENCE CONTROL

READSON CONTROL

TRANSCRIPTIONS

Accepted at regular rates. Cost of making transcriptions furnished on request. Library service available.

SERVICE FACILITIES

Services of the program and continuity departments, and staff announcers in arranging and presenting programs included without extra charge.

Contract and Other Requirements

Each contract limited to one year and subject to all the provisions of the standard AAAA contract form. No periods are sold in bulk for resale. Frequency discounts predicated upon fulfillment of contracts within one year, starting with the first broadcast. Adherence to N.A.B. rules and ethics to assure advertiser fullest brnadeasting advantage.

Programs and advertising copy subject to approval.

Closing Time

Closing Time
Talent programs, announcements and recorded programs close two weeks in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical records.

Personnel General Manager-Glenn Shaw.

Representatives
Joseph Hershey McGillyra, Inc.

KROW (Established 1925)

Rates effective January 1, 1944. (Card No. 4.)

Owned and operated by KROW, Inc.

Business Office and Studio—Radio Center Bidg., 19th
and Broadway, Oakland 12, Calif., Glencourt 6774.

Other Studios—505 Geary St., San Francisco, Calif.,
Ordway 6868.

Transmitter—1520 Eighth Ave., Oakland, Calif.

Wave—Power—Time
Operating power—1,000 watts,
312.5 meters; 960 kilocycles.

Licensed to operate full time. Operates on Pacific
War Time.
Operating schedule: Sundaya 7:30 a.m. to 12:30 a.m.

War Time.
Operating schedule: Sundays 7:30 a.m. to 12:30 a.m.;
week days 6:00 a.m. to 12:00 midnight.
Agency Commission
15% on net time charges to recognized agencies; no
cash discount. Bills rendered weekly.

currently used.

Announcements and programs cannot be combined to earn weekly frequency rates. All discounts apply to time charges only.

#### OAKLAND—Continued KRO W-Continued

ANNOUNCEMENTS

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
t ti. 26 ti. 52 ti. 104 ti. 812 ti.
3.80 12.00 11.10 10.30 9.6i
2.15 10.20 8.70 7.60 6.60 100 words 13.80 \*50 words 12.15

CLASS "B"

(6:00 a.m. to 6:00 p.m. and after 10:00 p.m.)

100 words 9.00 7.20 6.40 5.70 4.80

\*50 words 7.90 6.30 5.55 4.85 4.20

(\*) Floating spot; no guaranteed time.

Frequency discounts allowed on general broadcasting do not apply to announcements.

Talks of political nature not subject to frequency or dollar volume discounts. Political broadcasts subject to a production charge.

to a production energe.

REMOTE CONTROL

Programs originating outside of studies are subject to a special charge—rates on request.

TRANSCRPTIONS

Accepted at regular rates. Library services available

Tates on request.

SERVICE FACILITIES

Station will endeavor to prepare any type of program desired by the advertiser and will furnish program ideas, lists of taient and prices on request.

Contract and Other Requirements

Acceptable accounts are subject to the same rate according to the time classification into which they fall. Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract one year. No time sold for resale. Programs and advertising copy subject to approval.

Rates quoted are for informative purposes only and on to constitute an offer on the part of the station Rates are subject to change without notice.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for lateral or vertical out recordings.

Personne! Vice-Pres. & Gen'l Mgr.—Philip G. Lasky. Representatives

#### **PASADENA**

KPAS (Established 1941)

Maios enective May 1, 1944. (Card No. 3.)

Owned and operated by The Pacific Coast Broadcasting Company.

Business Office and Studio—1401 S. Oak Knoll.

Pasadena 15, Calif., Ryan 1-6991, Sycamere 6-5724.

Other Studios—Music City, Sunset and Vine St., Los Angeles, Calif., Tucker 9221.

Transmitter—Lexington and Gallatin Road, El Monte, Calif.

Waye---Power-

ave--Power--Time
Operating power--10,000 watts.
270.3 meters; 1110 kilocycles.
Licensed to operate full time. Operates on Pacific
Standard Time. Operating schedule: 6:00 a.m. to 4:00 a.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. Bills due and payable when rendered.

Count. Bills due and payable when rendered.

| CLASS ''A' | CLASS ''A' | County | CLASS | CLASS ''A' | Class |

CLASS "B"
(8:00 a.m. to 6:00 p.m. and 10:00 p.m. to

11:00 p.m.)

1 hr 72.00 68.50 65.00 61.00 57.50 54.00 50.00
1/2 hr 42.00 40.00 38.00 35.50 33.50 31.50 29.50
1/4 hr 27.00 25.50 24.00 22.50 21.00 20.50 18.00
5 min 14.50 13.60 13.00 12.25 10.50 10.80 10.00

CLASS "C"
(6:00 a.m. to 8:00 a.m. and 11:00 p.m. to 12:00 midnight)

1 hr 48.00 45.50 43.00 41.00 38.50 36.00 33.50 1/2 hr 28.80 27.30 26.00 24.50 23.00 21.60 20.20 1/4 hr 19.00 18.00 17.30 16.30 15.40 14.20 18.40 5 min 9.60 9.10 8.60 8.20 7.70 7.20 6.70

1/4 hr 19.20 18.00 17.30 16.30 15.40 14.20 18.40 5 min., 9.60 9.10 8.60 8.20 7.70 7.20 6.70 ANNOUNCEMENTS

Announcement copy will be broadcast as submitted, ff approved, and charges will be made at next higher rate if number of words exceed limit in any class. CLASS "4"

(6:00 p.m. to 10:00 p.m., 1 13 28 38 52 78 104 11 13 28 38 52 78 104 11 13 28 38 52 78 104 11 13 28 38 52 78 104 11 13 28 38 52 78 104 11 15 10 words 12.00 11.40 10.80 10.20 9.60 9.00 8.40 Five 50 word spots per night (Sunday excluded), per month 500.00. CLASS "B"

(8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 100 words 7.20 6.80 6.50 6.10 5.80 5.40 5.00 Five 50 word spots per day (Sunday excluded), per month 325.00. The 50 word spots per day (Sunday excluded), per month 325.00. ELASS "C"

(6:00 a.m. to 8:00 a.m. and 11:00 p.m. to 12.00 minute electrical transcription or 100 words 7.20 6.80 6.50 6.10 5.80 5.40 5.00 Five 50 word spots, three in Class "B," two in Class "A," per month 440.00. CLASS "C"

(6:00 a.m. to 8:00 a.m. and 11:00 p.m. to 12.00 midnight)
One minute electrical transcription or 50 words, 60% of corresponding rate.

DISCOUNTS

Advertisers contracting for purchase of time, exclusive of announcements or news brondcasts, will be granted an additional discount of 5% if used on a six day a week basis. Advertisers contracting for one minute spot announcements will receive 5% discount additional for each announcement over four per day purchased on a monthly contract. Discounts are allowed retractively on number of broadcasts used consecutively within a year. All frequency discounts must be earned to be allowed. Sunday time will be 10% additional on basic space rates.

POLITICAL AND TALKS

Regular station time rates plus 50%.

TALENT

Rates on request.

REMOTE CONTROL
Charges for line and equipment on request.
Contract and Other Requirements
Advertising of spirituous beverages including beer and wine not accepted. Periods are not sold for resale. All contracts subject to cancellation unless program starts within 30 days. No contract to exceed one year's duration.

Mechanical Program.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel President—W. I. Dumm. Prod. & Com'l Mgr.—Loyal K. King.

Representatives
Joseph Hershey McGillyra, Inc.

#### KWKW (Established 1942)



Rates effective January 1, 1944, (Card No. 3.) Rates effective January 1, 1944. (Card No. 3.)
Owned and operated by Southern California Broadcasting Co.
Business Office and Studio—425 E. Green St., Pasadena 1, Calif., Sy. 2-6155.
Transmitter—924 N. Vista, San Gabriel, Calif.

Transmitier—924 N. Vista, San Gabriel, Calif.

Wave—Power—Time
Operating power—1,000 watts.
209.8 meters; 1430 kilocycles.
Licensed to operate days only on local channel. Operates on Pacific War Time.
Operating schedule: Local currise to local "unset—January 5:00 p.m., February 6:30 p.m., March 7:00 p.m., April 7:30 p.m., May 7:45 p.m., June 8:00 p.m., August 7:45 p.m., June 8:00 p.m., August 7:45 p.m., September 7:00 p.m., October 6:15 p.m., November 5:45 p.m., and December 5:45 p.m.

agency Commission
15% on net time and talent to recognized agencies;
no cash discount. Bilis payable in advance unless
arranged otherwise.

arranged otherwise.

General Advertising

Advertisers may request "run of schedule" time which will be delivered, if available, at a discount of 40% from base rate. Station reserves complete right to move "run of schedule" programs without notice to advertisers, although a weekly statement of periods broadcast will be rendered.

ASCAP, BMI, SESAC, all contracts subject to 5% music tax.

| Week days, per week:        | 1 ti.    | 8 ti.  | 6 t1.  |  |  |  |  |
|-----------------------------|----------|--------|--------|--|--|--|--|
| 1 hour                      | 60.00    | 186.00 | 240.00 |  |  |  |  |
| 1/2 hour                    |          | 85.00  | 135.00 |  |  |  |  |
| 1/4 hour                    | 20.00    | 50.00  | 85.00  |  |  |  |  |
| 5 minutes                   | 8.50     | 21.00  | 84.00  |  |  |  |  |
| (Sundays)                   |          |        |        |  |  |  |  |
| Sunday time pro rate of det | ly cate. |        |        |  |  |  |  |

coundays)
counda ANNOUNCEMENTS
Spot announcements (100 words or one minute):

One time rate. No frequency or weekly discounts. REMOTE CONTROL.
Facilities subject to extra charges for line and mechanical costs.

TALENT

Rates on request.

SERVICE FACILITIES
Services of program, continuity and production staff, rehearsal and audition facilities available.

Contract and Other Requirements
Programs subject to approval. Right reserved to revise copy or prepare now copy to accord with standards of station without submission to advertiser, if
copy is not received at closing time.

Closing Time
Contracts close one week in advance of first broadcast.
All copy must be submitted at least 48 hours before broadcast.

Mechanical Pregram Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for lateral cut recordings.

Personnel
General Manager-Wm. J. Beaton.

Representatives Cox & Tans.

#### REDDING (Shasta County) KVCV



Rates effective April 1, 1941, (Card No. 12.)
Owned and operated by Golden Empire Broadcasting
Company.
Business Office and Studio—Redding, Calif., Redding 1646.
Address all communications to station W.C.W.

uing 1646.
Address all communications to station KVCV, P. O.
Box 559, Redding, Call.
Transmitter—Two miles south of Redding on Highway 99.

Wave-Power-Time lave—Power—Time
Operating power—250 wasts.
213.9 meters; 1230 kilocycles.
Licensed to operate unlimited time. Operates on
Pacific War Time.
Operating schedule: Sundays 8:00 s.m. to 10:00 p.m.;
week days 7:00 a.m. to 10:00 p.m.

Agency Commission
15% on net station time and talent to accredited
advertising agencies; no cash discount. Accounts payable 10th of month following service.

Someral Advertising
For combination rates see Don Lee Broadcasting
System (Northern California Group) and Mutual
Broadcasting System.
Rates include music copyright fees.

| 1     | hour                     | 56.25 | 35.68     |
|-------|--------------------------|-------|-----------|
| 1/2   | hour                     | 37.50 | 21.88     |
| 1/4   | hour                     | 22.50 | 12.88     |
| - ´ 5 | minutes                  | 13,50 | *6.42     |
| (1    | ) No frequency discount. |       |           |
|       | DISCOUNTS                |       |           |
| 26    | times                    |       | 5%<br>10% |
| 52    | times                    |       |           |
| 104   | times                    |       |           |
| 208   | times                    |       | 20%       |
|       | ANNOUNCEMENTS            |       |           |
|       |                          | 1 tl. | 26 ti.    |
|       |                          |       |           |

100 words .. 7.28 94.10 DISCOUNTS | DISCOUNTS | 5% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% | 55% |

Rates on request.

Rates on request.

TALENT

Rates on request; payable in advance.

REMOTE CONTROL

Wire and mechanical facilities for remote control lines are not included in rates and are payable in advance.

advance. SERVICE FACILITIES

Continuity department at the disposal of the advertiser. Audition studios maintained for advertisers and agencies.

Contract and Other Requirements
Advertising of beer and wine acceptable.
Discounts are predicated upon the fulfillment of contracts within 12 months, dating from the first

tracts within 12 monns, Garing from broadcast.
Rates are for station time only; talent is extra. Contracts and copy subject to approval.

Mechanical Program Department
Equipped to handle programs by electrical transcription. using 33-1/3 and 78 r.p.m. double turntables.

Personnel
General Manager—Ralph R. Bryan.

Representatives
W. S. Grant Company.

RIVERSIDE (Riverside County) KPRO (Established 1941)



#### **BLUE NETWORK STATION**



Rates effective October 1, 1948. (Card No. 5.) Owned and operated by Broadcasting Corporation of

Owned and operated by Broadcasting Corporation of America.
Business Office and Studio—3401 Russell St., Riverside, Calif., telephone 6290.
Other Offices and Studios—430 Fifth St., San Bernardino, Calif., San Bernardino 5157.
Transmitter—3401 Russell St., Riverside, Calif., Vave—Power—Time
Operating power—1,000 wasts.
208.3 meters; 1440 kilocycles.
Licensed to operate full time on regional channel.
Operates on Paolifo War Time.
Operating schedule: Friday and Saturday—all night; all other days 6:00 a.m. to 2:00 a.m.
(This listing continued on most page)

#### RIVERSIDE—Continued K P R O-Continued

Agency Commission

15% to recognized agencies

General Advertising

For combination rates see American Broadcasting Company, Inc. (Pacific Coast Supplementary). ASCAP, BMI, AMP, SESAC licenses.

|           | CLASS   | "A"       |         |        |  |  |  |
|-----------|---------|-----------|---------|--------|--|--|--|
| (6:00 g   | .m. to  | 10:00 p.m | .)      |        |  |  |  |
|           | l hr.   | 1/2 hr.   | 1/4 hr. | 5 min. |  |  |  |
| 1 time    | 100.00  | 80.00     | 40.00   | 20.00  |  |  |  |
| 13 times  | 95.00   | 57.00     | 38.00   | 19.00  |  |  |  |
| 26 times  | 90.00   | 54.00     | 36.00   | 18.00  |  |  |  |
| 52 times  | 85.00   | 51.00     | 34.00   | 17.00  |  |  |  |
| 100 times | 80.00   | 48.00     | 32.00   | 16.00  |  |  |  |
| 250 times | 75.00   | 45.00     | 80.00   | 15.00  |  |  |  |
| 300 times | . 70.00 | 42.00     | 28.00   | 14.00  |  |  |  |
|           | CLASS   | "B"       | -0.00   | 2 0 0  |  |  |  |
|           | :00 p.m |           | 00 p.m. | to     |  |  |  |
| ,         | 11:00 p |           |         | ••     |  |  |  |
| 1 time    | 75.00   | 45.00     | 30.00   | 15.00  |  |  |  |
| 13 times  | 72.25   | 42.75     | 28.50   | 14.25  |  |  |  |
| 26 times  | 67.50   | 40.50     | 27.00   | 13.50  |  |  |  |
| 52 times  | 63.75   | 38.25     | 25.50   | 12.75  |  |  |  |
| 100 times | 60.00   | 36.00     | 24.00   | 12.00  |  |  |  |
| 250 times | 56.25   | 83.75     | 22.50   | 11.25  |  |  |  |
| 300 times | 52.50   | 81.50     | 21.00   | 10.50  |  |  |  |
|           |         |           |         | 10.00  |  |  |  |
| CLASS "C" |         |           |         |        |  |  |  |

(11:00 p.m. to 6:30 a.m.) Class "B" rates less 50%.

ANNOUNCEMENTS

ANNOUNCEMENTS

CLASS "A"

(6:00 p.m. to 10:00 p.m.)

1 minute transcriptions; 100 words or 50 word station breaks adjacent to network programs:

1 18 26 52 100 250 500 755 1000

tt. ti. ti. ti. ti. ti. ti. ti. ti.

12.00 11.40 10.80 10.40 9.60 9.00 8.40 7.80 7.20

50 word floating announcements:

9.00 8.55 8.15 7.70 6.25 5.80 5.85 4.90 4.85

CLASS "B"

(6:30 a.m. to 6:30 p.m. and 10:00 p.m. to

11:00 p.m.)

1 minute transcriptions; 100 words or 50 word station breaks adjacent to network programs:

9.00 8.55 8.15 7.70 6.25 5.80 5.35 4.90 4.85

COLASS "B"

(1:00 p.m. to 6:30 a.m.)

CLASS "CLASS "C"

(11:00 p.m. to 6:30 a.m.)

CLASS "CLASS "C"

(11:00 p.m. to 6:30 a.m.)

SPECIAL FEATURES

SPECIAL FEATURES
News: Leased wire service available. Regular rate plus 10%.

plus 10%.

POLITICAL

One time rate applies; no frequency discount.

TALENT

Union talent of all kinds available through station's program department—rates and details on request.

REMOTE CONTROL
Permanent lines to Los Angeles maintained.
Facilities subject to extra charges for line and mechanical costs.

Contract and Other Regulrements

Advertising of alcoholic beverages accepted between 10:00 p.m. to 2:00 a.m.; wine and beer accepted any

10:00 p.m. to 2:00 a.m.; wine and beer accepted any time.
Contracts subject to cancellation by four weeks' notice accompanied by certified check at short rate to date of last program. Programs and announcements are subject to approval.
Right reserved to refuse or discontinue any advertising.
Contracts subject to governmental regulations. No contracts for longer than 52 weeks.

Closing Time

Contracts close one week in advance of first broadcast Announcement copy, talks and transcriptions close 2 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings. Personnel

Pres. & Gen'l Mgr.—W. L. Gleeson. Commercial Manager—Gene Williams.

Representatives

Duncan A. Scott & Company.

#### SACRAMENTO (Sacramento County) KFBK

(Established 1922)



Rates effective October 1, 1948. (Card No. 16.) Owned and operated by The McClatchy Broadcasting

Company.

Business Office and Studio—708 Eye St., Sacramento,
Calif., telephone 25011.

Transmitter—Yolo County, Calif.

Wave—Power—Time
Operating power—10.00 watts.
196.1 meters; 1530 kilocycles.
Licensed to operate full time. Operates on Pacific
War Time.
Operating schedule: 24 hours daily.

Agency Commission
15% on net station time to accredited advertising agencies; no cash discount. This applies only to national business originating outside of Sacramento.

General Advertising

eneral Advertising
For combination rates see American Broadcasting
Company, Inc. (Pacific Coast Group).
Any four of the following stations may be combined
on the same schedule to earn 10% discount: KFBK,
Sacramento; KWG, Stockton; KMJ, Fresno; KERN,
Bakersfield; KOH, Reno, Nev. For further discounts
on combination of all five stations see listing of
McClatchy Beeline.
The following rates are for national advertising.

|     |         |        | CLASS    | "A"        |         |        |
|-----|---------|--------|----------|------------|---------|--------|
|     |         | (6:00  | p.m. to  | 10:00 p.m  | .)      |        |
|     |         | 1 hr.  | 1/2 hr.  | 1/4 hr.    | 10 min. | 5 min. |
| 1   | time    | 168.00 | 100.00   | 60.00      | 45.00   | 85.00  |
| 13  | times   | 163.80 | 97.50    | 58.50      | 43.85   | 34.15  |
| 26  | times   | 159.60 | 95.00    | 57.00      | 42.75   | 83.25  |
| 52  | times   | 155.40 | 92.50    | 55, 50     | 41.80   | 32.35  |
| 65  | times   | 151.20 | 90.00    | 54.00      | 40.45   | 31.50  |
| 130 | times   | 147.00 | 87.50    | 52.50      | 89.35   | 80.60  |
| 156 | times   | 142.80 | 85.00    | 51.00      | 38.25   | 29.70  |
| 260 | times   | 134.40 | 80.00    | 48.00      | 36.00   | 28.00  |
| 312 | timea   | 126.00 | 75.00    | 45.00      | 33.75   | 26.25  |
| 468 | times   | 121.80 | 72.50    | 43.50      | 32.60   | 25.35  |
| 624 | times   | 117,60 | 70,00    | 42.00      | 31.50   | 24.50  |
|     |         |        | CLASS    | "B"        |         |        |
|     | (7:00 ) | .m. to | 6:00 p.m | n. and 10: | 00 p.m. | to     |
|     |         |        | 11:00 g  | ).m.)      |         |        |
| 1   | time    | 84.00  | 50.00    | 30.00      | 22.50   | 17.50  |
| 13  | times   | 81.90  | 48.75    | 29.25      | 21.95   | 17.05  |
| 26  | times   | 79.80  | 47.50    | 28.50      | 21.40   | 16.60  |
| 52  | times   | 77.70  | 46.25    | 27.75      | 20.80   | 16.20  |
| 65  | times   | 75.60  | 45.00    | 27.00      | 20.25   | 15.75  |
|     |         |        |          |            |         |        |

| 00  | frmes | 10.00 | 40.00   | 27.00      | 20.25 | 10.73 |
|-----|-------|-------|---------|------------|-------|-------|
| 130 | times | 73.50 | 43.75   | 26.25      | 19.70 | 15.30 |
| 156 | times | 71.40 | 42,50   | 25.50      | 19.15 | 14.8  |
| 260 | times | 67.20 | 40.00   | 24.00      | 18.00 | 14.00 |
| 312 | times | 63.00 | 87.50   | 22.50      | 16.85 | 13.1  |
| 468 | times | 60.90 | 36.25   | 21.75      | 16.30 | 12.70 |
| 624 | times | 58.80 | 35.00   | 21.00      | 15.75 | 12.2  |
|     |       |       | CLASS   | ,,C,,      |       |       |
|     |       | (6:00 | s.m. to | 7:00 a.m.) |       |       |
| 1   | time  | 50.00 | 30.00   | 18.00      | 14.00 | 10.00 |
| 13  | times | 48.75 | 29.25   | 17.55      | 13.65 | 9.75  |
| 26  | times | 47.50 | 28.50   | 17.10      | 13.30 | 9.50  |
| 52  | times | 46.25 | 27.75   | 16.65      | 12.95 | 9.2   |
| 65  | times | 45.00 | 27.00   | 16.20      | 12.60 | 9.00  |
| 190 |       | 49 7K | 00.05   | 10.00      | 10.05 | 0.71  |

|     | times | 48.75 | 29.25 | 17.55 | 13.65 | 9.75 |
|-----|-------|-------|-------|-------|-------|------|
| 26  | times | 47.50 | 28.50 | 17.10 | 13.30 | 9.50 |
| 52  | times | 46.25 | 27.75 | 16.65 | 12.95 | 9.25 |
| 65  | times | 45.00 | 27.00 | 16.20 | 12.60 | 9.00 |
| 130 | times | 43.75 | 26.25 | 15.75 | 12.25 | 8.75 |
| 156 | times | 42.50 | 25.50 | 15.30 | 11.90 | 8.50 |
|     | times | 40.00 | 24.00 | 14.40 | 11.20 | 8.00 |
| 312 | times | 87.50 | 22.50 | 13.50 | 10.50 | 7.50 |
| 468 | times | 36.25 | 21.75 | 13.05 | 10.15 | 7.25 |
| 624 | times | 35.00 | 21.00 | 12.60 | 9.80  | 7.00 |
|     | 4-00  | 00.00 |       |       | 0.00  | 1.00 |
|     |       |       | CLASS | .,D,. |       |      |
|     |       |       |       |       |       |      |

(11:00 p.m. to 6:00 a.m.) Rates on request.

ANNOUNCEMENTS

Announcements broadcast at times adjacent to higher rate classification will take higher rate.

CLASS "A"

|     | (6:00 p.m. to 10:00 p.m.) |        |         |
|-----|---------------------------|--------|---------|
|     |                           | 1 min. | 35 wds. |
| 1   | time                      | 25.00  | 16.00   |
| 13  | times                     | 24.40  | 15.60   |
| 26  | times                     | 28.75  | 15.20   |
| 52  | times                     | 23 15  | 14.80   |
| 65  | times                     | 22.50  | 14.40   |
| 130 | times                     | 21.90  | 14.00   |
| 156 | times                     | 21 25  | 18.60   |
| 260 |                           | 20.00  | 12.80   |
|     | times                     |        |         |
| 312 | times                     | 18.75  | 12.00   |
| 468 | times                     | 18,15  | 11.60   |
| 624 | times                     | 17.50  | 11.20   |
|     | OT 100 UDU                |        |         |

CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

| 1   | time                                    | 12.50 | 8.00   |
|-----|---|-------|--------|
| 13  | times                                   | 12.20 | 7.80   |
| 26  | times                                   |       | 7.60   |
| 52  | times                                   | 11.55 | 7.40   |
| 65  | times                                   | 11.25 | 7.20   |
| 130 | times                                   | 10.95 | 7.00   |
| 156 | times                                   | 10.65 | 6.80   |
| 260 | times                                   | 10.00 | 6.40   |
| 312 | times                                   | 9.55  | 6.00   |
| 468 | times                                   | 9.05  | 5.80   |
| 624 | times                                   | 8.75  | 5.60   |
| 047 | *************************************** | 8.10  | 5.00   |
|     | CLASS "C"                               |       |        |
|     | (6:00 a.m. to 7:00 a.m.)                |       |        |
|     |   | 7 fm  | or mda |

1 min. 35

|     |            | 1 | min. | 35 wds. |
|-----|------------|---|------|---------|
| 1   | time       |   | 9.00 | 6.00    |
| 13  | times      |   | 8.75 | 5.85    |
| 26  | times      |   | 8.55 | 5.70    |
| 52  | times      |   | 8.30 | 5.55    |
| 65  | times      |   | 8.10 | 5.40    |
| 130 | times      |   | 7.85 | 5.25    |
| 156 | times      |   | 7.65 | 5.10    |
| 260 | times      |   | 7.20 | 4.80    |
| 312 | times      |   | 6.75 | 4.50    |
| 468 | times      |   | 6.50 | 4.35    |
| 624 | times      |   | 6.30 | 4.20    |
|     | OT ABB UDU |   |      |         |

(11:00 p.m. to 6:00 a.m.) Rates on request.

DISCOUNTS

Rates on request.

Two or more program units of 15 minutes or more broadcast on the same day for the same eponsor within the same time bracket may be combined to earn 1/2 hour, or one hour rates, whichever applies. Such programs may be scheduled contiguously at the station's option. Discounts allowed retroactively on the number of broadcasts given in one year.

Day and night programs or day and night announcements cannot be combined with programs of neeming may be combined to determine rate earned. Announcements cannot be combined with programs of neeminutes or more to determine rate earned. Interruptions in an advertiser's schedule necessitated by the broadcasting of special events of importance will not affect the advertiser's right to discount. If an advertiser is required by the station to relinquish the time or times specified in his contract and the contract is cancelled for this reason, the rate of discount to which the advertiser would otherwise be entitled will not be prejudiced.

All discounts apply to time charges only. If a contract runs without interruption beyond 52 consecutive weeks, the advertiser will continue to earn the discount established during the preceding year.

News Periods: Station time plus 20% for news services fee.
Katherine Kitchen: Participation on non-competitive basis at regular one time Class "B" five minute rate.

POLITICAL
Regular one time rates apply. No frequency discounts Political broadcasts, cash in advance. Combination rates available. Manuscripts must be submitted 24 hours in advance of broadcast.

TALENT
Rates on request.
REMOTE CONTROL
Additional charges are made for programs originating
outside of the station studios.

TRANSCRIPTIONS
Transcription library services available at extra cost—

rates on request.

NERVICE FACILITIES

Services of station's staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event the client specifies a particular announcer or except where a fee is required by any governing labor organization.

Additional charges are made for programs requiring special production.

Closing Time

using time Talent programs close two weeks in advance. Talka must be submitted in manuscript form prior to 12:00 moon day preceding broadcast. Announcements close one day in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for both vertical and lateral cut recordings.

Personnel Manager-Leo O. Ricketts.

Representatives Paul H. Raymer Company.

KROY (Established 1937)



Rates effective August I, 1944. (Card No. 9.) Owned and operated by Royal Miller Radio. Business Office and Studio-Sacramento Hotel, Sacramento, Callf., telephone 3-2525. Transmitter--65th St., and 14th Ave., Sacramento, Callf.

Wave-Power-Time
(operating power-250 waits.
241.9 meters; 1240 kilocycles.
Licensed to operate full time. Operates on Pacific
War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% on net station time only; no cash discount.

35 words. 8.00 7.80 7.20 6.80 6.40 CLASS 'B''

(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

1 hour.... 50.00 47.50 45.00 42.50 40.00 13/4 hour.... 40.00 38.00 38.00 34.00 32.00 17/2 hour... 30.00 28.50 27.00 25.50 24.00 11/4 hour.... 20.00 19.00 18.00 17.00 16.00 10 ninutes 15.00 14.25 13.50 12.75 12.00 15 minutes 10.00 9.50 9.00 8.50 8.00 1 minute 7.50 7.23 6.75 6.38 6.00 35 words. 5.00 44.75 4.50 4.25 4.00 37.50 30.00 22.50

POLITICAL
Political rates are net; one time rate plus 20%, no frequency discounts. Script must be submitted 24 hours in advance. Reservations made on recoipt of 50% cash advance; full payment before broadcast.

TALENT Rates on request.

REMOTE CONTROL
Equipment available—details on request.
TRANSCRIPTIONS
Rates on request.

SERVICE FACILITIES
Rates quoted include use of studio, continuity department, and services of announcer. Only station announcer allowed at microphone.

nouncer attowed at microphone.

Contract and Other Requirements

Programs subject to acceptance of station management and must conform to station policy and government regulations.

Right reserved to reject or discontinue any advertising or program.

Closing Time
Talks must be submitted in manuscript form prior to
12:00 noon of day preceding broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel

Managing Owner-Mrs. Royal Miller.

Representatives

Joseph Hershey McGillyra, Inc.

#### SAN BERNARDINO

(San Bernardine County)

KFXM (Established 1929)



Broadcasting System



Rates effective January 1, 1944. (Card No. 6.) Nates enecure January I. 1944. (Card No. 5.)
Owned and operated by Lee Bros. Brosacasting Co.,
J. C. Lee and E. W. Lee.
Business Office and Studio—Fifth and E. Sta. (California Hotel), San Bernardino, Calif., telephone
4761.

Transmitter-990 Colton Ave., San Bernardino, Calif.

Transmitter—990 Cotton Ave., San Bernardino, Calit.

Wave—Power—Time

Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate on local channel. Operates on
Pacific War Time.

Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% on net station time and talent to accredited advertising agencies; no cash discount. Accounts payable 10th of month following service.

General Advertising
For combination rates see Mutual Broadcasting System and Don Lee Broadcasting System.
Rates include music copyright fees.
[8:400 pm to 10:30 nm.]

|     |           | 00.00 | p.m. | w | 10.30  | D. III.)              |      |
|-----|-----------|-------|------|---|--------|-----------------------|------|
| 1 1 | hour      |       |      |   |        |                       | . 50 |
|     |           |       |      |   |        |                       |      |
|     |           |       |      |   |        |                       |      |
|     |           |       |      |   |        | *******************   |      |
|     |           |       |      |   |        | ********************* |      |
| 9 1 | m run ree |       |      |   |        |                       | . 12 |
|     |           |       |      |   | r time |                       |      |
|     |           |       |      |   |        |                       |      |
| /2  | hour      |       |      |   |        |                       | 21   |
|     |           |       |      |   |        |                       |      |
|     |           |       |      |   |        | ·····                 |      |
|     |           |       |      |   |        |                       |      |
|     |           |       |      |   |        |                       | 9    |

| BALLE TOLCO OF BORNING CHICCES 2D/0 04112 |      |     |
|---|------|-----|
| (6:00 p.m. to 10:30 p.m.)                 |      |     |
|   | (*)  | (†. |
| Base rate                                 | 9.00 | 7.5 |
| 30 announcements                          | 6.90 | 5.7 |
| 90 announcements                          | 6.40 | 5.3 |
| 180 announcements                         | 5.90 | 4.9 |
| 270 announcements                         |      | 4.5 |
| 360 announcements                         |      | 4.1 |
| (All other time)                          |      |     |
| Base rate                                 | 6.00 | 5.0 |
| 30 announcements                          | 4.50 | 3.7 |
| 90 announcements                          | 4.20 | 3.5 |
| 180 announcements                         | 3.90 | 3.2 |
| 270 announcements                         |      | 3.0 |
| 360 announcements                         |      | 2.7 |
| (*) One minute transcriptions.            | •    |     |
|   |      |     |

(\*) One minute transcriptions.
(†) Chain breaks (35 words maximum) or 20 second transcriptions; and 100 word announcements.

Subject to regular station time rates and policies; payable in advance.

TALENT

Can secure any type of talent desired at local union rates. No percentage charge made for securing talent. REMOTE CONTROL

Equipped to handle remote control programs from any origin, subject to additional charges for line rental, and announcer's fee.

and announcer's rec.

Contract and Other Requirements
Advertising of beer and wine acceptable.

All discounts are predicated upon the fulfillment of contracts within a 12 month period, dating from the first broadcast. Rates are for station time only; talent is extra. Contracts and copy subject to approval.

Closing Time
Talent programs close one week in advance.
Announcements and talks close 48 hours in advance.
transcription programs close 23 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m double turntables
for vertical and lateral cut recordings.

ø

Personnel
Manager-Maury A. Vroman.

Representatives

John Blair & Company.

#### KPRO

Considered by the Blue Network Company as their Riverside-San Bernardino outlet. See listing under Riverside, Calif.

SAN DIEGO

(San Diego County)

KFMB (Established 1941)



#### **BLUE NETWORK STATION**



Rates effective May 1, 1944, (Card No. 6.)

Owned and operated by Worcester Broadcasting Corp. Business Office and Studio—1375 Pacific Blvd., San Diego I, Calif., Main 2114.
Transmitter—Spreckels Bldg., Downtown San Diego, Calif.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time. Operates on Pacific War Time. Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission 15% to recognized agencies on station time only; no cash discount. Bills due and payable 10th of month following service.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Pacific Coast Group).
The following rates are for national advertising and
include music copyright fees.

| CLASS "A" |        |        |       |        |        |       |       |       |
|-----------|--------|--------|-------|--------|--------|-------|-------|-------|
|           |        | (6:00  | p.m.  | to 10  | :00 p. | m.)   |       |       |
|           |        | 1      | 1/2   | 1/4    | 10     | 5     |       |       |
|           |        | hr.    | hr.   | hr.    | min.   | min.  | (*)   | (†)   |
| 1         | timo.  | 120,00 | 72.00 | 48.00  | 36.00  | 24.00 | 18.00 | 12.00 |
| 13        | times  | 114.00 | 68.40 | 45.60  | 34.20  | 22.80 | 17.10 | 11.40 |
| 26        | times  | 108,00 | 64.80 | 43,20  | 32.40  | 21.60 | 16.20 | 10.80 |
| 52        | times  | 102,00 | 61,20 | 40.80  | 30,60  | 20.40 | 15.30 | 10.20 |
| 100       | times  | 96.00  | 57.60 | 38.40  | 28, 30 | 19,20 | 14.40 | 9.60  |
| 150       | times  | 90.00  | 54.00 | 36.00  | 27.00  | 18.00 | 13.50 | 9.00  |
| 260       | times  | 84.00  | 50.40 | 33.60  | 25.20  | 16.80 | 12.60 | 8,40  |
| 400       | or mor | 0      |       |        |        |       |       |       |
| ti        | mes    | 78.00  | 46.80 | 31.20  | 23.40  | 15.60 | 11.70 | 7.80  |
|           |        |        | CLAS  | 88 ''1 | 3"     |       |       |       |
|           |        |        |       |        |        |       |       |       |

(6:00 a.m. to 6:00 p.m. and 10:00 p.m. to

|     |        |       | 12:00 | mian  | ignt) |       |      |      |
|-----|--------|-------|-------|-------|-------|-------|------|------|
| 1   | time   | 60.00 | 36.00 | 24.00 | 18.00 | 12,00 | 9.00 | 8.00 |
| 13  | times  | 57.00 | 34.20 | 22.80 | 17,10 | 11.40 | 8.55 | 5.70 |
| 28  | times  | 54.00 | 32.40 | 21.60 | 16.20 | 10.80 | 8,10 | 5.41 |
| 52  | times  | 51.00 | 30,60 | 20.40 | 15.30 | 10.20 | 7.65 | 5.10 |
| 100 | times  | 48,00 | 28.80 | 19.20 | 14.40 | 9.60  | 7.20 | 4.8  |
| 150 | times  |       |       | 18,00 |       | 9.00  | 6.75 | 4.5  |
| 260 | times  | 42.00 | 25.20 | 16.80 | 12.60 | 8.40  | 6.30 | 4.2  |
| 400 | or mor | e     |       |       |       |       |      |      |
|     |        |       |       |       |       |       |      |      |

of flore 1.00 times. 39.00 23.40 15.60 11.70 7.80 5.85 3.90 (\*) One minute electrical transcription or 100 (\*) words (†) One half minute electrical transcription or 50

words. words. 25 second electrical transcription or 35 word live chain breaks take 50 word rate.

chain breaks take 50 word rate.

DISCOUNTS

Each renewal or extension of a contract earns a discount based on the total number of times covered in both the original contract and the renewal, but applies only to contract run within a 12 month period Announcements cannot be combined with the time programs. Frequency of time programs may, however, be combined with announcements to earn a larger discount for announcements only. Contracts cancelled before completion take the short rate.

TALENT

Rates on request.

Rates on request.
RECORDED PROGRAMS AND TRANSCRIPTIONS RECORDED PHOGRAMS AND TRANSCRIPTIONS
Advertisers assume full responsibility for broadcasting
restricted musical numbers. Library service available.
Additional charges are made for programs originating
outside of the studios.
SERVICE FACILITIES
Merchandising and publicity departments are part of
regular service. Extra services, when required, furnished at actual cost.

Contract and Other Requirements
All programs are subject to station approval. Price
quoting permitted.

quoting permitted.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vortical and lateral out recordings. Instantaneous recording equipment available.

Personnel
Pres. & Gen'l Mgr.—Jack O. Gross.
l'rogram Director—Hal Moon.

Representatives
William G. Rambeau Company.

KFSD (Established



Rates effective October 1, 1944. (Card No. 13.)

Owned and operated by Airfan Radio Corp., Ltd. Business Office and Studio—326 Broadway, U. S. Grant Hotel, San Diego 12, Calif., Franklin 6353. Transmitter—San Diego, Calif.

Wave—Power—Time
Operating power—1,000 watts.
499.7 meters; 600 kilocyples.
Operates unlimited time. Operates on Pacific War
Time.

Agency Commission
15% to recognized agencies on station time; no cash
discount. Commissions on talent and special production allowed only when specified in contract. Bills
due and payable when rendered.

General Advertising
For combination rates see National Broadcasting
Company (Pacific Coast Network).
Ulscounts are applicable only as earned.
hates include music copyright fees.
CLASS "A"

(6:00 p.m. to 10:30 p.m.)

|     |       | 1 hr.   | 1/2 hr.  | 1/4 hr. |            | 5 min. |
|-----|-------|---------|----------|---------|------------|--------|
| 1   | time  | 140.00  | 84.00    | 56.00   | 46.00      | 36.00  |
| 13  | times | 133.00  | 79.80    | 53.20   | 43.70      | 34.20  |
| 26  | times | 126.00  | 75.6n    | 50.40   | 41.40      | 82.40  |
| 52  | times | 119.00  | 71.40    | 47.60   | 39.10      | 80.60  |
| 104 | times |         | 67.2+    | 44.80   | 36.80      | 28.80  |
|     | times |         | 63.00    | 42.00   | 34.50      | 27.00  |
|     |       |         | CLASS    | "B"     |            | _,,,,, |
| - ( | 6:00  | a.m. to | 6:00 p.m |         | 10:30 p.m. | . to   |
|     |       |         | 11:00 p. | m.)     |            |        |
| 1   | time  | 70.00   | 42.00    | 28.00   | 23.00      | 18.00  |
| 13  | times | 66.50   | 39.90    | 26.60   | 21.85      | 17.10  |
| 26  | times | 63.00   | 37.80    | 25.20   | 20.70      | 16.20  |
| 52  | times | 59.50   | 35.7C    | 23.80   | 19.53      | 15.80  |
| 104 | times |         | 33.60    | 22.40   | 18.40      | 14.40  |
| 260 | times |         | 31.50    | 21.00   | 17.25      | 13.50  |
|     |       |         |          |         |            |        |

CLASE "C"
(11:00 p.m. to 12:00 midnight) Rates on reques

Rates on request.

ANNOUNCEMENTS

Announcements at breaks adjacent to higher time classification are charged at rate of higher classifica-

| tion.     |             |          |      |       |            |       |       |
|-----------|-------------|----------|------|-------|------------|-------|-------|
|           |             | CLA      | 88   | "A"   |            |       |       |
|           | (6:00       | p.m.     | ta   | 10:30 | p.m.       | )     |       |
|           |             |          |      |       |            | (*)   | (†)   |
| 1 time    |             |          |      |       |            | 25.00 | 20.00 |
|           |             |          |      |       |            |       | 19.00 |
|           | <del></del> |          |      |       |            |       | 18.00 |
|           |             |          |      |       |            |       | 17.00 |
|           |             |          |      |       |            |       |       |
|           |             |          |      |       |            |       | 16.00 |
| 312 times |             | ******** |      |       | ********   | 18.75 | 15.00 |
|           |             |          |      | B.,   |            |       |       |
| (6:00 a   | .m. to      |          |      |       | 10:3       | D.m.  | to    |
|           |             | 11:      | 00 p | .m.)  |            |       |       |
| 1 time    |             |          |      |       | ********   | 13.00 | 10.00 |
| 26 times  |             |          |      |       |            | 12.35 | 9.50  |
|           |             |          |      |       |            | 11.70 | 9.00  |
|           |             |          |      |       |            |       | 8.50  |
|           |             |          |      |       |            |       | 8.00  |
|           |             |          |      |       |            | 9.75  | 7.50  |
|           | - 1         |          |      |       | ********** | 9.13  | 1.50  |
| (°) One   |             |          |      |       |            |       |       |
|           |             |          |      |       |            |       |       |
| (†) 30 v  |             | aln b    | reab | 8.    |            |       |       |
| ***       |             | aln b    | reab | C     |            |       |       |

CLASS "C"

(11:00 p.m. to 12:00 midnight)

Rates on request.

DISCOUNTS

All discounts are predicated upon the fulfilment of contracts within a 12 month period dating from the first broadcast, otherwise the number of broadcasts or announcements used shall determine the applicable rate. The particular discounts which apply to the number of times used have already been deducted, consequently the rates shown are net. There are no additional deductions.

TALENT

Additional charge for dramatic productions.

Rates on request.

POLITICAL AND TALES

Talks, political speeches, etc., accepted only when subject matter is, in the ognition of station management, of general public interest. Complete manuscripts must be submitted for approval 72 hours prior to time of broadcast. Political time comtractor or in the reserved only by a 25% deposit, which is to apply to the last broadcast; all other charges being payable 24 hours before broadcast.

being payable 24 hours before broadcast,

REMOTE CONTROL

Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production. Upon sufficient notice arrangements can be made for remote control broadcasts at station rates, plus post of special production.

SERVICE FACILATIES

The services of the station's program department, staff announcers and staff engineers in arranging and presenting programs, are included without extractiarge except in the event citient specifies a particular announcer or additional services, outract and Other Resultements

charge except in the event client specifies a particular announcer or additional services.

Contract and Other Requirements
Contracts not accepted for more than one year; all contracts are for exclusive use of contracting party.

Contracts subject to station's approval and governmental regulations. Right neserved to refuse or discontinue any advertising.

Programs must conform to the standards of the station; where advertiser or agency prepare own program same must be submitted for approval 72 hours in advance and not departed from without station's consent.

Right is specifically reserved to revise all programs according to station's rules and regulations and to change the time of broadcast on account of public events and priority of network programs. All times quoted are subject to prior sale and network requirements. These advertising rates are for station time and the normal facilities of the station only and do not include extra personnel or services.

Rate card is for informative purposes only and do not constitute an offer on the part of the station. Rates subject to change without notice.

Closing Time
Contracts must be closed two weaks in advance to

Closing Time
Contracts must be closed two weeks in advance to
make newspaper announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for lateral or vertical cut recordings.

Personnel
Manager—Thos. E. Sharp.
Assistant Manager—M. R. Harris.
Commercial Manager—Larry Scalf.

Representatives
Paul H. Raymer Company.

#### SAN DIEGO—Continued KGB



Rates effective July 1, 1941.

tates effective July 1, 1941.

Owned and operated by 100 Lee Broadcasting System.

Business Office—214 Broadway Bidg., 1017 First
Ave., San Diego 1, Celif., Franklin 615.

Studio—Pickwick Hotei Bidg., 1012 First Ave., SanDiego 1, Calif.

Transmitter—1012 First Ave., San Diego 1, Calif.

Transmitter—1012 First Ave.. San Diego 1, Calif. Wave—Power—Time Operating power—1,000 watts. 220.8 meters; 1380 kilocycles. Licensed to operate full time. Operates on Paoific War Time in conjunction with KHJ, Los Angeles; KFRC, San Francisco; KDB, Santa Barbara. Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% sllowed on net station time and talent to accredited advertising agencies; no cash discount. Accounts payable 10th of month following service.

General Advertising
For combination rates see Don Lee Broadcasting System (Southern California Group) and Mutual Broadcasting System.
Rates include music copyright fees.

|       |      |    | A3 0  |      | •      |
|-------|------|----|-------|------|--------|
| BASIC | RATE | s— | WITH  | OUT  | TALENT |
| (6:00 | p.m. | to | 10:30 | p.m. | daily) |

| 1 hour   | 120.00 |
|--|--------|
| 1/2 hour   |        |
| 1/4 hour   |        |
|  |        |
| 10 minutes   |        |
| 5 minutes  | 29.00  |
| (12:00 noon to 6:00 p.m. Sundays; 10 p.m. to 11:00 p.m. daily) | :80    |
| 1 hour   | 80.00  |
| 1/2 hour   |        |
|  |        |
|  |        |
| 10 minutes   | 25.50  |
| 5 minutes  | 19.00  |
| (8:00 a.m. to 6:00 p.m. week days: 8:00                        | a m    |
| to 12:00 noon Sundays; 11:00 p.m. to                           |        |
| midnight daily)  | 12.00  |
| 1 hour   | 60.00  |

| hour     | midnight   |          |   |
|----------|------------|----------|---|
| hour     |            |          |   |
| hour     |            |          |   |
| minutes  | ····       |          | ***********                             |
| minutes  | ····       |          |   |
| (12:00 m | idnight to | 8:00 a.n | a. daily)                               |
| nour     |            |          | *************************************** |
| nour     |            |          |   |
| hour     |            |          |   |
| minutes  | ••••       | ••••••   |   |
| minutes  | •          |          |   |
| w        | EERLY D    | ISCOINT  | 'g                                      |

| · · · · · · · · · · · · · · · · · · ·             | , ou |
|---|------|
| WEEKLY DISCOUNTS                                  |      |
| Gross time rates are subject to the following of  | iis- |
| counts when advertisers contract for 13 or more c | on - |
| secutive weeks:                                   |      |
| Less than 24.00 weekly None                       |      |
| 24.00 but less than 48.00 weekly 2-1/             | 2%   |
| 48.00 but less than 72.00 weekly                  |      |

| 24.00                | but less | than   | 48.00  | weekly    | 2-1/2%  |  |  |  |
|----------------------|----------|--------|--------|-----------|---------|--|--|--|
| 48.00                | but less | than   | 72.00  | weekly    | 5%      |  |  |  |
| 72.00                | but less | than   | 96.00  | weekly    | 7-1/2%  |  |  |  |
| 96.00                | but less | than 1 | 120.00 | weekly    | 10%     |  |  |  |
| 120.00               | but less | than l | 144.00 | weekly    | 12-1/2% |  |  |  |
| 144.00               | or more  | weekly |        |           | 15%     |  |  |  |
| ADDITIONAL DISCOUNTS |          |        |        |           |         |  |  |  |
|                      | ADI      | DITIO  | ו עברו | DISCOUNTS |         |  |  |  |

At the conclusion of 28 consecutive weeks of broad-casting, 5% additional diacount is allowed; at the conclusion of 52 consecutive weeks of broadcasting a total of 10% additional discount is allowed. These discounts of 5% and 10% shall apply to the largest amount of weekly gross billing that has run for 28 or 52 weeks, respectively.

## ANNOUNCEMENTS

Volume rates for announcements apply on condition that the contracted number of announcements are used within one year from date of first broadcast.

(6:00 p.m. to 10:30 p.m.)

| Chain breaks, 85 words live or transcribed (25 s | econda  |
|--|---------|
| or less:   |         |
| Base rate, each                                  | 10.00   |
| 30 announcements, each                           | 9.00    |
| 90 announcements, each                           | 8.50    |
| 190 announcements, each                          | 8-00    |
| 180 announcements, each                          | 8.00    |
| 270 announcements, each                          | 7.50    |
| 365 announcements, each                          | 7.00    |
| One minute, 100 words live or transcribed (26 s  | econds  |
| to 1 minute);                                    |         |
| Base rate, each                                  | 19 50   |
| 30 announcements, each.                          | 10.00   |
| 00 announcements such                            | 12.10   |
| 90 announcements, each.                          | 11.50   |
| 180 announcements, each                          | 10.80   |
| 270 announcements, each                          | 10.10   |
| 365 announcements, each                          | 9.45    |
| (All other time)                                 |         |
| Chain breaks, 35 words live or transcribed (25 s | econ de |
| or less:   |         |
| Base rate, each                                  | 5.00    |
| 30 announcements, each                           | 5.00    |
| OO amouncements, each                            | 4.50    |
| 90 announcements, each                           | 4,25    |
| 180 announcements, each                          | 4.00    |

Discounts

Daily advertisers are allowed 5% discount for each additional announcement over one but not exceeding five per day for a minimum period of one month. Extra voice or sound effects, 25% extra.

## SPECIAL FEATURES Molay Moras: Monday through Friday—women's interest participating program. Details on request. Participation 125 words: rate, per participation.....

Contract and Other Requirements
Advertising of beer and wine acceptable.
Discounts are predicated upon the fulfillment of contracts with 12 months, dating from the first hroad-

cast.
Station will assume entire responsibility for program construction and presentation. Programs and copy subject to approval.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for lateral or vertical cut recordings.

Personnel
Manager—F. D. Ide.
Sales Manager—William A. Evans.

Representatives
John Blair & Company.

#### SAN FRANCISCO

(San Francisco County)

KFRC

(Established 1924)



П В Broadcasting System 5

Rates effective March 1, 1945. (Card No. 23.)
Card received February 7, 1945.
Owned and operated by Don Lee Broadcasting System.
Business Office and Studio—1000 Van Ness Ave.,
San Francisco 9. Calif., Prospect 0100.
Transmitter—1000 Van Ness Ave., San Francisco, Calif.

Wave—Power—Time
Operating power—5,000 watta.
491.9 meters; 610 kilocycles.
Licensed to operate on clear regional channel. Operates on Pacific War Time in conjunction with KHJ,
Los Angeles, KGB San Diego, and KDB, Santa
Barbara.

Barbara.

Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission

15% on net station time and talent to accredited agencies; no osah discount. Accounts payable 10th of month following service.

General Advertising

For combination rates see Don Lee Broadcasting System (Northern California Group) and Mutual Broadcasting System.

Rates include music copyright fees.

BASIC BATES WITHOUT TALENT

# @LASS "A" (6:00 p.m. to 10:30 p.m.)

| 1/1 Moule   | 132.00  |
|---|---------|
| CLASS "B" (12:00 noon to 6:00 p.m. Sundays and 10;3 |         |
| p.m. to 11:00 p.m. daily)                           | 10      |
| 1 hour  | 220 00  |
| 1/2 hour.   | 132.00  |
| 1/4 hour.   | 88 00   |
| CLASS "C"   | 00.00   |
| (8:00 a.m. to 6:00 p.m. and 11:00 p.m.              |         |
| 12:00 midnight daily)                               | ~       |
| 1 hour  | 165.00  |
| 1/2 hour  | 99.00   |
| 1/4 hour.   | 66.00   |
| CLASS "D"   |         |
| (12:00 midnight to 8:00 s.m. daily)                 |         |
| 1 hour  | 110.00  |
| 1/2 hour  | 66.00   |
| 1/4 hour  | 44 00   |
| Rates for less than 15 minute units: 10 minute      | s 80 %  |
| of 1/4 hour rate; 5 minutes 60% of 1/4 hou          | r rate. |
| Weekly Discounts                                    |         |
| Gross time rates are subject to the following       | weekly  |
| discounts when advertisers broadcast for 13 of      | r more  |
| consequetive maches                                 |         |

discounts when advertisers broadcast for consecutive weeks:
Less than 66,00 weekly.
66,00 but less than 132.00 weekly.
132.00 but less than 198.00 weekly.
198.00 but less than 264.00 weekly.
264.00 but less than 264.00 weekly.
330.00 but less than 830.00 weekly.
396.00 or more weekly. None
2-1/2%
5%
7-1/2%
10%
12-1/2%

398.00 or more weekly 15% Additional Discounts 15% Additional Discounts 15% and additional discount of 5% on station time is allowed for 28 consecutive weeks broadcasting, increased by 5% to make a total of 10% upon the completion of 52 consecutive weeks broadcasting. These additional discounts shall apply to the largest amount of weekly gross billing for the time that has run consecutively for 28 and 52 weeks.

#### ANNOUNCEMENTS CLASS "A"

(5:59 p.m. to 10:29 p.m.)

Chain breaks, maximum 35 words live copy only.

1 announcement... 40.00
30 announcements... 37.00
30 announcements... 37.00
30 announcements... 35.00
1095 announcements... 22.00
180 announcement... 32.00
180 announcements... 32.00
1825 announcements... 25.00
CLASS "B"

#### (10:30 p.m. to 5:59 p.m.)

Chain breaks (35 words live) and transcribed announcements (20 seconds or less). Extra voice or sound effects 25% extra.

1 announcements... 20.00
30 announcements. 18.50
90 announcements. 17.50
109 announcements. 17.50
109 announcements. 18.00
140 announcements. 18.00
140 announcements 18.00
150 announcements 12.00
160 announcements 12.00
170 announcements 12.00

270 announcements. 15.00 1825 announcements 12.00 ('lass 'li'. (10.30 pn... to 5:59 pm.m): 100 word announcements and transcribed announcements and transcribed announcements (21 seconds to one minute in length). Extra voice or sound effects 25% extra. 1 announcement... 25.00 385 announcements 15.50 30 announcements... 22.50 730 announcements 15.00 90 announcements... 20.00 1095 announcements 14.50 180 announcements 14.50 180 announcements 14.50 180 announcements 13.50 SPECIAL FEATURES

Rise and Shine: 6:00 a.m. to 8:00 a.m., Monday through Saturday, transcriptions pius recordings, correct time at five minute intervals. Sponsored news periods at 7:00 a.m. to 7:15 a.m. and 7:45 a.m. to 8:00 a.m. Sold in following units: Class "B" announcement rates, chain breaks, one minute transcribed announcements for 5 and 15 minute programs, Class "D" rates apply.

Bess Bye—Market Scout: Five minute early morning, Monday through Saturday; five minute sponsorship, one or more days per week—regular rates plus 15:00 per program.

one or more days per worm—regular laws plan averaper program.

Emily Barton, Homemaking Expert: Mid-morning Monday through Friday; participations, one or two per week, each 25.00; three weekly, per week 65.00; if we weekly, per week 65.00; of three weekly, per week cycle up to 20% for one year for advertisers buying five or three per week.

#### TALENT

Program ideas, list of talent and prices furnished on request. REMOTE CONTROL

Any desired pick-ups can be provided—rates on re-

#### TRANSCRIPTIONS

Accepted at regular rates when time is available. Library available—rates and details on request, SERVICE FACILITIES

Vocalists, musicians and continuity writers available for production of any type of program desired. Contract and Other Requirements

Advertising of slooholio beverages, other than beer and wine, not accepted.

Discounts are predictated upon the fulfillment of contracts within 12 months, dating from the first broad-Rates are for station time only and do not include

talent.
Contracts and copy subject to approval.

#### Closing Time

Closing date for talent programs at least 24 hours in advance, depending upon amount of continuity, rehearsals, auditions, etc.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral or vertical cut recordings.

Manager-Wm. D. Pabst. Assistant Manager-Dan J. Ponnelly.

#### Representatives

John Blair & Company.

KGO (Established 1924)



## BLUE NETWORK OPERATED



Rates effective October 1, 1944. (Card No. 12.) owned by American Broadcasting Company, Inc.
Business Office—155 Montgomery St., San Francisco
4, Calif., Exbrook 6544.
Studio—Radio City, Taylor and O'Farrell Sts., San
Francisco 2, Calif., Graystone 6565.
Transmitter—Oakland, California.

#### Wave—Power—Time

Operating power—7,500 watts.
370.4 metera; 810 kilocycles.
Licenaed to operate rull time on clear channel. Operates on Pacific War Time.
Operating schedule: 24 hours daily except 12:00 midnight to 5:30 a.m. Mondays.

#### Agency Commission

15% to all recognized advertising agencies on gross billings less applicable discounts and rebates; no cash discount. Bills due and payable when rendered.

#### SAN FRANCISCO—Continued

K G O---Continued

#### General Advertising

For combination rates see American Broadcasting Company, Inc. (Parific Coast Group). Contracts made prior to October 1, 1944, will be completed at the rates specified in such contracts, except that advertisers with such contracts may then or thereafter elect to change te the rates specified on this card for the unexpired portion of such contracts. In the absence of such election the rates specified on this card will not apply until after September 34, 1945, to renewals or extensions of contracts existing on October 1, 1944, for the same series continuously used.

GROSS RATES PER PROGRAM

#### GROSS RATES PER PROGRAM

| GROSS RATES FER PROURAM   |  |   |  |  |   |  |  |  |
|---|--|---|--|--|---|--|--|--|
|   |  | CLASS   | '' <b>A</b> ''   |  |   |  |  |  |
|   | (6:0)  | 0 p.m. to   | 10:00 p.m.   | .)   |   |  |  |  |
| Per week:   | 1 hr.  | 1/2 hr.   | 1/4 hr.  | 10 min.  | 5 min.  |  |  |  |
| 1 time  | 360.00   | 216.00  | 144.00   | 115.20   | 86.40   |  |  |  |
| 2 times   | 324.00   | 194.40  | 129.60   | 103.68   | 77.76   |  |  |  |
| 3 times   | 306.00   | 183.60  | 122.40   | 97.92  | 73.44   |  |  |  |
| 4 times   | 288 00   | 172.80  | 115.20   | 92.16  | 69.12   |  |  |  |
| 5 or more   |  |   |  |  |   |  |  |  |
| times   | 270.00   | 162.00  | 108.00   | 86.40  | 64.80   |  |  |  |
|   |  | CLASS   | "B"  |  |   |  |  |  |
| (7:00 a   | .m. to   |   | and 10   | .m. a 00:  | to  |  |  |  |
|   |  | 11:00 p.  |  |  |   |  |  |  |
| 1 time  | 180.00   | 108.00  |  | 57.60  | 43.20   |  |  |  |
| 2 times   |  |   | 64.80  |  | 38.88   |  |  |  |
| 3 times   |  |   |  | 48.96  |   |  |  |  |
| 4 times   |  |   |  |  |   |  |  |  |
| 5 or more   |  |   |  | 20100  |   |  |  |  |
| times   | 135.00   | 81.00   | 54.00  | 43.20  | 32,40   |  |  |  |
|   |  |   |  |  |   |  |  |  |
|   |  | CT.ASS  | "(""   |  |   |  |  |  |
| (6:00 a   | m. to  | CLASS<br>7:00 a.m   |  | :00 n.m.   | to  |  |  |  |
| (6:00 a   | .m. to   | 7:00 a.m<br>12:00 mid   | . and 11   | :00 p.m.   | to  |  |  |  |
| •   |  | 7:00 a.m<br>12:00 mid   | . and 11   | •  | to<br>28,80   |  |  |  |
| 1 time  | 120.00   | 7:00 a.m<br>12:00 mid   | . and 11<br>night)<br>48.00  | 38.40  |   |  |  |  |
| 1 time<br>2 times   | 120.00<br>108.00   | 7:00 a.m<br>12:00 mid<br>72.00<br>64.80   | . and 11<br>night)<br>48.00<br>43.20   | 38.40<br>34.56   | 28.80<br>25.92  |  |  |  |
| 1 time<br>2 times   | 120.00<br>108.00<br>102.00   | 7:00 a.m<br>12:00 mid<br>72.00<br>64.80<br>61.20  | . and 11<br>night)<br>48.00<br>43.20<br>40.80  | 38.40<br>34.56   | 28.80<br>25.92  |  |  |  |
| 1 time<br>2 times<br>3 times  | 120.00<br>108.00<br>102.00<br>96.00  | 7:00 a.m<br>12:00 mid<br>72.00<br>64.80<br>61.20  | . and 11<br>night)<br>48.00<br>43.20<br>40.80  | 38.40<br>34.56<br>32.64  | 28.80<br>25.92<br>24.45   |  |  |  |
| 1 time<br>2 times<br>3 times<br>4 times   | 120.00<br>108.00<br>102.00<br>96.00  | 7:00 a.m<br>12:00 mid<br>72.00<br>64.80<br>61.20  | . and 11<br>night)<br>48.00<br>43.20<br>40.80  | 38.40<br>34.56<br>32.64<br>30.72   | 28.80<br>25.92<br>24.45   |  |  |  |
| 1 time<br>2 times<br>3 times<br>4 times<br>5 or more                                    | 120.00<br>108.00<br>102.00<br>96.00  | 7:00 a.m<br>12:00 mid<br>72:00<br>64:80<br>61:20<br>57:60<br>54:00  | . and 11<br>night)<br>48.00<br>43.20<br>40.80<br>38.40   | 38.40<br>34.56<br>32.64<br>30.72   | 28.80<br>25.92<br>24.48<br>23.04  |  |  |  |
| 1 time 2 times 3 times 4 times 5 or more times  | 120.00<br>108.00<br>102.00<br>96.00  | 7:00 a.m<br>12:00 mid<br>72:00<br>64:80<br>61:20<br>57.60<br>54:00<br>CLASS   | . and 11<br>night)<br>48.00<br>43.20<br>40.80<br>38.40<br>36.00  | 38.40<br>34.56<br>32.64<br>30.72   | 28.80<br>25.92<br>24.48<br>23.04  |  |  |  |
| 1 time<br>2 times<br>3 times<br>4 times<br>5 or more<br>times                           | 120.00<br>108.00<br>102.00<br>96.00<br>90.00   | 7:00 a.m<br>12:00 mid<br>72.00<br>64.80<br>61.20<br>57.60<br>54.00<br>CLASS<br>midnight   | . and 11<br>night)<br>48.00<br>43.20<br>40.80<br>38.40<br>36.00  | 38.40<br>34.56<br>32.64<br>30.72<br>28.80  | 28.80<br>25.92<br>24.48<br>23.04<br>21.60                                     |  |  |  |
| 1 time 2 times 3 times 4 times 5 or more times 1 time 2 times                           | 120.00<br>108.00<br>102.00<br>96.00<br>90.00<br>(12:00<br>60.00<br>54.00                   | 7:00 a.m<br>12:00 mid<br>72:00<br>64:80<br>61:20<br>57.60<br>54:00<br>CLASS   | . and 11<br>night)<br>48.00<br>43.20<br>40.80<br>38.40<br>36.00<br>"D"<br>to 6:00 a                          | 38.40<br>34.56<br>32.64<br>30.72<br>28.80  | 28.80<br>25.92<br>24.48<br>23.04  |  |  |  |
| 1 time 2 times 3 times 4 times 5 or more times 1 time 2 times                           | 120.00<br>108.00<br>102.00<br>96.00<br>90.00<br>(12:00<br>60.00<br>54.00                   | 7:00 a.m<br>12:00 mid<br>72.00<br>64.80<br>61.20<br>57.60<br>54.00<br>CLASS<br>midnight<br>36.00<br>32.40                       | . and 11<br>night)<br>48.00<br>43.20<br>40.80<br>38.40<br>36.00<br>D.,<br>to 6:00 a                          | 38.40<br>34.56<br>32.64<br>30.72<br>28.80<br>.m.)  | 28.80<br>25.92<br>24.48<br>23.04<br>21.60                                     |  |  |  |
| 1 time 2 times 3 times 4 times 5 or more times  | 120.00<br>108.00<br>102.00<br>96.00<br>90.00<br>(12:00<br>60.00<br>54.00<br>51.00          | 7:00 a.m<br>12:00 mid<br>72.00<br>64.80<br>61.20<br>57.60<br>54.00<br>CLASS<br>midnight<br>36.00<br>32.40                       | . and 11 night) 48.00 43.20 40.80 38.40 36.00D to 6:00 a 24.00 21.60   | 38.40<br>34.56<br>32.64<br>30.72<br>28.80<br>.m.)<br>19.20<br>17.28                            | 28.80<br>25.92<br>24.48<br>23.04<br>21.60<br>14.40<br>12.96<br>12.24          |  |  |  |
| 1 time 2 times 3 times 4 times 5 or more times 1 time 2 times 3 times                   | 120.00<br>108.00<br>102.00<br>96.00<br>90.00<br>(12:00<br>60.00<br>54.00<br>51.00          | 7:00 a.m<br>12:00 mid<br>72.00 d4.80<br>61.20<br>57.60<br>54.00<br>CLASS<br>midnight<br>36.00<br>32.40<br>30.60                 | - and 11<br>night)<br>48.00<br>43.20<br>40.80<br>38.40<br>36.00<br>D<br>to 6:00 a<br>24.00<br>21.60<br>20.40 | 38. 40<br>34. 56<br>32. 64<br>30. 72<br>28. 80<br>.m.)<br>19. 20<br>17. 28<br>16. 32           | 28.80<br>25.92<br>24.48<br>23.04<br>21.60                                     |  |  |  |
| 1 time 2 times 3 times 4 times 5 or more times 1 time 2 times 4 times                   | 120.00<br>108.00<br>102.00<br>96.00<br>90.00<br>(12:00<br>60.00<br>54.00<br>51.00<br>48.00 | 7:00 a.m<br>12:00 mid<br>72.00 d4.80<br>61.20<br>57.60<br>54.00<br>CLASS<br>midnight<br>36.00<br>32.40<br>30.60                 | - and 11<br>night)<br>48.00<br>43.20<br>40.80<br>38.40<br>36.00<br>D<br>to 6:00 a<br>24.00<br>21.60<br>20.40 | 38. 40<br>34. 56<br>32. 64<br>30. 72<br>28. 80<br>.m.)<br>19. 20<br>17. 28<br>16. 32           | 28.80<br>25.92<br>24.48<br>23.04<br>21.60<br>14.40<br>12.96<br>12.24<br>11.52 |  |  |  |
| 1 time 2 times 3 times 4 times 5 or more times 1 time 2 times 3 times 4 times 5 or more | 120.00<br>108.00<br>102.00<br>96.00<br>90.00<br>(12:00<br>60.00<br>54.00<br>51.00<br>48.00 | 7:00 a.m<br>12:00 mid<br>72:00 mid<br>64:80<br>61:20<br>57:60<br>54:00<br>CLASS<br>midnight<br>36:00<br>32:40<br>30:60<br>28:80 | and 11 night) 48.00 43.20 40.80 38.40 36.00 21.60 20.40 19.20 18.00  | 38.40<br>34.56<br>32.64<br>30.72<br>28.80<br>.m.)<br>19.20<br>17.28<br>16.32<br>15.36<br>14.40 | 28.80<br>25.92<br>24.48<br>23.04<br>21.60<br>14.40<br>12.96<br>12.24<br>11.52 |  |  |  |

#### Weekly Dollar Volume Discounts

| Applicable to schedules |          |        | consecutive |
|-------------------------|----------|--------|-------------|
| weeks. Contracted value | at gross | rates: |             |
| Less than 50 00 maskin  |          |        | BY          |

| 72.00  | or  | more  | but  | less  | than | 144.00 | weekly  | 2-1/2%  |
|--------|-----|-------|------|-------|------|--------|---------|---------|
| 144.00 | or  | more  | but  | less  | than | 216.00 | weekly  | 5%      |
|        |     |       |      |       |      |        | weekly  |         |
| 288.00 | or  | more  | but  | less  | than | 360.00 | weekiy  | 10%     |
| 360.00 | or  | more  | but  | less  | than | 432.00 | weekly  | 12-1/2% |
| 432.00 | OF  | more  | weel | kly   |      |        |         | 15%     |
| All co | men | rrent | 602  | tract | for  | the se | no adva |         |

All concurrent contracts for the same advertiser gross rates listed under General Advertising may be combined to determine the rate of dollar volume discount.

Rebates for Consecutive West-

|     |      |      | ne   | Dat | .05 | 101        | r U  | nse | CULIV | e we    | OKS   |     |     |       |
|-----|------|------|------|-----|-----|------------|------|-----|-------|---------|-------|-----|-----|-------|
| 13  | to   | 25   | con  | 80C | uti | 70         | Wee  | kв  |       | ******  |       |     | 2-1 | 12%   |
| 26  | to   | 38   | COL  | sec | uti | T8         | Wee  | ks  |       |         | ***** |     | 5%  |       |
| 39  | to   | 51   | con  | 50C | utl | TO.        | Wee  | kв  |       | ******* |       |     | 7-1 | /2%   |
|     |      |      |      |     |     |            |      |     | B     |         |       |     |     |       |
| Re  | bat  | 88 C | ם מכ | roi | 88  | <b>bil</b> | ling | of  | each  | seri    | 88 W  | 111 | be  | paid  |
| for | - 13 | 3. 2 | 6.   | 39  | OΡ  | 52         | COL  | Sec | Itiva | Wash    | n of  | br  | hen | nat . |

recates on gross billing or each series will be paid for 13, 26, 39 or 52 consecutive weeks of broadcasting and on any continuation thereafter so long as there is no lapse in soledule. The rebate will be due and payable currently only on firm qualifying contracts or as contracts become firm for 13, 26, 39 or 52 consecutive weeks.

Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate.

The rate of discount or the rebate to which an advertiser would otherwise be entitled for the then firm portion of his contract will not be prejudiced if he is required by company to relinquish the time or times specified in his contract and the contract is cancelled for that reason.

ANDUNCEMENTS

#### ANNOUNCEMENTS

|                      | CIASS    | Class     | CIASE     | Class        |
|----------------------|----------|-----------|-----------|--------------|
| 1 41                 |          | 20.00     | 15.00     |              |
| 1 time               |          | 19.00     | 14.25     | 7.50<br>7.15 |
| 13 times<br>26 times |          | 18.00     | 13.50     | 6.75         |
| 52 times             |          | 17.00     | 12.75     | 6.40         |
| 104 times            |          | 16.00     | 12.00     | 6.00         |
| 250 times            |          | 15.00     | 11.25     | 5.65         |
| 400 or more times    |          | 14.00     | 10.50     | 5.25         |
| Class "A"6:00 p.     | m. to 10 | 0:00 p.m. |           |              |
| Class "B"-7:00 a     | m. to 6  | :00 p.m.  | and 10:00 | p.m.         |

Class "B"—7:00 a.m. to 6:00 p.m. and ro.ue p.m. to 11:00 p.m. Class "O"—6:00 a.m. to 7:00 a.m. and 11:00 p.m. to 12:00 midnight. Class "D"—12:00 midnight to 6:00 a.m. Announcements: Limited to 100 words live or one minute transcription.

Chain Breaks: Limited to 35 words live or 20 seconds transcription (including any live tag).

onus transcription (including any live tag).

Announcement rates are based on the number used within a 12 month period. The frequency rate for announcements or chain breaks is determined by the total number used or ordered firm within any 12 month period. Participation announcements may be combined with any announcements and/or chain breaks to determine the frequency rate for each, Station reserves the right to follow an announcement with program reminder.

#### PARTICIPATIONS

Following announcement rates are based on the number used within a 12 month period, except rates quoted on monthly basis. Rates quoted include talent and are fully commissionable. Independent announcements and/or chain breaks may be combined with any participation announcements to determine the frequency rate for each—except that announcements in monthly packages may not be combined with other announcements for any rate advantage.

| SPEC<br>Ann Holden's Home<br>Participation on thi<br>monthly basis at 35 | s prog         | -Mo               | may be          | bought | OB &           |
|--|----------------|-------------------|-----------------|--------|----------------|
| the following annual 1 time  | 25.00<br>23.75 | 6ncy<br>52<br>104 | basis:<br>times |        | 20.00<br>18.75 |

(All other times—when available)

Each 30.00 28.50 27.00 25.50 24.00 22.50 21.00

Sport-Ads: 1/4 hour sports programs, Monday through
Saturday, Participations limited to 55 words live copy:
(10:15 p.m. to 10:30 p.m.)

Program Cost
News Programs: Commissionable to agencies. 1/4
hour program 20.00 except 6:00 a.m., 10.00; 5 minute program 10.00 except 12:00 midnight to 5:05 a.m.
5.00.

TALKS
Lectures and educational talks are not accepted between 6:00 p.m. and 12:00 midnight except by special arrangement.

REMOTE CONTROL

Additional charges are made for programs requiring special production or originating outside of station's studios.

be a minimum of 2.50 per program.

Contract and Other Requirements

No periods sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make
individual contracts, subject to card rates and regulations. All programs subject to approval of station.

All time subject to preemption for network programs
on 28 days' notice. Independent and service anneutrements may be moved to other periods if available and as arranged by station manager upon 24
hours' notice.

Clossing Time
Program material must be arranged one week in advance of broadcast. No changes within two days preceding broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. lateral and vertical turntables.

turnuoues.
Personnel
Manager...T. B. Palmer.
Sales Manager...Byron Nelson.
Promotion Manager...Robert F. Laws.
Reprosentatives
Blue Network Spot Sales.

# KJBS (Established 1925)



Rates effective Biarch 1, 1943. (Card No. 17.) (wined and operated by KJBS Broadcasters, Rusiness Office and Studio-1470 Pine St., San Francisco 9, Calif., Ordway 4148.

Transmitter—san reason, Cent.

Wave—Power—Time
Operating power—500 watts.
272.7 meters; 1100 killocycles.
Licensed to operate from 10:01 p.m. to sunset the
following day, Operates on Pacific War Time.

Agency Commission

15% on station time to recognized agencies; ro cash discount. Bills due and payable when rendered.

discount. Bills due and payable when rendered. General Advertising Broadcasts during daytime periods and those between 12'90 midnight and 6:30 a.m. may be grouped in determining the rate earned.

Actual broadcasting periods are as follows: 59 minutes for one hour periods; 29 minutes for 1/2 hours; 14-1/2 minutes for 1/4 hours; 4-1/2 minutes for five minute periods, to allow for station breaks, etc.

Rates include music copyright fees.

|               |       | (Week  | days)  |        |         |       |
|---------------|-------|--------|--------|--------|---------|-------|
|               | l da. | 13 da. | 26 ds. | 52 da. | 100 da. | (*)   |
| 1 hour        | 70.00 | 62.10  | 58.60  | 55,20  | 51.75   | 48.30 |
| 1/2 hour      | 41.00 | 37.20  | 35.10  | 33.10  | 31.00   | 28.90 |
| 1/4 hour      | 25.00 | 22.70  | 21.50  | 20,20  | 18.90   | 17.70 |
| 10 minutes    | 20.00 | 18.70  | 17.70  | 16.60  | 15.60   | 14.60 |
| 5 minutes     | 16.00 | 14.40  | 13.60  | 12.80  | 12.00   | 11.20 |
| One announce- |       |        |        |        |         |       |
| ment          | 9.00  | 8.50   | 8.00   | 7.75   | 7.50    | 7.25  |
| Two announce- | -     |        |        |        |         |       |
| ments         | 8.75  | 8.25   | 7.75   | 7.50   | 7.25    | 7.00  |
| Four announce |       |        |        |        |         |       |
| ments         | 8.25  | 7.75   | 7.25   | 7.00   | 6.75    | 6.50  |
| (*) 300 or    | more  | days.  |        |        |         |       |

|     |      | (Sunda:                 | ya)                       |                           |                       |
|-----|------|-------------------------|---------------------------|---------------------------|-----------------------|
| 1/2 | hour | 1 day<br>77.00<br>50.60 | 13 days<br>69.30<br>45.50 | 26 days<br>65.40<br>43.00 | (†)<br>61.60<br>40.40 |
|     | hour |                         | 26.70                     | 25.20                     | 28.70                 |

Owi proposed rates.

Alarm Klok Klub:
Per an 1 da. 18 da. 26 da. 52 da. 100 da. (†)
nouncement 9.50 9.25 9.00 8.75 8.50 8.25
(†) 300 or more daya.
News: Leased wire service available—rates on raquest.
Women's Editor:

Per day13 da. 26 da. 52 da. 100 da.

News: Leased wire service available—rates on request.

Women's Editor:

Per day—
Per par— 1 da. 13 da. 26 da. 52 da. 100 da. ticipation. 11.50 11.00 10.50 10.25 10.00

TALENT

Rates on request; payable in advance.
Additional charge for scund effects and extra voices.

REMOTE CONTROL

Wire and mechanical charges for remote control lines are payable in advance. Complete rates and details on request.

TRANSCRIPTIONE AND RECORDED

PROGRAMS

Regular rates apply. Nor restricted to certain bours. No surcharge for handling transcribed announcements or programs.

SERVICE FACILITIES

Continuity department at the disposal of the advertiser. Audition studies maintained for advertisers and agencies.

Contract and Other Requirements.

Advertising of alcoholic beverages not accepted. Programs and announcements are subject to station owner's approval and Federal Communications Commission regulations. Right reserved to refuse, discontinue or cancel any alvertising contract. Frequency discounts are based on service rendered by the station for a period not to exceed one year from the date of first broadcast.

Closing Dates

Talent programs close two weeks in advance.

Talks close three weeks in advance.

Announcements and recorded programs elesse one week in advance. It advance and recorded programs elesse one week in advance.

announcements and recorded programs close one week in advance.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral or vertical cut recordings.

Personnei Manager—E. P. Franklie. Representatives Eastern-William G. Rambeau Company. Pacific Coast—Homer Griffith Company.

KPO (Established 1922)



Rates effective March 1, 1944. (Card No. 11.) Owned and operated by National Broadcasting Com-

Owned and operated by resticute Dromouseting Company, Inc.
Business Offices and Studios—NBC Bldg., Taylor & O'Farrell Sta., San Francisco 2, Calif., Graystone 8700.
Transmitter—Belmont, San Mateo County, Calif.
Wave—Power—Time

operating power—50,000 watts,
441.2 meters; 680 kilocycles.
Licensed to operate full time on clear channel. Operates on Pacific War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 24 hours.

night; week days 24 hours.

Agency Commission
15% to recognized advertising agencies on net charges
for station time; no cash discount. No commission on
program charges. Bills due and payable when rendered.

program charges. Bills due and payable when rendered.

General Advertisins
For combination rates see National Broadcasting (Company (Pacific Coast Network).

Commitments made prior D March 1, 1944, will be completed at the rates called for by such commitments. But advertisers may elect to substitute new contracts effective at any time after March 1, 1944, at these rates for the unexpired portion of such commitments. Otherwise, rates in effect immediately preceding March 1, 1944, will apply to extensions of said commitments for any period or periods up to and including February 23, 1945, for the same series continuously used. Rates effective March 1, 1944, are applicable to all new broadcast series ordered on and after March 1, 1944.

The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be prejudiced if he is required by the station to relinquish the time or times specified in his contract and the contract is cancelled.

Rates for periods ionser than one hour are in exact proportion to the corresponding one hour rate.

GENERAL BROADCAST ADVERTISING (Gross Rates)

(Gross Rates)

CLASS "A" (6:00 p.m. to 10:30 p.m.) (This listing continued on next page)

#### SAN FRANCISCO—Continued K P O-Continued

CLASS "B" CLASS "C" CLASS "D" (11:00 p.m. to 12:00 midnight and 7:00 a.m. to 9:00 a.m.) CLASS "E" (12:00 micmight to 1:00 a.m. and 6:00 a.m. to 7:00 a.m.) ... 120.00 ... 72.00 ... 48.00 ... 40.00 

DISCOUNTS AND REBATES Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D" and "E."

Weekly Dollar Volume Discounts

For eight or more consecutive weeks, payable currently on firm qualifying contracts or as contracts become firm. All concurrent local contracts for the same advertiser at the rates listed above may be combined for determining the rate of the Dollar Volume Discount. Contracted value of local time at gross rates.

| Less th | han | 96.00 | wee  | kly  | ****** | ********** |        | None    |
|---------|-----|-------|------|------|--------|------------|--------|---------|
| 96.00   | Or  | more  | but  | less | than   | 192.00     | weekly | 2-1/2%  |
| 192.00  | Or  | more  | but  | less | than   | 288.00     | weekly | 5%      |
| 288.00  | Or  | more  | but  | less | than   | 384.00     | weekly | 7-1/2%  |
| 384.06  | or  | more  | but  | less | than   | 480.00     | weekly | 10%     |
| 480.00  | OF  | more  | but  | less | than   | 576.00     | weekly | 12-1/2% |
| 576.00  | or  | more  | Week | ly   |        |            |        | 15%     |
|         |     |       |      |      |        |            |        |         |

#### Rebates for Consecutive Weeks

| 26 to 38 consecutive weeks 5%                        |
|--|
| 39 to 51 consecutive weeks                           |
| 52 or more consecutive weeks                         |
| Rebates on gross billing of each series will be paid |
| for 28, 39 or 52 consecutive weeks of broadcasting   |
| and on any continuation thereafter, so long as there |
| is no lapse. The rebate will be due and payable cur- |
| rently only on firm portions of qualifying contracts |
| or as contracts become firm for 26, 39 or 52 con-    |
| secutive weeks.                                      |

secutive weeks.

An expansion of the same series, or the substitution of a new series representing an increased weekly expenditure, shall be entitled to the rebates established by the original series. Otherwise each additional series: shall establish separate rebate years.

Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebates. Gross billing after deduction of percentage discounts, if any, shall be subject to advertising agency commis-

sion of 15%. From the rebate, if any, the station shall deduct the excess agency commission previously

ANNOUNCEMENTS AND COOPERATIVE PROGRAMS

Frequency rates are based on number used during a 12 month period and become effective from beginning of service only on firm contracts or as contracts become firm. Announcements only may be combined to earn lower frequency rates.

Announcement service which has been maintained for 52 consecutive weeks and continues, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues.

Announcements

Announcements
(6:00 p.m. to 10:30 p.m.)
1 ti. 10 ti. 25 ti. 50 ti. 100 ti. 300 ti.
1 minute..... 50.00 47.50 45.00 42.50 40.00 37.50

(10:30 p.m. to 12:00 midnight and 7:00 a.m. to 6:00 p.m.)

1 minute..... 25:00 23:75 22:50 21:25 20:00 18:75

(6:00 a.m. to 7:00 a.m.)
1 minute..... 17:00 16:15 15:30 14:45 13:60 12:75

Cooperative Programs
Woman's Magazine of the Air—Monday through Friday; Jane Lee, director; available to non-competitive producers and manufacturers in food products, home equipment and fashion fields; commercial continuity prepared by program director from material supplied by client.

by client.

1 ti. 10 ti. 25 ti. 50 ti. 100 ti. 300 ti.

Detailed participation...... 50.00 47.50 45.00 42.50 40.00 37.50

Program and talent cost, 10.00 net per participation.

Condensed participation..... 25.00 23.75 22.50 21.25 20.00 18.75

Program and talent cost, 5.00 net per participation.

Station Break Announcements
Maximum length, live 25 words, transcribed 12 sec-

TRANSCRIPTIONS

#### Regular rates apply

Regular rates apply.

SERVICE FACILITIES

Services of the station's program department, staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event client specifies a particular staff announcer or except where a fee is required by any governing labor organization.

#### Contract and Other Requirements

ontract and Other Requirements
All acceptable accounts are subject to the same rates.
No periods are sold in bulk for resale. Advertisers
concerating in group broadcasts are required to make
individual contracts, subject to card rates and regulations. Programs are subject to approval.
Independent announcements may be moved to other
periods if available and as arranged by station manager upon 24 hours' notice. Time of broadcast subject to change to other periods on 28 days' notice to
accommodate network broadcasts.

#### Closing Time

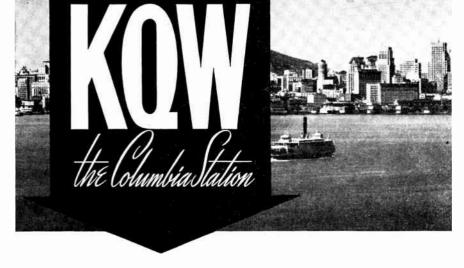
Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.

#### Mechanical Program Equipment

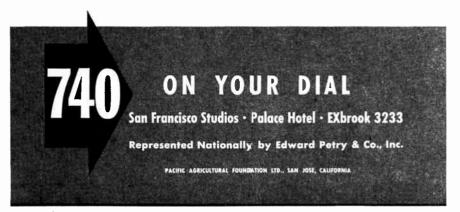
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

## Personnel Manager-John W. Elwood.

Representatives
National Broadcasting Company, Inc., (Spot Sales.)



DELIVERS the responsive CBS listening audience in the West's Most Concentrated Market, the SAN FRANCISCO BAY AREA





Rates effective August 15, 1943. (Card No. 24.) Owned and operated by Pacific Agricultural Foundation, Ltd.

Business Office and Studio-140 Jessie St., San Francisco 5, Calif., Exbrook 3233.

cisco 5, Calif., Exbrook 3233.

Other Studios—87 E. San Antonio St., San Jose, Calif., Bailard 2616.

Tansmitter—Alviso, Calif., on San Francisco Bay.

Wave—Power—Time
Operating power—5.000 watts.
405.4 meters; 740 kilocycles.
Operates on Pacific War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on net station time charges; no cash discount. Bills due and psyable when rendered.

(This listing continued on next name)

#### SAN FRANCISCO—Continued

#### K Q W--Continued

General Advertising

624 or more

For combination rates see Columbia Broadcasting System (Pacific Coast Group). Itates include music copyright fees.

CLASS "A" (6:00 p.m. to 10:00 p.m.) (6:00 p.m. to 10:00 p.m.)

1 1/2 1/4 10 5
hr. hr. hr. min. min.
1 time... 292.00 172.00 108.00 88.00 60.00
26 times... 275.50 168.40 102.50 88.35 58.00
26 times... 282.75 187.70 105.30 88.35 58.00
26 times... 215.50 168.40 102.50 81.70 57.00
39 times... 282.01 515.01 99.90 79.55 55.50
52 times... 281.00 154.80 97.20 77.40 84.00
65 times... 253.75 150.50 94.50 75.25 52.00
78 times... 246.50 146.20 91.80 78.10 51.00
130 times... 232.20 187.60 86.40 68.80 48.00
260 times... 232.20 187.60 86.40 68.80 48.00
261 times... 217.50 129.00 81.00 64.50 45.00
468 times... 210.25 124.70 78.30 64.85 48.50
468 times... 210.25 124.70 78.30 64.85 48.50 (\*) 45.00 42.00 41.00 40.00 89.00 88.00 87.00 85.00 84.00

times..... 208.00 120.40 75.60 60.20 42.00 \$1.00 CLASS "B"

(9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 10:80 p.m.) 1 time 145.00
13 times 141.40
26 times 134.20
59 times 134.20
52 times 127.00
78 times 123.40
130 times 119.80
156 times 119.80
156 times 119.80
312 times 109.00
468 times 105.40
624 or more
times 101.50 10:80 p.m.)

88.00 84.00 43.00 20.00

88.85 52.65 41.95 29.25

81.70 51.80 40.90 28.50

77.40 48.60 88.70 27.05

75.10 45.90 87.60 25.50

70.95 44.55 85.65 24.75

68.80 43.20 34.40 24.00

66.65 41.85 38.55 23.25

62.85 39.15 31.45 21.75 18.50 18.00 17.50 17.00 16.50 16.00 101.50 60.20 27.80 20.10 21.00 15.50

> CLASS "C" (10:80 p.m. to 9:00

12.85 12.00 11.65 11.85 11.00

24 or more ...

times....... 68.00 89.90 25.20 20.80 14.00 10 (\*) One minute transcription or 100 words and seconds transcription or 35 words.

#### DISCOUNTS

Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour, 3/4 hour or one hour rate, whichever applies. Such programs may be scheduled contiguously at the station's option. Discounts allowed retroactively on the number of broadcasts given in one year.

year.
Day and night programs or day and night announcements may be combined to determine rate earned.
Announcements and programs of five minutes or more cannot be combined to determine rate earned.

#### SPECIAL FEATURES

Regular rates apply; payable in advance. Time signals and weather reports—rates on request.

#### POLITICAL

Regular rates apply: payable in advance.

#### TALENT

Rates on request. Additional charges are made for sound effects and extra voices.

#### REMOTE CONTROL

Wire and mechanical facilities for remote control lines and studio talent charges are not included in station rates and are payable in advance by the advertiser.

THE ANACCE LETTICATES

#### TRANSCRIPTIONS

No surcharge for broadcasting transcriptions fur nished by sponsor. Libraries available—rates on request.

## SERVICE FACILITIES

Continuity department at the disposal of the advertiser at no extra charge. Audition studios maintained for advertisers and agencies.

#### Contract and Other Requirements

Advertising of beer and wine acceptable.

Advertising of over and wine acceptance. Programs and announcements are subject to station owner; approval and regulations of the Federal Communications Commission. Right reserved to refuse, discontinue or cancel any contract for advertising. No time sold in bulk for resale. No contract to exceed one year.

Preferred position governed by priority and availability on contract only.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

President-Ralph R. Brunton. Manager-C. L. McCarthy.

#### Representatives

Edward Petry & Company, Inc.

## KSAN (Established 1925)



Rates effective March 15, 1944. (Card No. 9N.) Owned and operated by Golden Gate Broadcasting Corporation. Business Office and Studio-Merchandise Mart Bidg., 1355 Market St., San Francisco, Calif., Market

1355 Market St., San Francisco, Canir, Market 8171. Transmitter—Merchandise Mart Bldg., San Fran-cisco, Calif.

#### Wave-Power-Time

Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Operates on Pacific War Time.
Operating schedule: 24 bours dsily.

#### Agency Commission

15% to recognized advertising agencies on net time rate. Cash discount none. Bills due and payable when rendered.

#### General Advertising

|     |         | 1 ti. | 30 ti. | 60 ti. | 90 ti. | 180 ti. | 365 ti. |
|-----|---------|-------|--------|--------|--------|---------|---------|
| 1   | hour    | 60.00 | 57.00  | 55.00  | 52.00  | 48.00   | 44.50   |
| 1/2 | hour    | 43.00 | 41.50  | 89.50  | 36.00  | 34.00   | 31.50   |
| 1/4 | hour    | 26.00 | 24.00  | 21.50  | 20.50  | 20.00   | 19.00   |
| 10  | minutes | 18.00 | 17.00  | 16.50  | 16.00  | 15.00   | 14.00   |
| 5   | minutes | 12.00 | 11.50  | 11.00  | 9.50   | 8.50    | 8.00    |

#### **ANNOUNCEMENTS**

Spot announcement 1 ti.
100 words 7.00
50 words 5.00 (guaranteed times):
30 ti. 90 ti. 180 ti. 365 ti.
6.50 6.00 5.00 4.50
4.00 3.70 3.40 3.00 Floating announcements: 2 mos. 110.00 100.00 1 mo. 100 words 120.00 50 words 110.00 100.00

#### SPECIAL FEATURES

Weather forecasts, time signals and other similar services—rates on request.

News: Five minutes, on the hour every hour—rates on request.

#### POLITICAL

Political advertising subject to basic rate only.

TALENT

## Extra. Rates on request. Talent charges payable in

REMOTE CONTROL Station is equipped to broadcast all types of remote control features at regular station rates plus actual production costs—rates and details on request.

#### TRANSCRIPTIONS Complete library services available.

SERVICE FACILITIES

Continuity department at the disposal of advertiser.

#### Contract and Other Requirements

#### Rates do not include talent. No contracts accepted for more than 52 weeks.

Programs and announcements are subject to station's approval, government regulations and Federal Communications Commission rulings. Right reserved to refuse or discontinue any advertising.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

#### Parsonnal

President—S. H. Patterson. General Manager—Jerry Akers.

Representatives
Thomas F. Clark Company, Inc.

## KSFO (Established 1925)



Rates effective January 1, 1942. (Card No. 6.) Owned and operated by Associated Broadcasters, Ino. Business Office and Studios—Hotel Mark Hopkins, San Francisco 6, Calif., Exbrook 4567.
Transmitter—Islais Creek, San Francisco, Calif.

Operating power 5,000 watts days; 1,000 watts nights. 535.7 meters; 560 kilocycles.
Licensed to operate full time. Operates on Pacific War Time.

War Time. Operating schedule: Sundays 7:00 a.m. to 12:00 mid-night; week days 6:30 a.m. to 12:00 midnight.

## Agency Commission

15% on net time charges to recognized agencies; no cash discount. Bills rendered weekly.

#### General Advertising

Rates include music copyright fees.

|    |    |       |        | CLASS '   | "A"      |         |       |
|----|----|-------|--------|-----------|----------|---------|-------|
|    |    |       | (6:00  | p.m. to 1 | 0:00 p.m | a.)     |       |
|    |    |       | 1 hr.  | 1/2 hr.   | 1/4 hr.  | 10 min. | 5 min |
|    | 1  | time  | 150.00 | 90.00     | 56.25    | 45.00   | 30.9  |
|    | 13 | times | 146.25 | 87.75     | 54.85    | 43.90   | 30.20 |
|    | 26 | times | 142.50 | 85.50     | 53.45    | 42.75   | 29.4  |
|    | 89 | times | 138.75 | 83.25     | 52.05    | 41.65   | 28.6  |
|    | 52 | timea | 135.00 | 81.00     | 50.65    | 40.50   | 27.90 |
|    | 65 | times | 131.25 | 78.75     | 49.25    | 39.35   | 27.10 |
|    | 78 | times | 127.50 | 76.50     | 47.85    | 38.25   | 28.3  |
| 1: | 30 | times | 123.75 | 74.25     | 46.45    | 87.10   | 25.60 |
|    |    |       | 120.00 | 72.00     | 45.05    | 35.95   | 24.80 |
| 2  | 80 | times | 116.25 | 69.75     | 43.65    | 34.85   | 24.0  |
|    |    |       | 112.50 | 67.50     | 42.25    | 33.70   | 23.2  |
|    |    |       |        |           |          |         |       |

#### CLASS "B" p.m. and after 10 1/2 br. 1/4 hr. 45.00 27.45 28.75 26.75 :00 p.m.) 10 min. 22.50 21.95 21.40 (Before 6:00 5 min. 75.00 73.15 71.25 69.40 67.50 65.60 63.75 61.85 59.95 58.10 26.75 26.05 25.35 24.65 23.95 23.25 22.55 21.85 21.15 42.75 41.65 40.50 39.35 38.25 37.10 35.95 34.85 20.90 20.80 19.70 19.15 18.60 18.05 17.50 16.90 33.70 ANNOUNCEMENTS

|      |                 | Clas   | 8 ''A'' | Ciass |       |
|------|-----------------|--------|---------|-------|-------|
|      |                 | (*)    | (†)     | (*)   | (†)   |
|      | time            | 13.00  | 17.00   | 9.00  | 8.50  |
| 13   | times           | 17.50  | 16.50   | 8.75  | 8, 25 |
| 26   | times           | 17.00  | 16.00   | 8.50  | 8.00  |
| 39   | times           | 16.50  | 15.50   | 8.25  | 7.75  |
| 52   | times           | 15.00  | 15.00   | 8.00  | 7.50  |
| 65   | times           | 15.50  | 14.50   | 7.75  | 7.25  |
| 78   | times           | 15.00  | 14.00   | 7.50  | 7.00  |
| 130  | times           | 14.50  | 13.50   | 7.25  | 6.75  |
| 156  | times           | 14.00  | 13.00   | 7.00  | 6.50  |
| 260  | times           | 13.50  | 12.50   | 6.75  | 6.25  |
| 312  | times           | 13.00  | 12.00   | 6.50  | 6.00  |
| 314  | ) One minute tr |        |         |       | •••   |
| - }- | Old Mindto II   | or: 50 | words   |       |       |

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts.

#### SPECIAL FEATURES

SPECIAL FEATURES

News: Regular rates apply, plus 8.00 talent and wire charge; commissionable.

Ben Sweetland: Family counsellor, Monday through Friday, Restricted to non-competitive accounts. Participation one 150 word announcement per day, per participation 25.00; per week 100.00.

Radio Rancher: Participations, 150 words limited to four non-competitive preducts each day. Per participation 15.00; participation for five days 60.00; participation for aix days 75.00. Complete sponsorship 25 minutes: one time 50.00; 26 time schedule—five days per week 20.00; six days per week 230.00.

Five minute weather ferecasts; Monday through Saturdsy, 6.25 a.m. 1:00 p.m., 6:25 p.m. and 12:00 mtd-night. Overall commercials limited to 1-3/4 minutes. Regular five minute rate spiles; frequency discounts.

#### POLITICAL

Not subject to frequency discounts.

TALEENT

Program ideas, lists of talent and prices on request.

Program 10sss, lasts of talent and prices on request.

REMOTE CONTROL

Programs originating outside of studies are subject to a special charges—rates on request.

TRANSURPTIONS

Regular rates apply. Library available—rates on re-

quest.

Contract and Other Requirements
Contracts not accepted more than 60 days in advance
of initial programs. Maximum length of contract,
one year. No time sold for resale.

Acceptable accounts are subject to the same rate according to the time classification into which they fail.

Lectures and talks (except political) are not accepted
between the hours of 6.00 p.m. and 12.00 midnight.

No commercial broadcasts consisting of straight talks
(except political) are acceptable for periods of more
than five minutes and then only before 6:00 p.m. Proggrams and advertising c.py subject to approval.

Machanical Program Equipment

Mechanical Program Equipment
Equipment to approval
Equipment to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.

Personnel
Vice-Pres. & Gen'l Mgr.—Lincoln Dellar.
Manager—Wilton Gunzendorfer.

Representatives
Weed & Company.

# KYA (Established 1926)



Rates effective April 15, 1944. (Card No. 2.) nauss enecure April 10, 1944. (Card Ne. 2.)
Owned and operated by Palo Alto Badio, Inc.
Business Office and Studios—Third & Market Sts.,
San Francisco, Calif., Douglas 2536.
Transmitter—Candlestick Point, Bay View Park, San
Francisco, Calif.

Wave—Power.—Time
Operating power 5,000 wsts days; 1,000 watts nights.
238.1 meters; 1280 kilocycles.
Licensed to operate full time. Operates on Pacific
War Time.
Operating schedule; Sundays 7:30 a.m. to 12:00 midnight; week days 6:00 a.m. to 1:00 a.m.

Agency Commission 15% on station time to recognized agencies; 2% cash discount if paid within 10 days. Commission of 15% on talent or services payable only when specified in order or contract. Bills due and payable when rendered.

#### SAN FRANCISCO—Continued K Y A—Continued

CLASS "C"
(11:00 p.m. to 12:00 midnight)
Class "B" rates apply, less 10%.

CLASS "D"

(12:00 midnight to 6:00 a.m.)
Class "B" rates apply, less 30%, except newscasts which earn Class "B" rates.

ANNOUNCEMENTS

|     | CLASS "          | A"       |         |       |
|-----|------------------|----------|---------|-------|
|     | (6:00 p.m. to 10 | D:30 p.: | m.)     | 1     |
|     |                  | (*)      | 50 wds. | (†)   |
| 1   | time             | 18.00    | 15.00   | 10.00 |
| 13  | times            |          | 14.00   | 9.00  |
| 26  | times            | 16.25    | 18.50   | 8.50  |
| 52  | times            |          | 12.25   | 8.00  |
| 104 | times            |          | 11.25   | 7.50  |
| 208 | times            |          | 10.50   | 7.00  |
| 260 | times            | 18.00    | 9.75    | 6.50  |
| 312 | times            | 12.00    | 8.75    | 6.00  |
| 012 |                  |          | 0.19    | 0.00  |
|     |                  | В"       |         |       |
|     | (10:31 p.m. to t | 5:59 p.: | m.)     |       |
| 1   | time             | 9.00     | 8.00    | 7.25  |
| 13  | times            | 8.25     | 7.25    | 6.50  |
| 26  | times            | 7 75     | 7 00    | 4 95  |

|   |        | ,,    |        | a. 10 10: |         |         |         |
|---|--------|-------|--------|-----------|---------|---------|---------|
|   |        |       | lwk.   | 18 wks.   | 26 wks. | 89 wks. | (†)     |
| 1 | spot,  | daily | 65.85  | 62.55     | 59,25   | 55.95   | 52.70   |
| 2 | apots. | daily | 128.50 | 122.10    | 115.65  | 109.20  | 102.80  |
| 3 | spots. | daily | 187.25 | 177.90    | 168.50  | 159.20  | 149.80  |
| 4 | spots. | daily | 242.55 | 230.40    | 218.30  | 206.15  | 194.00  |
|   |        |       |        | A88 "I    |         |         | 10 1.00 |

CLASS 'B'.'

(10:01 p.m. to 5:59 p.m.)

1 spot, daily 32.95 31.30 29.65 28.00

2 spots, daily 64.10 60.90 57.70 54.50

3 spots, daily 91.35 86.75 82.20 77.65

4 spots, daily 121.30 115.25 109.15 103.10

(†) 52 or more weeks.

SPECIAL FEATURES
news, every hour on the hour—rates and

Rates on request.

REMOTE CONTROL

Details and rates on request.

SERVICE FACILITIES

Promotion and merchandising services available details on request.

Contract and Other Requirements
No liquor advertising, other than beer and wine, is

No liquor advertising, other than beer and wine, is accepted.

Editorial content of broadcast subject to approval, revision or rejection. Contracts subject to cancellation unless program starts within 30 days. Contract renewals subject to rates in effect at time of renewal. If for any reason the contract should be cancelled by the advertiser the advertiser agrees to be short rated for the number of times used.

If for any reason the contract should be cancelled by the advertiser the advertiser agrees to be short rated for the number of times used.

Rates cover only program station time and the facilities for programs originating in station's studios. Closing Time

Talks and continuity must be submitted one week in advance for review by program director; copy for commercial programs or announcements 24 hours in advance.

advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using \$3-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

for vertical and interactions of the personnel Pres. & Gen'l Mgr.—Don Fedderson. Sales Manager—David E. Lundy. Representatives Spot Sales, Inc.

#### SAN JOSE KQW

Considered by the Columbia Broadcasting System and Columbia Pacific Network as their San Francisco outlet. See listing under San Francisco.

#### SAN LUIS OBISPO

(San Luis Obispo County)

KVEC
(Established 1937)





Rates effective April 1, 1948. (Card No. 5.) Owned and operated by the Valley Electric Company. Business Office and Studio-Mountain View and Hill Sts., San Luís Obispo, Calif., telephone 1100-01. Transmitter—San Luís Obispo, Calif.

-Power-Time

Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time. Operates on
Pacific War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight: week days 6:30 a.m. to 12:00 midnight.

Agency Commission 15% on net station time to recognized advertising agencies; no cash discount. On approved credit, bills due and payable 10th of month following broadcast.

General Advertising

For combination rates see Don Lee Broadcasting System (Southern California Group) and Mutual Broadtem (Southern Cantonna Group, and Casting System, Rates are for station time only but include music copyright fees, SESAC license,

(6:00 p.m. to 10:80 p.m.) (All other time) 1 hour...... 1/2 hour..... 1/4 hour..... 10 minutes... 5 minutes... 25.00 15.00 10.00 8.00 6.00

WEEKLY DISCOUNTS

Additional Discounts

At the conclusion of 26 consecutive weeks broadcasting 5% additional discount is allowed; at the conclusion of 52 consecutive weeks broadcasting a total of 10% additional discount is allowed. These discounts of 5% or 10% shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively. ANNOUNCEMENTS

Chain breaks, 50 words maximum or 100 word announcements. Availabilities on request.
(6:00 p.m. to 10:30 p.m.)

| Base rate  |                 | .00            |
|--|-----------------|----------------|
| 30 announcements.  |                 | .21            |
| 90 announcements,  | each            | 9(             |
| 180 announcements.   | each4           | 5              |
| 270 announcements.   | each4.          | 20             |
| 365 announcements.   | each            | 8              |
|  | ill other time) |                |
| Base rate  | 5               | 00             |
|  |                 | 00             |
| 30 announcements,  | each 3.         | 7              |
| 30 announcements,<br>90 announcements,   | each 3.         | 71             |
| 30 announcements,<br>90 announcements,<br>180 announcements,                       | each            | 50             |
| 30 announcements,<br>90 announcements,<br>180 announcements,<br>270 announcements, | each 3.         | 7:<br>50<br>2: |

SPECIAL FEATURES

News: Leased wire service available at regular rates; availabilities on request.

POLITICAL

Subject to regular station time rates and policies; payable in advance.

Rates on request.

REMOTE CONTROL

Equipped to handle remote control programs from any origin, subject to additional charges for line rental plus announcers fee.

TRANSCRIPTIONS

Musical transcriptions available for entertainment at no additional charge.

Contract and Other Requirements

Advertising of beer and wine acceptable. Discounts are predicated upon the fulfillment of contracts with 12 months, dating from the first broadcast. Contracts and copy subject to approval.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. turntables. In-stantaneous recording equipment available.

Station Manager—Les Hacker. Commercial Manager—Joe Shuttleworth.

Representatives

W. S. Grant Company.

### SANTA ANA

(Orange County)
KVOE

(Established 1926)



B Broadcasting System



Rates effective April 1, 1941. (Card No. 8.) Rates effective April 1, 1941. (Card No. 8.)
Owned and operated by The Voice of the Orange Empire, Inc., Ltd.
Business Office—206 N. Main St., Santa Ana, Calif., telephone 4901-R.
Transmitter—Located on grounds of Willowick Golf Club. West Fifth St., Santa Ana, Calif.
Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time. Operates on Pacific War Time.
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.; week days 7:00 a.m. to 12:00 midnight.
Agency Commission

Agency Commission 15% on net station time to recognized advertising agencies; no cash discount. No commission on talent. Bills due and payable 10th of month following broad-

General Advertising eneral Advertising
For combination rates see Don Lee Broadcasting
System (Southern California Group) and Mutual
Broadcasting System.
Rates are for station time only.
Rates include music copyright fees.

(6:00 nm to 10:80 nm)

| (0:00 p.m. to 10:50 p.m.) |       |
|---------------------------|-------|
| our                       | 85.00 |
| OUT                       | 21.00 |
|                           | 14.00 |
|                           |       |
| 11nutes                   | 11.20 |
| inutes                    | 8.40  |
|                           |       |
|                           |       |
| OUT                       | 25.00 |
| OUP                       | 15.00 |
| ***                       |       |
|                           | 10.00 |
| ninutes                   | 8.00  |
| inutes                    | 6 00  |
|                           | 0.00  |
|                           | our   |

Additional Discounts
At the conclusion of 26 consecutive weeks broadcasting 5% additional discount is allowed; at the conclusion of 52 consecutive weeks broadcasting of 10% additional discount is allowed.
These discounts of 5% or 10% shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS
Chain Breaks—35 words maximum; or 100 word an-

| SV                     | e rate                     | 00monte                                  |                         |                  |  |   | <u>B</u> .           |
|------------------------|----------------------------|--|-------------------------|------------------|--|---|----------------------|
| 90                     | announ                     | Comente                                  | , eac                   | !!               |  |   | 8.                   |
|                        |                            | cements                                  | , eac                   | n                | ********                               |   | 8.                   |
| 190                    | Ennoun                     | cements                                  | , eac                   | n                |  |   | 8.                   |
| 270                    | announ                     | cements                                  | . eac                   | h,               |  |   | 8.                   |
| 365                    | announ                     | cemente                                  | . eac                   | h                |  |   | 2.                   |
|                        |                            | (  | All                     | othe             | time                                   | ) |                      |
|                        |                            |  |                         |                  |  |   |                      |
| Bas                    | e rate .                   |  |                         |                  |  |   | . 1                  |
| Bas<br>30              | e rate .<br>announ         | cements                                  | . eac                   | h                |  |   | 8.                   |
| 30                     | announ                     | cements                                  | , eac                   | h                |  |   | 2.                   |
| 30<br>90               | announ                     | cements<br>cements                       | . eac                   | h<br>h           | ***********                            |   | 2.                   |
| 90<br>90<br>081        | announ                     | cements<br>cements<br>cements            | , eac                   | h<br>h<br>h      |  |   | 2.<br>2.             |
| 30<br>90<br>180<br>270 | announ<br>announ<br>announ | cements<br>cements<br>cements<br>cements | , eac<br>, eac<br>, eac | h<br>h<br>h<br>h | ······································ |   | 2.<br>2.<br>2.<br>2. |

Subject to regular station time rates and policies; payable in advance.

TALENT

Rates on request.

REMOTE CONTROL
Additional charges for programs originating outside studio to be paid for by advertiser.

TRANSCRIPTIONS
Details on request.

SERVICE FACILITIES
Mechandising department will arrange for window
displays gratis; direct mail, broadsides, etc., seni
out at actual cost.

Contract and Other Requirements

Advertising of beer and wine acceptable. Discounts are predicated upon the fulfillment of contracts with 12 months, dating from the first broadcast.

broaccast.

No contracts accepted for more than one year. Programs and copy subject to approval. Closing Time

Programs must be in hands of program director 48 hours before scheduled time. Political broadcasts must be submitted 24 hours in

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables. Personnel

Manager-Ernest L. Spencer.

Representatives

W. S. Grant Company.

#### SANTA BARBARA (Santa Barbara County)

KDB (Established 1921)



Rates effective September 1, 1944. (Card No. 16.) Owned and operated by Don Lee Broadcasting System. Business Office and Studio—1809 State St., Banta Barbara, Calif., telephone 4181. Transmitter—East Haley St., Santa Barbara, Calif.

Wave-Power-Time

Operating power—250 watta.

201.3 meters; 1490 kilocycles.
Licensed to operate full time. Operates on Pacific War Time.

Operates in conjunction with KHJ, Los Angeles,

KFRC, San Francisco, and KGB, Ran Diego.

Operating schedule:Daily 6:45 a.m. to 12:15 a.m.

Agency Commission 15% allowed on net station time to accredited advertising agencies; no cash discount. On approved credit, accounts payable 10th of month following service.

General Advertising

For combination rates see Don Lee Broadcasting Sys-tem (Southern California Group) and Mutual Broad-casting System.

Talent is extra. Services of station announcer are in-cluded without extra charge.

Rates include music copyright fees.

| 1/2 hour  | 60.00<br>86.00<br>24.00 |
|---|-------------------------|
| (12:00 noon to 6:00 p.m. Sundays and 10:80                      |                         |
| p.m. to 11:00 p.m. daily)                                       |                         |
| 1 hour  | 40.00                   |
| 1/2 hour  | 24.00                   |
| 1/4 hour  | 16.00                   |
| (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight daily) |                         |
|   | 80.00                   |
|   | 18.00                   |
|   | 12.00                   |
| (12:00 midnight to 8:00 a.m. daily)                             | 00.00                   |
|   | 20.00                   |
|   | 12.00                   |
| 1/4 hour  | 8.00                    |
| <del></del>   |                         |

Rates for less then 15 minute units: 10 minutes 80% of 1/4 hour rate; 5 minutes 60% of 1/4 hour rate.

#### WEEKLY DISCOUNTS

| Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more weeks consecutively:
| Less than 12.00 per week. | 10.00 per week | 2-1/2% |
| 24.00 but less than 24.00 per week. | 5% |
| 25.00 but less than 36.00 per week. | 7-1/2% |
| 48.00 but less than 48.00 per week. | 10% |
| 48.00 but less than 18.00 per week. | 12.1/2% |
| 48.00 but less than 18.00 per week. | 12.1/2% |
| 48.00 but less than 18.00 per week. | 12.1/2% |
| 48.00 but less than 18.00 per week. | 12.1/2% |
| 48.00 but less than 18.00 per week. | 12.1/2% |
| 48.00 but less than 18.00 per week. | 18.00 per

#### Additional Discounts

Additional Discounts
Additional Discounts
Additional of 26 consecutive weeks broadcasting 5% additional discount is allowed; at the conclusion of 52 weeks consecutive broadcasting a total of 10% additional discount is allowed.
These discounts shall apply to the largest amount of weekly gross billing for time that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS

Chain breaks, 35 words live, and transcribed announcements (25 seconds or less) must be used following or between commercial programs, 100 word announcements and transcribed announcements (up to one minute in length) acceptable in participating periods or between sustaining programs.

|     |     |        | 5:59  | p.m.  | to     | 10:29  | ם ו | .m.)  |       |      |
|-----|-----|--------|-------|-------|--------|--------|-----|-------|-------|------|
| 1   | to  | 29     |       | 6     | .00    | 365    | to  | 729   |       | 8.40 |
| 30  | to  | 89     |       | 5     | .00    | 730    | to  | 1094  |       | 3.30 |
| 90  | to  | 179    |       | 4     | .50    | 1095   | to  | 1459  |       | 8.20 |
| 180 | to  | 269    |       | 4     | .00    | 1460   | to  | 1824  |       | 8.10 |
| 270 | to  | 864    |       | 3     | .70    | 1825   | or  | more  |       | 8.00 |
|     | α   | Before | 5:59  | p.m.  | and    | afte   | r 1 | 10:30 | p.m.) |      |
| 1   |     |        |       |       |        |        |     |       |       |      |
| 30  | to  | 89     |       | 2     | .50    | 730    | to  | 1094  |       | 1.65 |
| 90  | to  | 179    |       | 2     | .25    | 1095   | to  | 1459  |       | 1,60 |
| 180 | to  | 269    |       | 2     | .00    | 1460   | to  | 1824  |       | 1,55 |
| 270 | to  | 364    |       | 1     | .85    | 1825   | OF  | more  |       | 1.50 |
| Ext | ra. | voice  | or so | und ( | off ec | is, ex | tra | 25%   |       |      |

POLITICAL
Subject to regular station time rates and policies;
payable in advance.

REMOTE CONTROL

Arrangements may be made for remote control broadcasts from any point in the station area—rates on

request.

SERVICE FACILITIES
Production staff maintained to furnish any type of program desired by an advertiser. Program ideas, lists of talent and prices furnished on request.

Contract and Other Requirements
Advertising of beer and wine acceptable.
Discounts are predicated upon the fulfillment of contracts within 12 months, dating from the first broadcast.
All copy subject to station director's approval and governmental regulations.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Vice-Pres. & Gen'l Mgr.—Lewis Allen Weiss.
Gen'l & Com'l Mgr.—Fin Hollinger.
Assistant Sales Manager—Jas. Blomfield.
Representatives
John Blait & Company.

## KTMS (Established 1987)



Rates effective March 15, 1941. (Card No. 7.) Owned and operated by Santa Barbara News-Press, De La Guerra, Santa Barbara, Calif., telephone 6111.

6111.
Business Office and Studios — News-Press Bldg.,
Santa Barbara, Calif.
Other Studios—608 E. Main St., Ventura, Calif.,
telephone 6222.
Transmitter—Goleta, Calif.

Transmitter—Goleta, Calif.

Wave—Power—Time

Operating power—1,000 watta.
240 meters; 1250 kilocycles.
Licensed to operate full time on regional channel.

Operates on Pacific War Time.

Operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission

15% allowed on net charges for station time to recognized advertising agencies; no cash discount. Commission on piles only to national business. No commission on talent. Accounts are delinquent after the
20th of the month.

20th of the month.

General Advertising
Discounts apply on station time charges only and are
allowed only on programs under contracts not exceeding one year, and without lapse.

Announcements and programs may not be combined
to earn frequency discount.

Rates are for station time only, including station
facilities.

(6:00 p.m. to 11:00 p.m.)

| 1 hour  | 75.00 |
|---|-------|
| 1/2 hour                                      | 45.00 |
| 1/4 hour                                      | 80.04 |
| 5 minutes                                     | 15.00 |
| (7:00 a.m. to 6:00 p.m. and after 11:00 p.m.) | )     |
| 1 hour  | 37.50 |
| 1/2 hour                                      | 22.50 |
| 1/4 hour                                      |       |
| 5 minutes                                     | 7.50  |
| FREQUENCY DISCOUNTS                           |       |
| Used within one year; minimum one each week:  |       |

| J   | TITLIGE  | D                                  | • • • |
|-----|----------|------------------------------------|-------|
|     |          | FREQUENCY DISCOUNTS                |       |
|     |          | n one year; minimum one each week: |       |
| 1   | to 13    | periods                            | N     |
|     |          | periods                            | 10    |
|     |          | periods                            | 10    |
| 52  | 10 99    | periods                            | 15    |
|     |          | periods                            | 20    |
| 260 | periods  | or more                            | 25    |
| 200 | per rous |                                    |       |
|     |          | ANNOUNCEMENTS                      |       |
|     |          |                                    |       |

|      |     |      |     |       | transcriptions | accepted | at the |
|------|-----|------|-----|-------|----------------|----------|--------|
| regu | Har | CAY  | OZ  | night | rate.          |          |        |
|      |     | rds: |     | -     |                | Night    | Day    |
| 1    | to  | 12   | tim | M     |                | 10.00    | 5.00   |
|      |     |      |     |       |                |          | 4.20   |
| 26   | to  | 51   | tim | 85    |                | 7.80     | 3.90   |
| 52   | to  | 99   | tim | 88    |                | 6.50     | 8.25   |
| 100  | to  | 299  | tim | 05    |                |          | 8.00   |
| 312  | to  | 864  | tim | 08    | M. T           |          | 2.50   |
| 365  | or  | more | tir | D68   |                | 5.00     | 2.40   |
|      |     |      | -   |       |                |          |        |

#### SPECIAL FEATURES

POLITICAL.

Charged regular rates; payable in advance. TALENT
Rates on request.

#### REMOTE CONTROL

Facilities for remote control broadcasts from any-where in Santa Barbara and Ventura Counties are available. Remote broadcasts will be made at station rates, plus service, telephone lines and installation.

TRANSCRIPTIONS
Library service—rates on request.
SERVICE FACILITIES
Service of station's announcing and operating staff in obtaining talent, arranging and presenting programs are included without charge.

in obtaining talent, arranging and presenting programs are included without charge.

Centract and 6ther Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted.
All programs must conform to the standards of the station; where advertiser prepares own program, copymust be submitted two days in advance and not departed from without station's consent. Talks, political specches, etc., accepted only when subject matter is, in opinion of station, of genuine public interest. Time allotted to advertiser may be taken by station for network broadcasts or programs which, in the sudgment of the station, are of greater public services. Station agrees to substitute other time for that taken or to refund to advertiser on pro rats basis any sum that may have been paid for time so taken. All contract subject to the station's approval and governmental regulations. Right reserved to refuse or discontinue any advertising.

Contract subject to laws, rules or regulations low existent or made in future, by any duly constituted authority or governmental agency in relation to radio or kindred subjects.

Closing Time
Complete manuscripts must be submitted 24 hours in
advance of program time.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for both vertical and lateral cut recordings.

Personnel Manager-Louie F. Kroeck. Prog. Dir. & Asa't Mgr.-Frank B. Weltmer.

Representatives
Paul H. Raymer Company.

## SANTA ROSA onoma County) KSRO

(Retablished 1987)



Rates effective March 1, 1945. (Card No. 7.)
Card received March 5, 1945.
Owned and operated by Ruth W. Finley, Licensee.
Business Office and Studio—Press Democrat Bidg.,
Santa Rosa, Calif., telephone 110.
Other Studio—Cass de Vallejo, Vallejo, Calif., telephone 38228.
Transmitter—Three miles southwest of Santa Rosa at
Fresno and Finley Avea, Santa Rosa, Calif.

#### Wave-Power-Time

Operating power—1,000 watta.
222.1 meters; 1850 kilocycles.
Lleensed to operate full: time on clear regional
channel. Operates on Pacific War Time.
Operating schedule: Sundays 9:00 a.m. to 10:00 p.m.;
week days 6:00 a.m. to 10:00 p.m.

#### Agency Commission

15% on net station time to recognized agencies; no cash discount. Bills rendered monthly.

General Advertising
Rates includes music copyright fees.

|     | CLAS          | 8 "A"  |        |        |       |
|-----|---------------|--------|--------|--------|-------|
|     | (6:00 p.m. to | 10:00  | p.m.)  |        |       |
|     | 1 ti.         | 13 ti. | 26 ti. | 52 tl. | (*)   |
| 1   | hour 60.00    | 57.00  | 54.00  | 51.00  | 48.00 |
|     | hour 36.00    | 34.20  | 32.40  | 30.60  | 28.80 |
|     | hour 24.00    | 22.80  | 21.60  | 20,40  | 19.20 |
| 5   | minutes 12.00 | 11.40  | 10.80  | 10.20  | 9.60  |
|     | CLASI         | 8 "B"  |        |        |       |
|     | (6:00 a.m. t  |        | p.m.)  |        |       |
| 1   | hour 40.00    |        | 36.00  | 34.00  | 32.00 |
| 1/9 | house 04 00   | 100 av | 91 40  | 00.40  | 10 00 |

|     |               | CLASS   |       |       |       |       |
|-----|---------------|---------|-------|-------|-------|-------|
|     | (6:00         | 8.m. to | 5:59  | p.m.) |       |       |
|     | hour          |         |       |       | 34.00 | 32.00 |
| 1/2 | hour          | 24.00   | 22.80 | 21.60 | 20.40 | 19.20 |
| 1/4 | hour          | 16.00   | 15.20 | 14.40 | 13.60 | 12.80 |
| 5   | minutes       | 8.00    | 7.60  | 7.20  | 6.80  | 6.40  |
| (*  | ) 104 or more | times.  |       |       |       |       |
|     |               |         |       |       |       |       |

ANNOUNOCEMENTS

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 ti. 18 ti. 26 ti. 52 ti. (\*) One minute or 100 words...... 6.00 5.70 50 words...... 4.20 8.99

4.20 8.99 3.7 CLASS "B" (6:00 s.m. to 5:59 p.m.) One minute or 100 words 4.00 3.80 3.60 50 words 2.80 2.66 2.53 (\*) 104 or more times. . DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts.

SPECIAL FEATURES

News: Leased wire service—eleven periods: 6:45 s.m., 7:30 a.m., 10:00 a.m., 11:30 a.m., 12:15 p.m., 2:45 p.m., 4:30 p.m., 5:30 p.m., 6:00 p.m., 6:50 p.m. and 8:45 p.m., -ates on request.

Ranch and Home Hour: 6:00 a.m. to 6:45 a.m., Monday through Saturday—rates on request.

POLITICAL AND LECTURES

POLITICAL AND LECTURES

Not subject to frequency discount; payable in advance.

Rates on request.

REMOTE CONTROL

Equipment available for handling programs outside of regular studios—rates on request

TRANSCRIPTIONS

One minute electrical transcriptions accepted at regular day or night rates.

isr day or night rates.

SERVICE FACTLITIES

Station will endeavor to prepare any type of program desired by the advertises and will turnish program idea—rate on requestion: Education theorem idea—and trade calls at the station's disprise or and trade calls at the station's disprise or program of the calls at the station's disprise or program or progr

discretion.

Centract and Other Requirements

Advertising of alcoholic beverages, other than beer
and wine, not accepted.

No contracts accepted for more than one year.

Contracts not accepted former than 60 days in advance
of initial program. Programs and copy subject to apnerwal.

proval.

No time sold for resals.

Programs originating outside of studio subject to additional charges.

Closing Time
Talent programs close one week in advance. All talks
must be submitted prior to 12:00 noon preceding
broadcast. Announcements close one day in advance.

Mechanical Program Equipment Equipment Equipped to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Manager—Eddie Handley.

Representatives None.

#### STOCKTON

(San Josquin County)

KGDM (Established 1926)



Rates effective June 1, 1943. (Card No. 3.) Card received June 25, 1943.

Card received June 25, 1943.

Owned and operated by E. F. Peffer.
Studio—Peffer Bidg., Stockton, Calif.
Transmitter—99 Highway, 3 miles south of Stockton.

Wave—Power—Time
Operating power—5,000 watts.
263.2 meters; 1140 kilocycles.
Licensed to operate unlimited time on national cleared channel. Operates on Pacific War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission 15% on net charges and talent to recognized advertising agencies; no cash discount. Accounts payable 10th of month following service.

General Advertising
For combination rates see Columbia Broadcasting
System (Pacific Coast Group).
Rates are for station time only and include music
copyright fees.

CLASS "A"
(6:00 p.m. to 10:00 p.m.)

|     |        | 1 ti.  | 13 ti.   | 26 ti. | 52 t1. | 156 t1. | 260 t1. |
|-----|--------|--------|----------|--------|--------|---------|---------|
| 1   | hour   | 100.00 | 95.00    | 90.00  | 85.00  | 80.00   | 75.00   |
| 1/2 | hour   | 60.00  | 57.00    | 54.00  | 51.00  | 48.00   | 45.00   |
| 1/4 | hour   | 40.00  | 38.00    | 36.00  | 34.00  | 32.00   | 30.00   |
|     | minute | 20.00  | 19.00    | 18.00  | 17.00  | 16.00   | 15.00   |
| 1   | minute | 12.00  | 11.40    | 10.80  | 10.20  | 9.60    | 9.00    |
|     |        |        | CLASS    | "B"    |        |         |         |
|     |        |        |          |        |        |         |         |
|     |        | (      | All othe |        | )      |         |         |
| 1   | nour   | 60.00  | 57.00    | 54.0Q  | 51.00  | 48.00   | 45.00   |
| 1/2 |        | 36.00  | 34.20    | 32.40  | 30.60  | 28.80   | 27.00   |
| 1/4 |        | 24.00  | 22.80    | 21.60  | 20.40  | 19.20   | 18.00   |

5 minutes 12.00 11.40 10.80 10.20 9.60 1 minute 7.50 7.13 6.76 6.39 6.02

MONTHLY CHAIN BREAK SERVICE Thirty-fire words or less, seven days per week (posi-tion not guaranteed):

|    | (6:00 p.m. to I | :00 p.m. | )      |        |
|----|-----------------|----------|--------|--------|
|    | · -             | 1 t1.    | 2 t1.  | 8 ti.  |
|    |                 | daily    | daily  | daily  |
| 1  | month           | 200.00   | 360.00 | 480.00 |
| 6  | months          |          | 342.00 | 456.00 |
| 12 | months          | 180.00   | 324.00 | 432.00 |
|    | (All other      | time)    |        |        |
| 1  | month           | 120.00   | 216.00 | 288.00 |
| 6  | months          | 114.00   | 205.20 | 273.60 |
| 12 | menths          | 108.00   | 194.40 | 259.20 |
|    | Dot ver         |          |        |        |

POLITICAL
Subject to regular station time rates and policies; payable in advance.

TALENT
Rates on request.

Rates on request.

#### TRANSCRIPTIONS

One minute transcriptions-announcement rates apply. Contract and Other Regulrements

Advertising of beer and wine acceptable.

Copy subject to approval.

Discounts are predicated upon the fulfillment of contracts within one year, dating from the first broadcast.

#### Machanical Program Equipment

Equipped to handle programs by electrical transcription, using \$3-1/3 and 78 r.p.m. double turntables for lateral or vertical cut recordings.

#### Personnel

Manager-E F. Peffer

#### Representatives

John Blatr & Company.

# KWG (Established 1921)



Rates effective October 1, 1943. (Card No. 14.) Owned and operated by McClatchy Broadcasting Co. Studio-Roof Garden, Hotel Wolf, Steekton 7, Calif. Transmitter—Weber & E Sts., Stockton, Calif.

Transmitter—Weber & E Sts., Stockton, Calif.

Waves—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time on clear local channel.
Operates on Pacific War Time.
Operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 12:00 midnight.

night; week days 5:00 a.m. to 12:00 midnight.

Agency Commission
15% on net station time to accredited advertising agencies; no cash diacount.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Pacific Coast Group).

Any four of the following stations may be combined on the same schedule to earn 10% discount: KFBK, Sacramento; KWG, Stockton, KMJ, Fresno; KERN, Bakersfield; KOH, Reno, Nev. For further discounts on combination of all five stations see listing of McClatchy Beeline.

The following rates are for national advertising. CLASS "A"

|     |        | (6:00  | p.m. to   | 10:00 p.r | n.)      |        |
|-----|--------|--------|-----------|-----------|----------|--------|
|     |        | 1 hr.  | 1/2 hr.   | 1/4 hr.   | 10 min.  | 5 min. |
| 1   | time   | 40.00  | 25.00     | 15.00     | 11.00    | 8.00   |
| 13  | times  | 39.00  | 24,40     | 14.60     | 10.75    | 7.80   |
| 26  | times  | 38.00  | 23.75     | 13.25     | 10.45    | 7.60   |
| 52  | times  | 37.00  | 23,15     | 12.85     | 10.15    | 7.40   |
| 65  | times  | 36.00  | 22.50     | 12.50     | 9.80     | 7.20   |
| 130 | times  | 35.00  | 21.90     | 12.10     | 9.50     | 7.00   |
| 156 | times  | 34.00  | 21,25     | 12.00     | 9.35     | 6.80   |
| 260 | times  | 32.00  | 20.00     | 11.70     | 8.80     | 6.40   |
| 312 | times  | 30.00  | 18.75     | 11.25     | 8.25     | 8.00   |
| 468 | times  | 29.00  | 18,15     | 10.85     | 8.00     | 5.80   |
| 624 | times  | 28.00  | 17.50     | 10,50     | 7.70     | 5.60   |
|     |        |        | CLASS     | B.,       |          |        |
| (   | 7:00 a | .m. to |           |           | :00 p.m. | to     |
|     |        |        | 11:00     |           |          |        |
| 1   | time   | 20.00  | 12.50     | 7.50      | 6, 50    | 4.00   |
| 13  | times  | 19.50  | 12.20     | 7.30      | 6.35     | 8.90   |
| 26  | times  | 19.00  | 11.90     | 7.10      | 6.15     | 8.80   |
| 52  | times  | 18.50  | 11.55     | 8.95      | 6.00     | 8.70   |
| 65  | times  | 18.00  | 11.25     | 6.75      | 5,80     | 8,60   |
| 130 | times  | 17.50  | 10.95     | 6.55      | 5.65     | 8.50   |
| 156 | times  | 17.00  | 10.60     | 6.35      | 5.50     | 8.40   |
| 260 | times  | 16.00  | 10.00     | 6.00      | 5. 20    | 3.20   |
| 312 | times  | 15.00  | 9.35      | 5.60      | 4.85     | 8.00   |
| 468 | times  | 14.50  | 9.05      | 5.45      | 4.70     | 2.96   |
| 624 | times  | 14.00  | 8.75      | 5.25      | 4.55     | 2.80   |
|     |        |        | CLASS     | "C"       |          |        |
| _   |        | (6:00  |           | 7:00 a.m  |          |        |
| 1   | time   | 12.00  | 7.50      | 4.50      | 8.25     | 2.50   |
| 13  | times  | 11.70  | 7.30      | 4.40      | 8.15     | 2.45   |
| 26  | times  | 11.40  | 7.10      | 4.30      | 3.10     | 2.40   |
| 52  | times  | 11.10  | 6.95      | 4,20      | 3.00     | 2.30   |
| 65  | times  | 10.80  | 6.75      | 4.10      | 2.95     | 2.25   |
| 130 | times  | 10.50  | 6.55      | 4.00      | 2.85     | 2.20   |
| 156 | times  | 10.20  | 6.35      | 3.90      | 2.75     | 2.15   |
| 260 | times  | 9.60   | 6.00      | 3.60      | 2.60     | 2.00   |
| 312 | times  | 9.00   | 5.60      | 3.40      | 2.45     | 1.90   |
| 468 | times  | 8.70   | 5.45      | 3.30      | 2.35     | 1.80   |
| 624 | times  | 8.40   | 5.25      | 3,15      | 2.25     | 1.75   |
|     |        |        | CLASS     | .,D,,,    |          |        |
|     |        | (11:00 | ) n.m. to | 6:00 a r  | n.)      |        |

(11:00 p.m. to 6:00 a.m.) Rates on request.

Rates on request.

ANNOUNCEMENTS

Announcements broadcast at times adjacent to higher rate classification will take higher rate.

CLASS "A"

(6:00 p.m. to 10:00 p.m.)

|     |                                   | l min. | 85 | wda. |
|-----|-----------------------------------|--------|----|------|
| 1   | time                              | 6.00   |    | 5.00 |
| 13  | times                             | 5.85   |    | 4.85 |
| 26  |                                   | 5.70   |    | 4.75 |
| 52  |                                   | 5.55   |    | 4.60 |
| 65  |                                   | 5.40   |    | 4.50 |
| 130 |                                   | 5.25   |    | 4.35 |
| 156 |                                   | 5.10   |    | 4.20 |
| 260 |                                   | 4.80   |    | 4.00 |
| 312 |                                   | 4.50   |    | 8.75 |
| 468 |                                   |        |    | 8.60 |
| 624 |                                   | 4.20   |    | 3.50 |
|     | CLASS "B"                         |        |    |      |
|     | (7:00 a.m. to 6:00 p.m. and 10:00 | p.m.   | to |      |

|    | 11:00 p.m.) |      |      |
|----|-------------|------|------|
| 1  | time        | 8.00 | 2.50 |
| 13 | times.      | 2.90 | 2.45 |
|    | times       | 2.85 | 2.40 |
| 52 | times       | 2.75 | 2.30 |
| 65 | times       | 2.70 | 2.25 |
|    | times       |      | 2.20 |
|    | times       |      | 2.15 |
| 60 | times       | 2.40 | 2.00 |
|    | times       | 2.25 | 1.90 |
|    | times       | 2.15 | 1.80 |
|    | times       | 2.10 | 1.75 |
|    | CLASS "C"   |      |      |

|     | (6:00 a.m. to 7:00 a.m.) |      |     |
|-----|--------------------------|------|-----|
| 1   | time                     | 2.00 | 2.0 |
| 13  | times                    | 1.95 | 1.9 |
| 26  | times                    | 1.90 | 1.9 |
| 52  | times                    | 1.85 | 1.8 |
| 65  | times                    |      | 1.8 |
| 130 | times                    | 1.75 | 1.7 |
| 156 | times                    | 1.70 | 1.7 |
| 260 | times                    | 1.60 | 1.6 |
| 312 |                          |      | 1.5 |
| 468 | times                    | 1.45 | 1.4 |
| 624 |                          | 1.40 | 1.4 |
|     | CLASS "D"                |      |     |

(11:00 p.m. to 6:00 a.m.)

CLASS "D"

(11:00 p.m. to 6:00 s.m.)

Raies on request.

DISCOUNTS

Two or more program units of 15 minutes or more hroadcast on the same day for the same sponsor within the same time brackest may be combined to earn 1/2 hour, or one hour rates, whichever applies. Such programs may be scheduled contiguously at the station's option. Discounts allowed retroactively on the number of broadcasts given in one year.

Pay and night programs or day and night announcements may be combined to determine rate earned. Announcements cannot be combined with programs of the minutes or more to determine rate earned. Interruptions in an advertiser's schedule necessitated by the broadcasting of special events of importance will not affect the advertiser's right to discount. If an advertiser is required by the station to relinquish the time or times specified in his contract and the contract is cancelled for this reason, the rate of discount to which the advertiser would otherwise be entitled will not be prejudiced.

All discounts apply to time charges only. If a contract runs without interruption beyond 52 consecutive weeks, the advertiser will continue to earn the discount satablished during the preceding year.

SPECIAL FEATURES

Consecutive weath the activate with the discount established during the preceding year.

News Periods: Station time plus 20% of net news and service fee.

POLITICAL

Regular one time rates apply; no discounts. Political broadcasts, cash in advance. Combination rates available. Manuscripts must be submitted 24 hours in advance of broadcast.

Additional charges are made for programs originating outside of the station studies.

Transcription IRANSCRIPTIONS

Transcription IRANSCRIPTIONS

SERVICE FACILITIES

Services of station's staff announcers and staff engineers in arranging and presenting programs are in-

cluded without extra charge, excepting in the event the client specifies a particular announcer or except where a fee is required by any governing labor or-ganization.

the client specifies a particular announcer or except where a fee is required by any governing labor organization. Additional charges are made for programs requiring special production. Contract and Other Requirements Advertising of alcoholic beverages, other than hear and wine, not accepted.

All programs subject to acceptance of the management and must conform to station policy and government regulations. Right is reserved to reject or discontinue any advertising or program. Only station announcer allowed at microphone.

Neparate programs advertising separate products of the same company shall be considered as separate contracts and may not be combined for lower rates unless this combination is included in one advertising contract through one advertising agency and unless the programs are run adjacent to each other so that the combination forms one continuous broadcast. Closing Time

Talent programs close one month in advance of broadcasts. Announcements and transcribed programs

Clasing Timegrams close one month in advances. Closing Timegrams close one month in advance of broadcasts. Announcements and transcribed programs close one week in advance of broadcast.

All talks must be submitted in manuscript form prior to 12:00 noon day preceding broadcast. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for both vertical and lateral cut recordings. Personnel

Manager—Howard L. Bailey. Representatives

Manager—Howard L. Banes Representatives Paul H. Raymer Company.

**VISALIA** (Tulare County)

KTKC
(Established 1937)



Rates effective January 1, 1944. (Card No. 5.)

Owned and operated by Tulare-Kings Counties Radio Associates.

Business Office and Studio—P. O. Box 511, Visalia, Calif., Visalia 575.

Transmitter—1-3/5 miles southwest of Visalia, Calif.

Wave—Power—Time
Operating power—5,000 watta.

319.1 meters; 940 kilocycles.

Licensed to operate full time. Operates on Pacific War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% allowed on net station time to accredited advertising agencies; no cash discount. Accounts payable lifth of month following service.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Pacific Coast Group).

Itates are for station time only; talent is extra.

The following rates are for national advertising and include music copyright fees.

(CLASS "A"

(6:00 p.m. to 10:30 p.m. and 12:00 noon to
1:00 p.m.)

1 ti. 18:ti. 26:ti. 52:ti. 104:ti. 260:ti.
1 hour... 100.00 95.00 90.00 80.00 75.00 70.00
1/4 hour... 60.00 57:00 54:00 48:00 45:00 42:00
1/4 hour... 60.00 38:00 38:00 82:00 30:00 28:00
5 minutes 20:00 19:00 18:00 16:00 15:00 14:00
1 minute 15:00 14:00 13:00 12:00 11:00 10:00
CLASS "B"

(8:00 a.m. to 12:00 noon and 1:00 r.m. to
5 minutes 10:00 14:25 6f.50 60:00 58:25 52:50
1/2 hour... 45:00 42:75 40:50 88:00 88:75 81:50
1/4 hour... 30:00 14:25 18:50 12:00 11:25 10:50
1 minutes 12:00 11:00 10:00 9:00 8:00 7:00 6:00 5:00
CLASS "C"
CLASS "C"

(10:30 p.m. to 12:00 midnight and 6:00 a.m.

SPECIAL FEATURES

News: Daily broadcasts of world wide news and one local newscast.

POLITICAL

Subject to regular station time rates and policies—payable in advance.

TALENT

Can secure any type of artists desired at local union rates. No percentage charge made for securing talent—rates on request.

REMOTE CONTROL

Equipped to handle remote control programs from any origin, subject to additional charges for line rental, plus 5.00 charge as announcer's fee.

TRANSCRIPTIONS

Library available—rates on request.

Contract and Other Requirements

Advertising of beer and wine acceptable.

Discounts are predicated upon the fulfillment of contracts within 12 months, dating from the first broadcast. Contracts and copy subject to approval.

Closing Time

Talent programs close 72 hours in advance of starting date; announcements and talks close 48 hours in advance of starting date; recorded programs close 24 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for both vertical and lateral cut recordings.

Personnel

Station Manager—Charles P. Scott.

Representatives

Chicago, New York—William Q. Rambeau Company.

Los Angeles, San Francisco—W. S. Grant Co.

#### WATSONVILLE

(Santa Crus County) KHUB (Established 1937)



Rates effective May 1, 1945.
Rates received March 8, 1945.
Owned and operated by Luther E. Gibson.
Business Office and Studio-Watsonville. Calif., Watsonville 1700 and 1701.
Transmitter-Watsonville, Calif.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time. Operates on Pacific
War Time.

Agency Commission 15% commission on net station time; no cash discount.

discount.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Pacific Coast Group).

Rates include music copyright fees.

1 13 26 52 100 150 300
11 11 11 11 11 11 11 11 11 11.

1 hour... 48.00 46.00 44.00 42.00 40.00 38.00 35.00
1/2 hour... 33.00 31.00 29.00 27.00 25.00 23.00 20.00
1/4 hour... 17.00 16.40 16.00 15.20 14.40 13.80 11.90
5 minutes 8.40 8.00 7.40 7.10 6.50 6.00 5.50
100 words... 4.80 4.60 4.20 3.90 3.85 3.30 3.00
50 words... 3.10 2.95 2.80 2.60 2.40 2.25 2.00

SPECIAL FEATURES
News: Regular rates apply.
POLITICAL
One time rate applies; payable in advance.

TALENT
Talent, extra voices, and sound effects carry additional fees and charges.

REMOTE CONTROL

Wire and mechanical facilities and announcer and
operator fees for remote control lines are not included in these rates. Rates on request.

TRANSCRIPTIONS
One minute transcriptions take the 100 word announcement rates; no surcharge.

SERVICE FACILITIES
Centinuity department is at the disposal of the advertiser. Audition studies are maintained for advertisers and agencies.

Contract and Other Requirements
Programs and announcements are subject to station
approval and Federal Communications Commission
regulations. Right reserved to refuse, discontinue or
cancel any contract.

cances any contract.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turntables for lateral and vertical out recordings.

Personnel General Manager—Roger R. Hunt.

Representatives W. S. Grant Company.

0

#### **COLORADO**

#### **ALAMOSA**

(Alamosa County)

KGIW

(Established 1929)
Rates effective March 15. 1938.
Owned and operated by E. L. Allen.
Business Office and Studio—Alamoss, Colo., telephone

Transmitter—East Alamosa, Colo.

Transmitter—Less Lamesa. Colo.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate specified hours. Operates on
Mountain War Time,
Operating schedule: 7:00 a.m. to 8:80 p.m.

Agency Commission
15% to recognized advertising agencies; no commission on talent.

General Advertising
For combination rates see Keystone Network.
The following rates are for both local and national ASCAP fee of 5% is added to all contracts. To be used in one month. 1 tl. 18 tt. 1/2 hour. 15.00 11.00 15.00

ANNOUNCEMENTS
To be used in one month.

18 ti. 26 ti. 52 ti. 1.50 1.25 1.00 52 ti. 104 ti. 208 ti. ......75 .65 .50 SPECIAL FEATURES
Newscasts—Five minutes on the hour: 1 times in one month, each... 26 times in one month, each...

TALENT
Rates on request, Services of announcer are included without additional charge.

TRANSCRIPTIONS
Library services available—rates and details on re-

Contract and Copy Requirements
Advertising of alcoholic beverages accepted.
Copies of all programs must be left on file with the station.

Closing Time Programs ing jime ograms and advertising matter must be submitted d filed with the station at least 24 hours prior broadcast. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 r.p.m. single turntable and 78
r.p.m. double turntable. Lateral equipment for 83-1/8
r.p.m. recordings.

Representatives

## COLORADO SPRINGS

(El Paso County)

KVOR
(Established 1922)

Established 1922)

Rates revised December 1, 1948. (Card No. 5.)

Owned and operated by Out West Broadcasting Co.

Business Office and Studio—Antiers Hotel, Colorado

Springs, Colo., Main 278.

Transmitter—City Limits. East Platte Ave.. Colorado

Springs, Colo.

Apren Pome—Tim-

Wave—Power—Time
Operating power—1,000 watts.
230.8 meters; 1300 kilocycles.
Licensed to operate full time. Operates on Mountain War Time, Operating schedule: Sundays 7:00 a.m., to 11:30 p.m.; week days 6:30 a.m. to 11:30 p.m.

week uses the description of the description agencies; no cash discount. No commission on talent, Bills due and payable 10th of following month.

General Advertising

SPECIAL FEATURES
News, time signals, sports review, weather reports, temperature reports—rates on request.

Payable before broadcast begins. Copy of political supeeches or interviews involving controversial subjects must be submitted to station 24 hours in advance of broadcast and left as a permanent record. TALENT

Rates on request.

REMOTE CONTROL
Equipped with facilities for bandling programs originating outside of the studies.

Equipped with facilities for handling programs originating outside of the studies.

SERVICE FACILITIES

Station offers its national advertisers a local merchanditaing service.

Contract and Other Requirements
Programs must conform to standards of station,
Copy prepared by advertiser must have station's approval in advance. Right reserved to refuse or discontinue any program.

Contracts, unless otherwise agreed, subject to cancellation by a 30 day advance notice with acknowledgement of any short rates to the date of cancellation. Such short rate to be on the basis of rates in effect on date of contract.

Program sponsors may purchase additional announcements during life of contract accepted for more than one year.

Where lower rates are earned during life of contract, such additional discounts shall be retroactive and paid as earned at the end of each 1S, 26, 89 and 52 week period.

Programs subject to change of time on four weeks' notice, to accommodate network programs. All proposals subject to prior booking of time.

Closing Time
Talent programs, ten days in advance: announcements.

Closing Time
Talent programs, ten days in advance; announce
and recorded programs, three days in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Station Manager—Everett Shupe.

Representatives
The Kats Agency, Inc.

DENVER

(Denver County) KFEL (Established 1922)



Rates effective October 1, 1944. (Card No. 14.) Owned and operated by Eugene P. O'Fallon, Inc. Business Office and Studio—Albany Hotel, Denver-2. Colo., Keystone 0178.
Transmitter—5850 W. 2cth Ave., Denver, Colo.

/ave-Power-Time
Operating power-5.000 watts.
315.8 meters; 950 killocycles.
Licensed to operate undimited time. Operates on
Mountain War Time.
Operating schedule: 24 mours daily.

Agency Commission Agency commission 15% on net time to recognized advertising agencies. Rates subject to 2% cash discount for payment by 10th of month following broadcast or 5% discount for payment monthly in advance.

General Advertising
For combination rates see Mutual Broadcasting System.
The following rates are for local and national advertising.

CLASS "A"
(6:00 p.m. te 10:00 p.m.)
1 hr. 1/2 hr. 1/4 hr. 1/
10:00 0 10:00 80.00 (10:00 p.m.)
70:00 102:00 88:00 (10:00 p.m.)
50:00 90:00 64:00 (10:00 p.m.)
50:00 90:00 60:00 (10:00 p.m.)
60:00 90:00 60:00 (10:00 p.m.)
60:00 78:00 52:00 (10:00 p.m.)
60:00 78:00 52:00 (10:00 p.m.) (6:00 p 1 hr. 1 kr. 1 times 200.00 13 times 180.00 52 times 180.00 104 times 140.00 156 times 130.00 195 times 120.00 260 times 110.00 m.)
10 min.
60.00
51.00
48.00
45.00
42.00
38.00
36.00
33.00 5 min. 40.00 34.00 32.00 30.00 28.00 26.00

CLASS "B"

(7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)

1 time.. 100.00 60.00 40.00 30.00 3 times 85.00 51.00 34.00 25.50 6 times 80.00 48.00 32.00 24.00 2 times 75.00 45.00 30.00 22.50 4 times 75.00 42.00 28.00 21.00 6 times 65.00 39.00 26.00 19.50 6 times 65.00 39.00 26.00 19.50 5 times 60.00 36.00 24.00 18.00 1 time. 100.00 13 times 85.00 26 times 75.00 52 times 75.00 104 times 65.00 195 times 60.00 260 times 55.00 20.00 17.00 34.00 32.00 30.00 28.00 26.00 24.00 22.00 17.00 16.00 15.00 14.00 13.00 12.00 11.00 10.00

33.00 22.00 16.30 p.m. to
12:30 s.m.)
30.00 20.00 15.00
25.50 17.00 12.70
24.00 16.00 12.00
22.50 15.00 11.20
22.50 15.00 10.50
19:50 13.00 9.75
18:00 12.00
9.76
18:00 12.00
9.70
18:50 13.00 9.75
18:00 12.00
9.70
18:50 11.00 8.25 50.00 42.50 40.00 37.50 35.00 32.50 30.00 27.50 1 time..
13 times
26 times
52 times
104 times
156 times
195 times
260 times 8.50 8.00 7.50 7.00 6.50 6.50

ANNOUNCEMENTS

SPECIAL FEATURES

News: 10 minute newscast daily, including Sundays, with 150 words commercial copy, per week 108.00; daily except Sundays, per week 100.00; three week days, per week 60.00.

"Late Sports" Beriew: Ten minutes evening broadcast daily except Sunday, with 150 words of commercial copy, per week, including sportcaster, 100.00; three days per week 60.00.

Discounts on the above spenial features are for uninterrupted service:

13 weeks.

26 weeks.

10%

TALENT

Rates on request. Rates include services of one staff announcer. If client specifies a particular announcer or requires additional announcers, add talent cost. REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser when required in advance.

TRANSCRIPTIONS

Library service supplied without additional charge.

Closing Time

Two weeks in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings. Instantaneous recording equipment smallable.

Manager—Gene O'Fallon, Director—Frank Bishop.

Representatives

John Blair and Company.

#### COLORADO—Continued

## DENVER—Continued

KLZ (Established 1920)

Rates effective July 1, 1944. (Card No. 14.)

Owned and operated by the KLZ Broadcasting Company, Inc.

Business Office and Studio—Shirley Savoy Hotel,
Denver 2, Colo., Main 4271.

Transmitter—So. Franklin at Hampden, Englewood,
Colo.

Wave—Power—Time
Operating power—5,000 waits.
555.7 meters; 560 klocycles.
Licensed to operate full time on regional channel.
Operates on Mountain War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight:
week days 6:00 a.m. to 12:00 midnight.
Agency Commission
15% to recognized advertising agencies on station
time charges; no cash discount. No commission on
talent. Bills due and payable 10th of following month.
Saneral Advertising
For combination rates see Columbia Broadcasting
System (Mountain Group) and Columbia Pacific Network (Supplementary Stations).
Day and night programs may be combined to earn
frequency discounts. Program eponsors may purchase
additional announcements during life of contract at
frequency discounts. Program eponsors may purchase
additional announcements during life of contract at
frequency discounts. Program by programs.
The following rates are for national advertising and
include music copyright fees.

(E.30 p.m. to 10:30 p.m.) 250 or
1 hour... 225.00 213.75 202.50 191.25 180.00 168.75
1/2 hour... 134.00 127.25 120.50 114.00 107.25 180.00 168.75
1/4 hour... 13.75 75.00 71.00 67.00 68.00 59.00
5 minutes 44.75 42.50 40.25 38.00 35.75 33.50

CLASS "B"

(9:00 a.m. to 6:00 p.m., except Sunday afternoon and 10:30 p.m. to 12:00 midnight)
1 hour.... 115.00 109.25 103.50 97.75 92.00 86.25
1/4 hour... 42.00 40.00 38.00 35.75 33.75 31.50

These "B" rates less 25%.

CLASS "C"

(12:00 noon to 6:00 p.m. sunday control

Class "B" rates plus 25%.

ANNOUNCEMENTS

Independent day and night announcements may be
combined to earn frequency discounts.

Rates are the same for 25 word chain breaks, live
announcements up to 100 words or one minute transcribed announcements.

(6:00 a.m. to 6:00 p.m. and
1:00 p.m. to 1:200 midnight, Monday through Saturdsy. Live ta

Service 25.00

Rates on request.

REMOTE CONTROL

Equipment available—details on request. Mobile unit available. TRANSCRIPTIONS
Regular rates apply. Library available—rates on re-

quest. SERVICE FACILITIES

Complete merchandising service offered national ad-

Complete meronical vertifers.
Closing Time
One full business day before scheduled broadcast

time.

Mechanical Program Equplment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turntables for vertical and lateral out recordings. Instantaneous recording equipment available.

Personnel
Manager—Hugh B. Terry.
National Representatives The Kats Agency, Inc.

KMYR (Established 1941)



Rates received July 14, 1944.
Owned and operated by KMYR Broadcasting Co.
Business Office and Studio—1626 Stout St., Denver 2, Colo.
Transmitter—Equitable Bldg., 17th and Stout St.,
Denver, Colo.
Ave—Powe—Time
Operating power—250 watts.
223.9 meters; 1840 kilocycles.
Licensed to operate full time on local channel. Op-



erates on Mountain War Time. Operating schedule: Sundays 7:00 a.m. to 12:30 a.m.; week days 19 hours. Agency Commission POLITICAL Rates on request. Rates on request.

REMOTE CONTROL

Facilities subject to extra charges for line and me-Facilities subject to extra charges for line and mechanical costs.

TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service.

SERVICE FACILITIES

Station maintains a competent staff of writera and production personnel for effective production of any type of program.

Closing Time

Contracts close one week in advance of first broadcast; announcement copy closes 12 hours in advance; transcriptions and talks close 24 hours in advance; Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using \$33-1/\$ and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Station Manager—A. G. Meyer.

Representatives William G. Rambeau Company.

KOA (Established 1924)



| 1   | hour                                  | 820.00 |
|-----|---------------------------------------|--------|
| 1/2 | hour                                  | 192.00 |
| 1/4 | L a                                   |        |
|     | hour.                                 | 128.00 |
| 10  | minutes.                              | 107.00 |
| - 6 | minutes                               |        |
| •   |                                       | 64.00  |
|     | (This fisting continued on next page) |        |
|     | ( is mering courtinged ou next bade)  |        |

# **DENVER—Continued**

| K O A—Continued                                    |
|--|
| CLASS "B"  |
| (12:00 noon to 6:00 p.m. Sundays)                  |
| 1 bour   |
| 1/2 hour   |
| 1/4 hour   |
| 10 minutes 80.00                                   |
| 5 minutes  |
| CLASS "C"  |
| (10:30 p.m. to 11:15 p.m. and 9:00 a.m. to         |
| 6:00 p.m. daily except Sunday afternoon)           |
| 1 hour 160.00                                      |
| 1/2 hour   |
| 1/4 hour   |
| 10 minutes   |
|  |
| CLASS "D"  |
| (11:15 p.m. to 12:00 midnight and 7:00 a.m.        |
| to 9:00 a.m.)                                      |
| 1 hour   |
| 1/2 hour   |
|  |
| 10 minutes   |
|  |
| CLASS "E"  |
| (12:00 midnight to sign-off and sign-on to         |
| 7:00 a.m.)   |
|  |
| 1/2 hour   |
| 10 minutes 27.00                                   |
| 5 minutes 16.00                                    |
| CLASS "F" SERVICES                                 |
| Musical Clock-Broadcast prior to 9:00 a.m., Monday |
| through Saturday. Program cost includes transcrip- |
| tions and/or records. Additional charge for live   |
| talent. Time Cost Program Cost                     |
| Gross Net  |
| Six days weekly: Per Week Per Week                 |
| 1 hour unit  |
| 1/2 hour unit                                      |
| 1/4 hour unit                                      |
| Three days weekly:                                 |

Six days weekly:

1 hour unit.....

1/2 hour unit.....

1/4 hour unit.....

Three days weekly: 60.00 30.00 15,00 192.00 128.00

DISCOUNTS AND REBATES

## ANNOUNCEMENTS AND COOPERATIVE PROGRAMS

PROGRAMS

Frequency rates are based on number used during a 12 month period and become effective from beginning of service only on firm contracts or as contracts become firm. Announcements only may be combined to earn lower frequency rates.

Announcement service which has been maintained for 52 consecutive weeks and continues, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues.

| Announcementa | (6:00 p.m. to 10:30 p.m.) | 1 ti. 10 ti. 25 ti. 50 ti. 100 ti. (†) | 1 minute... | 32.00 30:40 28.80 27.20 25.60 24.00 | 1 minute... | 16:00 15:20 14:40 | 18:60 12:80 12:00 | (†) 300 or more times.

Cooperative Feature
Home Forum—Monday through Friday; available to
non-competitive producers and manufacturers in food
products, home equipment and fashion fields; commercial continuity prepared by program director from
material supplied by client:

1 ti. 10 ti. 25 ti. 50 ti. 100 ti. (†)

Station Break Announcements
Maximum length—live 25 words, transcribed 12 seconds: 6:00 p.m. to 10:30 p.m., net..... 10:30 p.m. to 6:00 p.m., net.....

SPECIAL SERVICES

KOA Alarm Clock Club: 50 words, Monday through
Saturday, 5:30 a.m. to 6:30 a.m., sir announcements
weekly, per week 48.00 net time cost plus 5.00 talent

Daily announcements prior to 6:00 p.m., 50 words, seven announcements weekly, net, per week 72.00.

REMOTE CONTROL

Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

TRANCEDETIONS

TRANSCRIPTIONS
Regular rates apply.

negurar rates apply.

SERVICE FACILITIES

Services of the station's program department, staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event client specifies a particular staff announcer or except where a fee is required by any governing labor organization.

Closing Time
Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

For vertices.

Personnel
General Manager—Lloyd E. Yoder.
Asst. Mgr. in Charge of Commercial Activities—
James R. MacPherson.
Sales Promotion Manager—Charles H. Philips.
Asst. Mgr. in Charge of Engineering—Robert H.
Awen.

KPOF (Established 1928)



Owned and operated by Pillar of Fire, 1845 Champa St., Denver 3, Colo. ave—Power—Time Operating Dower—1,000 watts, 330.7 meters; 910 kiloxyoles.

Does not call time

KVOD (Established 1925)



#### **BLUE NETWORK STATION**



Rates effective November 15, 1944, (Card No. 11.)
Owned and operated by Colorado Radio Corporation.
Business Office and Saudios—1022 Midland Savings
Bldg., Denver, Colo... Tabor 2291.
Transmitter—North of Denver, Colo.

(This listing continued on next page)

Representatives
National Broadcasting Company, Inc., (Spot Sales.)



# KOA LEADS THE WAY IN POWER!

KOA is the dominating force in its "area of influence." This includes Colorado and adjoining states.

It's probably the only U. S. station with over three times the power of all competing stations in the city wherein it is located and with nearly double the power of all stations in the state it serves.

With its 50,000 watts, KOA carries your messages to more radio families at lower cost per listener than any other Denver station or combination of stations in Denver or Colorado.

KOA's big story is results for advertisers. Power is the big reason for KOA's results! When KOA listeners hear your message they respond!

IN DENVER-KOA GIVES YOU MORE THAN THE OTHER FOUR 50,000 Watts POWER

PROGRAMS Top NBC Shows COVERAGE Denver and the Mountain and Plains States Region
LISTENER LOYALTY\* 59% to 79% in seven of Colorado's Largest Cities
DEALER PREFERENCE \*\* 68.8%

\*NBC Survey "1077 Cities" \*\*Ross-Federal Survey



1945 RADIO'S 251h

## **COLORADO**—Continued

#### DENVER—Continued K V O D-Continued

/ave-Power-Time
Operating power-5.000 watts,
476.2 meters; 630 kilocycles.
Licensed to operate unlimited time. Operates on
Mountain War Time.

Operating schedule Sundays 7:00 a.m. to 12:00 midnight; week days 5:30 a.m. to 12:00 midnight.

Agency Commission

15% to recognized agencies on time only; no cash discount. Bills due and payable when rendered.

quest.
TRANSCRIPTIONS
Library available—rates and details on request.
TALENT

Library available—rates and tetalis on request.

Itates on request.

Contract and Other Requirements

No contract to exceed one year.

Preferred position governed by priority and availability of time. Time of program is subject to change to other periods on 14 days' notice; announcements on 24 hours' notice. Extra charge will be made when announcements are required to be given by other than one station announcer.

All program and announcement rates quoted are net time rates after deduction of all applicable discounts. Contracts subject to cancellation unless schedule starts within 60 days; contracts subject to approval of station management and governmental regulations Right reserved to refuse or discontinue any advertising and/or programs.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Pres. & Gen'l Mgr.—Wm. D. Pyle.

Station Manager—T. C. Ekrem.

Sales Promotion Manager—Con Hecker.

Representatives

Joseph Hershey McGillvra, Inc.

#### **DURANGO**

(La Plata County) KIUP

#### (Established 1935)

Rates effective September 1, 1943.

50 words or 1/2 min.

1.50

Rates effective September 1. 1943.

Owned and operated by The San Juan Broadcasting Company, Inc.

Business Office and Studio—2800 Main Ave., Durango, Colo., telephone 117.

Transmitter—2800 Main Ave., Durango, Colo.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel. Operating schedule: 8:00 a.m. to 8:00 p.m.
Agency Commission
15% to recognized advertising agencies provided payment is made within 10 days following billing; cash discount 2% of net—10 days from invoice date. No commission or discount on talent. Invoices mailed first of each month.

General Advertising

|     |          | 1 ti. | 13 ti. | 26 ti. | 52 tt. | 100 ti. | 300 ti. |
|-----|----------|-------|--------|--------|--------|---------|---------|
| 1   | hour     | 40.00 | 39.00  | 38.00  | 37.00  | 34.00   | 82.00   |
| 1/2 | hour     | 22.50 | 22.00  | 21.85  | 20.80  | 19.15   | 18.00   |
| 1/4 | hour     | 18.75 | 18.40  | 13,00  | 12.70  | 11.70   | 11.00   |
| 10  | minutes  | 10.00 | 9.75   | 9.50   | 9.25   | 8.50    | 8.00    |
| 5   | minutes  | 7.50  | 7.30   | 7.10   | 6.95   | 6.40    | 6.00    |
|     |          | ANI   | NOUNC  | EMEN   | TS     |         |         |
| 100 | words or |       |        |        |        |         |         |
| 1   | minute   | 2.50  | 2.35   | 2.25   | 2.00   | 1 75    | 1.50    |

1.40 1.80 1.25 1.15 1.00

POLITICAL
Regular rates apply. Advance payment will be required. Programs subject to prior booking of time.
Typewritten speech required previous to time of

TALENT

Sponsor may furnish own talent subject to approval or arrange for station staff talent. Orchestras, soloists and entertainers available at cost.

REMOTE CONTROL
Rates on request. Payment of charges for all remote control installations required in advance.

SERVICE FACILITIES
Services of regular station announces, technicians, atudios and records are furnished et no extra charge.

acutions and records are furnished at no extra charge. Contract and Other Requirements
Contracts subject to approval. Right reserved to refuse all programs and announcements or to discontinue advertising for reasons satisfactory to the station. No contract accepted for longer than one year.

year.
Closing Time
Closing date for aponaored programs one week in advance. For announcements, talks, etc., one day

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for lateral cut recordings.

Personnel
Manager—Raymond M. Beckner.

Representatives
Eastern—Thomas F. Clark Company, Inc.
Pacific Coast—Homer Griffith Company.

#### GRAND JUNCTION

(Mess County)
KFXJ (Established 1926)



Rates effective August 1, 1943.

Owned and operated by Western Slope Broadcasting Company.

Business Office—First National Bank Bldg., Grand Junction, Colo., Grand Junction 126.

Studio and transmitter — Hillcrest Manor, Grand Junction, Colorado.

Junction, Colorado.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights.
326.1 meters; 920 kilocycles.
Licensed to operate full time on regional channel. Operates on Mountain War Time.
Agency Commission
15% to recognized advertising agencies providing payment is made within 10 days following statement; no cash discount. No commission on talent. Invoices mailed first of month.
General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.
The following rates are for national advertising. All accounts for local firms handled through an agency are considered national accounts.

(12:00 neon to 1:00 p.m. and 8:00 p.m. to 19:00 p.m.)

|               |       | 10:00  | p.m.)  |        |         |         |
|---------------|-------|--------|--------|--------|---------|---------|
|               | 1 ti. | 13 ti. | 26 tl. | 52 t1. | 100 ti. | 300 ti. |
| 1 hour        | 70.00 | 68.25  | 66.50  | 64.75  | 63.00   | 59.50   |
| 1/2 hour      | 42.00 | 40.95  | 89.90  | 88.85  | 87.89   | 85.70   |
| 1/4 hour      | 28.00 | 27.80  | 26.60  | 25,90  | 25, 20  | 23,80   |
| 5 minutes     | 10.00 | 9.75   | 9.50   | 9.25   | 9.00    | 8,50    |
| 100 words or  | 1     |        |        |        |         |         |
| minute        | 5,00  | 4.87   | 4.75   | 4.62   | 4.50    | 4.25    |
| 50 words or 1 | /2    |        |        |        |         |         |
| minute        | 3.00  | 2.92   | 2.85   | 2.77   | 2.70    | 2.55    |
| 40 word chai  | n     |        |        |        |         |         |
| breaks        | 5.00  | 4.87   | 4.75   | 4.62   | 4.50    | 4.25    |
|               |       | CLASS  | 3 "B"  |        |         |         |
| /T .OO        |       | 0.00 - |        |        | 4- 0-0  | ^       |

(7:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight week

|                 | Qay   | 81    |       |       |      |
|-----------------|-------|-------|-------|-------|------|
| 1 hour 35.00    | 84.18 | 88.25 | 32.38 | 31,50 | 29.7 |
| 1/2 hour 21.00  | 20,48 | 19.95 | 19.43 | 18.90 | 17.8 |
| 1/4 hour 14.00  | 13.65 | 13.80 | 12.95 | 12.60 | 11.9 |
| 5 minutes 5.00  | 4.88  | 4.75  | 4.68  | 4.50  | 4.2  |
| 100 words or 1  |       |       |       |       |      |
| minute 2.50     | 2.48  | 2.37  | 2.31  | 2.25  | 2.13 |
| 50 words or 1/2 |       |       |       |       |      |
| minute 1.50     | 1.46  | 1.42  | 1.38  | 1.85  | 1.27 |
| 40 word chain   |       |       |       |       |      |
| break 2.50      | 2.43  | 2.37  | 2.31  | 2, 25 | 2.13 |
|                 | POLIT | 1CAL  |       |       |      |
|                 |       |       |       |       |      |

Class "A" rates apply.

TALENT

Class "A" rates apply.

TALENT
Talent of any nature, musical or dramatio, available—
rates on request. Services of announcer are included
without extra charge.

REMOTE CONTROL
All wire and mechanical charges for remote control,
all traveling expenses, salarise, etc., for artists are
to be paid in advance by advertiser when so required.

TRANSCRIPTIONS
Rates on request.
Contract and Other Requirements
No blanket contracts accepted. No contracts accepted
for more than one year. Contracts subject to cancellation unless program starts within 30 days.
Contracts subject to approval of station management
and government regulations. Right reserved to refuse
or discontinue any adverticing.
All orders for advertising subject to approval as to
continuities, music, program arrangement, etc.
Closing Time
Closing date for talent programs is two weaks in ad-

continuities, music, program acceptance of time
Closing date for talent programs is two weeks in advance. Announcements, talks and recorded programs close one week in advance.
Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33:1/3 and 78 r.p.m. turntables for lateral and vertical cut recordings.

Parsannel

Personnel
Managing Director—Rex Howell.
Representatives
The Walker Company.

#### GREELEY

(Weld County)

KFKA
(Established 1921)

Rates effective February 1, 1938. (Card No. 55-N.) Owned and operated by The Mid-Western Radio Corporation.

Business Office and Studio—620 Eighth Ave., Greeley,

Colo. Transmitter-Hoover Park, Greeley, Colo.

#### Wave-Power-Time

Ave—Power—Time
Operating power—1,000 watts.
329.7 meters; 910 kilocycles.
Licensed to operate on regional channel. Operates on
Mountain War Time.
Operating schedule: Sundays 5:00 a.m. to 6:30 a.m..
9:00 a.m. to 11:00 a.m. 12:30 p.m. to 3:00 p.m..
4:30 p.m. to 6:00 p.m. and 9:00 p.m. to 12:30 a.m.;
week days 5:00 am. to 7:15 a.m., 9:00 a.m. to 2:30
p.m., 4:30 p.m. to 6:30 p.m. and 8:30 p.m. to 1:00
a.m.

#### Agency Commission

15% to recognized advertising agencies; cash discount 2%-10 days from date of invoice.

General Advertising

The following rates are for national advertising.

(All hours)

|     |         | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 t.1 | 300 ti. |
|-----|---------|-------|--------|--------|--------|---------|---------|
|     | hour    |       | 66.50  | 63.00  | 59.50  | 56,00   | 52.50   |
|     | hour    |       | 39.90  | 37.80  | 35.70  | 33.60   | 31.50   |
| 1/4 | hour    | 28.00 | 26.60  | 25.20  | 23.80  | 21.40   | 20.00   |
| 5   | minutes | 14.00 | 13.30  | 12.60  | 11.90  | 11.20   | 10.50   |
|     | A?      | NOUN  | CEME   | NT SE  | ERVIC  | E       |         |
|     |         |       |        |        |        |         |         |

ANNOUNCEMENT SERVICE

(5:00 a.m. to 6:00 p.m. and 10:00 p.m. to

1:00 a.m.)

1 ti. 13 ti. 26 ti. 52 tii. 100 ti. 300 ti.

50 words... 3.00 2.85 2.70 2.55 2.40 2.25

100 words... 4.50 4.28 4.05 3.83 3.60 3.88

(6:00 p.m. to 10:00 p.m.)

Chain break

(20 words) 10.00 9.50 9.00 8.50 8.00 7.50

TALENT

Rates on request.

#### REMOTE CONTROL

All wire and mechanical charges for remote control, and for additional announcer if needed, are in addition to station time.

#### TRANSCRIPTIONS

No extra charge where program structure calls for use of transcription library service.

#### Contract and Other Requirements

Preferred position governed by priority. Times of broadcast subject to change on two weeks' notice to accommodate network broadcasts. No blanket contracts accepted. No contracts accepted for longer than 12 months. All contracts subject to approval of station management and governmental regulations. Right reserved to refuse or discontinue any advertising.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel ,
Managing Director—H. E. Green.
Station Manager—Francis Price. Representatives

#### LA JUNTA

(Otero County)

KOKO

Rates effective August 1, 1944. Owned and operated by the Southwest Broadcasting Company.
Business Office and Studio—La Junta, Colo.
Transmitter—Highway 50, La Junta, Colo.
Wave—Power—Time

Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on Mountain War Time.
Operating schedule: 6:30 s.m. to 10:00 p.m.

Agency Commission

15% to recognized advertising agencies; cash discount —.

General Advertising For combination rates see Keystone Network.

| 1/2 hour  | 15.00<br>7.50 | 11.00<br>5.50 | 7.00<br>8.50                    |
|---|---------------|---------------|---------------------------------|
| ANNOUNCEL   |               |               |                                 |
| 1 ti.<br>1 minute   | 1.50<br>52 t1 | 1.25          | 52 ti.<br>1.00<br>208 ti.<br>50 |
| SPECIAL FEA   |               |               |                                 |
| Newscasts—Five minutes:  1 time  13 times in one month, each. 26 times in one month, each. Other special features—rates | <del></del>   |               | 5.50                            |

POLITICAL

1/4 hour 7.50; no frequency discount.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for lateral cut recordings.

Personnel

Station & Prom. Mgr.-Leonard E. Wilson.

Representatives

Thomas F. Clark Company, Inc.

#### **PUEBLO**

(Pueblo County)

#### KGHF (Established 1928)

(Established 1928)

Rates effective July 1, 1844.

Owned and operated by C. P. Ritchie.

Studio—Pueblo Savings & Trust Co., Bidg., P. O.

Box 293, Pueblo, Colo, telephone 3877.

Transmitter—U. S. Highway No. 87, south of Pueblo.

Colo.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights.

222.2 meters; 1350 kilocycles.

Licensed to operate full time. Operates on Mountain
War Time.

Agency Commission

4-

the time Class "A" rates apply; no frequency discount.

TALENT

Rates on request. Additional charge is made where more than one announcer is necessary.

REMOTE CONTROL

Additional charges are made for programs originating outside the studios.

TRANSCRIPTIONS
Regular rates apply.

Contract and Other Requirements
Rates are for station time only. Preferred position governed by priority and availability of time. Times of broadcast subject to change on four weeks' notice to accommodate network programs. Contracts subject to approval. Right reserved to refuse or discontinue any advertising and/or programs.

Earned rates allowed retroactively on the number of broadcasts within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year. Contracts cancelled before expiration take earned rate.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using \$33-1/3\$ and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel
Manager—Curtis P. Ritchle.

Personnel
Manager—Curtis P. Ritchie.
Commercial Manager—Maxson I. Revens.

Representatives
Joseph Hershey McGillyra Inc.

## **STERLING** (Logan County) KGEK

EAU C. R. (Established 1926) (Established 1926) (Established 1926) Owned and operated by Elmer G. Beehler. Business Office and Studio—Fleming Road, Sterling. Colo. telephone 879, Transmitter—Fleming Road, Sterling, Colo.

Transmitter—Fighing Road, Sterling, Colo.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate on local channel. Operates un
Mountain War Time.
Operating schedule: Sundays 11:00 a.m. to 12:15
p.m., and 2:30 p.m. to 3:30 p.m.; daily 11:30 a.m. to
1:30 p.m.; Tuesday and Friday nights 7:15 p.m. to
8:45 p.m.

1:30 p.m.; Tuesday and Friday nights 7:15 p.m. to 8:45 p.m.

Agency Commission
15% on broadcasting to recognized advertising agencies providing payment is made by 10th of month following aervice; no cash discount.

General Advertising
For combination rates see Keystone Network.
The following rates are for national advertising.
11. 15. 15. 15. 25 tl. 156 tl. 300 tl.
1/2 hour..... 16.0 15.76 15.50 15.37 15.25 15.15
1/4 hour..... 8.78 8.50 8.37 8.25 8.15 8.10
5 minutes 4.50 4.28 4.05 8.83 3.60 3.40
1 minute. 2.50 2.38 2.25 2.12 2.06 2.00
50 words... 1.50 1.40 1.37 R.25 1.20 1.15

Newscasts—35 word apot daily, three months' contract, per month 45.00; six months' contract, per month 45.00; six months' contract, per month 45.00; switchied on 1/4 hour news programs.
Live stock, markets and weather reports—50 word spot daily, two months' contract, per month \$2.00 Scheduled on 1/4 hour news programs.
Live stock, markets and weather reports—50 word spot daily, two months' contract, per month \$2.00 scheduled on 1/4 hour news programs.
Live stock, markets and weather reports—50 word spot daily, two months' contract, per month \$2.00 scheduled on 1/4 hour news programs.
Live stock, markets and weather reports—50 word spot daily, two months' contract, per month \$2.00 scheduled on 1/4 hour news programs.
Live stock, markets and weather reports—50 word spot daily, two months' contract, per month \$2.00 scheduled on 1/4 hour news programs.
Live stock, markets and weather reports—50 word spot daily two months' contract, per month \$2.00 scheduled on 1/4 hour news programs.
Live stock, markets and weather reports—50 word spot daily two months' contract, per month \$2.00 scheduled on 1/4 hour news programs.
Live stock markets and weather reports—50 word spot daily two months' contract, per month \$2.00 scheduled on 1/4 hour news programs.

Live stock markets and weather program the scheduled on 1/4 hour news programs.

#### CONNECTICUT

#### CONNECTICUT STATE NETWORK

270 Atlantic St., Stamford, Conn., Stamford 4-7575 Rates effective August 1, 1943, (Card No. 3-A.)

Comprised of:
WNAB-Bridgeport WNLC-New London
WTHT-Hartford WSRR-Stamford
WELI-New Haven WATR-Waterburv
Wave-Power-Time
See individual listings.

Agency Commission
15% on net charges for station facilities to recognized spenicies; no cash discount. No commission on program costs, production charges or taient. Bills due and payable on 10th of month following broadcast.

General Advertising
Following rates are for identical programs or announcements on the six member stations. Rates include music copyright fees.

| Nighttime | 1 tl. | 13 tl. | 26 tl. | 52 tl. | 104 ti. | 280 tl. | 1 hour... | 527.00 500.00 475.00 450.00 425.00 300.00 | 1/2 hour... | 322.00 308.00 291.00 275.00 280.00 245.00 1/4 hour... | 220.00 210.00 200.00 190.00 173.00 183.00 5 minutes | 117.00 112.00 107.00 101.00 99.00 91.00 |

1 hour... 298.00 288.00 269.00 255.00 241.0× 220.00 1/2 hour... 186.00 177.00 168.00 169.00 151.0+ 143.00 1/4 hour... 129.00 123.00 117.00 111.00 106.0\* 100.00 5 minutes 71.00 68.00 65.00 62.00 59.0% 56.00 POLITICAL AND SPECIAL EVENTS
frequency discounts. Payment for services mus
made in advance and checks made payable to net

De mane in account work.
Closing time: script should be submitted to originating station for examination at least 24 hours before broadcast time.

(Nighttime)

| 1   | hour      | 600.00 |
|-----|-----------|--------|
| 3/4 | hour      | 500.00 |
| 1/2 | hour      | 375.00 |
| 1/4 | hour      |        |
|     | (Daytime) |        |
| 1   | hour      | 350.60 |
| 3/4 | hour      | 300.00 |
| 1/2 | hour      | 235.00 |
| 1/4 | hour      |        |
|     | Charace   |        |

Line Charges
Rates shown include line costs established on a permanent basis.

Contract and Other Requirements
Combination of period broadcasts and amouncements
not silowed to earn larger discounts.
Contracts may not exceed one year's duration. Frequency discounts allowed retroactively within contractual periods.

Persannel President-Harold H. Meyer,

Representatives
New York—Helen Wood,
Boston—Bertha Bannan.

#### BRIDGEPORT (Fairfield County)

WICC (Established 1928)

Rates effective July 1, 1944. (Card No. 12.) Owned and operated by The Yankee Network. Business Office and Studio-Hotel Stratfield, Bridge-port I, Conn., Bridgeport 6-1121. Transmitter-Pleasure Beach, Bridgeport, Conn.

Transmitter—Pleasure Beach, Bringeport, Coan, Wave—Power—Time
Operating power—1,000 watts days; 500 watta nights.
500 meters; 600 kilocycles.
Licensed to operate full time on regional channel.
Operaties on Eastern War Time.
Operating schedule: 20 hours daily.

Agency Commission 15% on net station time to recognized advertising agencies; no cash discount. No commission or talent or line charges. Charges for facilities are payable immediately after each broadcast.

immediately after each broadcast.

General Advertising
For combination rates see Yankee Network and Mutual Broadcasting System.

The following rates are for national advertising and include nusic copyright fees.

Actual time is: 1 hour, 59:20 minutes; 8/4 hour, 44:20 minutes; 1/2 hour, 39:30 minutes; 1/4 hour, 14:30 minutes; 5 minutes, 4:50 minutes.

MUSICAL OR DRAMATIC PROGRAMS
(6:00 p.m. to 10:30 p.m.)

| 1/2 | hour   | 96.00<br>64.00<br>82.00 |
|-----|--|-------------------------|
|     | (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 p.m. Sundays, and 10:30 p.m. to 12:00 midnight daily) | )                       |
| 1   | hour   | 80.00                   |
| 3/4 | hour   | 64.00                   |
| 1/2 | hour   | 48.00                   |
| 1/4 | hour   | 32.00                   |
| 5   | minutes  | 16.00                   |
|     | (1:00 p.m. to 6:00 p.m. Sundays)   |                         |
| 1   |  | 120.00                  |
| 3/4 | hour   | 96.00                   |
| 1/2 | hour   | 72.0 <b>0</b>           |
| 1/4 | hour   | 48.00                   |
| 5   | minutes  | 24.00                   |
| ,   | (12:00 midnight to 8:00 a.m. daily)  |                         |

l hour...... 4 hour..... hour .....

minutes.

| DISCOUNTS   |
|---|
| Time discounts apply to total broadcasts in each  |
| classifications for the same sponsor within the current   |
| year. No time discounts on talent or line charges.  |
| Less than 26 times  |
| 26 to 51 tlmes  |
| 52 to 103 times 7-1/2%  |
| 104 to 155 times  |
| 156 to 207 times 12-1/2%  |
| 208 or more times 15%   |
|   |
| Programs including special features supplied on   |
| Programs, including special features, running con-  |
| Programs, including special features, running con-<br>tinuously for 52 consecutive weeks earn an addi-  |
| Programs, including special features, running con-<br>tinuously for 52 consecutive weeks earn an addi-<br>tional rebate of 10%, based on the lowest billing for   |
| Programs, including special features, running con-<br>tinuously for 52 consecutive weeks earn an addi-<br>tional rebate of 10%, based on the lowest billing for<br>any one week.  |
| Programs, including special features, running con-<br>tinuously for 52 consecutive weeks earn an addi-<br>tional rebate of 10%, based on the lowest billing for<br>any one week.  ANNOUNCEMENTS   |
| Programs, including special features, running con-<br>tinuously for 52 consecutive weeks earn an addi-<br>tional rebate of 10%, based on the lowest billing for<br>any one week.  ANNOUNCEMENTS  Service announcements before or after news—limited   |
| Programs, including special features, running con-<br>tinuously for 52 consecutive weeks earn an addi-<br>tional rebate of 10%, based on the lowest billing for<br>any one week.  ANNOUNCEMENTS Service announcements before or after news—limited<br>to two announcements before news and two announce-  |
| Programs, including special features, running con-<br>tinuously for 52 consecutive weeks earn an addi-<br>tional rebate of 10%, based on the lowest billing for<br>any one week.  ANNOUNCEMENTS  Service announcements before or after news—limited<br>to two announcements before news and two announce-<br>ments after news; 100 words maximum:                             |
| 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.  ANNOUNCEMENTS Service announcements before or after news—limited to two announcements before news and two announcements after news; 100 words maximum: 6:00 p.m. to 10:30 p.m., per week (7 days) 140.00 |
| Programs, including special features, running con-<br>tinuously for 52 consecutive weeks earn an addi-<br>tional rebate of 10%, based on the lowest billing for<br>any one week.  ANNOUNCEMENTS  Service announcements before or after news—limited<br>to two announcements before news and two announce-<br>ments after news; 100 words maximum:                             |
| 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.  ANNOUNCEMENTS Service announcements before or after news—limited to two announcements before news and two announcements after news; 100 words maximum: 6:00 p.m. to 10:30 p.m., per week (7 days) 140.00 |

Contract and Other Requirements
Rates are for facilities of the station only,
l'referred position governed by priority and availability on contract basis. No bianket contracts accepted. No contract accepted for more than one year.
All productions must conferm to station's standard of ethics in broadcasting. The Better Business Bureau and the Proprietary Association are consulted on commercial continuities.

Closing Time
Closing date for inclusion in general publicity and
printed announcements is 14 days in advance of
broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
(hairman of the Board—John Shepard, 8rd.
Station Supervisor—Joseph Lopes.

Exclusive National Representatives
Edward Petry & Company, Inc.

## WNAB (Established 1941)

Rates effective October 1, 1948. (Card No. 3.)

Owned and operated by Barold Thomas. Business Office and Studio-991 Broad St., Bridgeport, Conn. Transmitter—Locomobile Foint, Bridgeport, Conn.

Transmitter—Locomobile rolls, Black Power—Time
Uperating power—250 watts.
206.9 meters: 1450 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.
Uperating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight; week days 6:

Agency Commission 15% to recognized agencies on station time only; ne cash discount. Bills rendered monthly; due and of

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network) and Connecticut State

Company, Arc. Network.
The following rates are fer national advertising and include music copyright fees. ASCAP, BMI, SESAC licenses.
Also sold in combination with WATE, Waterbury, Comp. Combination rates on request.

(After 6:10 p.m.)

| 1 ti.            | 26 ti.     | 52 ti. | 104 tL | 260 tl. |
|------------------|------------|--------|--------|---------|
| l hour 80.00     | 76.00      | 72.00  | 68.00  | 64.00   |
| 1/2 hour 48.00   | 45.40      | 48.20  | 40.80  | 88.40   |
| 1/4 hour 32,00   | 80.40      | 28.80  | 27.20  | 25.60   |
| 5 minutes, 16.00 | 15.20      | 14.40  | 18.60  | 12.80   |
| 1 minute 10.00   | 9.50       | 9.00   | 8.50   | 8.00    |
| Chain break 7.50 | 7.10       | 6.75   | 6.85   | 6.00    |
| (E               | efore 6:De | D.m.)  |        |         |
| 1 hour 50.00     | 47.50      | 45.00  | 43.50  | 40.00   |
| 1/2 hour 80.00   | 28.50      | 27.00  | 25.50  | 24.00   |
| 1/4 hour 20.00   | 19.00      | 18.00  | 17.00  | 16.00   |
| 5 minutes_ 10.00 | 9.50       | 9.00   | 8,59   | 8.00    |
| 1 minute 6.00    | 5.70       | 5.40   | 5.10   | 4.80    |
| Chain break 4.50 | 4.80       | 4.00   | 8.80   | 3.60    |
|                  | TALER      | T      |        |         |

Rates on request.
REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.
TRANSCRIPTIONS

commission.

TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service.

tion library service.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 73 r.p.m. double turntables
for both vertical and lateral cut recordings. Instantaneous recording equipment available.
Persennel
Station Manager—Levon Thomas.
Commercial Manager—James T. Milne.
Regracemantipes

Representatives
William G. Rambeau Company.

The following rates are for national advertising. BMI, SESAC, and ASCAP licenses.

BMI, SESAC, and ASCAP licenses.

ENTERTAINMENT, EDUCATIONAL AND TALKS

(6:00 p.m. to 11:00 p.m. week days and

1:00 p.m. to 11:00 p.m. Sunday)

1 to 1 ti. 26 ti. 52 ti. 100 ti. 300 ti.

1 hour 190.00 180.50 161.50 152.00 142.50

1/2 hour 114.00 108.80 96.90 91.20 85.50

1/4 hour 176.00 72.20 64.60 60.80 57.00

5 minutes 38.00 36.10 32.30 30.40 28.50

(8:00 a.m. to 6:00 p.m. week days; 8:00 a.m. to 1:00 p.m. Sundays)
1 hour 95.00 90.25 80.75 76.00
2 hour 57.00 55.15 48.45 45.60

18.05

82.80 16.15

#### CONNECTICUT—Cont'd

HARTFORD (Hartford County) WDRC



Rates effective March 1, 1944. (Card No. 22.)

Owned and operated by WDRC, Inc. Business Office and Studio-750 Main St., Hartford 4, Conn., telephone 7-1188. Transmitter—Bloomfield, Conn.

Transmitter—Bioomneig, Conn.

Wave—Power—Time
Operating power—5,000 watts.
220.6 meters; 1360 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:05 a.m.

night; week days 7:00 a.m. to 12:00 a.m. Agency Commission 15% to recognized agencies on net station time only; no cash discount. Bills psyable as rendered. General Advertising For combination rates see Columbia Broadcasting System (Basic Network). Time discounts apply to total broadcasts in each classification on the rate card for the same sponsor within the current year.

(11:00 p.m. to 8:00 a.m.) (33.33 60.16 53.83 50.66 38.00 36.10 82.80 80.40 25.33 24.06 21.53 20.26 12.67 12.04 10.77 10.14 ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays)
125 words 30.00 28.50 25.50 24.00 2
35 words 20.00 19.00 17.00 16.00 1 (8:00 a.m. to 6:00 p.m. week days and 8::00 a.m. to 1:00 p.m. Sundays)
125 words 15:00 14.25 12.75 12.00 1:
35 words 10:00 9:50 8:50 8:00 (11:00 p.m. to 8:00 a.m.)
125 words 10.00 9.50 8.50 8.00
35 words 6.66 6.33 5.66 5.83 SPECIAL FEATURES wire service available. Participation Programs 125 word announcements

All programs available in 10 and 15 minute periods and feature recorded music.

# It's a Yankee Hometown Station

—strong in local appeal and in the neighborly, hometown acceptance typical of Yankee stations.

Local programs and Blue programs, with the addition of Yankee features and showmanship, give Hartford home folks the "good listening" they like . . . give the sponsor an alert audience throughout Hartford and its suburban trading zone—coverage that penetrates to every neighborhood shopping area.



HARTFORD (FORMERLY WNBC)

BASIC BLUE NETWORK

Represented by Headley Reed Company

Under YANKEE NETWORK Management

station only with services of one announcer in studio. Talent is extra.

Maximum contract one year. Contracts subject to cancellation if program does not start within 30 days. Renewals of contracts are subject to rates then in effect and earn established time discounts on retroactive basis up to a total contract period of one year on continuous broadcasting schedules. Word count of announcements based on actual words spoken. While station does not guarantee announcement positions, it will cooperate to maintain preferred schedules when possible.

All proposals subject to prior sale.

Special dramatic script or program continuity and cost of rehearsals payable to station in event broadcast is cancelled. Prior agreement governs coat and payment of script, talent and rehearsals. Closing Time
All talks, speeches, etc., are to be submitted to station management for approval a minimum of 48 hours before broadcast. Closing time for general publicity is two weeks in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

President—Franklin M. Doolittle, Commercial Manager—William F. Malo.

Representatives

Paul H. Raymer Company. Boston—Robert C. Foster.

WHTD (Established 1985)

## **Basic Blue Network**

# Yankee Network Management

Rates effective December 1, 1944. (Card No. 10.)
Owned and operated by The Yankee Network.
Licensed to State Broadcasting Corp.
Business Offices and Studios—54 Pratt St., Hartford 4, Conn., Hartford 7-9131.
Transmitter—Newington, Conn.

Wave—Power—Time
Operating power—5.000 watts,
212.8 meters; 1410 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
Operating schedule: 19 hours daily.

Agency Commission

15% to recognized advertising agencies on net charges
for station time; no cash discount. Charges for facilities are payable immediately after each broadcast.
No commission on talent or line charges.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Network) and The Yankee

Rates include music copyright fees.

|     | MUSIC AND DRAMATIC PROGRAMS (6:00 p.m. to 10:30 p.m. daily)                         |        |
|-----|---|--------|
| 1   | hour  | 160.00 |
| 3/4 | hour  | 128.00 |
| 1/2 |   | 96.00  |
|     | hour  |        |
| 1/4 | hour  | 64.00  |
| 5   | minutes   | 32.00  |
|     | (1:00 p.m. to 6:00 p.m. Sundays)  |        |
| 1   | hour  | 120.00 |
| 3/4 | hour  | 96.00  |
| 1/2 | hour  | 72.00  |
|     |   |        |
| 1/4 | hour  | 48.00  |
| 5   | minutes   | 24.00  |
|     | 3:00 a.m. to 6:00 p.m. week days, 8:00 a.<br>1:00 p.m. Sundays and 10:30 p.m. to 12 |        |

| w     | 1:00 p.m. Sundays and 10:38 p.m. to 12:<br>midnight daily) |        |
|-------|--|--------|
| - 1   | hour   | 80.00  |
| 3/4   | hour   | 64.00  |
| 1/2   | hour.  | 48.00  |
| 1/4   | hour   | 32.00  |
| 5     | minutes  | 16.00  |
|       | (12:00 midnight to 8:00 a.m. daily)                        |        |
| 1     | hour   | 54.00  |
| 3/4   | bour   | 48.00  |
| 1/2   | hour   | \$2.00 |
| 1/4   | hour   | 22.00  |
| - ' Ē | minutes  | 11.00  |

ANNOUNCEMENTS Service announcements before or after news: Limited to two announcements before news and two announcements after news.

#### HARTFORD—Continued W H T D-Continued

| Seven days per week:                                      |        |
|---|--------|
| (6:09 p.m. to 10:30 p.m.)                                 | 105 60 |
| (8:00 a.m. te 6:00 p.m. and 10:30 p.m.                    |        |
| (8:00 a.m. to 6:00 p.m. and 10:30 p.m.<br>12:00 midnight) | 1.0    |
|   | 05 50  |
| 100 words maximum   | 87.50  |
| Participating announcements; 125 words or one             | min-   |
| ute transcription:  |        |
| 6:00 p.m. to 10:30 p.m.                                   | 20.00  |
| Before 6:00 p.m. and after 10:30 p.m                      | 10.00  |
| 1:00 p.m. to 6:00 p.m. Sundays                            |        |
| Station break announcements: 80 words or 15 s             |        |
| electrical transcriptions:                                |        |
| 6:00 p.m. to 10:30 p.m.                                   | 16.00  |
| Before 6:00 p.m. and after 10:30 p.m.                     | 8 00   |
| 1:00 p.m. to 6:00 p.m. Sundays                            |        |
| •                   | 12.00  |
| DISCOUNTS   |        |
| Time discounts apply to total broadcasts in               | each   |
|   |        |

one week.

EXITA—details on request.

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser when required, in advance.

é.

8.

paid by advertiser when required, in advance.

TRANSCRIPTIONS
Regular time charges apply.

SERVICE FACILITIES
Production, sales, merchandising, publicity and public relations departments available.
Contract and Other Regulrements
Rates are for facilities of the station only.
Maximum length of contract, one year. Ne blanket contracts accepted.
Proferred position governed by priority and availability on contract basis. All productions must conform to station's standard of ethics in broadcasting. The Better Business Bureau and the Proprietary Association are consulted on commercial continuities.
Closing Time.

Closing Time
Closing date for inclusion in general publicity and
printed announcements is 14 days before broadcast.
Mechanical Pregram Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for lateral or vertical cut recordings.

Personnel Chairman of the Board—John Shepard, 3rd. Station Supervisor—Ralph Kanna. Representatives Headley-Reed Company.

#### WTHT (Established 1986)



Rates effective January 1, 1945. (Card No. 7.)
Card received January 22, 1945.
Owned and operated by The Hartford Times.
Business Office and Studio-983 Main St., Hartford 4, Com..
Transmitter—988 Main St., Hartford, Com...
Wave—Power—Time
Operating power—250 watts,
243.9 meters; 1230 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:05 a.m.
Agency Commission
15% allowed on station time to recognized advertising asencies; no cash discount, Charges for station
time are payable the 10th of month following broadcast.

cast.
General Advertising
For combination rates see Yankee Network, Mutual
Broadcasting System and Connecticut State Network.
Discounts on announcements may not be transferred
to a program schedule.

(4.00 n.m. to 10:30 p.m.)

|     | (6:00 ) | p.ma, to | 10:30 p.m. | }       |        |
|-----|---------|----------|------------|---------|--------|
|     |         | 1 hr.    | 1/2 hr.    | 1/4 hr. | 5 min. |
| 1   | time    | 120.00   | 72.00      | 48.00   | 24.00  |
| 26  | times   | 114.00   | 68.40      | 45.60   | 22.80  |
| 52  | times   |          | 64.80      | 43.20   | 21.60  |
| 100 | times   | 102.00   | 61.20      | 40.80   | 20.40  |
| 300 | times   | 96.00    | 57.60      | 38.40   | 19.20  |
|     | (8:00   | a.m. to  | 6:00 p.m.) |         |        |
| 1   | time    | 60.00    | 36.00      | 24.00   | 12.00  |
| 26  | times   | 57.00    | 34.20      | 22.80   | 11.40  |
| 52  | times   | 54.00    | 32.40      | 21.60   | 10.80  |
| 100 | times   | 51.00    | 30.60      | 20.40   | 10.20  |
| 300 | times   | 48.00    | 28.80      | 19.20   | 9.60   |
|     |         |          |            |         |        |

(10:30 p.m. to 8:00 a,m.) One-third of evening rate.

Additional Discounts
Three or more programs weekly on a minimum 52
time contract, 10%; six or more programs weekly on
a minimum 100 time contract, 20%.

ANNOUNCEMENTS
Discounts on announcements may not be transferred to a program schedule.
At guaranteed times:

| (6:00         | p.m. to | 10:30 p.m. |         |         |
|---------------|---------|------------|---------|---------|
|               | 1 ti.   | 52 ti.     | 100 ti. | 300 ti. |
| One minute    |         |            | 9.00    | 8.00    |
| Station break | 8,00    | 7.60       | 7.20    | 6.40    |
| (8:00         | s.m. to | 6:00 p.m.) |         |         |
| One minute    |         | 6.65       | 6.30    | 5.60    |
| Station break | 5.00    | 4.75       | 4.50    | 4.00    |

Announcements after 10:30 p.m. and before 8:00 a.m. earn daytime rates.
Announcements on group pregrams—One minute or less:

1 time 5.52 times 100 times 300 times Week day programs on run of schedule basis. Announcements in news-One minute: 8:00 a.m.
12:15 p.m.
6:00 p.m.
11:00 p.m.
No frequency discounts.

TALENT
Rates on request. No discounts on talent charges. SERVICE FACILITIES

Production department plans and produces radio fea-tures and program ideas.

Contract and Other Requirements

Preferred position governed by priority and availability on contract basis. All contracts are subject to station approval, network commitments, and governmental regulations. Right reserved to refuse any contract or commercial continuity for reasons satisfactory to themselves.

Closing Time

Closing date is three weeks in advance of program. Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personnel

Manager-C. Glover DeLaney.

Representatives

J. P. McKinney & Son.

WTIC (Established 1925)



Rates effective January 1, 1942. (Card No. 14.)

Owned by the Travelers Insurance Company.
Operated by Travelers Broadcasting Service Corp.
Business Office and Studio-26 Grove St., Hartford,
Conn., Hartford 2-3181.
Transmitter—Avon. Conn.

#### Wave-Power-Time

Operating power—50.000 watts. 277.8 meters; 1080 kilocycles. Operates on Eastern War Time. Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:00 a.m.

#### Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. No commission allowed on talent charges. Involces mailed weekly or monthly.

#### General Advertising

eneral Advertising
For combination rates see National Broadcasting
Company (Basic Network) and New England Regional
Network (Basic Stations).
Time discounts apply to total number of periods used
within one year for one apponer. Discounts apply
separately for periods used in each classification
(time periods, announcements). Any period of less
than 15 minutes is to be computed in the announcenouncement classification.
Rates include music copyright fees.



#### CONNECTICUT—Cont'd

#### HARTFORD—Continued W T I C-Continued

CLASS "A"

|            |        | p.m. to |        |        |         |         |
|------------|--------|---------|--------|--------|---------|---------|
|            | 1 ti.  | 26 ti.  | 89 t1. | 52 ti. | 100 ti. | 260 ti. |
| l hour     |        |         |        |        |         |         |
| 1/2 hour   |        |         |        |        |         |         |
| 1/4 hour   | 160.00 | 158.00  | 152,00 | 148.00 | 144.00  | 128,00  |
| *5 minutes | 100.00 | 97.50   | 95.00  | 92.50  | 90.00   | 80.00   |

#### CLASS "B"

| :00 p.m. t | o 7:00 p.m.)                           |  |   |
|------------|--|--|---|
| .00 851.00 | 842,00 838,00                          | 824,00   | 288.00  |
| .00 210,60 | 205,20 199.80                          | 194,40   | 172.80  |
| .00 140.40 | 136.80 133.20                          | 129.60   | 115.20  |
| 00 87.75   | R5.50 83 25                            | 81.00  | 72 00   |
|            | .00 851.00<br>.00 210.60<br>.00 140.40 | .00 210.60 205.20 199.80<br>.00 140.40 136.80 133.20 | 100 p.m. to 7:00 p.m.)<br>100 851.00 842.00 838.00 824.00<br>1.00 210.60 205.20 199.80 194.40<br>1.00 140.40 136.80 133.20 129.60<br>1.00 87.75 85.56 83.25 81.00 |

#### CILASS "C"

### (12:00 noon to 6:00 p.m. Sundays; 10:80 p.m. to 11:00 p.m. daily)

|    | hour      |        |        |        |        |        |       |
|----|-----------|--------|--------|--------|--------|--------|-------|
| /4 | hour      | 120.00 | 117.00 | 114.00 | 111.00 | 108.00 | 96.00 |
| 3  | Wittinean | 10.00  | 10.14  | 11.40  | 08.31  | 07.30  | 00.00 |

#### CLASS "D"

|     |         |        | to 6:00 |        |        |        |        |
|-----|---------|--------|---------|--------|--------|--------|--------|
| 1   | hour    | 200.00 | 195,00  | 190,00 | 185.00 | 180.00 | 160.00 |
|     | hour    |        |         |        |        |        |        |
| 1/4 | hour    | 80.00  | 78.00   | 76.00  | 74.00  | 72,00  | 64.00  |
| •5  | minutes | 50.00  | 48.75   | 47.50  | 46.25  | 45.00  | 40.00  |

#### CLASS "E"

# (7:00 a.m. to 8:00 a.m. week days; 7:00 a.m. to 12:00 noon Sundays; 11:00 p.m. to 11:15 p.m. daily)

| $\frac{1/2}{1/4}$ | hour<br>hour<br>minutes | 90.00<br>60.00 | 87.75<br>58.50 | 85.50<br>57.00 | 83.25<br>55.50 | 81.00<br>54.00 | 72.00<br>48.00 |
|-------------------|-------------------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                   |                         |                |                |                |                |                |                |

#### CLASS "F"

| 1/2<br>1/4<br>*5 | hour<br>hour<br>hour<br>minutes | 100.00<br>60.00<br>40.00<br>25.00 | p.m. to<br>97.50<br>58.50<br>39.00<br>24.37 | 95.00<br>57.00<br>38.00<br>23.75 | a.m.)<br>92.50<br>55.50<br>37.00<br>23.12 |         | 80.00<br>48.00<br>82.00<br>20.00 |
|------------------|---------------------------------|-----------------------------------|---|----------------------------------|---|---------|----------------------------------|
|                  | ) Time                          | of an                             | nouncem                                     | ents su                          | bject                                     | to chan | ge by                            |

#### ANNOUNCEMENTS

| Tir | ne of |     |    |      |     |    |     |     | o chan |       | etation |
|-----|-------|-----|----|------|-----|----|-----|-----|--------|-------|---------|
|     |       | (6: | 00 | p.m. |     |    |     |     | n. dai |       |         |
|     |       |     |    | ti.  |     |    |     |     | 52 tl. |       |         |
| 1   | min   | uto |    |      | 68. | 25 | 66. |     | 64.75  | 63.00 | 56.0    |
| 25  | WORK  | ie. | 40 | 1.00 | 39  | 00 | 38  | 0.0 | 37 00  | 36.00 | 89 0    |

|        | 70.00<br>40.00 | 68.25 | 66.50<br>38.00 | 64.75 |         | 56.0 |
|--------|----------------|-------|----------------|-------|---------|------|
| (12:00 | noon to        |       | m. Sun         |       | nd 10:3 | 0    |

|    |        | и, щ  | UU.UU   | у.ш.  | Qally) |       |       |
|----|--------|-------|---------|-------|--------|-------|-------|
|    | minute |       |         |       | 48.56  |       | 42.00 |
| 25 | words  | 30.00 | 29.25   | 28.50 | 27.75  | 27.00 | 24.00 |
|    | (7:00  | 8.m.  | to 6:00 | p.m.  | week d | ays)  |       |
| 1  | minute | 35.00 | 34.12   | 33.25 | 32.37  | 31.50 | 28.00 |
| 25 | words  | 20.00 | 19.50   | 19.00 | 18.50  | 18.00 | 16.00 |
|    | (      | 11:15 | p.m. to | 7:00  | a.m.)  |       |       |
| 1  | minute | 17.50 | 17.06   | 16.62 | 16.19  | 15.75 | 14.00 |
| 25 | words  | 10 00 | 9 75    | 9.50  | 9 25   | 9 00  | 8.00  |

#### SPECIAL FEATURES

News—Leased wire service available in 15 minute periods at regular rates plus 15% for news and announcer. Announcements in participating news periods limited to 100 words live copy, available minum of three times weekly, Monday, Wednesday, Friday and/or Tuesday, Thursday, Saunday, Sunday may be added to either schedule. Only one announcement per news period per advertiser. Limited to two non-competing advertisers.

| 6:00 p.m. to   | 1 ti. | 26 ti. | 39 ti. | 52 ti. | 100 ti. | 260 t1 |
|----------------|-------|--------|--------|--------|---------|--------|
| 6:15 p.m.      | 65.00 | 63.37  | 61.75  | 60.12  | 58.50   | 52.00  |
| *8:00 a.m. to  |       |        |        |        |         |        |
| 8:15 a.m.      | 32.50 | 31.69  | 30.87  | 30.08  | 29.25   | 26.00  |
| *1:00 p.m. to  |       |        |        |        |         |        |
| 1:15 p.m.      |       | 31.69  | 30.87  | 30.06  | 29,25   | 26.00  |
| †11:00 a.m. to |       |        |        |        |         |        |
| 11:15 a.m.     | 32.50 | 31.69  | 30.87  | 30.06  | 29.25   | 26.00  |

11:15 a.m. 32.50 31.69 30.87 30.06 29.25 26.00 12:45 p.m. to 1:00 p.m. 48.75 47.53 46.31 45.09 43.88 39.00 11:00 p.m. to 11:15 p.m. 32.50 31.69 30.87 30.06 29.25 26.00 (\*) Sunday excepted. (†) Sunday only.

Women's Radio Bazaar: Participation, Monday through Saturday, 8:30 a.m. to 9:10 a.m. Available only on three or six times a week basis, Monday, Wedneaday, Friday and/or Tuesday, Thursday, Sat-

Announcements limited to 125 words:
1 ti. 26 ti. 89 ti. 52 ti. 100 ti. 260 ti. 

#### TALENT

Rates on request.

#### REMOTE CONTROL

Equipment available-rates on request,

#### TRANSCRIPTIONS

Regular rates and no restrictions as to hours. Library service available—rates on request.

#### Contract and Other Requirements

Rates cover only broadcasting time and station fa-cilities. All talks, programs, political speeches, con-tests, continuities, etc., must be submitted in ad-vance for review by the program director. Right re-served to reject any material without giving reason therefor.

No contract will be accepted for more than one year.
All contracts subject to cancellation unless program
starts within 60 days. Contracts subject to station

approval and governmental regulations. Right reserved to refuse or discontinue any advertising. All proposals subject to prior booking of time.

#### Closing Time

Complete manuscript must be submitted for approval one week in advance.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

General Manager—P. W. Morer Sales Manager—Walter Johnson. Sales Promotion—J. F. Clancy.

#### Representatives

Weed & Company

## **NEW HAVEN**

(New Haven County)

#### WELI (Established 1935)

Rates effective April 1, 1945. (Card No. 10.) Owned and operated by The City Broadcasting Corp. Business Office and Studio—221 Orange St., New Haven 10, Conn., telephone 8-1133.
Transmitter—Hamden, Conn.

#### Wave-Power-Time

Operating power—1,000 watts days; 500 watts nights. 312.5 meters; 960 ktlocycles. Licensed to operate unlimited time on cleared regional channel. Operates on Eastern War Time. Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

#### Agency Commission

15% to recognized advertising agencies. Involces due and payable when rendered. No commissions or discounts on lines, but allowed on talent, when so quoted.

#### General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network) and Connecticut State

Network.

Special discount when WELI is used concurrently with WSYR, WTRY or WKNE.

Contiguous rates are granted on non-contiguous programs; details on request.

Programs and announcements may not be combined to earn higher discounts.

## CLASS "A" (6:00 p.m to 10:30 p.m.)

|     |     |         | (0.00  | р.ш. ц |        |        |         |         |
|-----|-----|---------|--------|--------|--------|--------|---------|---------|
|     |     |         | 1 ti.  | 13 ti. | 26 ti. | 52 ti. | 104 ti. | 260 ti. |
|     | 1   | hour    | 140.00 | 133.00 | 126.00 | 119.00 | 112.00  | 105,00  |
| 1   | 1/2 | hour    | 84.00  | 79.80  | 75.60  | 71.40  | \$7,20  | 63.00   |
| - 1 | 1/4 | hour    | 56.00  | 53.20  | 50.40  | 47.60  | 44.80   | 42.00   |
|     | 5   | minutes | 28.00  | 26.60  | 25.20  | 23.80  | 22.40   | 21.00   |
|     |     |         |        |        |        |        |         |         |

| CHASS B |           |         |         |        |       |        |       |  |  |
|---------|-----------|---------|---------|--------|-------|--------|-------|--|--|
|         | (7:00 a.n | a. to 6 | :00 p.r | n. and | 10:30 | p.m. t | 0     |  |  |
|         |           |         | 11:30   | p.m.)  |       |        |       |  |  |
| 1       | hour      | 70.00   | 66.50   | 63.00  | 59.50 | 56.00  | 52.50 |  |  |
| /2      | hour      | 42.00   | 39.90   | 37.80  | 35.70 | 33.60  | 31.50 |  |  |
| /4      | hour      | 28.00   | 26.60   | 25,20  | 23.80 | 22.40  | 21.00 |  |  |
|         | minutes   |         | 13.30   | 12.60  | 11.90 | 11.20  | 10.50 |  |  |

#### CLASS "C"

(11:30 p.m. to 7:00 a.m.) Class "B" rates less 50%.

#### **ANNOUNCEMENTS**

# Announcements at breaks adjacent to higher classifi-cation are charged at rate of higher classification. CLASS ''A''

|   | (6:00 p.m. to          | 10:30 p.m  | .)      |         |
|---|------------------------|------------|---------|---------|
|   | 1 ti.                  | 52 tl.     | 104 ti. | 260 ti. |
| 1 | minute 20.00           | 19.00      | 18.00   | 16.00   |
| 5 | words 14.00            | 13.50      | 12.60   | 11, 20  |
|   | CLASS                  | "B"        |         |         |
|   | (7:00 a.m. to 6:00 p.r | n. and 10: | 30 nm   | to      |

|   |               | CDASS   | ь       |      |      |
|---|---------------|---------|---------|------|------|
|   | (7:00 a.m. to |         |         | p.m. | to   |
|   |               | 11:30 g | ), m, ) |      |      |
| 1 | minute        |         | 9.50    | 9.00 | 8.00 |
| 5 | words         | 7.00    | 6.75    | 6.30 | 5.60 |
|   |               | CT A GG | 11011   |      |      |

## Class "B" rates less 50%.

#### SPECIAL FEATURES Participating Programs

#### Timekeeper: Before 9:00 a.m., Monday through Sat-

urday. Women's Program (daytime): Monday through Friday. POLITICAL

#### No quantity discount.

#### Contract and Other Requirements

ontract and Uther Requirements

No hard liquor advertising accepted.

All proposals subject to prior booking of time. All
contracts accepted subject to station's right to cancel
or offer another satisfactory time on 28 days' notice.

No contests in spot announcements. United States
Government programs have priority in war time.

#### Closing Time

3

35

Program material must be arranged one week in advance of broadcast date and no changes can be made within four days preceding broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

President—H. C. Wilder. Vice-President—William A. Riple. General Manager—Richard W. Davis.

#### Representatives

Headley-Reed Company. Boston-Robert C. Foster.

#### WNHC (Established 1944)



Rates received December 8, 1944. (Card No. 1.)

Owned and operated by The Eim City Broadcasting Corp. Business Office and Studios—1110 Chapel St., New Haven, Conn., telephone 8-8842. Transmitter—350 Kimberly Are., New Haven, Conn.

#### Wave-Power-Time

Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate unlimited time.

#### Agency Commission

15% to recognized advertising agencies; cash discount none. No commission on talent or line charges.

#### General Advertising

# CLASS "A"

# CDASS A (6:00 p,m. to 10:30 p,m.) 1 ti. 26 ti. 52 ti. 104 ti. 260 ti. 1 hour. 10:00 88:00 82:00 78:00 75:00 1/2 hour. 75:00 67:00 63:00 60:00 56:00 1/4 hour. 48:00 43:00 39:00 38:00 32:00 5 minutes. 24:00 21:00 18:00 16:00 12:00

# CLASS "B" (9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.) 1 hour. 60:00 54:00 49:00 46:00 1/2 hour. 38:00 33:00 27:00 1/4 hour. 24:00 22:00 20:00 18:00 5 minutes. 15:00 13:00 12:00 11:00

# 

# 23.00 13.00

### ANNOUNCEMENTS

| ANNOUNCEMENTS |               |        |             |           |         |  |  |  |
|---------------|---------------|--------|-------------|-----------|---------|--|--|--|
|               |               | CLASS  | <b>A</b> ., |           |         |  |  |  |
|               | (6:00         |        | 10:30 p.m.  |           |         |  |  |  |
|               |               | I ti.  | 52 tl.      | 104 ti.   | 260 tl. |  |  |  |
| 1             | minute        | 12.00  | 11.00       | 10.00     | 9.00    |  |  |  |
| 35            | words         | 8.00   | 7.00        | 6.00      | 5.00    |  |  |  |
|               |               | CLASS  | "B"         |           |         |  |  |  |
|               | (9:00 a.m. to | 6:00 p | .m. and     | 10:30 p.: | m.      |  |  |  |

to 11:00 p.m. and to 11:00 p.m.) ... 8.00 7.00 ... 6.00 5.50 1 minute... 35 words.... POLITICAL

One time rate applies. Not subject to discounts. Representatives

William G. Rambeau Company

#### **NEW LONDON**

# WNLC (Established 1986)

#### Rates effective May 1, 1941, (Card No. 9.)

Owned and operated by The Thames Broadcasting Corp. Business Office and Studios — Mohlean Hotel, New London, Conn., telephone New London, Gonn. Transmitter—Winthrop Point, New London, Conn.

#### Wave-Fower-Time

Operating power—250 watta.

201.3 meters; 1490 kilocyoles.
Licensed to operate full time. Operate on Eastern
War Time.

Operating schedule: 7:30 a.m. to 12:00 midnight.

#### Agency Commission

15% allowed to recognized agencies on net station time; no cash discount. Charges for facilities are payable immediately after each broadcast. General Advertising

# For combination rates see Yankee Network, Mutual Broadcasting System and Connecticut State Network. The following rates are for national advertising. (6:00 p.m. to 11:00 p.m.)

| 2  | hour                                      |  |
|----|---|--|
| 4  | hour                                      |  |
| 5  | minutes                                   |  |
|    | (1:00 p.m. to 6:00 p.m. Sundays)          |  |
| 1  | hour                                      |  |
| /2 | hour                                      |  |
| 4  | hour                                      |  |
| 5  | minutes                                   |  |
| ٠, | (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to |  |
|    |   |  |

| nou | r     |      |    |      |     |        |
|-----|-------|------|----|------|-----|--------|
| nou | utes  | ···· |    |      |     |        |
|     | (7:30 | a.m. | to | 8:00 | a m | daily) |

## ANNOUNCEMENTS

| Rat     | tes for announcements and electrical transcrip<br>(After 6:00 p.m.) | tions        |
|---------|---|--------------|
| 1<br>35 | minute  | 10.00        |
|         | (Before 6:00 p.m.)  |              |
| 35      | minutewords   | 5,00<br>8,00 |

(This listing continued on page 62)



"Sometimes I wish she'd listen to something besides WBZ."



"Sometimes I wish she'd listen to something besides WCSH."



"Sometimes I wish she'd listen to something besides WJAR."



"Sometimes I wish she'd listen to something besides WLBZ."



"Sometimes I wish she'd listen to something besides WTIC."



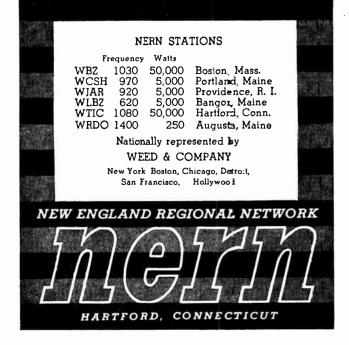
"Sometimes I wish she'd listen to something besides WRDO."



"Sometimes I wish she'd listen to something besides NERN"

NINETY-SIX and one half percent of New England's shoppers hear and respond to the peak program and power impact of NERN stations. How well they respond is indicated by U.S. Department of Commerce figures, which show much higher-than-average retail sales per capita in every one of the six New England States. To

reach these people for a quarter-hour in the daytime costs only \$292 on NERN This gives you stations which, through NBC affiliation and adept local planning carry the nation's and New England's peak programs. And, per the listings below, they have New England's peak power. When you buy NERN, you buy a network.



## CONNECTICUT—Cont'd

#### **NEW LONDON—Continued** W N L C—Continued

SPECIAL FEATURES

Melody Lane-Noontime program, daily except Sunday; program of popular recordings:

day; program of popular 5.00
125 words 5.00
Yawn Patrol—7:35 a.m. Program featuring time, and music—rates on request,

#### DISCOUNTS

POLITICAL

Accepted at regular station rates. TALENT Rates on request.

REMOTE CONTROL

Equipment available; wire charges, expenses extra-payable in advance.

SERVICE FACILITIES

Services of production, sales and merchandising departments available.

#### Contract and Other Requirements

ontract and Other Requirements
No contract accepted for longer than one year. Preferred position governed by priority and availability on contract basts. All talks, programs, political speeches, contests, continuity, etc. must be submitted in advance for review by program director. All contracts subject to station approval and governmental regulations.

Right reserved to refuse or discontinue any advertising.

Closing Time
Complete manuscripts must be submitted for approval
one week in advance. Closing date for inclusion in
general publicity and printed announcements is 14
days in advance.

cass in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turntables

Personnel
Manager—G. J. Morey.
General Business Manager—Edward F. Darrell, Jr.

#### **STAMFORD**

(Fairfield County)

WSRR (Established 1941)



Rates effective January I, 1945. (Card No. 8.)

Card received December 18, 1944.

Owned and operated by Stephen R. Rintoul.

Business Office and Studio-A. S. Beeck Bidg., 270

Atlantic St., Stamford, Conn., Stamford 4-7575.

Transmitter—Lindstrom Read, Shippan Point, Conn.

Wave—Pewer—Time

Operating power—250 wats.
214.3 meters; 1400 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time.

Operating schedule; 7:00 a.m. to 11:30 p.m.

Agency Geomelislen

15% to recognised agencies; no cash discount. No commission on talent. Bills due and payable when rendered.

General Advertising

For combination rates see American Broadcasting.

Company, Inc. (Basic Supplementaries) and Connecticut State Network.

The following rates are for national advertising.

(8:00 p.m. to 11:00 p.m.)

1 th. 18:1. 28:1. 52:1. 104 tl. 280 tl.

1 hour... \$6.00 76.00 72.00 68.00 64.00 60.00

1/2 hour... \$8.00 45.60 43.20 40.80 38.40 38.00

1/4 hour... \$8.00 45.60 43.20 40.80 38.40 38.00

1/4 hour... \$8.00 45.60 43.50 40.80 12.80 12.00

5 minutes 16.00 15.20 14.40 13.60 12.80 12.00

1 hour... \$5.00 47.50 45.50 42.50 40.00 37.50

1/2 hour... \$8.00 47.50 45.50 42.50 40.00 37.50

1/2 hour... \$8.00 28.50 27.00 25.50 24.00 25.50

1/2 hour... \$8.00 28.50 27.00 25.50 24.00 25.50

1/2 hour... \$8.00 18.00 18.00 17.00 16.00 15.00

5 minutes 10.00 9.50 9.00 8.50 8.00 7.50

ANNOUNCEMENTS

(600 p.m. to 11:00 p.m.)

1 minute or 100

words... 15.50 7.18 6.75 6.38 6.00 5.62

News... 15.55 7.18 6.75 6.38 6.00 5.62

News... 15.50 7.

One time rate applies; no frequency discounts.

Rates on request.

REMOTE CONTROL

Equipment available—rates on request.

SERVICE FACTLITIES

Services of the production department, announcing staff and technical staff are included without charge. A complete merchandsing and program publicity service is available.

Contract and Other Requirements

ontract and Other Requirements

No liquor advertising except beer and wine.
Copy prepared by advertiser must have station's approval in advance. Station reserves the right to refuse or discontinue any program or announcement for reasons satisfactory to itself. All proposals are subject to prior booking of time. Rates are subject to prior booking of time. Rates are subject to change without notice.

All broadcasts accepted only when subject matter is, in opinion of station management, of genuine public interest.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. double turntables for vertical and lateral out recordings.

Personnel

General Manager-Harold H. Meyer.

Representatives

New York—Helen Wood. Boston—Bertha Bannan.

#### WATERBURY

(New Haven County)

WATR (Established 1984)





Rates effective March 1, 1943. (Card No. 8.) Owned and operated by Harold Thomas.
Business Office and Studio—71 Grand St., Waterbury, Conn., telephone 8-5161.
Transmitter—Baldwin Ave., Waterbury, Conn.

Wave-Power-Time

Operating power—1,000 watts. 227.3 meters; 1820 kilocycles. Licensed to operate full time. Operates on Eastern War Thus. War Time.
Operating schedule: 7:30 s.m. to 12:00 midnight.

Agency Commission

15% to recognized agencies on station time; no cast.
discount. Payments for broadcasting are due weekly.
No time discounts on line charges or talent.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Network), Yankee Network and
Connecticut State Network.
Also sold in combination with WNAB, Bridgeport.
Combination rates on request.

abination rates on request.

MUSICAL AND DRAMATIC PROGRAMS
(After 6:00 p.m. week days and after 1:00
p.m. Sundays)
1 tt. 13 tt. 28 tt.

| 1   | hour    | 100.00   | 95.00 | 90.00     | 85.00 |
|-----|---------|----------|-------|-----------|-------|
| 1/2 | hour    | 60.00    | 57.00 | 54.00     | 51.00 |
| 1/4 | hour    | 40.00    | 88.00 | 86.00     | 84.00 |
| 5   | minutes | 20.00    | 19.00 | 18.00     | 17.00 |
|     | (≜      | ll other | time) |           |       |
| 1   | hour    | 60.00    | 57,00 | 54.00     | 51.00 |
| 1/2 | hour    | 36.00    | 84.20 | 82.40     | 80.60 |
| 1/4 | hour    | 24.00    | 22.80 | 21.60     | 20.40 |
| 5   | minutes | 12.00    | 11.40 | 10.80     | 10.20 |
|     | ANI     | NOUNCE   | MENTS |           |       |
|     |         | .m. wee  |       | and after |       |

104 ti. 800 ti. 9.60 (All other time)
100 words or one minute transcription 7.00 6.65 6.30
50 words or chain break..... 5.00 4.75 6.40 5.95 5.60 4.25 4.00

4,75 4
POLITICAL
Rates on request. 

When desired talent will be supplied. Estimates and suggestions on request. Organ te available.

REMOTE CONTROL.

Equipment sysilable; charges and expenses extrapsyable in advance.

TRANSCRIPTIONS Details on request

SERVICE FACILITIES

Production department available at no extra cost.

Contract and Other Requirements
Advertising of alcoholic beverages accepted.
No contract accepted for more than one year. No blanket contracts accepted.

Closing Time

Closing date for inclusion in general publicity and printed announcements is 14 days before broadcasts.

Machanical Program Fouldment

Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turntables.

Personnel

Manager-S. R. Elman.

Representatives

William G. Rambeau Company.

WBRY (Established 1984)



Rates effective April 15, 1944. (Card No. 5.) Owned and operated by the American-Republican, Inc. Business Offices and Studios—186 Grand St., Water-bury, Conn. Transmitter—Boyden St., Waterbury, Cenn.

Wave-Power-Time

Operating power—1,000 watts.

188.7 meters; 1590 kilocycles.
Licensed to operate full time on clear channel. Operates on Eastern War Time.
Operating schedule: 8:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognised advertising agencies; ne cash discount. Bills payable weekly.

General Advertising

For combination rates see Columbia Broadcasting System (Basic Supplementary Group) and Columbia New England Network. The following rates are for national advertising.

MUSICAL AND DRAMATIC PROGRAMS

|             | TOURCED LIED DILLING I IN OUT I | OL IO  |
|-------------|---------------------------------|--------|
|             | (Nighttime)                     |        |
| 1           | hour                            | 108.00 |
| $1/\bar{2}$ | hour                            | 60.00  |
| 1/4         | L                               |        |
|             | hour                            | 40,00  |
| - 5         | minutes                         | 20.00  |
|             |                                 |        |
|             | (Daytime)                       |        |
| 1           | hour                            | 50.00  |
| 1/2         | hour                            | 80.00  |
| 1/4         | hour                            | 20.00  |
|             |                                 |        |
| 5           | minutes                         | 10.00  |
|             | ANNOUNCEMENTS                   |        |

(Nighttime) (Daytime) minute DISCOUNTS

Discounts apply to total number of broadcasts within one year under original or renewal contracts.

26 times 55, 52 times 10%, 104 times 15%,

PARTICIPATING PROGRAMS

FREQUENCY DISCOUNTS

The special weekly rates for one minute announcements on daytime participating programs are subject to frequency discounts on the basis of consecutive weeks used:

13 weeks. 55%
28 weeks. 10%
52 weeks. 15%

POLITICAL One time general advertising rate applies. No frequency discounts.

REMOTE CONTROL

Additional wire and mechanical charges are made for remote control broadcasts on programs originating outside of station's studios.

TRANSCRIPTIONS

Library service available—rates on request.

SERVICE FACILITIES

Station maintains a program production department and artists' bureau with available musical units and other talent.

Contract and Other Requirements

No contract accepted for more than one year. All contracts subject to station approval and governmental regulations.

Complete manuscript must be submitted for approval one week in advance. Closing date is three weeks in advance in order to secure program publicity. Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Manager-Erwin J. Frey.

Representatives

Joseph Hershey McGillyra, Inc.



#### DELAWARE

#### WILMINGTON

(New Castle County) WDEL

(Established 1922)



NETWORK 3 BASIC NBC

Rates effective September 1, 1943, (Card No. 8,)

Owned and operated by WDEL, Inc. Main Studio—10th and King Sta., Wilmington, Del., telephone 7268. Transmitter—Governor Printz Bivd., Wilmington. Del.

Operating power—5,000 watts, 260.9 meters; 1150 kilocycles. Licensed to operate full time. Operates on Eastern War Time.

Operating schedule: 6:30 a.m. to 1:00 a.m.

#### Agency Commission

15% to recognized agencies; no cash discount. No discount on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

For combination rates see National Broadcasting Company (Basic Network). The following rates are for national advertising No restrictions on frequency of broadcasting.

CLASS "A"

(6:00 p.m. to 11:00 p.m.)

1 13 26 52 104 156 260

ti. ti. ti. ti. ti. ti. ti.

1 hr 160.00 152.00 144.25 137.00 180.00 123.50 117.00

1/2 hr 90.03 85.50 81.25 77.25 73.50 70.00 68.50

1/4 hr 60.00 57.00 54.25 51.50 49.00 46.50 44.25

5 min 30.00 28.50 27.00 25.75 24.50 23.25 22.00

CLASS "B"

(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

1 hr 100.0 95.00 90.25 85.75 81.50 73.75 73.75 1/4 hr 40.00 38.00 36.00 34.25 32.50 31.00 20.50 min 20.00 19.00 18.00 17.00 16.25 15.50 14.75 To earn discounts, programs must be used within 12 month period.

#### ANNOUNCEMENTS

(After 6:00 p.m.) 125 words or one minute transcription 16.00 15.20 14.40 18.70 18.00 12.35 1\(\lambda\).75 60 words or 1/2 minute transcription 12.00 11.40 10.85 10.80 9.75 9.25 8.75 70 word chain break 14.00 18.80 12.65 12.00 11.40 10.80 10.25

(Before 6:00 p.m.)

125 words or one minute transcription 10.00 9.50 9.00 8.55 8.10 7.70 7.30 50 words or 1/2 minute transcription 7.50 7.10 6.75 6.40 6.10 5.80 5.50 30 word chain break 8.50 8.05 7.65 7.25 6.90 6.55 6.20 To earn discounts, announcements must be used within 12 month period.

SPECIAL FEATURES
News: Leased wire service available.

POLITICAL
One time rate applies; cash in advance.

TALENT
Routine talent available—rates and details on request.

REMOTE CONTROL
Equipment available; line cost and installation fees are extra.

# TRANSCRIPTIONS Library service available. SERVICE FACILITIES

Personal calls on trade, letters to trade and news-paper publicity. Program and production department available to plan, prepare and present programs.

available to plan, prepare and present programs.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer
and wine, not accepted.

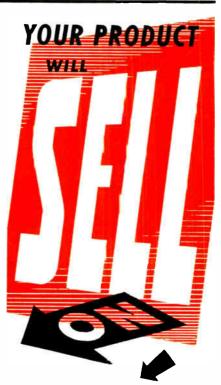
I'rice quoting silowed. Right reserved to censor copy.
Contracts subject to station management's approval,
government regulations and network priority. Maxinum contract term, one year. Program contracts and
announcement contracts may not be combined to earn
higher discounts.
All acceptable accounts are subject to the same rate.
No broadcast periods are sold in bulk for resale.
Interruptions of a series of broadcasts necessitated
by the broadcasting of special events of importance
will not affect the advertiser's right to the earned
discounts.

## Closing Time Five days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Station Executive—Clair R. McCollough. Station Manager—J. Gorman Walsh. National Sales Manager—J. Robert Gulick.

Representatives
Paul H. Raymer Company.



# Wilmington Delaware

This business-getting station with its outstanding listener loyalty covers a consistently prosperous industrial and agricultural area which includes: Delaware, southern New Jersey, parts of Pennsylvania, Maryland and Virginia.



Represented by

#### **DELAWARE—Continued**

#### WILMINGTON—Continued WILM

(Established 1922)



Rates effective May 1, 1942. (Card No. 7.) Owned and operated by Delaware Broadcasting Co. Studio-920 King St., Wilmington, Del., telephone 2-2904. Transmitter—Northeast Blvd., Wilmington, Del.

Wave—Power—Time
Operating power—250 watts.
246.9 meters; 1450 kilocycles.
Licensed to operate unlimited time. Operates on
Eastern War Time.
Operating schedule: 7:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized agencies; no cash discount. No discount on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

General Advertising
For combination rates see Mutual Broadcasting Sys-

The following rates are for national advertising. No restrictions on frequency of broadcasting.

CLASS CLASS "B"

CLASS "B" (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.)

1 hr 85.00 81.00 77.00 73.00 69.00 65.00 57.00 1/2 hr 55.00 53.00 51.00 49.00 47.00 45.00 40.00 1/4 hr 35.00 33.75 32.50 31.25 30.00 27.50 25.00 5 mln 17.50 17.00 18.50 16.00 15.50 15.00 14.00 To earn discounts, programs must be used within 12 month period

12 month period

ANNOUNCEMENTS
(After 6:00 p.m.)

125 words or one minute transcription 9.50 9.25 9.00 8.75 8.50 8.00 7.00

50 words or 1/2 infinite transcription 7.25 7.00 6.75 6.50 6.25 5.75 5.00

30 word chain hreak 8.00 7.75 7.50 7.25 7.00 6.50 6.00 5,50 4.00

break 6.50 3.25 6.00 5.75 5.50 5.00 4.50 To earn discounts, announcements must be used within 12 month period

SPECIAL FEATURES News: Leased wire service available.

POLITICAL
One time rate applies: cash in advance

TALENT Rates on request.



supplement The perfect personal selling. SRDS strengthens the salesman's effort, prepares the way for and follows through after him.

REMOTE CONTROL Equipment available; line cost and installation fees

TRANSCRIPTIONS

Library service available.

SERVICE FACILITIES

Calls on trade and letters to trade. Program and production department available to plan, prepare and

production department available to plan, prepare and present programs.
Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted.
Price quoting allowed. Right reserved to censor copy. Contracts subject to station management's approval, government regulations and network priority. Maximum contract term, one year.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

tion, using 33-1/3 and 78 r.p.m. tur Personnel President—Alfred G. Hill. Station Manager—J. Gorman Walsh.

#### DISTRICT OF COLUMBIA

#### WASHINGTON WINX

(Established 1940)

News-Broadcast every hour on the hour. Rates on request.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs.

TRANSCRIPTIONS

Library service available; regular ratea apply.

SERVICE FACILITIES

Nervices of staff announcers are available at no additional charge except where a fee is required by the local AFIRA contract.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not acceptable.

Maximum contract one year. Programs subject to approval. Foreign language programs not accepted. Programs and announcements cannot he combined to earn frequency discounts.

Discounts are allowed immediately only on firm non-calletion privileges by the station or by the advertiser discounts will be rebated as earned. On any breach of firm or non-cancellable contract rates will be adjusted in accordance with rate card to advertiser and to agency. Interruption of a series necessitated by the broadcast of special events of importance will not jeopardize the advertiser's right to the rebate.

(This listing centinued as next page)

#### WASHINGTON—Continued W I N X---Continued

Closing Time
Contracts close two weeks in advance of first broadcast. Announcement copy, transcriptions close 24 hours in advance. Talks close 48 hours in advance. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for lateral cut recordings.

Personnel
Commercial bisnager—Norman Welli.
Representatives
Forjoe & Company.

WMAL (Established 1926)



### **BLUE NETWORK STATION**



Rates effective December 1, 1948. (Card No. 11.)

Rates effective December 1, 1948. (Card No. 11.)
Owned and operated by the Evening Star Broadcasting Co.
Business Offices and Studios—Trans-Lux Bidg., 14th and New York Av., N. W., Washington 5, D. C., National 5400.
Transmitter—Near Bethesds, Montgomery County, Md. Wave—Power—Time
Operating power—5,000 watts.
476.2 meters: 330 kilocycles.
Licensed to operate full time on regional channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:05 a.m.; week days 6:00 a.m. to 1:00 a.m.
Agancy Commission
15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on program charges. Bills due and payable when rendered. program charges, rendered.

rendered.

eneral Advartising

For combination rates see American Broadcasting

Company, Inc. (Basic Network).

Rates for periods longer than one hour are in exact

proportion to the corresponding one hour rate.

Commitments made prior to December 1, 1943, will

be completed at the rates called for by such commit
ments, but advertisers may elect to substitute new

contracts, effective at any time after December 1,

1943, at rates published for the unexpired portion of

such commitments on the effective date of such new

contracts. In the absence of such election, rates in

effect immediately preceding December 1, 1943, will

apply to extensions of said commitments for any pe
rlod or periods up to and including November 30,

1944, for the same series continuously used. Rates

effective December 1, 1943, are applicable to all new

hroadcasts series ordered on and after December 1,

1943.

1943.
The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be prejudiced if he is required to relinquish the time or times specified in his contract and the contract is cancelled for this reason.

GENERAL BROADCAST ADVERTISING (Gross Bates)

| (6:00 p.m. to 11:00 p.m.)                     |                |
|---|----------------|
| 1 hour  | 250.00         |
| 1/2 hour                                      | 150.00         |
| 1/4 hour                                      | 100.00         |
| 10 minutes                                    | 84.00          |
| 5 minutes                                     | 50.00          |
| CLASS "B"                                     |                |
| (12:00 noon to 6:00 p.m. Sundays)             |                |
| 1 bour  | 187.50         |
| 1/2 hour                                      | 112.50         |
| 1/4 hour                                      | 75.00          |
| 10 minutes                                    | 68.00          |
| 5 minutes                                     | 27.50          |
| CLASS "C"                                     |                |
| (6:00 a.m. to 6:00 p.m. and 11:00 p.m.        | to             |
| 12:00 midnight, exclusive of Sunday afternoon |                |
| 1 hour.                                       | 125.00         |
| 1/2 hour                                      | 75.00          |
| 1/4 hour                                      | 50.00          |
| 10 minutes                                    | 42.00          |
| 5 minutes                                     | 25.00          |
| CLASS "D"                                     |                |
|   |                |
| (12:00 midnight to 6:00 a.m.)                 |                |
| (12:00 midnight to 6:00 a.m.)                 | 84.00          |
| 1 hour.                                       | 84.00<br>50.00 |
| 1 hour  | 50.00          |
| 1 hour.                                       |                |

CLASS "E"
SERVICES
Time signals or chain breaks: Live chain breaks are limited to maximum of 35 words, including time signal (optional).
Transcribed chain breaks are limited to 15 seconds.
(6:00 p.m. to 11:00 p.m.)
Each pet. 25.00

Each, not. 6:00 a.m.) 12.50 6 weekly (Monday through Saturday). 60.00 Daily announcements: 6 weekly (Monday through Saturday) 125 words live or one minute transcription: 6:00 p.m. to 11:00 p.m. per week. 120.00 6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 6:00 a.m. Monday through Saturday. Six announcements; one each week day, per week 80.00. Announcements not purchased on weekly basis charged at independent announcement rates.

The Music Box-Monday through Friday. Rates include time, talent and prizes. Five 1 minute announcements, one each week day, per week \$0.00. One minute announcements, not purchased on weekly strip basis, 18.00 net each to post the postition of announcements between programs is not guaranteed in relation to adjacent programs is not guaranteed in relation to adjacent programs and station management will not be required to notify advertisers of any changes in adjacent programs. BISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under "General Broadcast Advertising (Gross Rates)" Class "A." B." C." D." and "E."

Weekly Dollar Volume Discounter Applicable to achedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:

None 250.00 or more but less than 100.00 weekly 2-1/2% 100.00 or more but less than 100.00 weekly 5%, 150.00 or more but less than 200.00 weekly 10%, 250.00 or more but less than 300.00 weekly 12-1/2% 300.00 or more but less than 300.00 weekly 12-1/2% 300.00 or more but less than 300.00 weekly 12-1/2% and one of the strip of the s

Interruptions of a series necessitated by the broad-casting of special events of importance will not affect the advertiser's right to the discount or rebate.

Gross billing after deduction of percentage discounts, if any, shall be subject to advertising agency commission of 15%. From the rebate, if any, the company shall deduct the excess agency commission previously allowed. All concurrent local contracts for the same advertiser at the rates listed under "General Advertising (Gross Rates)," Class "A." "B." "C." "D." and "E" may be combined for determining the rate of the Dollar Volume Discount. Discounts effective from beginning of service only on firm contracts or as contracts become firm.

WEEKLY FREQUENCY RATES

Separate contracts must be written for periods in different rate classifications (Class "A." 'C." or 'D.'). No grouping of contracts for the purpose of testing increased discounts is allowed unless the contracts are with the same advertiser and for periods in the same weekly rate classification, but when one advertiser has two or more series in different weekly rate classifications each series takes the maximum rate of discount earned under any of the other series.

(6:00 p.m. to 11:00 p.m.)

Per week: 3tl. 4tl. 5tl. 6tl. 7tl.
1 hour 600.00 775.10 937.00 1,087.00 1,225.00 1/4 hour 240.00 310.10 875.00 435.00 490.00 1/2 hour 360.90 485.10 565.00 655.00 255.00 1/4 hour 240.00 155.10 187.00 217.00 245.00 c. CLASS ""

(12:00 noon to 6:00 p.m. Sundays)

Not available.

CLASS "C"

(6:00 a.m. to 6:00 s.m. and 11:00 p.m. to

Not available.

CLASS "C"

(6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 p.m. to 1

(This listing continued on next page)

# Now Available! MARTIN AGRONSKY

6:05 · 6:15 p.m.

## Monday thru Friday

Ever since Martin Agronsky returned from four years of dodging bombs and shells on the battlefronts of the world, his nightly news commentary has been a popular feature in Washington. For the first time since he went on WMAL more than two years ago, he is available for exclusive sponsorship at this new time, immediately following the 6:00-6:05 p.m. headline news summary. His penetrating analysis of the news has established his popularity with an audience that will follow him at his new time.

5000 WATTS



For Complete Information, Call Your BLUE SPOT SALES Representative, or

BASIC BLUE NETWORK

630 K.C.

Owned and Operated By The Evening Star Broadcasting Company 724 14th St., N.W. Washington, D.C.

Represented Nationally by BLUE SPOT SALES in New York, Chicago, Detroit, Hollywood & San Francisco

#### DIS. OF COLUMBIA—Cont'd

#### WASHINGTON---Continued W M A L—Continued

| CTLASS "D"  (12:00 midnight to 6:00 s.m.)  Per week: 3 ti. 4 ti. 5 ti. 6 ti. 7 ti.  1 hour 200.00 280,00 812.00 382.00 409.00  1/2 hour 120.00 155.00 187.00 217.00 245.00  1/4 hour 80.00 104.00 125.00 145.00 182.00  *10 min. 47.00 86.00 105.00 122.00 137.00  5 min. 40.00 52.00 62.00 69.00 82.00  (*) Available in restricted periods.  Discounts on Weekly Frequency Rates |
|--|
|  |
| Discounts on Weekly Frequency Bates allowed for<br>number of consecutive weeks scheduled within one  |
| number of consecutive weeks scheduled within one year:   |
| Less than 13 weeks   |
| 13 to 25 weeks   |
| 26 to 51 weeks   |
| 52 weeks 10%   |
| INDEPENDENT ANNOUNCEMENTS AND  |
| COOPERATIVE FEATURE Independent Announcements  |
| Limited to 125 words live or one minute transcription:   |
| (6:00 p.m. to 11:00 p.m.)  |
| 125 words or one minute transcription:   |
| Less than 18 times 25.00 52 times  |
| 13 times   |
|  |
| (6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 6:00 a.m.)   |
| 125 words live or one minute transcription:  |
| Loss than 19 times 19 KA K9 times 10 69  |
| 13 times   |
| 26 times   |
| Ruth F. Crane: Women's Participation Program:  |

Available to non-competitive producers and manufac-turers in food products, home equipment and fashion fields. Commercial continuity prepared by Ruth Crane from material supplied by client. Rate includes time and talent. Per participation (Monday through Friday—11:30 a.m. to 12:00 noon): and talent.

Per participation (Monday through Friday—11:30 a.m. to 12:00 noon):

Less than 13 times 25.00 52 times 21.25

13 times 25.06 52 times 20.00

26 times 20.00

28 times 20.00

29 times 20.00

20 t

arrangement.

REMOTE CONTROL

Additional charges are made for remote control programs and for programs requiring special production. TRANSCRIPTIONS
Regular rates apply.

SERVICE FACILITIES
In arranging and presenting programs, the advisory
services of staff engineers and the station's program
department will be rendered without charge. Services
of staff announcers are available free of charge except where client selects a particular staff announcer
or except where a fee is required by any governing
labor organization.

Contract and Other Requirements

All acceptable accounts are subject to the same rates. No periods sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations. All programs are subject to depreval. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set aside for network use. Independent and service announcements may be moved to other periods if available and as arranged by station manager upon 24 hours' notice. Closing Time
Closing Time
Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.pm. turntables for vertical and lateral cut recordings.

Personnel
Manager—K. H. Berkeley.

Sales Manager—Ben B. Baylor, Jr.

rersonnel
Manager—K. H. Berkeley.
Sales Manager—Ben B. Baylor, Jr.
Representatives
Blue Spot Sales.

WOL
(Established 1924) NETWORK MUTUAL

Rates effective January 1, 1945. (Card No. 8.)
Owned and operated by Cowles Broadcasting Co.
Business Office and Studio—1627 "K" St., N. W.,
Washington 8, D. C., Metropolitan 0010.
Transmitter—Ager Road, Chillium, Md.
Wave—Powe—Time
Operating power—1,000 watts.
238.1 meters; 1260 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
Operating schedule; Sundays 7:30 a.m. to 1:05 a.m.;
week days 5:30 a.m. to 1:05 a.m.
Agency Commission
15% to all recognized advertising agencies; no cash
discount. No commission on talent. Bills due and payable 10th of following month.
General Advertising

sole 10th of tollowing month.

General Advertising
For combination rates see Mutual Broadcasting System.
Rates include music copyright fees.
One hour is 59-1/2 minutes; one-half hour is 29-1/2 minutes; one-quarter hour is 14-1/2 minutes.
Discounts retroactive as earned.

CLASS 'A' (6:00 p.m. to 10:30 p.m. daily) 1. 1. 131 t. 26 ti. 52 ti. 104 ti. 280 ti. hour... 200.00 190.00 180.00 170.00 150.00 150.00 hour... 120.00 1140 0 108.00 120.00 96.00 99.00 hour... 80.00 76.00 72.00 68.00 84.00 80.00 minutes 60.00 57.00 54.00 55.100 48.00 45.00 minutes 40.00 38.00 36.00 34.00 32.00 30.00 minutes 40.00 38.00 36.00 34.00 32.00 30.00 minutes 70 56.00 57.00 58.00 5 5 minutes 40.00 38.00 5.... \*1 minute or less..... 25.00 23.75 22.50 21.25 20.00 18.75 CLASS "B"
(12:00 noon to 6:00 p.m. Sundays)
hour.... 150.00 142.50 135.00 127.50 120.00 112.50
hour.... 90.00 85.50 81.00 76.50 72.00 67.50
hour.... 60.00 57.00 54.00 51.00 48.00 45.00
minutes 45.00 42.75 40.50 83.25 36.00 33.75
minutes 30.00 28.50 27.00 25.50 24.00 22.50

5 minutes 30.00 46.00 2.... \*1 minute or 18.75 17.81 16.88 15.94 15.00 14.06

less...... 18.75 17.81 16.88 15.94 15.00 |
CLASS "C"
(7:00 a.m. to 6:00 p.m. week days; 7:00 a.m. to 12:00 noon Sundays and 10:30 p.m. to 12:00 midnight datly)
1/2 hour... 40.00 95.00 90.00 85.00 80.00 1/2 hour... 60.00 57.00 54.00 51.00 48.00 1/4 hour... 40.00 38.00 36.00 34.00 32.00 10 minutes 30.00 28.50 27.00 25.50 24.00 5 minutes 20.00 19.00 18.00 17.00 16.00

minute or less..... 12.50 11.88 11.25 10.63 10.00

CLASS 'D'.

(12:00 midnight to 1:05 a.m.)

1 hour... 40.00 38.00 38.00 34.00 32.00

(2 hour... 24.00 22.80 21.60 20.40 19.20

4 hour... 16.00 15.20 14.40 13.60 12.80

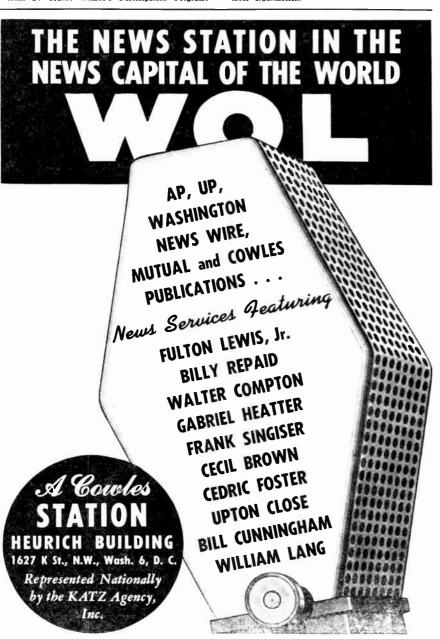
10 minutes 12.00 11.40 10.80 10.20 9.65

5 minutes 8.00 7.60 7.20 6.80 6.40 30.00 18.00 12.00 9.00 6.00 5 minutes 8.00 7.60 7.20 6.80 6.40 6.00 1 minutes 5.00 4.75 4.50 4.25 4.00 3.75 Copy limitations—chain break announcements: before 6.00 p.m., 35 words; after 6.00 p.m., 25 words. Transcribed chain break announcements—limit 15 Transcribed chain break announcements—limit 15 cm.

seconds.
(\*) Frequency discounts beyond 260 times: 500 times, additional 5%; 750 times, additional 10%; 1,000 times, additional 15%.

POLITICAL Rates on request.

REMOTE CONTROL
Complete remote pick-up equipment available—details



#### WASHINGTON—Continued W O L—Continued

TALENT

Rates on request.
TRANSCRIPTIONS
No extra charge for use of transcriptions.
SERVICE FACILITIES
Sorvices of the production department and technical staff are included without charge.
Merchandising and program publicity service available to station's advertisers for the introduction and maintenance of public dealer interest in program and product.

maintenance of public dealer interest in program and product.

Contract and Other Requirements
Maximum length of contract one year.

All programs must conform to standards of station.

Copy prepared by advertiser must have station's approval in advance. Station reserves the right to refuse or discontinue any program or announcement schedule for satisfactory reasons.

All programs subject to change of time upon 56 days' notice.

All proposals subject to prior booking of time.

All proposals subject to prior booking of time.

Closing Time
Arrangements for talent programs must be made one
week in advance. Recorded programs close one day
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel
Manager—Merie S. Jones.
Sales Manager—Herry V. Reav
National Sales Manager—H. T. Eins, Jr., 29 W.
57th St., New York 19, N. Y.

Representatives
The Katz Agency, Inc.



Rates effective March 1, 1944. (Card No. 11.)

Owned and operated by the National Broadcasting Company, Inc.

Business Office and Studio—Trans-lux Bldg., Washington 5, D. C., Republic 4000.

Transmitter—Ager Road, Chillum, Md.

Wave—Power—Time
Operating power—S 1000 watts

/ave—Power—Time
Operating power—5.000 waits.
306.1 meters; 980 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.;
week days 6:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized advertising agencies on net charges
for station time; no cash discount. Bills due and
payable when rendered. No commission on program
charges.

General Advertising

charges.

ieneral Advertising

For combination rates see National Broadcasting
Company (Basio Network).

Commitments made prior to March 1, 1944, will be
completed at the rates called for by such commitments. But advertisers may elect to substitute new
contracts effective at any time after March 1, 1944,
at these rates for the unexpired portion of such commitments. Otherwise, rates in refrect immediately preceding March 1, 1944, will apply to extensions of said
commitments for any period or periods up to and inoluding February 28, 1945, for the same series continuously used. Rates effective March 1, 1944, are
after March 1, 1944.

The rate of discount or the rebate to which an advertiser would otherwise be entitled will not he prefudiced if he is required by the station to relinquish
the time or times specified in his contract and the
contract is cancelled.

Rates for periods longer than one hour are in exact
proportion to the corresponding one hour rate.

GENEIRAL BROADCAST ADVERTISING

(Gross Rates)

## (Gross Rates)

| CLASS "A"  |   |
|--|---|
| (6:00 p.m. to 10:30 p.m.)  |   |
| 1 hour   | 800.00  |
| 1/2 hour   |   |
| 1/4 hour.  |   |
| 10 minutes   |   |
| 5 minutes  |   |
|  | 00.00   |
| CLASS "B"  |   |
| (12:00 noon to 6:00 p.m. Sundays)  |   |
| 1 hour   |   |
| 1/2 hour   | 185.00  |
| 1/4 hour   |   |
| 10 minutes   |   |
| 5 minutes  |   |
| CLASS "C"  | 20.0.   |
| (10:30 p.m. to 11:15 p.m. and 8:00 a.m.  |   |
|  |   |
|  |   |
| 6:00 p.m. daily except Sunday afternoon  | on)   |
| 6:00 p.m. dally except Sunday afternoon  | on)<br>150.00   |
| 6:00 p.m. daily except Sunday afternor<br>1 hour   | on)<br>150.00<br>90.00  |
| 6:00 p.m. daily except Sunday afternoo<br>1 hour   | on)<br>150.00<br>90.00<br>60.00   |
| 6:00 p.m. dally except Sunday afternor<br>1 hour.<br>1/2 hour.<br>1/4 hour.<br>10 minutes.   | on)<br>150.00<br>90.00<br>60.00   |
| 6:00 p.m. daily except Sunday afternoo<br>1 hour   | on)<br>150.00<br>90.00<br>60.00   |
| 6:00 p.m. daily except Sunday afternoo<br>1 hour.<br>1/2 hour.<br>1/4 hour.<br>10 minutes.<br>5 minutes.   | on)<br>150.00<br>90.00<br>60.00   |
| 6:00 p.m. dally except Sunday afternor 1 hour  | on)<br>150,00<br>90.00<br>60.00<br>50.00  |
| 6:00 p.m. daily except Sunday afternor 1 hour  | on)<br>150.00<br>90.00<br>60.00   |
| 6:00 p.m. dally except Sunday afternor 1 hour  | 0n) 150.00 90.00 60.00 50.00 30.00  |
| 6:00 p.m. dally except Sunday afternor 1 hour. 1/2 hour. 1/4 hour. 10 minutes. 5 minutes. CLASS "D" (11:15 p.m. to 12:00 midnight and 3 a.m. to 8:00 s.m.) 1 hour. | 7:00  |
| 6:00 p.m. dally except Sunday afternor 1 hour  | 7:00<br>- 100.00<br>- 90.00<br>- 60.00<br>- 50.00<br>- 30.00<br>- 100.00<br>- 60.00 |
| 6:00 p.m. dally except Sunday afternor 1 hour  | 7:00<br>100.00<br>100.00<br>100.00<br>100.00<br>100.00<br>40.00                     |
| 6:00 p.m. dally except Sunday afternor 1 hour  | 7:00<br>150.00<br>90.00<br>60.00<br>50.00<br>7:00<br>100.00<br>60.00<br>40.00       |

#### CLASS "E"

| (   | (12:00 midnight to sign-off and sign-on to |       |
|-----|--|-------|
|     | 7:00 a.m.)                                 |       |
| 1   |  | 75.00 |
| 1/2 | hour                                       | 45.00 |
| 1/4 | hour                                       | 30.00 |
| 10  | minutes                                    | 25.00 |
| 5   | minutes                                    | 15.00 |

DISCOUNTS AND REBATES

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D" and "E."

Weekly Dollar Volume Discounts

For eight or more consecutive weeks, paysble currently on firm qualifying contracts or as contracts become firm. All concurrent local contracts for the same advertiser at the rates listed above may be combined for determining the rate of the Dollar Volume Discount. Contracted value of local time at gross rates.

Leas than 60.00 weekly.

Leas than 60.00 weekly 2-1/2% 120.00 or more but less than 180.00 weekly 2-1/2% 180.00 or more but less than 180.00 weekly 7-1/2% 240.00 or more but less than 300.00 weekly 7-1/2% 360.00 or more but less than 300.00 weekly 12-1/2%

## ANNOUNCEMENTS AND COOPERATIVE PROGRAMS

Frequency rates are based on number used during a 12 month period and become effective from beginning of service only on firm contracts or as contracts become firm. Announcements only may be combined to earn lower frequency rates.

Announcement service which has been maintained for 52 consecutive weeks and continues, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which rate appli continues.

#### Announcements

Cooperative Frogram

Home Forum: Monday through Friday, available to non-competitive producers and manufacturers in food products, home equipment and fashion fields. Commercial continuity prepared by program director from material supplied by client.

1 ti. 10 ti. 25 ti. 50 ti. 100 ti. (†)

Per partici-

Per participation..... 25.00 23.75 22.50 21.25 20.00 18.75 (†) 300 or more times.

| Station Breaks | Stat

Additional charges are made for programs requiring special production or originating outside of station's studios. Announcers are available at prevailing AFRA rates.

#### TRANSCRIPTIONS

Regular rates apply.
SERVICE FACILITIES

Advisory services of station's programs department, staff announcers and staff engineers in arranging and presenting programs are included without charge.

#### Contract and Other Requirements

ontract and Other Requirements
All acceptable accounts are subject to the same rates. No periods are sold in bulk for resals. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to carproval.
Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set aside for network use. Independent announcements may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

#### Closing Time

Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

#### Personnel

Manager—Carleton D. Smith. Sales Manager—Mahlon A. Glascock.

National Breadcasting Company, Inc., (Spot Sales.)



# COMMENTAR

6:05 to 6:15 P. M. Monday thru Saturday (following Esso News)

FIRST IN WASHINGTON



Represented by NBC SPOT SALES

#### DIS. of COLUMBIA—Cont'd

#### WASHINGTON—Continued WTOP



Rates effective August 20, 1944. (Card No. 14.)
Owned and operated by the Columbia Broadcasting
System Inc.
Business Office and Main Studios—Earle Bidg..
Washington 4, D. C., Metropolitan 3200,
Transmitter—Route Na. 1, Silver Spring, Md.
Wave—Power—Time
Operating power—50,000 watts.
200 meters; 1500 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time.
Operating schedule: Sundays 7:30 a.m. to 1:05 a.m.;
week days 5:45 a.m. to 1:05 a.m.
Agency Commission
15% allowed on net time charges to recognized agencies; no cash discount. Bills rendered weekly.
General Advertising
For combination rates see Columbia Broadcasting
System (Basic Network).
Length of commercial copy:

After Programs—

\*News Bafgers

\*\*Reference Programs After Bafgers

\*\*Programs Pagers

\*\*Programs

|      |          |            | rams        | Ne          | aw         |
|------|----------|------------|-------------|-------------|------------|
|      |          |            | Before      | After       | Before     |
|      |          |            | 6:00 p.m.   | 6:00 p.m.   | 6:00 p.m.  |
| 1    | hour     | 6 min.     | 9 min.      |             |            |
| 1/2  | hour     | 8 min.     | 4:80 min.   | 2:24 min.   | 8:36 min.  |
|      |          |            | 3:15 min.   |             | 2:86 min   |
|      |          |            | 2:20 min.   |             |            |
|      |          |            | 1:25 min.   |             |            |
| (*   | ') Maxic | num openi: | ng commerc  | ial: 25 aec | onds for 5 |
| m    | inute ne | ws progra  | ms, 40 sec  | conds for 1 | 10 minute  |
| O    | longer   | programs.  |             |             |            |
| - (1 | t) Noma  | iddle com  | mercial per | mitted on   | 5 minute   |

news programs.
GENERAL BROADCASTING TIME RATES
Without Talent
Not time rates after deduction of all applicable dis-

counts.

Per week rates apply within any seven consecutive

Per week rates based on consecutive weeks of uninterrupted broadcasting.

CLASS "A"

(7:00 p.m. to 10:30 p.m. daily)

Per week - \*\* 1.00 \*\* 40 days.

|            | *1 day | *2 days | *3 days | *4 days | *5 days | *6 days |
|------------|--------|---------|---------|---------|---------|---------|
| One hour:  |        |         |         | •       | •       | •       |
| 1-12 wks   | 375.00 | 750.00  | 1012.50 | 1350.00 | 1687.50 | 1800.00 |
| 13-25 wks  | 356.25 | 637.50  | 860.63  | 1147.50 | 1434.38 | 1530.00 |
| 26-51 wks  | 338.44 | 605.63  | 817.60  | 1090.13 | 1362.66 | 1453.50 |
| 52 weeks   | 320.63 | 573.75  | 774.57  | 1032.75 | 1290.94 | 1377.00 |
| Half hour  | :      |         |         |         |         |         |
| 1-12 wks   | 225,00 | 450.00  | 607.50  | 810.00  | 1012.50 | 1080.00 |
| 13-25 wks  | 219.38 | 416.25  | 546.75  | 688.50  | 860.63  | 918.00  |
| 26-51 wks  | 208,41 | 395,44  | 519.41  | 654.08  | 817.60  | 872.10  |
| 52 weeks   | 197.44 | 374.63  | 492.08  | 619.65  | 774.57  | 826,20  |
| Quarter he | our:   |         |         |         |         |         |
| 1-12 wks   | 150.00 | 300,00  | 405.00  | 540.00  | 675,00  | 720.00  |
| 13-25 wks  | 150.00 | 285,00  | 374.63  | 486.00  | 590.63  | 630.00  |
| 26-51 wks  | 142,50 | 270.75  | 355.90  | 461.70  | 561.10  | 598.50  |
| 52 weeks   | 135,00 | 256.50  | 337.17  | 437.40  | 531.57  | 567.00  |
|            |        | CL      | ASS "B  | **      |         |         |

| 52 weeks   | 135.00  | 256.50  | 337.17<br>ASS "B | 437.40  | 531.57   | 567.00  |
|------------|---------|---------|------------------|---------|----------|---------|
| (0.0       |         |         |                  |         | 10.      | 00      |
|            | ) p.m.  | to 7:00 |                  | week da | ys; 10:  | 30      |
| p.in.      | 10 11:0 | 00 p.m. |                  |         | n. to 7: | UU      |
| One hour:  |         | p.m.    | Sunday           | S)      |          |         |
| 1-12 wks   | 262.50  | 525,00  | 708.75           | 945.00  | 1181.25  | 1260.00 |
| 13-25 wks  | 255.94  | 472.50  | 620.16           | 803.25  | 1004.06  | 1071.00 |
| 26-51 wks  | 243,14  | 448.88  | 589.15           | 763.09  |          | 1017.45 |
| 52 weeks   | 230.35  | 425.25  | 558.14           | 722.93  |          | 963.90  |
| Half hour  |         |         |                  |         | 0.,0,00  |         |
| 1-12 wks   | 157.50  | 315.00  | 425,25           | 567.00  | 708.75   | 756.00  |
| 13-25 wks  | 157.50  | 299,25  | 403.99           | 538.65  | 673.31   | 718.20  |
| 26-51 wks  | 149.63  | 284.29  | 383.79           | 511.72  | 639.64   | 682.29  |
| 52 weeks   | 141.75  | 269.33  | 363,59           | 484.79  | 605.98   | 646,38  |
| Quarter he |         | 200100  | 000.00           | 101110  | 000.00   | 010,00  |
| 1-12 wks   |         | 210.00  | 283,50           | 378.00  | 472.50   | 504.00  |
| 13-25 wks  | 105.00  | 204.75  | 269.33           | 359.10  | 437.06   | 453.60  |
| 26-51 wks  | 99.75   | 194.51  | 255.86           | 341.15  | 415.21   | 430.92  |
| 52 weeks   | 94.50   | 184.28  | 242.40           | 323.19  | 393.35   | 408.24  |
| Ten minut  |         | 101.20  | 212,10           | 020.10  | 555.55   | 100.21  |
| 1-12 wks   | 84.00   | 168.00  | 226.80           | 302,40  | 378.00   | 403.20  |
| 13-25 wks  | 84.00   | 168.00  | 221.13           | 287.28  | 359.10   | 372.96  |
| 26-51 wks  | 79.80   | 159.60  | 210.07           | 272.92  | 341.15   | 354.31  |
| 52 weeks   | 75.60   | 151.20  | 199.02           | 258.55  | 323.19   | 335.66  |
| Five minu  |         | .0      | 100.02           | 200.00  | 020.13   | 333.00  |
| 1-12 wks   | 52,50   | 105.00  | 141.75           | 189.00  | 236.25   | 252,00  |
| 13-25 wks  | 52.50   | 105.00  | 141.75           | 184.28  | 230.23   | 245.70  |
| 26-51 wks  | 49.88   | 99.75   | 134.66           | 175.08  | 218 89   | 233 49  |

| 26-51 wks   | 49.88  | 99.75   | 134.66 | 175.06  | 218.82   | 233.42 |
|-------------|--------|---------|--------|---------|----------|--------|
| 52 weeks    | 47.25  | 94.50   | 127.58 | 157.55  | 207.31   | 221.13 |
|             |        | CLA     | 88 "C  | ••      |          |        |
| (7:00       | s.m.   | to 6:00 | p.m.   | veek da | ys: 11:0 | 00     |
| One hour:   | a. m.  | to 1:30 | p.m.   | Sundays | )        |        |
| 1-12 wks    | 187.50 | 375.00  | 506.25 | 675,00  | 843.75   | 900.00 |
| 13-25 wks   | 182.81 | 356, 25 | 455,63 | 590.63  | 717.19   | 765.00 |
| 26-51 wks   | 173,67 | 338.44  | 432.85 | 561.10  | 681.33   | 726.75 |
| 52 weeks    | 164.53 | 320.63  | 410.07 | 531.57  | 645.47   | 688.50 |
| Half hour:  |        |         |        |         |          |        |
| 1-12 wks    |        | 225.00  | 303.75 | 405.00  | 506,25   | 540.00 |
| 13-25 wks   | 112.50 | 219.38  | 288.56 | 374.63  | 455.63   | 486.00 |
| 26 · 51 wks | 106.88 | 208.41  | 274.13 | 355.90  | 432.85   | 461.70 |
| 52 weeks    | 101.25 | 197.44  | 259.70 | 337.17  | 410.07   | 437.40 |
| Quarter ho  |        |         |        |         |          |        |
| 1-12 wks    | 75.00  | 150.00  | 202.50 | 270.00  | 337.50   | 360.00 |
| 13-25 wks   | 75.00  | 150.00  | 197.44 | 263.25  | 320.63   | 342,00 |
| 26-51 wks   | 71.25  | 142.50  | 187.57 | 250,09  | 304.60   | 324.90 |
| 52 weeks    | 67.50  | 135.00  | 177.70 | 236.93  | 288.57   | 307.80 |
| Ten minut   |        |         |        |         |          |        |
| 1-12 wks    | 60.00  | 120.00  | 162.00 | 216.00  | 270.00   | 288.00 |
| 13-25 wks   | 60.00  | 120.00  | 162.00 | 210.60  | 263.25   | 273.60 |
| 26-51 wks   | 57.00  | 114.00  | 153.90 | 200.70  | 250.09   | 259.92 |
| 52 weeks    | 54.00  | 108.00  | 145.80 | 189.54  | 236.93   | 246.24 |

|        |       |    | CLASS | 3 "D' | ,,   |       |      |
|--------|-------|----|-------|-------|------|-------|------|
| (11:00 |       |    |       |       |      |       | 7:00 |
|        | 8. M. | to | 11:00 | a.m.  | Bund | lays) |      |

|         |      |      |      |      |      | _   |     |            | WE  |      |            |      |      |    | _   |      |
|---------|------|------|------|------|------|-----|-----|------------|-----|------|------------|------|------|----|-----|------|
|         |      | *1 6 | lву  | *2 d | ays  | *3  | da  | <b>y</b> 8 | *4  | da   | <b>y</b> 8 | *5   | da,  | ys | *6  | days |
| One hor |      |      |      |      |      |     | _   |            |     |      |            |      |      |    |     |      |
| 1-12 W  |      | 150  |      | 300  |      |     | 5.  |            |     | 10.  |            |      | 5.0  |    |     | 0.00 |
| 13-25 w | K9   | 150  |      | 285  |      |     | 4.6 |            |     | 6.   |            |      | 0.6  |    |     | 0.00 |
| 26-51 w | ks   | 142  |      | 270  |      |     | 5.8 |            |     | 11.  |            |      | 1.1  |    |     | 8.50 |
| 52 wee  |      | 135. | .00  | 256. | .50  | 33  | 7.1 | 17         | 43  | 7.   | 10         | 53   | 1.5  | 7  | 56  | 7.00 |
| Half he |      | :    |      |      |      |     |     |            |     |      |            |      |      |    |     |      |
| 1-12 w  |      | 90.  |      | 180  |      | 24  | 3.0 | 00         | 32  | 4.0  | 00         |      | 15.0 |    |     | 2.00 |
| 13-25 w |      |      | .00  | 175  | .50  | 23  | 6.9 | 3          | 30  | 7.3  | 80         | 37   | 4.6  | 33 | 39  | 9.60 |
| 26-51 w | ks   | 85   | .50  | 166  | .25  | 22  | 5.0 | 8(         | 29  | 2.   | 41         | 35   | 5.9  | 90 | 37  | 9.62 |
| 52 week | ks.  | 81.  | .00  | 157. | .95  |     | 3.3 |            | 27  | 7.0  | 12         | 33   | 7.1  | .7 |     | 9.64 |
| Quarter | : he | ur:  |      |      |      |     |     |            |     |      |            |      |      |    |     |      |
| 1-12 w  | ks   | GO.  | 00   | 120. |      | 16  | 2.0 | 0 (        | 21  | 6.0  | 00         |      | 0.0  |    |     | 8.00 |
| 13-25 w | ks   | 60.  | 00   | 120. | 00   | 16  | 2.0 | 0          | 21  | 0.0  | 30         | 26   | 3.2  | 15 | 27  | 3.60 |
| 26-51 w | ks   | 57.  | .00  | 114  | .00  | 15  | 3.8 | 90         | 20  | 0.0  | 7          | 25   | 0.0  | 19 | 25  | 9.92 |
| 52 wee  | ks.  | 54   |      | 108  |      |     | 5.8 |            |     | 9.   |            |      | 6.9  |    |     | 6.24 |
| Ten mi  | nut  | es:  |      |      |      |     |     | -          |     |      | _          |      |      | -  |     |      |
| 1-12 w  |      | 48.  | 00   | 96.  | 00   | 12  | 9.6 | 80         | 17  | 2.8  | 30         | 21   | 6.0  | n  | 23  | 0.40 |
| 13-25 w | ks   | 48.  |      |      | .00  |     | 9.6 |            |     | 8.   |            |      | 0.6  |    |     | 4.64 |
| 26-51 w |      | 45.  |      | 91.  |      |     | 3.1 |            |     | Ŏ.   |            |      | 0.0  |    |     | 3.41 |
| 52 Weel |      | 43.  |      | 86   |      |     | 6.6 |            |     | 1.   |            |      | 9.5  |    |     | 2.18 |
| Five m  |      |      |      | 00.  |      | ••• | ٠.٠ | •          |     | •••• | ,,,        | ••   |      | •  | 20  | 2 0  |
| 1-12 w  |      | 30.  | ሰሰ   | 60   | .00  | Q   | 1.0 | ነስ         | 10  | 8.   | n۸         | 15   | 5.0  | 'n | 14  | 4.00 |
| 13-25 w |      | 30.  |      |      | 00   |     | 1.0 |            |     | 8.   |            |      | 5.0  |    |     | 4.00 |
| 26-51 W |      | 28.  |      |      | 00   |     | 6.8 |            |     | 2.0  |            |      | 8.2  |    |     | 6.80 |
| 52 Wee  |      | 27   |      | 54.  |      |     | 2.9 |            |     | 7.   |            |      | 1.5  |    |     | 9.60 |
| 32 1100 | nø.  | 21.  | .00  | 32   | CLA  |     |     | , C        | . " |      | 40         | 12   |      | ·  | 12  | 3.00 |
| One hor |      | - "  | 6:00 |      |      |     |     |            |     | a    |            |      |      |    |     |      |
| 1-12 w  |      | 112  |      | 225. | i, t |     | 3.7 |            |     | 5.0  |            |      | 6.2  |    | E 4 | 0.00 |
| 13-25 w |      | 112  | 50   | 219  |      |     |     |            |     | 4.0  |            |      | 5.6  |    |     | 6.00 |
| 26-51 w |      |      |      |      |      |     | 8.  |            |     |      |            |      |      |    |     |      |
|         |      | 106. |      | 208. |      |     | 4.1 |            |     | 5.   |            |      | 2.8  |    |     | 1.70 |
| 52 wee  |      | 101. | 23   | 197. | 44   | 25  | 9.7 | U          | 33  | 7.   | 11         | 41   | 0.0  | 11 | 43  | 7.40 |
| Half ho |      |      |      |      |      |     |     |            |     | _    |            |      |      | _  |     |      |
| 1-12 w  |      | 67.  |      | 135. |      |     | 2.2 |            |     | 3.0  |            |      | 3.7  |    |     | 4.00 |
| 13-25 w |      | 67.  | 50   | 135. |      |     | 7.6 |            |     | 6.   |            |      | 8.   |    |     | 7.80 |
| 26-51 w |      | 64.  | .13  | 128  | .25  |     | 8.8 |            |     | 5.   |            |      | 4.1  |    |     | 2.41 |
| 52 wee  |      | 60.  | 75   | 121. | .50  | 15  | 9.8 | ŧ3         | 21  | 3.:  | 24         | 25   | 9.7  | 0  | 27  | 7.02 |
| Quarter |      | ur:  |      |      |      |     |     |            |     |      |            |      |      |    |     |      |
| 1-12 w  |      | 45.  |      |      | .00  |     | 1.5 |            |     | 2.   |            |      | 2.5  |    |     | 6.00 |
| 13-25 w |      | 45.  |      |      | .00  |     | 1.5 |            |     | 2.   |            |      | 7.4  |    |     | 0.60 |
| 26-51 w |      | 42.  |      |      | .50  |     | 5.4 |            |     | 3.   |            |      | 7.5  |    |     | 0.07 |
| 52 wee  |      | 40.  | .50  | 81.  | .00  | 10  | 9.3 | 35         | 14  | 5.   | 80         | 17   | 7.6  | 59 | 18  | 9.54 |
| Ten mi  |      |      |      |      |      | _   |     |            |     |      |            |      |      |    |     |      |
| 1-12 w  |      | 36.  |      |      | .00  |     | 7.5 |            |     | 9.   |            |      | 2.0  |    |     | 2.80 |
| 13-25 w |      | 36.  |      |      | .00  | - 9 | 7.5 | 20         |     | 9.0  |            | 16   | 2,0  | 00 |     | 8.48 |
| 26-51 w |      | 34.  |      |      | .40  |     | 2.3 |            |     | 23.  |            |      | 3.9  |    |     | 0.06 |
| 52 wee  |      | 32.  | 40   | 64   | . 80 | 8   | 7.4 | 18         | -11 | в.   | в4         | 14   | 5.8  | 30 | 15  | 1.63 |
| Five m  |      |      |      |      |      | _   |     |            |     |      |            |      |      | _  |     |      |
| 1-12 w  |      | 22.  |      | 45   |      | б   | 0.  | 75         |     | 11.  |            |      | 1.5  |    |     | 8.00 |
| 13-25 w |      |      | .50  |      | .00  |     | 0.  |            |     | 31.  |            | - 10 | 1.5  | 25 | 10  | 8.00 |
| 26-51 w |      |      | .38  | 42   | .76  |     | 7.  |            |     | в.   |            |      | 6.   |    | 10  | 2.60 |
| 52 Wee  |      |      | .25  |      | .50  |     | 4.6 |            |     | 2.   |            |      | 1.1  |    |     | 7.20 |
| (*)     |      |      |      | thin |      | 86  | ve: | n (        | con | sec  | eut        | ive  | ďε   | ıу | per | iod. |
| Seven   |      |      |      |      |      |     |     |            |     |      |            |      |      |    |     |      |
| longe   | r    | lhan | or   | ie h | our  | pı  | ້   | ra         | ta. | 0    | ٠,         | one  | _ h  | ou | r 1 | atc. |

seven uass per week pro rata of six day rate. Periods longer than one hour pro rata of one hour rate. Three-quarter hour—80% of hour rate. The minutes, if available, 80% of the 1-12 week 15 minute rate less applicable dollar volume and consecutive weeks discounts. Five minutes, if available, 50% of the 1-12 week 15 minute rate less applicable dollar volume and consecutive weeks discounts. Time periods not designated—rates on request.

ANNUNCEMENT'8

All announcements under Classes "A," "B," "C," "D," and "E," regardless of their length or cost, may be combined for weekly frequency discounts, providing they are computed on the basis of days per week usage, and not times per week usage. Starting time of announcements determines rate classification.

CLASS "A"

CLASS "A"
(6:59 p.m. to 10:30 p.m. daily)

|           |        | — Per  |        |        |        |
|-----------|--------|--------|--------|--------|--------|
|           | 1 day  |        |        | 5 days | 6 days |
| 25 words  |        |        |        |        |        |
| 1-12 wks  |        | 108.00 | 144.00 | 180.00 | 192.00 |
| 13-25 wks |        | 108.00 | 144.00 | 175.50 | 187.20 |
| 26-51 wks |        | 102.60 | 136.80 | 166.73 | 177.81 |
| 52 weeks  | 36.00  | 97.20  | 129.60 | 157.95 | 168.48 |
|           | - 5100 | <br>   |        | ,,,,,  |        |

CI.ASS "B"

(5:59 p.m. to 6:59 p.m. week days; 10:30 p.m. to 11:00 p.m. dally; 1:29 p.m. to 6:59 p.m. to 6:59

| 50 | words   | or 20 se   | cond el | lectrical | trans.    | station | breaks |
|----|---------|------------|---------|-----------|-----------|---------|--------|
| 1  | -12 wks | 30.00      | 60.00   | 81.00     | 108.00    | 135.00  | 144.00 |
|    | -25 wks |            | 60.00   | 81.00     | 108.00    | 135.00  | 144.00 |
| 26 | -51 wks | 28.50      | 57,00   | 78,95     | 102.60    | 128.25  | 136.80 |
| 52 | weeks   | 27.00      | 54.00   | 72.90     | 97.20     | 121,50  | 129,60 |
|    | e minu  | te live or | electr  | ical tran | scription | n:      |        |
|    | -12 wks | 40,00      | 80.00   |           | 144.00    | 180.00  | 192.00 |
| 13 | -25 wks | 40.00      | 80.00   | 108.00    | 144.00    | 175,50  | 187.26 |
| 26 | -51 wks | 38.00      | 76.00   | 102.60    | 136.80    | 166.73  | 177.84 |
| 52 | weeks   | 36.00      | 72.00   | 97.20     | 129.60    | 157.95  | 168.48 |

CLASS "C"

(6.59 a.m. to 5:59 p.m. week days; 10:59 a.m. to 1:29 p.m. Sundays)

ords or 20 second electrical trans station be-

| ou words of | r zo sec | ona ele | ctrical  | trans.    | station | preaks: |
|-------------|----------|---------|----------|-----------|---------|---------|
| 1-12 wks    | 20.00    | 40.00   | 54.00    | 72.00     | 90.00   | 96.00   |
| 13-25 wks   | 20,00    | 40.00   | 54.00    | 72.00     | 90.00   | 96.00   |
| 26-51 wks   | 19,00    | 38.00   | 51.30    | 68.40     | 85.50   | 91.20   |
| 52 weeks    | 18.00    | 36.00   | 48.60    | 64.80     | 81.00   | 86,40   |
| One minute  | live or  | electri | cal tran | scription | n:      |         |
| 1-12 wks    | 27.50    | 55.00   | 74.25    | 99,00     | 123.75  | 132.00  |
| 13-25 wks   | 27.50    | 55.00   | 74.25    | 99,00     | 123.75  | 132,00  |
| 26-51 wks   | 26.13    | 52.26   | 70.54    | 94.05     | 117.56  | 125.40  |
| 52 weeks    | 24.75    | 49.50   | 66.83    | 89.10     | 111.38  | 118.80  |
|             |          |         |          |           |         |         |

CLASS "D"
(11:00 p.m. to 12:00 midnight daily; 6:59 p.m. to 10:59 a.m. Sundays)

| 50 words o | т 20 ве | cond el | ectrical | trans.   | station | breaks: |
|------------|---------|---------|----------|----------|---------|---------|
| 1-12 wks   | 15.00   | 30.00   | 40.50    | 54.00    | 67.50   | 72.00   |
| 13-25 wks  | 15.00   | 30.00   | 40.50    | 54.00    | 67.50   | 72,00   |
| 26-51 wks  | 14.25   | 28.50   | 38.48    | 51,30    | 64,13   | 68.40   |
| 52 weeks   | 13,50   | 27.00   | 34.63    | 48,60    | 60.75   | 68.40   |
| One minute | live or | electri | cal tran | scriptic | n:      |         |
| 1-12 wks   | 20.00   | 40.00   | 54.00    | 72.00    | 90,00   | 96.00   |
| 13-25 wks  | 20.00   | 40.00   | 54.00    | 72.00    | 90,00   | 96,00   |
| 26-51 wks  | 19.00   | 38.00   | 51.30    | 68.40    | 85.50   | 91.20   |
| 52 weeks   | 18.00   | 36.00   | 48.60    | 64.80    | 81.00   | 86.40   |

| 17.4 | M OCE 3 | 10.00    | 30.00   | 40.00      | 04.00  | 91.00   | 00.40   |
|------|---------|----------|---------|------------|--------|---------|---------|
|      |         |          |         | ASS "E"    |        |         |         |
|      |         |          |         | . to 6:44  | a.m.)  |         |         |
| 50   | words   | or 20 s  | econd e |            | trans. | Btatlon | breaks: |
|      | -12 wks |          | 20.00   | 27.00      | 36.00  | 45.00   | 48.00   |
| 13   | -25 wks | 10.00    | 20.00   | 27.00      | 36.00  | 45.00   | 48.00   |
|      | -51 wks | 9,50     | 19.00   | 25.65      | 34.20  | 42.75   | 45.60   |
| 52   | weeks   | 9.00     | 18.00   | 24.30      | 32.40  | 40.50   | 43.20   |
| Or   | e minu  | te or 20 | second  | electrical | trans. | station | breaks: |
|      | -12 wks |          | 28.00   | 37.80      | 50.40  | 63.00   | 67.20   |
| 13   | -25 wks | 14.00    | 28.00   | 37.80      | 50.40  | 63.00   | 67.20   |
| 26   | -51 wks | 13.30    | 16.60   | 35.91      | 47.88  | 59.85   | 63.84   |
| 52   | weeks.  | . 12.60  | 25, 20  | 34.02      | 45.36  | 56.70   | 60.48   |

NOTE: This broakdown is morely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 11. Figures shown are net rate after deduction of amplicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as carned, in accordance with interpretation of Rate Card 13. For announcements between 6:14 a.m. and 6:59 a.m. week days, see Participating Announcement Programs (Breakfust Table News).

PARTICIPATING ANNOUNCEMENT PROGRAMS (6:59 p.m. to 10:30 p.m. daily when available)

1 day 2 days 3 days 4 days 5 days 6 days
One minute live or electrical transcription:
1-12 wks 60:00 120:00 162:00 216:00 270:00 288:00 13-25 wks 60:00 120:00 162:00 216:00 250:09 250:09 257:360 26-51 wks 57:00 141:00 153:90 2007.0 250:00 250:99 252 weeks 54:00 108:00 145:80 188:51 236:93 246:24 Num Dial"—Arthur Godfrey—7:00 a.m. to 9:15 a.m. week days:
One minute:
1-12 wks 27:50 55:00 74:25 99:00 123:75 132:00 26-51 wks 26:13 52:26 70:54 94:05 117:56 125:40 (Corn Squeezin Time—6:00 a.m. to 6:44 a.m., Monday through Saturday:
Participations: 1 minute or 50 words; Class "E" announcement rates apply.
Breakfast Table News—6:44 a.m. to 7:00 a.m., Monday through Saturday:
1 minute (live only 20:00 Pictor)
Participations: 1 minute; Class "C" announcement rates apply.

Participations: 1 minute; Class "C" announcement rates apply.
Stumpus-5:00 p.m. to 5:30 p.m.-Monday through

Participations: 1 minute; Class "B" announcement

Above rates are subject to discount and commissionable to agency.

ANNOUNCEMENT PACKAGES
Discounts as earned, except that on non-cancellable
contracts, discounts will be allowed currently.
Cancellation privilege allowed only at end of 13 week

Cancellation privilege allowed only a size of eyele.

Announcement packages cannot be combined with other services for further discount purposes.

21 announcements or more per week of any type earn special discounts as follows:

21 or more per week for 13 weeks. 15%

21 or more per week for 26 weeks. 15%

21 or more per week for 39 weeks. 20%

21 or more per week for 52 weeks. 25%

DISCOUNTS

21 or more per week for 52 weeks. 25%

DISCOUNTS

Application of Discounts

Programs and announcements may not be combined for any discount purposes. However, except as noted under Weekly Frequency Discounts, all broadcasting under each section may be combined in computing discounts applicable to broadcasting under that section, Interruptions necessitated by broadcasts of special events of importance will not affect discounts. All discounts apply to time charges only.
Discounts will be allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned.
Where more than one time classification is used, lirst total up the gross one-day rates for the periods to be purchased and them deduct earned discounts, as follows:
(1) Deduct the applicable weekly frequency discount descents.

SPECIAL FEATURES
News-Leased wire service available, Rates on request.

TALENT
Musicians and announcer costs—rates on request. (This listing continued on next page)

#### WASHINGTON—Continued W T O P-Continued

W TO P—Continued

REMOTE CONTROL

Programs originating outside of the studios are subject to apecial charges.
Rates on request.

TRANSCRIPTIONS

Accepted at regular rates. Library service available—rates on request.

Instantaneous Reference Recordings: Rates subject to additional charge if studio or special facilities are required.

15 minutes 12.00 21.50 28.00 84.50 89.50 80 minutes. 12.50 25.00 85.00 45.00 65

for vertices and head of the oversonnel General Manager—William D. Murdock lepresentatives

Radio Sales.

## WWDC (Established 1941)



Rates effective September 15, 1944. (Card No. 3.)
Owned and operated by Capital Broadcasting Co.
Husiness Office and Studio—1000 Connecticut Ave.
Washington 6, D. C.
Transmitter—61 Pierce St., N. E., Washington,
D. C. Booster transmitter located midway between
Betheads and Silver Spring, Md.
Vave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time on local channel. Operating schedule—24 hours daily except Sunday.
Sign-off 12:00 midnight Sunday to 6:00 a.m. Monday.
Gency Commission

day.

Agency Commission
15% to recognized agencies on station time only, no cash discount. Bills rendered mouthly and are due 10th of month following billing.

General Advertising
The following rates are for national advertising and include music copyright fees.

CLANS "A"

(6:00 p.m. to 10:30 p.m. week days and 2:00 p.m. to 10:30 p.m. Sundays)

hour.

90:00

| 1   | BOUT                                       | 80.00 |
|-----|--|-------|
| 1/2 | hour                                       | 54.00 |
| 1/4 | hour                                       | 36 00 |
|     | minutes                                    |       |
|     |  | 10.00 |
|     | CLASS "B"                                  |       |
| (   | 10:30 p.m. to 1:00 a.m. and 6:00 a.m. to   | ١     |
|     | :00 p.m. week days: 8:00 a.m. to 2:00 p.m. |       |
| ·   | .00 p.m. week days, 0.00 a.m. to 2.00 p.m. |       |
|     | and 10:30 p.m. to 12:00 midnight Sundays)  |       |
| 1   | hour                                       | 60.00 |
| 1/2 | hour                                       | 36.00 |
|     | 4  |       |
| 1/4 | hour                                       | 24.00 |

# YEARS ON WWDC!



## Morton's have used 22,500 consecutive broadcasts spots, 1/4 hours and on Sunday three 1/2 hour programs!

Three years is a long time. Long enough to prove that once a smart merchandiser—always a smart one. For Morton's has grown big!

Since they started on WWDC. Morton's has opened a new building and has added four new departments.

It's nuts-and-bolts facts like those behind Morton's success that give us the idea that if you have something to sell, WWDC can do the job for you. Availabilities sent upon request.

the big sales result station in Washington, D. C.

> Represented nationally by WEED & COMPANY

REMOTE CONTROL

Line and mechanical cherges extra—not subject to agency commission.

TRANSCRIPTIONS

Regular rates apply. No extra charge for transcription library service.

SERVICE FACILITIES

Services of station program department are available to advertisers. Program ideas and continuities will be prepared and submitted by station production department on request.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted. Contracts subject to cancellation by written notice at short rate to date of last program. Maximum contract one year.

All programs, transcriptions and announcements subject to approval. Frequency discounts will be allowed as earned. All discounts allowed must be earned within one year from starting date of contract.

Programs must conform to and advertiser must agree to have his advertising copy comply with laws of United States, District of Columbia, F.C.C. rules and regulations, current Pure Food and Drug Act and any new regulation or revision of same. In order to broadcast programs or announcements of public interest the station reserves the right to cancel, postpone or advance the time of any program scheduled for any advertiser.

Closing Time

Contracts close two weeks in advance of first broadcast. Announcement copy and transcriptions close-24 hours in advance. Talks close 48 hours in advance.

Mechanical Program Equipment

vance.

vance.

echanical Program Equipment

Equipped to handle programs by electrical transcrip
tion, using 83-1/3 and 76 r.p.m. double turntables

for vertical and lateral cut recordings. Instantaneous

recording equipment available.

Personnei Station Manager—G. Bennett Larson. Commercial Manager—Ben Strouse. Program Director—Norman Reed. Representatives Weed & Company.

#### FLORIDA

#### DAYTONA BEACH (Volusia County) WMFJ

Rates effective July 1, 194#.

Owned and operated by W. Wright Esch.

Studio—126-1/2 Misgnolia Ave., Daytona Beach, Fla.

Transmitter—128-1/2 Magno-ia Ave., Daytona Beach, Transmitter—126-1/2 Magno-ia Ave., Daytona Beach, Ave.—Power—Time
Operating power—250 watta.
206.9 meters; 1450 kilocyoles.
Licensed to operate full time. Operates on Eastern
War Time.

News: Leased wire service available.
TALENT

Rates on request.
REMOTE CONTROL

Rates on request.
TRANSCRIPTIONS
Transcription library services available.
SERVICE FACILITIES
Merchandleing services, surveys, special reports extra.
Contract and Other Requirements of the station, rederal Trade Commission and Federal Communications Commission.
Closing Time
Two weeks in advance for published programs.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut transcriptions.
Representatives

Cox & Tanz.

## FORT MYERS

(Lee County)

WINK
(Established 1940)

(Established 1940)

Rates effective April 1, 1944.
Owned and operated by Fort Myers Broadcasting Co.
Business Office and Studio-WINK Bldg., Fort
Myers, Fla.
Transmitter-Fort Myers, Fla.
Wave-Power-Time
Operating power-250 watts.
241.9 meters; 1240 kilcocycles.
Licensed to operate unlimited time. Operates on
Eastern War Time.
Operating schedule: 6:53 s.m. to 11:30 p.m.
Agency Commission
15% to recognized advertising agencies; no cash discount. Bills rendered lat of each month.
(This listing continued on next page)

### FLORIDA—Continued

## FORT MYERS—Continued

WINK—Continued

Seneral Advertising

| In the continue | In the con

ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 10:30 p.m.)

1 minute or 

minute or less........... 8.75 8.60 8.40 8.05 SPECIAL FEATURES
News—leased wire service available; sports events, special events and participating programs—rates on request.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to commission.

chanical costs. Extra charges not subject to commission.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, except beer and light wine. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. No contract accepted for longer period than one year. Announcement copy will be broadcast as automitted, if approved, and charges will be made at next higher rate if number of words exceed limit in any class. Contracts are not assignable; are subject to musicism; local, state and federal regulations and are made subject to interference by strike, fire, weather conditions or other unavoidable conditions beyond control of station.

All broadcasts subject to approval of station management. Quantity discounts retroactive on entire schedule as earned. Station reserves the last 80 seconds of all programs for its use and station inflecting time of renewal. Contracts subject to cancellation unless POLITICAL

POLITICAL
Copy must be submitted and payment made 24 hours in advance.

TALENT

Rates on request.

Rates on request.

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply. Rates include use of transcription library service.
programs starts within 80 days. Short rate billed where frequency rate is not sarned.
Station reserves the right to discontinue any advertising announcements, talks or programs for reasons sufficient to the management.

# INDUSTRIAL FLORIDA will be little affected by PRODUCTION CUT-BACKS



#### Jacksonville---WJHP

(Duval County)

City population, 1943 247,500 County population 280,000 Annual payroll (city)

\$100,000,000

## MANUFACTURING

The valuation of Florida's manufactured products ranging in variety from ships and paper to cigars, food and novelties, approximates \$200,000,000 annually. Climatic and geographical advantages offer strong support for future industrial expansion. Water transportation from excellent Atlantic and Gulf ports convenient to established trade routes, rail service within forty hours of thirty-six states, and complete air transportation to all the nation, as well as to South America, make Florida a logical location for new industries. Never-failing sunshine creates an average mean temperature of seventy degrees—ideal for workers in industry.

North Florida, from Ocala to Jacksonville, and as far west as Pensacola, is Florida's most important industrial region, covered by, and responsive to, the dominant influence of John H. Perry Radio Stations.

## Panama City—WDLP

(Bay County)

City population, 1943 33,000 County population... 44,800 Annual payroll (city) ........\$52,000,000

#### Pensacola—WCOA

(Escambia County)

#### Ocala-WTMC

(Marion County)

City population, 1943 8,986 County population... 31,243 Annual payroll (city) \$4,000,000

# John H. Perry Radio Stations

Representatives JOHN H. PERRY ASSOCIATES

310 East 45th Street, New York 17, N. Y.

DETROIT

CHICAGO

ATLANTA

PHILADELPHIA

Closing Time
Contracts, announcement copy, transcriptions, talks
close one week in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel
President—Ronald B. Woodyard,
Acting Manager—Mary Martin. Representatives
John E. Pearson Company.

#### **GAINESVILLE** (Alachua County) WRUF



Rates effective September 1, 1985.

Owned and operated by the State and University of Florida.

Studio—University Campus, Gainesville, Fla., telepinone 1000—Ext. 8055.

Transmitter — University Campus, Gainesville, Fla., wave—Power—Time
Operating power—5,000 watts until sunset at Denver, Colo., 100 watts thereafter.

322.6 meters: 850 kilocycles.
Operates on Eastern War Time.
Actual operating schedule: Week days 6:00 a.m. to 12:00 midnight. Sundays 7:00 a.m. to 12:00 midnight. Power reduction time: January 8:00 p.m., April 9:30 p.m., May 10:30 p.m., March 9:00 p.m., April 9:30 p.m., August 10:00 p.m., September 9:15 p.m., October 8:15 p.m., November 7:45 p.m., December 7:30 p.m., December 0:2000 7:30 p.m. Agency Commission

Agency commission 15%; no cash discount. Commission does not apply on talent. Bills payable first of month. General Advertising

For combination rates see Mutual Broadcasting System.

| (After 6:00 p.m.) |       |       |       |        |       |       |               |
|-------------------|-------|-------|-------|--------|-------|-------|---------------|
|                   |       | t     | 1/2   | 1/4    | 5     | 1     | 1/2           |
|                   |       | hour  | hour  | hour   | min.  | ınin. | min.          |
| 1                 | time  | 75,00 | 50.00 | 30.00  | 15.00 | 7.50  | 5.00          |
| 13                | times | 71.25 | 47.50 | 28.50  | 14.25 | 7.12  | 4.75          |
| 26                | times | 67.50 | 45.00 | 27.00  | 13.50 | 6.75  | 4.50          |
| 52                | times | 63.75 | 42.50 | 25.50  | 12.75 | 6.37  | 4.25          |
| 100               | times | 60.00 | 40.00 | 24.00  | 12.00 | 6.00  | 4.00          |
| 150               | times | 58.25 | 37.50 | 22.50  | 11,25 | 5,62  | 8.75          |
| 250               | times | 52.50 | 35.00 | 21.00  | 10.50 | 5.25  | 8.50          |
| 300               | times | 48.75 | 32.50 | 19.50  | 9.75  | 4.87  | 3.25          |
| 350               | times | 45.00 | 30.00 | 18.00  | 9.00  | 4.50  | 8.00          |
| 700               | times | 41.25 | 27.50 | 16.50  | 8, 25 | 4.12  | 2.75          |
| 1,000             | times | 37.50 | 25.00 | 15.00  | 7.50  | 3.75  | 2.50          |
|                   |       |       |       | 00 p.m |       | 0.10  | <b>M.</b> 0.0 |
| 1                 | time  | 50.00 | 30.00 | 20,00  | 10.00 | 5.00  | 8.75          |
| 13                | times | 47.50 | 28.50 | 19.00  | 9.50  | 4.75  | 3.56          |
| 26                | times | 45.00 | 27.00 | 18,00  | 9.00  | 4.50  | 8.87          |
| 52                | t!mes | 42.50 | 25.50 | 17.00  | 8.50  | 4.25  | 3.18          |
| 100               | times | 40.00 | 24.00 | 16.00  | 8.00  | 4.00  | 2,99          |
| 150               | times | 37.50 | 22.50 | 15.00  | 7.50  | 3.75  | 2.80          |
| 250               | times | 35.00 | 21.00 | 14.00  | 7.00  | 3, 50 | 2.61          |
| 300               | times | 32,50 | 19.50 | 13.00  | 8.50  | 3.25  | 2.42          |
| 350               | times | 30.00 | 18.00 | 12.00  | 6.00  | 3.00  | 2.23          |
| 700               | times | 27.50 | 16.50 | 11.00  | 5.50  | 2.75  | 2.04          |
| 1,000             | times | 25.00 | 15.00 | 10.00  | 5.00  | 2.50  | 1.85          |
|                   |       |       |       |        | 0.00  | 2.00  | 1.00          |
| w                 |       |       | TAL   | CLAIL. |       |       |               |

Rates on request.

REMOTE CONTROL

Equipment available—details on request.
lechanical Program Equipment
Equipment to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

ersonne; Station Executive—Garland Powell. epresentatives
Rurn-Smith Company, Inc.

#### **JACKSONVILLE**

(Duval County)

WJAX

(Established 1925)

Rates received September 22. 1938.

Owned and operated by City of Jacksonville, Fla.

Business Office and Studios—No. 1 Broadcast Place,
Jacksonville, Fla. telephone 5-5821.

Transmitter—Hyde Park Country Club, Jacksonville,
Fla.

Wave-Power-Time

Operating power—5,000 watts days; 1,000.watts nights.
322.6 meters; 930 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Operating schedule: 19 hours daily.

Agency Commission

15% to recognized advertising agencies; cash discount 2% of net—10 days from invoice date. Invoices mailed 1st of month.

General Advertising

For combination rates see National Broadcasting Company (Florida Group).

|     | (6:00 p | .m. to    | 11:00 p.m | 1.)     |        |
|-----|---------|-----------|-----------|---------|--------|
|     |         | 1 hr.     | 1/2 hr.   | 1/4 hr. | 5 min. |
| 1   | time    | 190.00    | 120.00    | 74.00   | 87.00  |
| 26  | t1mes   | 180.50    | 114.00    | 70.80   | 85.15  |
| 52  | times   | 171.00    | 108.00    | 66.60   | 23.10  |
| 04  | times   | 161.50    | 102.00    | 62.00   | 81.45  |
| 30  | times   | 155.80    | 98.40     | 60.68   | 80.84  |
|     | times   |           | 90.00     | 55.50   | 27.75  |
|     | times   |           | 84.00     | 51.80   | 25,90  |
|     | (4      | III other | time)     | ,       |        |
| -   |         |           |           |         |        |
| - 1 | time    | 95.00     | 60.00     | 87.00   | 18.50  |
| 26  | times   | 90.25     | 57.00     | 85, 15  | 17.58  |
| 52  | times   | 85.50     | 54.00     | 88.80   | 16.65  |
| 104 | times   | 80.85     | 51.00     | 81.45   | 15.78  |
| 130 | times   | 77.90     | 49.20     | 30.84   | 15.17  |

### JACKSONVILLE—Continued W J A X-Continued

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m.)

1 minute... (All other time) I minute... QUANTITY DISCOUNTS
Following discounts apply to spot and RECORDINGS OF Regular rates apply. RECORDINGS OR COMMERCIAL TALKS

Rates on request.

REMOTE CONTROL Equipment available—rates on request.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted.

Closing Time Arrangements for broadcast must be made 15 days in advance of broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel
Mgr. & Chief Engineer-John T. Hopkins, III.

Representatives
New York, Chicago, Detroit and San Francisco—
Join Blair & Company,
Southeast—Harry E. Cummings.

# WJHP (Established 1940)



Rates effective July 1, 1940. (Card No. 1.)
Owned and operated by The Metropolis Company,
(affiliated with the Jacksonville Journal).
Business Office and Studio — Jacksonville Journal
Bidg., Jacksonville 1, Fis.
Transmitter—Reed and Alamo Sts., South Jacksonville, Fis.

Wave-Power-Time

Operating power—250 watts.
227.3 meters; 1820 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
Operating echedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15%; cash discount 2%—15th of month following service. Bills rendered and payable 1st of month following service.

General Advertising

CLASS

| 13<br>26 | time<br>times<br>times<br>times<br>times<br>times | (9:00<br>57.70<br>53.86<br>51.03<br>48.19<br>45.36<br>42.52<br>36.69 | a.m. 8<br>34.20<br>32.49<br>30.78<br>29.07<br>27.36<br>25.65<br>23.94 | 22.50<br>21.37<br>20.25<br>19.12<br>17.00<br>16.87<br>15.75 | p.m.)<br>11.25<br>10.69<br>10.12<br>9.56<br>9.00<br>8.44<br>7.88 | 6.00<br>5.70<br>5.40<br>5.10<br>4.80<br>4.50 | 5.40<br>5,18<br>4.86<br>4.59<br>4.82<br>4.05<br>8.78 |
|----------|---|--|---|---|--|--|--|
| 000      | times   | 00.00  | CT.ASS  |   | 1.00   | 1.20   | 0,10   |

(6:00 a.m. to 9:00 a.m. and 11:00 p.m. to

|     |           |         | 1:00 a  | i.m.)   |          |      |        |
|-----|-----------|---------|---------|---------|----------|------|--------|
| 1   | time      | 48.00   | 25.00   | 17.50   | 9.00     | 5.00 | 4.50   |
| 13  | times     | 45.60   | 23.75   | 16.63   | 8.55     | 4.75 | 4.27   |
| 26  | times     | 43.20   | 22.50   | 15.75   | 8.10     | 4.50 | 4.05   |
| 52  | times     | 40.80   | 21,25   | 14.88   | 7.65     | 4,25 | 8.82   |
| 100 | times     | 38.40   | 20.00   | 14.00   | 7.20     | 4.00 | 3.59   |
| 150 | times     | 36.00   | 18.75   | 13.13   | 6.75     | 3.75 | 8.37   |
| 300 | times     | 33.60   | 17.50   | 12.25   | 6.30     | 3.50 | 8.15   |
| Cha | in break  | annou   | ncemen  | ts (lim | ited to  | 30 w | ords). |
| whe | n availat | le. acc | epted a | t regul | ar rates | i.   |        |

DISCOUNTS

Discounts may be computed by combining concurring contracts or other contracts in the same calendar year. However, announcements and/or programs of five minutes or more must be computed separately. SPECIAL FEATURES

Rates do not include talent and are net and non-commissionable. Subject to prior sale; option and details on request.

One time rates apply. Cash in advance, Copies of talks must be submitted for station approval 24 hours in advance. n advance.

REMOTE CONTROL

Remote equipment available.

TRANSCRIPTIONS
One minute transcriptions accepted at 100 word announcement rate. One half minute transcriptions accepted at 50 word announcement rate.

Personnel
Gen'l & Adv. Mgr.—Ted Chapeau.
Production Manager—Ray Herbert Gunckel, Jr.

Representatives
John H. Perry Associates.

WMBR (Established 1927)



Rates effective January 1, 1944. (Card No. 5.) Owned and operated by Florida Broadcasting Co. Studio-Atlantic National Bank Bldg., Jacksonville 1, Fla., telephone 5-4887. Transmitter—South Jacksonville. Fla.

Transmitter—South Jacksonville, Fla.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:05 s.m.
Agency Commission
15% on net station time only to recognized agencles; no cash discount.
General Advertising
To advertising who purchase time on WMBB the
facilities of WFOY are made available without
charge.

Florings of the following rates see Columbia Broadcasting System (Florida Group).

The following rates are for national advertising and include music copyright fees.

CLASS "A"

|    | (6:00 | p.m. to | 11:00 p.m |         |        |
|----|-------|---------|-----------|---------|--------|
|    |       | 1 hr.   | 1/2 hr.   | 1/4 hr. | 5 mln. |
| 1  | time  | 140,00  | 84.00     | 56.00   | 28.00  |
| 13 | times | 183.00  | 79.80     | 58.20   | 26.60  |

|                    | 1 hr.    | 1/2 hr.                | 1/4 hr. | 5 min. |
|--------------------|----------|------------------------|---------|--------|
| 26 times           | 126.00   | 75.60                  | 50.40   | 25,20  |
| 52 times           | 119_D0   | 71.40                  | 47.60   | 23,80  |
| 104 times          | 112,00   | 67.20                  | 44.80   | 22.40  |
| 156 times          | 105.30   | 63.00                  | 42.00   | 21.00  |
| 260 times          | 98.00    | 58.80                  | 39.20   | 19.60  |
|                    | CLASS    | "B"                    |         |        |
|                    | m.m. to  | 6:00 p.m.)             |         |        |
| I time             | 70.00    | 42.00                  | 28.00   | 14.00  |
| 13 times           | 66.50    | 89.90                  | 26.60   | 13.80  |
| 26 times           | 63.00    | 37.80                  | 25.20   | 12.60  |
| 52 times           | 59.50    | 35.70                  | 23.80   | 11.90  |
| 104 times          | 56.00    | 33.60                  | 22.40   | 11.20  |
| 156 times          | 52,50    | 31.50                  | 21.00   | 10.50  |
| 260 times          | 49.00    | 29.40                  | 19.60   | 9.80   |
|                    | CLASS    | "O"                    |         |        |
| (11:00             | p.m. to  | 8:00 a.m.              | 1       |        |
| I time             | 45.#0    | 27.00                  | 18.00   | 9.00   |
| 13 times           | 42.75    | 25.65                  | 17.10   | 8.55   |
| 26 times           | 40.50    | 24.30                  | 16.20   | 8.10   |
| 52 times           | 88.25    | 22.95                  | 15.30   | 7.65   |
| 104 times          | 36.00    | 21.60                  | 14.40   | 7.20   |
| 156 times          | 83,15    | 20.25                  | 13.50   | 6.75   |
| 2€0 times          | 31.10    | 18.90                  | 12.80   | 6.80   |
| AN:                | NOUNCE   | EMENTS                 |         |        |
| Announcements 11m  |          | 40 words               |         |        |
| mercial programs.  |          |                        | limited | to 100 |
| words live or 1 mi |          | nscriptions.           |         |        |
|                    | CLASS    | " <u>A</u> "           |         |        |
|                    | o.m. to  | 11:00 p.m.             |         | 14.45  |
| 1 time             | 17.00    | 52 times               |         |        |
| 13 times           |          | 100 times<br>260 times |         |        |
| 26 times           | CLASS    | ''R''                  |         | 12.10  |
|                    | D.DD. to |                        | 1       |        |
| I time             |          | 52 times.              |         | 7.25   |
| 13 times           |          |                        |         |        |
| 26 times           |          |                        |         |        |
|                    |          | EATURES                |         | 3      |
| News-Leased wire   |          |                        |         |        |
|                    |          |                        |         |        |

(This listing continued on next page)

# FOR A \$URE-LOCK"

Read This New, Timely "Glenn Marshall-gram"...

- Let's get down to brass tacks on this huge market that most national advertisers are calling the "North Florida bonanza"... First of all, Jacksonville's WMBR rating in a Monday-thru-Friday Conlan survey, proved that in the 48 quarter-hour ratings, WMBR showed an amazing tabulation of firsts, seconds, thirds, and fourths!...By the same token, WFOY, St. Augustine salesproducer, was tabbed for 74.3% of the audience from 8 a.m. to 10 p. m!
- Man to man, that's the sort of performance you're interested in, isn't it?...Unless I miss my guess, you'll reach for the phone book to get the number of Weed & Company's nearest office ..Let them tell you ALL the facts—about WMBR and WFOY, the North Florida Sales-Twins!... Thanks for your time!

GLENN MARSHALL



### FLORIDA—Continued

### JACKSONVILLE—Continued W M B R—Continued

POLITICAL
No frequency discount.
TALENT
All kinds available. Regular studio orchestra and ensemble can be furnished at moderate rates.

REMOTE CONTROL
All wire and mechanical charges for remote broadcasts, all extra expenses of engineers and operators subject to charge.

subject to charge.

TRANSCRIPTIONS

Library service available.

SERVICE FACILITIES

Service of continuity, program, production, publicity and merchandising departments available.

Contract and Other Requirements

Advertising of beer and wine accepted. Right reserved to refuse or discontinue any program or series of programs. Maximum contract one year.

of programs. Maximum contract one year.

Closing Time
Continuity for programs must be submitted two weeks
preceding broadcast date, announcements one week
preceding.

Political programs close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

ersonnei President---Frank King. Sales Manager---Glenn Marshall, Jr.

Representatives Weed & Company.

# WPDQ (Established 1942)

Rates effective February 1, 1944. (Card No. 2.)
Owned and operated by Jacksonville Broadcasting

Rates effective February 1, 1973, 1973, 1973, 1973, 1974, 1975, 19

Business Uffice and Studio—Guil Line Bug., secarsonville 1, Fla., telephone 5-6781.

Transmitter—Seven miles west of Jacksonville on
Lenox Arenue.

Wave—Power—Time
Operating power—5,000 watts.
236.2 meters; 1270 kilocycles.
Licensed to operate full time on cleared regional
channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:05 a.m.;
week days 6:30 a.m. to 12:05 a.m.
Agency Commission
15% to recognized agencies on time only; no cash
discount. Bilis rendered and due first of month.
General Advertising
For combination rates see Mutual Broadcasting System.
(6:000 p.m. to 11:00 p.m.)

1 13 26 52 78 156 312
t. tl. tl. tl. tl. tl.
th. 15. tl. tl. tl. tl.
th. 16. tl. tl.
th. 16. tl. tl. tl.
th. 17. pp. 100 85.50 81.00 76.50 72.00 67.50 85.00
1/4 hr 80.00 57.00 54.00 51.00 48.00 45.00 42.00
5 min 30.00 28.50 27.00 25.50 24.00 22.50 21.00
100 words or 40 word chain
break 10.00 37.00 84.00 51.00 48.00 45.00 42.00
1/4 hr 80.00 37.00 85.00 86.00 76.50 70.00
1/4 hr 80.00 37.00 86.00 87.00 48.00 45.00 42.00
1/4 hr 80.00 37.00 84.00 51.00 48.00 45.00 42.00
1/4 hr 80.00 37.00 84.00 51.00 80.00 45.00 42.00
1/4 hr 80.00 37.00 84.00 51.00 80.00 45.00 42.00
1/4 hr 80.00 37.00 84.00 51.00 80.00 45.00 42.00
1/4 hr 80.00 37.00 84.00 51.00 80.00 45.00 42.00
1/4 hr 80.00 37.00 84.00 51.00 80.00 45.00 42.00
1/4 hr 80.00 37.00 84.00 51.00 80.00 45.00 42.00
1/4 hr 80.00 37.00 84.00 51.00 80.00 45.00 42.00
1/4 hr 80.00 37.00 84.00 51.00 80.00 45.00 42.00
1/4 hr 80.00 37.00 84.00 51.00 80.00 45.00 45.00
1/2 hr 80.00 37.00 50.00 84.00 51.00 80.00 45.00 45.00
1/4 hr 80.00 37.00 50.00 84.00 51.00 80.00 45.00 45.00
1/4 hr 80.00 37.00 50.00 84.00 51.00 80.00 45.00 45.00
1/4 hr 80.00 37.00 50.00 84.00 51.00 80.00 45.00 45.00
1/4 hr 80.00 37.00 50.00 84.00 50.00 45.00 45.00
1/4 hr 80.00 37.00 50.00 84.00 50.00 85.00 85.00 85.00
1/4 hr 30.00 37.00 50.00 84.00 50.00 85.00 85.00 85.00
1/4 hr 30.00 37.00 50.00 86.00 86.00 86.00 86.00 86.00
1/4 hr 30

Time signals, sports special, WPDQ Consumer Approval League—rates on request.

POLITICAL

Rates on request

Rates on request.
REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs—rates on request. Portable units available.
TRANSCRIPTIONS

able. TRANSCRIPTIONS
Transcriptions, program library, and musical clearance under all licenses held by station available at no extra cost.

SERVICE FACILITIES
Services of staff and announcers in arranging and presenting programs available without extra charge.

Services of staff and announcers in arranging and presenting programs available without extra charge. Closing Time Contracts close one week in advance of first broadcast; announcements, transcriptions and talks close 48 hours in advance. Mechanical Program Equipment Equipment in advance, the contract of the contract

# LAKELAND

(Polk County)

WLAK

(Established 1986)



Itate card undated, received March 5, 1945.

Owned and operated by S. O. Ward TR/AS Radio Station WLAK.

Business Office and Studio—1412 E. Lime St., Lakeland, Fla., telephone 2127.

Transmitter—Shore Acres, Lakeland, Fla.

Wave—Power—Time
Operating power—250 watta.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: Sundays 7:15 a.m. to 12:05 a.m.; week days 6:00 a.m. to 12:05 a.m.
Agency Commission
15% to recognized agencies on station time only; no cash discount. No commission on program or talent unless otherwise agreed. Invoices mailed first of month for service rendered during preceding month. Payable on or before the 15th. Short rate billing rendered if frequency rate is not earned.

General Advertising
For combination rates see National Broadcasting Company (Florida Group).

The following rates are for national and local advertising.

(6:00 p.m. to 11:00 p.m.)

60.00 34.00 23.00

ment.
News: Leased wire service available.
Sports—rates on request.
TALENT

Rates on request.

TALENT
Rates on request.

REMOTE CONTROL

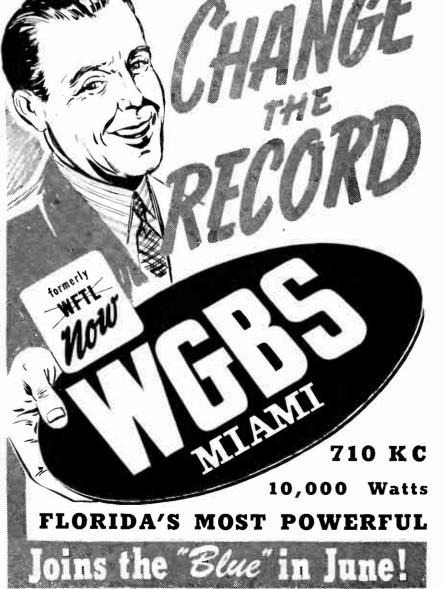
Programs broadcast from points outside the studios are subject to special charges.

Closing Time
Contracts close two weeks in advance to make program schedules and publicity releases.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables with both vertical and lateral pick-ups.

Personnel
General Manager—8. O. Ward.

Representatives John E. Pearson Company.



### MIAMI (Dade County) WFTL

April 10, 1945, station management informed us that their call letters have been changed to:

WGBS



Rates effective October 1, 1944. (Card No. 2.)
Owned and operated by the Fort Industry Company.
Business Office and Studios—Mayfair Theatre Bidg.,
1605 Biscayne Bivd., Miami 36, Fia., telephone
9-2101.
Transmitter—Near Fort Lauderdale, Florida.
Wave—Power—Time
Operating power—10,000 watts.
422.5 meters; 710 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operates on Eastern War Time.
Operates on Eastern War Time.
Operating schedule: 6:30 a.m. to 12:00 midnight.
Agency Commission
15% to recognized advertising agencies; no cash discount. Bills payable 10th of manth following service.
General Advertising

| 1.0 | 1 COMPO  | THE CLOSE I | WIGE SEC DIT | TUBE AND | w Chestill R | வுகாயை. |
|-----|----------|-------------|--------------|----------|--------------|---------|
|     |          |             | CLASS        | "A"      |              |         |
|     | (6:00    | p.m. to     | 10:00 p.n    | i. week  | days and     | all     |
|     |          | •           | day Sur      | iday)    | -            |         |
|     |          | 1 hr.       | 1/2 hr.      | 1/4 hr.  | 5 min.       | (*)     |
|     | l time   |             | 120.00       | 80.00    | 40.00        | 20.00   |
| 1   |          |             | 114.00       | 76.00    | 38.00        | 19.00   |
| 2   |          |             | 108.00       | 72.00    | 36.00        | 18.00   |
| 5   |          |             | 102.00       | 68.00    | 34.00        | 17.00   |
| 10  |          |             | 96.00        | 64.00    | 32.00        | 16.00   |
| 26  |          |             | 90.00        | 60.00    | 30.00        | 15.00   |
|     | 2 time   |             | 84.00        | 56.00    | 28.00        | 14.00   |
| 01  | z (IIII) | 3 110.00    | CLASS        | B        | 20.00        | 14.00   |
|     |          |             | (All other   |          |              |         |
|     |          |             |              |          |              |         |
|     | 1 time   | 100.00      | 60.00        | 40.00    | 22.00        | 12.00   |
| 1   | 3 time   | s 95.00     | 57.00        | 38.00    | 20.90        | 11.40   |
| 2   | 6 time   | s 90.00     | 54.00        | 36.00    | 19.80        | 10.80   |
| 5   | 2 time   | s 85.00     | 51.00        | 34.00    | 18.70        | 10.20   |
| 10  |          |             | 48.00        | 32.00    | 17.60        | 9.60    |
| 26  |          |             | 45.00        | 30.00    | 16.50        | 9.00    |
|     |          |             |              |          |              |         |

260 times 75.00 45.00 30.00 16.50 312 times 70.00 42.00 28.00 15.40 (\*) One minute or chain break.

\*\*WEEKLY STRIP RATES\*\*
CLASS "A"

66:00 p.m. to 10:00 p.m. week days and all days are days and all days and all days are days and all days and all days and all days are days and all days and all days are days are days are days and all days are days are

| day Su            | nday)    |         |         |
|-------------------|----------|---------|---------|
| One half hour:    | 13 wks.  | 26 wks. | 52 wks. |
| 3 times           | . 288.00 | 270.00  | 252.00  |
| 5 times           | 402.00   | 372.00  | 342.00  |
| 6 times           | . 468.00 | 432.00  | 396.00  |
| One quarter hour: |          |         |         |
| 3 times           | . 192.00 | 180.00  | 168.00  |
| 5 times           | . 268.00 | 248.00  | 228.00  |
| 6 times           | . 312.00 | 288.00  | 264.00  |
| Five minutes:     |          |         |         |
| 3 times           | 96.00    | 90.00   | 84.00   |
| 5 times           | . 134.00 | 124.00  | 114.00  |
| 6 times           | 156.00   | 144.00  | 132.00  |
| CLASS             | B.,      |         |         |
| (All other        | time)    |         |         |
| One half hour:    |          |         |         |
| 3 times           | . 144.00 | 135.00  | 126.00  |
| 5 times           | 201 00   | 186 00  | 171 00  |

| One  | half hour:           |         |        |        |
|------|----------------------|---------|--------|--------|
| 3    | times                | 144.00  | 135.00 | 126.00 |
| 5    | times                | 201.00  | 186.00 | 171.00 |
| 6    | times                | 234.00  | 216.00 | 198.00 |
| One  | quarter hour:        |         |        |        |
| 3    | times                | 96.00   | 90.00  | 84.00  |
| 5    | times                | 134.00  | 124.00 | 114.00 |
| 6    | times                | 156.00  | 144.00 | 132.00 |
| Five | minutes:             |         |        |        |
| 3    | tlmes                | 52.80   | 49.50  | 46.20  |
| - 5  | times                | 73.70   | 68.20  | 62.70  |
| 6    | tlmes                | 85.80   | 79.20  | 72.60  |
|      | SPECIAL FE           | ATURES  |        |        |
| Mar  | tha Chase: 2:00 p.m. | to 2:30 | p.m.,  | Monday |

Announcement rate, regular time plus 2.00 per announcement.
Cousin Mac: 7:00 a.m. to 8:00 a.m., Monday through
Saturday: announcements only—regular time cost
plus 2.00 per announcement.

REMOTE CONTROL

Facilities for remote broadcast origination available.
THANSCRIPTIONS
Station is equipped to broadcast transcriptions and
recordings of all standard types and speeds.
SERVICE FACILITIES
Program department personnel available for program
production.

Program department personnel available production.

Personnel General Manager—Robert G. Venn. Commercial Manager—Miller N. Balcock. Program Manager—Donald M. Butler. Promotion Manager—William Skidmore. Representatives Headley-Reed Company.

WIOD (Established 1926) STATION ASSOCIATED

Rates effective August 1, 1948. (Card No. 18.)
Owned and operated by Isle of Dreams Broadcasting
Corporation.
Business Office and Main Studio—News Tower,
P. O. Bor 2410, Miami 30, Fig., telephone 8-6444.
Transmitter—Biscayne Bay, Miami. Fig.

Wave—Power—Time
Operating power—5,000 watte.

191.8 meters; 610 kilocycles.
Licensed to operate full time on clear regional cliannel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:00 a.m.

Operating Sciences Operating Sciences Operating Sciences Operating Sciences Operation 15% allowed to recognized advertising agencies when payment is made before the 15th of the month following broadcasts; no cash discount. Statements rendered monthly unless otherwise requested and payable at face. Short rate billing rendered if frequency rate is not earned.

General Advertising For combination rates see National Broadcasting Company (Florida Group).

Class "A" and "B" may be grouped for quantity discounts; Class "C" and "D" cannot be grouped with any of the other classes.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays)

1 br. 1/2 hr. 1/4 hr. 5 min.

200.00 120.00 80.00 40.00 138.00

|     |       | I Dr.   | 1/2 00.    | 1/4 111. | 9 111111 |
|-----|-------|---------|------------|----------|----------|
| 1   | time  | 200.00  | 120.00     | 80.00    | 40.00    |
|     | times |         | 114.00     | 76.00    | 38.00    |
| 26  | times | 180.00  | 108.00     | 72.00    | 36.00    |
| 52  | times | 170.00  | 102.00     | 68.00    | 34.90    |
| 104 | times | 160.00  | 96.00      | 64.00    | 32.00    |
| 156 | time3 | 155.00  | 93.00      | 62.00    | 31.00    |
|     | times |         | 90.00      | 60.00    | 30.00    |
| 312 | times | 145.00  | 87.00      | 58,00    | 29.00    |
|     |       | CLASS   | "B"        |          |          |
|     | (8:00 | a.m. to | 6:00 p.m.) |          |          |
| 1   | time  |         | 60.00      | 40.00    | 20.00    |
| 13  | times | 95.00   | 57.00      | 38.00    | 19.00    |
|     | times |         | 54.00      | 36.00    | 18.00    |
|     | times |         | 51.00      | 34.00    | 17.00    |
| 104 | t!mes | 80,00   | 48.00      | 32.00    | 16.00    |
|     | times |         | 46.50      | 31.00    | 15.50    |

260 times 312 times

HARRY E. CUMMINGS JAMES M. LeGate, Gen. Manager

5,000 WATTS \* 610 KC \* NBC

(11:00 p.m. to 8:00 a.m.) p.m. to 8:00 a.

1 hr. 1/2 hr.

75:00 45:00

71:25 42:75

64:50 38:50

61:25 36:75

58:00 34:75

58:00 34:75

55:25 31:50

CLASS 'D' 5 min. 15.00 14.25 13.50 12.75 12.25 11.75 11.00 10.50 1/4 hr. 30.00 28.50 27.00 25.75 24.50 23.25 22.00 21.00 1 time... 13 times. 23 times. 52 times. 104 times. 158 times. 260 times. 312 times.

CLASS "C"

CIASS 'D'

Announcements

(6:00 p.m. to 11:00 p.m.)

1 13 26 52 104 156 260 812

tl. tl. tl. tl. tl. tl. tl. tl. tl. tl.

100 words or one minute transcriptions 25:00 24:00 23:00 12:00 20:00 19:00 18:00

Chain breaks (maximum 35 wds) 22:00 21:00 20:00 17:00 16:00 15:00

(8:00 s.m. & 56:00 p.m.)
100 words or one minute transcrip-tions 12.50 12.00 11.50 21.00 10.50 10.00 9.50 9.00
Chain breaks (maximum 32 wds) 11.00 10.50 10.00 9.50 9.00

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted. ('ontracts must be completed within 12 months from starting date to earn frequency discounts. No retroactive discounts except on renewals for continuous service without lapse of time. Rates are for time only.

Personnel
General Manager—James M. LeGate.
Commercial Manager—T. O. McCullough. Representatives
George P. Hollingbery Company.
Southeast—Harry E. Cummings.



### FLORIDA—Continued

### MIAMI—Continued WQAM (Established 1921)



Rates effective January 1, 1945.

Owned and operated by Miami Broadcasting Company, Inc.

Business Office and Studio—327 N. E. First Avenue,
Miami, Fla., telephone 26121.

Transmitter—Biscayne Bay at 14th St., Miami, Fla.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights.

535.7 meters—560 kilocycles.

Licensed to operate full time on clear regional channel.
Operating schedule: Sunday 7:00 a.m. to 12:00 midnight.

Operating schedule: Sunday 7:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Genery Commission

15% to recognized advertising agencies on station time charges, provided payment is made before 15th time 150.00 p.m. to 11:00 p.m. sundays)

The following rates spely to national advertising. Straight commercial talks not accepted.

(6:00 p.m. to 11:00 p.m. to 11:00 p.m. sundays)

1 time 150.00 99.00 60.00 45.00 30.00 13 times 146.25 87.75 58.50 42.78 28.50 52 times 142.50 85.50 57.00 42.75 28.50 52 times 142.50 85.50 57.00 42.75 28.50 52 times 135.00 81.00 54.00 40.50 27.00 104 times 127.50 76.50 51.00 38.25 25.50 156 times 120.00 72.00 48.00 36.00 24.00 260 times 112.50 97.57 46.50 34.88 29.25 156 times 120.00 72.00 48.00 36.00 27.00 13 times 120.00 72.00 48.00 36.00 27.00 13 times 120.00 57.00 38.00 28.50 19.00 28.00 13 times 120.00 57.00 38.00 28.50 19.00 28.00 13 times 120.00 57.00 38.00 28.50 19.00 28.00 13 times 10.00 57.00 38.00 28.50 19.00 28.00 28.00 29.00 21.75 14.50 20 times 85.00 57.00 38.00 22.50 15.00 13 times 95.00 57.00 43.00 22.50 15.00 13 times 95.00 57.00 43.00 22.50 15.00 13 times 95.00 57.00 45.00 30.00 22.50 15.00 13 times 95.00 57.00 45.00 30.00 22.50 15.00 16 times 95.00 57.00 45.00 30.00 22.50 15.00 16 times 95.00 5

Rates on request TALENT

Rates on request.
REMOTE CONTROL
Service anywhere in Florida. Minimum charge \$5.00.
losing Time

Service anywhere in Fibrids. Filminging classes of Closing Time
Talent programs and recorded programs close two weeks in advance of broadcast. Announcements close one week in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Pres. & Gen'l Mgr.—F. W. Borton.
Representatives John Blair & Company.

### MIAMI BEACH

(Dade County) WKAT (Established 1937)



### BLUE NETWORK STATION



Rates effective December 15, 1943.
Owned and operated by A. Frank Katzentine.
Business Office and Studio—1759 Bay Road, Miami
Beach, Fla.
Transmitter—1759 Bay Road, Miami Beach, Fla.
Wave—Power—Time
Operating power—1,000 watts.
220.6 meters; 1360 kilocycles.
Licensed to operate unlimited time. Operates on
Eastern War Time.
Operating schedule: Sundays 8:00 s.m. to 12:00 midnight; week days 6:30 s.m. to 12:00 midnight; week days 6:30 s.m. to 12:00 midnight.
Agency Commission
15% agency commission allowed recognized advertising agencies on station time provided payment is made on or before 15th of month following broadcast.
No cash discount. No commission on talent, program or production charges.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group).
(6:00 p.m. to 11:00 p.m.)

| Compan  |        | . ເລບແເ | neaster | II GIO |        |        |       |
|---------|--------|---------|---------|--------|--------|--------|-------|
|         | (6     | :00 p.: | m. to   | 11:00  | p.m.)  |        |       |
|         | 1      | 18      | 26      | 52     | 100    | 200    | 260   |
|         | ti.    | t1.     | ti.     | ti.    | ti.    | ti.    | £1.   |
| 1 hr    | 140.00 | 188 (40 | 126.00  | 119.00 | 112.00 | 105.00 | 98.00 |
| 1/2 hr  | 84.00  | 79.80   | 75.60   | 71.40  | 67.20  | 63.00  | 58.80 |
| 1/4 hr  | 56,00  | 58,20   | 50.40   | 47.60  | 44.80  | 42.00  | 89.20 |
| 10 min  | 42.00  | 89.90   | 87.80   | 85.70  | 88.60  | 81.50  | 29.40 |
| 5 min   | 28,00  | 26,60   | 25,20   | 28.80  | 22,40  | 21.00  | 19.6  |
|         |        | 8:00 a  | .m. to  | 6:00 g | ).m.)  |        |       |
| 1 hr    | 70,00  | 66,50   | 63.00   | 59.50  | 56.00  | 52,50  | 49.00 |
| 1/2 hr  | 42.00  | 89.90   | 87.80   | 85.70  | 88.60  | 81.50  | 29.4  |
| 1/4 hr  | 28.00  | 26,60   | 25.20   | 23.80  | 22.40  | 21.00  | 19.60 |
| 10 min  | 21.00  | 19.95   | 18.90   | 17.85  |        | 15.75  | 14.70 |
| 5 min   | 14.00  | 18.80   | 12.60   | 11.90  | 11.20  | 10.50  | 9.8   |
|         | - (:   | L1:00 g | m. to   | 8:00   | a.m.)  |        |       |
| 1 hr    | 48.00  | 45.60   | 48,20   | 40.80  | 88,40  | 86,00  | 88.6  |
| 1/2 hr  | 28.00  | 26.60   | 25.20   | 23.80  | 22.40  | 21.00  | 19.6  |
| 1/4 hr  | 19.00  | 18.05   | 17.10   | 16,15  | 15,20  | 14,25  | 18.3  |
| 10 min  | 14.00  | 13.30   | 12.60   | 11.90  | 11.20  | 10.50  | 9.8   |
| 5 min   | 10 00  | 9.50    | 9.00    | 8.50   | 8.00   | 7.50   | 7.00  |
|         |        |         |         | EMEN'  |        |        |       |
|         | (6     | :00 p.  | m. to   | 11:00  | p.m.)  |        |       |
| 100 wds | 12.00  | 11.40   | 10,80   | 10.20  | 9.60   | 9.00   | 8.4   |
| 75 wds  | 10,50  | 9.97    | 9.44    | 8.91   | 8.38   | 7.85   | 7.8   |
|         |        |         |         |        |        |        |       |

To was 12.00 1.30 10.50 10.50 9.70 9.44 8.91 8.38 7.85 7.82 5.00 9.60 9.12 8.64 8.16 7.68 7.20 6.72 0.00 minute E.T. or 35 word chain break 15.00 14.25 18.50 12.75 12.00 11.25 10.50 (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

100 wds 7.20 6.84 6.48 6.12 5.76 5.40 5.04 75 wds 6.25 5.94 5.63 5.32 5.01 4.70 4.39 50 wds 5.40 5.13 4.86 4.59 4.32 4.05 8.78 0.00 minute E.T. or 35 word chain break 9.00 8.55 8.10 7.65 7.20 6.75 6.30 Announcements in excess of 100 words but not exceeding one minute will be charged for at the one minute transcription rate. For tie-in announcements in connection with network program, see Blue Network Company.

work Company.

CONTIGUOUS RATES
One advertiser may combine programs of 15 minutes
or more in length, if such broadcasts occur in the
same time bracket on the same day, whether the
products are the same or different, to earn a rate
based on the combined length of these broadcasts.
Discounts in the above cases shall be figured as one
program. Frequency cannot be combined with other
program units.

Advertisers availing themselves of a combination rate are not entitled to combine prior broadcasts to earn combination frequency discounts. When an advertiser discontinues a combination rate his frequency discounts are discontinued and started anew.

counts are discontinued and started anew.

SPECIAL FEATURES

Special participating programs—rates on request.

News—Lessed wire certice available—regular time charge plus 15%.

Temperature, time and weather reports, copy limited to 25 words, sold at station break rates.

POLITICAL

Base rate applies; no discount.

TALENT

Pates on request. Additions will be made available.

Rates on request. Auditions will be made available on short notices.

REMOTE CONTROL.

Arrangements can be made for remote control broadcasts at actual cost.

SERVICE FACILITIES

Estimates submitted on complete merchandising serv-

Estimates submitted on complete merchandising service on request.

Program charges (artists, orchestra, continuity, etc.) are in addition to charges. Rates cover only atation time and facilities for program originating in station's studios.

Closing Time

Programs close one week in advance of broadcast.

Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel Gen'l & Com'l Mgr.—John I. Prosser.
Business Manager—C. A. Wampler.
Representatives
Radio Advertising Company.

**OCALA** 

(Marion County) WTMC

(Established 1939) Rates effective June 1, 1943.

Owned and operated by the Ocala Broadcasting Co., Inc.

Inc.
Business Office and Studio—Ocals, Fla.
Transmitter—Anthony Road and Henry St., Ocals,

Inc.

Husiness Office and Studio—Ocals, Fla.

Transmitter—Anthony Road and Henry St., Ocala,

Fla.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.

Licensed to operate unlimited time. Operates on
Eastern War Time.
Operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies. No commission on talent.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southeastern Group) and Keystone
Network.

Network.
The following rates are for national advertising.
ASCAP, BMI, and SESAC licensed. (Day or night.)
1 tt. 13 tt. 26 tt. 52 tt. 104 tt. 156 tt.
1 hour..... 40.00 82.00 28.00 24.00 20.00 16.00
1/4 hour.... 24.00 19.20 16.80 14.40 12.00 9.60
1/4 hour.... 16.00 12.80 11.20 9.60 8.00 6.40
5 minutes 8.00 6.40 5.60 4.80 4.00 8.20
1/2 minute 8.00 6.40 5.60 4.80 4.00 8.20
1/2 minute 3.00 2.45 2.25 2.05 1.90 1.70
TALENT

Rates on request.

REMOTE CONTROL

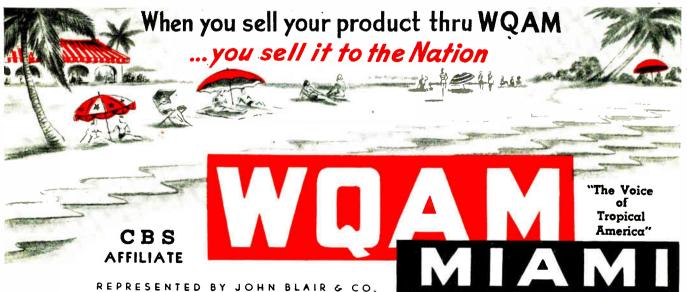
Station is equipped to handle remote control programs—rates on request.

SERVICE FACILITIES

Rates include announcer, continuity service, and program department. Publicity and promotion service available at cost.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
1 resident—John H. Perry.
Manager—T. S. Gilchrist, Jr.
Representatives John H. Perry Associates.



### **ORLANDO** (Orange County) WDBO (Established 1924)



Rates effective April 20, 1948. (Card No. 6-N.) Owned and operated by Orlando Broadcasting Co., Incorporated,

Incorporated.

Business Office and (Main) Studio—Fort Gatlin
Hotel, 563 N. Orange Ave., Orlando, Fla., telephone 6181.

Transmitter—Dubadread Country Club, Orange Coun-

ty, 51a.

ave.—Power.—Time
Operating power.—5,000 watta.
516.2 meters; 580 kilocycles.
Licensed to operate full time on clear regional channel, Operates on Eastern War Time.
Operating schedule: 24 hours daily.

Agency Commission

15% allowed to recognized agencies on net atstion
time charges. No commission on program cost or production charges. No cash discount. Invoices mailed
lat of month for service rendered during preceding
month. Payable on the 15th.

let of month has seen another. Payable on the 15th.

General Advertising
For combination rates are Columbia Broadcasting
System (Florida Group).
The following rates are for national advertising and
include music copyright fees.
Discounts may be computed by combining concurring
contracts or other contracts in the same calendar year.
Announcements and program periods of five minutes
or more may not be combined to earn greater discounts. Separate programs advertising different products of the same manufacturer may be combined for
lower rates provided the programs are run adjacent
to each other so that the combination forms one continuous broadcast.

CLASS "A"

(8:00 p.m. to 10:30 p.m. week days and after 12:00 noon Sundays)

1 18 26 52 100 150 800 11. to 1. to

hour:

1 hour up to 1-1/4 hours—the hour rate.

1-1/4 hours up to 1-1/2 hours—1.16 of the hour rate.

1-1/4 hours up to 1-3/4 hours—1.32 of the hour rate.

1-3/4 hours up to 2 hours—1.46 of the hour rate.

2 hours up to 2-1/4 hours—1.46 of the hour rate.

2-1/4 hours up to 2-1/2 hours—1.73 of the hour rate.

2-1/4 hours up to 2-1/2 hours—1.73 of the hour rate.

2-1/2 hours up to 2-3/4 hours—1.86 of the hour rate.

SPECIAL FRATURES

Participation appointment rates

Participation announcement rates:
(5:29 p.m. to 10:30 p.m. week days and all
day Sundays)

1 15 52 100 150 800 700
ti. ti. ti. ti. ti. ti. ti.
1 minute transcription or 100
words 7.50 7.20 6.75 8.40 8.00 5.55 5.25 4.90
(Before 5:29 p.m. and after 10:31 p.m. week days)
1 minute transcription or 100
words 5.55 5.00 4.70 4.50 4.20 8.95 8.70 8.45
TALENT
Rates on request.

Rates on request.

REMOTE CONTROL

Complete facilities for handling programs originating outside of the studio are available—rates on request.

SERVICE FACILITIES

Merchandising service of the station staff will be furnished advertisera. Actual cash expenditures to be paid by advertiser.

Service of production and engineering departments on duty in securing talent, arranging, presenting programs and announcements from the studio at no extra charge; further talent will be charged at regular rates.

tra charge; further talent will be charged at regular rates.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine. Bates quoted are for station time only. No contracts accepted for a longer period than one year. All programs and advertising copy aubject to approval of station.

No periods are sold in bulk for resale.
All programs subject to prior booking of time.
Closing Time
For inclusion of programs in publicity, 15 days are required; for programs utilizing talent, 10 days; transcriptions and talks, 5 days; announcements, 3 days.

Mechanical Program Equipment

days.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 35-1/3 and 78 r.p.m. double turntables for vertical and lateral out recordings.

for vertical and lateral cut recordings.

Personnel
President—Col. Geo. C. Johnston.
National Sales Manager—W. G. McBride
Representatives
John Blair & Company.
Southeast—Harry Cummings.

# WLOF (Established 1940)



Rates effective March 15, 1944. (Card No. 8.) Owned and operated by Hazlewood, Inc. Business Office and Studio—Anglebiit Hotel, Orlando, Fla.

Owned and operated by Hazlewood, Inc.
Business Office and Studio—Anglebit Hotel, Orlando, Fia.
Transmitter—W. Central Ave., Orlando, Fia.
Wave—Power—Time
Operating power—250 watta.
243.9 meters: 1230 ktlocycles.
Licensed to operate full time on local channel. Operating power—150 watta.
243.9 meters: 1230 ktlocycles.
Licensed to operate full time on local channel. Operating schedule: Sunday 8:00 a.m. to 12:00 midnight.
Agency Commission
Agency Commission
Licensed Advertising agencies on station time only; no cash discount. Bills rendered monthly. Weekly or duplicate billing if requested.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group).
The following rates are for national advertising and do not include multic copyright fees.
Dissounts may be computed by combining concurring contracts or other contracts in the same calendar contracts are other contracts in the same calendar plicable as asserted.

(8:00 p.m. to 12:00 midnight)
1 1/2 1/4 10 5
hour hour hour min. min. (\*)
1 time... 80:00 52:00 87:00 27:00 17:00 6:00
13 times... 83:25 48:30 32:00 22:71 15:52 5.85
52 times... 85:25 48:30 32:00 22:71 15:52 5.85
52 times... 85:75 94:00 27:00 17:00 6:00
13 times... 85:75 94:00 29:00 17:00 8:00
15 times... 85:75 93:35 20:40 15:81 11:50 5.25
15:00 more
times... 46:00 29:90 17:25 33:80 9:20 5:00
CLASS W.

1 times... 86:00 45:00 37:00 27:00 15:00 5:50 5.50 5.35 5.20 5.00 4.75 4.50 4.00

One time night rate applies.

TALENT

Rates on request.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Extra charges are not subject to agency commission.

TRANSCRIPTIONS

Regular rates apply. Not confined to certain hours.

SERVICE FACILITIES

Hates include services of production departments. Complete radio features produced and planned; program ideas furnished.

Closing Time

Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 36 hours in advance.

Mechanical Program Equipment

Equipped to handla programs by electrical transcription, using 38-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel
General Manager—Victor Buisset.
Representatives
Burn-Smith Company, Incorporated.

### PALM BEACH (Palm Beach County) WWPG (Established 1941)



Rates effective October 1, 1944,
Owned and operated by the Palm Beach Broadcasting Corp.
Business Office and Studio—South Ocean Blvd., Palm Beach, Fla.
Transmitter—South Ocean Blvd., Palm Beach, Fla.
Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight.
Agency Commission
15% to recognized agencies on station time only; no cash discount.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Mutual Broadcasting System.

(6:00 p.m. to 10:30 p.m.)

| CLASS "A"                   |        |
|-----------------------------|--------|
| (6:00 p.m. to 10:30 p.m.)   |        |
| 1 hour                      | 100.00 |
| 1/2 hour                    | 60.00  |
|                             | 40.00  |
|                             |        |
| 5 minutes                   | 20.00  |
| 1 minute or less            | 10.00  |
| CLASS "B"                   |        |
| (All other time)            |        |
| 1 hour                      | 65.00  |
| 1/2 hour                    | 40.00  |
|                             | 26.00  |
|                             |        |
| 5 minutes                   | 14.00  |
| 1 minute or less            | 7.00   |
| DISCOUNTS                   |        |
| Less than 13 programs 1     | 18 V   |
|                             | 5%     |
|                             | 9%     |
|                             | 5%     |
|                             |        |
|                             | 96     |
|                             | 2-1/2% |
| 150 to 300 or more programs | 5%     |
|                             |        |

POLITICAL
Regular rates apply; payable in advance.
TRANSCRIPTIONS
Regular rates apply. Transcription library services

available.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 73 r.p.m. double turntables for vertical and lateral cut recordings. Instantaneous recording equipment available.

Personnel
Pres. & Gen'l Mgr.—Charles E. Davis.
Commercial Manager—Don Greenlief.
Representatives

### PANAMA CITY (Bay County) WDLP (Established 1940)



Rates effective April 1, 1948.

Owned and operated by Panama City Broadcasting Company, Incorporated.

Business Office and Studios—Panama City, Fla.
Transmitter—First and Aerece, Panama City, Fla.
Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilogyales.
Operates on Central War Time.
Operating schedule: 7:00 s.m. to 9:00 p.m.
Agency Commission
15% to recognized advertising agencies on net charges for station time. Cash discount 2%—10 days from date of invoice.
General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.

Klighta and Days)

1ti. 13 ti. 26 ti. 52 ti. 104 ti. 156 ti.
1 hour...... 40.00 82.00 28.00 24.00 20.00 16.00
1/2 hour...... 40.00 82.00 28.00 24.00 20.00 16.00
1/4 hour...... 40.01 12.00 11.20 9.60 8.00 6.40
5 minutes 8.00 6.40 5.60 4.80 4.00 8.20
1 minute announce—
ment...... 4.00 82.5 3.00 2.75 2.50 2.25
TRALEENT
Rates on request.

REMOTE CONTROL

Rates on request.

REMOTE CONTROL

Additional charges are m.de for programs originating outside the station studies, and for programs requiring special production.

SERVICE FACILITIES

Services of station's Program Department and staff announcer in arranging and presenting programs are offered without additional charges.

techanical Program Equipment.

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for lateral and vertical cat recordings.

Personnel
General Manager—Byron Hayford.
Representatives John H. Perry Associates.

**PENSACOLA** (Escambia County) WCOA (Established 1926)



Rates effective January 1, 1942.

Owned and operated by Fensacola Broadcasting Co. Studio—San Carlos Hotel, Pensacola, Fla.

Transmitter—Pensacola Bay, Pensacola, Fla.

Vave—Power—Time
Operating power—1,000 watts days; 500 watts nights.
219 meters; 1870 kilocycles
Licensed to operate unlimited time on clear regional channel. Operates on Central War Time.

18% on station time. Commission does not apply on talent. Cash discount 2% on net—10 days from invoice date. No cash discount on talent. Invoices mailed after completion of broadcast until otherwise arranged.

voice date. No cash dissount on talent. Introduce mailed after completion of broadcast until otherwise arranged.

General Advertising
For combination rates see National Broadcasting Company (Southcentral Greup).
The following rates are for national advertising but do not include music copyright fees.

(6:00 p.m. to 11:00 p.m.)

1 ti. 13 ti. 35 ti. 52 ti. 104 ti. 156 ti. 1/2 hour..... 50.00 40.00 25.50 20.00 25.00 20.00 1/4 hour.... 50.00 10.25 ti. 52 ti. 104 ti. 156 ti. 52 ti. 104 ti. 156 ti. 1/2 hour..... 30.00 25.50 20.00 17.50 15.00 5.00 17.50 15.00 1/2 hour.... 30.00 27.50 25.50 20.00 17.50 15.00 1/2 hour.... 30.00 27.50 25.50 22.50 21.00 18.50 1/2 hour.... 30.00 27.50 25.00 25.50 20.00 1/2 hour.... 30.00 27.50 25.00 25.50 21.00 18.50 1/4 hour.... 20.00 19.00 17.50 15.50 14.00 12.50 5 minutes 12.50 10.50 9.00 8.50 8.00 7.50 ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m.)

1 ti. 13 ti. 25 ti. 52 ti. 104 ti. 156 ti. 1 minute 8.00 7.00 6.75 6.50 6.25 6.00 (6:00 s.m. to 6:00 p.m.)

1 minute 8.00 7.00 6.75 6.50 6.25 6.00 SPECIAL FEATURES

Rates on request.

Rates on request.

REMOTE CONTROL

Rates on request.

Closing Time
Arrangements for talent programs must be made ten
days in advance of broadcast.

Recorded programs close ten days in advance of
broadcast. Announcements and talks close five days in advance

or proacess.

Mechanical Program Equipment
Equipped to handle program: by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

tion, using so-1/o and to-personnel
President—J. H. Perry.
Gen'i & Sales Mgr.—Jack Rathbun.
Representatives
John H. Perry Associates.

### FLORIDA—Continued

### ST. AUGUSTINE (St. Johns County) WFOY

(Established 1934)



Rates effective January 1, 1944. (Card No. 5.)

Owned and operated by Fountain of Youth Broadcasting Company.

Business Office and Studio—Fountain of Youth Gardens, St. Augustine, Fla., telephone 1622.

Transmitter—Fountain of Youth Park. St. Augustine.

11a.

Wave—Fower—Time

Operating power—250 watta.

241.9 meters; 1240 kilocycles.
Operates on Eastern War Time.
Operating schedule: Sundaya 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:05 a.m.

Agency Commission
15% on net station time only to recognized agencies; no cash discount.
General Advertising

Algency Commission

15% on net station time only to recognized agencies; no cash discount.

General Advertising

For combination rates see Columbia Broadcasting

Bystam (Florida Group).

To advertisers who purchase time on WMBR the facilities of WFOY are made available without charge. Ratea for WFOY runnished on request.

The following rates are for national advertising and include music copyright fees.

(6:00 p.m. to 11:00 p.m.)

1 time. 140:00 34:00 58:00 28:00 13 times. 138:00 78:80 53:20 26:60 28:00 13 times. 138:00 78:80 53:20 26:60 26:00 13 times. 128:00 77:80 50:40 25:20 26:20 104 times. 112:00 67:20 44:80 22:40 116 times. 112:00 67:20 44:80 22:40 116 times. 112:00 67:00 68:00 12:00 12:00 12:00 13 times. 88:00 88:00 42:00 21:00 13 times. 88:00 88:00 28:00 12:00 13 times. 98:00 38:00 28:00 12:00 13 times. 98:00 38:00 28:00 12:00 10:

18.10 times. 18.10 times. 18.10 times. 18.10 CLASS 'B'

(11:00 p.m. to 6:00 p.m.)

1 times. 2.50 52 times. 7.25

13 times. 8.10 100 times. 6.80
26 times. 7.45 280 times. 6.40

SPECIAL FRATURES

News—Leased wire service available.
POLITICAL

No frequency discount.

TALENT

All kinds available. Regular studio orchestra and ensemble can be furnished at moderate rates.

REMOTE CONTROL

All wire and mechanical charges for remots broadcasts, all extra expenses of engineers and operators subject to charge.

TRANSCRIPTIONS

Library service available.

SERVICE FACILITIES

Service of continuity, programs production, publicity and merchandising departments available.

Continuity for programs must be submitted twe weeks preceding.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

for vertical and lateral cut recordings
Personnel
President—Glenn Marshall, Jr.
Gen'l & Salee Mgr.—J. Allen Brown.
Raprasentatives
Weed & Company.

### ST. PETERSBURG

(Pinellas County)
WSUN (Established 1928)



Rates effective October 1, 1941.

Owned and operated by the city of St. Petersburg.
Studios and Offices—Recreation Pier, St. Petersburg,
Fla.

Transmitter—Bayview, Fla.

Wave—Power—Time
Operating power—5,000 watts.
483.9 meters; 620 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time.
Operating schedule: 24 hours daily.
Agency Commission on program charges. No cash discount. Bills
due and payable when rendered.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southeastern Group).

(6:00 p.m. to 10:30 p.m.) 13 26 52 100 (6:00 p.m. to 10:30 p.m.)

1 13 26 52 100 150 800

1 ti. ti. ti. ti. ti. ti. ti.
1 hr 12:00 114:00 108:00 102:00 96:00 90.00 94:00

1/2 hr 72:00 68:40 64:80 61:20 57:60 54:00 50:40

1/4 hr 37:50 35:62 33:75 31:88 30:00 28:12 26:25

5 min. 17:50 16:62 15:75 14:88 14:00 13:12 12:25

100 wis 10:75 10:21 9:68 9:14 8:60 8:06 7:53

50 wds 8:00 7:60 7:20 6:80 6:40 6:00 5:60

100 wis 10:75 10:21 9:68 9:14 8:60 8:06 7:53

1 hr 70:00 66:50 63:00 59:50 56:00 52:50 49:00

1/2 hr 42:00 89:90 37:80 55:00 56:00 52:50 49:00

1/2 hr 42:00 89:90 37:80 55:00 56:00 52:50 49:00

1/2 hr 42:00 89:90 37:80 55:00 56:00 52:50 49:00

1/2 hr 42:00 89:90 37:80 56:00 52:50 49:00

1/2 hr 42:00 89:90 87:80 56:00 52:50 49:00

1/2 hr 42:00 88:90 88:30 56:00 52:50 49:00

1/2 hr 48:00 65:00 66:00 58:00 58:00 52:50

50 wds 4:50 4:28 4:05 8:83 3:60 8:88 8:75

100 wds 7:60 7:12 6:75 6:37 6:00 6:25 525

50 wds 4:50 4:28 4:05 8:83 3:60 8:88 8:15

1/2 hr 28:00 26:60 25:20 23:80 22:40 21:00 19:60

1/4 hr 19:00 18:05 17:10 16:15 15:20 14:24 13:30

50 min. 9:50 9:02 8:55 8:08 7:60 7:12 6:65

100 wds 5:00 4:75 4:50 4:25 4:00 8:75 8:50

50 wds 8:50 8:32 8:15 2:98 2:80 2:62 2:45

SPECLAL FEATURES

Consult station management for rates and details.

REMOTE CONTROL

Consult station management for rates and details.

TALENT

Rates on request.

REMOTE CONTROL

Special wires are available for Florida network.

TRANSCRIPTIONS

Regular time charges shall apply on transcribed programs, however, station reserves right to make surcharge for handling transcriptions unless otherwise agreed at time of placing order.

SERVICE FACILITIES

Services of WSUN artists service bureau, program and continuity department, also staff announcers, arranging and presenting programs are offered without additional charges.

Contract and Other Requirements

Advertising of alcoholic beversges, other than beer and wine, not accepted. Station does not accept business on a per inquiry basis.

Closing Time

All proposals subject to prior booking of time.

Menanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personnel

Manager—Norman E. Brown.

Manager—Norman E. Brown.
Representatives
Weed & Company

## WTSP



Rates effective August 4, 1941.

Owned and operated by the Pinellas Broadcasting Company.

Business Office and Studios—Times Bidg., 440 First Ave., South, St. Petersburg, Fla.

Other Offices and Studio—Bayshore Royal Hotel, Tampa, Fla., telephone H-1765.

Transmitter—4th St., North at 85th Ave. St. Petersburg, Fla.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights. 217.4 meters; 1380 kilocycles.
Operating power—1,000 watts days; 500 watts nights.
Operates on Eastern War Time.
Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:55 a.m. to 12:05 a.m.
Agency Commission
15% to recognized advertising agencies. Talent charges net. Payable by 10th of month following services.
General Advertising
General Advertising
The following rates are for national advertising.

Seneral Advertising
For combination rates see Mutual Broadcasting System.

The following rates are for national advertising.

(6:00 p.m. to 10:30 p.m. week days; after
12:00 noon Sundays)
1 til. 13 til. 26 ti. 52 ti. 104 til. 260 ti.
1 hour... 100.00 95.00 90.00 87.50 82.50 80.00
1/4 hour... 60.00 57.00 54.00 52.50 48.50 48.00
1/4 hour... 60.00 57.00 54.00 52.50 48.50 48.00
1/4 hour... 40.00 38.00 36.00 35.00 33.00 32.00
5 minutes 17.50 16.63 15.75 14.88 14.00 12.25

CLASS "B"
(All other time)
1 hour... 80.00 76.00 72.00 68.00 66.00 60.00
1/4 hour... 48.00 45.60 43.20 40.80 89.60 36.00
1/4 hour... 48.00 45.60 43.20 40.80 89.60 36.00
1/4 hour... 48.00 45.60 43.20 40.80 89.60 36.00
1/4 hour... 48.00 18.60 43.20 10.00 8.75

minutes 12.50 11.87 11.25 10.62 10.00 8.75

ANNOUNCEMENTS
(6:00 p.m. to 10:30 p.m. week days, 12:00
poon to 10:30 p.m. week days, 12:00
poon to 10:30 p.m. week days, 20:00
26 times... 5.76 100 times... 3.90
26 times... 5.76 100 times... 3.90
27 times... 5.76 100 times... 3.90
28 times... 5.76 100 times... 3.90
29 times... 5.76 100 times... 3.90
20 times... 5.76 100 times... 3.50
30 times... 5.76 100 times... 3.50
4.50 times... 5.76 100 times... 3.50
31 times... 5.76 100 times... 3.50
32 times... 5.76 100 times... 3.50
33 times... 5.76 100 times... 3.50
4.50 times... 3.50

Rates on request.

REMOTE CONTROL

Wire facilities available to all points. Rates on re-

wire inclusive varieties of the control of the cont

Representatives
William G. Rambeau Company.

### SARASOTA

(Sarasota County) WSPB



Rates effective October 1, 1944. (Card No. 3.)
Owned and operated by WSPB, Incorporated.
Business Office and Studio—City Island, Sarasota
Fis. telephne 2110.
Transmitter City Island, Sarasota. Fis.
Wave—Powe—Time
Operating power—250 watts.
206.9 maters—1450 kilocycles,
Licensed to operate full time. Operates on Eastern
War Time.
Operating scheduler, 7.25 m. do 33.00 m.

War Time.
Operating schedule: 7:25 s.m. to 11:20 p.m.
Agency Commission
15% to recognized agencies on net charges for station
time: no cash discount. Bills payable when rendered.
General Advertising
For combination rates see Columbia Broadcasting
System (Florida Group)
Rates include music copyright fees.

CLASS 'A'
(6:30 p.m. to 11:30 p.m.)

|     |          | (6:00   | p.m. to    | 11:00 p.p | n.)       |        |
|-----|----------|---------|------------|-----------|-----------|--------|
|     |          | i hr.   | 1/2 hr.    | 1/4 hr.   | 10 min.   | 5 min. |
| 1   | time     | 60.00   | 36.00      | 24.00     | 18.00     | 12,00  |
| 13  | times    | 57.00   | 34.20      | 22,80     | 17.10     | 11.40  |
| 26  | times    | 54.00   | 32.40      | 21.60     | 16.20     | 10.80  |
| 52  | times    | 51.00   | 30.60      | 20.40     | 15.30     | 10.20  |
| 104 | times    | 48.00   | 28.80      | 19.20     | 14.40     | 9.60   |
|     | times    |         | 27.00      | 18.00     | 13.50     | 9.00   |
| 260 | times    | 42.00   | 25.20      | 16.80     | 12.60     | 8.40   |
|     | times    |         | 23.40      | 15.60     | 11.70     | 7.80   |
| 365 | times    | 36 00   | 21.60      | 13.40     | 10.80     | 7.20   |
|     |          |         | CLASS      | B         |           |        |
|     | (Befo    | re 6:00 | p. 20. and | after 11  | (.m.q 00: |        |
| 1   | time     | 50.00   | 30.00      | 20.00     | 15.00     | 10.00  |
| 13  | times    | 47.50   | 28.50      | 19.00     | 14.25     | 9.50   |
| 26  | times    |         | 27.00      | 18.00     | 13.50     | 9.00   |
| E 9 | 11 m 0 0 | 40 50   | OF EA      | 17.00     | 10.75     | 0 50   |

|      | times  | 12.00 | 20.00         | 11.00    | 12.13     | 0.00     |
|------|--------|-------|---------------|----------|-----------|----------|
| 104  | times  | 40.00 | 24.00         | 16.00    | 12.00     | 8.00     |
| 156  | times  | 37.50 | 22.50         | 15.00    | 11.25     | 7.50     |
| 260  | times  | 35.00 | 21.00         | 14.00    | 10.50     | 7.00     |
| 312  | times  | 32.50 | 19.50         | 13.00    | 9.75      | 6.50     |
| 365  | times  | 30.00 | 18.00         | 12.00    | 9.00      | 6.00     |
|      |        | ANI   | NOUNCE        | MENTS    |           |          |
| One  | minute | chain | break, o      | r 100 wo | rds trans | cription |
| or 1 | ive:   |       |               | Class    | "A" Cla   | 88 "B"   |
| 1    | time   |       |               | 5        | .00       | 3,75     |
| 13   | times  |       |               | 4        | .75       | 3.60     |
| 26   |        |       |               | 4        |           | 3.40     |
| 52   | times  |       |               | 4        | .25       | 3.25     |
| 104  | times  |       |               | 4        | .00       | 3.05     |
| 156  |        |       |               |          | .75       | 2.90     |
| 260  |        |       |               | 3        | .50       | 2.70     |
| 312  | times  |       |               | 3        | .25       | 2.55     |
| 365  |        |       | ************* |          | .00       | 2.35     |
|      |        |       |               |          |           |          |

Personnel
General Manager—John B. Browning.
Representatives
John E. Pearson Company.

### TALLAHASSEE (Leon County)

WTAL (Established 1985) 

liates effective January 1, 1944.
Owned and operated by Capital City Broadcasting Corp.
Business Office and Studio—Tallahassee, Fla., telephone 2160.
Transmitter—Tallahassee. Fla.
Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.
Agency Commission
15% to recognized agencies on net charges for station time. No commission on talent. No cash discount. Bills due and payable when rendered.
General Advertising
For combination rates see Mutual Broadcasting System.
The following rates are for national advertising.

| CLASS "A"   |                                |
|---|--------------------------------|
| (7:30 a.m. to 9:00 a.m., 12:00 noon to 2:00                               |                                |
| p.m., and 6:00 p.m. to 10:00 p.m.)  |                                |
| 1 hour  | 50.00                          |
| 1/2 hour  | 30,00                          |
| 1/4 hour  | 20.00                          |
| 5 minutes   | 10.00                          |
| 100 word announcement.  | 7.00                           |
| 50 word announcement  | 6.00                           |
| CLASS "B"   |                                |
|   |                                |
| (7:00 m.m. to 7:30 m.m., 9:00 s.m. to 12:00                               |                                |
| (7:00 m.m. to 7:30 m.m., 9:00 s.m. to 12:00 noon, 2:00 p.m. to 6:00 p.m.) |                                |
| noon, 2:00 p.m. to 6:00 p.m.)   | 35.00                          |
| noon, 2:00 p.m. to 6:00 p.m.)   | 35.00<br>22.50                 |
| noon, 2:00 p.m. to 6:00 p.m.)  1 hour                                     |                                |
| noon, 2:00 p.m. to 6:00 p.m.)  1 hour                                     | 22.50                          |
| noon, 2:00 p.m. to 6:00 p.m.)  1 hour                                     | 22.50<br>15.00                 |
| ncon, 2:00 p.m. to 6:00 p.m.)  1 hour                                     | 22.50<br>15.00<br>7.00         |
| ncon, 2:00 p.m. to 6:00 p.m.)  1 hour                                     | 22.50<br>15.00<br>7.00<br>5.00 |

### TALLAHASSEE—Continued W T A L-Continued

REMOTE CONTROL
Wire facilities available—rates on request

Contract and Other Requirements
Commercial rates quoted cover station time only.
All programs subject to station approval, federal
and state laws under which station is licensed.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables

Personnel
President—Mrs. John H. Phipps.
General Manager—Mrs. Teresa M. Myers.

Representatives
Thomas F. Clark Co., Inc.

### **TAMPA** (Hillsborough County)

WDAE (Established 1922)



Rates effective December 1, 1948. (Card No. 18.)

Rates effective December 1, 1948. (Card No. 18.)

Owned and operated by Tampa Times Company.

Business Office and Studio-12th floor, Tampa Terrace

Hotel. Latayette St. and Florida Ave., Tampa.

Fia. telephone M 1818.

Transmitter—Forest Hills Country Club Area, Northwest of Tampa, Fia.

Wave—Fower—Time
Operating power—5,000 watts.

240 meters; 1256 kilocycles.

Licensed to operate full time on regional channel. Operates on Eastern War Time.
Operating schedule: Sundays 12:01 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:05 a.m.

Agency Commission

15% to recognized advertising agencies on station time charges provided payment is made before the 15th of the month following hroadcast. No cash discount.

General Advertising

For combination rates see Columbia Broadcasting System (Florida Group).

The following rates are for national advertising. Short rate billing rendered if frequency rate is not carned.

CLASS "A"

| earne   |       |           |         | rrequer  | icy into | 18 1104 |
|---------|-------|-----------|---------|----------|----------|---------|
| 041.110 |       | CL        | ABB "A  |          |          |         |
|         | 16    | :00 p.m   |         |          | 1        |         |
|         | (0    | 1 hr.     | 1/2 hr. | 1/4 hr.  |          | ( • )   |
| 1       | time  | 120.00    | 80.00   | 50.00    | 25.00    | 15.00   |
| 13      | times | 114.00    | 76.00   | 47.50    | 23.75    | 14.25   |
| 26      | times | 108.00    | 72.00   | 45.00    | 22.50    | 13.50   |
| 52      | times | 102.00    | 68.00   | 42.50    | 21.25    | 12.75   |
| 100     | times | 96.00     | 64.00   | 40.00    | 20.00    | 12.00   |
| 150     | times | 90.00     | 60.00   | 37.50    | 18.75    | 11.25   |
| 300     | times | 84.00     | 56.00   | 35.00    | 17.50    | 10.50   |
| 600     | times |           |         |          | 21.00    | 9.75    |
| 900     | times | ********* | ******* | ******** | *******  | 9.00    |
| 1.200   | times |           |         |          | *******  | 8.25    |
|         |       |           | ASS "B  |          |          |         |
|         |       |           |         | .m.)     |          |         |
| 1       | time  | 82.00     | 50.00   | 30.00    | 17.50    | 11.00   |
| 13      | times | 78.00     | 47.50   | 28.50    | 17.00    | 10.50   |
| 26      | times | 74,00     | 45.00   | 27.00    | 16.00    | 10.00   |
| 52      | times | 70.00     | 42.50   | 25.50    | 15.00    | 9.50    |
| 100     | times | 66.00     | 40.00   | 24.00    | 14.00    | 9.00    |
| 150     | times | 62.00     | 37.50   | 22,50    | 13.00    | 8.50    |
| 300     | times | 58.00     | 35.00   | 21.00    | 12.00    | 8.00    |
| 600     | times | ********* | ******* | *******  | *******  | 7.50    |
| 900     | times | ********* |         |          | *******  | 7.00    |
| 1,200   | times | ******    |         |          |          | 6.50    |
|         |       | CIL       | ASS "C  | •        |          |         |
|         |       | (After    |         | .m.)     |          |         |
| 1       | time  | 100.00    | 55.00   | 40.00    | 20.00    | 12.00   |
| 13      | times | 95.00     | 52,25   | 88.00    | 19.00    | 11.50   |
| 26      | times | 90.00     | 49.50   | 36.00    | 18.00    | 11.00   |
| 52      | times | 85.00     | 46.75   | 84.00    | 17.00    | 10.50   |
| 100     | times | 80.00     | 44.00   | 32.00    | 16.00    | 10.00   |
| 150     | times | 75.00     | 41.25   | 30.00    | 15.00    | 9.50    |
| 800     | times | 70.00     | 38.50   | 28.00    | 14.00    | 9.00    |
| 600     | timea | ********  |         | ****     | ******   | 8.50    |
| 900     | times | **        |         |          | ******   | 8.00    |
| 1,200   | times |           |         | ******   |          | 7.50    |

(\*) One minute or less—chain break, transcribed or live.

or live. SPECIAL FEATURES

News, sports, special events, time signals and weather reports—rates on request.

TALENT

RALENT

Rates on request.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts at moderate cost.

Contract and Other Requirements

Program charges (artists, orchestra, continuity, etc.) are in addition to station charges. Rates cover only station time and facilities for program originating in station studios.

The editorial content of all broadcasts is subject to the approval or revision of station.

Announcements run adjacent to higher time classifications are charged at the rate of the higher classification.

Contract renewals subject to rates in effect at time of renewal.

All contracts subject to cancellation unless program stats within 30 days.

Rates subject to clange without notice.

Closing Time

Programs close one week in advance of broadcast.

Closing Time
Programs close one week in advance of broadcast.
Talks, programs, continuities, etc., must be submitted at least one week in advance for review hy program director.
Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. duplicate turntables for hoth vertical and lateral cut recordings.

Personnel
President—David E. Smiley.
General Manager—L. S. Mitchell.
Representatives
The Kats Agency, Inc.

WFLA ASSOCIATED STATION

RADIO STATIONS

Rates received September 20, 1943.

Owned and operated by The Tampa Tribune.

Business Office and Studio—Seminole Bidz., P. O.

Box 1410. Tampa 1, Fla., telephone H 1828.

Transmitter—East entrance Davis Causeway, Columbus Dirive, Tampa. Fla.

Wave—Pewer—Time (berating power—5,000 watts.
309.3 meters—970 kilocycles.

Licensed to operate unlimited time. Operates on Eastern War Time.

Operating schedule: 6:45 a.m. to 12:05 a.m.

Agency Commission

15% on net charges for station time only. No commission on program charges. No cash discount, Bille due and payable when rendered.

General Advertising

For combination rates see listing of National Broadcasting Company (Florida Group).

The following rates are for national advertising and include music copyright (ees.

(After 6:00 p.m.)

| (After 6:00 p.m.) |        |        |        |        |        |        |        |
|-------------------|--------|--------|--------|--------|--------|--------|--------|
|                   | 1      | 13     | 26     | 52     | 104    | 208    | 812    |
|                   | ti.    |
| l hr              | 140.00 | 133.00 | 126.00 | 120.00 | 114,00 | 108.00 | 102.00 |
| 1/2 hr            | 85.00  | 80.75  | 76.70  | 72.95  | 69.30  | 65.85  | 62.55  |
| 1/4 hr            | 50.00  | 47.50  | 45.10  | 42,85  | 40.70  | 38.65  | 36.75  |
| 5 mln             | 25.00  | 23.75  |        | 21.25  | 20,00  | 18.75  | 17.50  |
| l zonin           | 16.00  | 15.20  | 14.40  | 13.60  | 12.80  | 12,00  | 11.20  |
| 1 hr              | 85.00  | 80.75  | 76.70  | 72.95  | 69.80  | 65.85  | 62 55  |

(Before 6:00 p.m.) | Reforme 6:100 p.m.|
| 1 | 32 | 25 | 52 | 104 | 208 | 312 |
| 1/2 hr | 50.00 | 47.50 | 45.10 | 42.85 | 40.70 | 88.65 | 86.75 |
| 1/4 hr | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 | 21.00 |
| 1/4 hr | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 | 21.00 |
| 1/4 hr | 30.00 | 19.00 | 18.00 | 17.00 | 16.00 | 15.00 | 14.00 |
| 1/4 hr | 10.00 | 11.40 | 16.80 | 10.20 | 9.60 | 9.00 | 8.40 |
| 1/4 hr | 10.00 | 11.40 | 16.80 | 10.20 | 9.60 | 9.00 | 8.40 |
| 1/4 hr | 10.00 | 18.00 | 17.00 | 16.00 | 15.00 | 14.00 |
| 1/4 hr | 10.00 | 18.00 | 17.00 | 16.00 | 15.00 | 14.00 |
| 1/4 hr | 10.00 | 18.00 | 17.00 | 16.00 | 15.00 | 14.00 |
| 1/4 hr | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 |
| 1/4 hr | 10.00 | 14.25 | 18.50 | 13.10 | 12.75 | 12.00 | 11.25 |
| 1/4 hr | 10.00 | 14.00 | 10.20 | 9.60 | 9.00 | 8.40 |
| 1/4 hr | 10.00 | 14.00 | 10.20 | 9.60 | 9.00 | 8.40 |
| 1/4 hr | 10.00 | 14.00 | 10.20 | 9.60 | 9.00 | 8.40 |
| 1/4 hr | 10.00 | 14.25 | 13.50 | 13.10 | 12.75 | 12.00 | 11.25 |
| 1/4 hr | 10.00 | 14.00 | 10.20 | 9.60 | 9.00 | 8.40 |
| 1/4 hr | 10.00 | 14.00 | 10.20 | 9.60 | 9.00 | 8.40 |
| 1/4 hr | 10.00 | 14.00 | 10.20 | 9.60 | 9.00 | 8.40 |
| 1/4 hr | 10.00 | 14.00 | 10.20 | 9.60 | 9.00 | 8.40 |
| 1/4 hr | 10.00 | 14.25 | 13.50 | 13.10 | 12.75 | 12.00 | 11.25 |
| 1/4 hr | 10.00 | 14.00 | 10.20 | 9.60 | 9.00 | 8.40 |
| 1/4 hr | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |
| 1/4 hr | 10.00 | 14.00 | 14.00 | 14.00 |
| 1/4 hr | 10.00 | 14.00 | 14.00 |
| 1/4 hr | 10.00 | 14.00 | 14.00 |
| 1/4 hr | 10.00 | 14.00 | 14.00 |
| 1/4 hr | 10.00 |
| 1

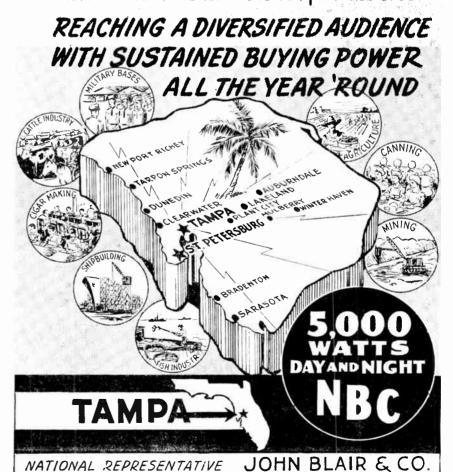
weather reports and time signals—rates on request.
TALENT
Hates on request.
TRANSCRIPTIONS
Regular time charges shall apply on transcribed programs. However, statton reserves the right to make surcharge for handling transcriptions, unless otherwise agreed at time of placing of order.

REMOTE CONTROL
Special wires are available for service to or from other Florida stations.
SERVICE FACILITIES
Services of WFLA Artist Bureau, Program Department and Staff Announcers in arranging and presenting programs are offered without additional charges.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for both vertical and lateral cut recordings.

Personnel
General Manager—W. Walter Tison.
Representatives John Blair & Company.
Jacksonville—Harry E. Jummings.



"The most-listened-to station in the Tampa trade area"



### FLORIDA— -Continued

### TAMPA—Continued

### WSUN

Considered by the Blue Network Company as their Tampa-St. Petersburg outlet. See listing under St. Petersburg, Fla.

### WTSP

Considered by the Mutual Broadcasting System as their St. Petersburg-Tampa outlet. See listing under St. Petersburg, Fla.

### WEST PALM BEACH

(Palm Beach County)

WJNO (Established 1936)



Rates effective November 15, 1940. (Card No. 3.)
Owned and operated by WJNO, Ino.
Business Office and Studio—1500 N. Flagler Drive,
West Paim Beach, Fla., telephone 3633.
Address all communications to WJNO, P. O. Box
188, West Paim Beach, Fla.
Transmitter—N. Flagler Drive, West Paim Beach,
Fla.

Wave—Power—Time
Operating power—250 watts,
243.9 meters; 1230 kilogyoles.
Licensed to operate full time. Operates on Eastern
War Time. Operating schedule: 6:80 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies on time charges only. Billa payable weekly following broadcast. No agency commission allowed on invoices not paid by the 15th of the month following broadcast. Accounts which have not established credit with the station, payable in advance. No cash discount.

station, payable in advance.

General Advertising
For combination rates see Columbia Broadcasting
System (Florida Group).

Rates include music copyright fees.

CLASS "A".

10:00 p.m.)

| CLASS A |          |         |          |         |          |         |          |
|---------|----------|---------|----------|---------|----------|---------|----------|
|         |          | (6:00 p | .m. to   | 10:00   | p.m.)    |         |          |
|         |          | 1 ti.   | 26 ti.   | 52 ti.  | 104 ti.  | 208 ti. | 812 ti   |
| 1       | hour     | 100.00  | 95.00    | 90.00   | 85.00    | 80.00   | 75.00    |
| 1/2     | hour     |         | 57.00    | 54.00   | 51.00    | 48.00   | 45.00    |
| 1/4     | hour     | 40.00   |          | 86.00   | 84.00    | 82.00   | 80.00    |
| Ĵβ      | minutes  |         | 19.00    | 18.00   | 17.00    | 16.00   | 15.00    |
| •       |          |         | CLASS    | "B"     | 11.00    | 10.00   | 10.00    |
| - (     | 8:00 a.: |         |          |         | 10:00    | p.m. t  |          |
| ,       |          | щ       |          | D. m. } | 10.00    | р.ш. ч  |          |
| 1       | hour     | 50.00   | 47.50    | 45.00   | 42,50    | 40.00   | 87.50    |
| 1/2     | hour     | 30.00   | 28.50    |         | 25.50    | 24.00   | 22.50    |
| 1/4     |          |         |          |         |          |         |          |
|         | bour     |         | 19.00    |         | 17.00    | 16.00   | 15.00    |
| 5       | minutes  | 10.00   | 9.50     | 9,00    | 8.50     | 8.00    | 7.50     |
|         |          |         | CLASS    |         |          |         |          |
|         |          | (11:00  | p.m. t   | o 8:00  | a.m.)    |         |          |
| 1       | hour     | 83.00   | 81.85    | 29.70   | 28.05    | 26.40   | 24.75    |
| 1/2     | hour     | 20.00   | 19.00    | 18.00   | 17.00    | 16.00   | 15.00    |
| 1/4     | hour     | 14 00   | 13.30    | 12.60   | 11.90    | 11.20   | 10.50    |
| - 5     |          | 7.00    |          | 6.30    | 5.95     | 5.60    | 5. 25    |
|         | er quant |         |          |         |          |         |          |
|         |          | rate; 1 |          |         |          |         | times    |
|         | /2%.     |         | .00 FIII | 105, 1  | - 1/ 4/6 | , 200   | eritten. |
| 44-1    | 1 4 70.  | A NI    | MOTING   | TER TER | TO       |         |          |

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m.)

|     |       | (*)  | (†)   |
|-----|-------|------|-------|
| 1   | time  | 7.50 | 10.00 |
| 26  | times | 7.12 | 9.50  |
| 52  | times | 6.75 | 9.00  |
| 104 | times | 6.88 | 8.50  |
| 156 | times | 6.19 | 8.25  |
| 208 | times | 6.00 | 8.00  |
| 260 | times | 5.72 | 7.75  |
| 312 | times | 5.62 | 7,50  |
|     |       |      |       |

| (6:00 | a.m. | to |     |       |     | 11:00 | p.m. | to |  |
|-------|------|----|-----|-------|-----|-------|------|----|--|
|       |      |    | 1:0 | U a.r | n.) |       |      |    |  |

|     |                                    | (*)  | (†)     |
|-----|------------------------------------|------|---------|
| 1   | time                               | 5.00 | 6,65    |
| 26  | times                              | 4.75 | 6.82    |
|     | times                              |      | 5.98    |
| 104 | times.                             | 4.25 | 5.65    |
| 156 | times                              | 4.12 | 5,48    |
| 208 | times                              | 4.00 | 5.82    |
| 260 |                                    | 8.87 | 5.16    |
| 312 | times                              |      | 5.00    |
|     | ) 100 words or less, or one minute |      | iption, |

(\*) 100 words or less, or one minute transcription, except preceding, following or participating in news, 30 word station break announcements.

(†) Preceding, following or participating in news.

POLITICAL

Regular rates apply; payable in advance.

TALENT

TALENT

TALENT

Rates on request.
REMOTE CONTROL

Rates on request.

REMOTE CONTROL

Rates on request.

TRANSCRIPTIONS

Transcription ilbrary available—rates on request.

SERVICE FACILITIES

Rates include service of announcer, continuity, and program department.

Closing Time
Two weeks in advance. Talks 48 hours in advance for station approval.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

General Manager—Stephen Willis.

Representatives

Radio Advertising Company.

### **GEORGIA**

### GEORGIA BROADCASTING SYSTEM

Address all communications to General Office, P. O. Box 270, Columbus, Ga.

Comprised of: WATL-Atlanta, Ga. WRBL-Columbus, Gs. WGPC-Albany, Ga.

Rates effective February 1, 1944. (Card No. 2.)

Rates effective February 1, 1944. (Card No. 2.)

Wave—Power—Time
See individual listings.

Agency Commission
Agency commission 15% to recognized agencies on
net station time charges. No commission allowed on
talent charges. No commission allowed on line
charges required for special remote broadcasts not
originating in one of smillate attaion's studios. No
cash discount. Bills rendered immediately following
broadcast; payable within 10 days of receipt thereof.
General Advertiainy
Rates based upon identical programs or announcements on all three stations. Georgia Broadcasting
System does not operate as a network. Rates are
computed in passis of approximately 10% discount of
total individual listings.

CLASS "A"

|     |       |         | CLASS    | '. <b>A</b> '' |         |        |
|-----|-------|---------|----------|----------------|---------|--------|
|     |       | (6:00   | p.m. to  | 10:30 p.n      | դ.)     |        |
|     |       | 1 hr.   | 1/2 hr.  | 1/4 br.        | 10 min. | 5 min. |
| 1   | time  | 261.00  | 156.00   | 100.00         | 70.00   | 50,00  |
| 13  | times | 248.00  | 148.00   | 95.00          | 66.50   | 47,50  |
| 26  | times | 235.00  | 140.00   | 90,00          | 63.00   | 45.00  |
| 52  | times | 222.00  | 132.00   | 85.00          | 59.50   | 42.50  |
| 100 | times | 209.00  | 124.00   | 80.00          | 56.00   | 40.00  |
| 200 | timea | 196.00  | 116.00   | 75.00          | 52.50   | 37.50  |
| 300 | times | 183,00  | 108.00   | 70.00          | 49.00   | 85.00  |
|     |       |         | CLASS    | "B"            |         |        |
|     | (6:00 | a.m. to | 6:00 p.n | n. and 10:     | 30 p.m. | to     |
|     |       |         | 12:00 mi | dnight)        |         |        |
| 1   | time  | 144 00  | 88 00    | 60 00          | 49 00   | 80 00  |

|    | (6:00 | a.m. to | 6:00 p.m.  |       | 30 p.m. | to   |
|----|-------|---------|------------|-------|---------|------|
|    |       |         | 12:00 mid: |       |         |      |
| 1  | time  | 144.00  | 88.00      | 60.00 | 42.00   | 80.0 |
| 13 | times | 137.00  | 84.00      | 57.00 | 40.00   | 28.5 |
| 26 | times | 130.00  | 80.00      | 54.00 | 38.00   | 27.0 |
| 52 | times | 123.00  | 76.00      | 51.00 | 36.00   | 25.5 |
| 00 | Limes | 116.00  | 72.00      | 48.00 | 34.00   | 24.0 |
|    |       | 109.00  | 68.00      | 45.00 | 32.00   | 22.5 |
| ÖÖ | times | 102.00  | 64.00      | 42.00 | 30.00   | 21.0 |
|    |       |         |            |       |         |      |

# ANNOUNCEMENTS ANNOUNCEMENTS (6:00 p.m. to 10:30 p.m.) (\*) 100 wds. 75 wds. 38:00 80:00 22:00 31.85 28:50 20:90 29:70 27:00 19:80 28:05 25:50 18:70 28:40 24:75 22:50 16:50 23:10 21:00 15:40 CLASS 'B' m. to 6:00 p.m. and 10:30 p.m. (†) 17.00 16.15 15.80 14.45 13.60 CLASS "B" (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight) time. 18:05 16:15 11:90 times. 18:05 16:15 11:90 times. 16:15 14:45 10:70 times. 16:15 14:45 10:70 times. 15:20 13:60 10:10 times. 14:25 12:75 9:50 times. 14:25 12:75 9:50 times. 18:30 11:90 8:90

ratice on request. POLITICAL

One time rate applies. No quantity discount.

REMOTE CONTROL

Programs which originate outside any network studies are subject to special charges for wire service, engineers and announcers. Rates do not include cost of lines for simultaneous broadcast of programs over two or all stations. Details on request.

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

Line Charges
Line charges contingent upon amount of guaranteed
contract. For complete information consult network
management. Lines retained on a temporary multiple
hour basis.

hour basis.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted. Rates are for station time only; talent is extra.

No contract accepted for a period longer than one year. All contracted time must be used within the period of one year. Program position subject to time available and to approval of network management under FCC regulations.

Closing Time

One week in advance of first broadcast.

Mechanical Program Equipment

Each station equipped to handle programs by electrical transcription, using \$3-1/8\$ and 78 r.p.m. turntables for lateral or vertical cut recordings.

Personnel
Executive Manager—J. W. Woodruff, Jr.
Representatives
Spot Sales, Inc.

### GEORGIA MAJOR MARKET TRIO

Address communications in care of Station WGST, Forsyth Bldg., Atlanta 1, Ga.

Comprised of:

Comprised of:

WGST—Atlanta, Ga. WMAZ—Macon, Ga.
WTOC—Savannah, Gs.
Rates effective September 1, 1944. (Card No. 2.)
Wave—Power—Time
See individual listings.
Agency Commission
15% on net charges for station facilities to recognized advertising agencies; no cash discount. No commission on programs costs, production charges or taient. Bills due and payable on the 10th of the month following broadcast.
General Advertising
Rates include music copyright fees.
Stations comprising this group are affiliated with Columbia Broadcasting System.
The following rates are for identical programs or announcements on all three stations of the network.

(This listing continued on next page)

(This listing continued on next page)

# COMBINATION to

ATLANTA

MACON

SAVANNAH T O C

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S THREE MAJOR MARKETS

> No single station, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

> But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets, does the job

> > - AT ONE LOW COST

AVAILABLE AT COMBINATION RATES

# 1000W

Represented by THE KATZ AGENCY, Inc.

### GEORGIA MAJOR MARKET TRIO -Continued

|     | CLASS "A"        |           |          |         |         |  |  |
|-----|------------------|-----------|----------|---------|---------|--|--|
|     | (A               | fter 6:00 | ) p.m.)  |         |         |  |  |
|     |                  | 1 hr.     | 1/2 hr.  | 1/4 hr. | 5 min.  |  |  |
| 1   | time             | 400.00    | 230.00   | 130.00  | 85.00   |  |  |
| 13  | times            | 380.00    | 218.50   | 123.50  | 80.75   |  |  |
| 26  | times            | 360.00    | 207.00   | 117.00  | 76.50   |  |  |
| 52  | times            | 340.00    | 195.50   | 110.50  | 72.25   |  |  |
| 104 | times            | 320.00    | 184.00   | 104.00  | 68.00   |  |  |
| 260 | or more times    | 300.00    | 172.50   | 97.50   | 63.75   |  |  |
|     |                  | CLASS     | "B"      | -,,,    |         |  |  |
|     | (8:00            | a.m. to   | 6:00 p.m | .)      |         |  |  |
| 1   | time             | 240.00    | 135.00   | 75.00   | 50.00   |  |  |
| 13  | times            | 228.00    | 128.25   | 71.25   | 47.50   |  |  |
| 26  | times            | 216.00    | 121.50   | 67.50   | 45.00   |  |  |
| 52  | times            |           | 114.75   | 63.75   | 42.50   |  |  |
| 104 | times            | 192.00    | 108.00   | 60.00   | 40.00   |  |  |
| 260 | or more times    |           | 101.25   | 56,25   | 37.50   |  |  |
|     | 0. 4.070 1771102 |           | "C"      | 00.20   | 01.00   |  |  |
|     | (70              | CLASS     |          |         |         |  |  |
|     | (13              | efore 8:0 |          |         |         |  |  |
| _   |                  |           | 1 hr.    | 1/2 hr. | 1/4 hr. |  |  |
| . 1 | time             |           |          | 81.00   | 45.00   |  |  |
| 13  | times            |           |          | 76.95   | 42.75   |  |  |
| 26  | times            |           |          | 72.90   | 40.50   |  |  |
| 52  | times            |           |          | 68.85   | 38.25   |  |  |
| 104 | times            |           |          | 64.80   | 36.00   |  |  |
| 260 | or more times.   |           | . 105.00 | 60.75   | 33,75   |  |  |
|     |                  |           |          |         |         |  |  |

ANNOUNCEMENTS
Announcements run adjacent to higher time classifications are charged at the rate of the higher classification. Hitch-hike or cowcatcher announcements not accepted.

|     | CLASS "A"         |       |       |
|-----|-------------------|-------|-------|
|     | (After 6:00 p.m.) | (*)   | (†)   |
| 1   | time              | 45.00 | 36.00 |
| 13  | times             | 42.75 | 34.20 |
| 26  | times             | 40.50 | 32.40 |
| 52  | times             | 38.25 | 30.60 |
|     | times             |       | 28.80 |
| 300 | times             | 33.75 | 27.00 |
| 500 | or more times     | 31.50 | 25.20 |
|     | OT AGG UDU        |       |       |

|      | CLASS "B"   |           |         |
|------|---|-----------|---------|
|      | (Before 6:00 p.m.)                                  |           |         |
| 1    | time  | 28.00     | 22.00   |
| 13   | times   | 26.60     | 20.90   |
| 26   | times   | 25.20     | 19.80   |
| 52   | times   | 23.80     | 18.70   |
| 104  | times   | 22,40     | 17.60   |
| 300  | times   | 21.00     | 16.50   |
|      | or more times                                       |           | 15.40   |
| - (* | <ul> <li>100 words; one minute electrica</li> </ul> | l transer | iption. |
|      | <li>f) 50 words or less, chain break;</li>          | limited   | to 15   |
| 66   | eonds,  |           |         |

### Contract and Other Requirements

combination of period broadcasts and announcements not allowed to earn larger discounts. Contracts may not exceed one year's duration. Frequency discounts allowed retroactively within contracts are not subject to cancellation on less than two weeks written notice. Cancelled contracts subject to short year.

two weeks wi

### Representatives

The Kats Agency.

### ALBANY (Dougherty County) WALB (Established 1941)

Rates effective June 1, 1942. (Card No. 2), revised. Owned and operated by The Herald Publishing Co. Business Office and Studio—Leesburg Road, Albany, Ga., telephone 1590. Transmitter—Three miles north of city, Albany, Ga.

Wave-Power-Time

Operating power—1,000 watt. 188.7 meters; 1590 kilocyr'ss. Licensed to operate full time. Operates on Central War Time.

Operating schedule: Sundays 8:00 a.m. to 10:00 p.m.; week days 6:55 a.m. to 10:15 p.m.

Agency Commission

15% to recognized agencies on station time; no cash discount. Bills are due and payable when rendered. General Advertising

For combination rates see Mutual Broadcasting System. The following rates are for national advertising.

| CLASS "A"  |  |
|--|--|
| (6:30 p.m. to 11:00 p.m. week days: 3:00         |  |
| p.m. to 10:00 p.m. Sundaya)                      |  |
| 1 hour   | 60.00                                  |
| 1/2 hour   | 86.00                                  |
| 1/4 hour   | 22.00                                  |
| 5 minutes  | 11.00                                  |
|  | 4.50                                   |
| I minute   |  |
|  | 2.50                                   |
| CLA88 "B"  |  |
| (All other time)                                 |  |
|  |  |
|  | 80 00                                  |
| 1 hour   | 80.00                                  |
| 1 hour   | 18.00                                  |
| 1 hour   | 18.00<br>12.00                         |
| 1 hour   | 18.00<br>12.00<br>6.00                 |
| 1 hour. 1/2 hour. 1/4 hour. 5 minutes. 1 minute. | 18.00<br>12.00<br>6.00<br>3.50         |
| 1 hour   | 18.00<br>12.00<br>6.00                 |
| 1 hour   | 18.00<br>12.00<br>6.00<br>3.50<br>2.50 |
| 1 hour   | 18.00<br>12.00<br>6.00<br>3.50<br>2.50 |
| 1 hour   | 18.00<br>12.00<br>6.00<br>3.50<br>2.50 |

SERVICE FACILITIES

Complete merchandising facilities available at cost. Production department plans and produces complete radio features and program ideas, produces programs planned by client or agencies or serves in an advisory capacity when desired.

Contract and Other Requirements
All contracts, programs and acts now or hereafter to be passed or adopted by Congress, the FCC, FTC, State Legislature, courts or other duly authorized authorities. Station does not incur or assume any liability of any kind or character which may be sustained by them as a result of broadcasting for a client. No contract accepted for a longer period than one year. Preferred position governed by priority and availability on contract basis. Time discounts apply to total number of broadcasts for the same sponsor in one year under original or renewed contracts and apply on station time only. Contracts are not transferable. Time allotted to advertiser may be taken by station for broadcasting other programs or events which, in the judgment of the station, are of greater service or value to the public. Station shall endeavor to notify advertiser in advance of any such appropriation of advertiser; time and will allet other time to compensate, or allow pro rata reduction of charge if it cannot allow other time or extension or contract. Should advertiser fail to furnish matter for any portion of contract, station may prepare same to the best of its ability. No contests in announcement form.

### Mechanical Requirements

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

General Manager-Abner M. Israel.

### Representatives

Burn-Smith Company, Incorporated. Atlanta—B. Frank Cook.

### WGPC (Established 1984)



Rates effective July 15, 1941. (Card No. 2.) Owned and operated by The Albany Broadcasting Company, Inc.
Business Office and Studio—127-1/2 N. Jackson St.,

Albany, Ga.
Transmitter—Gullionville Road, 2 miles from studios.

### Wave-Power-Time

Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Central War Time. War Time.
Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.;
week days 6:00 a.m. to 11:00 p.m.

### Agency Commission

15% to recognized advertising agencies on station time charges; no cash discount. Bills rendered monthly; payable within 10 days of receipt thereof.

### General Advertising

For combination rates see Columbia Broadcasting System (Southeentral Group) and Georgia Broadcasting System.

(After 6:00 p.m.)

1 13 26 52 100 200 300

| £1.   | £1.   | t1.  | ti.   | ti.   | ti.  | t1.  |
|-------|---|--|---|---|--|--|
| 50.00 | 47.50   | 45.00  | 42.50   | 40.00   | 37.50  | 35.00  |
| 30.00 | 28.50   | 27.00  | 25.50   | 24.00   | 22.50  | 21.00  |
| 20.00 | 19.00   | 18.00  | 17.00   | 16.00   | 15,00  | 14.00  |
| 15.00 | 14.25   | 13.50  | 12.75   | 12.00   | 11.25  | 10.50  |
| 10.00 | 9.50  | 9.00   | 8.50  | 8.00  | 7.50   | 7.00   |
| (1    | 3efore  | 6:00   | p. m. )   |   |  |  |
| 30,00 | 28.50   | 27.00  | 25.50   | 24.00   | 22.50  | 21.00  |
| 20.00 | 19.00   | 18.00  | 17.00   | 16.00   | 15.00  | 14.00  |
|       |   |  |   |   |  |  |
| 10.00 | 9.50  | 9.00   | 8.50  | 8.00  | 7.50   | 7.00   |
| 8.00  | 7.60  | 7.20   | 6.80  | 6.40  | 6.00   | 5.60   |
|       | 50.00<br>30.00<br>20.00<br>15.00<br>10.00<br>(1<br>30.00<br>20.00<br>15.00<br>10.00 | 50.00 47.50<br>30.00 28.50<br>20.00 19.00<br>15.00 14.25<br>10.00 9.50<br>(Refore<br>30.00 28.50<br>20.00 19.00<br>15.00 14.25<br>10.00 9.50 | 50.00 47.50 45.00<br>30.00 28.50 27.00<br>20.00 19.00 18.00<br>15.00 14.25 13.50<br>10.00 9.50 9.00<br>(Refore 6:00<br>30.00 28.50 27.00<br>20.00 19.00 18.00<br>15.00 14.25 13.50<br>10.00 9.50 9.00 | 50.00 47.50 45.60 42.50<br>30.00 28.50 27.00 25.50<br>20.00 19.00 18.00 17.00<br>15.00 14.25 13.50 12.75<br>(Nefore 6.00 p.m.)<br>30.00 28.50 27.00 25.50<br>20.00 19.00 18.00 17.00<br>15.00 14.25 13.50 12.75<br>20.00 19.00 18.00 17.00<br>15.00 14.25 13.50 12.75<br>10.00 9.50 9.00 8.50 | 50.00 47.50 45.00 42.50 40.00 20.00 47.50 45.00 40.00 20.00 19.00 18.00 17.00 16.00 15.00 14.25 13.50 12.75 12.00 10.00 9.50 9.00 8.50 8.00 (Refore 6.00 p.m.) 30.00 28.50 27.00 25.50 24.00 20.00 19.00 14.25 13.50 12.75 12.00 15.00 14.25 13.50 12.75 12.00 15.00 14.25 13.50 12.75 12.00 10.00 9.50 9.00 8.50 8.00 | $\begin{array}{cccccccccccccccccccccccccccccccccccc$ |

### ANNOTINGBUILDINGS

|                   | ****     | ****    | (CD.11     | D11 1 1 17 |      |        |      |
|-------------------|----------|---------|------------|------------|------|--------|------|
| (After 6:00 p.m.) |          |         |            |            |      |        |      |
| One minute        | electric | al trar | )-         |            |      |        |      |
| scription         | 7.00     | 6.65    | 6.30       | 5.95       | 5,60 | 5, 25  | 4.90 |
| 100 words         | 6.00     | 5.70    | 5.40       | 5.10       | 4.80 | 4.50   | 4.20 |
| 75 words          | 5.00     | 4.75    | 4.50       | 4.25       | 4.00 | 3.75   | 3.50 |
| *35 words sta     | tion     |         |            |            |      | -      |      |
| break             | 4.00     | 3.80    | 3.60       | 3,40       | 3.20 | 3.00   | 2.80 |
|                   | (B       | efore   | 6 · 00 · 8 | m 1        |      |        |      |
| One minute e      |          |         |            | ,,         |      |        |      |
| acription         |          |         | 4.50       | 4.25       | 4.00 | 3.75   | 3.50 |
| 100 words         |          | 3.80    |            |            | 3.20 | 3.00   | 2.80 |
| 75 words          | 3.00     | 2.85    | 2.70       | 2.55       | 2.40 | 2.25   | 2.10 |
| *35 words station |          |         |            |            |      |        |      |
| break             | 2,00     | 1.90    | 1.80       | 1.70       | 1.60 | 1.50   | 1.40 |
| (*) Fifty         | words    | when    | place      |            |      | pation | D70- |
| grams.            |          |         |            |            |      |        |      |
|                   |          |         |            |            |      |        |      |

### SPECIAL FEATURES

News broadcasts—Leased wire service available at regular rates plus announcer's service charge; fully commissionable. Time, weather and market reports—rates on request.

POLITICAL

Per hour, flat 60.00. Cash in advance for time reservation.

REMOTE CONTROL Additional charges to cover cost of lines, engineering and announcing services for programs originating outside of studios.

TALENT Rates on request.

### TRANSCRIPTIONS

Complete transcription library is available for program presentation, without additional charge.

### SERVICE FACILITIES

Services of station announcers and program department in arranging and presenting programs is available without extra charge.

Merchandising service is available to advertisers in ratio to contract volume.

### Contract and Other Requirements

ontract and Other Requirements
Advertising of alcoholic beverages, other than beer
and wine, not accepted.
Maximum contract term one year. All contracted time
must be used within ore year. All programs and
continuity subject to approval of station management in accord with FCC regulations.
Rates are for station time only; talent the extra.
Contract renewals subject to rates in effect at time
of renewals. Last 30 seconds of all programs reserved
for station use.

### Closing Time

One week in advance of initial broadcast.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral recordings.

### Personnel

Executive Manager-J, W. Woodruff, Jr.

### Representatives

Spot Sales, Inc.

### ATHENS (Clark County) WGAU (Established 1938)

Rates effective April 1, 1938.

Owned and operated by J. K. Patrick & Company. Business Office and Stucio — Bobbin Mill Road. Athens, Ga., telephone 1741. Transmitter—Bobbin Mill Road, Athens, Ga.

Wave-Power-Time Operating power—250 watta.
223.9 meters; 1340 kilocypilas.
Operates on Eastern War Time.
Operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized agencies; no cash discount. All billing is as of the last day in each month and payable not later than the 10th of the month following billing date.

### General Advertising

For combination rates see Columbia Broadcasting System (Southcentral Group) and Keystone Network. Fees charged by owners of music copyrights are not included in rates.

| $\frac{1/2}{1/4}$ | hour<br>hour<br>hour<br>minutes | 28.50<br>18.00 | 13 t1.<br>47.50<br>27.07<br>17.10<br>7.12 | 45.00<br>25.65 | 52 t1,<br>42.50<br>24.22<br>15.30<br>6.37 |  | 800 t1.<br>37.50<br>21.37<br>13.50<br>5.62 |  |
|-------------------|---------------------------------|----------------|---|----------------|---|--|--|--|
| ANNOUNCEMENTS     |                                 |                |   |                |   |  |  |  |

One minute electrical transcription or 100 words 3.00 2.85 2.70 2.55 2.40 2.25 POLITICAL

Rates for political broadcasts are 25% higher than general broadcasting rates. All political talks must be submitted in manuscript form 12 hours before scheduled for broadcast, and are payable in advance. Not restricted to certain hours.

### REMOTE CONTROL

Provision for remote pick-up anywhere is available. All line costs, transportation and expense of installation to be paid for at existing rates at time of usage by client.

### TRANSCRIPTIONS

Regular time charges apply to programs from station library without extra charge other than performance rights. Can furnish any type music at cost. Not restricted to certain hours.

Contract and Other Requirements

Rates are for station time only; talent charges are extra. Maximum contract one year.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turntables.

Personnel
Mgr. & Chief Engineer.—M. C. Gorman.

Representatives None.

### **ATLANTA** (Fulton and De Kalb Counties) WAGA (Established 1987)



Rates effective July 1, 1944.

Nates effective July 1, 1914.

Owned and operated by Liberty Broadcasting Corp.
Business Office and Studios—Western Union Bidg.,
Atlanta 3, Ga., Main 5101.

Transmitter—N. Druid Hills Ed., Atlanta, Ga.

Wave—Power—Time
Operating power—5,000 watta.
568.2 meters; 590 kilocycles.
Licensed to operate full time on regional cleared channel. Operates on Central War Time.

Agency Commission
15% on time charges to recognized agencies; no cash discount. Bills due and payable 10th of month following service.

### **GEORGIA-**-Continued

### ATLANTA—Continued W A G A—Continued

|      | General Advertising |               |               |                |                |                |                |  |
|------|---------------------|---------------|---------------|----------------|----------------|----------------|----------------|--|
| For  |                     |               |               |                |                |                |                |  |
|      | pany, I             |               | outhcent      |                |                |                |                |  |
| Rate | es inclu            | de mus        | ic cony       |                | 88.            |                |                |  |
|      | CLASS "A"           |               |               |                |                |                |                |  |
|      |                     |               | p.m. to       |                | p.m.)          |                |                |  |
|      |                     | .1            | 1/2           | 1/4            | 5              |                |                |  |
| 1    | 11-0                | hr.<br>240.00 | hr.<br>144.00 | hr.            | min.           | (*)            | (†)            |  |
| 13   | time<br>times       | 228.00        | 136.80        | 96.00<br>91.20 | 55.00<br>52.25 | 32.00          | 24.00<br>22.80 |  |
| 26   | times               | 216.00        | 129.60        | 86.40          | 49.50          | 30.40<br>28.80 | 21.60          |  |
| 52   |                     | 204.00        | 122.40        | 81.60          | 46.75          | 27.20          | 20.40          |  |
| 104  | times               | 192.00        | 115.20        | 76.80          | 44.00          | 25.60          | 19.20          |  |
| 260  | times               | 180.00        | 108.00        | 72.00          | 41.25          | 24.00          | 18.00          |  |
| 312  | times               | 168.00        | 100.80        | 67.20          | 38.50          | 22.40          | 16.80          |  |
| 312  | fimes               | 100.00        |               |                | 30.00          | 44.10          | 10.00          |  |
|      |                     |               | CLASS         |                |                |                |                |  |
|      | (7:00               | a.m. to       |               | p.m.; 1        | 0:00 p         | .m. to         |                |  |
|      |                     |               | 11:00         | p.m.)          |                |                |                |  |
| 1    | time                | 120.00        | 72.00         | 48.00          | 28.00          | 16.00          | 12.00          |  |
| 13   | times               | 114.00        | 68.40         | 45.60          | 26.60          | 15.20          | 11.40          |  |
| 26   | times               | 108.00        | 64.80         | 43.20          | 25.20          | 14.40          | 10.80          |  |
| 52   | times               | 102.00        | 61.20         | 40.80          | 23.80          | 13.60          | 10.20          |  |
| 104  | times               | 96,00         | 57.60         | 38.40          | 22.40          | 12.80          | 9.60           |  |
| 260  | times               | 90.00         | 54.00         | 36.00          | 21.00          | 12.00          | 9.00           |  |
| 312  | times               | 84.00         | 50.40         | 33.60          | 19.60          | 11.20          | 8.40           |  |
|      |                     |               | CLASS         |                |                |                |                |  |
|      |                     | (11:00        |               | 0 7:00         | a.m.)          |                |                |  |
| 1    | time                | 80.00         | 48.00         | 32.00          | 18.00          | 10.00          | 7.00           |  |
| 13   | times               | 76.00         | 45.60         | 30.40          | 17.10          | 9.50           | 6.65           |  |
| 26   | times               | 72.00         | 43.20         | 28.80          | 16.20          | 9.00           | 6.30           |  |
| 52   | times               | 68.00         | 40.80         | 27.20          | 15.30          | 8.50           | 5.95           |  |
| 104  | times               | 64.00         | 38.40         | 25.60          | 14.40          | 8.00           | 5.60           |  |
| 260  | times               | 60.00         | 36.00         | 24.00          | 13.50          | 7.50           | 5.25           |  |
| 312  | times               | 56.00         | 33.60         | 22.40          | 12.60          | 7.00           | 4.90           |  |
| (*)  |                     |               | ectrical      | transcr        | iption         | or 100         | words.         |  |
| (†)  | 50 wor              | ds or 1       | ess.          |                |                |                |                |  |

| WEEKLY STR              | IP RAT   | E8       |         |
|-------------------------|----------|----------|---------|
| CLASS                   |          |          |         |
| (6:00 p.m. to 1         |          |          |         |
| Half hour:              | 13 wks.  | 26 wks.  | 52 Wks. |
| 3 times                 | 345.60   | 324.00   | 302.40  |
| 5 times                 | 482.40   | 446.40   | 410.40  |
| 6 times                 | 561.60   | 518.40   | 475.20  |
| Quarter hour:           |          |          |         |
| 3 times                 | 230.40   | 216.00   | 201.60  |
| 5 times                 | 321.60   | 297.60   | 273.60  |
|                         | 874.40   | 845.60   | 316.80  |
|                         | 011.10   | 845.00   | 310.80  |
| Five minutes:           |          |          |         |
| 3 times                 | 132.00   | 123.75   | 115.50  |
| 5 times                 | 184.25   | 170.50   | 156.75  |
| 6 times                 | 214.50   | 198,00   | 181.50  |
| CLASS '                 | 'B''     |          |         |
| (7:00 a.m. to 6:00 p.m. | and 10   | :00 p.m. | to      |
| Half hour: 11:00 p.     |          |          | •••     |
| 3 times                 | 172.80   | 162.00   | 151.20  |
| 5 times                 | 241.20   | 223,20   | 205.20  |
| 6 times                 | 280.80   | 259.20   | 287.60  |
| Quarter hour:           | 280.80   | 209.20   | 287.00  |
|                         |          | ***      | ***     |
| 3 tlmes                 | 115.20   | 108.00   | 100.80  |
| 5 times                 | 160.80   | 148.80   | 136.80  |
| 6 tlmes                 | 187.20   | 172.80   | 158.40  |
| Five minutes:           |          |          |         |
| 3 times                 | 67.20    | 63.00    | 58.80   |
| 5 times                 | 93.80    | 86.80    | 79.80   |
| 6 times                 | 109.20   | 100.80   | 92.40   |
|                         | 'C''     |          |         |
|                         |          |          |         |
| (11:00 p.m. to          | 7:00 a.m | . }      |         |
| Half hour:              | 115 40   | 100.00   | 100.00  |
| 3 times                 | 115.20   | 108.00   | 100.80  |
| 5 times                 | 160.80   | 148.80   | 136.80  |
| 6 times                 | 187.20   | 172.80   | 158.40  |
| Quarter hour:           |          |          |         |
| 3 times                 | 76,80    | 72.00    | 67.20   |
| 5 times                 | 107.20   | 99.20    | 91.20   |
| 6 times                 | 124.80   | 115.20   | 105.60  |
| Five minutes:           |          |          |         |
| 3 times                 | 43.20    | 40.50    | 37.80   |
| 5 times                 | 60.80    | 55.80    | 51.30   |
| 6 times                 | 70.20    | 64.80    | 59.40   |
| A PIMA9                 | 10.20    | 44.00    | 00.10   |

Here's how WAGA has made MORE PROGRESS during the past two years than any other Atlanta station!



### THE POWER TO BE HEARD -in the right places

5,000 watts on 590 kilocycles, covering 41% of Georgia's population.

### SOMETHING WORTH HEARING!

All those popular Blue features, plus a wide variety of timely local shows. WAGA is noted for its superb production.





### AGGRESSIVE AUDIENCE PROMOTION!

WAGA uses billboards, car cards, courtesy announcements, daily newspaper advertising and publicity, weekly newspaper advertising and much special promotion to make them want to listen!



ATLANTA

5000 Watts on 590 Kcs. · Blue Network · Represented by Headley-Reed

RELIGIOUS AND POLITICAL Rates on request

RECORDED PROGRAMS
Transcription libraries available—rates on request. TALENT

REMOTE CONTROL Rates on request.

SERVICE FACILITIES

Time charge includes services of complete program
department, securing of talent, building or arranging programs, continuity department and services of
one announcer, and sound effects library.

one announcer, and sound effects library.

Contract and Other Requirements
All programs must conform to station standards.

Where program is prepared by advertiser it must be submitted for approval by station director. All proposals subject to prior sale of time. Maximum contract is one year. Contracts must be written individually and separately for announcements and programs; no combination of the two will be permitted for the purpose of securing a greater frequency discount than would otherwise be obtainable. Daytime and nighttime programs may be combined to earn a lower rate. In order to earn the net rates listed contracts must be completed within 12 months.

Closing Time

Closing Time
Closing date for inclusion in general publicity is
two weeks in advance of broadcast. Continuity must
be submitted 24 hours before broadcast.
Announcements close one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turntables
for vertical and lateral out recordings.

Personnel
General Manager—Charles A. Smithgall.

Representatives
Headley-Reed Company.

WATL (Established 1931)



Owned and operated by Atlanta Broadcasting Ca. Business Office and Studio—Henry Grady Bldg., Atlanta, Ga., Walnut 4877.

Transmitter—Henry Grady Bldg., Atlanta, Gs.

Transmitter—Henry Grady Bldg., Atlanta, Ga.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies; no cash discount. Bills due and payable when rendered. Charges for facilities are payable immediately after each broadcast.

General Advertising
For combination rates see Mutual Broadcasting System.
Also sold in combination—see Georgia Broadcasting

Also sold in combination—see Georgia Broadcasing System.

System.

The following rates are for national advertising and include music copyright fees.

(6:00 p.m. to 11:00 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 158 ti. 1 hour... 160.00 152.00 144.00 136.00 128.00 129.00 120.00 1/2 hour... 96.00 91.20 86.40 81.60 76.80 72.00 1/4 hour... 60.00 57.00 54.00 51.00 48.00 45.00 5 minutes 80.00 28.50 27.00 25.50 24.00 22.50 (6:00 a.m. to 6:00 p.m. week days)

1 hour... 80.00 76.00 72.00 68.00 64.00 60.00 1/2 hour... 48.00 45.60 43.20 40.80 88.40 86.00 1/4 hour... 30.00 28.50 27.00 25.50 24.00 22.50 5 minutes 15.00 14.25 13.50 12.75 12.00 11.25 ANNOUNCEMENTS

5 minutes 15.00 14.25 13.50 12.75 12.00 11.25

ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m.)

1 18 26 52 100 200 1000

11. ti. ti. ti. ti. ti. ti. ti.

100 words 12.00 11.40 10.80 10.20 9.60 9.00 8.40

(6:00 a.m. to 6:00 p.m. week days)

100 words 9.00 8.55 8.10 7.65 7.20 6.75 6.80

50 words 6.00 5.70 5.40 5.10 4.80 4.50 4.28

News, time, weather and temperature reports—rates on request.

Rates on request.

REMOTE CONTROL
Remote control charges are extra. Rebroadcasts can
be arranged. Full equipment to handle rebroadcasts.

be arranged. Full equipment to handle rebroadcasts.

RECORDED PROGRAMS

Regular time charges apply. Not restricted to certain hours.

Transcription library services available—details on request. SERVICE FACILITIES

Services of the program department in arranging and presenting programs are included in the station time charges, also service of one announcer.

Contract and Other Requirements
Maximum contract term: one year.
All business accepted subject to the "Standard Conditions governing contracts and orders for Spot Broadcasting" adopted by the National Association of Advertising Agencies.

Closing Time
Closing dates for inclusion in general publicity and
printed program announcements is 10 days in advance of broadcast.
Continuity must be submitted 24 hours before broad-

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 83-1/8 and 78 r.p.m. turntables for ver-tical and laters out recordings.

Personnel
Station & Com'l Mgr.—James A. Davenport.

Representatives Spot Sales, Inc.

### ATLANTA—Continued W G S T



Rates effective September 1, 1944. (Card No. 8.) Owned and operated by Georgia School of Technol-

ogy. Business Office and Studio—Forsyth Bidg., Atlanta 1, Ga., Walnut 8441. Transmitter—Cheshire Bridge Road, Atlanta, Ga.

### Wave-Power-Time

Operating power 5,000 watts days; 1,000 watts nights. 326.1 meters; 920 kilocycles. Licensed to operate full time on cleared local channel. Operates on Central War Time. Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

### Agency Commission

15% to recognized advertising agencies; no cash discount. Bills due and payable on the 10th of the month following broadcast.

### General Advertising

For combination rates see Columbia Broadcasting System (Southcentral Group). Also sold in combination—see The Georgia Major Market Trio.

Combination of period broadcasts and announcements not allowed to earn larger discounts.

### CLASS "A"

| (After 6:00 p | . m. j | ) |
|---------------|--------|---|
|---------------|--------|---|

|     |               | 1 hr.  | 1/2 hr. | 1/4 hr. | 5 min. |
|-----|---------------|--------|---------|---------|--------|
| 1   | time          | 200,00 | 120.00  | 80.00   | 50.00  |
| 13  | times         | 190.00 | 114.00  | 76.00   | 47.50  |
| 26  | times         | 180.00 | 108.00  | 72.00   | 45.00  |
| 52  | times         | 170.00 | 102.00  | 68.00   | 42.50  |
| 104 | times         | 160.00 | 96.00   | 64.00   | 40.00  |
| 260 | or more times |        | 90.00   | 60.00   | 37.50  |
|     |               | CLASS  | ·'B''   |         |        |

### (Batana 6:00 = -- )

| 5.00 |
|------|
|      |
| 3.75 |
| 2.50 |
| 1.25 |
| 0.00 |
| 8.75 |
|      |

### ANNOUNCEMENTS

announcements run adjacent to higher time classifica-ions are charged at the rate of the higher classifi-

cation.

Hitch-hike or cowcatcher announcements not accepted.

CLASS "A"

(After 6:00 p.m.) (\*) (†)

|     |               | (*)   | (1)   |
|-----|---------------|-------|-------|
| 1   | time          | 30.00 | 20,00 |
| 13  | times         | 28.50 | 19.00 |
| 26  | times         | 27.00 | 18.00 |
| 52  | times         | 25.50 | 17.00 |
| 104 | tines         | 24.00 | 16.00 |
| 300 | times         | 22.50 | 15.00 |
| 500 | or more times |       | 14.00 |
|     | CLASS "B"     |       |       |

|      | CLASS "B"  |           |         |
|------|--|-----------|---------|
|      | (Before 6:00 p.m.)   |           |         |
| 1    | time   | 15.00     | 10.00   |
| 13   | times  | 14.25     | 9.50    |
| 26   | times  | 13.50     | 9.00    |
|      | times  |           | 8.50    |
| 104  | times  | 12.00     | 8.00    |
| 300  | times  | 11.25     | 7.50    |
| 500  | or more times  | 10.50     | 7.00    |
| - (1 | ) 100 words; one minute electrica  | l transcr | iption. |
| į.   | 1) 50 words or less, chain break:  | limited   | to 15   |
| 86   | econds.  |           |         |
|      | COMPANY WITH A PROTECTION OF THE PARTY AND A PROTECTION OF THE PAR |           |         |

seconds.

SPECIAL FEATURES
Time, weather reports, etc.—rates on request.

EMIOTE CONTROL

Arrangements can be made for remote control broadcasts. Charges are extra.

### SERVICE FACILITIES

Services of the program department in arranging and presenting programs are included in the station time charges.

TRANSCRIPTIONS

Regular time charges apply to recorded programs. Not restricted to certain hours. Off the air recordings, 5.00 per 15 minute transcriptions or less.

### Contract and Other Regulrements

Maximum contract term is one year. Rates include services of one announcer. Contracts are not subject to cancellation on less than two weeks written notice. Cancelled contracts subject

### Closing Time

Closing dates for inclusion in general publicity and printed program announcements is ten days in ad-vance of broadcast.

Continuity must be submitted 24 hours before broad-cast.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Program Manager—John Fulton, Sales Manager—Frank Gaither.

### Representatives The Kats Agency, Inc.

### WSB (Retablished 1922)



Rates effective February 15, 1948. (Card No. 8.) Owned and operated by Atlanta Journal,
Business Office and Studio—Atlanta Biltmore Hotel,
Atlanta, Ga., Hemlock 1045,
Transmitter—mear Tucker, Ga.
Wave—Power—Time

Operating power—50,000 watts.
400 meters; 750 kilocycles.
Licensed to operate full time on clear channel. Operates on Central War Time.
Operating schedule: 5:00 a.m. to 12:30 a.m.

Agency Commission
15% on time and talent charges to recognized agencles; no cash discount. Bills due and payable when
rendered.

General Advertising
For combination rates see National Broadcasting
Company (Southcentral Group).

| Con | opany ( | ponruce |         |        |       |            |       |
|-----|---------|---------|---------|--------|-------|------------|-------|
|     |         | (6:00   | p.m. to | 10:00  | p.m.) |            |       |
|     |         | 1       | 1/2     | 1/4    | 5     |            | 25    |
|     |         | hr.     | hr.     | hr.    | min.  | (*)        | wds.  |
| 1   | time    | 400.00  | 240.00  | 140.00 | 90.00 | 60.00      | 50.00 |
| 26  |         | 380.00  |         |        | 85.50 | 57.00      | 47.50 |
|     | times   |         |         |        | 83.25 | 55.60      | 46.80 |
|     | times   |         |         |        | 81.00 | 54.15      | 45.15 |
| 00  | ered on | 555.00  | 210.00  | 120.00 | 01.00 | O 11. 11 O | =0.70 |

times. \$55.00 210.00 122.50 times. \$40.00 204.00 119.00 times. \$20.00 192.00 112.00 times. \$10.00 186.00 108.50 times. \$300.00 180.00 105.00 78.75 76.50 72.00 or more 280.00 168.00 98.00 nes...... 280.00 and 46.55 \$8.80

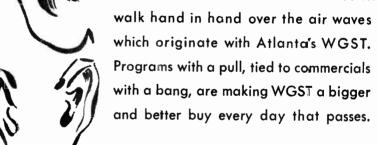
148 times... 300.00 180.00 105.00 67.50 47.75 8 624 or more 280.00 188.00 98.00 68.00 46.55 8 times... 300.00 180.00 98.00 68.00 46.55 8 (8:30 s.m. to 6.00 p.m. and 10:00 p.m. to 12:00 m(nnight) 1 times... 240.00 144.00 98.00 68.00 86.00 26 times... 228.00 186.20 79.80 51.30 34.20 25 times... 222.00 183.20 77.0 49.55 38.85 65 times... 222.00 183.20 75.60 48.60 82.50 180 times... 216.00 129.69 75.60 48.60 82.50 180 times... 216.00 129.69 75.60 48.60 82.50 180 times... 216.00 129.69 75.60 48.60 82.50 180 times... 210.00 122.49 71.40 45.90 80.90 260 times... 210.00 182.09 78.50 47.25 81.70 260 times... 210.00 182.09 78.50 47.25 81.70 260 times... 210.00 182.09 78.50 47.25 91.70 260 times... 210.00 182.09 78.50 47.25 91.70 260 times... 188.00 111.60 65.10 41.85 29.40 260 times... 188.00 111.60 65.10 41.85 29.40 268 times... 188.00 100.80 58.00 40.50 28.65 29.40 20.00 1 26 times... 144.00 86.45 80.40 82.40 20.00 126 times... 148.00 86.45 80.40 82.40 20.00 126 times... 148.00 86.45 80.40 82.40 20.00 126 times... 138.80 82.1e 47.90 80.80 19.00 126 times... 138.20 77.56 45.85 29.15 18.10 130 times... 138.20 77.56 44.28 29.15 18.15 156 times... 122.40 77.60 40.82 25.90 18.85 156 times... 122.40 77.60 40.85 25.90 18.75 150 times... 122.40 77.60 40.85 25.90 18.75 150 times... 122.40 77.60 40.85 25.90 18.75 150 times... 122.40 77.60 40.85 25.90 18.75 17.85 212 times... 111.60 66.95 99.05 25.10 18.25 17.65 140 times... 111.60 66.95 99.05 25.10 18.25 156 times... 111.60 66.95 99.05 25.10 18.25 156 times... 111.60 66.95 99.05 25.10 18.25 150 times... 111.60 66.95 99.05 25.10 18.25 156 times... 27.95 28.25 18.55 15.75 18.10 15.85 17.65 14.60 16.75 14.25 16.85 18.90 15.95 18.55

488 limes. 108.00 64.86 87.80 28.00 10.00 624 or more 100.80 60.50 85.80 22.70 15.55 12.20 (\*) One minute electrical transcription or 109 words.

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to sarn larger dis-(This listing continued on next page)

# Entertainment value and sales results



You can depend on WGS7 to improve your sales position in the Atlanta market

> SOLD IN COMBINATION—SEE LISTINGS OF GEORGIA'S MAJOR MARKET TRIO

# WHY SMART ADVERTISERS Use

THE KATZ AGENCY Represented by

New York · Chicago · Atlanta · Detroit · Kansas City · San Francisco · Dallas · Los Angeles

### **GEORGIA**—Continued

### ATLANTA—Continued W S B-Continued

WSB—Continued

counts. No contract to exceed one year's duration.

Two or more program units of 15 minutes or more
broadcast on the same day for the same sponsor within the same time bracket may be combined to earn
the 1/2 hour, 3/4 hour or 1 hour rate, whichever
applies. All programs so combined to earn a lower
rate may be scheduled contiguously at the station's
option, on 28 days' notice.

PUBLIC SERVICE BROADCASTS

Rews, weather forecasts, time signal service, temperature reports, market quetations, sports coverage and
digest, etc.—rates on request.

REMOTE CONTROL

Additional charge for programs originating outside
studios to cover costs of line, engineering charges,
etc.

studios to cover costs or line, engineering charges, etc.
Contract and Other Requirements
Contracts subject to conditions of standard NAB and AAAA contracts. At station's option, cancellation of contracts cannot become effective until two weeks after contracted starting date.
All rates guaranteed for one year from date of first broadcast, with or without interruption.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
General Manager—John M. Outler, Jr.
Managing Director—J. Leonard Reinsch.
Commercial Manager—Tom Downing.

Representatives
Edward Petry & Company, Inc.

**AUGUSTA** (Richmond County) WGAC (Established 1940)

Bates effective August 1, 1944. (Card No. 2.)

Bates effective August 1, 1944. (Card No. 2.)
Owned and operated by the Twin States Broadcasting
Company.
Business Office and Studio—Augusta, Ga.
Transmitter—One-half mile east of Augusta, Ga.
Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.
Agency Commission.

Agency Commission
15% to recognized advertising agencies; no cash discount. Bills rendered 1st of month, payable in 10

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Group). The following rates are for national advertising and include music copyright fees.

Announcements limited to 35 words between network

Announcements limited to 35 words between network programs. (6:00 p.m. to 12:00 midnight)

1 tl. 13 tl. 26 tl. 52 tl. 156 tl. 260 tl.

1 hour..... 36.00 54.00 51.00 48.00 45.00

1/4 hour..... 22.00 21.00 20.00 18.50 17.50 16.50

5 minutes 11.00 10.50 10.00 9.50 9.00 8.25

100 werds or less...... 5.00 4.50 4.25 4.00 3.75 3.50

c. e. hooper, inc. says that in augusta, georgia, WGAC has 64% of the audience in the morning, 57.7% in the afternoon. some WGAC daytime shows have ratings over 18.0. one local favorite takes an 84% share of the audience. hooper shows WGAC to have a daytime average of 56% more listeners in augusta than all other stations combined. nighttime performance equally amazing on the super hooper blue net station in augusta, georgia, WGAC.

SPECIAL FEATURES

News: Leased wire service available. Time signals, weather reports, and other special features—rates on request.

request.

REMOTE CONTROL

Broadcasts from remote points can be made at reasonable service charge.

TRANSCRIPTIONS

Recording equipment available at moderate cost. Electrical transcriptions, announcements or programs accepted at no additional charge.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and light wines, not accepted. Contracts subject to cancellation by written notice accompanied by eartified check at short rate to date of last program.

Closing Time

Contracts close two weeks in advance of first broad-cast. Announcement copy and transcriptions close 48 hours in advance and talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using \$3-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Vice-Pres. & Gen'l Mgr.—J. B. Fuqua. National Sales Manager—Donald Kelly, Jr.

Representatives

Headley-Reed Company.

# WRDW (Established 1989)



Rates effective March 1, 1945. (Card No. 3.) Owned and operated by Augusta Broadcasting Co. Business Office and Studio — 8th and Broad Sts., Augusta, Ga., telephone 2-8805. Transmitter—Berckmans Road, Augusta, Ga.

Wave-Power-Time

Operating power—5,000 waits.
202.7 meters; 1480 kilocycles.
Licensed to operate full time on cleared local channel.
Operates on Eastern War Time.
Operating schedule: Sundays 7:00 a.m. to 12:05 a.m.;
week days 6:00 a.m. to 12:05 a.m.

Agency Commission

15% to recognized agencies; no cash discount. Bills due and payable when rendered. General Advertising

due and payable when rendered.

General Advertising
For combination rates see Columbia Broadcasting
System (Southeastern Group).

The following rates are for national advertising.

CLASS 'A'.

(6:00 p.m. to 11:00 p.m. daily)

1 hour... 10:00 95:00 90.00 85:00 80.06 75:00

1/2 hour... 60:00 57:00 54:00 51:00 48:00 45:00

1/2 hour... 40:00 88:00 36:00 34:00 32:00 30:00

5 minutes 20:00 19:00 18:00 17:00 16:00 15:00

1 minute or

less...... 10:00

CLASS 'B'

(H:00 p.m. to 6:00 p.m. daily)

1 hour... 60:00 57:00 54:00 51:00 48:00 45:00

1/2 hour... 38:00 34:20 32:40 30:60 28:80 27:00

1/4 hour... 24:00 22:80 21:60 20:40 19:20 18:00

5 minutes 12:00 11:40 10:80 10:20 9:60 9:00

1 minute or

less...... 60:00 5.70 54:00 51:00 48:00 45:00

5 minutes 12:00 11:40 10:80 10:20 9:60 9:00

1 minute or

less...... 60:00 5.70 54:00 51:00 48:00 45:00

5 word or 20 second transcribed announcements may be scheduled between network programs. 100 word or one minute transcribed announcements may be scheduled in announcement periods or adjacent to network programs provided the other adjacency is of local sustaining origin. Station reserves the right to limit number of announcements on any one day.

SPECIAL FEATURES

News broadcasts, weather and temperature reports, time signals, etc.—rates on request. POLITICAL

One time rate applies; no quantity discounts.

REMOTE CONTROL

Equipment available-rates on request.

TRANSCRIPTIONS

Programs of 15 minutes or less, each 5.00. Transcription library services available. SERVICE FACILITIES

Services of station staff and announcers in arranging and presenting programs are available without extra charge.

Contract and Other Requirements

Maximum term of contract is one year.

All programs and advertising copy subject to station approval.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 83-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Manager—W. B. Ringson, Sales Manager—Thurston Bennett. Representatives
George P. Mollingbery Company.

### BRUNSWICK

(Glynn County)

### WMOG

(Established 1941)

(Established 1941)

fiates received April 7, 1941.

Owned and operated by Coastal Broadcasting Co.
Business Office and Studio—Brunswick, Ga.
Transmitter—Brunswick, Ga.
Jave—Power—Time
Operating power—250 watts days; 100 watts nights.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.
Operating achedule: Sundays 9:00 a.m. to 7:00 p.m.; week days 7:00 a.m. to 10:00 p.m. gency Commission

week days 7:00 a.m. to 10:00 p.m.

Agency Commission
15% to recognized agencies on station time only;
cash discount 2%. Bills rendered first of month and
are due 10th of following month.

General Advertising
For combination rates see Keystone Network.
The following rates are for national advertising and
include music copyright fees.

1 ti. 13 ti. 26 ti. 52 ti. (†)

|           | 1 ti.   | 13 ti.   | 26 t1. | 52 ti. | (†)   |
|-----------|---------|----------|--------|--------|-------|
| 1 hour    | 60.00   | 50.00    | 40.00  | 30.00  | 25.00 |
| 1/2 hour  | 35.00   | 30.00    | 25.00  | 20.00  | 18.00 |
| 1/4 hour  | 25.00   | 20.00    | 16.00  | 14.00  | 12.00 |
| 5 minutes |         | 8.00     | 7.00   | 6.00   | 5.00  |
|           | AN      | NOUNCE   | MENTS  |        |       |
| 100 words | 4.00    | 3.80     | 3.60   | 3.40   | 3.00  |
| 50 words  | OT      |          |        |        |       |
| less      | 3.00    | 2.85     | 2.70   | 2.55   | 2,25  |
| (†) 104   | or more | times.   |        |        |       |
|           |         | CIAL FEA | ATURES |        |       |
|           |         |          |        |        |       |

News, time, weather, temperature, sports reports—
rates on request.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency
commission.

commission.

Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

Services of program department in arranging and presenting the programs are included in the station time charges.

Contract and Other Requirements.

Advertising of alcoholic beverages, other than beer and light wines, not accepted. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. Station reserves the right to censor and reject any material which, in the opinion of the management, does not conform to good taste. Maximum contract term one year.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 73 r.p.m. double turntables for vertical and lateral cut recordings.

Manager—K. E. White.
Representatives
None.

### CEDARTOWN

(Polk County)

WGAA



Owned and operated by Northwest Georgis Broadcast-ing Company. Business Office and Studio-West Theatre Bldg., Cedartown, Gs. Transmitter-Cave Spring Road, Cedartown, Gs.

Transmitter—Cave Spring Russi, Coulinors, Ga.

Wave—Power—Time
Operating power—250 watta.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel.
Operatios on Eastern War Time.
Operating schedule: 6:30 a.m. to 12:00 midnight.

Operating schedule: 6:30 a.m. to 12:00 miningst.
Agency Commission
15% to recognized agencies on station time only; no
cash discount. Bills rendered first of each month and
are due 10th of each month.
General Advertising

50 word 2.00 

TRANSCRIPTIONS

No extra charge. Bates include use of transcription library service. Instantaneous recording equipment available.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and light wines, not accepted.

Contracts subject to cancellation by 30 days' written notice accompanied by certified check at short rate to date of last program.

Closing Time
Contracts close one

Closing Time
Contracts close one week in advance of first broad-

Announcement copy closes 24 hours in advance. Transcriptions close four hours in advance and talks close two hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for lateral cut recordings.

Business Manager—L. J. Duncan. Sales Manager—Allen Woodall. Station Manager—Thomas Carr.

Representatives Headley-Reed Company.

### COLUMBUS

(Muscogee County)

WDAK (Established 1940)

Rates effective September 1, 1940. (Card No. 8.) Owned and operated by the Valley Broadcasting Co. Business Office and Studio—1028 Broadway, Colum-bus, Ga. Transmitter—Columbus, Ga.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel, Operates on Central War Time,
Operating schedule: 6:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized agencies for station time only; no
cash discount. Bills rendered let of month and are
due 10th of month.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southeertral Supplementaries).

|         | (6:00 | p.m.    | to 41:3 | 00 p.m. | . daily |         |       |
|---------|-------|---------|---------|---------|---------|---------|-------|
|         | 1     | 13      | 26      | 52      | 104     | 200     | 300   |
|         | ti.   | t1.     | ti.     | ti.     | t1.     | t1.     | ti.   |
| l hr.   | 80.00 | 76.00   | 72.90   | 68.00   | 64.00   | 60,00   | 56,00 |
| 1/2 hr. | 48.00 | 45.60   | 43,20   | 40.80   | 88.40   | 36.00   | 84.60 |
| 1/4 hr. | 32.00 | 30.40   | 28,80   | 27,20   | 25.60   | 24.00   | 22,40 |
| 10 min. | 24.00 | 22.80   | 21.40   | 20.40   | 19.20   | 18.00   | 16.80 |
| 5 min.  | 16.00 | 15.20   | 14.40   | 13.60   | 12.80   | 12.00   | 11.20 |
| (6:00   | a.m.  | to 6:00 | p.m.;   | 11:00   | p.m. t  | o sign- | •     |
|         |       |         | off cal | ly)     | •       |         |       |
| l hr.   | 50.00 | 47.50   | 45.40   | 42.50   | 40.00   | 87.50   | 85.00 |
| 1/2 hr. | 80.00 | 28,50   | 27,⊬0   | 25.50   | 24.00   | 22.50   | 21.00 |
|         |       |         |         |         |         |         |       |

# Established!!

# Over 20 Years

of Service to SOUTHWEST GEORGIA

# SOUTHEAST ALABAMA

(Home of Mighty Ft. Benning)

VRB **CBS** 

COLUMBUS, GEORGIA

Represented by SPOT SALES, INC.

### **GEORGIA**—Continued

### **COLUMBUS**—Continued W D A K-Continued

TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

Contract and Other Requirements
Advertising of slooholic beverages, other than beer
and wine not accepted.
Maximum contract term is one year.

Closing Time
Ten days in advance of broadcast to be included in general publicity releases. Continuity must be submitted 24 hours before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral out recordings.

Personnel
General Manager—L. J. Duncan.
Station Manager—Allen M. Woodall.
Commercial Manager—James W. Hicks.
Program Director—Dora Anna Gay.

Representatives
Headley-Reed Company.

# WRBL (Established 1928)



Rates effective December 15, 1940. (Card No. 2.)
Owned and operated by The Columbus Broadcasting
Co., Inc.
Business Office and Studio—1420 Second Avenue.
Columbus, Ga.
Transmitter—Columbus, Ga.

Transmitter—Columbus. va.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocyples.
Licensed to operate full time. Operates on Central
War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on station time charges;
no cash discount. No commission silowed on talent
charges, excepting news announcers. Bills rendered
monthly, payable within ten days of receipt thereof.
Political advertising, cash in advance for time reservation; no discount.

General Advertising
For combination rates see Georgia Broadcasting Sys-tem and Columbia Broadcasting System (South-central Group).

CLASS "A" CLASS "A"

|            | ,     | After  | 8 · 00 · | m 1   |       |       |       |
|------------|-------|--------|----------|-------|-------|-------|-------|
|            |       |        |          |       |       |       |       |
|            | 1     | 13     | 26       | 52    | 100   | 200   | 200   |
|            | ti.   | ti.    | ti.      | ti.   | ti.   | ti.   | ti.   |
| 1 hour     |       |        |          |       | 64.00 |       |       |
| 1/2 hour   | 48.00 | 45.60  | 43.20    | 40.80 | 38.40 | 36.00 | 34.60 |
| 1/4 hour   |       |        |          |       | 25.60 |       |       |
| 10 minutes | 24.00 | 22.80  | 21.60    | 20.40 | 19.20 | 18.00 | 16.80 |
| 5 minutes  | 16.00 |        |          |       | 12.80 | 12.00 | 11.20 |
|            |       | CLAS   | SS "I    | В''   |       |       |       |
|            | (I    | Before | 6:00     | p.m.) |       |       |       |
| l hour     |       |        |          |       | 40.00 |       |       |
| 1/2 hour   | 30.00 | 28.50  | 27.00    | 25.50 | 24.00 | 22.50 | 21.00 |
| 1/4 hour   |       |        |          |       | 16.00 |       | 14.00 |
| 10 minutes | 15.00 | 14.25  | 13.50    | 12.75 | 12.00 | 11.25 | 10.50 |
| 5 minutes  | 10.00 | 9.50   | 9.00     | 8.50  | 8.00  | 7.50  | 7.00  |

ANNOUNCEMENTS CLASS "A"' (After 6:00 pm.)

| Carter | C 8.00 7.00 6.40 7.50 6.50 6.00 5.60 5.25 4.90

(Before 6:00 p.m.)

One minute transcription 7.00 6.65 6.80 5.95 5.60 5.25 4.90 100 words. 6.00 5.70 5.40 5.10 4.80 4.50 4.20 75 words. 5.00 4.75 4.50 4.25 4.00 8.75 3.50 \*Station breaks (85 words)..... 4.00 3.80 8.60 8.40 8.20 8.00 2.80 (\*) 50 words when placed in participating programs. SPECIAL FEATURES

News.—Regular rates apply plus announcer's service charge. Subject to agency commission.

Time, weather and market reports—rates on request.

POLITICAL One time rates apply.

Additional charges for programs originating outside of studios to cover cost of line, engineering and announcing services.

nouncing services.

TRANSCRIPTIONS

Complete transcription library is available for program presentation without additional charge.

SERVICE FACILITIES

Services of station announcers and program department in arranging and presenting programs is available without extra charge. Limited merchandising services available in ratio to contract volume.

services available in ratio to contract volume.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted.

Maximum contract term is one year.

Talks, programs, continuities, etc., subject to advance review by station management. Contract renewals subject to rates in effect at time of renewals.

Last 30 seconds of all programs reserved for station use.

use. Rates are for station time only; talent is extra.

Closing Time
One week in advance of initial broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for lateral and vertical cut recordings.
Recording equipment available for one-quarter hour studio programs—rates on request.

Studio programs—rates on Avgoor.

Personnel

Executive Manager—J. W. Woodruff, Jr.
Station Manager—W. S. Massle.

Program Director—Tony Barrett.

Representatives Spot Sales, Inc.

### CORDELE

(Crisp County)

### WMJM

(Established 1940) Rates effective March 1, 1942.
Owned and operated by the Cordele Dispatch Publishing Company, Inc.
Studio—20th Are, Cordele, Gs.
Other Studios—Americus, Gs.
Transmitter—One mile from Cordele.

Transmitter—One mile from Cordele.

Wave—Power—Time
Operating power—250 watts days: 100 watts nights.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.
Operating schedule: 6:00 a.m. to 11:00 p.m.

Agency Commission
15% to recognized agencies; no cash discount. All
bills payable 10th of month following broadcast.

bills payable 10th of month following broadcast.

General Advertising
For combination rates see Keystone Network.

The following rates apply to national advertising.

Rates include time charges only. Music copyright fees are not included in rates.

1 ti. 13 ii. 26 ii. 52 ti. 156 ti. 312 ti. 1 hour... 50.00 40.00 35.00 25.00 25.00 20.00 1/2 hour... 35.00 40.00 35.00 25.00 25.00 1/2 hour... 35.00 0 15.00 12.50 10.00 17.50 15.00 12.50 11/4 hour... 20.00 15.00 12.50 10.00 9.00 7.50 5 minutes 15.00 13.50 11.50 7.50 6.50 3.50

TALENT

TALENT
Talent extra—rates on request.
REMOTE CONTROI,
Provisions for remote pick-ups are available. All line
costs, transportation and expenses to be paid for as
existing rates at time of usage by client.
RECORDED OR TRANSCRIBED PROGRAMS
Transcription library service available—rates on reouest

quest.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted.

Foreign language programs not accepted.

Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program.

Maximum contract term one year. Rates are for station time only; talent is extra.

Closing Time
Contracts close two weeks in advance of first broad-

cast.
Announcements close 24 hours in advance.
Transcriptions close 48 hours in advance.
Talks close 12 hours in advance.

Mechanical Program Equipment
Equipped to handle grams by electrical transcrip-tion, using 33-1/9 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
General Manager—James S. Rivers
Program Director—Tennie Powers.

Representatives
Thomas F. Clark Company, Inc.

**DALTON** 

(Whitfield County) WBLJ (Established 1940)



Rates effective July 1, 1941.

Owned and operated by the Dalton Broadcasting Corp. Business Office and Studio—Kenemer Bidg.

Transmitter—River Bend Road, 1/2 mile from city limits, Dalton, Ga.

Wave—Power—Time
Operating power—250 wats.
243.9 meters; 1230 kilocycles.
Licented to operate full time on local channel. Operating schedule: 7:00 s.m. to 10:00 p.m.
Agency Commission.

Operating schedule: 7:00 s.m. to 10:00 p.m. Agency Commission
15% to recognized agencies on station time only; cash discount 2%. Bills rendered first of month and are due 10th of month.
General Advertising For combination rates see Mutual Broadcasting System and Keystone Network.
The following rates apply to both national and local advertising. Rates include music copyright fees.

45.00 27.00 18.00 13.50 9.00 1 hour..... 50.00 1/2 hour... 30.00 1/4 hour... 20.00 10 minutes 15.00 5 minutes 10.00 ANNOUNCEMENTS
words... 6.00 5.40 4.80 4
words... 5.00 4.50 4.00 5
words... 4.00 3.60 3.20 8.60 8.00 2.40 POLITICAL

Rates on request.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency com-

mission.

TRANSCRIPTIONS
General advertising rates apply. One minute transcription accepted at 100 word announcement rate. Rates include use of transcription library service.

scription accepted at 100 word announcement rate. Rates include use of transcription library service. Contract and Other Requirements Contracts subject to station approval and government regulations. Advertising of alcoholic beverages not accepted excepting beer. Contracts not accepted for longer than one year. No time will be sold for resale and contracts are not transferable. Specified time is governed by availability and proirity. Programs shall hold priority over announcements. Management reserves the right to change time of any broadcasts or any announcement to handle special events or to meet emergencies. Rates include services of announcers, program and merchandising departments. Contracts subject to cancellation by one week's written notice accompanied by certified check at short rate to date of last program. Management reserves the right to refuse or discontinue any advertising for reasons estisfactory to itself.

tising for reasons estisfactory to itself.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for lateral cut recordings.

CUI FECULULA.

Personnel
President—H. C. Kenemer.
Vice-Fresident—T. W. Kenemer.
Sec'y-Treas. & Mgr.—W. V. Williams.
Commercial Manager—Bill Armond.

Cor & Tans.

### DUBLIN

(Laurens County)

WMLT

(Established 1944)

Rates received November 20, 1944.
Owned and operated by Dublin Broadcasting Company.
Business Office and Studios—Franklin and Moore
Sta., Dublin, Ga.
Transmitter—Franklin and Moore Sts., Dublin, Ga.
Avev—Power—Time
(pperating power—250 watts.
223.9 meters; 1340 kilocycles.
Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission Agency commission 15%; cash discount 2%—10 days.

Agency commission 15%; cash discount 2%—10 days. General Advertising
For combination rates see Keystone Network and Mutual Broadcasting System.

11, 134, 28 tt 52 tt. 100 tt. 300 tt. 1 hour..... 42.00 37.00 32.00 27.00 24.00 20.00 1/2 hour..... 37.50 34.50 27.50 22.50 19.00 15.00 1/4 hour..... 20.00 17.50 15.00 13.50 11.00 9.50 5 minutes 15.00 13.50 12.00 10.00 6.50 4.75 ANNOUNCEMENTS
Station break 3.85 3.65 3.45 3.00 2.85 2.65

2.40 2.30

SPECIAL FEATURES
News: Leased wire service available.

Contract and Other Requirements
Maximum length of contract one year.
All programs and advertising copy subject to station approval.

Personnel
Managing Director—Al Robinson.

Representatives Helen Wood.

### **GAINESVILLE**

(Hall County)

WGGA Established 1941)



Rate card issued October 1, 1941.

Rate card issued October 1, 1941.

Owned and operated by Blue Ridge Broadcasting Co.
Business Office and Studio—Athens Road, Gainesville,
Ga., telephone 1600.
Transmitter—Athens Road, Gainesville, Ga.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.
Operating schedule: Sundays 7:30 a.m. to 10:15 p.m.;
week days 6:45 a.m. to 10:15 p.m.

Agency Commission 15% to recognized agencies; no cash discount. Bills rendered first of month and are due tenth of month following service.

### GAINESVILLE—Continued W G G A-Continued

General Advertising

For combination rates see Keystone Network.
The following rates are for national advertising and include music copyright fees.

zo words... 8,00 2.70 2.40 2.00 1.60 1.20

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical coats. Extra charges not subject to agency commission.

TRANSCRIPTIONS
Regular rates apply. Transcription library service available. Instantaneous recording equipment available.

Closing Time
Contracts close two weeks in advance of first broadcast. Announcement copy and talks close 24 bours in
advance. Transcriptions close 48 hours in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
General Manager-H. Russ Holt,
Commercial Manager-E. F. MacLend.

Representatives

### GRIFFIN

(Spalding County)

WKEU (Established 1984)

Rates effective April 1, 1943.

Owned and operated by A. W. Marshall, Jr. Business Office and Studios—Griffin Hotel, Griffin.

Transmitter-Griffin Hotel, Griffin, Ga.

Transmitter—Grim Hotel, Grimn, Gs.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilogyoles.
Licensed to operate unlimited time. Operates on
Central War Time.

Agency Commission

15% to recognized advertising agencies. Commission does not apply on talent. Cash discount 2% on gross before initial broadcast. No cash discount on talent. Invoices mailed 1st of month.

General Advertising

Invoices mailed 1st or month.

Seneral Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.

The following rates are for national advertising.

1 1/2 1/4 5 100 50 25

1 time. 40.0 22.50 12.50 8.00 4.00 3.00 3.00

13 times 38.00 21.37 11.87 5.70 3.80 2.85 1.90

26 times 38.00 21.37 11.87 5.70 3.80 2.85 1.90

26 times 34.00 19.12 10.62 5.11 3.40 2.70 1.80

152 times 34.00 19.12 10.62 5.11 3.40 2.75 1.70

100 times 34.00 18.20 10.00 4.80 8.30 2.40 1.80

200 times 30.00 16.87 9.37 4.50 3.00 2.25 1.50

300 times 20.00 16.87 9.37 4.50 3.00 2.25 1.50

1.000 times 20.00 16.23 1.80 1.80 1.80 1.95 1.80

1.000 times 20.00 12.23 6.87 3.30 2.30 1.95 1.30

2.000 times 20.00 12.37 6.87 3.30 2.20 1.85 1.30

3.000 times 20.00 11.25 6.25 3.00 2.00 1.55 1.00

TALKBE

Political talks—rates on request.

REMOTE CONTROL

Any necessary arrangements can be made for remote control broadcasts—rates on request.

Contract and Other Requirements

Contract and Other Requirements

contract and Other Requirements

Continuity and announcers for all programs furnished at no extra cost. Should any contracted program be terminated by client before expiration of contract, station reserves the right to apply the special rate for programs or portions completed, provided written notice is given two weeks in afvance. Station also reserves the right to discontinue any program on two weeks notice or subject to mechanical breakdown of transmitting apparatus.

Closing Time

Talent programs, talks and recorded programs close two weeks in advance of broadcast. Announcements close one week in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turntables.

Manager-A. W. Marshall, Jr.

Representatives

Sears & Aver. Inc.

### LA GRANGE

(Troup County)

WLAG (Established 1941)



Rates effective November 15, 1942. (Card No. 2.) Owned and operated by LaGrange Broadcasting Co. Business Office and Studio—LaGrange News Bldg., LaGrange, Ga. Transmitter—LaGrange, Ga.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule 6:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies; no cash discount.

Rates on request.

Rates on request.

TALENT
Studio orchestra available—rates on request
RECORDED PROGRAMS AND TRANSCRIFTIONS
Transcription library services and equipment for offthe-line recordings available—rates and details on

request. REMOTE CONTROL

Remote broadcasts made at cost.

NERVICE FACTLITTES

Merchandising service available. Bulletins on new commercial programs mailed to distributors, wholesaiers and retailers.

Contract and Other Requirements
Advertising of slooholic beverages, other than beer and wine, not accepted.

Rates quoted are for station time only. Talent and line charges are net extra.

Closing Time
All continuity must be received 24 hours prior to broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 r.p.m. double turntables for ver-tical and lateral cut recordings.

Personnel General Manager-Edwin Mullinax.

Representatives
Thomas F. Clark Company, Inc.

### MACON

(Bibb County)

WBML (Established 1940)



Rates received July 19, 1944.

Owned and operated by the Middle Georgia Broadcasting Co.

Business Office and Studio—First National Bank
Bidg., Macon, Ga.

Transmitter—One mile southeast of city, Macon, Ga.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.

Licensed to operate full time on local channel. Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight, week days 6:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies; no cash discount. Bills payable when rendered; date of billing lat of month.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southcontral Supplementaries) and
Mutual Broadcasting System.
The following rates are for national advertising
and include music copyright fees.

(After 6:00 p.m.)

1 t 18 tt 26 tt 52 tt. 100 tt. 300 tt.

|     |          | 1 t1.    | 13 ti. | 26 ti.   | 52 ti.  | 100 tl. | 300 tl. |
|-----|----------|----------|--------|----------|---------|---------|---------|
| 1   | hour     | 75.00    | 70.00  | 65.00    | 60.00   | 55.00   | 50.00   |
| 1/2 | hour     | 45.00    | 42.00  | 40.00    | 37.50   | 34.00   | 30.00   |
| 1/4 | hour     | 30.00    | 28.00  | 26.00    | 24.50   | 22.00   | 20.00   |
|     | minutes  | 15.00    | 14.00  | 13.00    | 12.00   | 11.00   | 9.50    |
|     | words    | 7.50     | 7.00   | 6.50     | 6.00    | 5.50    | 5.00    |
|     | words of |          | ••••   |          |         |         |         |
|     | eak      | 7.50     | 7.00   | 6.50     | 6.00    | 5.50    | 5.00    |
|     |          |          |        | :00 p.m  | .)      |         |         |
| 1   | hour     | 50.00    | 47.50  | 45.00    | 40.00   | 35.00   | 30.00   |
| 1/2 | hour     | 30.00    | 28.50  | 27.00    | 24.00   | 22.00   | 20.00   |
| 1/4 | hour     | 20.00    | 17.50  | 16.50    | 15.50   | 14.50   | 13.00   |
| - 5 | minutes  |          | 9.50   | 9.00     | 8.50    | 8,00    | 7.50    |
|     | words    | 5.00     | 4.75   | 4.50     | 4.00    | 3.50    | 3.00    |
|     | word or  | chain    |        |          |         |         |         |
|     | eak      | 5.00     | 4.75   | 4.50     | 4.00    | 3.50    | 3.00    |
|     |          |          | TAL B  | EATU     | RES.    |         |         |
| N7  | . 41     | et enels | lost s | and four | nd colu | ımn an  | d bul-  |

News, time signals, lost and ... letin board—rates on request. POLITICAL

Rates on request.

REMOTE CONTROL

Facilities subject to extra cnarges for line and mechanical coats. Not subject to agency commission.

TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service.

Contract and Other Requirements
Advertising of slooholic beverages, other than hear and wines, not accepted.

Contracts are subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. Contracts must be completed within one year, otherwise retroactive rates will apply. Announcements and programs cannot be combined to lower program rates.

Closing Time

Closing Time
Contracts close two weeks in advance of first broadcast. Announcements, transcriptions and talks close
48 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 73 r.p.m. turntables for ver-tical or lateral cut recordings.

Personnel -General Manager—Charles Pittman. Commercial Manager—Walter Graham.

Representatives
Joseph Bershey McGillvrn, Inc.

# WMAZ (Established 1922)

Rates effective September 1, 1944. (Card No. 3.) Owned by Southeastern Broadcasting Company. Business Office and Studio-Bankers Insurance Bldg., Macon, Ga., telephone 3131. Transmitter-Forsyth Road, Macon, Gs.

Transmitter—Foreyth Road, Macon, Ga.

Wave—Power—Time
Operating power—5,000 watts.
319.1 meters; 940 kilocycles.
Licensed to operate unlimited time on clear channel.
Operates on Central War Time.

Agency Commission
15% to recognized agencies; no cash discount, No commission on talent. Invoices mailed let of month.

Commission on talent. Invoices manner ...

General Advertising
For combination rates see Columbia Broadcasting
System (Southcentral Group).

Also sold in combination—see listing of Georgia
Major Barket Trio.

The following rates are for national advertising and
include music copyright fees.

ASCAP, SESAC, BMI, and AMP licenses.

Announcements and programs cannot be combined to
earn lower program rate.

(After 6.00 p.m.)

1 hr. 1/2 hr. 1/4 hr. 5 min.

25.00

|               |                | 1 hr.      | 1/2 hr.     | 1/4 br. | 5 min.      |  |  |  |
|---------------|----------------|------------|-------------|---------|-------------|--|--|--|
| 1             | time           | 100.00     | 60.00       | 40.00   | 25.00       |  |  |  |
| 13            | times          | 95.00      | 57.00       | 38.00   | 23.75       |  |  |  |
| 26            | times          | 90.00      | 54.00       | 36.00   | 22.50       |  |  |  |
| 52            | times          | 85.00      | 51.00       | 34.00   | 21.25       |  |  |  |
| 104           | times          | 80.00      | 48.00       | 32.00   | 20.00       |  |  |  |
| 260           | or more times  | 75.00      | 45.00       | 30.00   | 18.75       |  |  |  |
|               | (B             | efore fi:0 | 0 p.m.)     |         |             |  |  |  |
| 1             | time           | 70.00      | 42.00       | 28.00   | 17.50       |  |  |  |
| 13            | times          | 66.5C      | 39.90       | 26.60   | 16.62       |  |  |  |
| 26            | t1mes          | 63.00      | 37.80       | 25.20   | 15.78       |  |  |  |
| 52            | times          | 59.50      | 35.70       | 23, 80  | 14.87       |  |  |  |
| 104           | t1mes          | 56.00      | 33.60       | 22.40   | 14.00       |  |  |  |
| 260           | or more times  | 52.50      | 31.50       | 21.00   | 13.12       |  |  |  |
| ANNOUNCEMENTS |                |            |             |         |             |  |  |  |
| Ann           | ouncements run | adiacent   | t to higher | time c  | lassifica - |  |  |  |

tions are charged at the rate of the higher classification.

Wish-bike or cowcatcher announcements not accepted

| HILLIAND OF COMCRECION WITHOUTICGING |       |          |
|--------------------------------------|-------|----------|
| (After 6:00 p.m.)                    | (*)   | (†)      |
| ·1 time                              | 10.00 | 9.00     |
| 13 times                             | 9.50  | 8.55     |
| 26 times                             | 9.00  | 8.10     |
| 52 times                             | 8.50  | 7.65     |
| 104 times                            | 8.00  | 7.20     |
| 300 times                            | 7.50  | 6.75     |
| 500 or more times                    | 7.00  | 6.30     |
| (Before f:00 p.m.)                   | 1.00  | 0.00     |
| 1 time                               | 7.00  | 6.00     |
|                                      | 6.65  | 5 70     |
|                                      | 6.30  | 5.40     |
| 26 times                             |       | 5.10     |
| 52 tlmes                             | 5.95  |          |
| 100 times                            | 5.60  | 4.80     |
| 300 times                            | 5.25  | 4.50     |
| 500 or more times                    |       | 4.20     |
| (*) 100 words one minute electrical  |       |          |
| (†) 50 words or less; chain breaks   | limi  | ed to 15 |

8PECIAL FEATURES
Rates and other information on request.
POLITICAL Rates on request.

Rates on request.

REMOTE CONTROL

REMOTE CONTROL

Rates on request.
TRANSCEIPTIONS
TRANSCEIPTIONS
Off the air recordings, 5.30 per 15 minute transcriptions on request.

tions or less.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted.

Contracts must be completed within one year, with not less than one unit scheduled per week.

No contracts accepted for longer period than one year. Rates are for the facilities of the station only; talent extrs.

Contracts are not subject to cancellation on less than two weeks written notice. Cancelled contracts subject to short rate. All programs are subject to approval of the station director.

Closing Time

the station director.

Closing Time
Arrangements for broadcast should be made two
weeks in advance. Talent programs, announcements,
talks close one week in advance. Recorded programs
close two weeks in advance.

### **GEORGIA**—Continued

### MACON—Continued

W M A Z-Continued

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turntables.

ersonne: General Manager—Wilton E. Cobb. Sales & Prom. Mgr.—Frank Crowther ("Red" Cross). Representatives
The Kats Agency, Inc.

### MOULTRIE

(Colquitt County)

WMGA (Established 1989)

Rates effective October 1, 1939. (Card No. 1.) Owned and operated by Frank B. Pidcock, Sr. Business Office and Studios—Moultrie, Ca. Transmitter—1-1/2 miles N. E. from center of Moultrie business district.

Wave—Power—Time
Operating power—250 watts,
214.8 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on
Eastern War Time.
Operating schedule: Sundays 8:06 a.m. to 10:00 p.m.;
week days 6:00 s.m. to 10:00 p.m.

week days 6:00 s.m. to 10:00 p.m.
Agency Commission
15% on net charges for station facilities to recognized advertising agencies; no cash discount. Bills
due and payable on Monday of week following broadcast. Invoices maited weekly. No commission on program cost, production, talent or wire charges.

General Advertising
For combination rates see Keystone Network.

| THE IOHOWI | OR LATER | are for | national | # dvert1#11 | lg.    |
|------------|----------|---------|----------|-------------|--------|
|            | l ti.    | 13 ti.  | 26 ti.   | 89 ti.      | 52 tl. |
| l hour     | 80.00    | 27.00   | 24.00    | 21.00       | 18.00  |
| 1/2 hour   | 18.00    | 16.20   | 14.40    | 12.60       | 10.80  |
| 1/4 hour   | 12.00    | 10.80   | 9.60     | 8.40        | 7.20   |
| 5 minutes  | 6.00     | 5.40    | 4.80     | 4.20        | 8.60   |
| ,          | SPECIAL  | . WICK  | T.V RAT  | TES SAF     |        |

Per week for 1/2 hour: 1 89 52 week .... 30.60 .... 43.20 .... 63.00 .... 70.20 weeks 18.85 25.90 87.80 42.10 weeks 22.95 82.40 47.25 52.65 weeks 19.90 28.10 40.95 45.60 times times times weekly... 20.40 weekly... 28.80 weekly... 42.00 weekly... 46.80 15.80 21.60 81.50 85.10 

ment.

Announcement programs, consisting of recorded and transcribed music with announcements made between selections. 1 ti. 13 ti. 26 ti. 89 ti. 52 ti. 100 words... 8.00 2.70 2.40 2.10 1.80 50 words... 2.25 2.02 1.80 1.57 1.35 25 words... 1.50 1.85 1.20 1.05 .90 Special Weakly Rates

| Daily only.      |       | Pe    |       | f-re-  |       |
|------------------|-------|-------|-------|--------|-------|
| 21.3 043.        | 1     | 18    | 26    | 100 89 | 52    |
| 100 words:       | week  | weeks | weeks | weeks  | Weeks |
| 6 times weekly   | 11.70 | 8,80  | 7.60  | 7.00   | 5.85  |
| 12 times weekly  | 21.60 | 16.20 | 14.05 | 12.95  | 10.80 |
| 24 times weekly  |       | 27.00 | 28.40 | 21.60  | 18.00 |
| 86 times weekly  | 48.20 | 82.40 | 28.10 | 25.90  | 21.60 |
| 50 words:        |       |       |       |        |       |
| 6 times weekly   | 8.80  | 6.60  | 5.70  | 5.80   | 4.40  |
| 12 times weekly_ | 16.20 | 12.15 | 10.55 | 9.70   | 8.10  |
| 24 times weekly  | 27.00 | 20.25 | 17.55 | 16.20  | 18.50 |
| 36 times weekly  | 82.40 | 24.30 | 21.05 | 19.45  | 16.20 |
| 25 words:        |       |       |       |        |       |
| 6 times weekly   | 5.85  | 4.40  | 8.80  | 8.50   | 2.90  |
| 12 times weekly  | 10.80 | 8.10  | 7.00  | 6.50   | 5.40  |
| 24 times weekly  |       | 18.50 | 11.70 | 10.80  | 9.00  |
| 36 times weekly  | 21.60 | 16.20 | 14.05 | 12.95  | 10.80 |
|                  |       | EATU  |       |        |       |
| Time signals     |       |       |       |        |       |

Time signals, weather reports, market reports, news, sport flashes—rates on request.

POLITICAL
Rates on request. All copy must be approved by station management before broadcast. Five minutes minimum accepted; must be paid in advance.

TALENT
The station will furnish are the of land of land or land or land of land or land o

tion management berow productant. Five minimum accepted; must be paid in advance.

TALENT
The station will furnish any type of local talent available—rates on request.

REMOTE CONTROL
Programs will be broadcast from any location outside of station—rates on request.

TRANSCRIPTIONS
General advertising rates apply.
Centrast and Other Requirements.
Advertising of alcoholic beverages not accepted.
Maximum length of contract one year.
Price quoting permitted. No restrictions except close censorship against fraudulent, obscene, questionable or injurious articles or products.
Closing Time
Closing date two weeks in advance.
Announcements, transcriptions and talks close 34 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcriptions, using 38-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Persennel
Manages—John F. Pidocok.
Regresentatives
Thomas F. Clark Company, Inc.

### ROME

(Floyd County) WRGA (Established 1929)



Rates effective August 15, 1944. (Card No. 2A.) Rates effective August 15, 1944. (Card No. 2A.)
Owned and operated by Rome Broadcasting Corp.
Business Office and Studio—National City Bank
Bldg., Rome, Ga.
Transmitter—Seventh Ave., Rome, Ga.
Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time on local channel.
Operates on Central War Time.
Operating schedule: Sundays 8:00 s.m. to 12:00 midnight; week days 6:45 s.m. to 12:00 midnight.
Agency Commission
15% to recognized advertising agencies; cash discount
2%—10 days from invoice date. Bills rendered
monthly; payable when rendered. Short rate billed
where frequency rate is not earned.
General Advertising

where frequency rate is not earned.

General Advertising
For combination rates see Mutual Broadcasting System.
In order to earn net rates quoted, contracts must be
completed within 12 months.

(6:00 p.m. to 10:30 p.m.)

1 13 26 52 104 156 300

ti. ti. ti. ti. ti. ti. ti. ti.
1 hour... 60:00 57:00 54:00 51:00 48:00 45:00 42:00

1/2 hour... 35:00 33:25 31:50 22:75 28:00 26:25 23:50

1/4 hour... 20:00 19:00 18:00 17:00 16:00 15:00 16:00

5 min... 10:00 9:50 9:00 8:50 8:00 7:50 7:00

(All other time)

1 hour... 50:00 47:50 45:00 42:50 40:00 27:50 35:00

1/2 hour... 30:00 28:50 27:00 25:50 24:00 22:50 21:00

1/4 hour... 18:00 17:10 16:20 15:30 14:40 13:50 12:60

5 min... 9:00 8:55 8:10 7:65 7:20 6:75 6:30 ANNOUNCEMENTS (6:00 p.m. to 10:30 p.1 1 13 26 52 t1. t1. t1. t1.

100 words or chain break..... 7.50 7.12 6.75 6.37 6.00 5.62 5.25 50 words or less..... 0 3.80 3.60 3.40 (All other time) 4.00 3 20 3 00 2 80 100 words or chain break..... 4.50 4.27 4.05 3.82 3.60 3.37 3.15

break..... 50 words or less..... 3.00 2.85 2.70 2.55 2.40 2.25 2.10

SPECIAL FEATURES
Musical Clock: 6:45 a.m. to 9:00 a.m.; participating
news and music—rates and details on request.

REMOTE CONTROL
Cost of broadcasting lines plus following charges for
extra equipment and operators: Single broadcast
5.00; five broadcasts or more weekly 20.00 per week.

TRANSCRIPTIONS
Regular rates apply; not restricted to certain hours.
SERVICE FACILITIES
Services of the program department in arranging and presenting programs are included in station time charges, also service of one announcer.

Centract and Other Requirements
Maximum term of contract one year.

Closing Time
Closing date for inclusion in printed program and
general publicity is 10 days in advance of program.
Continuity must be submitted 24 hours before broad-

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turntables.

Personnel
President—John W. Quarles.
Gen'l Mgr. & Treas.—Happy Quarles.

Representatives None.

### **SAVANNAH**

(Chatham County)

WSAV (Established 1989)



Rates effective February 1, 1941.

Owned and operated by WSAY, Inc.
Business Office and Studio-Liberty National Bank
Bldg., Savannah, Ga.
Transmitter—One mile east of Savannah.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time. Operates on Eastern

Agency Commission
15% allowed on time and talent charges to recognized agencies; no cash discount. Bills due and payable when rendered.

able when rendered.

General Advertising
For combination rates see National Broadcasting
Company (Southeastern Group).

Discounts allowed retroactively on the number of
broadcasts given within a year. Announcements and
programs of five minutes or more cannot be combined
to earn larger discounts. All rates guaranteed for
one year from date of first broadcast with or without
interruption. No contract to exceed one year's duration.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days, and after 12:30 p.m. Sundays)

1 tl. 18tl. 26tl. 52 tl. 100 tl. 10 hour.... 75:00 71:25 67:50 68:75 60:00 12 hour.... 45:00 42:75 40:50 88:25 88:00 13 hour... 27:00 22:65 24:30 22:95 21:60 minutes... 15:00 14:25 18:50 12:75 12:00 minutes... 9.00 8.55 8.10 7.65 7.20 6.75

words or ess........ 6.00 5.70 5.40 5.10 4.80 CLASS "B" (6:00 s.m. to 6:00 p.m. and after 11:00 p.m. to hour..... 50.00 47.50 45.00 42.50 40.00 2 hour.... 80.00 28.50 27.00 25.50 34.00 to hour.... 18.00 17.10 16.20 15.80 14.40 minutes... 10.00 9.50 9.00 8.50 8.00 minutes... 1 hour..... 50.00 1/2 hour..... 80.00 1/4 hour.... 18.00 5 minutes... 10.00 1 minute or 100 words 6.00 50 words or 5.70 5.40 5.10 4.80 4.50 less ........ 4.00 8.80 (†) 300 or more times. 8.40 8.60 8.20 8.00

When 52 consecutive weeks of advertising are used, an additional bonus discount of 10% on the lowest weekly billing will be allowed retroactively. This does not apply to any package rates. Announcements and programs of five minutes or longer cannot be combined to earn this discount.

SPECIAL SERVICE FEATURES

News broadcasts, sports, time signals, weather and temperature reports, etc.—rates on request.

TALENT

Musical, dramatio and other talent supplied under contract by station at extra cost agreed upon—rates on request.

REMOTE CONTROL
Additional charges made for programs originating outside station studies.

outside station studios.

SERVICE FACILITIES

Services of station's continuity and production departments, technical and announcing staffs, in arranging and presenting programs are included without extra charge except when a particular announcer is specified. Complete merchandising facilities available to advertisers presenting regular programs.

to advertisers presenting regular programs. Contract and Other Requirements Advertising of alcoholio beverages, other than beer and wine, not accepted.

Programs broadcast under contract only, All contracts subject to station owner's approval. Rates apply to station facilities only.

The management of the station reserves the right to refuse any program which, in its opinion, does not maintain the station's standards. No periods sold in bulk for resale.

Closing Time
Typewritten or printed copies of addresses or talks
must be submitted for station's approval at least 24
hours in advance and must conform to policies of
the station management.
Closing time for all commercial copy and publicity
is one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 83-1/8 and 78 r.p.m. turntables for lateral and vertical cut recordings.

General Manager—Harben Daniel.

Advertising Manager—N. W. Brandon.

Representatives
George P. Hollingbery Company.

WTOC (Established 1929)



Rates effective September 1, 1944, (Card No. 9.) Owned and operated by Savannah Broadcasting Com-pany, Incorporated, Business Office and Studio—516 Abercorn St., Savan-nah, Ga. Transmitter—Tree miles west of Savannah.

Wave—Power—Time
Operating power—5,000 watts.
232.6 meters; 1290 kilocyoles.
Licensed to operate full time. Operates on Eastern
War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

night; week cars of the commission on program costs, production charges

General Advertising

eneral Advertising
For combination rates see Columbia Broadcasting
System (Southesstern Group).
Also sold in combination—see listing of Georgia
Major Market Trio.
Contracts must be completed within one year.
Combination of period broadcasts and announcements
not allowed to earn larger discounts.

CLASS "A"

(After \$:00 p.m.)

|     |               | l hr.  | 1/2 hr. | 1/4 hr. | 5 min. |
|-----|---------------|--------|---------|---------|--------|
| 1   | time          | 125.00 | 75.00   | 50.00   | 25.00  |
| 13  |               | 118.75 | 71.25   | 47.50   | 23.75  |
| 26  | times         | 112.50 | 67.50   | 45.00   | 23.50  |
| 52  | times         |        | 63.75   | 42.50   | 21.2   |
| 104 | times         | 100.00 | 60.00   | 40.00   | 20.00  |
| 260 | or more times |        | 56.25   | 37.50   | 18.78  |

### SAVANNAH—Continued W T O C-Continued

CLASS "B" (Before 6:00 p.m.)

| 1 time | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. |
|--------|-------|---------|---------|--------|
|        | 85.00 | 48.00   | 82.00   | 16.00  |
|        | 80.75 | 45.60   | 30.40   | 15.20  |
|        | 76.50 | 43.20   | 28.80   | 14.40  |
|        | 72.25 | 40.80   | 27.20   | 18.60  |
|        | 68.00 | 38.40   | 25.60   | 12.80  |
|        | 63.75 | 36.00   | 24.00   | 12.00  |

### ANNOUNCEMENTS

Announcements run adjacent to higher time classifica-tions are charged at the rate of the higher classifi-Hitch-hike or cowcatcher announcements not accepted.

|     | CLASS "A"         |       |       |
|-----|-------------------|-------|-------|
|     | (After 6:00 p.m.) | (*)   | .(†)  |
| 1   | time              | 17.50 | 13.00 |
| 19  | times             | 16.62 | 12.35 |
| 24  | times             | 15.75 | 11.70 |
| 80  | times             | 14.87 | 11.05 |
| 104 | times             | 14 00 | 10.40 |
| 103 | times             | 19 19 | 9.75  |
| 300 | times             | 10.12 | 9.10  |
| 500 | or more times     | 12.20 | 9. IU |

### CLASS "B"

|      | (Before 6:00 p.m.)                 |          |        |
|------|------------------------------------|----------|--------|
| 1    | time                               | 11.00    | 8.50   |
| 19   | times                              | 10.45    | 8.07   |
| 26   | times                              | 9.90     | 7.65   |
| 50   | times                              | 9.35     | 7.22   |
|      | times                              | 8.80     | 6.80   |
|      |                                    | 8.25     | 6.87   |
|      |                                    |          | 5.95   |
| 500  | or more times                      |          |        |
| (*   | ) 100 words; one minute electrical | transcri | ption. |
| - (1 | ) 50 words or less; chain breaks   | limited  | te 15  |

### seconds. SPECIAL FEATURES Rates and details on request.

POLITICAL
Rates and details on request.
TRANSCRIPTIONS
Transcription libraries available. Recording equipment maintained.
Off the air recordings, 5.00 per 15 minute transcriptions or less.

Hates on request.

REMOTE CONTROL

Charges for lines and additional special equipment will be billed at actual cost. Short wave transmitter available.

Contract and Other Requirements

All contracts must start within 30 days. The maximum contract is for one year. Contracts subject to cancellation by advertiser, agent or station on 30 days' written notice. Cancelled contracts subject to short rate.

Closing Time

Closing Time
The closing date for all publicity and commercial copy is one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 88-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
President—W. T. Knight, Jr.
National Sales Manager—Bill Smart.

Representatives
The Kats Agency, Inc.

### THOMASVILLE

(Thomas County)

WPAX
(Established 1984)



Rates effective July 1, 1942.

Owned and operated by Wimpy Radio.

Business Office and Studio—117 Remington Ave.,

Thomasville, Ga., telephone 909.

Transmitter—117 Remington Ave., Thomasville, Ga.

Aranemitter—117 Hemington Ave., Thomasville, Ga.

Wave—Power—Time
Operating power—250 watts.
24.9 meters; 1240 kilocycles.
Licensed to operate unlimited time. Operates on
Eastern War Time.

Agency Commission
15% to recognised advertising agencies on station
time only; no cash discount.

General Advertising Clearance at source fees, if any, not included in rates.

POLITICAL
Rates on request.

REMOTE CONTROL Remote facilities .vailable.

Contract and Other Requirements
Rates do not include charges for talent.

Closing Time
Copy must be in hands of station one day before broadcast.

Personnel
Owner—H. Wimpy.
Commercial Manager—Charles Lawton.

Representatives None.

### TOCCOA

(Stephens County) WRLC (Established 1941)



Rates effective January 1, 1945. (Card No. 2.)
Owned and operated by R. G. LeTourneau.
Business Office and Studio—Prather Bridge Boad,
Toccoa, Ga., LeTourneau 1751.
Transmitter—Prather Bridge Road, one mile northeast of business district, Toccoa, Ga.

### —Power—Time

Operating power—250 watts.

206.9 meters; 1450 kilocycles.

Licensed to operate full time on local channel. Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.;

Saturdays 7:00 a.m. to 12:00 midnight; Monday through Friday 7:00 a.m. to 12:30 a.m.

### Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills due and payable 10th of month.

### General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.

The following rates are for national advertising and include copyright fees.

In order to earn net rates quoted, contracts must be completed within 12 months.

| compl | eted wi | thin 12 | 2 month | B.      |          |          |      |
|-------|---------|---------|---------|---------|----------|----------|------|
|       |         | 1       | 1/2     | 1/4     | 5        |          |      |
|       |         | hr.     | hr.     | hr.     | min.     | (*)      | (†)  |
| 1     | time    | 33.50   | 20.00   | 13.50   | 8.50     | 2.00     | 1.25 |
| 13    | times   | 32.00   | 19.00   | 12.75   | 8.00     | 1.90     | 1.20 |
| 26    | times   | 30.50   | 18.00   | 12.00   | 7.50     | 1.80     | 1.15 |
| 52    | times   | 29.00   | 17.00   | 11.25   | 7.00     | 1.70     | 1,10 |
| 104   | times   | 27.50   | 16.00   | 10.50   | 6.50     | 1,60     | 1.05 |
| 156   | times.  | 26.00   | 15.00   | 9.75    | 6.00     | 1.50     | 1.00 |
| 812   | times   | 24.50   | 14.00   | 9.00    | 5.50     | 1.40     | ,95  |
| 624   | times   | 23.00   | 13.00   | 8,25    | 5.00     | 1.20     | .85  |
| 1.000 | times   | 21.50   | 12.00   | 7.50    | 4.50     | 1.00     | .75  |
| (*)   | 100 wo  | rd spot | s or or | e minut | te truns | cription | 15.  |
| 346   |         |         |         |         |          |          |      |

(†) 50 word spots or 35 word station break SPECIAL FEATURES

News: Regular rates apply. REMOTE CONTROL

Rates on request.

### TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

### SERVICE FACILITIES

Services of the program department in arranging and presenting programs are included in the station time charges, also service of one announcer.

### Contract and Other Requirements

Advertising of alcoholic beverages or tobacco not accepted. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program.

All programs must conform to station standards. Maximum contract one year.

All proposals subject to prior sale of time.

### Closing Time

Contracts close one week in advance of first broad-cast. Announcement copy and transcriptions close 12 hours in advance. Talks close six hours in advance. Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 83-1/8 and 78 r.p.m. double turntables for lateral or vertical cut recordings.

General Manager—Virgle E. Craig. Commercial Manager—Virgle E. Craig.

### Representatives

Thomas F. Clark Company, Inc.

### VALDOSTA

(Lowndes County) WGOV

(Established 1940)

Bates effective Septembar 1, 1942. Owned and operated by E. D. Bivers. Business Office and Studio—Valdosta, Ga. Transmitter—Valdosta, Ga.

### Wave-Pewer-Time

Operating power—250 watts.
206.9 meters; 1450 kilosyoles.
Licensed to operate unlimited time on local channel.
Operates on Eastern War Time.
Operating schedule: Sundays 5:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission

15% on net charge for station time only. No cash discount.

### General Advertising

For combination rates see Mutual Broadcasting System.

tem.

(6:00 p.m. to 12:00 midnight)

1 18 36 52 104 156 312

1 18 36 52 104 156 312

1 10 36 55 104 156 312

1 1 hour.... 60.00 55.00 50.00 45.00 40.00 55.00 30.00

1/2 hour.... 45.00 40.00 35.00 30.00 25.00 20.00 16.00

1/4 hour.... 30.00 27.00 23.00 20.00 15.00 12.00 9.00

5 minutes 12.00 11.00 10.50 8.50 8.50 8.00 6.00

1 hour 10.00 27.00

ANNOUNCEMENTS

CLASS "A"
(6:00 p.m. to 12:00 midnight)
1 13 26 52 104
ti, ti, tt, tt, ti, CLASS "B"

(7:00 a.m. to 6:00 p.m.) 80 word shain

 80 word ename
 4.00
 8.75
 8.50
 8.00
 2.75
 2.25
 1.75

 50 words...
 5.00
 4.50
 4.00
 8.50
 8.00
 2.75
 2.00

 100 words or
 1 minute
 5.50
 5.25
 4.75
 4.25
 8.75
 8.25
 2.75

Rates on request.

### TALENT REMOTE CONTROL

Equipped to handle remote control programs from any point in South Georgia—rates on request.

### Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted. Rates are for time only. All programs subject to approval of atation management. Maximum length of contract one year.
All contracts subject to cancellation by one week's written notice accompanied by certified check at short rate to date of last program.

### Closing Time

Contracts close one week in advance of first broad-cast; announcement copy and talks five hours in ad-vance; transcriptions one day in advance.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 83-1/3 and 78 r.p.m. double turntables for vertical and lateral out recordings.

### Personnel

General Manager—Mrs. E. D. Rivers. Station Director—James W. Stewart. Sales Manager—W. B. Link.

Representatives
The Walker Company.

### WAYCROSS

(Ware County) WAYX (Established 1985)



Rates effective August 1, 1987. (Card No. 4.)
Owned and operated by Jack Williams.
Affiliated with the Waycross Journal-Herald.
Business Office and Studio-620 Plant Ave., Waycross, Ga., telephone 985.
Cransmitter—Waycross, Gs.

### Wave-Power-Time

Operating power—250 wasts, 243.9 meters; 1230 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time. Operating schedule: Sundays 8:00 a.m. to 12:00 mid-night; week days 7:00 a.m. to 12:00 midnight.

### Agency Commission

15% to recognized advertising agencies. No cash discount.

### General Advertising

For combination rates see Mutual Broadcasting Sys-tem and Keystone Network. Rates include music copyright fees.

(†)

(All hours)

| 1 hour<br>1/2 hour<br>1/4 hour<br>5 minutes | 35.00<br>25.00 | 50.00<br>80.00<br>20.00<br>8.00 | 40.00<br>25.00<br>16.00<br>7.00 | 80.00<br>20.00<br>14.00<br>6.00 | 25.00<br>18.00<br>12.00<br>5.00 |
|---|----------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
|   | AN             | NOUNCE                          | MENTS                           |                                 |                                 |
| 100 words                                   | . 4.00         | 3.80                            | 8.60                            | 3.40                            | 8.0                             |
| ON MOTOR OF                                 |                |                                 |                                 |                                 |                                 |

SPECIAL FEATURES

News, time, sports report-rates on request. RECORDED PROGRAMS

Transcription library services available—rates and details on request. REMOTE CONTROL

# Arrangements can be made for remote control broad-casts—rates on request. SERVICE FACILITIES

Services of program department in arranging and presenting programs are included in station time charge Contract and Other Requirements

Maximum contract term one year. Station reserves the right to censor and reject any material which, in the opinion of the management, does not conform to good taste.

### Closing Time

Continuity must be submitted 24 hours before broadcasting.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 83-1/8 and 78 r.p.m. double turn-tables for vertical and lateral out recordings.

### **Personnel**

Manager-John J. Tobols.

Representatives The Walker Company.

### **GEORGIA**—Continued

# WEST POINT

WRLD
(Established 1944)

(Established 1944)
Rates received September 5, 1944.

Owned and operated by the Valley Broadcasting Co.
Business Office and Studios—General Tyler Hotel,
West Point, Ga.
Transmitter and Other Studios—Lanett, Ala.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies for station time only; no cash discount. Bills rendered lst of month and are due 10th of month.

General Advertising

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southcentral Supplementaries) and
Keystone Network.

library service. Instantaneous recording equipment available.

REMOTE CONTROL

Cost of broadcasting lines plus following charges for extra equipment and operators: Single broadcast 5.00; five or more broadcasts within a week, per week 20.00.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted. Maximum length of contract one year.

Closing Time
Ten days in advance of broadcast to be included in general publicity release. Continuity must be submitted 24 hours before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
General Manager—L. J. Duncan.
Business Manager—Allen M. Woodall. Representatives Headley-Reed Company.

### **IDAHO**

BOISE (Ads County) KIDO (Established 1928)



Rates effective January 1, 1945. Card received February 7, 1945.

Card received February 7, 1945.
Owned and operated by G. Phillips.
Business Office and Studio—Hotel Beise, Boise, Idaho,
telephone 680.
Transmitter—4-1/2 miles west of Boise, Idaho.

Wave—Power—Time
Operating power 2,500 watts day; 1,000 watts nights.
217.4 meters; 1880 kilocycles.
Licensed to operate full time on oleared regional
channel. Operates on Mountain War Time.
Operating schedule: Sundsys 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.
Assaev Commission

Agency Commission
15% on station time to recognized agencies; cash
discount none. No commission on program charges.
Bills payable upon receipt of invoice.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (North Mountain Group) and National
Broadcasting Company (North Mountain Group).
The following rates are for national advertising and
include music copyright fees.

Include music copyright fees.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

1 26 52 104 156 260

ti. ti. ti. ti. ti. ti. (\*)

1 hour 120.00 114.00 108.00 102.00 96.00 90.00 84.00

1/2 hour 72.00 68.40 64.80 61.20 57.65 54.00 50.40

1/4 hour 48.00 45.60 42.20 40.80 88.40 36.00 33.60

1/5 min. 24.00 22.80 21.60 20.40 19.20 18.00 16.80

1 minute or

5 min. 24.00 22.80 21.80 20.40 19.20 18.00 16.80 minute or less. 15.00 14.25 18.50 12.75 12.00 11.25 10.50 (CLASS "B")

(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

1 hour 60.00 57.00 54.00 51.00 48.00 45.00 42.00 8 hour 36.00 34.20 32.40 30.60 28.00 27.00 25.70 4 hour 24.00 22.80 21.60 20.40 19.20 18.00 16.80 5 min. 12.00 11.40 10.80 10.20 9.60 9.00 8.40 minute or less. 7.50 7.13 6.75 6.38 6.00 5.63 5.25

CLASS "C"

(11:00 p.m. to 8:00 s.m.)

1 26 52 104 156 260

ii. 11. t1. t1. t1. t1. t1. (\*)
40.00 38.00 \$8.00 34.00 \$2.00 \$30.00 28.00
24.00 22.80 21.60 20.40 19.20 18.00 16.80
16.00 15.20 14.40 13.60 12.80 12.00 11.20 1 hour 40.00 1/2 hour 24.00 1/4 hour 16.00 15 min. 8.00 1 minute or 5.00 1 minute or less.. 5.00 4.75 4.50 4.25 4.00 3.75 3.50 (\*) 520 or more time. (†) Five minute programs subject to time change

(1) Five minute programs subject to time change for quarter hour programs.

TALKS
If acceptable, are charged 25% above standard rate.

RECORDED PROGRAMS
Transcription library services available—rates on re-quest.

TALENT

Rates on request.

REMOTE CONTROL

Broadcasts outside of regular studios available at actual cost. Remote wire facilities are regularly maintained to all important locations.

Contract and Other Requirements
Maximum length of contract one year.
Station reserves the right to reject any program or any commercial copy not complying with the NAB standards of practice, public interest, and the station's standard of quality.

Closing Time
Talent programs close three days in advance of broadcast. Announcements, talks and recorded programs close one hour in advance.

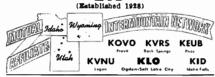
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
General Manager—Walter Wagstaff.
Commercial Manager—Boyd Braithwaite.

Representatives
John Blair & Company.

### **IDAHO FALLS** (Bonneville County)

KID





Rates effective July 1, 1944.

Owned and operated by KID Broadcasting Co., Inc. Business Office and Studio—Third floor, KID Bldg., Idaho Falls, Idaho, telephone 3. Transmitter—Three miles southeast of Idaho Falls.

Transmitter—Three miles southeast of Idaho Falls.

Wave—Power—Time
Operating power—5,000 watts to local sunset; 500
watts thereafter.
222.2 meters; 1850 kilocycles.
Licensed to operate full time on regional channel.
Operating achedule: Week days and Sundays 6:00
a.m. to 12:00 midnight.

a.m. to 12:00 minus.....

Agency Commission
15% to recognized agencies; no cash discount. Bills
payable upon receipt of invoice.
General Advertising
For combination rates see Mutual Broadcasting System, Keystone Network and Intermountain Network.
CLASS 'A'
CLASS 'A'

CLASS 'A'

(1.20 n.m.)

|              |         | CILABB         | -      |       |              |      |
|--------------|---------|----------------|--------|-------|--------------|------|
|              | (6:00   | p.m. to        | 10:30  | p.m.) |              |      |
|              | 1       | 1/2            | 1/4    | 5     | 1 <b>0</b> 0 | 50   |
|              | hr.     | hr.            | hr.    | min.  | wds.         | wds. |
| l time       |         | 54. <b>0</b> 0 | 36.00  | 21.00 | 11.00        | 9.00 |
| 12 times     |         | 51.50          | 34.50  | 20.00 | 10.50        | 8.55 |
| 25 times     | . 82.50 | 49,50          | 32.50  | 19.00 | 10.00        | 8.10 |
| 52 times     | . 78.00 | 47.00          | 30,50  | 18,00 | 9.50         | 7.65 |
| 104 times    | . 73.50 | 45,00          | 28.50  | 16.50 | 9.00         | 7.20 |
| 156 times    | 69,00   | 42.50          | 26.50  | 15.00 | 8.50         | 6.75 |
| 260 times    | . 64.50 | 40.50          | 25.00  | 14.00 | 8.00         | 6.30 |
| 312 or more  | 3       |                |        |       |              |      |
| times        | 60.00   | 38.00          | 23.50  | 13.00 | 7.50         | 5.85 |
|              |         | CLASS          | "B"    |       |              |      |
|              | (       | All othe       | r time | )     |              |      |
| 1 time       | . 60.00 | 36.00          | 24.00  | 13.50 | 7.50         | 6.00 |
| 12 times     | 57.00   | 34.00          | 22.50  | 13.05 | 7.30         | 5.85 |
| 25 times     | 54.00   | 32.50          | 21.00  | 12.60 | 7.05         | 5.65 |
| 52 times     | . 51.00 | 30.50          | 19.50  | 12.15 | 6.85         | 5.50 |
| 104 times    | 48.00   | 28.50          | 18.00  | 11.70 | 6.60         | 5.30 |
| 156 times    | 45.00   | 26.50          | 16.50  | 11.25 | 6.40         | 5.10 |
| 260 times    | 42.00   | 25.00          | 15.00  | 10.80 | 6.15         | 4.95 |
| 312 or more  | •       |                |        |       |              |      |
| t1mes        | 39.00   | 23.00          | 13.50  | 10.35 | 5.95         | 4.75 |
|              |         | TAL            | KS     |       |              |      |
| If acceptabl | e-regu  |                |        |       |              |      |
|              |         |                |        |       |              |      |

RECORDED PROGRAMS
Transcription library service available—rates on re-

TALENT Rates on request.

REMOTE CONTROL

Broadcasts outside of regular studios available at actual cost.

Contract and Other Requirements
Station reserves the right to refuse any program
offered not complying with station's policy and standard of quality.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel
Manager—Frank McIntyre.

Representatives
Joseph Hershey McGillyra, Inc.

### LEWISTON

(Nez Perce County)

KRLC (Established 1985)



Rates effective December 1, 1944. (Card No. 7.) Card received December 11, 1944.

Owned and operated by H. E. Studebaker. Studio-Lewis-Clark Hotel Bldg., Lewiston, Idaho, telephone 1950. Transmitter-Lewiston Orchards, Lewiston, Idaho.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Affiliated with KUJ, Walls Walla, Wash
Licensed to operate unlimited (ime. (Pacific War Time.

Operates on Agency Commission
15% to recognized advertising agencies; no cash discount. Accounts payable 10th of month following production.

duction.

General Advertising

For combination rates see Pacific Broadcasting Company and Mutual Broadcasting System.

Affiliated with Don Lee Broadcasting System.

Maximum direct commercial allowable is 15% of the program time.

Rates include music copyright fees.

Position next news, when available, extra 25%.

Actual time is: 1/2 hour, 29-1/2 minutes; 1/4 hour, 14-1/2 minutes; 5 minutes, 4-1/2 minutes.

CT.ASS "A"

| 1/2 hr. 1/4 hr. 5 min. (*) († 1 time. 24.00 16.00 9.60 8.00 7.13 times 22.80 15.20 9.60 8.00 7.20 6.00 5.26 times 21.60 14.40 8.64 7.20 6.52 times 20.40 13.60 8.16 6.80 6.104 times 19.20 12.80 7.68 6.40 5.156 times 18.00 12.00 7.20 6.00 5.200 times 18.00 12.00 7.20 6.00 5.200 times 16.80 11.20 6.72 5.60 5.0312 times 15.60 10.40 6.24 5.20 4.40 6.24 times 14.40 9.60 5.76 4.40 4.20 6.24 times 18.00 12.00 7.20 6.00 5.76 1.20 6.20 times 18.00 12.00 7.20 6.00 5.76 1.20 6.20 times 18.00 12.00 7.20 6.00 5.76 1.20 6.20 1.20 6.20 6.20 6.20 6.20 6.20 6.20 6.20 6  |        |         | "A"         | CLASS     |       |       |     |
|--|--------|---------|-------------|-----------|-------|-------|-----|
| 1 time. 24.00 16.00 9.60 8.00 7.3 13 times 22.80 15.20 9.12 7.60 8.1 26 times 21.60 14.40 8.64 7.20 6.5 25 times 20.40 13.60 8.16 6.80 6.1 104 times 19.20 12.80 7.68 6.40 5.1 156 times 18.00 12.00 7.20 6.00 5.2 260 times 16.80 11.20 6.72 5.60 5.2 212 times 15.60 10.40 6.24 5.20 4.1 22 times 14.40 9.60 5.76 4.40 4.1 23 times 18.00 12.00 7.20 6.00 5.7 13 times 17.10 11.40 6.84 5.70 5.2 26 times 16.20 10.80 6.48 5.40 4.2 26 times 16.20 10.80 6.48 5.40 4.2 26 times 15.30 9.00 5.76 4.80 4.2 26 times 15.30 9.00 5.76 4.80 4.2 26 times 13.50 9.00 5.76 4.80 4.2 26 times 13.50 9.00 5.74 4.20 3.3 26 times 13.60 8.40 5.04 4.20 3.3 26 times 13.60 8.40 5.04 4.20 3.3 26 times 13.70 7.80 4.68 3.90 3.3   |        |         | 10:30 p.m.) | p.m. to   | (6:00 |       |     |
| 13 times 22.80 15.20 9.12 7.60 6.1 26 times 21.60 14.40 8.64 7.20 6.5 52 times 20.40 13.60 8.16 6.80 6.5 104 times 19.20 12.80 7.68 6.40 5.7 156 times 18.00 12.00 7.20 6.00 5.7 12 times 16.60 10.40 6.24 5.20 4.40 6.24 times 14.40 9.60 5.76 4.40 4.20 6.24 times 18.00 12.00 7.20 6.00 5.7 1 time- 18.00 12.00 7.20 6.00 5.7 104 times 14.40 9.60 5.76 4.80 4.1 104 times 14.40 9.60 5.76 4.80 4.1 156 times 13.50 9.00 5.40 4.50 4.60 4.50 4.60 4.50 4.60 4.50 4.60 4.50 4.60 4.50 4.60 4.50 4.60 4.60 4.60 3.90 3.1 12 times 12.60 8.40 5.04 4.20 3.3 12 times 17.70 7.80 4.68 3.90 3.90   | (†)    | (*)     | 5 min.      |           |       |       |     |
| 26 times 20.40 13.60 8.64 7.20 6.05 12 times 20.40 13.60 8.16 6.80 6.104 times 19.20 12.80 7.68 6.40 5.156 times 18.00 12.00 7.20 6.00 5.260 times 16.80 11.20 6.72 5.60 5.312 times 15.60 10.40 6.24 5.20 4.40 5.312 times 14.40 9.60 5.76 4.40 4.10 5.30 12 times 10.40 6.24 5.20 4.40 5.30 12 times 10.40 6.24 5.20 5.30 12 times 10.40 6.24 5.20 5.30 12 times 10.40 6.80 5.76 6.40 4.10 5.30 12.00 7.20 6.00 5.30 12 times 17.10 11.40 6.84 5.70 5.30 12 times 16.20 10.80 6.48 5.40 4.30 10.40 1 | 7.20   | 8.00    | 9.60        |           |       | time  |     |
| 26 times 21.60 14.40 8.64 7.20 6.52 times 20.40 13.60 8.16 6.80 6.104 times 19.20 12.80 7.68 6.40 5.156 times 18.00 12.00 7.20 6.00 5.260 times 16.80 11.20 6.72 5.60 5.312 times 15.60 10.40 6.24 5.20 4.40 5.312 times 15.60 10.40 6.24 5.20 4.40 5.312 times 14.40 9.60 5.76 4.40 4.30 5.30 5.30 5.30 5.30 5.30 5.30 5.30 5   | 8.84   | 7.60    | 9.12        | 15.20     | 22.80 | times | 13  |
| 52 times 20.40 13.60 8.16 6.80 6.104 times 19.20 12.80 7.68 6.40 5.7 156 times 18.00 12.00 7.20 6.00 5.7 260 times 16.80 11.20 6.72 5.60 5.1 212 times 15.60 10.40 6.24 5.20 4.1 22 times 14.40 9.60 5.76 4.40 4.2  CLASS "B"  (All other times) 1 time. 18.00 12.00 7.20 6.00 5.7 13 times 17.10 11.40 7.20 6.00 5.7 12 times 16.20 10.80 6.48 5.40 4.2 25 times 16.20 10.80 6.48 5.40 4.2 104 times 13.50 9.00 5.76 4.80 4.2 156 times 13.50 9.00 5.40 4.50 4.2 260 times 13.50 9.00 5.40 4.50 4.2 261 times 13.50 9.00 5.40 4.50 4.2 2620 times 12.60 8.40 5.04 4.20 3.3 212 times 17.70 7.80 4.68 3.90 3.90  | 3.48   | 7.20    | 8.64        | 14.40     | 21.60 | times |     |
| 104 times 19.20 12.80 7.68 6.40 5.156 times 18.00 12.00 7.20 6.00 5.260 times 16.80 11.20 6.72 5.60 5.312 times 15.60 10.40 6.24 5.20 4.40 4.50 5.76 5.00 5.00 5.76 5.00 5.00 5.76 5.00 5.00 5.76 5.00 5.00 5.76 5.00 5.00 5.76 5.00 5.00 5.00 5.76 5.00 5.00 5.00 5.00 5.00 5.00 5.00 5.0   | 8.12   |         |             | 13.60     | 20.40 | times | 52  |
| 156 times 18.00 12.00 7.20 6.00 5.260 times 18.80 11.20 6.72 5.60 5.312 times 15.60 10.40 6.24 5.20 4.10 5.76 times 15.60 10.40 6.24 5.20 4.20 5.76 5.76 5.76 5.76 5.76 5.76 5.76 5.76   | 5.76   |         |             | 12.80     | 19.20 | times | 104 |
| 260 times 16.80 11.20 6.72 5.60 5.1312 times 15.60 10.40 6.24 5.20 4.40 4.20 5.60 5.76 2.20 4.40 4.20 5.20 5.76 2.20 5.20 5.20 5.20 5.20 5.20 5.20 5.20  | 5.40   |         |             |           | 18.00 | times | 156 |
| 312 times 15.60 10.40 6.24 5.20 4.40 624 times 14.40 9.60 5.76 4.40 4.5  CLASS "B"  (All other times) 1 time- 18.00 12.00 7.20 6.00 5.13 times 17.10 11.40 6.84 5.70 5.26 times 16.20 10.80 6.48 5.40 4.52 times 15.30 10.20 6.12 5.10 4.10 10.4 | 5.04   |         |             | 11.20     | 16.80 | times | 260 |
| 624 times 14.40 9.60 5.76 4.40 4.1  CLASS "B"  (All other times)  1 times 18.00 12.00 7.20 6.00 5.  13 times 17.10 11.40 6.84 5.70 5.  26 times 16.20 10.80 6.48 5.40 4.  52 times 15.30 10.20 6.12 5.10 4.  104 times 14.40 9.60 5.76 4.80 4.  156 times 13.50 9.00 5.40 4.50 4.  260 times 13.50 9.00 5.40 4.20 3.  312 times 11.70 7.80 4.68 3.90 3.31  | 4.68   |         |             |           |       | times | 312 |
| CLASS 'B'  (All other times)  1 time. 18.00 12.00 7.20 6.00 5. 13 times 17.10 11.40 6.84 5.70 5. 26 times 16.20 10.80 6.48 5.40 4. 52 times 15.30 10.20 6.12 5.10 4. 104 times 14.40 9.60 5.76 4.80 4. 156 times 13.50 9.00 5.40 4.50 4. 166 times 12.60 8.40 5.04 4.20 3. 312 times 11.70 7.80 4.68 3.90 3.91   | 4.32   |         |             | 9.60      | 14.40 | times | 624 |
| (All other times) 1 time. 18.00 12.00 7.20 6.00 5. 13 times 17.10 11.40 6.84 5.70 5. 26 times 16.20 10.80 6.48 5.40 4. 52 times 15.30 10.20 6.12 5.10 4. 104 times 14.40 9.60 5.76 4.80 4. 156 times 13.50 9.00 5.40 4.50 4. 260 times 12.60 8.40 5.04 4.20 3. 312 times 11.70 7.80 4.68 3.90 3.91   |        |         |             | CT AGG    |       |       |     |
| 1 time. 18.00 12.00 7.20 6.00 5.18 times 17.10 11.40 6.84 5.70 5.26 times 16.20 10.80 6.48 5.40 4.52 times 15.30 10.20 6.12 5.10 4.104 times 14.40 9.60 5.76 4.80 4.156 times 13.50 9.00 5.40 4.50 4.60 6.12 5.10 1.20 1.20 1.20 1.20 1.20 1.20 1.20 1   |        |         |             |           | ,     |       |     |
| 13 times 17.10 11.40 6.84 5.70 5. 26 times 16.20 10.80 6.48 5.40 4. 52 times 15.30 10.20 6.12 5.10 4. 104 times 14.40 9.60 5.76 4.80 4. 156 times 13.50 9.00 5.40 4.50 4. 260 times 12.60 8.40 5.04 4.20 3. 312 times 11.70 7.80 4.68 3.90 3.90  | - 4-   |         |             | AII DUIGE |       | ****  | 1   |
| 26 times 16.20 10.80 6.48 5.40 4.55 times 15.30 10.20 6.12 5.10 4.10 104 times 14.40 9.60 5.76 4.80 4.156 times 13.50 9.00 5.40 4.50 4.20 260 times 12.60 8.40 5.04 4.20 3.312 times 11.70 7.80 4.68 3.90 3.90   |        |         |             | 12.00     |       |       | 16  |
| 52 times 15.30 10.20 6.12 5.10 4.104 times 14.40 9.60 5.76 4.80 4.156 times 13.50 9.00 5.40 4.50 4.162 6.10 times 12.60 8.40 5.04 4.20 3.1312 times 11.70 7.80 4.68 3.90 3.90 3.10   | 5.13   |         |             |           |       |       |     |
| 104 times 14.40 9.60 5.76 4.80 4.156 times 13.50 9.00 5.40 4.50 4.02 280 times 12.60 8.40 5.04 4.20 3.12 times 11.70 7.80 4.68 3.90 3.90   | 4.86   |         |             |           |       |       |     |
| 104 times 14.40 9.60 5.76 4.80 4.1<br>156 times 13.50 9.00 5.40 4.50 4.20 260 times 12.60 8.40 5.04 4.20 3.1<br>12 times 11.70 7.80 4.68 3.90 3.9  | 4.59   | 5.10    | 6.12        |           |       | times |     |
| 156 times 13.50 9.00 5.40 4.50 4.<br>260 times 12.60 8.40 5.04 4.20 3.<br>312 times 11.70 7.80 4.68 3.90 3.9   | 4.32   | 4.80    | 5.76        | 9.60      | 14.40 | times | 104 |
| 260 times 12.60 8.40 5.04 4.20 3.<br>312 times 11.70 7.80 4.68 3.90 3.   | 4.05   |         |             |           |       | times | 156 |
| 312 tlmes 11.70 7.80 4.68 3.90 3.9   | 3.78   |         |             |           |       |       |     |
|  | 3.51   |         |             | 7.80      |       |       |     |
|  | 3.24   | 3.60    | 4.32        | 7.20      | 10.80 | times | 624 |
| (*) One minute or 100 words.   | v. 4 1 | 0.00    | ords        |           |       |       |     |
| (†) 1/2 min. or 50 words or 35 word station bree   | aalr   | etation |             |           |       |       |     |

POLITICAL
Rates on request.

On request—at cost.

REMOTE CONTROL Service at cost.

SERVICE FACILITIES

Merchandising service at cost.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer
and wine, not accepted.

Rates include production but not talent costs. No
contract for more than one year.

Coloring Time
All programs for guaranteed listing close 10 days in advance of broadcast.

Mechanical Program Equipment Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel
Resident Director—Donald A. Thomas.

Representatives
Howard H. Wilson Company.
Portland and Seattle—John Keating.

**NAMPA** (Canyon County) KFXD (Established 1923)



Rates effective October 1, 1944. (Card No. 9.)
Owned and operated by Frank E. Hurt and Son.
Business Office and Studio-1024 Twelfth Avenue
South, Nampa, Idaho, telephone 1200.
Other Studios-809 Main St., Boise, Idaho, telephone
750; Sverent and Grant Sts., Caldwell, Idaho,
telephone 750; and Radio Station KSL, Sait Lake
City, Utah, telephone 5-4641.
Transmitter—1024 Twelfth Ave., South, Nampa, Idaho.

Wave—Power—Time
Operating power—250 watta.
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel. Operates on Mountain War Time.
Operating achedule: Sundays 9:00 a.m. to 8:30 p.m., week days 6:00 a.m. to 10:00 p.m.

Agency Commission 15% to recognized advertising agencies on times sales. Cash discount 2%. Terms: 30 days net.

### NAMPA—Continued K F X D—Continued

General Advertising
For combination rates see Mutual Broadcasting Sys-

For combination rates see Mutual Broadcasting System.

Music copyright fees are included in rates.
Ten minutes charged 75% of the 1/4 hour rate.

(6:00 p.m. to 11:00 p.m.)

1 hour 60.00 57.00 54.00 51.00 48.00 45.00
1/2 hour 3.75 32.05 30.35 28.65 26.95 25.25
1/4 hour 18.75 17.80 16.85 15.90 14.95 14.00
50 word chain break. 6.65 6.32 6.00 5.65 5.33 5.00
1 minute spot 5.00 4.75 4.50 4.25 4.00 3.75

CLLASS "B" 

nust he submitted to station at least 48 hours prior to broadcast.

TRANSCRIPTIONS
Transcription library service available. No extra charge for broadcast of electrical transcription.

charge for broadcast of electrical transcription.

Contract and Other Requirements

Niation reserves the right to reschedule or cancel any programs or announcements.

Niation time sales will be based on contracts which are standard in the radio industry.

Mechanical Program Equipment

Equipped to handle programs by electrical transcriptions, using 33-1/3 or 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

Personnel
Manager-Frank E. Hurt.

Representatives

### **POCATELLO**

(Bannock County)

KSEI (Established 1928)



Rates effective April 15, 1944. (Card No. 16-A.) Owned and operated by the Radio Service Corpora-tion of Idaho, telephone 960.

Business Office and Studio—Yellowstone Highway, Pocatello, Idaho.

Transmitter—Yellowstone Highway, Pocatello, Idaho.

| Rusiness Office and Studio—Yellowstone Highway, Pocatello, Idaho. Pocatello, Idaho. Procatello, Idaho. Wave—Power—Time Operating power—1,000 watts to local sunset; 250 watts thereafter. 22.6 meters; 930 kilocycles. Licensed to operate full time. Operates on Mountain War Time. Operating schedule: Sunday 8:30 a.m. to 11:00 p.m.; week days 6:00 a.m. to 11:00 p.m. Agency Commission 15% to recognized agencies; no cash discount. Commission paid only on time charges. Bilis payable first day of month following service.

General Advertising For combination rates see American Broadcasting Company (North Mountain Group) and National Broadcasting Company (North Mountain Group). The following rates are for national advertising and include music copyright fees.

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:30 p.m. week days; 12:00 noon to 10:30 p.m. be days; 12:00 noon to 10:30 p.m. be days; 12:00 noon to 10:30 p.m. week days; 12:00 noon to 10:30 p.m. be days; 12:00 noon to 10:30 p.m. cash discount. Cash S. A. (12:00 noon to 10:00 p.m. and 6:00 p.m. to 10:30 p.m. week days; 12:00 noon to 10:30 p.m. be days; 12:00 noon to 10:30 p.m. days; 12:00 noon to 10:30 p.m. days; 12:00 noon days; 12:00 the days; 12:00 th

DISCOUNTS
All frequency discounts must be earned within a period of one year from starting date.
Program periods and announcements cannot be combined to earn additional discounts.

TALKS
Political and other talks sold at one time rates plus 56%; no frequency discounts. Political time payable in advance. Scripts must be submitted 48 hours in advance or station reserves right to substitute musical program. Political announcements sold at one time rate; no frequency discounts.

rate; no frequency discounts.

SPECIAL FEATURES

News and Time Signale—rates on request.

ELECTRICAL TRANSCRIPTIONS

Accepted at regular station rates for either programs or announcements. Transcription library services available—rates on request.

TALENT

Variety of talent is available for sponsorship—rates on request.

on request.

REMOTE CONTROL

Remote broadcasts will be charged with sotual additional costs over station time.

SERVICE FACILITIES
Continuity department offers assistance in preparing copy. Merchandising service also available.

copy. Merchandising service also available.

Contract and Other Requirements

All programs must comply with station's standard
of quality, Advertision properties that the station of quality, Advertision properties are refused by station. Right reserved to limit the length and frequency of periods. All programs must comply with the rules and regulations of the Federal Communications Commission, Federal Trade Commission and Code of National Association of Broadcasters.

mission and Code of National Casters.

Time is sold subject to change for network or outstanding local broadcasts. In case of change of time courtesy announcements to this effect will be made without charge to client.

Closing Time
No deadline except on programs requiring special
production; two weeks deadline then necessary unless substitutions permitted.

ress substitutions permitted.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Recording equipment available.

Recording equipment available.

Personnel
General Manager—Henry H. Fletcher.

Representatives
The Walker Company.

Pacific Coast—Homer Griffith Company.

### TWIN FALLS (Twin Falls County)

KTFI (Established 1928)



Raics effective May 1, 1945. (Card No. 9N.) Rates received April 9, 1945. Owned and operated by Radio Broadcasting Corpora-

tion.
Rusiness Offices & Studios—Community Center Bldg.,
241 Main Ave., W., Twin Falls, Idaho, telephone
2400.

ULARS "H"

100 words or clain

100 words or cl

POLITICAL AND TALKS

Available at time and one half program rate; no frequency discounts. Does not include agency commission. Political announcements—one time rate applies. Payable in advance. Scripts must be submitted 48 hours in advance of broadcast or right is reserved to replace contracted time with musical program. TRANSCRIPTIONS AND RECORDED PROGRAMS TRANSCRIPTIONS AND RECORDED PROGRAMS TRANSCRIPTIONS IN TRANSCRIPTIONS AND RECORDED PROGRAMS PROGRAMS or announcemental transcription library available—rates on request.

TALENT

Rates on request.
REMOTE CONTROL
Remote control broadcasts will be charged at actual cost, in addition to station time.
SERVICE FACILITIES
Continuity, merchandise and production departments

Continuity, merchandise and production departments available.

Closing Time
Any reasonable time in savance of broadcast. To make printed program schedule advertiser should determine schedule two weeks in advance of certice.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Persennel
General Manager—F, M. Gardner.
Representatives
Weed & Company.

WALLACE (Shoshone County) KWAL

(Established 1939) Don 4 B Broadcasting System LEE

Rates effective June, 1944.

Owned and operated by Silver Broadcasting Company.
Business Office and Studio—Wallace, Idaho.
Other Studios—Kellogg, Idaho.
Transmitter—Wallace, Idaho.
Transmitter—Wallace, Idaho.
Wave—Power—Time
Operating power—250 watta.
2069 meters; 1450 kilocycles.
Licensed to operate unlimited time. Operates on Pacific War Time.
Agenay Commission
15% to recognized agencies if bills are paid by 20th of month following service. Cash discount —.
General Advertising
For combination rates see Don Lee Broadcasting System (Northwest Group), Pacific Broadcasting System and Keystone Network.

(6:00 p.m. to 11:00 p.m.)

(6:00 p.m. to 11:00 p.m.)

(6:00 p.m. to 11:00 p.m.)

1/2 hr. 1/4 hr.

25:00 15:00

23:75 14:25

22:250 13:00

20:00 12:00

18:75 11:25 time.... times... times... (All other time)
12.50
11.88 52 times. 

### ILLINOIS

**AURORA** (Kane County) WMRO (Established 1988)

Rates received April 18, 1948. Owned and operated by Martin R. O'Brien. Business Office and Studio—Aurora, Ill. Transmitter—Aurora, Ill.

Transmitter—Aurora, Ill.

Wave—Power—Time
Operating power—250 watts.
234.4 meters; 1280 kilocycles.
Licensed to operate days. Operates on Central War
Time.

Operating schedule: 6:30 a.m. to local sunset.

Agency Commission
15% allowed to recognized advertising agencies;
no cash discount.

### ILLINOIS--Continued

### AURORA—Continued W M R O-Continued

General Advertising
For combination rates see Keystone Network.

|            | CLASS "A" |           |           |        |         |  |  |
|------------|-----------|-----------|-----------|--------|---------|--|--|
|            | (7:30     | a.m. to   | sign-off) |        |         |  |  |
|            | 1 ti.     | 13 ti.    | 26 ti.    | 52 t1. | 104 tl. |  |  |
| 1 hour     | 46.00     | 43.70     | 41.40     | 39.10  | 36.80   |  |  |
| 1/2 hour   |           | 26.22     | 24.84     | 23.46  | 22.08   |  |  |
| 1/4 hour   | 17.25     | 16.39     | 15.53     | 14.66  | 13.80   |  |  |
| 10 minutes |           | 13.11     | 12.42     | 11.73  | 11.04   |  |  |
| 5 minutes  |           | 8, 20     | 7.76      | 7.33   | 6,90    |  |  |
|            |           | CLASS '   | 'B''      |        |         |  |  |
| (9:00 a.   |           | 1:30 a.m. | and 1:0   | 0 p.m. | to      |  |  |
| ,          |           | sunset    |           |        |         |  |  |
| 1 hour     | 34.50     | 32.78     | 31.05     | 29.33  | 27.60   |  |  |
| 1/2 hour   |           | 10 87     | 18 63     | 17 60  | 16 56   |  |  |

1/2 hour.... 20.70 1/4 hour.... 10.35 10 minutes 8.63 5 minutes 5.75 19.67 10.37 8.19 5.48 9.32 7.76 5.18

5 minutes 5.75 5.48 5.18 4.93 4.60

ANNOUNCEMENTS

Not to exceed 100 words. Rate for 50 words are onshalf of the 100 word rates:

(7:30 1.15 to sign-off)

(1:00 words...... 5.18 4.31 4.03 3.74 3.45 3.16

(6:30 3.m. to 7:30 a.m.)

100 words..... 2.88 2.01 1.73 1.44 1.15 .86

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and light wines, not accepted.

No foreign language advertising accepted.

Personnel
Manager—Martin R. O'Brien.
Promotion Manager—Vincent G. Cofey. Representatives

### BLOOMINGTON

(McLean County)

WJBC (Established 1924)



Rates effective July 15, 1941. (Card No. 9.) Owned and operated by A. M. McGregor, Hugh L. Gately and D. C. McGregor.
Business Office and Studio—209-1/2 E. Washington St., Bloomington, Ill.
Transmitter—W. Gregory Ave., Normal, Ill.

Wave—Power—Time
Operating power—250 watta.
243.9 meters; 1230 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Operating schedule: Sundays 8:00 a.m. to 10:00 p.m.;
week days 6:00 a.m. to 10:00 p.m.

Agency Commission
15% to recognized agencies on station time provided
payment is made on or before the 15th day of the
month following broadcast. No cash discount.

month following broadcast. No cash discount.

General Advertising
For combination rates see Keystone Network.

Rates include music copyright fees.
(6:00 a.m. to 10:00 p.m.)

1 13 26 52 155 260

1 14 hour... 50.00 54.00 51.00 48.00 36.00 30.00 25.00

1/2 hour... 50.00 31.50 29.75 28.00 22.00 18.00 15.00

1/4 hour... 25.00 22.50 21.25 20.00 15.00 12.00 10.00

5 minutes 15.00 18.50 12.75 12.00 9.00 7.50 6.00

ANNOUNCEMENTS
(6:00 a.m. to 10:00 p.m.)

50 words or 35 word station
break.... 3.50 8.35 3.15 2.90 2.80 2.30 2.10

1 minute transcription
or less... 5.00 4.75 4.50 4.25 8.75 8.25 8.00
(†) 800 or more times.

CONSECUTIVE WEEKLY RATES

POLITICAL

Rates on request.

RECORDED PROGRAMS
Regular station charges apply to recorded programs. TALENT Rates on request.

REMOTE CONTROL
Complete equipment available for broadcasting by remote control
SERVICE FACILITIES SERVICE FACILITIES

The services of the program planning and continuity departments, as well as the operating and announcing staffs, in arranging and advertising programs are included without extra charge.

grams are included without extra charge.

Contract and Other Requirements
Short rate billing rendered if frequency rate is not earned. In order to earn net rates quoted, contracts must be completed within 12 months. Contract renewals subject to rates in effect at time of renewal. Editorial content of all broadcasts subject to approval or revision of etation management. Rates subject to change without notice.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

tical and insers; our constitution of the cons

**CAIRO** 

(Alexander County)

WKRO
(Established 1942)



Rates effective March 1, 1942.

Rates effective March 1. 1942.

Owned and operated by Oscar C. Hirscin, Note: Address all inquires to Oscar Hirsch, 324
Broadway, Cape Girardeau, Mo.
Business Office and Studio-One mile north of Cairo on U. S. Highway 51, telephone 1490.

Transmitter—One mile north of Cairo on U. S. Highway 51.

Wave—Power—Time Operating power—250 watts.
201.3 meters; 1490 kilocyoles.
Licensed to operate unlimited time.
Operating schedule: Sundays 8:00 a.m. to 9:00 p.m.; week days 7:30 a.m. to 10:00 p.m.

Agency Commission
15% to recognized agencies on time only. All bills rendered on day following broadcast.

General Advertising
The following rates are for national advertising.
The following rates are for national advertising.
The solution of 5% must be added to all rates.

| Copyright ree of 5% | must   |        |        | atos.  |
|---------------------|--------|--------|--------|--------|
|                     | 1 **.  | 13 ti. | 26 ti. | 52 tl. |
| 1 hour              | 40.00  | 88.00  | 36.00  | 34.00  |
| 1/2 hour            | 25.00  | 23.75  | 22.50  | 21.25  |
| 1/4 hour            | 15.00  | 14.25  | 13.50  | 12.75  |
| 5 minutes           | 7.00   | 6.65   | 6.30   | 5.95   |
| 1 minute            | 4.00   | 3.80   | 3.60   | 8.40   |
| ANN                 | OUNCI  | EMENTS |        |        |
| 200 words           | 4.00   | 8.80   | 3.60   | 8.40   |
| 100 words           | 8.25   | 3.09   | 2.98   | 2.76   |
| F                   | OLITI  | CAL    |        |        |
| Regular one time ra | tes ar | ply.   |        |        |

RECORDED PROGRAMS
Regular time charges apply to recorded programs.
Not restricted to certain hours.

REMOTE CONTROL
Arrangements can be made to handle remote control programs, speeches, etc. In addition to station time, advertiser pays for additional expense involved.

programs, speeches, etc. In addition to station time, advertiser pays for additional expense involved.

Contract and Other Requirements
Entertainment program rates are for use of facilities of station only; talent is extra.

Talks, political speeches, etc., accepted only when subject matter is, in opinion of station management, of genuine public interest. Complete manuscript must be submitted for station approval.

All contracts subject to cancellation unless program starts within 60 days. All contracts subject to the station owner's approval and governmental regulations. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to station. All proposals subject to prior booking of time. All programs must conform to the standards of the station; where advertiser prepares own program, same must be submitted for station approval, and not departed from without station's consent.

Station does not assume or incur any liability of any kind or character which may be sustained by them as a result of broadcasting for olient.

them as a result of broadcasting for client.

Closing Time

Talent programs and talks close two weeks in advance of broadcast. Becorded programs close one week in advance of broadcast. Announcements close 12 to 24 hours in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using SS-1/8 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Personnel Owner-Oscar C. Hirsch. Representatives
John E. Pearson Company.

### **CARTHAGE**

(Hancock County) WCAZ (Established 1921)

Rates received February 14, 1945.
Owned and operated by Superior Broadcasting Service, Inc.
Business Office and Studio — 502 Wabash Ave.,
Carthage, Ill., telephone 520.
Transmitter—Carthage, Ill.

Aransmitter—Carthage, Ill.

Wave—Power—Time
Operating power—250 watts.
277.8 meters; 1080 kilocycles.
Licensed to operate days. Operates on Central War
Time.

Agency Commission
15% to recognized advertising agencies on station
time only; no cash discount. All bills rendered lat
of each month.

General Advertising

ANNOUNCEMENTS One minute:
1 time.....
13 times....
26 times....
52 times....
100 times....
300 times....

POLITICAL
Political announcements take one time rate; no discounts.

Contract and Other Requirements

No contract accepted for more than 12 months. Discounts in case of cancellation apply only as earned.

Program rates are for the time facilities of the station only; additional charges for talent and services, depending on type of program. Programs to be given from one of the station studies in Carthage.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personnel
President—Bob Compton.
Manager—John Palmer.

Representatives
Thomas F. Clark Company, Inc.

### **CHAMPAIGN** (Champaign County) w D w s



Rates effective September 1, 1948, Owned and operated by The Champaign News-Gazette, Inc. Ill., telephone 6-1855, teletype CNS1. Business Office and Studio—48 Mein St., Champaign, Transmitter—Champaign, Ill.

Wave---Power-Time

Operating power—250 watts. 214.8 meters; 1400 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission

15% to recognized agencies.

General Advertising

For combination rates see Columbia Broadcasting System (Basic Supplementary Group). ASCAP, BMI and SESAC licenses.

### CLASS "A"

(8:30 a.m. to 10:30 a.m., 12:00 noon to 1:00
p.m. and 5:00 p.m. to 9:00 p.m.)
1 ti. 13 ti. 26 ti. 52 ti. 150 tt. 800 ti.
1 hour.... 86.00 84.20 32.40 30.60 28.80 27.00
1/4 hour.... 24.00 22.80 21.60 20.40 19.20 18.00
5 minutes 10.00 9.50 9.00 8.50 8.00 7.50
1 minute or 100 words... 6.00 5.75 5.50 5.25 5.00 4.78

words.... 6.00 25 words.... 4.00

|    |          |        | CLASS   | . В    |       |       |       |
|----|----------|--------|---------|--------|-------|-------|-------|
|    |          | (4     | dl othe | r time | )     |       |       |
| 1  | hour     | 40.00  | 38.00   | 36.00  | 84.00 | 82,00 | 80.00 |
|    | hour     |        | 22.75   | 21.50  | 20.25 | 19.00 | 17.75 |
|    |          |        | 15.25   | 14.50  | 13,75 | 13.00 | 12,25 |
| 5  | minutes  | 7.50   | 7.00    | 6,50   | 6.00  | 5.50  | 5.00  |
| 1  | minute o | or 100 |         |        |       |       |       |
|    | words    | 5.00   | 4.75    | 4.50   | 4.25  | 4.00  | 3,75  |
| 25 | words    | 3.00   | 2.85    | 2.70   | 2.55  | 2.40  | 2.25  |
|    |          |        | DISCO   | UNTS   |       |       |       |

requency discounts on time programs only: 

POLITICAL One time rates apply.

SERVICE FACILITIES

Complete continuity, program and promotional de-pertments maintained. No charge for newspaper publicity.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 83-1/3 and 78 r.p.m. turntables for ver-tical and lateral out recordings.

Personnel

Station Manager-Marajen Stevick Dyess.

Representatives

Texas Daily Press League, Inc.

### **CHICAGO**

(Cook County)

WAAF (Established 1922)



Rates effective January 15, 1944. (Card No. 9.)
Owned and operated by the Chicago Daily Drovers
Journal.
Commercial Offices and Studies—24th floor, Palmer
House, Chicago 90, Ill., Randolph 1932.
Transmitter—Exchange Bidg., Chicago, Ill.

rransmitter—Exchange Bidg., Chicago, Ill.

Wave—Power—Time
Operating power—1,000 watts.
315.8 meters; 950 kilocycles.
Operates on Central War Time.
Operating schedule: Daily 6:80 a.m. continuously to local sunset.

local sunset.

Agency Commission

15% allowed on net time charges to advertising agencies recognized by station; no cash discount. Bills due and payable as rendered.

General Advertising

All discounts contingent on definite contract for consecutive weeks within one year.

Rates include music copyright fees. CLASS "A"
(1:30 p.m. to sign-off week days and 9:00

|     | 8.m.          | to sign-o | ff Sundays | )       |        |
|-----|---------------|-----------|------------|---------|--------|
|     |               | 1 ti.     | 13 ti.     | 26 t1.  | 52 ti. |
| - 1 | hour          | 175.00    | 157.50     | 148.75  | 140.00 |
| 1/2 |               |           | 90.00      | 85.00   | 80.00  |
| 1/4 |               |           | 54.00      | 51.00   | 48.00  |
| 5   | minutes       | 35.00     | 31.50      | 29.75   | 28.00  |
|     |               | CLASS     | "B"        |         |        |
|     | (6:30 a.m.    | to 1:30   | p.m. week  | days)   |        |
| 1   | hour          | 150.00    | 135.00     | 127.50  | 120.00 |
| 1/2 | hour          | 90.00     | 81.00      | 76.50   | 72.00  |
| /4  | hour          | 55.00     | 49.50      | 46.75   | 44.00  |
| 5   | minutes       | 30.00     | 27.00      | 25.50   | 24.00  |
|     | WEEKLY        | FREQU     | JENCY RA   | TES     |        |
|     |               | CLASS     | W          |         |        |
|     | (1:30 p.m. to | Sign-off  | week days  | and 9:0 | 0 (    |

s.m. to sign-off Sundays)

|                              |           | Per wee            | k       |
|------------------------------|-----------|--------------------|---------|
|                              | 8 t1.     | 5 ti.              | 6 ti.   |
| 1 hour                       |           | 610.00             |         |
| 1/2 hour                     |           | 870.00             |         |
| 1/4 hour                     |           | 225.00             |         |
|                              | 80.00     | 108.00             |         |
| 5 minutes                    | **R**     | 100.00             | 120.00  |
| (6:30 a.m. to 1:30 p         | m. week   | days)              |         |
| 1 hour                       |           | 495.00             | 550.00  |
| 1/2 hour                     |           |                    | 850.00  |
| 1/4 hour                     |           |                    | 210.00  |
| 5 minutes                    |           |                    | 105.00  |
| WEEKLY FREQUEN               | CY DISC   | OUNTS              | 100.00  |
| 13 weeks                     | O. DIBO   | 001113             | 10%     |
| 26 weeks                     |           |                    |         |
| 52 weeks                     |           |                    |         |
| ANNOUNCE                     | MENTS     | ****************** | 20 /6   |
| Maximum length, 125 words    |           | minute             |         |
| CLASS                        | . A 0116  |                    |         |
| (1:30 p.m. to sign-off v     |           | and 9:             | 00      |
| a.m. to sign-off             |           |                    |         |
| 1 11.                        | 3 #1      | 5.11               | 6 ti.   |
| 125 words 20.00              | 54.00     | 80 00              | 90.00   |
| CLASS '                      | ''B''     | 00.00              | 23.00   |
| CLASS (6:30 a.m. to 1:30 p   | o.m. weel | k days)            |         |
| 125 words 15.00              | 38,25     | 56.25              | 60.00   |
| 50 words or less deduct 40%  |           | 22.20              | 55.00   |
| DISCOUR                      |           |                    |         |
| Three, five and eix times I  | per week  | aubiect            | to fra- |
| quency discounts of          |           |                    |         |
| 13 weeks                     |           |                    | 10%     |
| 26 weeks                     |           |                    | 15%     |
| 52 weeks                     |           |                    | 20%     |
| If less than three announces | nents per | week ar            | e used. |
| each is charged at the one   | time rate | . subject          | to the  |
| following discounts:         |           |                    |         |
| 18 times                     |           |                    | 10%     |
| 98 times                     |           |                    | 150     |

ment.

All proposals subject to prior booking of time.

No periods are sold in bulk for resals.

Closing Time Contracts should be closed two weeks in advance to make printed program schedules.

Where advertiser prepares own program it should be submitted not later than three days in advance for approval. Transcriptions must be delivered to studios at least one week in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for either vertical or lateral out recordings.

for either version. Personnel
Personnel
President—Ward A. Neff.
General Manager—W. E. Hutchinson.
Manager—Bradley R. Eidmann.
Representatives
George P. Hollingbery Company.

### WAIT

Rates effective October 1, 1944. (Card No. 5.)

Owned and operated by WAIT. Business Office and Studio-360 N. Michigan Ave., Chicago, Ill., Franklin 0660. Transmitter—Elmhurst, Ill.

Transmitter—Elmhurst, 111.

Wave—Power—Time
Operating power—5,000 watts to local nunset at
Dallas, Tes.
365.9 meters; 820 kilocycles.
Operates on Central War Time.

Agency Commission
15% to recognized advertising agencies; no cash discount.

General Advertising
Rates include music copyright fees.

CLASS "A"

|     | (4       | fter 6:0  | 0 p.m.) |               |        |
|-----|----------|-----------|---------|---------------|--------|
|     |          | 1 ti.     | 13 t1.  | 26 t1.        | 52 t1. |
| 1   | hour     | 240.00    | 216.00  | 204,00        | 192.00 |
| 1/2 | hour     | 144.00    | 130.00  | 122.50        | 115.00 |
| 1/4 | hour     | 87.00     | 78.80   | 78.75         | 69.50  |
| 5   | minutes  | 60.00     | 54.00   | <b>51.0</b> 0 | 48.00  |
|     |          | CLASS     | B.,     |               |        |
|     | (B       | efore 6:0 | 0 p.m.) |               |        |
| 1   | hour     | 200.00    | 180.00  | 170.00        | 160.00 |
| 1/2 | hour     | 120.00    | 108.00  | 102.00        | 96.00  |
| 1/4 | hour     | 72.50     | 65, 25  | 61.50         | 58.00  |
| 5   | minutes  | 45.00     | 40.00   | 37.50         | 35.00  |
|     | ******** |           |         |               |        |

WEEKLY FREQUENCY RATES

CLASS "A" (After 6:00 p.m.)

3 ti. 540.00 824.00 198.00 5 ti. 801.00 480.00 290.00 198.00 6 ti. 865.00 519.00 818.00 CLASS "B"

(Before 6:00 p.m.) 450.00 270.00 165.00 1 hour..... 1/2 hour..... 1/4 hour.... 5 minutes. 667.00 400.00 242.00 140.00 720.00 482.00 261.00 150.00 DISCOUNTS

ANNOUNCEMENTS
Maximum length, 125 words for liv
CLASS "A"
(After 6:00 p.m.) live announcements

Rates on request.

REMOTE CONTROL

Equipment for remote control pick-ups available.

SERVICE FACILITIES

Any type of program desired by the advertiser is available. The station will assume the entire responsibility for program preparation and presentation.

sponsibility for program preparation and production.

Contract and Other Requirements
All programs subject to approval of station management. All programs must conform to the standards of station.

Contracts should be consummated as far in advance of starting date as possible to give ample time for program production.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turrstables for vertical and lateral cut recordings.

Personnel

Personnel
General Manager—Gene T. Dyer.
Representatives
Howard H. Wilson Company.

WBBM

# COLUMBIA OWN



Rates effective August 20, 1944. (Card No. 20.) Owned and operated by the Columbia Broadcasting System, Inc. Business Office and Studios—410 N. Michigan Ave., Wrigley Bidg., Chicago 11, Whitehall 6000. Transmitter—Itasca, 711.

Wave-Power-Time
Operating power-50,000 watts.
384.6 meters; 780 kilocyrles.
Licensed to operate or nationally cleared channel.
Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 1:15 a.m.;
week days 5:30 a.m. to 1:15 a.m.
Agency Commission
15% allowed on net time charges to agencies recognized by station; no cest. discount. Bills rendered weekly. General Advertising

(†) No middle commercial permitted on 5 minute news programs.

Programs not furnished by but presented in the studios of WBBM are subject to a 20% service charge on the net time charge after deduction of time discounts and agency commission unless the advertiser purchases talent from the station in an amount exceeding the 20% service charge.

GENERAL BROADCASTING TIME RATES

Without Talent
Net time rates after deduction of all applicable discounts.

\*\*1 day \*\*2 days \*3 days \*4 days \*5 days \*3 days \*4 days \*5 days \*3 days \*4 days \*5 da

Half hour:

1.2 wks 540.00 1080.00 1458.00 1944.00 2430.00 2592.00

1.3 -25 wks 526.50 999.00 1312.21 1652.40 2085.50 2203.20

2.6 -51 wks 500.17 949.06 1246.39 1597.8 1962.22 2093.04

2.5 weeks 473.85 899.10 1180.93 1487.16 1858.85 1982.88

1.5 weeks 473.85 899.10 1180.93 1487.16 1458.00 1555.20

1.5 weeks 24.00 648.06 874.80 1166.40 1458.00 1555.20

1.5 weeks 324.00 631.80 831.06 1078.92 1312.20 1380.28

2.6 -51 wks 324.00 631.80 831.06 1078.92 1312.20 1380.28

2.6 -51 wks 324.00 631.80 831.06 1078.92 1312.20 1380.88

2.6 -51 wks 324.00 631.80 831.06 1078.92 1312.20 1380.88

2.6 -51 wks 324.00 60.21 789.51 1024.97 1246.59 1292.76

2.6 weeks 291.60 70.00 p.m. to 7:00 p.m. week days; 1:00

1.0 p.m. to 6:00 p.m. Sundsys; 10:00 p.m. to 10:30 p.m. daily)

1.12 wks 600.00 1200.00 1629.00 2160.00 2700.00 2880.00

1.3 -25 wks 558.50 111.00 1417.50 1836.00 2295.00 2448.00

2.5 weeks 526.50 99.00 127:.75 1652.40 2065.50 2203.20

Half hour:

1.12 wks 360.00 720.00 97:.00 1296.00 1620.00 1728.00

13 -25 wks 342.00 649.80 854.14 1108.08 1346.02 1336.40

2.5 weeks 342.00 649.80 854.14 1108.08 1346.02 1316.40

2.5 weeks 324.00 615.60 809.19 1049.76 1275.75 1386.80

2.5 weeks 216.00 421.20 566.62 738.72 899.10 959.04

2.5 weeks 194.00 370.08 811.73 70.18 854.15 911.09

1.5 wks 210.00 421.20 566.02 738.72 899.10 959.04

2.5 weeks 194.00 370.08 811.73 70.18 854.15 911.09

2.5 weeks 194.00 370.08 811.73 70.18 854.15 911.09

1.6 weeks 194.00 370.08 811.73 70.18 854.15 911.09

2.5 weeks 194.00 370.08 811.73 70.18 854.15 911.09

2.5 weeks 194.00 370.08 811.73 70.18 854.15 911.09

2.5 weeks 194.00 370.09 90.00 1215.00 1620.00 2025.00 2160.00

1.5 weeks 200.00 90.00 1215.00 1620.00 2025.00 2160.00

1.5 weeks 200.00 90.00 12

One hour: 1-12 wks 450.00 13-25 wks 438.75 26-51 wks 416.81 52 weeks 394.87 Half hour:  $\begin{array}{c} 900.00 \ 1215.00 \ 1620.00 \ 2025.00 \ 2160.00 \\ 855.00 \ 1093 \ 50 \ 1417.50 \ 1721.25 \ 1836.00 \\ 812.25 \ 1038 \ 82 \ 1346.62 \ 1635.19 \ 1742.07 \\ 69.50 \ 984 \ 15 \ 1275.75 \ 1549.12 \ 1652.40 \end{array}$ 540.00 729.00 526.50 692.55 500.17 657.92 473.85 623.29 972.00 1215.00 1296.00 899.10 1093.50 1166.40 854.14 1038.82 1108.08 809.19 984.15 1049.76

Half hour: 1-12 wks 270.00 13-25 wks 270.00 26-51 wks 256.50 52 weeks 243.00 Quarter hour: 1-12 wks 162.00 13-25 wks 162.00 26-51 wks 153.90 52 weeks 145.80 324.00 437.40 583.20 729.00 324.00 428.47 568.62 692.55 307.80 405 14 540.19 687.92 291.60 383.82 511.76 623.29 CLASS "D" a.m. to 8:30 a.m. dally)

(5:00

One hour: 1-12 wks 300.00 13-25 wks 300.00 26-51 wks 285.00 810\_D0 1080.00 1350.00 1440.00 769\_30 999.00 1215.00 1236.00 731\_D2 949.05 1154.25 1231.20 692.55 899.10 1093.50 1166.40 600.00 585.00 555.75 526.50 52 weeks Half hour 180.00 180.00 171.00 162.00 360.00 360.00 342.00 324.00 486.30 648.00 473.35 631.80 450.16 610.21 426.46 588.62 1-12 wks 13-25 wks 26-51 wks

1-12 wks 180.00 360.00 473.55 631.80 769.50 820.80 26.51 wks 171.00 342.00 450.16 610.21 731.02 779.76 22 weeks 162.00 324.00 426.46 588.62 692.55 738.76 24.00 426.46 588.62 692.55 738.76 24.00 426.46 588.62 692.55 738.76 24.00 426.46 588.62 692.55 738.76 24.00 426.40 291.50 388.80 486.00 518.40 13.25 wks 108.00 216.00 291.50 388.80 473.85 565.44 26.51 wks 108.00 216.00 291.60 388.80 473.85 565.44 26.51 wks 102.60 252.20 277.02 389.36 450.16 480.15 26.51 wks 102.60 25.20 277.02 389.36 450.16 480.15 26.51 wks 102.60 25.20 277.02 389.36 450.16 480.15 26.51 wks 102.60 291.60 29

### **ILLINOIS**—Continued

### CHICAGO—Continued WBBM-Continued

Starting time of announcements determine rate clas-

sification.

Transcribed station breaks not acceptable in Class
"A" time. Transcribed station breaks in Classes
"B," "C," and "D" time limited to 20 seconds.

### CLASS "A"

(6:59 p.m. to 10:00 p.m. week days; 5:59 p.m. to 10:00 p.m. Sundays)

|             |        |        | Par    | week - |        |        |  |
|-------------|--------|--------|--------|--------|--------|--------|--|
|             | 1 day  | 2 days | 3 days | 4 days |        |        |  |
| 25 word st  |        |        |        |        |        |        |  |
| 1-12 wks    | 125.00 | 250.00 | 337.50 | 450.00 | 562,50 | 600.00 |  |
| 13 - 25 wks | 125.00 | 250.00 | 337.50 | 438.75 | 548.44 | 585.00 |  |
| 26-51 wks   | 118.75 | 237.50 | 320.62 | 416.81 | 521.02 | 555.75 |  |
| 52 weeks    |        | 225.00 |        | 394.87 |        | 526.50 |  |
| CLASS "B"   |        |        |        |        |        |        |  |

CLASS "B"

(5:59 p.m. to 6:59 p.m. week days; 12:59 p.m. to 5:59 p.m. Sundays; 10:00 p.m. to 10:80 p.m. daily)

(asily)

(word station breaks (11ve):
-12 wks 80:00 160:00 218:00 288:00 360:00 384:00
-25 wks 80:00 160:00 218:00 288:00 360:00 384:00
-51 wks 76:00 152:00 252:00 278:60 342:00 384:80

(CLASS "C"

(CLASS "C"

(8:29 a.m. to 5:59 p.m. week days; 8:29 a.m. to 12:59 p.m. Sundays; 10:30 p.m. to 12:00

|             |          | mign.    | IKUL GAL | Ly)    |        |        |  |
|-------------|----------|----------|----------|--------|--------|--------|--|
| 50 word st  | ation b  | reaks (l | ive):    |        |        |        |  |
| 1-12 wks    | 62.50    | 125,00   | 168.75   | 225.00 | 281.25 | 300.00 |  |
| 13-25 wks   | 62,50    | 125.00   | 168.75   | 225.00 | 281.25 | 300.00 |  |
| 26-51 wks   | 59.37    | 118.75   | 160.31   | 213.75 | 267.19 | 285.00 |  |
| 52 weeks    | 56.25    | 112.50   | 151.87   | 202.50 | 253.12 | 270.00 |  |
| 1 minute a  | innounce | ements - | (live):  |        |        |        |  |
| 1-12 wks    | 90,00    | 180.00   | 243.00   | 324.00 | 405.00 | 432,00 |  |
| 13-25 wks   | 90.00    | 180,00   | 243.00   | 324.00 | 394.87 | 421.20 |  |
| 26 · 51 wks | 85.50    | 171.00   | 230.85   | 307.80 | 375.13 | 400.14 |  |
| 52 weeks    | 81.00    | 162.00   | 218.70   | 291.60 | 355.38 | 379.08 |  |
| CLASS "D"   |          |          |          |        |        |        |  |

(5:00 a.m. to 8:29 a.m. daily)

| 50 word st  | lation bi | reaks (l: |        |        |        |        |
|-------------|-----------|-----------|--------|--------|--------|--------|
| 1-12 wks    | 45.00     | 90.00     | 121.50 | 162,00 | 202.50 | 216,00 |
| 13-25 wks   | 45,00     | 90.00     | 121.50 | 162.00 | 202.50 | 216.00 |
| 26-51 wks   | 42.75     | 85.50     | 115.42 | 153.90 | 192.37 | 205.20 |
| 52 weeks    | 40.50     | 81.00     | 109.35 | 145.80 | 182.25 | 194.40 |
| 1 minute    | announce  | ements 1  | live): |        | -      |        |
| 1-12 wks    | 65.00     | 130.00    | 175.50 | 234,00 | 292,50 | 312,00 |
| 12 Of miles | ar 00     | 120 00    | 17E EO | 094 00 | 000 E0 | 910 00 |

1-12 wks 65.00 130.00 175.50 234.00 292.50 312.00 23-25 wks 65.00 130.00 175.50 234.00 292.50 312.00 26-51 wks 65.00 130.00 175.50 234.00 292.50 312.00 26-51 wks 65.05 117.00 157.95 210.60 263.25 280.80 NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 20. Figures shown are net rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as earned, in accordance with interpretation of Rate Card 20. PARTICIPATING ANNOUNCEMENT PROGRAMS Addend to Rate Card 20 issued December, 1944. Gold Coast Rythms—Monday through Saturday—day time:

time: 1 minute announcements (live):

|           |         |           |           | Week     |          |         |
|-----------|---------|-----------|-----------|----------|----------|---------|
|           | 1 day   | 2 days    | 3 days    | 4 days   | 5 days   | 6 days  |
| 1-12 wks  | 85.00   | 170.00    | 229,50    | 306.00   | 382.50   | 408.00  |
| 13-25 wks | 85.00   | 170.00    | 229.50    | 306.00   | 382.50   | 897.80  |
| 26-51 wks | 80.75   | 161.50    | 218.02    | 290.70   | 363.87   | 877.91  |
| 52 weeks  | 76.50   | 153.00    | 206.55    | 275.40   | 344.25   | 358.02  |
| Participa | ating a | nnouncer  | nent pr   | ograms   | cannot b | e com-  |
| bined w   | ith oth | er servi  | ce for    | further  | discount | s. The  |
| following | rates   | are subj  | ect to a  | gency co | mmissio  | n.      |
| Sunrise   |         |           |           |          |          |         |
| to 6:55   | a.m. P  | articipat | lons: 4   | 40.00 pe | r week   | on con- |
| tracts of | less ti | nan 13 w  | reeks fir | ma: 400. | 00 per v | veek on |
| firm con  |         |           |           |          |          |         |
|           |         |           |           |          |          |         |

firm contracts of 13 weeks or longer.

Also sold in combination with Housewives' Protective League.

Housewives' Protective League—mid-afternoon—Monday through Friday; Saturday morning. Sold only in combination with Sunrise Salute.

Housewives' Protective League and Sunrise Salute Combination—Alternate week days on Housewives' Protective League and Sunrise Salute—Participation: 550.00 per week on contracts for less than 13 weeks firm, 560.00 per week on firm contracts of 13 weeks or longer. No further discounts.

Cannot be combined with other service for further discounts.

### ANNOUNCEMENT PACKAGES Not available.

Not available.

DISCOUNTS

Application of Discounts

Programs and announcements may not be combined for any discount purposes. However, except as noted under Weekly Frequency Discounts, all broadcasting under seah section may be combined in computing discounts applicable to broadcasting under that section. Interruptions necessitated by broadcasts of special events of importance will not affect discounts. All discounts apply to time charges only.
Discounts will be allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned.

and payable as earned.
Where more than one time classification is used for programs, first total up the gross one-day rates for the perieds to be purchased and then deduct earned discounts, as follows:

(1) Deduct the applicable weekly frequency discount (10% from the gross for 3, 4 or 5 days per week; 20% from the gross for 6 or more days per week);

(2) Deduct the applicable weekly dollar volume discount if contract is for 13 weeks or longer.

(8) Deduct consecutive weeks discount if applicable.

Weekly frequency Discounts
Weekly frequency discounts on mixed station time—
Weekly frequency discounts on mixed station time—
Weekly frequency discounts on mixed station time—
under General Broadcasting Time Rates in more than one
time classification, the higher priced (on basis of
one day gross rates) program periods earn frequency
discounts for the lower priced periods but not vice
versa.

Example 1: If an advertiser buys three Class "A." Is minute periods on Monday, Wodnesday and Friday and three Class "B" 15 minute periods on Tuesday, and three Class "B" 15 minute periods on Tuesday and Saturday, the rate is then the six day rate (20% discount from the gross) for the Class "B" periods and the three day rate (10% from the gross) on the Class "B" on Tuesday. Thursday and Saturday and Intree 15 minute periods in Class "A" on Monday, Wednesday and Friday, the rate is then the six day rate for the Class "A" periods (20% from the gross) and the three day rate for the Class "B" periods (20% from the gross).

Weekly Dollar volume Discount
Weekly dollar volume discounts not applicable on schedules of less than 13 consecutive weeks of broadcasting, Advertisers using a schedule of 13 or more consecutive weeks are entitled to dollar volume discounts on all broadcasting at General Broadcasting Time Rates. General announcements, although they may not be combined with programs of five minutes or more in length to earn any discounts are subject to the following Dollar Volume Discounts are subject to the following Dollar Volume Discounts separately. Contracted value of time or general announcements at gross rates.

| rr Rings |    |      |     |      |      |          |      |         |
|----------|----|------|-----|------|------|----------|------|---------|
|          |    |      |     |      |      |          |      |         |
|          |    |      |     |      |      | 675.00   |      | 2-1/2%  |
|          |    |      |     |      |      | 945.00   |      | 5%      |
|          |    |      |     |      |      |          |      | 7-1/2%  |
| 1,215.00 | or | more | but | less | than | 1,485.00 | wkly | 10%     |
| 1,485.00 | or | more | but | less | than | 1,755.00 | wkly | 12-1/2% |
| 1,755.00 | or | more | Wee | kly  |      |          |      | 15%     |
|          | 70 |      |     | 0    |      | 337      | -1   |         |

Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract one year. All programs and advertising copy subject to approval of station.

### Closing Time

All contracts should be closed as far in advance of initial program as possible to facilitate production. Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Sales Manager-E, H. Shomo,

### Representatives

Radio Sales.

# WCFL

(Established 1926)
Rates effective September 1, 1938. (Card No. 3.) Owned and operated by Chicago Federation of Labor. Business Office & Studio—American Furniture Mart, 686 Lake Shore Drive, Chicago, Ill., Superior 5300. Transmitter—DuPage County, northeast of Downers

### Wave-Power-Time

Operating power—11ms

300 meters; 1000 kilocyoles.
Licensed to operate full time. Operates on Central
War Time.

Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:05 a.m.

### Agency Commission

15% to recognized agencies on time charges only; no cash discount. Bills due and payable when ren-dered.

### General Advertising

Affiliated with the National Broadcasting Company. Itales include music copyright fees.

GENERAL BROADCASTING TIME RATES

|     |        |         | CLA      | 88  | A       |        |        |        |
|-----|--------|---------|----------|-----|---------|--------|--------|--------|
|     |        |         |          |     | 10:00   |        |        |        |
| 1   | hour   |         |          |     |         |        |        | 250.00 |
| 1/2 | hour   |         |          |     |         |        | ****** | 150.00 |
| 1/4 | hour   |         |          |     |         |        |        | 100.00 |
| 5   | minute | 8       | ******** |     |         |        |        | 60.00  |
|     |        |         | CLA      | 88  | "B"     |        |        |        |
| (   | 9:00 a | m. to   | 1:00     | D.E | L. 6:00 | D. m.  | to 7:1 | 30     |
| p   | .m. we | ek dayı | and      | Šun | day, as | d 9:00 | a.m.   | to     |

|     | 5:00 p.m. Sundays) |     |
|-----|--------------------|-----|
| 1/2 |                    | 187 |
| 1/4 | hour               | 71  |
|     | minutes            | 43  |
|     | CLASS "C"          | 7.  |

|     |          |      |      | Sundaya) |       |
|-----|----------|------|------|----------|-------|
| 1   | hour     | <br> | <br> |          | 125.0 |
| 1/2 | hour     | <br> | <br> |          | 75.0  |
| 1/4 | hour     | <br> | <br> |          | 50.0  |
| Ð   | minutes. | <br> | <br> |          | 80.0  |
|     |          |      |      |          |       |

CLASS "D" (\*10:30 p.m. to 9:00 s.m.) WEEKLY FREQUENCY TIME RATES

5 minutes ... 94.50 1

CLASS "C"

(1:00 p.m. to 6:00 p.m. week days, and 5:00 p.m. to 6:00 p.m. Sundays; 10:00 p.m. 10:30 p.m. week days and Sundays)

1/2 hour ... 168.75 2

1/4 hour ... 112.50 1

5 minutes ... 67.50

CLASS "D"

DISCOUNTS

Discounts for consecutive weeks of oroadcasting are applicable only to rates listed under General Broadcasting Time Rates and/or Weekly Frequency Time Rates. This discount will be due and payable at the end of 13, 26, 39 or 52 weeks of broadcasting, excepting that it will be allowed currently on non-cancellable contracts.

Separate contracts must be written for periods in different rate classifications. All discounts apply to time charges only.

| different rate classifications | All discounts apply to time charges only. | None | 13 to 25 weeks | None | 13 to 25 weeks | 15% | 26 to 38 weeks | 10% | 39 to 51 weeks | 15% | 52 weeks | 20% | SPECIAL DISCOUNT FOR RUN OF STATION

Programs scheduled at station's discretion on available periods during Class A, B and C hours are entitled to 15% extra discount from rates shown under General Broadcasting Time Rates and/or Weekly Frequency Time Rates.

### ANNOUNCEMENTS

### DISCOUNTS ON ANNOUNCEMENTS

### TRANSCRIPTIONS

Accepted during regular broadcasting periods. TALENT

## REMOTE CONTROL

Additional charges are made for programs originating outside of the etation's studios, and for programs requiring special production.

### SERVICE FACILITIES

Services of station's program department, staff announcer and staff engineers in arranging and presenting programs are included without extra charge.

### Contract and Other Requirements

contract and Other Hequirements.

No periods are sold in bulk for resale. All programs are subject to approval of station.

Lectices educational religious business and productional talks accepted only when subject matter is, in the opinion of testion of genuing public interest. Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, one year.

### Closing Time

All contracts should be closed as far in advance of initial program as possible to facilitate production.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Gen'l Mgr. & Prog. Dir.—Howard T. Keegan. Com'l & Prom. Mgr.—Melvin B. Wolens.

### Representatives

The Katz Agency, Inc.

### CHICAGO—Continued

## WCRW (Established 1926)

Itato card undated; rec'd February 1, 1945. (Card 18.)

Owned and operated by Clinton R. White. Business Office and Studio—Embassy Hotel, 2753 l'line Grove Ave., Chicago 14. 111., Diversey 4440. Transmitter—Embassy Hotel, 2758 l'ine Grove Ave., Chicago, 111.

Chicago, Ill.

Wave—Power—Time

Operating power—100 watts.
241.9 meters; 1240 kitocycles.
Divides time with WSBC and WEDC. Licensed to operate on cleared local channel.
Operating schedule: Week days and Sundays, 11:00 s.m. to 2:00 p.m. and 5:00 p.m. to 7:00 p.m.

Agency Commission
15% allowed to recognized agencies; no cash discount.
Bills rendered weekly.

General Advertising

| Rates include   | music copyrigi  | ot feem. |           |        |
|-----------------|-----------------|----------|-----------|--------|
|                 | CLASS ".        |          |           |        |
| (5:00           | p.m. to 7:00 p  | .m. Suno | lays)     |        |
|                 | 1 ti.           | 13 ti.   | 26 ti.    | 52 tl. |
| 1 hour          | 100.00          | 90.00    | 85.00     | 75.00  |
| 1/2 hour        |                 | 54.00    | 51.00     | 42.00  |
| 1/4 hour        | 28.00           | 27.00    | 28.00     | 24.00  |
| 5 minutos       | 13.00           | 12.00    | 11.00     | 10,00  |
|                 | CLASS "         | В′′      |           |        |
| (5:00 p.m.      | to 7:00 p.m.    | week da  | ays; 11:0 | 00     |
| 8.11            | i. to 2:00 p.m. |          | 3)        |        |
| 1 hour          |                 | 85.00    | 70.00     | 67.00  |
| 1/2 hour        |                 | 51.00    | 42.00     | 39.0C  |
| 1/4 hour        |                 | 26.00    | 24.00     | 21.00  |
| 5 minutes       | 12.00           | 11.00    | 10.00     | 9.00   |
|                 | CLASS "         | C''      |           |        |
| (11:00          | a.m. to 2:00    | p.m. w   | eek days  | 3)     |
| 1 hour          | 75.00           | 67.00    | 63.00     | 53.00  |
| 1/2 hour        | 42.00           | 40.00    | 37.00     | 31.00  |
| 1/4 hour        | 25.00           | 23.00    | 22.00     | 18.00  |
| 5 minutes       | 11.00           | 10,00    | 9.00      | 7.00   |
| FR              | EQUENCY DI      | SCOUNT   | 23        |        |
| 3 times, weekly |                 |          |           | 10%    |
| 6 times, weekly |                 |          |           |        |

ANNOUNCEMENTS

CLASS "B"
(5:00 p.m. to 7:00 p.m. week days; 11:00 a.m. to 2:00 p.m. Sundays)
1 minute or 125 words. 8.00
50 word station break. 6.00

CLASS 'C' (11:00 s.m. to 2:00 p.m. week days)
1 minute or 125 words (6.00 6.00 6.00 word station break 4.00

TRANSCRIPTIONS
Electrical transcriptions accepted at regular rate
Recorded programs not restricted to certain hours.

REMOTE CONTROL

Programs originating outside the studios subject to special charges.

Contract and Other Requirements
All commercial programs subject to all rules and regulations of the F.C.C. Maximum contract one year.
All continuity subject to approval of the station.

Closing Time
Arrangements for broadcast must be made one week
in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. triple turntables for recordings.

Representatives

### WEDC

(Established 1926)

Rates effective February 11, 1941.

Owned and operated by Emil Denemark, Inc., Chicago, Iil.

Business Office and Studio—3860 Ogden Ave., Chicago, III., Crawford 4100.

Transmitter—3860 Ogden Ave., Chicago, III.

Wave—Power—Time

/ave—Power—Time
Operating power—250 watts.
24.1.9 meters; 1240 kilocycles.
Licensed to operate on cleared local channel. Operates on Central War Time.
Operating schedule: 8:300 s.m. to 10:00 s.m., 8:30 p.m. to 5:00 p.m., 7:00 p.m. to 8:00 p.m., and 10:00 p.m. in 11:00 p.m.
Divides time with etations WCHW and WSBC. Agency Commission

15% to recognized agencies on time charges only; no cash discount. Bills due and payable when rendered.

General Advertising
Rates include music copyright fees.

|               | CLASS      | 3 "A"                      |        |        |
|---------------|------------|----------------------------|--------|--------|
| . (6:         | 00 p.m. to | 12:00 midni                | (gbt)  |        |
|               | 1 ti. 13 t | <ol> <li>26 ti.</li> </ol> | 89 ti. | 52 ti. |
| 1 hour 8      | 35,00 80,7 | 5 76,75                    | 72.90  | 69.25  |
| 1/2 hour 5    | 1.00 48.4  | 5 46.00                    | 43.70  | 41.50  |
| 1/4 hour S    |            | 0 30.70                    | 29.15  | 27.70  |
| 5 minutes 1   | 7.00 16.1  | 5 15.35                    | 14.60  | 13.85  |
| 100 word anne | ounce-     |                            |        |        |
| ment l        | 4.00 13.3  | 0 12.65                    | 12.00  | 11.40  |
|               | CLAS       | 8 "B"                      |        |        |
|               |            |                            |        |        |
|               |            | ю 6:00 р.т.                |        |        |
| 1 hour 6      |            |                            | 51.45  | 48.90  |
| 1/2 hour 3    | 36.00 34.2 | 0 32.50                    | 30.90  | 28, 35 |
| 1/4 hour 2    | 4.00 22.8  | 0 21.65                    | 20.55  | 19.50  |
| 5 minutes 1   | 2.00 11.4  | 0 10.85                    | 10.30  | 9.80   |
| 100 word anno | ounce-     |                            |        |        |
| ment 1        | 0.00 9.5   | 0 9.00                     | 8.55   | 8.10   |

TRANSCRIPTIONS

No extra charge for bandling of recorded or electrically transcribed programs. Instantaneous recording equipment available.

TALENT
Program suggestions, lists of talent and rates on

request.

REMOTE CONTROL

Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

Quiring apecial production.

SERVICE FACILITIES
Services of station's program department, staff announcer and staff engineer in arranging and presenting programs are included without extra charge.

ing programs are included without extra charge.

Contract and Other Requirements
All programs are subject to the approval of estation.

Contracts not accepted more than 80 days in advance of initial program. No periods are sold in bulk for resale. Time discounts will be allowed from beginning of service in accordance with contract specifications, except where contracts contain a cancellation privilege, in which case discounts will be allowed as earned. ed.

earned.

Closing Time
Contract should be closed two weeks in advance to
assure proper publications, and program material
must be arranged not less than 24 bours in advance
of broadcast date.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for lateral cut recordings.

Personnel
Manager—Frank J. Kotnour.
Representatives
Nome.

### WENR

(Established 1925)



### BLUE NETWORK OPERATED



Rates effective May 1, 1944. (Card No. 12.)

Rates effective May 1, 1944. (Card No. 12.)
Owned and operated by American Broadcasting Company, Inc.
Business Office and Studio—Merchandise Mart, Chicago 34, Ill., Delaware 1900.
Transmitter—Tinley Park, Ill.
Wave—Power—Time
Operating power—50,000 watts.
337.1 meters; 890 kilocycles.
Divides time with station WLS.
Licensed to operate on clear channel. Operates on Central War Time.
Operating schedule: Monday through Friday 3:00 p.m.
to 6:00 p.m., 6:30 p.m. to 7:00 p.m. and 8:00 p.m.
to 1:00 a.m.; Saturday 3:00 p.m. to 6:00 p.m., 6:30 p.m. to 7:00 p.m. and 12:00 midnight to 1:90 a.m.; Saturdays 12:00 noon to 7:00 p.m. and 8:00 p.m. to 1:00 a.m.

Agency Commission 15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on program charges. Bills due and payable when rendered.

on program charges. Date the and payable when rendered.

General Advertising
Rates specified are applicable to all new broadcast series ordered on or after May 1, 1944. Contracts mude prior to May 1, 1944, will be completed at the rates specified in such contracts except that advertisers with such contracts may then or thereafter elect to charge to the rates specified herein for the unexpired portion of such contracts. In the absence of such election the rates specified will not apply until after April 30, 1945, to remewals or extensions of contracts existing on May 1, 1944, for the same series continuously used.

The rate of discount or the rebate to which an advertiser would otherwise be entitled for the then firm portion of his contract will not be prejudiced in his contract and the contract is cancelled for this resum.

responding the form of the for GROSS RATES

|          |           | 2 t1.    |        |        |        |        |
|----------|-----------|----------|--------|--------|--------|--------|
|          | r 750.0   |          |        |        |        |        |
| 1/2 hour | r 450.0   | 0 882,50 | 360.00 | 337.50 | 315.00 | 292.30 |
| 1/4 hour | r 300.0   | 0 255.00 | 240.00 | 225.00 | 210,00 | 195.00 |
|          | tes 250.0 |          |        |        |        |        |
| 5 minu   | tes 150.0 | 0 127.50 | 120.00 | 112.50 | 105.00 | 97.50  |
|          |           | CLASS    | "B"    |        |        |        |
| (1:      | .m.q 00:  |          |        | Sunday | only)  |        |
|          |           |          |        |        |        |        |

| 1   | hour      | 562.5 |
|-----|-----------|-------|
| 1/2 | hour      | 237.5 |
| 1/4 | hour      | 225.0 |
| 10  | minutes   | 187.5 |
| - 5 | minutes   | 119 6 |
|     |           | 112.0 |
|     | CLASS "C" |       |

| 1 hour                 | 1 ti.  | 2 ti.  | 3 t1.  | 4 tl.  | 5 ti.  |        |
|------------------------|--------|--------|--------|--------|--------|--------|
| 1/2 hour               | 225.00 | 191.25 | 180,00 | 168.75 | 157.50 | 146.25 |
| 1/4 hour<br>10 minutes |        |        |        |        |        |        |
| 5 minutes              |        |        |        |        |        | 48.7   |

1 hour... 250.00 212.50 200.00 187.50 175.00 182.50 1/2 hour... 150.00 127.50 120.00 187.50 175.00 182.50 1/4 hour... 100.00 85.00 80.00 75.00 70.00 85.00 1/2 minutes 84.00 71.40 67.20 63.00 58.80 65.00 5 minutes 50.00 42.50 40.00 37.50 35.00 82.50 CLASS "E" (12:00 midnight to 1:00 a.m. daily)

1 hour... 125.00 108.25 100.00 93.75 87.50 1/2 hour... 75.00 63.55 60.00 85.25 82.50 1/4 hour... 50.00 42.50 40.00 87.50 85.00 100 minutes 42.00 85.70 83.60 81.50 25.00 5 minutes 25.00 21.25 20.00 18.75 17.50

CLASS "F" (1:00 a.m. to 3:00 a.m. daily)

### DISCOUNTS AND REBATES

Weekly Dollar Volume Discounts
Applicable to schedules of eight or more consecutive
weeks of broadcasting. Contracted value at gross rates

rates:
Less than 150.00 per week.

150.00 or more but less than 800.00 weekly 2-1/2%
350.00 or more but less than 450.00 weekly 5-5%
450.00 or more but less than 600.00 weekly 7-1/2%
660.00 or more but less than 750.00 weekly 10%
750.00 or more but less than 900.00 weekly 12-1/2%
900.00 or more weekly 10%
15%

tracts become firm for 13, 26, 39 or 52 consecutive weeks.
Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate.
All concurrent contracts for the same advertiser at the rates listed under Classes "A." "B." "C."
"D." "E." and "F" may be combined for determining the rate of the Dollar Volume Discount. Contracts for the same advertiser in the same rate classification for 15 mirutes or more may be combined to earn one-half, three-quarters or one hour rate. Such programs may be scheduled contiguously at station's option.

INDEPENDENT ANNOUNCEMENTS AND CHAIN BREAKS

Announcements—limited to 125 words live or one minute transcription:
Chain Breaks—limited to 15 seconds transcription or 25 words live:

CLASES "A" CLASS "A"

(6:30 p.m. to 7:00 p.m. week days; 6:00 p.m. to 7:00 p.m. Sunday; 8:00 p.m. to 10:00 p.m. daily except Saturday)

Less than 10 times 75.09 100 to 149 times... 63.75 10 to 24 times... 78.11 150 to 249 times... 60:00 25 to 49 times... 78.12 150 to 249 times... 65.25 50 to 99 times... 67.58 "B" AND "C"

(3:00 p.m. to 6:00 p.m. daily; 12:00 noon to 6:00 p.m. Sunday; 10:00 p.m. to 11:15 p.m. daily except Saturday)

Less than 10 times 87.59 100 to 149 times... 31.87 10 to 24 times... 35.62 250 or more times. 28.12 50 to 99 times... 28.75 50 to 99 times... 29.75 50 to 99

advertisers of any changes in adjacent programs.

PARTICIPATIONS

Beulah Karney—'Woman Today': Women's interest program, 3:00 p.m. to 3:15 p.m., Monday through Friday.

Following participation rates are based on the number used within a 12 month period. Rates quited include talent and are fully commissionable. Participation announcements may be combined with any announcements and/or chain breaks used in Class "B" and "C" in order to determine the frequency rate for each.

### ILLINOIS-·Continued

### CHICAGO—Continued

W E N R—Continued

REMOTE CONTROL

Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

SERVICE FACILITIES

In arranging and presenting programs, the advisory service of staff engineers and the station's program department will be rendered without charge. Services of staff announcers are available free of charge except where client selects a particular staff announcer or except where a fee is required by any governing labor organization.

### Contract and Other Requirements

oftract and Other Requirements
All acceptable accounts are subject to the same rates.
No periods are sold in bulk for resale. Advertisers
cooperating in group broadcasts are required to make
individual contracts, subject to card rates and regulations. All programs are subject to approval of
Time of broadcast subject to change to other periods
on 28 days' notice to accommodate network broadcasts
only in event that said broadcast periods are scheduled in time sat aside for network use. Independent
and service announcements may be moved to other
periods if available and as arranged by station manager on 24 hours' notice.

### Closing Time

Program material must be submitted for approval at least one week in advance of broadcast date. No changes within two days preceding broadcast.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m, turntables for vertical and lateral cut recordings.

General Manager—Roy W. McLaughlin, Program Manager—Gene Rouse, Promotion Manager—K. R. Sutphin,

### Representatives

Blue Network Spot Sales.

# WGES (Established 1924)

Rates effective September 1, 1941. (Card No. 5.) Owned and operated by Radio Station WGES, Business Office and Studio—14 N. Western Ave., Chicago, Ill., Seeley 8066. Transmitter—3601 S. Kedzie Ave., Chicago, Ill.

Wave—Power—Time
Operating power—5,000 watts.
215.8 meters; 1890 kilocycles.
Licensed to operate full time. Operates on Central
War Time.

Agency Commission 15% allowed to recognized agencies on station time only; no cash discount. Bills rendered day following broadcast. Payable 1st of following month.

General Advertising
Rates include music copyright fees.

|               | CLASS        | A.,         |         |              |
|---------------|--------------|-------------|---------|--------------|
|               | :00 p.m. to  |             | .)      |              |
| 1 h           |              | 1/4 hr.     | 10 min. | 5 min.       |
| 1 tlme 130.   |              | 46.80       | 35.00   | 20.80        |
| 13 times 123. |              | 44.40       | 33.00   | 19.75        |
| 26 times 117. | .00 70.20    | 42.10       | 31.50   | 18.70        |
| 39 times 110, |              | 89.80       | 29.80   | 17.70        |
| 52 times 104  | .00 62.40    | 37.45       | 28.00   | 16.65        |
| 100 times 97. | .50 58.50    | 85.10       | 26.00   | 15.60        |
|               | CLASS        | "B"         |         |              |
|               | 7:00 a.m. to |             | .)      |              |
| 1 time 100.   | .00 60.00    | 36.00       | 27.00   | 16.00        |
| 13 times 95.  | .00 57,00    | 34.20       | 25.60   | 15.20        |
| 26 times 90.  | .00 54.00    | 32.40       | 24.00   | 14.40        |
| 39 times 85.  | .00 51.00    | 30.60       | 22.95   | 13.60        |
| 52 times 80   | .00 48.00    | 28.80       | 21.60   | 12.80        |
| 100 times 75. | .00 45.00    | 27.00       | 20.00   | 12.00        |
| (*) Sunday    | Class "B"    | rates 25%   | extra.  |              |
|               | CLASS        | "C"         |         |              |
| (10:8         | 0 p.m. to 1  | 2:00 midni  | ght)    |              |
| 1 time 80.    | .00 48.00    | 28.80       | 21,60   | 12.80        |
|               | 00 45.60     | 27.85       | 20.50   | 12.15        |
| 26 times 72.  |              | 25.90       | 19.40   | 11.50        |
| 39 times 68.  |              | 24.50       | 18.30   | 10.90        |
| 52 times 64.  | .00 38.40    | 23.05       | 17.25   | 10.25        |
| 100 times 60. | .00 86.00    | 21.60       | 16.00   | 9.60         |
|               | CLASS        | "D"         |         |              |
| (12:0         | 0 midnight   | to 7:00 a.  | m.)     |              |
| 1 time 65.    |              | 23.40       | 17.50   | 10.40        |
| 13 times 61.  | 75 37.05     | 22.25       | 16.45   | 9.90         |
| 26 times 58.  | 50 35.10     | 21.05       | 15.55   | 9.35         |
| 39 times 55.  |              | 19.90       | 14.90   | 8.85         |
|               | .00 31,20    | 18.70       | 13,85   | 8.30         |
| 100 times 48. | 75 29.25     | 17.55       | 13.00   | 7.80         |
|               | ANNOUNCE     | EMENTS      | Cla     | ss ''B''     |
|               |              | Class "A    | " "C"   | & "D"        |
|               |              |             |         | 10.40        |
| 18 times      |              | 12.80       |         | 9.90         |
| 26 times      |              | 12.15       |         | 9.85         |
| 89 times      |              | 11.50       |         | 8.85<br>8.80 |
| 52 times      |              | 10.80       |         | 8.80         |
| 100 times     |              | 10.15       |         | 7.80         |
| 200 times     |              | 9.45        |         | 7.80         |
| 300 times     |              | 8.80        |         | 6.75         |
| 1/2 minute 6  | 0% of one m  | inute rate. |         | -            |
| 1/4 minute—30 | 8% of one m  | inute rate. |         |              |
| Weekly freque | ncy discount | —six or r   | nore ar | mounce-      |
| ments per wee | k. 10%.      |             |         |              |

| nents | per | Week, | 10%. |    |              |        |  |
|-------|-----|-------|------|----|--------------|--------|--|
|       | W   | EEKL  |      |    |              | RATES  |  |
|       |     |       |      |    | " <b>∆</b> " |        |  |
|       |     | (6:00 | p.m. | to | 10:80        | p.ma.) |  |

|      |   |                   | –Per week-                            |                                      |                                   |
|------|---|-------------------|---------------------------------------|--------------------------------------|-----------------------------------|
| 5 t1 | 1 hr.<br>mes 312.00<br>mes 455.00<br>mes 520.00 | 1/2 hr.<br>187.20 | 1/4 hr.<br>112.80<br>163.80<br>187.20 | 10 min.<br>83.15<br>121.25<br>138.60 | 5 min,<br>49.92<br>72.80<br>83.20 |

### CLASS "B" (7:00 a.m. to 6:00 p.m.)

|          | ,        |          | 0.00 p.u  | ,          |        |
|----------|----------|----------|-----------|------------|--------|
|          |          |          | -Per weel |            |        |
| _        | l hr.    | 1/2 hr.  | 1/4 hr.   | 10 min.    |        |
| 3 times  | 240.00   | 144.00   | 86.40     | 63.96      | 88.40  |
| 5 times  | 350.00   | 210.00   | 126 00    | 93.27      | 56 00  |
| 6 times  |          |          | 144.00    |            |        |
|          |          | CLASS    | c         |            |        |
|          | (10:30 p | .m. to 1 | 2:00 mid  | night)     |        |
| 3 times  | 192.00   | 115.20   | 69.12     | 51.12      | 30.72  |
| 5 times  |          |          |           |            | 44.80  |
| 6 times  | 321.60   | 192.90   |           | 86.80      |        |
|          |          | CLASS    | "D        |            |        |
|          | (12:00 t | oidnight | to 7:00   | a.m.)      |        |
| 3 times  | 156.00   | 93.60    | 56.16     | 41.52      | 24.96  |
| 5 times  | 216.15   | 136.50   | 81.90     | 61.40      |        |
| 6 times  |          |          | 90.05     |            |        |
|          | Ad       | ditional | Discounts |            |        |
| 13 weeks |          |          |           | weeks 20   | %.     |
| 1        | FOREIG   | N LANG   | UAGE H    | ATES       |        |
|          |          |          | usive of  |            |        |
|          |          | CLASS    |           | •          |        |
|          |          |          | _         |            |        |
|          | (6:00    | p.m. to  | 10:30 p.  | .m.)       |        |
|          | 1        | 1/2      | 1/4       | 10 5       | 1      |
|          | hour     | hour     | hour n    | ain, main  | . min. |
| 1 time   | 185.00   | 111,00   | 66.60 50  | 0.00 29.60 | 19,25  |
| 19 41    | 100 00   | 100 40   |           |            |        |

| 300 | times | 120.25 | 72.15 | 43.25 | 32.50 | 19.25 | 12.70 |
|-----|-------|--------|-------|-------|-------|-------|-------|
|     | times |        | 77.70 | 46.60 | 35.00 | 20.70 | 13.65 |
|     | times |        | 83.25 | 49.95 | 37.50 | 22.20 | 14.40 |
|     | times |        | 88.80 | 53.25 | 40.00 | 23.65 | 15.55 |
|     | times |        |       | 56.60 | 42.50 | 25.15 | 16.50 |
|     | times |        | 99.90 | 59.95 | 45.00 | 26.65 | 17.45 |
|     | times |        |       | 63.25 | 47.50 | 28.10 | 18.30 |

### CLASS "B" (\*6:00 a.m. to 6:00 p.m. and 10:30 p.m. to

|     | 12.00 midnight) |          |        |         |        |       |       |  |  |  |
|-----|-----------------|----------|--------|---------|--------|-------|-------|--|--|--|
| 1   | time            | 130.00   | 78.00  | 46.80   | 35.00  | 20.80 | 13.50 |  |  |  |
|     | times           |          | 74,10  | 44.45   | 32.90  | 19.75 | 12.80 |  |  |  |
| 26  | times           | 117.00   | 70.20  | 42.10   | 31.20  | 18.70 | 12.15 |  |  |  |
| 39  | times           | 110,50   | 66.30  | 39.80   | 29.45  | 17.70 | 11.50 |  |  |  |
| 52  | times           | 104.00   | 62.40  | 37.45   | 27.70  | 16.65 | 10.80 |  |  |  |
| 100 | times           | 97.50    | 58.50  | 85.10   | 26.00  | 15.60 | 10.15 |  |  |  |
|     | times           | 91.00    | 54.60  | 32.75   | 24.25  | 14.55 | 9.45  |  |  |  |
| 300 | times           | 84.50    | 50.70  | 30.40   | 22.50  | 13.50 | 8.80  |  |  |  |
| (*  | ) Sund          | ay Class | "B"    | rates 2 | 5% ext | ra.   |       |  |  |  |
| Wee | kly dia         | scount f | or pro | grams   | six or | more  | times |  |  |  |

per week 10%. This discount does not apply to announcements. POLITICAL

One time rate, regardless of frequency or number of times used.

RECORDED PROGRAMS

No extra charge for handling of recorded or elec-trically transcribed programs. TALENT

### Rates on request.

### REMOTE CONTROL

# Programs broadcast from points outside the studies of station are subject to special charges. SERVICE FACILITIES Any type of program desired by the advertiser is available for program preparation and presentation. Program suggestions, lists of talent, and prices furnished on request.

### Contract and Other Requirements

ontract and Other Requirements
All programs subject to approval of station management. All programs must conform to the standards of station; where advertiser prepares own program it should be submitted in advance for director's approval. All proposals subject to prior booking of time. Any type of program desired by the advertiser is available. The station will assume the entitle responsibility for program preparation and presentation.

### Closing Time

Contracts should be closed three weeks in advance to make printed program schedules. Records must be delivered to studios at least one week in advance.

Where advertiser prepares own program it should be submitted not less than three days in advance for program director's approval.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/8 or 78 r.p.m. double turntables for vertical and lateral out recordings.

### Manager-John A. Dyer.

### Representatives

None.

### WGN

(Established 1922)
Rates effective January 15, 1942. (Card No. 8.)

Owned and operated by WGN, Inc.
Business Office—441 N. Michigan Ave., Chicago, Ill.
Studio—441 N. Michigan Ave., Chicago, Ill., Superior 0100.
Transmitter—Boselle, Ill.

### Wave-Power-Time

Operating power—50,000 watts.
418.7 meters; 720 kilocycles.
Licensed to operate full time on cleared channel.
Operates on Central War Time.
Operating schedule: Sundays 8:00 a.m. to 1:30 a.m.;
week days 5:80 a.m. to 1:30 a.m.; Saturdays 5:80 a.m. to 2:00 a.m.

### Agency Commission

gency commission .

15% on time charges allowed on general accounts coming through an agency recognized by WGN, Inc.; no cash discount. Commission allowed only when payment is made on or before due date. Bills are rendered on the last day of the broadcast month and all bills are payable on or before the 15th of the month following that in which program is rendered.

### General Advertising

|           |        |     | بقسلنا | 88   |         |       |       |        |
|-----------|--------|-----|--------|------|---------|-------|-------|--------|
| (7:00     | p.m.   | to  | 10:00  | p.m. | daily   | and S | unday | )      |
|           | •      |     | 1-1    |      | 18-25   | 26-1  | 1     | 52     |
| Per week  | :      |     | Wee    | ks   | weeks   | weel  | E6 1  | weeks  |
| 1 time:   | 1 b    | our | 750    | 00   | 675.00  | 675   | 00    | 637.50 |
|           | 1/2 h  |     | 450    | ãã   | 427.50  | 427.  | 50    | 405.00 |
|           | 1/4 h  |     | 800    |      | 292.50  |       |       | 277.50 |
| 2 times:  | i h    |     | 1500.  |      | 1275.00 |       |       | 200.00 |
| 2 111200. | 1/2 h  |     | 900.   |      | 787.50  |       |       | 742.50 |
|           | 1/4 h  |     | 600.   |      | 555.00  |       |       | 525.00 |
| 3 times:  | 1 h    |     | 1914.  |      | 1818.80 |       |       | 722.60 |
| o times.  | 1/2 h  |     | 1149.  |      | 1091.5  |       |       |        |
|           |        |     |        |      |         |       |       | 034.10 |
|           | 1/4 h  |     | 765.   |      | 726.78  |       |       | 688.50 |
| 4 times:  | _ 1 h  |     | 2552.  |      | 2424.40 |       |       | 296.80 |
|           | 1/2 b  |     | 1582.  |      | 1455.60 |       |       | 378.80 |
|           | 1/4 h  |     | 1020.  |      | 969.00  |       |       | 918.00 |
| 5 times:  | _1 h   |     | 8190.  |      | 8080.50 |       |       | 871.00 |
|           | 1/2 b  | Dur | 1915.  | 00   | 1819.25 | 1771. | 38 1  | 728.50 |
|           | 1/4 be | our | 1275.  | 00   | 1211.2  | 1179. | 38 1  | 147.50 |
| 6 times:  | 1 h    | our | 3375.  | 00 : | 8206.23 | 8121. | .88 8 | 087.50 |
|           | 1/2 h  | our | 2025.  | 00   | 1923.75 | 1878  | 13 1  | 822.50 |
|           | 1/4 h  | our | 1850.  |      | 282.50  |       |       | 215.00 |
| 7 times:  | 1 h    |     | 8937.  |      | 8740.68 |       |       | 543.75 |
|           | 1/2 h  |     | 2362   |      | 2244.88 |       |       | 126.2  |
|           | 1/4 h  |     | 1575   |      | 1496 2  |       |       | 417 K  |

For combination rates see Mutual Broadcasting System.

### 1575.00 1496.25 CLASS "B" (\*6:30 p.m. to 7:00 p.m. daily and 1:00 p.m.

|          | wi       | OU D.M. | Sundayı |         |         |
|----------|----------|---------|---------|---------|---------|
| 1 time:  | 1 hour   | 600.00  | 855.00  | 555.00  | 525.00  |
|          | 1/2 hour | 860.00  | 842.00  | 842.00  | 824.00  |
|          | 1/4 hour | 240.00  | 234.00  | 234.00  | 222.00  |
| 2 times: | 1 hour   | 1200.00 | 1020.00 | 1020.00 | 960.00  |
|          | 1/2 hour | 720.00  | 648.00  | 648.00  | 612.00  |
|          | 1/4 hour | 480.00  | 456.00  | 456.00  | 432.00  |
| 3 times: | 1 hour   | 1580.00 | 1453.50 | 1415.25 | 1377.00 |
|          | 1/2 hour | 918.00  | 872.10  | 849.15  | 826.20  |
|          | 1/4 hour | 612.00  | 581.40  | 566.10  | 550.80  |
| 4 times: | 1 hour   | 2040.00 | 1988.00 | 1887.00 | 1836.00 |
|          | 1/2 hour | 1224.00 | 1162.80 | 1132.20 | 1101.60 |
|          | 1/4 hour | 816.00  | 775.20  | 754.80  | 734.40  |
| 5 times: | 1 hour   | 2550.00 | 2422.50 | 2858.75 | 2295.00 |
|          | 1/2 hour | 1530.00 | 1458.50 | 1415.25 | 1877.00 |
|          | 1/4 hour | 1020.00 | 969.00  | 943.50  | 918.00  |
| 6 times: | 1 hour   | 2700.00 | 2565.00 | 2497.50 | 2430.00 |
|          | 1/2 hour | 1620.00 | 1589.00 | 1498,50 | 1458.00 |
|          | 1/4 hour | 1080.00 | 1026.00 | 999.00  | 972.00  |
| 7 times: | 1 hour   | 8150.00 | 2992.50 | 2918.50 | 2885.00 |
|          | 1/2 hour | 1890.00 | 1795.50 | 1748.25 | 1701.00 |
|          | 1/4 bour | 1260.00 | 1197.00 | 1165.50 | 1184.00 |
|          |          | CLASS   | c.,     |         |         |
|          |          |         |         |         |         |

### (9:00 a.m. to 1:00 p.m. daily and Sundays and 5:00 p.m. to 6:80 p.m. week days) 1 time: 1 hour 1/2 hour

|           | 1/4 hour | 165.00  | 160.88  | 160.88  | 152.68  |
|-----------|----------|---------|---------|---------|---------|
|           | 10 min.  | 128.75  | 123.75  | 123.75  | 117.56  |
|           | 5 min.   | 82.50   | 82.50   | 82.50   | 78.88   |
| 2 times:  | 1 hour   | 810.00  | 729.00  | 729.00  | 688.50  |
|           | 1/2 hour | 490.00  | 465.50  | 465.50  | 441.00  |
|           | 1/4 hour | 880.00  | 818.50  | 818.50  | 297.00  |
|           | 10 min.  | 247.50  | 241.81  | 241.81  | 228.94  |
|           | 5 min.   | 165.00  | 160.88  | 160.88  | 152.78  |
| 8 times:  | 1 hour   | 1082.00 | 980.40  | 954.60  | 928,80  |
|           | 1/2 bour | 624.00  | 592.80  | 577.40  | 561.60  |
|           | 1/4 hour | 420.00  | 899.00  | 888.50  | 378.00  |
|           | 10 min.  | 815.00  | 299.25  | 291.88  | 288.50  |
|           | 5 min.   | 210.00  | 199.50  | 194.25  | 189.00  |
| 4 times:  | 1 hour   | 1376.00 | 1307.20 | 1272.80 | 1238.40 |
|           | 1/2 hour | 882.00  | 790.40  | 769.60  | 748.80  |
|           | 1/4 hour | 560.00  | 532.00  | 518.00  | 504.00  |
|           | 10 min.  | 420.00  | 899.00  | 888.50  | 878.00  |
|           | 5 min.   | 280.00  | 266.00  | 259.00  | 252.00  |
| 5 times:  | 1 hour   | 1720.00 | 1634.00 | 1591.00 | 1548.00 |
|           | 1/2 hour | 1040.00 | 988.00  | 962.00  | 986.00  |
|           | 1/4 hour | 700.00  | 665.00  | 647.50  | 680.00  |
|           | 10 min.  | 525.00  | 498.75  | 485.68  | 472.50  |
|           | 5 min.   | 850.00  | 882.50  | 828.75  | 815.00  |
| 6 times:  | 1 hour   | 1824.00 | 1732.80 | 1687.20 | 1641.60 |
| · viceou. | 1/2 hour | 1104.00 | 1048.80 | 1021.20 | 998.60  |
|           | 1/4 hour | 744.00  | 706.80  | 688.20  | 669.60  |
|           | 10 min.  | 558.00  | 580.10  | 516.15  |         |
|           | 5 min.   | 872.00  | 858.40  |         | 502.20  |
| 7 *1      | 1 hour   | 9100 00 | 0001.00 | 844.10  | 834.86  |

|          | 1/2 hour | 206.25  | 202.18  | 202.18  | 189.88  |
|----------|----------|---------|---------|---------|---------|
|          | 1/4 hour | 140.25  | 186.18  | 186.18  | 127.88  |
|          | 10 min.  | 105.19  | 102.10  | 102.10  | 95.91   |
|          | 5 min.   | 70.18   | 68.07   | 68.07   | 68.94   |
| 2 times: | 1 bour   | 688.50  | 607.50  | 607.50  | 567.00  |
|          | 1/2 hour | 416.50  | 892.00  | 892.00  | 867.50  |
|          | 1/4 hour | 280.50  | 264.00  | 264.00  | 247.50  |
|          | 10 min.  | 210.88  | 198.00  | 198.00  | 185.68  |
|          | 5 min.   | 140.25  | 182.00  | 182.00  | 128.70  |
| 8 times: | 1 hour   | 877.20  | 825.60  | 799.80  | 774.00  |
|          | 1/2 hour | 580.40  | 499.20  | 488.60  | 468.00  |
|          | 1/4 hour | 857.00  | 886.00  | 825.50  | 815.00  |
|          | 10 min.  | 267.75  | 252,00  | 244.18  | 286.25  |
|          | 5 min.   | 178.50  | 168.00  | 162.75  | 157.50  |
| 4 times: | 1 hour   | 1169,60 | 1100.80 | 1066.40 | 1032.00 |
|          | 1/2 hour | 707.20  | 665,60  | 644.80  | 624.00  |
|          | 1/4 hour | 476.00  | 448.00  | 434.00  | 420.00  |
|          | 10 min.  | 857.00  | 886.00  | 825.50  | 815.00  |
|          | 5 min.   | 238.00  | 224.00  | 217.00  | 210.00  |
| 5 times: | 1 hour   | 1462.00 | 1876.00 | 1838.00 | 1290.00 |
|          | 1/2 hour | 884.00  | 832.00  | 806.00  | 780.00  |
|          | 1/4 hour | 595.00  | 560,00  | 542.50  | 525.00  |
|          | 10 min.  | 446.25  | 420.00  | 406.88  | 898.78  |
|          | 5 min.   | 297.50  | 280.00  | 271.25  | 262.50  |
| 6 times: | 1 hour   | 1550.40 | 1459.20 | 1418.60 | 1868.00 |
|          | 1/2 hour | 938.40  | 888.20  | 855.60  | 828.00  |
|          | 1/4 bour | 632.40  | 595.20  | 576.60  | 558.00  |

CLASS

to 5:00 844.25

(1:00 p.m. 1 hour

1

"D"

|           |          |           | E.,       |         |        |
|-----------|----------|-----------|-----------|---------|--------|
| (10:00 p. | m. to    | 1:00 a.m. | and 7:0   | 00 a.m. | to     |
| 9:        | :00 a.m. | daily an  | d Sunda   |         |        |
|           | hour     |           | 292.50    | 292.50  | 277.50 |
|           |          |           | 175.50    | 175.50  | 166.50 |
| 1/4       | hour     | 120.00    | 120.00    | 120.00  | 114.00 |
| 10        | min.     | 90.00     | 90.00     | 90.00   | 85.50  |
| 5         | min.     | 60.00     | 60.00     | 60.00   | 57.00  |
| (This     | listing  | continued | l on next | page)   |        |

### CHICAGO—Continued W G N—Continued

|                 | 1-12    | 13-25   | 26-51   | 52      |
|-----------------|---------|---------|---------|---------|
| Per week:       | weeks   | weeks   | weeks   | weeks   |
| 2 times: 1 hour | 600.00  | 555.00  | 555.00  | 525.00  |
| 1/2 hour        | 360.00  | 342.00  | 842.00  | 824.00  |
| I/4 hour        | 240.00  | 234.00  | 234.00  | 222.00  |
| 10 min.         | 180.00  | 175.50  | 175.50  | 166.50  |
| 5 min.          | 120.00  | 120.00  | 120.00  | 114.00  |
| 3 times: 1 hour | 765.00  | 726.75  | 707.63  | 688.50  |
| 1/2 hour        | 459.00  | 436.05  | 424.58  | 413.10  |
| 1/4 bour        | 806.00  | 290.70  | 283.05  | 275.40  |
| 10 min.         | 229.50  | 218.03  | 212.30  | 206.55  |
| 5 min.          | 153.00  | 145.35  | 141.58  | 137.70  |
| 4 times: 1 hour | 1020.00 | 969.00  | 943.50  | 918.00  |
| 1/2 hour        | 612.00  | 581.40  | 566.10  | 550.80  |
| 1/4 hour        | 408.00  | 387.60  | 877.40  | 367.20  |
| 10 min.         | 806.00  | 290.70  | 283.05  | 275.40  |
| 5 min.          | 204.00  | 193.80  | 188.70  | 183.60  |
| 5 times: 1 hour | 1275.00 | 1211.25 | 1179.38 | 1147.50 |
| 1/2 hour        | 765.00  | 726.75  | 707.63  | 688.50  |
| 1/4 hour        | 510.00  | 484.50  | 471.75  | 459.00  |
| 10 min.         | 382,50  | 363.38  | 353.82  | 344.25  |
| 5 min.          | 255.00  | 242.25  | 235.88  | 229.50  |
| 6 times: 1 hour | 1350.00 | 1282.50 | 1248.75 | 1215.00 |
| 1/2 hour        | 810.00  | 769.50  | 749.25  | 729.00  |
| 1/4 hour        | 540.00  | 513.00  | 499.50  | 486.00  |
| 10 min.         | 405.00  | 384.75  | 374.68  | 364.50  |
| 5 min.          | 270.00  | 256.50  | 249.75  | 243.00  |
| 7 times: 1 hour | 1575.00 | 1496.25 | 1456.88 | 1417.50 |
| 1/2 hour        | 945.00  | 897.75  | 874.13  | 850.50  |
| 1/4 hour        | 630.00  | 598.50  | 582.75  | 567.00  |
| 10 min.         | 472.50  | 448.88  | 437.07  | 425.25  |
| 5 min.          | 315.00  | 299.25  | 291.88  | 288.50  |
| (*) 6:30 p.m. t |         |         |         |         |
| 7:00 p.m. Sund  |         |         |         |         |

(\*) 6:30 p.m. to 7:00 p.m. daily and 1:00 p.m. to 7:00 p.m. Sunday, available at Class C rates from last Sunday in April to last Sunday in September. All of the above rates are based on consecutive weeks of broadcasting. And extension of contract entitles advertiser to rate earned by such extension retroactive to beginning of first contract. The three times a week rate, under all classes, is for the same hour on alternate days except Sunday. The six times a week rate, under all classes, is for the same hour each day except Sunday. The six times a week rate, under all classes, is for the same hour each day except Sunday. Under three or six time rates, Sunday period, same hour, may be substituted for week day period, same hour, may be substituted for week day period by paying difference between single time Sunday rate for substituted Sunday period and prorate charge for replaced week day period.

Sunday rate for substituted Sunday period and pro rata charge for replaced week day period.

GROSS TIME DISCOUNTS

Identical time periods purchased for 18 or more consecutive weeks at the 1 to 12 weeks 1 time rates under all classifications may be combined to earn the following doilar volume discounts:

Less than 165.00 per week.

165.00 but less than 880.00 per week.

330.00 but less than 880.00 per week.

3495.00 but less than 495.00 per week.

556.00 but less than 990.00 per week.

107.12%

282.00 but less than 990.00 per week.

12.1/2%

2930.00 or more per week.

257.2 weeks.

258.00 but less than 990.00 per week.

1598. diditional is allowed advertisers using 52 weeks consecutively. The above discounts do not apply to time purchased at the 8 or more time a week rates, but the billing for such time will be considered in determining the particular dollar volume discount applicable to time purchases to which such discounts apply.

ANNOUNCEMENTS

Chem index announcement, copy limit 120 words:

Less than six days per week, each.

55.00

Six days weekly:

6 announcements, each.

42.75

158 announcements, each.

42.75

158 announcements, each.

42.75

158 announcements, each.

41.60

Electrically transcribed announcements furnished by the advertiser are cubject to a service charge of 5.00 net per announcements.

55.00 Electrically transcribed announcements furnished by the advertiser are cubject to a service charge of 5.00 net per announcements.

Electrical transcription programs furnished by the advertiser are subject to a charge of 10.00 per broad-

Program rates on request.

rrogram rates on request.

SERVICE FACILITIES

Services of program service department in arranging and producing programs available upon request. These program charges will be billed to the advertiser in addition to the charge for time.

program charges will be oblited to the advertiser in addition to the charge for time.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and light wines, not accepted.

Rates are net for time only.

Lectures, educational, religious, political, business and promotional talks are accepted only when subject matter is, in the opinion of the station, of genuine public interest to a national audience.

No rate protection is given beyond the number of broadcasts specified in the contract, and in no event is the term of the contract to exceed one year from the date of the first broadcast.

No advertising contracts at existing time rates for specified broadcast periods are accepted more than 30 days prior to date of initial hroadcast.

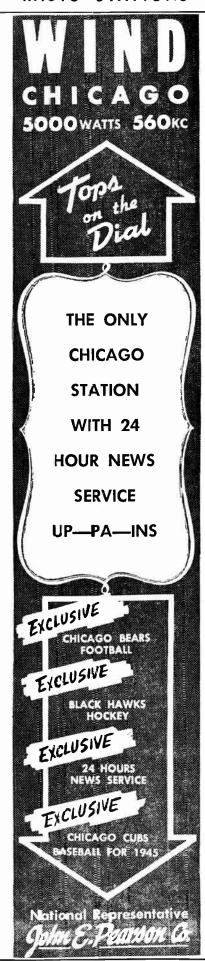
All programs and announcements are subject to the approval of the management.

The rate applicable to advertiser's contract will be allowed, pending its expiration, but if contract is cancelled advertiser must promptly pay station difference between rate allowed and rate earned.

Closing Time

Closing Time
The closing date for general publicity and program material is two weeks in advance of date of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.



Personnel
Station Manager—Frank P. Schreiber.
Commercial Manager—William A. McGuineas.
Sales Manager—Norman Boggs.

Sales Manager—Norman Bogs.

Representatives
Chicago—441 N. Michigan Ave., Superior 0100.
New York—George W. Harvey, 220 E. 42nd St., Murray Hill 2-3033.
Les Angeles—Edward S. Townsend Co.
San Francisco—Edward S. Townsend Co.

# WIND (Established 1927)



Rates effective January 15, 1944. (Card No. 14.) Rates effective January 15, 1944. (Card No. 14.)
Owned and operated by Johnson-Kennedy Radio Corporation.
Business Office and Stucio—230 N. Michigan Ave.,
Chicago I, Ill., State 4176.
Other Studios—Gary, Inc.
Transmitter—Gary, Ind.
Wave—Power—Time
Operating power—5,000 watts.
535.7 meters; 560 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Operating schedule: 24 Lours daily.
Agency Commission

Agency Commission
15% allowed to agencies recognized by station; no cash discount. Bills due and payable as billed. General Advertising
Affiliated with the Columbia Broadcasting System. Rates include music copyright fees.
ASCAP, BMI, and SESAC licenses.
20% discount for run of schedule on all station time in excess of five minutes.

104 t1. 168.50 101.50 61.00 86.00

1 hour 175.00 1/2 hour 105.00 1/4 hour 63.00 5 minutes 87.50 56.50 88,50 53.50 \$1.50

| Class | Clas 1/4 hour 54.00 48.50 45.50 5 minutes 32.50 29.00 27.00 1 CILASS "D" (11:00 p.m. to 9:00 a.m.) 1 hour 100.00 90.00 85.00 1/2 hour 60.00 54.00 51.00 1/4 hour 85.00 31.50 29.75 5 minutes 17.50 15.75 14.75

| MUEEKLY FBEQUENCY TIME RATES | CLASS "A" (8:60 p.m. to 10:00 p.m.) | Per Week | Sti. | Sti.

| Per Week | | 3 ti. | 5 ti. | 6 ti. | | 360.00 | 535.00 | 600.00 | | 216.00 | 315.00 | 860.00 | | 130.00 | 130.00 | 216.00 | 216.00 | | 75.00 | 113.00 | 130.00 | 130.00 | | 

ANNOUNCEMENTS

Announcement copy requesting mail or conducting contests not acceptable.

(6:00 p.m. to 10:00 p.m.)

100 words or 1 minute transcriptions. 20.00

50 words or station break. 15.00

(10:00 p.m. to 12:00 mininght and 6:00 a.m. to 6:00 p.m.)

100 words or 1 minute transcriptions. 15.00

Night Watch Announcements—12:00 midnight to 6:00

a.m. Not subject to frequency discounts. 5.00

50 words . 5.00

50 words . 5.00

50 words . 5.00

### **ILLINOIS—Continued**

### **CHICAGO—Continued** W I N D---Continued

SPECIAL FEATURES
Time signals, weather and temperature reports, or news flashes take regular announcement rates with report service words included in word count.

TRANSCRIPTIONS
No extra charge for electrical transcriptions provided by advertisers.

by advertisers.

POLITICAL
One time rats applies; no frequency discounts.

Minimum time unit five minutes.

SERVICE FACILITIES
Any type of program desired by the advertiser is available. Program ideas, lists of talent and prices for special production will be furnished on request.

REMOTE CONTROL
Programs which are broadcast from points outside
the studios of station are subject to special charges.

Contract and Other Requirements
Any federal, state, county or other tax imposed upon
the sale of station facilities is to be added to station

rates. Rates apply to all classes of accounts. All programs and transcriptions are subject to approval of the station meanagement. Contest copy or requests for mail reply accepted only on program units of fire minutes or more.

All programs and advertising copy subject to approval of station.

Closing Time All contracts should be closed as far in advance of initial program as possible to facilitate production. Copy for all lectures and talks must be submitted 48 hours in advance of broadcast. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables. Personnal

President—Ralph L. Atlass. Sales Manager—John T. Carey.

Representatives
New York—John E. Pearson Company

WJJD (Established 1924)

Rates effective May 1, 1944. (Card No. 20.)

Owned and operated by WJJD, Inc. Studio—230 N. Michigan Ave., Chicago 1, 111., State

Transmitter—17 miles northwest of Chicago. Ill., five miles east of Des Plaines, Ill.

Wave—Power—Time
Operating power—20,000 watts.
258.8 meters; 1160 kilocycles.
Licensed to operate limited time. Operates on Central
War Time.
Operating schedule: 4:00 a.m. to 9:30 p.m.

Agency Commission
15% allowed to recognized advertising agencies; no cash discount. Bills due and payable as rendered.

General Advertising
Rates include music copyright fees.
20% discount for run of schedule on all station time
periods in excess of five minutes.
Bulk rates applicable to public events using time
greater than any unit on rate card; two hours up
to 2-1/4 hours, 1.6 of the hour rate.

CHICAGO'S LARGEST INDEPENDENT STATION 

# EXCLUSIVE Baseball BROADCASTS

(Sold to Walgreen and Old Golds)

## **Availabilities Before and After**

Two exclusive sports features before and after WJJD's exclusive Chicago White Sox Baseball broadcasts are now available.

# "Dugout Interviews"...

Interviews with White Sox players and with members of the visiting team direct from the diamond. Out-of-town games feature an interesting sports summary presented by the sportscasters. Seven quarter-hours weekly for 24 weeks.

# "Scoreboard"...

Scores of all the major league games of the day highlight an interesting performance on the "Scoreboard" show immediately following the ball game, plus the latest popular recordings. Seven quarter-hours weekly-24 weeks.

# SPORTS RATE HIGH IN CHICAGO...

Let us tell you our story

Availabilities: Telephone STATE 5466 230 N. Michigan Ave., Chicago 1, Illinois

20,000 WATTS

National Representative: PAUL H. RAYMER 366 MADISON AVE., NEW YORK CITY

GENERAL BROADCASTING ACCURAGE TO A CLASS "A"

(After 6:00 p.m. week days and 10:00 s.m. to 6:00 p.m. Sundays)
1 hour... 280.00 234.00 221.00 20
2 hour... 160.00 144.00 138.00 12
4 hour... 95.00 85.50 80.75 7
5 minutes. 55.00 49.50 46.75 4 1/2 hour..... 1/4 hour..... 5 minutes.... CLASS "B" (9:00 a.m. to 1:00 p.m., 4:00 p.m. 5:00 p.m., 4:00 p.m. Sundays)
1 hour. 175.00 157.50
2 hour. 110.00 99.00
4 hour. 65.00 58.50
5 minutes. 40.00 38.00 4:00 p.m. to 6:00 1/2 hour...... 1/4 hour...... 5 minutes.... CLASS "C" (1:00 p.m. to 4:00 p.m. week days) .... 130.00 117.00 72.00 49.50 31.50 hour .... 110.50 68.00 80.00 55.00 35.00 CLASS "D" (6:00 a.m. to 9:00 a.m.) 85.00 50.00 29.75 17.00 90.00 54.00 31.50 18.00 WEEKLY FREQUENCY TIME RATES CLA88 "A" (After 6:00 p.m. week days and 10:00 a.m. to 6:00 p.m. Sundays)

5 ti. 865.00 535.00 315.00 185.00 CLASS "B" (9:00 a.m. to 1:00 p.m. and 4:00 p.m. 6:00 p.m.) CLASS "C"

CLASS "D" (6:00 a.m. to 9:00 a 250.00 150.00

ANNOUNCEMENTS CLASS "A"

(After 6:00 p.m.)
100 words or 1 minute transcription...
50 words or station break...... CLASS "B," "C" or "D" (6:00 a.m. to 6:00 p.m.)

100 words or 1 minute transcription...
50 words or station break..... DISCOUNTS

Less than 12 times. Net 50 to 99 times. 15%
13 to 25 times. 5% 100 to 299 times. 20%
28 to 49 times. 10% 300 or more times. 35%
All frequency discounts are dependent upon completion of entire contracted schedule within one year. Time signals, weather and temperature reports, or news flashes take regular announcement rates with report service words included in word count. Announcement copy requesting mail or conducting contests not acceptable.

TRANSCRIPTIONS
No charge for electrical transcriptions provided by the advertiser. TALENT

Rates on request.

REMOTE CONTROL

Remote control and programs requiring special production are subject to nominal production charge.

SERVICE FACILITIES

Practically any type of program desired by the advertiser is or can be made available. Station will assume the entire responsibility for program construction and presentation. Auditions of program ideas produced at no obligation. Services of station include a program and continuity department.

Contract and Other Requirements
All programs and transcriptions are subject to approval of the station management. Closing Time

An contracts should be closed as far in advance as possible so as to facilitate production. Copy for all lectures and talks must be submitted 48 hours in advance of broadcast.

Mechanical Program Equipment

Paul H. Raymer Company.

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral out recordings.

Representatives

General Manager—Arthur F. Harre, Sales Manager—Fred G. Harm, Promotion Manager—Bob Ward.

### **CHICAGO**—Continued WLS (Established 1924)



Rates effective February 1, 1939. (Card No. 11.)
Owned by the Agricultural Broadcasting Company.
Controlled and operated by Prairie Farmer, 1230 W.
Washington Bird., Chicago 7, 111.
Business Office and Studio—Prairie Farmer Bidg.,
1230 W. Washington Bird., Chicago 7, 111. Monroe 9700.

May, 1945

roe 9700.

Transmitter—Tinley Park, Ill.

ave—Power—Time
Operating power—50.000 watta.

337.1 meters; 890 kilocycles.
Licensed to operate on clear channel. Divides time
with station WENR.
Operates on Central War Time.
Operating schedule: Daily except Saturday and Sunday, 5:00 a.m. to 8:00 p.m., 6:00 p.m. to 8:00 p.m.;
Saturday 5:00 a.m. to 3:00 p.m., 6:00 p.m. to 12:00
midnight; Sunday 8:00 a.m. to 12:00 noon, 7:00 p.m.

to 8:00 p.m.

Agency Commission 15% on station time only to advertising agencies recognized by station; cash discount 2% on not of time charges for payment by 10th of month following

eneral Advertising

For combination rates see American Broadcasting
Company, Inc. (Basic Network).

All discounts are for broadcasts to be used within
one year from start of schedule.

Beparate contracts must be written for periods in
different rate classifications.

EVENIMG PROCESSA General Advertising

|   | EVE                                 | VIIIVO I                             | משטעמ                                | A 104                                |                  |                            |  |  |
|---|-------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|------------------|----------------------------|--|--|
| 1 hour<br>1/2 hour<br>1/4 hour                      | 1 ti.<br>750.00<br>450.00<br>800.00 | 18 ti.<br>712.50<br>427.50<br>285.00 | 26 tl.<br>675.00<br>405.00<br>270.00 | 52 t1.<br>600.00<br>360.00<br>240.00 | 387.50<br>225.00 | 525.00<br>815.00<br>210.00 |  |  |
| 5 minutes 225.00 218.75 202.50 180.00 168.75 157.50 |                                     |                                      |                                      |                                      |                  |                            |  |  |
| DAYTIME PROGRAMS                                    |                                     |                                      |                                      |                                      |                  |                            |  |  |

1 hour... 450.00 427.50 405.00 360.00 367.50 315.00 1/2 hour... 270.00 256.50 248.00 216.00 202.50 189.00 1/4 hour... 189.00 171.00 162.00 144.00 185.00 126.10 minutes 185.00 128.25 121.50 108.00 101.25 94.50

WEEKLY FREQUENCY RATES (Programs)

| (Nighttime)       |           |          |          |          |  |  |  |  |
|-------------------|-----------|----------|----------|----------|--|--|--|--|
|                   | Less than | 13 to 2! | 26 to 51 |          |  |  |  |  |
| Three days weekly | : 13 wka. | wks.     | wks.     | 52 wks.  |  |  |  |  |
| 1 hour            | 1.800.00  | 1.620.00 | 1,530.00 | 1,440.00 |  |  |  |  |
| 1/2 hour          | 1,080.00  | 972.00   | 918.00   | 864.00   |  |  |  |  |
| 1/4 hour          | 720.00    | 648.00   | 612.00   | 576.00   |  |  |  |  |
| 5 minutes         | 540.00    | 486.00   | 459.00   | 482.00   |  |  |  |  |
| Five days weekly: |           |          |          |          |  |  |  |  |
| 1 hour            | 2.812.50  | 2,531.25 | 2,390.63 | 2,250.00 |  |  |  |  |
| 1/2 hour          | 1,687.50  | 1.518.75 | 1,434,88 | 1,850.00 |  |  |  |  |
| 1/4 hour          | 1,125.00  | 1.012.50 | 956.25   | 900.00   |  |  |  |  |
| 5 minutes         | 848.75    | 759.88   | 717.19   | 675,00   |  |  |  |  |
| Six days weekly:  | 020110    |          |          |          |  |  |  |  |
| 1 hour            | 8,150,00  | 2.835.00 | 2.677.50 | 2,520,00 |  |  |  |  |
| 1/2 hour          | 1,890.00  | 1.701.00 | 1,606.50 | 1,512.00 |  |  |  |  |
| 1/4 hour          | 1,260.00  | 1.184.00 | 1.071.00 | 1.008.00 |  |  |  |  |
| 5 minutes         | 945.00    | 850.50   | 803.25   | 756.00   |  |  |  |  |
| 3 mmates          | (Dayti    |          | 000.20   |          |  |  |  |  |
| Three days weekly |           |          |          |          |  |  |  |  |
| 1 hour            |           | 972.00   | 918.00   | 864.00   |  |  |  |  |
|                   | 648.00    | 583.20   | 550.80   | 518.40   |  |  |  |  |
|                   | 432.00    | 888.80   | 867.20   | 845.60   |  |  |  |  |
| 1/4 hour          | 824.00    | 291.60   | 275.40   | 259.20   |  |  |  |  |
| 5 minutes         | 824.00    | 281.00   | 210.10   | 200.20   |  |  |  |  |

| 1/2 nour           | 048.00    | 000.20    | 300.00     | 010.10   |
|--------------------|-----------|-----------|------------|----------|
| 1/4 hour           | 432.00    | 888.80    | 867.20     | 845.60   |
| 5 minutes          | 824.00    | 291.60    | 275.40     | 259.20   |
| Five days weekly:  |           |           |            |          |
| 1 hour             | 1.687.50  | 1.518.75  | 1.434.88   | 1,850.00 |
| 1/2 hour           | 1.012.50  | 911.25    | 860.63     | 810.00   |
| 1/4 hour           | 675.00    | 607.50    | 578.75     | 540.00   |
| 5 minutes          | 506.25    | 455,63    | 480.31     | 405.00   |
| Six days weekly:   |           |           |            |          |
| 1 hour             | 1.890.00  | 1.701.00  | 1,606,50   | 1,512.00 |
| 1/2 hour           | 1.134.00  | 1,020,60  | 968.90     | 907.20   |
| 1/4 hour           | 756.00    | 680.40    | 642.60     | 604.80   |
| 5 minutes          | 567.00    | 510.30    | 481.95     | 458.60   |
|                    | DISCO     | INTS      |            |          |
| Discounts are all  |           |           | only for   | 18. 26   |
| and 52 consecutive | e and on  | atinuous  | Weeks of   | broad-   |
| casting, and will  | be eredit | ad to adv | ertiser se | harned   |
| casting, and will  | ne credit | 60 M M    | CLEIBOI ME | day      |

casting, and will be credited to advertiser as sarned. Four days per week charged por rata to three day rate; seven days pro rata to six day rate. Weekly frequency rates for programs are subject to the following additional discounts when advertisers use more than one period daily: 2 daily 10%; 3 daily 15%; 4 or more daily 20%.

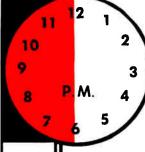
2 daily 10%; 8 daily 15%; 4 or more daily 20%.

ANNOUNCEMENTS
(Nighttime)
1 ti. 18 ti. 26 ti. 52 ti. 104 ti. 300 ti.
1 minute 125.00 118.75 112.50 100.00 93.75 87.50
50 words... 75.00 71.25 67.50 60.00 56.25 52.50
(Daytime)
2 minute 112.50 106.88 101.25
1 minute 75.00 71.25 67.50 60.00 56.25 52.50
50 words... 45.00 42.75 40.50 86.00 38.75 81.50 WEEKLY FREQUENCY RATES

| (.2  | nnouncer |          |          |         |
|--|----------|----------|----------|---------|
|  | (Nightti | me)      |          |         |
| L  | ess than | 18 to 25 | 26 to 51 |         |
| Three days wkly:   | 18 wks.  | wks.     | wks.     | 52 wks. |
| 1 minute   | 800.00   | 270.00   | 255.00   | 240.00  |
| 50 words   | 180.00   | 162.00   | 158.00   | 144.00  |
| Five days weekly:  |          |          |          |         |
| 1 minute   | 468.75   | 421.88   | 393.44   | 375.u0  |
| 50 words   | 281.25   | 258.18   | 289.06   | 225.00  |
| Six-days weekly:   |          |          |          |         |
| 1 minute   | 525.00   | 472.50   | 446.25   | 420.00  |
| 50 words   | 815.00   | 288.50   | 267.75   | 252.00  |
|  | (Daytin  | 10)      |          |         |
| Three days weekly:                                       |          |          |          |         |
| 2 minutes  | 270.00   | 248.00   | 229.50   | 216.00  |
| TO 000 terr on a new 11111111111111111111111111111111111 |          |          |          |         |

| 00 WOI UD          | (Dayti: | me)    |        |               |  |
|--------------------|---------|--------|--------|---------------|--|
| Three days weekly: |         | •      |        |               |  |
| 2 minutes          | 270.00  | 248.00 | 229.50 | 216.00        |  |
| l minute           | 180.00  | 162.00 | 158.00 | 144.00        |  |
| 50 words           | 108.00  | 97.20  | 91.80  | 86.40         |  |
| Five days weekly:  |         |        |        |               |  |
| 2 minutes          | 421.90  | 879.71 | 358,62 | 8P7 52        |  |
| 1 minute           | 281.25  | 258.18 | 289.06 | 225.00        |  |
| 50 words           | 168.75  | 151.88 | 148.44 | 185.00        |  |
| Six days weekly:   |         |        |        |               |  |
| 2 minutes          | 472,50  | 425,25 | 401.68 | <b>378.00</b> |  |
| 1 minute           | 815.00  | 288.50 | 267.75 | 252.00        |  |
| KO mondo           | 1 90 00 | 170 10 | 140 45 | 151 90        |  |

(This listing continued on next page)



6 to 7

7 to 8

8 to 9

9 to 10

10 to 11

111012

12 to 1

1 to 2

2 to 3

**6** to 7

7 to 8

fround the Clock with

Page 97

# RESULTS

THIS MONTH: SATURDAY NIGHTS

When Murphy Products Company of Burlington, Wisconsin, recently renewed its sponsorship of the 9 to 9:30 p.m. portion of the WLS National Barn Dance, it marked the 15th year for Murphy on the WLS National Barn Dance. Advertiser-loyalty, year after year, comes only because WLS GETS RESULTS!

A free sample of a pipe tobacco, offered twice one Saturday night (10:00 and 10:30 p.m., one-minute announcements) brought 3,261 requests. Saturday nights, early and late, WLS GETS RESULTS!

A fence advertiser, 7:30 to 8 p.m. Saturday nights, offered a \$3 weekly prize for the best 75-word announcement copy submitted. There were 6,601 entrants in 3 months. Saturday nights, late and early, WLS GETS RESULTS!

Your product, too, can have this kind of acceptance in Midwest America. Because WLS speaks as "the voice of a friend", as "one of the family", our listeners hear and respond with confidence ... a confidence that extends to the products we advertise. See a John Blair man for many other factual stories revealing how this WLS-built confidence can work to your advantage, now and postwar.





For deepest penetration of the four-state area, city, town, village, and farm, use Prairie Farmer with WLS as a team. There is no more economical way, effectively to reach, inform, and sell this great midwest American market than with WLS and Prairie Farmer together.

### ILLINOIS— -Continued

### CHICAGO—Continued W L S—Continued

DISCOUNTS

DISCOUNT'S

Discounts are allowed on contract only for 18, 28 and 52 consecutive and continuous weeks of broadcasting, and will be credited to advertiser as earned. Four days per week charged per rata to three day rate; seven days pro rata to six day rate. Weekly frequency rates for amouncements are subject to the following additional discounts when advertisers use more than one amouncement daily: 2 daily 10%; 8 daily 15%; 4 or more daily 20%.

SPECIAL FEATURES

"Homemakers' Hour" conducted by WLS Home Advisor, Monday through Friday, Advertising participation in Homemakers' Hour is restricted to such products and methods of handling which, in the opinion of the management, conforms with the character of the program. Limited number of one, two, and five minute participating periods offered at rate schedules with quantity discounts applicable to such periods.

### (Nighta)

|          | words | 13 wks.<br>288.80 | 18 to 25<br>wks,<br>209.97<br>282.50 | 28 to 51<br>wks,<br>198.81<br>267.75 | 52 wks.<br>186.64<br>252.00 |  |  |  |
|----------|-------|-------------------|--------------------------------------|--------------------------------------|-----------------------------|--|--|--|
| With 100 |       |                   | 472.50                               | 446.25                               | 420.00                      |  |  |  |
| (Dave)   |       |                   |                                      |                                      |                             |  |  |  |

### Less than 18 to 25 26 to 51

| Per week:           | 13 wkor. | WKS.     | wks.      | 52 wks.   |
|---------------------|----------|----------|-----------|-----------|
| With 20 words       | . 140.00 | 126.00   | 119.00    | 112.00    |
| With 40 words       | . 189.00 | 170.10   | 160.65    | 151.20    |
| With 100 words      | 815.00   | 288.50   | 267.75    | 252.00    |
| With 150 words      | 470.00   | 428.00   | 899.50    | 876.00    |
| Discounts are allow |          |          |           |           |
| 52 consecutive and  | continuo | is Weeks | of brose  | losst ing |
| and will be credit  |          |          |           |           |
| days pro rata to si |          |          | . 0411100 | . Deven   |
| Rates for enoncesis |          |          |           |           |

usys pro rate only day rate.
Rates for sponsorship of special features are subject to the following additional discounts when advertisers use more than one service daily.
2 daily 10%; 3 daily 15%; 4 or more daily 20%.
News broadcasts are sold at regular oard rates. No additional charge for news service or newscaster.
TRANSCRIPTIONS

On all electrically transcribed programs or announcements containing instrumental music there is an additional charge of 10.00 net per broadcast. This is not subject to agency commission, discount, or relate of any kind. No additional charge for transcriptions which do not contain instrumental music.

TALENT Rates on request.

SERVICE FACILITIES

Merchandising services available.

Contract and Other Requirements

contract and Other Requirements
Advartising of alcoholic beverages not accepted.
All contracts subject to government regulations. All advartising copy and programs must comply with the standards and policies of the station and are subject to the approval of the station management. Station reserves the right to refuse or discontinue any advertising copy or program for reasons satisfactory to itself. Direct selling or lotteries are not consistent with policies of the station.

Rates quoted are for station time only. No charge its made for services of staff announcers. All other talent is subject to charge.

Contracts not accepted for service prior to 60 days in advance of initial broadcast. No contracts accepted for longer period than one year. Rates subject to change without notice, and no rate protection is given beyond the scheduled period specified in sach respective contract. No time sold in bulk for reaste. Programs not furnished by, but rendered in studies of station subject to minimum additional charge of time cost. Surcharge not subject to agency discount.

### Closing Time

Contracts should be closed two weeks in advance to meet Prairie Farmer radio page and general pub-

licity.

All material for each broadcasting period shall be furnished and delivered to the station at least 38 hours before the time of each broadcast. Should the advertiser fail to so deliver program material, the attation may proceed with the broadcast by announceing the name, address and business of the advertiser and putting on any available program which it considers suitable.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turntables for vertical and lateral out recordings.

President—Burridge D. Butler. Vice-Pres. & Mgr.—Glenn Snyder. Sales Manager—Charles M. Freeman. Promotion Manager—Don Finlasson.

Representatives

John Blair & Company.

### WMAO



Rates effective March 1, 1945. (Card No. 12.)

Owned and operated by National Broadcasting Co.,

Inc.
Business Office and Studio—Merchandise Mart, 222
North Bank Drive, Chicago 54, Ill., Superior 8300.
Transmitter—Near Bloomingdale, Ill.

### Wave-Power-Time

Operating power—50,000 watts.
447.8 meters; 670 kilocycles.
Licensed to operate full time on cleared national channel. Operates on Central War Time.
Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.;
week days 5:30 a.m. to 1:00 a.m.

### Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on program charges. Bills due and payable when rendered.

### General Advertising

Gered.

Seneral Advertising

For combination rates see National Broadcasting (Dompany (Basic Network).

Commitments made prior to March 1, 1945, will be completed at the rates called for by such commitments. But advertisers may elect to substitute new contracts effective at any time after March 1, 1945, at these rates for the unexpired portion of such commitments. Otherwise, rates in effect immediately preceding March 1, 1945, will apply to extensions of said commitments for any period or periods up to and including February 28, 1946, for the same series continuously used. Rates effective March 1, 1945, are applicable to all new broadcast series ordered on and after March 1, 1945.

The rate of discount to which an advertiser would otherwise be entitled will not be prejudiced if interruptions of a series are necessitated by the broadcasting of special events of importance, or if he is required by the station to relinquish the time or times specified in his contract and the contract is cancelled. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Contracts with the same advertiser and for periods in the same rate classification may be grouped for the purpose of obtaining lower rates.

GENERAL BROADCAST ADVERTISING (Gross Rates)

### (Gross Rates)

|     |       | (6:00    |           | 10:30 p. | m.)          |        |
|-----|-------|----------|-----------|----------|--------------|--------|
|     |       | 1 hr.    | 1/2 hr.   | 1/4 hr.  | 10 min.      | 5 mln. |
| 1   | week  | 900.00   | 540.00    | 360.00   | 300.00       | 180.00 |
| 2   | weeks | 1,710.00 | 1,026.00  | 684.00   | 570.00       | 342.00 |
| 3   | weeks | 2,227.50 | 1,336.50  | 891.00   | 742.50       | 445.50 |
| 4   | weeks | 2.970.00 | 1.782.00  | 1.188.00 | 990.00       | 594.00 |
| 5   | weeks | 3,600.00 | 2.160.00  | 1.440.00 | 1.200.00     | 720.00 |
| 6   | weeks | 4,050.00 | 2,430.00  | 1.620.00 | 1.350.00     | 810.00 |
| 7   | weeks | 4,725.00 | 2,835.00  | 1.890.00 | 1.575.00     | 945.00 |
|     |       |          | CLASS     | "B"      | -,           |        |
|     |       | (1:00 p  | m. to 6:0 |          | ············ |        |
| -   |       |          |           |          |              |        |
| - 1 | week  | 675.00   | 405.00    | 270.00   | 225.00       | 135 00 |

# 405.00 405.00 270.00 225.00 135.00 CLASS "C" (9:00 a.m. to 6:00 p.m. and 10:30 p.m. to

| Ì | week  | 450.00   | 270.00   | 180.00 | 150.00 | 90.0  |
|---|-------|----------|----------|--------|--------|-------|
| 2 | weeks | 855.00   | 513,00   | 342.00 | 285.00 | 171.0 |
| 3 | weeks | 1,113.75 | 668.25   | 445.50 | 371.25 | 222.7 |
| 1 | weeks | 1,485.00 | 891.00   | 594.00 | 495.00 | 297.0 |
| 5 | weeks | 1,800.00 | 1.080.00 | 720.00 | 600.00 | 360.0 |
| 3 | weeks | 2,025.00 | 1,215,00 | 810.00 | 675.00 | 405.0 |
| 7 | weeks | 2,362.50 | 1,417.50 | 945.00 | 787,50 | 472.5 |
|   |       |          |          |        |        |       |

### CLASS "D"

|   | (7:00 | a.m.    | to S | 9:00 | 8. m. | and<br>night | 11:  | 15 p.m. | . to   |
|---|-------|---------|------|------|-------|--------------|------|---------|--------|
| 1 | week  | 300.0   | 10   | 180. |       | 120.         |      | 100.00  | 60.00  |
|   | weeks | 570.0   | 10   | 342. | 00    | 228.         | 00   | 190.00  | 114.00 |
| 3 |       | 742.5   | 60   | 445. | 50    | 297.         | 00   | 247.50  | 148.50 |
| 4 | weeks | 990.0   | 10   | 594. | 00    | 396.         | 00   | 330.00  | 198.00 |
|   |       | 1,200.0 |      | 720. | 00    | 480.         | 00   | 400.00  | 240.00 |
| 6 |       | 1,350.0 |      | 810. |       | 540.         | 00   | 450,00  | 270.00 |
| 7 | weeks | 1,575.0 | 10   | 945. | 00    | 630.         | 00   | 525.00  | 315.00 |
|   |       |         |      | CLA  |       | 'E''         |      |         |        |
|   |       | (6      | :00  | a.m. | to i  | 7:00         | a.m. | )       |        |

# 334.12 445.50 540.00 607.50 708.75 90,00 171.00 222.75 297.00 360.00 405.00 472.50

weeks
weeks
weeks
weeks
weeks
weeks
weeks CLASS "F" (12:00 midnight to 6:00 a.m.)
Rates and features on request.

The following discounts indicated for number of weeks scheduled are allowable currently only on firm portions of contracts or as contracts become firm for 13, 26 or 52 weeks and on any continuation thereafter so long as there is no lapse. When one advertiser has two or more series in different rate classifications, each series takes the maximum rate of discount earned for the number of weeks used by any of the other series. Gross billing after deduction of percentage discounts, if any, shall he subject to advertising agency commission of 15%. From the discount, fany, the station shall deduct the excess agency commission previously allowed.

| ,,,, |    | mark | 411  | oweu. |       |
|------|----|------|------|-------|-------|
| Les  | 33 | than | 13   | weeks | None  |
| 13   | to | 25   | wee  | kg    | 5%    |
| 28   | to | 51   | wee  | ks    | 7.1/2 |
| 52   | or | mor  | 9 17 | eeks  | 10%   |

### ANNOUNCEMENTS

TRANSCRIPTIONS

TRANSCRIPTIONS

There will be a service charge of 5.00 per broadcast of transcriptions or records of one minute or less and 10.00 for transcribed and/or recorded programs of more than one minute in length. This charge is not commissionable or subject to any discounts or rebates.

REMOTE CONTROL

Additional charges are made for programs originating outside of the station's studies, and for programs requiring special production.

SERVICE FACILITIES

Advisory services of the station's program department and staff engineers in arranging and presenting programs are included without charge, except where olient selects a particular staff announcer or except where a fee is required by any governing labor organization.

contract and Other Requirements

No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts. All programs are subject to approval of the station.

Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set aside for network use. Station break announcements may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.

Mechanical Program Equipment

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. lateral and vertical
turntables.

Personnel
Spot & Local Sales Mgr.—Oliver Morton.

Representatives
National Broadcasting Company, Inc., (Spot Sales.)

### WMBI (Established 1926)



Owned and operated by The Moody Bible Institute of Chicago. Business Offices and Studios—153 Institute Place. Chicago 10, Ill., Michigan 1570.

Transmitter—Addison. Ill.

Wave—Power—Time
Operating power—5,000 watts.
270.3 meters; 1110 kilocycles.
Licensed to operate on clear channel. Limited time basis. Operates on Central War Time.
Operating schedule: Sundays 8:00 a.m. to local sunset. Monday through Saturday, 6:00 a.m. to local sunset. Monday through Saturday, 6:00 a.m. to local sunset.

### WSBC

(Established 1925)
Rates effective September 1, 1938, (Card No. 5.) Owned and operated by Radio Station WSBC. Business Office and Studio—2400 W. Madison St., Chicago 12, Ill., Monroe 9060. Transmitter—2400 W. Madison St., Chicago 12, Ill.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Divides time with WEDC and WCRW.

Agency Commission 15% on station time only; no cash discount. Invoices mailed in advance of broadcast. Payable 1st of following month.

General Advertising
Rates include music copyright fees.

# SPONSORED PROGRAMS (6:00 p.m. to 12:00 midnight week days and

|     |       | 811     |        | undays) |        |       |      |
|-----|-------|---------|--------|---------|--------|-------|------|
|     |       | 1       | 1/2    | 1/4     | 10     | 5     |      |
|     |       | hr.     | hr.    | hr.     | min.   | min.  | (*)  |
| 1   | time  | 80.00   | 48.00  | 28.80   | 21.80  | 12.80 | 8.80 |
| 18  | times | 76.00   | 45.60  | 27.35   | 20, 25 | 12.15 | 7.90 |
| 26  | times | 72.00   | 48, 20 | 25.90   | 19.15  | 11.50 | 7.45 |
| 89  | times | 68.00   | 49.80  | 24.50   | 18.10  | 10.90 | 7.00 |
| 52  | times | 64.00   | 88.40  | 28,05   | 17.05  | 10.25 | 6.65 |
| 100 | times | 60.00   | 86.00  | 21.60   | 16.00  | 9.60  | 6.25 |
| 200 | times | 56.00   | 83.60  | 20.15   | 14.90  | 8.95  | 5.80 |
|     | (This | listing | contir | ued on  | page   | (00)  |      |



# ... WMAQ at 5:15 PM

Carson Piric Scott & Co., one of Chicago's oldest and finest department stores, recently decided to inaugurate an institutional advertising campaign. Radio was chosen as the medium to reach the millions in the Chicagoland market. America's 2nd largest, where 2,855,700 families annually spend over \$3,500,000,000.

Before selecting a station they checked station coverages and found WMAQ to be Chicago's number I station—the Chicago station most people listen to most.

And so Carson Piric Scott & Co. currently sponsors "Variety at 5:15" on Monday, Wednesday and Friday evenings. They have joined the group of discerning advertisers whose programs over WMAQ make up radio's finest entertainment program schedule in the world.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.



1945—RADIO'S 25TH ANNIVERSARY
—PLEDGED TO VICTORY

The Chicago station most people listen to most

**670 ON YOUR DIAL** 

### **ILLINOIS—Continued**

### CHICAGO—Continued

W S B C-Continued

|      | (6:00                       | a.m.  | to 6:00  | p.m.  | week da | ys)  |      |  |
|------|-----------------------------|-------|----------|-------|---------|------|------|--|
|      |                             | 1     | 1/2      | 1/4   | 10      | 5    |      |  |
|      |                             | hr.   | hr.      | hr.   | min.    | mln. | (*)  |  |
|      | time                        | 55.00 | 88.00    | 19.80 | 14.65   | 8.80 | 5.70 |  |
|      | times                       | 52.25 | 81.85    | 18.80 | 18.90   | 8.85 | 5.40 |  |
|      | times                       | 49.50 | 29.70    | 17.80 | 18.20   | 7.90 | 5.15 |  |
| 39   |                             | 46.75 | 28.05    | 16.85 | 12.45   | 7.50 | 4.85 |  |
|      |                             | 44.00 | 26.40    | 15.85 | 11.70   | 7.05 | 4.55 |  |
|      |                             | 41.25 | 24,75    | 14.85 | 11.00   | 6.60 | 4.80 |  |
|      | times                       |       | 23.10    | 18.85 | 10.25   | 6.15 | 4.00 |  |
| (*   | (*) 100 word announcements. |       |          |       |         |      |      |  |
| Fore | sign lang                   | uage  | rates or | requ  | est.    |      |      |  |

POLITICAL
One time rate, regardless of frequency or number of times used.

RECORDED PROGRAMS

No extra charge for handling of recorded or electrically transcribed programs. TALENT

Rates on request

Rates on request

REMOTE CONTROL

Programs broadcast from points outside the studies of station are subject to special charges.

BERVICE FACILITIES

Any type of program desired by the advertiser is available. The station will assume the entire responsibility for program preparation. Program suggestions, lists of talent, and prices furnished on request.

Centract and Other Requirements

All programs subject to approval of station management. All programs must conform to the standards of station. Where advertiser prepares own program it should be submitted in advance for director's approval. All proposals subject to prior booking of time. Any type of program desired by the advertiser is available. The station will assume the entire responsibility for program preparation.

Closing Time
Contracts should be closed three weeks in advance, Records must be delivered to studies at least one week in advance. Where advertiser prepares own program it should be submitted not less than three days in advance for program director's approval.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.

Personnel

Personnel
Manager—Robert O. Miller.

Representatives None.

### -FM STATIONS

# WGNB—(FM) (Betablished 1941)

(Established 1941)

Rates effective January 15, 1942. (Card No. 2.)

Owned and operated by WGN. Inc.

Business Office and Studio—441 N. Michigan Avs..

(Thicago, Ill.

Transmitter—Atop Tribune Tower. Chicago. Ill.

Wave—Power—Time

Operating power—

Frequency—45900 kilocycles.

Licensed to operate full time.

| 1    | (6:80 p.m. to 9:00 p.m.) |                |
|------|--------------------------|----------------|
| 1/2  | hour                     | 75.00          |
| 1/4  | hour                     | 45.00          |
| -, - | (8:00 p.m. to 8:30 p.m.) | 25.00          |
| 1/2  | hour                     | 45.00<br>27.00 |
| 1/4  | hour                     | 20.00          |
|      | DISCOUNTS                | =0.00          |

| Discounts do not apply to announcements or    | five  |
|---|-------|
| minute news periods.                          |       |
| 13 consecutive weeks                          | 5%    |
| 26 consecutive weeks                          | 10%   |
| 52 consecutive weeks                          | 15%   |
| Additional Discounts                          | 10/0  |
| 3 alternate days per week (not Sunday)        | 10%   |
| 6 days per week. Monday through Saturday      | 25 %  |
| 7 days per week                               | 85%   |
| ANNOUNCEMENTS                                 | 00 /0 |
| 30 word station breaks:                       |       |
| (Before 6:00 p.m.)                            |       |
| Less than 6 days per week                     | 2.50  |
| 6 or 7 days per week                          | 1.50  |
| (After 6:00 p.m.)                             | 2.00  |
| Less than 6 days per week                     | 5.00  |
| 6 or 7 days per week                          | 3.00  |
| No discounts apply,                           | 0.00  |
| SPECIAL FEATURES                              |       |
| Five minute news periods, every hour on the i | OUR   |
| seven days, same echedule: 13 wks. 26 wks 52  | wks   |
| Before 6:00 p.m 77.00 75.00                   | 4 00  |
| After 6:00 p.m 119:00 116:35 11               | 3.75  |
| No further discounts.                         |       |
|   |       |

Personnel
Director-Marton Claire.
Commercial Manager-W. A. McGuineas.

## CICERO

(Cook County)

WHFC (Established 1925) 

Rates effective September 30, 1944. (Card No. 22.)
Card issued September 1, 1944.
Card received April 3, 1944.
Owned and operated by WHFC. Inc.. Cloero. III.
Studio—6138 W. Cermak Road, Cicero 50, III.,
Cicro 4365 and Lawndale 8223.
Transmitter—Cicero. III.

Wave—Power—Time

Uperating power—250 watts.

206.9 meters; 1450 kilocycles.

Operates on Central War Time.

Operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission

15% on atstion time and talent to advertising agencies recognized by station; no cash discount. All bills rendered on day following broadcast; payable immediately. distely.
General Advertising

# tising CLASS "A" (After 6:00 p.m. daily) 1 ti. 13 ti. 26 ti. 52 ti. 100 ti.

| 1   | hour | 100.00    | 95.00   | 90.00  | 85.00  | 80.00 |  |
|-----|------|-----------|---------|--------|--------|-------|--|
| 1/2 | hour | 62.50     | 59.25   | 56.25  | 53.00  | 50.00 |  |
| 1/4 | hour | 37.50     | 35.75   | 34.00  | 32.25  | 30.50 |  |
| 5   | min. | 21.00     | 19.95   | 18.90  | 17.85  | 16.80 |  |
| 1   | min, | 10.00     | 9.50    | 9.00   | 8.50   | 8.00  |  |
|     |      |           | CLASS " | B"     |        |       |  |
|     |      | (7:00 a.m |         | D. DD. | daily) |       |  |
| 1   | hour | 75.00     | 71,25   | 67.50  | 63.75  | 60.00 |  |
| 1/2 | hour | 43.75     | 41.50   | 39.25  | 37.00  | 34.75 |  |
| 1/4 | hour | 25.00     | 23.75   | 22.50  | 21.25  | 20.00 |  |
| 5   | min. | 15.00     | 14.75   | 13.50  | 12.75  | 12.00 |  |
| ĩ   | min. | 8.00      | 7.60    | 7.20   | 6.80   | 6.40  |  |
| -   |      |           | TALKS   |        | 5.60   | 5.10  |  |
|     |      |           |         |        |        |       |  |

Accepted subject to the approval of station management. Rates on request.
Publicity talks are accepted subject to approval of station directors. Talks may not exceed fire minutes in length and manuscript must be submitted for approval prior to time of presentation. Talks may be delivered by advertiser's representative or station announcer.

delivered by advertiser's representation. Talks may be advertiser's representative or station announcer.

TALENT

Any type of program desired by the advertiser will be booked by the station.

SERVICE FACILITIES

Services of the program service department in arranging programs are included without extra charge. Service of artists, musicians, and production for sponsored programs will, upon request, be arranged and paid for by the program service department. These program charges will be billed to the advertiser in addition to the charge for time.

Contract and Other Requirements

No rate protection is given beyond the number of broadcasts specified in the contract, and in no event is the torm of the contract to exceed one year from date of the first broadcast.

Closing Time

The closing date for general publicity and program service is one week in advance of broadcast program. Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using double turntables, lateral and vertical pick-up.

Personnel

General Manager—R W

Personnel
General Manager—B. W. Hoffman.
Representatives
None.

### DANVILLE

(Vermilion County)

WDAN
(Established 1988)



Rates effective March 1. 1945. (Card No. 3.)

Card received February 14, 1945.

Owned and operated by Northwestern Publishing Co.
Business Office and Studio—Hotel Wolford, Danville,
Ill., Main 1700.

Transmitter—E. Woodlawn St. and Washington Ave..
Danville, Ill.

Wave—Power—Time
Operating power—250 waits.
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule: 7:00 a.m. to 10:15 p.m.

Agency Commission
15% to recognized agencies; no cash discount. Invoices mailed monthly unless otherwise specified. No commission on talent or costs involved for remote control broadcasts.
Statements due 10th of month following broadcasts.

General Advertising
For combination rates see Columbia Broadcasting System (Basic Supplementary Group).

Rates include music copyright fees.

| 1001  | es includ | e masi |         |         | 88,    |       |       |
|-------|-----------|--------|---------|---------|--------|-------|-------|
|       |           |        | CLASS   | A       |        |       |       |
|       |           | (6:00  |         | to sign | 1-0ff) |       |       |
|       |           | 1      | 18      | 26      | 52     | 150   | 300   |
|       |           | t1.    | ŧi.     | ti.     | ü.     | ti.   | ti.   |
| 1     | hour      | 75.00  | 71.25   | 67.50   | 64.75  | 60.00 | 52.50 |
| 1/2   | hour      | 45.00  | 42.75   | 40.50   | 38.25  | 36.00 | 31.50 |
| 1/4   | hour      | 30.00  | 28.50   | 27.00   | 25.50  | 24.00 | 21.00 |
| 5     |           | 15.00  | 14.25   | 13.50   | 12.25  | 12.00 | 10.50 |
|       |           |        | CLASS   |         |        | 10.00 | 10.00 |
|       |           | (7:00  | 8.m. to |         | p.m.)  |       |       |
| 1     | hour      | 50.00  | 47.50   | 45.00   | 42.50  | 40.00 | 35.00 |
| 1/2   | hour      | 30.00  | 28.50   | 27.00   | 25.50  | 24.00 | 21.00 |
| 1/4   | hour      |        | 19.00   | 18.00   | 17.00  | 16.00 | 14.00 |
| - ´ ŝ | minuies   |        | 9.50    | 9.00    | 8.50   | 8.00  | 7.00  |
| •     | m1110100  |        | NOUNC   |         |        | 0.00  | 7.00  |
|       |           | 2021   | CLASS   |         | 10     |       |       |
|       |           | (6:00  |         | to sign |        |       |       |
| 100   | manda     |        |         |         |        |       |       |
| 100   | words     | 7.00   | 6.50    | 6.00    | 5.75   | 5.25  | 5.00  |
| 35    | words     | 5.00   | 4.75    | 4.50    | 4.25   | 4.00  | 3.75  |

|     |       |      | p.m. t        | o sign-     | off) |      |      |
|-----|-------|------|---------------|-------------|------|------|------|
|     | words | 7.00 | 6.50          | 6.00        | 5.75 | 5.25 | 5.00 |
| 33  | words | 5.00 | 4.75<br>CLASS | 4.50<br>'B' | 4.25 | 4.00 | 3.75 |
| 100 | words |      | a.m.to        |             |      | 4.00 |      |
| 100 | worus | 5.00 | 4.75          | 4.50        | 4.25 | 4.00 | 3.75 |

100 words... 5.00 4.75 4.50 4.25 4.00 3.75 35 words... 3.00 2.85 2.70 2.55 2.40 2.25 TALKS

Political—one time rate applies. No frequency dis-

counts.

Written copy of speech to be submitted to station
management not less than 24 hours before broadcast,
accompanied by full cash payment. Station manager

reserves the right to make such changes in the speech as may appear necessary to avoid violation of libel and slander laws. No quantity discounts. Rates on request.

POLITICAL

Class "A" one time rates apply.

RELIGIOUS
Regular rates apply.

RELIGIOUS
ROUGH FRATURES
News Broadcasts, Time Signals, Weather Reports, Athletic and other special events—rates on request.

TALENT
Available through station at actual cost. Details and rates on request.

TRANSCRIPTIONS
Transcription library service available. Details and rates on request.

Transcription library service available. Details and rates on request.

REMOTE CONTROL

Remote lines will be installed to any point. Charges for lines and any additional equipment will be billed to the advertiser at actual cost.

SERVICE FACTLITTES

All time charges quoted include the use of station facilities and the services of the continuity, program and publicity departments. Station maintains a survey and promotion service which includes complete trade area routs lists. This service is available to advertisers without charge.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted.

Closing Time
Closing Time
Closing date on all publicity is one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral out recordings.

Personnel
General Manager—E. C. Hewes.
Sales Manager—E. C. Hewes.
Sales Manager—E. C. Hewes.

J. P. McKinney & Son.

Representatives
J. P. McKinney & Son.

### **DECATUR**

(Macon County)

WSOY (Betablished 1625)



Rates effective July 1, 1948. (Card No. 8.)

Rates effective July 1, 1943. (Card Ne. 3.)

Owned and operated by Commodore Broadcasting, Inc., Decatur, Ill. Affiliated with the Decatur Herald and Raview.

Business Office and Studio-351-357 N. Main St. Decatur 21, Ill. telephone 5371.

Transmitter-1891 N. Oakland Ave., Decatur, Ill.

Wave-Power-Time
Operating power-250 watts.
223.9 meters; 1840 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission

15% to recognized agancies.
Single billing on combination.

General Advertising
For combination rates see Columbia Broadcasting System (Basio Supplementary Group).

Quantity discounts apply on each classification only. Announcements and programs cannot be combined to secure quantity discounts.

Rates are for both local and national advertising.

(E.00 p.m. to 10:00 p.m.)

1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti.
1 hour...... 60.00 57.00 54.00 51.00 48.00 45.00

|      |         | 1 ti.   | 26 ti.   | 52 ti. | 104 tf. | 156 ti. | 360 tl. |
|------|---------|---------|----------|--------|---------|---------|---------|
| 1 h  | our     | 60.00   | 57.00    | 54.00  | 51.00   | 48.00   | 45.00   |
|      | our     |         | 84.20    | 82.40  |         | 28.80   | 27.00   |
|      | our     | 24.00   | 22.80    | 21.60  |         | 19.20   | 18.00   |
|      | inutes  |         | 11.40    | 10.80  |         | 9.60    | 6.00    |
|      | inute o |         | 11.10    | 10.00  | 10.20   | ₩.60    | ₩.00    |
|      | ords    | 6.00    | 5.70     | 5.40   | 5.10    | 4.80    | 4.50    |
|      | econds  | 4.80    | 4.56     | 4.82   | 4.08    | 8.84    |         |
|      |         | 2.00    | CLASS    | "B"    | 1.VO    | 9.02    | 8.60    |
|      |         | (7:30   | a.m. to  | 6:00   | D.m.)   |         |         |
|      |         | ì ti.   | 20 ti.   | 52 ti. |         | 156 ti. | 980 11  |
| 1 b  | our     | 40.00   | 38.00    | 86.00  | 84.00   | 32.00   | 80.00   |
|      | our     | 24.00   |          | 21.60  |         | 19.20   | 18.00   |
|      | our     | 16.00   | 15.20    | 14.40  |         | 12.80   | 12.00   |
|      | inutes  | 8.00    | 7.60     | 7.20   |         | 6.40    |         |
|      | inute   |         | 1.00     | 1.20   | 9.80    | 0.10    | 6.00    |
|      | ords    | 4.00    | 8.80     | 8.60   | 8.40    | 8,20    |         |
|      | econds  | 8.20    | 8.04     | 2.88   | 2.72    |         | 8.00    |
| - 20 | econus  | 8.20    | CLASS    | "C"    | 2. ( 2  | 2.56    | 2,40    |
| /8   | :00 a.m |         | 7:80 a.m |        | 10.00   | •       | _       |
| ,,,  | .00 ж.ц |         | 2:00 mic |        |         | p.m. t  | •       |
| 1 h  |         | 30.00   | 28.50    |        |         |         |         |
|      | our     | 18.00   | 17.10    | 27.00  | 25.50   | 24.00   | 22.50   |
|      |         |         |          | 16.20  | 15.30   | 14.40   | 18.50   |
|      | our     | 12.00   | 11.40    | 10.80  | 10.20   | 9.60    | 9.00    |
|      | ninutes | 6.00    | 5.70     | 5.40   | 5.10    | 4.80    | 4.50    |
|      | inute o |         |          |        |         |         |         |
|      | ords    | 3.00    | 2.85     | 2.70   | 2.55    | 2.40    | 2.25    |
|      | econds  | 2.40    | 2.28     | 2.16   | 2.04    | 1.92    | 1.80    |
| (*)  |         |         | coments, |        | discoun | t; 1,00 | 00 an-  |
| nou  | ncement | LB, 109 | 6 discou | mt.    |         |         |         |
|      |         |         |          |        |         |         |         |

COMBINATION RATES
When radio stations WSOY, Decatur, Ill., and
WTAX, Springfield, Ill., are used in combination
the following rates apply:
Rates effective June 1, 1944, (Card No. 2.)

|     |         |        | CLASS   | "A"   |       |       |       |
|-----|---------|--------|---------|-------|-------|-------|-------|
|     |         | (6:00  | p.m. to | 10:00 | p.m.) |       |       |
| 1   | hour    | 100.00 | 95.00   | 90.00 | 85.00 | 80.00 | 75.00 |
| 1/2 | hour    | 60.00  | 57.00   | 54.00 | 51.00 | 48.00 | 45.00 |
| 1/4 | hour    | 40.00  | 38.00   | 36.00 | 34.00 | 32.00 | 30.00 |
|     | minutes | 20.00  |         | 18.00 | 17.00 | 16.00 | 15.00 |
| -   |         |        | CLASS   | "B"   | 21.00 | 10.00 | 10.00 |
|     |         |        | 0       | ~ ~   |       |       |       |

1 hour... 75.00 r.l. 25 67.50 62.75 60.00 1/2 hour... 45.00 42.75 40.50 82.85 86.00 1/4 hour... 30.00 28.50 27.00 25.00 24.00 5 minutes 15.00 14.25 13.50 12.75 12.00

### **DECATUR**—Continued W S O Y-Continued

| CLASS "C"  |
|--|
| 6:00 a.m. to 7:30 a.m. and 10:00 p.m. to             |
| 12:00 midnight)                                      |
| 1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti.          |
| l hour, 50,00 47.50 45.00 42.50 40.00 37.50          |
| 1/2 hour 30.00 28.50 27.00 25.50 24.00 22.50         |
| 1/4 hour 20.00 19.00 18.00 17.00 16.00 15.00         |
| 5 minutes 10.00 9.50 9.00 8.50 8.00 7.50             |
|  |
| ANNOUNCEMENTS  |
| CLASS "A"  |
| (6:00 p.m. to 10:00 p.m.)                            |
| 100 words., 10,00 9,50 9,00 8,50 8,00 7,50           |
| 20 words 8.00 7.60 7.20 6.80 6.40 6.00               |
| CLASS "B"  |
| (7:30 a.m. to 6:00 p.m.)                             |
| 100 words 7.50 7.13 6.75 6.38 6.00 5.63              |
|  |
|  |
| CLASS "C"  |
| (6:00 a.m. to 7:30 a.m. and 10:00 p.m. to            |
| 12:00 midnight)                                      |
| 100 words. 5.00 4.75 4.50 4.25 4.00 3.75             |
| 20 words 4,00 3.80 3.60 3,40 3.20 3.00               |
| DISCOUNTS  |
| 500 announcements                                    |
| 1,000 announcements                                  |
| Programs and announcements cannot be combined to     |
| earn quantity discounts, Quantity discounts apply on |
| periods or announcements used consecutively within   |
| periods of somedifications used consecutively within |

SPECIAL FEATURES
Leased wire service available—details on request.

TRANSCRIPTIONS
Not limited to certain hours.

TALENT
Talent of all types available—rates on request.

REMOTE CONTROL Broadcasts may be arranged from any point.

SERVICE FACILITIES
Services of the program department in arranging and presenting programs are included in the station time charges, also services of one announcer.

Closing Time
Two weeks prior to starting time.

one year

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for both vertical and interal cut recordings.

Personnel

Acting Manager-Edward E. Lindsay Sales Manager-Chas. F. Bruce.

Representatives
Weed & Company.

### EAST ST. LOUIS

(St. Clair County)

WTMV

(Established 1935)

Rate card issued July 1, 1941. (Card No. 6-A.)

Owned and operated by the Misalesippi Valley Broad-casting Company, Inc.
Business Office and Studio—Hotel Broadview, Fifth and Broadway, East St. Louis, Ill., Bridge 3424 and East 4590
Transmitter—Hotel Broadview, East St. Louis, Ill.

Wave-Power-Time

Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission

15% to recognized agencies; no cash discount. All bills due on 1st of month for programs broadcast during previous month.

General Advertising

|       |           |         | CHARGO   | -      |        |         |         |
|-------|-----------|---------|----------|--------|--------|---------|---------|
|       |           | (9:00   | a.m. to  | 10:00  | p.m.)  |         |         |
|       |           | 1 tl.   | 13 ti.   | 26 ti. | 52 tl. | 104 ti. | 260 tl. |
| 1     | hour      | 60.00   | 57.00    | 54.00  | 51.00  | 48.00   | 45.00   |
| 1/2   | hour      |         | 84.20    | 82.40  | 80,60  | 28.80   | 27.00   |
| 1/4   | nour      | 24.00   | 22.80    | 21.60  | 20.40  | 19.20   | 18.00   |
| 5     | minutes   |         | 11.40    | 10.80  | 10.20  | 9,60    | 9.00    |
|       |           |         | CLASS    | "B"    |        |         |         |
|       | (Sign-on  | to 9    |          | . and  | 10:00  | p.m. 1  | o       |
|       | -         |         | sign-    | off)   |        |         |         |
| 1     | hour      | 40.00   |          | 36.00  | 84.00  | 82.00   | 80.00   |
| 1/2   | hour      | 24.00   | 22.80    | 21.60  | 20.48  | 19.20   | 18.00   |
| 1/4   | hour      |         | 15.20    | 14.40  | 13.60  | 12.80   | 12.00   |
| 5     | minutes   | 8.00    | 7.60     | 7.20   | 6.80   | 6.40    | 8,00    |
|       |           | AN      | NOUNC    | EMEN   | T8     |         |         |
|       |           |         | CLASS    | V      |        |         |         |
|       |           | (9:00   | 8. m. to | 10:00  | p.m.)  |         |         |
|       |           | 1 ti.   | 13 ti.   | 26 tl. | 52 t1. | 104 ti. | 260 ti  |
| 1 200 | inute tra | nscript | ion or   |        |        |         |         |
| 1     | 00 words  | 10.00   | 9.50     | 9.00   | 8.50   | 8.00    | 7.50    |
| 60    | words     | 6.00    | 5.70     | 5.40   | 5.10   | 4.80    | 4.50    |
|       |           |         |          |        |        |         |         |

CIASS "B" (Sign-on to 9:00 a.m. and 10:00 p.m. to sign-off)

1 minute transcription or 100 words 6:00 5.70 5.40 5.10 4.80 4.50 60 words... 4:00 3.80 8:60 8:40 3.20 3.00 FIRQUENCY DISCOUNTS

TRANSCRIPTIONS
Electrical transcriptions will be broadcast at the regular rate.

TALENT

All talent is extra-rates on request. REMOTE CONTROL

Cost of broadcasting any programs originating outside of the regular established studios of station shall be paid for by the advertiser. Portable equipment available for remote pick-ups.

Mechanical Program Equipment . Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for either vertical or lateral cut discs.

Personnel Pres. & Gen'l Mgr.—Carlin S. Frenci Sales Manager—Frank J. Prendergast.

Representatives Sears & Ayer, Inc.

### **GALESBURG**

(Knox County) WGIL (Established 1938)



Rates effective June 1, 1989. Owned and operated by Galesburg Broadcasting Co. Business Office and Studio—Hill Arcade, Galesburg,

Transmitter-

Wave—Power—Tima
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission
15% on net charges for station facilities to recognized agencies; no cash discount.

General Advertising
Quantity discounts apply on each classification only,
and on advertising matter used consecutively within
12 months. CLASS "A"

|     | (11:30 | ı.m. te | 1:00 p.m.  | and after | 6:00 p. | m.)     |
|-----|--------|---------|------------|-----------|---------|---------|
|     |        | 13 ti.  | 26 t1.     | 52 tl.    | 104 ti. | 260 ti. |
| 1   | hour   | 57.00   | 54.00      | 51.00     | 48.90   | 45.00   |
| 1/2 | hour   | 34.20   | 32.40      | 30.60     | 28.80   | 27.00   |
| 1/4 | hour   | 20.00   | 19.00      | 18.00     | 17.00   | 15.00   |
| 5   | minute | s 9,50  | 9.00       | 8.50      | 8.00    | 7.50    |
|     |        |         | CLASS      | "B"       |         |         |
|     |        |         | (All other | time)     |         |         |

| 1 | hour     | 47.50  | (All other | (1me)<br>42.50 | 40.00    | 27,50 |
|---|----------|--------|------------|----------------|----------|-------|
|   | hour     |        | 27.00      | 25.50          | 24.00    | 22.50 |
|   | hour     |        |            | 14.00          | 13.20    | 12.30 |
| 5 | intnute: | 7.50   | 7.15       | 6 80           | 6.40     | 6.G0  |
|   |          | A      | NNOUNCE    | MENTS          |          |       |
|   | (11:39 a | .m. to | 1:00 p.m.  | and after      | 6:00 p.r | n.)   |

13 ti. 1 minute. 3.80 50 words... 2.50 52 ti. 3.40 2.25 104 ti. 260 ti  $\frac{3.20}{2.15}$ 3.00 2.05 2,40

Station breaks available for announcements.

SPECIAL FEATURES
Coffee Pot Parade of time and music broadcast from 7:15 a.m. to 9:00 a.m. daily. Package rates.

TRANSCRIPTIONS
Electrically transcribed programs are accepted for broadcast at any hour available.

REMOTE CONTROL
Station can make any pick-up desired by advertisers.
Rates for lines on request.

SERVICE FACILITIES
Services of program department for arranging programs are included without extra cost.

Closing Time
Closing date for general publicity and program
service is one week in advance of broadcast.
Maximum length of contract one y'ar.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel General Manager-Rollin B. Laughner, Jr

Pepresentatives Sears & Ayer, Inc.

### **HARRISBURG**

(Saline County)

WEBQ (Established 1923)



Rates effective October 1, 1944.

Owned and operated by Harrisburg Broadcasting Co. Itusiness Office and Studio-Harrisburg National Bank Bidg., 100 E. Poplar St., Harrisburg 1, Ill., Harrisburg 28.

Transmitter-Harrisburg National Bank Bidg., 100 E. Poplar St., Harrisburg, Ill.

Wavs-Power-Time
Operating power-250 watts.
24.1.9 moters; 1240 killocylea.
Licensed to operate on local channel. Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies. Commission does not apply on talent: cash discount 2%. Bills are rendered the 1st and are due 10th of month following broadGestal Advertising

cast.

General Advertising

For combination rates see Keystone Network.

(6:00 a.m. to 8:00 a.m., 11:30 a.m. to 1:00 p.m., and 6:00 p.m. to 9:00 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 156 ti. 1 hour.... 80.00 57:00 54.00 51.00 48.00 48.00 45.00 1/2 hour.... 35.00 33.25 31.50 29.75 28.00 26.25 1/4 hour.... 20.00 19.00 18.00 17.00 16.00 15.00 5 minutes 10.00 9.50 9.00 8.50 8.00 7.50

CLASS "B"

(8:00 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. and 9:00 p.m. to 11:00 p.m.)

1 tt. 13 tt. 26 tt. 52 tt. 104 tt. 156 tt.
1 hour.... 40.00 38.00 36.00 34.00 32.00 30.00
1/2 hour.... 25:00 23.75 22.50 21.25 20.00 18.75
1/4 hour... 15:00 14.25 13.50 12.75 12.00 11.25
5 minutes 7.50 7.13 6.75 6.38 6.00 5.62

ANNOUNCEMENTS

1 minute.. 5.00 4.50 4.00 3.50 3.00 Station break 4.00 3.50 3.00 2.75 2.50 SPECIAL FEATURES

Information on particular features to suit requirements will be furnished on request.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT
Rates on request.

Contract and Other Requirements

ontract and Other Requirements
Advertising of alcoholio beverages, other than beer
and wine, not accepted,
Rates do not include talent, Services of announcer
are included without extra charge.
All contracts are subject to regulations of the Government. Nate and Federal Radio Commissions, the
National Association of Broadcasters, and the Harrisburg Broadcasting Company itself. The management
reserves the right to reject all copy not approved by
them. them.

Closing Time

Closing date for all programs is 10 days in advance of program.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cur recordings.

Personnel

Manager-I. M. Taylor.

Representatives

Howard H. Wilson Company.

### HERRIN

(Williamson County)

WJPF

(Established 1940) Rates effective August 1, 1940. Owned and operated by Egyptian Broadcasting Co. Business Office and Studios—Herrin, Ill.

Wave-Power-Time

Operating power—250 wasts.
223.9 meters; 1840 kilocycles.
Licensed to operate un'imited time. Operates on Central War Time.
Operating schedule: 6:00 a.m. to 11:00 p.m.

Agency Commission

15% to recognized advertising agencies; cash discount  $2\%-10{\rm th}$  of following month.

General Advertising
For combination rates see Keystone Network,

CLASE "A"

(8:00 a.m. to 8:00 p.m. to 9:00 p.m.)

p.m. and 8:00 p.m. to 9:00 p.m.)

1ti. 13ti. 26 ti. 52 ti. 104 ti. 156 ti.

1 hour...... 60:00 57:00 54:00 51:00 48:00 45:00

1/2 hour.... 85:00 83:25 81:50 29:75 28:00 26:25

1/4 hour... 20:00 19:00 18:00 17:00 16:00 15:00

5 minutes 10:00 9:50 9:00 8:50 8:00 7:50

5 minutes 10.00 9.50 9.00 8.50 8.00 CLASS "B"

(8:00 \*.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. and 9:00 p.m. to 11:00 p.m.)

1 hour.... 40.00 88.00 36.00 34.00 32.00 1/2 hour.... 25.00 23.75 22.50 21.25 20.00 1/4 hour... 15.00 14.25 13.50 12.75 12.00 5 minutes 7.50 7.13 6.75 6.38 6.00

ANNOTINCEMENTS

1 minute.. 5.00 4.50 4.00 3.50 3.00 2.50
Station breaks available. Copy limited to 50 words. SPECIAL FEATURES

Details on request.

TRANSCRIPTIONS
Not restricted to certain hours.

TALENT

Rates on request. Contract and Other Requirements
Rates are for station time only. Station reserves right
to reject all copy not approved by station.

Closing Time
Ten days prior to starting date.

Personnel
Manager—Chas. R. Cook,

Representatives

# Entrust

# your message

to SRDS advertisers . . . get the facts from their listings and their advertisements.

### **ILLINOIS—Continued**

### **JACKSONVILLE**

(Morgan County)

WLDS
(Established 1942)
Rate card dated January 1, 1942, (Card No. 2,)
Owned and operated by Stephenson, Edge and Kors-

ANNOUNCEMENTS Rates include services of one announcer. Thirty won station break at 100 word rate. One minute transcription or one minute live announcements at 1-1/2 time the 100 word announcement rate. ncer. Thirty word

CLASS "A"
1 tt. 25 tt. 50 tt. 100 tt. 200 tt. 300 tt.
100 words...... 6.00 5.70 5.40 5.10 4.80 4.50
30 words..... 3.00 2.85 2.70 2.55 2.40 2.25 CLASS "B" words..... 4.00 8.80 8.60 words..... 2.00 1.90 1.80 SPECIAL FEATURES

Rates on request.

POLITICAL One time rate applies; cash in advance

TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service.

REMOTE CONTROL

Facilities subject to extra charges for line and me-chanical costs. Not subject to agency commission un-less quoted by station.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted. Two weeks' notice required for cancellation of contract running more than 13 times.

Closing Time
Contracts close one week in advance of first broadcast.
Announcement copy closes 24 hours in advance. Transcriptions and talks close 48 hours in advance. Station reserves the right to use a 30 second period preceding each program for station identification, time and other announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel
General Manager—E. J. Korsmeyer.

Representatives

### JOLIET (Will County)

WCLS

Rates effective May 1, 1945, (Card No. 23.) Card received March 30, 1945.

Owned and operated by WCLS, Inc. Studios—601 Walnut St., Joliet, Ill., and 362 E. Court St., Kankakee, Illinois. Transmitter—601 Walnut St., Joliet. Ill.

Wave-Power-Time

Operating power—250 watts.
223.9 meters; 1840 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Operating schedule: Sundays 9:00 a.m. to 12:00 mid-night; week days 6:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills due on 1st of month for programs broadcast during previous month.

General Advertising

For combination rates see Keystone Network. Rates include music copyright fees.

CLASS "A"

(8:00 a.m. to 10:00 p.m.)

1 11. 26 tt. 78 tt. 156 tt. 234 tt. 812 tt. 1 hour.... 56.00 30.00 28.50 27.00 25.50 24.00 1/4 hour... 21.60 18.00 17.0 16.20 15.30 14.0 10 minutes 16.20 13.50 12.82 12.14 11.46 10.80 5 minutes 9.70 8.10 7.70 7.30 6.90 6.50 100 words... 5.40 4.50 4.28 4.06 3.84 3.60

DISCOUNTS

Discounts apply on total number of programs of five minutes or more in length within one year. Time in various classifications may be combined in earning discounts, but 100 word announcements may not be combined with programs in figuring program discounts. However, any discounts earned on the basis of number of programs within one year apply on 100 word announcements taken within the same period, but not vice versa. vice versa.

SPECIAL FEATURES
Rates on news and special features given on request. POLITICAL

Cash in advance.

REMOTE CONTROL

Programs originating outside station studies subject to extra charge.

Services of Program Department in arranging and producing programs are included without extra charge. Rates include services of station announcer on duty at time of broadcast.

Contract and Other Requirements

contract and Other Requirements
All programs are subject to the approval of station
management, and to governmental, state and FCC
regulations. No rate protection is given beyond the
number of broadcasts specified in the contract and
in no event is the term of the contract to exceed
one year from date of the first broadcast.
If advertiser for any reason fails to use the number
of broadcasts contracted for within the time specified, advertiser agrees to pay the schedule of rates
in effect on the date of the contract applicable on
the number of broadcasts actually used. All periods
offered subject to prior sale.

Closing Time
The closing date for general publicity and programservice is one week in advance of broadcast program.

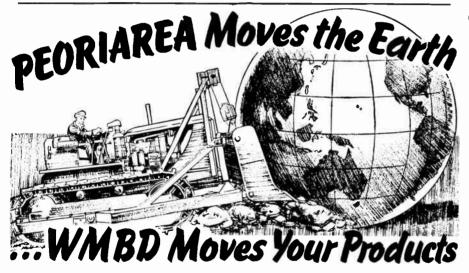
Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using double turntables for lateral and vertical cut recordings.

Personnel General Manager—Robert L. Bowles.

Representatives None.

MOLINE (Rock Island County) WHBF

Considered by the Mutual Broadcasting System as their Rock Island-Davenport-Moline outlet. See list-ing under Rock Island.



## HELPING SHAPE THE EARTH TO SUIT FREE PEOPLE

Peoria is the center of earth-moving equipment manufacture—equipment vitally needed to help smooth the road to Victory. After the war, Peoria's earth-moving equipment will be called on to reshape the face of a battlescarred world. NOW and LATER, Peoria's prosperity is assured. You can depend on Peoriarea's potent buying population of 600,000 to continue

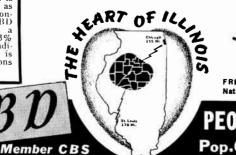
supplying the material from which sales records

Peorians Have the WMBD Habit

Not just the city of Peoria, but the entire PEORIAREA of over 600,000 population is dominated by WMBD, as proved by Hooper and Conlan listener surveys. WMBI) is far out in front with a coverage "tune in" of 56.3% (Conlan 1944). WMBD's audience in PEORIAREA is greater than all other stations combined!

wmbd

You can capture PEORIAREA through one station . . . WMBD!





### **PEORIA**

(Peoria County)

WMBD (Established 1927)



Rates effective March 1, 1944.

Owned and operated by Peoria Broadcasting Co.
Studio and Offices—Alliance Life Bldg., Peoria, Ill.
telephone 7133.
Transmitter—Five miles from court house, between
Peoria and Pekin, Ill.

### Wave-Power-Time

Operating power 5,000 watts days; 1,000 watts nights, 204.1 meters; 1470 kilocycles.

Licensed to operate full time. Operates on Central War Time.

Operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 5:45 a.m. to 2:00 a.m.

### Agency Commission

15% to recognized advertising agencies; no cash discount. All bills rendered first of each month, due and payable by the 10th of month.

payable by the 10th of month.

General Advertising

For combination rates see Columbia Broadcasting
System (Basic Supplementary Group).

Music Licenses: ASCAP—Blanket commercial license
and blanket sustaining license; BMI—Blanket sustaining and commercial license.

The following rates are for general advertising. For
retail advertising rates consult slation management.

Program and announcement contracts must be figured
separately for discounts earned. Extra announcers
1.00 each.

CLASS "A"

| ····  |      | CL | ASS   | "A" |  |
|-------|------|----|-------|-----|--|
| (6:30 | n m. | to | 10:00 | n.m |  |

|     |      |        | and Su |        |        |         |        |
|-----|------|--------|--------|--------|--------|---------|--------|
|     |      | 1 ti.  | 13 ti. | 26 ti. | 52 ti. | 100 ti. | 260 ti |
| 1   | hour | 150.00 | 142.50 | 135.00 | 127.50 | 120.00  | 112.50 |
| 1/2 | hour | 80.00  | 76.00  | 72.00  | 68.00  | 64.00   | 80.00  |
| 1/4 | hour | 50.00  | 47.50  | 45.00  | 42.50  | 40.00   | 37.5   |
|     |      |        | 01 400 | ****** |        |         |        |

mach dawn

CLASS "B"

CLASS "B"

(9:00 a.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m. to 10:30 p.m. snd 10:00 p.m. and 10:00 p.m. to 10:30 p.m. Sundays)

10:00 p.m. to 10:30 p.m. Sundays)

1 hour... 90.00 85.50 81.00 76.50 72.00

2 hour... 48.00 45.60 43.20 40.80 38.40

4 hour... 30.00 28.50 27.00 25.50 24.00

0 minutes 22.50 21.37 20.25 18.12 18.00

5 minutes 15.00 14.25 13.50 12.75 12.00 CLASS "C"

CLASS "C"

(10:30 p.m. to 12:00 midnight and 5:45 a.m. to 9:00 a.m. daily)

If less than six quarter hours per week or less than quarter hour units used, Class "B" rates apply.

Talent cost not included.

Statements.

| 1/2 | hour          | 1 mo.<br>900.00<br>540.00 | —Six days<br>3 mos.<br>855.00<br>513.00 | 6 mos.<br>810.00<br>486.00 | 1 yr.<br>765.00<br>459.00 |  |  |  |  |
|-----|---------------|---------------------------|---|----------------------------|---------------------------|--|--|--|--|
| 1/4 | hour          | 360.00                    | 342.00                                  | 324.00                     | 806.00                    |  |  |  |  |
|     | ANNOUNCEMENTS |                           |   |                            |                           |  |  |  |  |

SPECIAL FEATURES

Weather reports, temperature reports, time signals, newscasts and sportscasts—rates on request. TALENT

### Rates on request.

### REMOTE CONTROL

If program originates outside of studios, additional charge will be made for remote service. SERVICE FACILITIES

Services of the station program department are available without additional cost to advertisers.

Program ideas will be prepared and submitted by station production department on request.

### Contract and Other Requirements

contract and Other Requirements
Beer and wine advertising accepted for program service only except announcements between 10:30 p.m. and 1:00 s.m. No hard liquor advertising.
Program rates are for the time facilities of the station only; additional charges for talent and service depending on type of program. Programs to be given from one of the station studios in Peoria.
Publicity talks accepted only when subject is of public interest and service in the opinion of the station director.
All contracts subject to government regulations. Station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to itself. All programs must conform to the standards of the station. Where advertiser arranges his own program, it must be submitted a reasonable time in advance Maximum length contract, one year.

### Closing Time

Manuscripts should be submitted 10 days in advance Contracts should be closed two weeks in advance tinsure publicity listing.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel
Manager—Edgar I., Bill.
Commercial Manager—Hugh K. Bolce, Jr.

### Representatives Free & Peters, Inc.

### OUINCY (Adams County) WTAD



Rates effective May 1, 1945. (Card No. 6.) Card received March 1, 1945.

Card received harch 1, 1949.

Owned and operated by Lee Broadcasting, Inc.
Studio (main)—10th floor, W. C. U. Bldg., Quincy,
Ill., telephone 6200.

Transmitter—Quincy Gardens, Quincy, Ill.

(ave—Power—Time

Operating power—1,000 watts,
322.6 meters; 930 kilocycles,
Operates on Central War Time.
Operating schedule: Sundays 6:30 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies providing bill rendered lst of month is paid by the 20th.

rendered 1st of month is paid by the zuth.

General Advertising
For combination rates see Columbia Broadcasting
System (Basic Supplementary Group).

Rates include music copyright fees.

Run of Schedule: When an advertiser will use "run
of schedule" programs and announcements in open
time not required for regularly sponsored programs,
and allow station to change time of broadcast to
nearest available period on any day, 20% discount
will be allowed from program time rates, Quantity
discounts are retroactive on entire schedule as earned.

CLASS "A"

CLASS "A"
(6:00 p.m. to 10:30 p.m. and 12:00 noon to
1:00 p.m.)

|          | l t1.   | 13 ti.     | 26 t1.   | 52 ti.   | 100 (1. |
|----------|---------|------------|----------|----------|---------|
| l hour   | 150,00  | 142.50     | 135.00   | 127.50   | 120.00  |
| 1/2 hour | 90.00   | 85.50      | 81.00    | 76.50    | 72.00   |
| 1/4 hour | 60.00   | 57.00      | 54.00    | 51.00    | 48.00   |
|          |         | CLASS      | "B"      |          |         |
| (7:00    | a.m. to | 12:00 noc  | on and 1 | :00 p.m. | to      |
|          |         | 6:00 p.:   | m.)      |          |         |
|          | 100.00  | 95.00      | 90.00    | 85.00    | 80.00   |
| 1/2 hour | 60.00   | 57.00      | 54.00    | 51.00    | 48.00   |
| 1/4 hour | 40.00   | 38.00      | 36.00    | 34.00    | 32.00   |
|          |         | CLASS      | ''C''    |          |         |
|          |         | (All other |          |          |         |
| l hour   | 75.00   | 71.25      | 67.50    | 63.75    | 60.00   |
| 1/2 hour | 45.00   | 42.75      | 40.50    | 38.25    | 36.00   |
| 1/4 hour | 30.00   | 28.50      | 27.00    | 25,50    | 24.00   |

WEEKLY FREQUENCY RATES (G:00 p.m. to 10:30 p.m. and 12:00 noon to 1:00 p.m.)

|  |                  |                            | week                       |                            |
|--|------------------|----------------------------|----------------------------|----------------------------|
| Three times per week:                    | 13 wks.          |                            | 39 wks.                    |                            |
| 3-1/2 hours weekly<br>3-1/4 hours weekly | 360.00<br>216.00 | 342.00<br>205.20<br>136.80 | 324.00<br>194.40<br>129.60 | 306.00<br>183.60<br>122.40 |

CLASS "B" (7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

| Three times per week:                                      | 13 wks.  | 26 wks.                   | 39 wks.                   | $52\mathrm{wks}$       |
|--|----------|---------------------------|---------------------------|------------------------|
| 3 hours weekly<br>3-1/2 hours weekly<br>3-1/4 hours weekly | 144.00   | 228.00<br>136.80<br>91.20 | 216.00<br>129.60<br>86.40 | 204.0<br>122.4<br>81.6 |
|  | ASS "C   |                           |                           |                        |
| (All   | other th | me)                       |                           |                        |

|  |         | —Per                       | week                       |                            |
|--|---------|----------------------------|----------------------------|----------------------------|
| Five times per week:                                       | 13 wks. | 26 w ks.                   | 39 wks.                    | 52 wks.                    |
| 5 hours weekly<br>5-1/2 hours weekly<br>5-1/1 hours weekly | 306.00  | 484.50<br>290.70<br>193.80 | 459.50<br>275.90<br>183.60 | 433,50<br>260,10<br>173,40 |
| (7:00 a 7) to 10:0   | ASS "E  |                            |                            |                            |

(7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.) Five times per week! 340.00 323.00 306.00 289.00 5-1/2 hnurs weekly..... 340.00 193.80 183.60 173.40 5-1/4 hours weekly.... 136.00 129.20 122.40 115.60

5-1/4 hours weekly..... 130.00 129.20 122.40 CLASS "C" (All other time)
Five times per week:
5 hours weekly....... 255.00 242.25 229.50 5-1/2 hours weekly...... 153.00 145.65 137.70 5-1/4 hours weekly..... 102.00 96.90 91.80

5.1/4 hours weekly...... 153.00 145.65 137.70 130.05
5.1/4 hours weekly...... 102.00 96.90 91.80 86.70

ANNOUNCEMENTS
CLASS "A"
(6:00 p.m. to 10:30 p.m. and 12:00 noon to
1:00 p.m.)
1 13 26 52 102 300
ti. ti. ti. ti. ti. ti.
1 minute or less 15:00 14.25 13:50 12.75 12:00 11.25
CLASS "B".
(7:00 a.m. to 12:00 noon and 1:00 p.m. to
6:00 p.m.)
1 minute or less 10:00 p.m.)
1 minute or less 10:00 p.m.
1 minute or less 10:00 p.m.
1 minute or less 10:00 p.m.

SPECIAL FEATURES
News—Leased wire service available—rates on request.
Talks of a comments

on request.

TALKS

Talks of a commercial nature accepted at one time
Class "A" rates. Script to be submitted to station
management at least 24 hours in advance of broadcast.

One time Class "A" rates apply; cash with order re-

(This listing continued on next page)

### IOWA

WTAD

MISSOURI



Merchandising Staff is "At Your Service" to promote your program and products. They do it with personal letters to dealers, calls on key jobbers, courtesy announcements and newspaper space.

WTAD Advertised products take the lead in this rich farming and industrial market because WTAD is the station with more listeners than all other stations in the area combined, according to Hooper Station Listings, Fall, 1944.

> Use WTAD and KGLO Mason City, Iowa A Natural Combination





**CBS Affiliate** 

The Katz Agency, Rep.



### **ILLINOIS—Continued**

### **OUINCY—Continued** W T A D-Continued

TALENT
Dramatic and musical talent of all kinds available—rates on request.

REMOTE CONTROL
Programs originating outside of studies subject to
additional charges—rates on request.
TRANSCRIPTIONS
Transcription library services available.
Complete recording equipment is available—rates on request

request.

request.

SERVICE FACILITIES

Service of continuity writers, program planning department, and publicity department available at no additional cost.

Contract and Other Requirements
All programs are subject to approval of station management. Contracts are subject to all authorized requirements, regulations and acts passed by the state, the United States, and the Federal Communications

No contract accepted for more than 52 weeks. Closing Time

All contracts should be closed one week in advance of broadcast to insure proper publicity.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings. Personnei

ersonnei Secretary-Treasurer—F. C. Eighmey. General Manager—Walter J. Rothschild.

Representatives
The Kats Agency, Inc.

### ROCKFORD

(Winnebago County)

WROK



Rates effective December 31, 1948.

Owned and operated by the Rockford Broadcasters,

Inc.
Business Office and Studio—News Tower, Rockford,
Ill., Main 5682.
Transmitter—Kilburn Ave. Road, 4-1/2 miles N. W. of Rockford, Ill.

or Rockford, III.

aves—Power—Time
Operating power—1,000 watte days; 500 watts nights.
208.3 meters; 1440 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Operating schedule: Week days 6:00 a.m. to 12:00
midnight; Sundays 8:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies; each discount 2% of net
—10 days. No cash discount or commission on talent. General Advertising

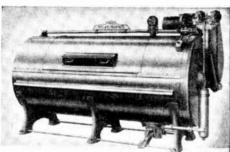
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries). The following rates are for national advertising. Rates include music copyright fees.

|     |         |        | CLASS   |        |        |         |        |
|-----|---------|--------|---------|--------|--------|---------|--------|
|     |         | (6:00  | p.m. to | 10:00  | p.m.)  |         |        |
|     |         | 1 ti.  | 13 ti.  | 26 ti. | 52 ti. | 100 ti. | 800 ti |
| 1   |         | 110.00 | 100.00  | 90,00  | 85.00  | 80.00   | 70.0   |
| 1/2 |         | 66.00  |         | 55.00  | 52.00  | 50.00   | 45.0   |
| 1/4 |         |        | 38.00   | 36.00  | 34.00  | 31.00   | 28.0   |
|     | minutes |        | 27.00   | 25.00  | 24.60  | 22.00   | 20.0   |
|     | minutes |        | 14.00   | 13.00  | 12.00  | 11.00   | 10.0   |
| 100 | words   | 9.00   | 8.50    | 8.00   | 7.50   | 7.00    | 6.5    |





THE SERVUS RUBBER CO.



AMERICAN MACHINE & METALS, INC. Laundry Equipment

The two nationally famous products shown above are manufactured in TRI-CITIES. In all, TRI-CITIES has more than 150 diversified manufacturing concerns, giving balance and stability to the market. You can count on TRI-CITIES for steady sales results year after year . . . a good market to advertise in NOW and LATER! Let WHBF cover this market for you.



HOWARD H. WILSON CO., NATIONAL REPRESENTATIVES

CLASS "B" (6:00 a.m. to 6:00 p.m. and 10:00 p.m. to

|     | 12:00 midnight) |       |        |        |        |         |        |  |  |
|-----|-----------------|-------|--------|--------|--------|---------|--------|--|--|
|     |                 | 1 ti. | 13 ti. | 26 ti. | 52 ti. | 100 ti. | 300 G. |  |  |
| 1   | hour            | 75.00 | 70.00  | 65.00  | 60.00  | 55.00   | 50.00  |  |  |
| 1/2 |                 | 50.00 | 45.00  | 42.50  | 40.00  | 38.00   | 36.00  |  |  |
| 1/4 | hour            | 30.00 | 28.00  | 27.00  | 25.00  | 24.00   | 22.00  |  |  |
| 10  |                 |       | 21.00  | 20.50  | 20.00  | 18.00   | 15.00  |  |  |
| 5   | minutes         | 12.00 | 11.50  | 11.00  | 10.50  | 9.50    | 8.00   |  |  |
| 100 | words           | 8.00  | 7.50   | 7.00   | 6.50   | 6.00    | 5.50   |  |  |

SPECIAL FEATURES
Rates on request.

TRANSCRIPTIONS
Regular time charges apply to transcribed programs and such programs are not restricted to certain hours.
Transcription library service available—rates on re-

TALENT

Rates on request.

REMOTE CONTROL
Additional charges are made for programs originating outside of the atation's atudios, and for programs requiring special production.

SERVICE FACILITIES
Services of stations.

NERVICE FACILITIES

Services of station's program department, staff announcers, and staff engineers in arranging and presenting programs, are included without extra charge. Merchandising service at no extra cost, except where this service includes mailing of lettera, displays, etc., which will be furnished at actual cost.

Contract and Other Requirements
All acceptable accounts are subject to the same rates.
No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations.

All programs are subject to approval of the station. No contract accepted for more than one year's services. Advertising contracts are not assignable.

Closing Time
Talent programs close one week in advance of broadcast. Transcribed programs, announcements, etc., close 24 hours before time of broadcast.

Mechanical Program Equipment by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings. Equipped to make recordings.

Personnel
General Manager—Walter M. Koessler,
Commercial Manager—John J. Dixon.
Sales Promotion Manager—William R. Traum.

Headley-Reed Company

### ROCK ISLAND

(Rock Island County)

WHBF (Established 1925)



Rates effective January 1, 1945. (Card No. 11.)
Owned and operated by The Hock Island Broadcasting Co., an affiliate of The Rock Island Argus.
Business Office and (Main) Studio-Safety Bidg.,
Rock Island, Ill., Rock Island 918.
Other Studios-Fifth Avenue Bidg., Moline, Ill.
Transmitter—53rd St. and 23rd Ave., Moline, Ill.

Wave-Power-Time

/ave—Power—Time
Operating power—5,000 wails.
236.2 meters; 1270 kilocycles.
Licensed to operate full time on regional channel.
Operates on Central War Time.
Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.;
week days 6:00 a.m. to 1:00 a.m.

week days 8:00 a.m. to 1:00 a.m.

Agency Commission
15% allowed to recognized advertising agencies on national accounts only, on station time charges only unless specified. Cash discount 2% for payment on or before 15th day of month following broadcast. All billings rendered first of the month following broadcast unless otherwise specified. Short rate billed where frequency rate is not earned.

where frequency rate is not earned.

General Advertising
For combination rates see Mutual Broadcasting System. In order to earn the following rates, contracts must be completed within twelve months.

CLASS "A"

(6:90 p.m. to 10:30 p.m. week days and 4:00 p.m. to 10:30 p.m. Bundays)

1ti. 18 ti. 26 ti. 52 ti. 104 ti. 260 ti. 1 hour... 175.00 186.25 157.50 188.75 140.00 181.25

1/2 hour... 105.00 99.75 94.50 89.25 84.06 78.75

1/4 hour... 70.00 66.50 63.00 59.50 56.09 53.05

5 minutes 35.00 33.25 31.50 19.75 28.00 26.25

CLASS "B" (6:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 4:00 p.m. Sundays and after 10:30 p.m. daily)

1 hour... 87.50 83.15 78.75 74.85 70.00 1/2 hour... 85.00 49.90 47.25 44.60 42.00 1/4 hour... 85.00 33.25 31.50 39.75 28.00 5 minutes 17.50 16.65 15.75 14.85 14.80

ANNOUNCEMENTS

Dual sponsorship is not allowed in centinuity for commercial anouncements.

CLASS "A"
(6:00 p.m. to 10:30 p.m.)
1 minute electrical transcription or live... 17.00 18.15 15.30 14.45 18.40 12.75 100 words or less (35 word chain breaks)... 14.00 13.30 12.60 11.90 11.20 10.50

breaks).... 14.00 13.30 12.00 11.30 11.30 1.

CLASS "B"

(6:00 a.m. to 6:00 p.m. and 10:30 p.m.

to sign-off)

1 minute electrical transcription
or live... 11.00 10.45 9.90 9.35 8.89
100 words or less (35 word chain
breaks)... 9.00 8.55 8.10 7.65 7.20

### **ROCK ISLAND—Continued** W H B F—Continued

SPECIAL FEATURES

Time signals—rates and details on request.

Newscasts and news features. Leased wire services available. Rates on request.

POLITICAL

POLITICAL

Political broadcasts other than announcements take Class "A" one time rates, guaranteed time. Announcements are accepted subject to change of times by station without notice to advertiser, and take one time night and day straight announcement rates irrespective of quantity purchased. All political advertising cash in advance. Five minutes is minimum period for political program or talks. Copy must be submitted at least 48 hours in advance of broadcast.

REMOTE CONTROL.

REMOTE CONTROL

Remote control broadcasting at additional cost.

SERVICE FACILITIES

Complete merchandising service.

Contract and Other Requirements

No contract accepted for longer period than one year. Rates cover only station time and facilities for programs originating in WHBF studies.

The editorial content of all broadcasts is subject to the approval of the management, which reserves the right to accept or reject any or all copy for programs austaining or commercial.

Contract renewals subject to rates in effect at time of renewal.

Ciosina Time

Contracts should be closed two weeks in advance to insure complete publicity listing.

Programs close one week in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel

General Manager—Leslie C. Johnson Sales Manager—Maurice J. Corken.

Representatives

Howard H. Wilson Company

### **SPRINGFIELD**

(Sangamon County) WCBS (Established 1922)



### **BLUE NETWORK STATION**



Rates received August 13, 1940.

Owned and operated by WCBS, Inc. (Affiliated with the Illinois State Journal.) Business Office and Studio—Badio Center, 528 E. Capitol Ave., Springfield, Ill., Dial 9855, Transmitter—2200 S. Sixth St., Springfield, Ill.

Wave-Power-Time

Operating power—250 watts.

206.9 meters; 1450 kilocycles.

Operates full time on local channel. Operates on
Central War Time.

Operating schedule: Sundays and week days 6:00 s.m.
to 12:00 midnight.

Agency Commission

15% on net charges for station time to recognized advertising agencies; no cash discount. No commission on program charges and charges incidental to the construction and production of programs. Bills rendered lat of month.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries). The following rates are for national advertising and include music copyright fees.

WEEK DAYS

|             |                    |         | CLASS    | ▼       |         |         |           |  |
|-------------|--------------------|---------|----------|---------|---------|---------|-----------|--|
|             |                    | (6:00   | p.m. to  | 11:00   | p.m.)   |         |           |  |
|             |                    | 1 ti.   | 13 ti.   | 26 ti.  | 52 ti.  | 104 ti. | 284 ti.   |  |
| 1           | hour               | 80.00   | 76.00    | 72.00   | 68.00   | 64.00   | 56.00     |  |
| 1/2         | hour               | 48.00   | 45.60    | 48.20   | 40.80   | 88.40   | 33.60     |  |
| 1/4         | hour               |         | 80.40    | 28.80   | 27.20   | 25.20   | 22.40     |  |
|             |                    |         | CLASS    | "B"     |         |         |           |  |
|             |                    | (8:00   | a.m. to  | 6:00    | p.m.)   |         |           |  |
| 1           | hour               | . 50.00 | 47.50    | 45.00   | 42.50   | 40.00   | 85.00     |  |
| 1/2         | hour               |         | 28.50    | 27.00   | 25.50   | 24.00   | 21.00     |  |
| 1/4         | hour               |         | 18.05    | 17.10   | 16.15   | 15.20   | 18.80     |  |
| 5           | minutes            |         | 9.50     | 9.00    | 8.50    | 8.00    | 7.00      |  |
|             |                    |         | CLASS    | C       | 0.00    | 0.00    | 1.00      |  |
|             |                    | _       |          |         |         |         |           |  |
| - 1         | (7:00 a.:          |         | 8:00 а.п |         |         | p.m. t  | 0         |  |
|             |                    |         |          | dnight) |         |         |           |  |
| 1           | hour               |         | 38.00    | 86.00   | 84.00   | 32.00   | 28.00     |  |
| 1/2         | hour               |         | 22.80    | 21.60   | 20.40   | 19.20   | 16.80     |  |
| 1/4         | hour               |         | 15.20    | 14.40   | 13.60   | 12.80   | 11.20     |  |
| 5           | minutes            | 9.00    | 8.55     | 8.10    | 7.65    | 7.20    | 6.80      |  |
|             |                    |         | CLASS    | "D"     |         |         |           |  |
|             | (1                 | 2:00 m  | idnight  | to 7:0  | 00 a.m. | .)      |           |  |
| 1           | hour               |         |          | 24.00   | 22.77   | 21.24   | 18.77     |  |
| $1/\bar{2}$ | hour               |         | 15.20    | 14.40   | 13.60   | 12.80   | 11.20     |  |
| 1/4         | hour               |         | 10.02    | 9.52    | 9.00    | 8.46    | 7.84      |  |
| -′ <u>5</u> | minutes            |         | 7.12     | 6.75    | 6.87    | 6.00    | 5.25      |  |
|             |                    |         | count o  | n five  | Of EDO  |         | minute    |  |
|             |                    |         |          |         | о. шо   |         | ********* |  |
| p. 0        | programs per week. |         |          |         |         |         |           |  |

# SUNDAYS (6:00 p.m. to 11:00 p.m.)

|           |         |        | above  |       |        |       |
|-----------|---------|--------|--------|-------|--------|-------|
|           |         |        | o 6:00 |       |        |       |
|           |         |        | 26 t1. |       |        |       |
| 1 hour    | 60.00   | 57.00  | 54.00  | 51.00 | 48.00  | 42.00 |
| 1/2 hour  | 86.00   | 84.20  | 32,40  | 80.60 | 28.80  | 25.00 |
| 1/4 hour  | 24.00   | 22.80  | 21.60  | 20.40 | 19,20  | 16.80 |
| 5 minutes |         |        |        |       |        |       |
| (8:00 m.: | m. to 1 | 2:00 m | on and | 11:00 | p.m. 1 | to O  |

40.00 rate applies. See above schedule.

(12:00 midnight)

40.00 rate applies. See above schedule.

(12:00 midnight to 8:00 a.m.)

ANNOUNCEMENTS
(8:00 p.m. to 11:00 p.m.)
1 ti. 13 ti. 28 ti. 52 ti. 104 ti. 280 ti.
100 words, 1 minute electrical transcription
and 30 word chain
breaks...... 10.00 9.50 9.00 8.50 8.00 7.00

(11:00 p.m. to 12:00 midnight)
100 words, I minute electrical transcription
and 30 word chain
breaks...... 8.00 7.60 7.20 6.80 8.40 5.60

(Sign-on to 6:00 p.m.)
100 words, 1 minute electrical transcription
and 80 word chain
breaks..... 6.00 5.70 5.40 5.10 4.80 4.20

SPECIAL FEATURES
Time signals, temperature and weather forecasts—
information on request.
Direct wire press service—rates on request.

POLITICAL
Political rate one and one-half times the one time
rate. No time discount. Cash in advance.

RECORDED PROGRAMS
Electrical transcription programs are
broadcast at any hour available. are accepted for

TALENT
Station will furnish any type of local talent available. Rates on request.

REMOTE CONTROL

Programs broadcast from remote points are subject to special charge.

SERVICE FACILITIES
The station will assume entire responsibility for program construction and presentation. Program ideas, lists of talent and prices furnished upon request.

inste of talent and prices furnished upon request.

Contract and Other Requirements
Advertising of beer and wine accepted.

Quantity discounts apply on each elastification individually. Announcements and programs cannot be
combined to secure quantity discounts. Quantity discounts apply on periods or announcements used cosecutively within 12 months.

Maximum length of contract, one year. Rates quoted
do not include artists' services.

All program and advertising copy are subject to
approval of the station management and must conform to the rules and regulations of the Federal
Communications Commission.

Closing Time

Two weeks prior to initial broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for lateral and vertical cut recordings. Recording equipment available.

Personnel

Manager--C. W. Neeld.

Representatives

Sears and Ayer, Inc. .

# WTAX COLUMBIA AFFILIATE

Rates effective July 1, 1948. (Card No. 11.) . Owned and operated by WTAX, Inc.
Business Office and Studio—Reisch Bldg., Spring-field, Ill.
Transmitter—117-119 S. Fifth St., Springfield, Ill.

Wave-Power-Time

Operating power—100 watts.
241.9 meters; 1240 kilocyneles.
Licensed to operate unlimited time on cleared local
channel. Operates on Central War Time.

Agency Commission

15% to recognized advertising agencies

General Advertising

For combination rates see Columbia Broadcasting System (Basic Supplementary Group). Also sold in combination with WSOY, Decatur, Ill. For rates see WSOY, Quantity discounts apply on each classification only. Announcements and programs cannot be combined to earn quantity discounts.

CT.ASS "A"

|     |         | (6:00 p | .m. to | 10:00 | D. D. ) |         |         |
|-----|---------|---------|--------|-------|---------|---------|---------|
|     |         | 1 ti.   | 26 ti. |       |         | 156 ti. | 260 ti. |
|     | hour    |         | 57.00  | 54.00 | 51.00   | 48.00   | 45,80   |
| 1/2 | hour    | 36.00   | 84.20  | 82.40 | 20.60   | 28.80   | 27.00   |
| 1/4 | hour    | 24.00   | 22.80  | 21.60 | 20.40   | 19.20   | 18.00   |
| 5   | minutes | 12.00   | 11.40  | 10.80 | 10.20   | 9:60    | 9.00    |
|     |         |         |        |       |         |         |         |

|                     | CLASS          | "В"      |         |               |                |
|---------------------|----------------|----------|---------|---------------|----------------|
| (7:30               | 8.m. to        | 4:00     | n.m.)   |               |                |
| î ti.               |                |          | 104 ti. | 156 tf.       | 260 tt.        |
|                     | 88.00          |          |         |               | 80.0U          |
|                     | 22.80          |          |         |               | 18.00          |
| 1/4 hour 16.00      | 15.20          | 14.40    | 18.60   | 12.80         |                |
| 5 minutes 8.00      | 7.60           | 7.20     | 6.80    | 8.40          | 8.00           |
|                     | CLASS          |          |         | ••••          | ••••           |
| (6:00 a.m. to       |                |          |         | p.m. 1        | lo             |
|                     | 2:00 m1        |          |         | 04.00         |                |
| 1 hour 80.00        | 28.50<br>17.10 | 27.00    |         | 24.00         | 22.50<br>18.50 |
| 1/4 hour 12.00      |                | 16.20    | 10.20   | 14.40<br>9.60 | 9.00           |
| 5 minutes 8.00      |                | 5.40     |         | 4.34          |                |
|                     |                | ••••     |         | 4.84          | 1.00           |
| AN                  | NOUNC          |          | TB      |               |                |
|                     | CLASS          |          |         |               |                |
| (6:00               | p.m. 14        | 10:00    | p.m.)   |               |                |
| 100 words or one    |                |          |         |               |                |
| minute 6.00         |                | 5.40     | 5.10    | 4.80          |                |
| 30 words 4.80       |                | 4.32     | 4.08    | 3.84          | 3.60           |
|                     | CLASS          |          |         |               |                |
|                     | a.m. te        | 3:00 :   | p.ma.)  |               |                |
| 100 words or one    |                |          |         |               |                |
| minute 4.00         |                |          | 3.40    |               |                |
| 30 words 3.20       |                |          | 2.78    | 3.56          | 2.40           |
|                     | CLASS          |          |         |               |                |
| (8:00 s.m. to       | 7:80 a.n       | a. and   | 10:00   | p.m. (        | 0              |
|                     | 2:08 m.        | dnight   | )       |               |                |
| 100 words or one    |                |          |         |               |                |
| minute 8.00         | 2.85<br>2.28   | 2.70     | 2.55    | 2.40          | 2,25           |
| 30 WOTGS 2.40       |                |          | 2.04    | 1.92          | 1.80           |
|                     | Disco          | antı     |         |               |                |
| 500 announcemen     | ta             |          |         |               | . 5%           |
| 1,000 announcemen   | ts             | ******   |         |               | _ 15%          |
| SPE                 | CIAL F         | EATU     | res     |               |                |
| Leased wire service | e aveila       | blade    | taile o | n requi       | net            |
| Time signals on b   | sain of 1      | Agular   | rates   | for 50        | oe 108         |
| words.              | 0              | . 454141 |         |               | 100            |

TRANSCRIPTIONS

Available at all hours-details on request.

TALENT
Any type of local talent available—rates on request.

Any type of local talent symiable—rates on request REMOTE CONTROL Facilities available—rates and details on request. Contract and Other Requirements Maximum contract one year.

Closing Time
Two weeks prior to starting date. Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 83-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Manager—Jay A. Johnson. Representatives Weed & Company.

SOMEONE ALWAYS

WAITING TO

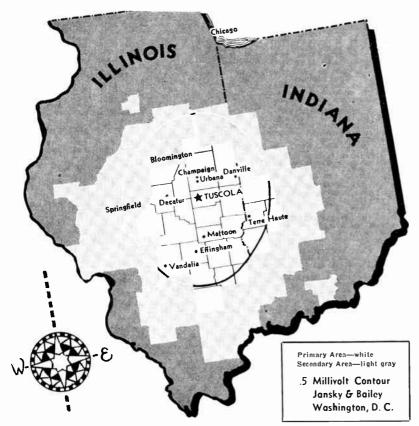
**BORROW YOUR SRDS?** 





Get an extra copy of this Section

Only \$20 a year!



It's been going on for a quarter of a century! What? Why, WDZ's complete, concentrated coverage of the Decatur, Champaign-Urbana, Danville Markets and surrounding areas! WDZ is the focal point of a busy manufacturing-industrial district and a productive farming area. Thru years of experience, finer programming, alert promotion, WDZ has built a solid audience of loyal listeners who respond to our friendly WDZ personalities; who have confidence in the sales standards set by WDZ; who have learned that a sales recommendation from WDZ is sincere. Investigate WDZ's popularity and powerful selling appeal!

Coverage of Decatur, Champaign-Urbana, Danville, Springfield, Mattoon, Vandalia, Effingham, Bloomington—all in Illinois and Terre Haute, Indiana, and surrounding agricultural areas!





### TUSCOLA (Douglas County)

WDZ (Established 1921)



Rates effective November 1, 1944. (Card No. 6.) Owned and operated by WDZ Broadcasting Company. Studio—Star Bidg., Tuscola, Ill., telephone 98. Transmitter—1-1/2 miles north and one mile east of the junction of U. S. highways 36 and 45.

wave—Power—Time
Operating power—1.00 watts.
285.7 meters; 1050 kilocycles.
Licensed to operate full time days. Operates on Central War Time.
Operating schedule: 7:00 a.m. to local sunset.

Agency Commission 15% to recognized advertising agencies on time and talent; no cash discount. All bills rendered lat of each month, due and payable by the 10tb.

each month, due and space by the loth.

General Advertising
Rates include music copyright fees.

Program and announcement contracts must be figured
separately for discounts earned.

The following rates are for general advertising. For
retail rates consult station management.

GENERAL BROADCASTING RATES

GENERAL BROADCASTING RA

CLASS "A"

(11:29 a.m. to 1:00 p.m. dail;
1 tt. 13:1. 26 tt. 52 tt.
1 hour..... 75.00 71.25 67.50 63.75
1/2 hour.... 37.50 35.62 33.75 21.87
1/4 hour.... 25.00 23.75 22.50 21.25
10 minutes 18.00 17.10 16.20 15.30
5 minutes 12.00 11.40 10.80 10.20
1 minute (electrical transcription or live) 8.00 7.60 7.20 6.80
100 words
or less..... 7.00 6.75 6.30 5.95

CLASS "B" 6.40 CLASS 11:29 a .в.

CLASS "B"
(8:59 a.m. to 11:29 a.m. week days and 7:00 a.m. to 11:29 a.m. and 1:01 p.m. to sunset Sundays)
1 hour..... 60.00 57.00 54.00 51.00 48.00 22 hour..... 80.00 28.50 27.00 25.50 24.00 44.00 10.00 10.00 10.00 18.00 17.00 16.00 10 minutes 15.00 14.25 13.50 12.75 12.00 5 minutes 15.00 14.25 13.50 12.75 12.00 5 minutes 10.00 9.50 9.00 8.50 8.00 1 minute (electrical transcription or live) 7.00 6.65 6.30 5.55 5.80 00 words 100 words or less..... 6.00 5.70 5.40 5.10 4.80

or less..... 6.00 5.70 5.40 5.10 4.00 CLASS "C"

(7:00 a.m. to 8:59 a.m. and 1:01 p.m. to surset week days)

1 hour..... 48.00 45.60 43.20 40.80 38.40 :
(2 hour..... 16.00 15.20 14.40 13.60 12.80 10 minutes 12.00 11.40 10.80 10.20 9.60 5 minutes 30.0 7.60 7.20 6.80 6.40 1 minute (electrical transcription on live) 6.00 5.70 5.40 5.10 4.80 on wards 36.00 18.00 12.00 100 words or less..... 5.00 4.75 4.50 4.25 4.00

SPECIAL FEATURES
Time signals, weather reports, temperature reports and newscasts—rates on request.

Rates on request. Extra announcers: Each announcement .50; each program 1.00.

Rates on request. Extra announcers: Each announcement. 50; each program 1.00.

REMOTE CONTROL

If program originates outside of studios, additional charge will be made for remote service.

SERVICE FACILITIES

Services of the station program department are available without additional cost to advertisers.

Program ideas will be prepared and aubmitted by station production department on request.

Contract and Other Requirements

Program rates are for the time facilities of the station only; additional charges for talent and services depending on type of program.

Publicity talks accepted only when subject is of public interest and service, in the opinion of the station director. Manuscript must be submitted for approval. Talk may be delivered by advertiser's representative or by station announcer without additional charge. All contracts subject to government regulations. Station reserves the right to refuse or discontinue any advertising program for reasons eatifactory to itself. All programs must conform to the standards of the station. Where advertiser arranges his own program, it must be submitted a reasonable time in advance for director's approval. Beer advertising accepted after 12:00 noon for program service only. No announcements accepted. No hard liquor or wine advertising.

Maximum length of contract, one year.

tising.

Maximum length of contract, one year.

Closing Time
Manuscript should be submitted ten days in advance.
Contracts should be closed two weeks in advance to insure publicity listing.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel
General Manager—Walter C. Schafer.
Representatives
Howard H. Wilson Co.

### **URBANA**

(Champaign County) WILL (Established 1922)

Does not sell time,

Owned and operated by University of Illinois Wave—Power—Time
Operating power—5,000 watts.
517.2 meters; 580 kilocycles.
Operating schedule: 7:00 a.m. to local sunset.

#### **INDIANA**

#### ANDERSON

(Madison County) WHBU

WHBU

(Established 1923)

Rates effective October 1, 1944, (Card No. 3.)
Owned and operated by Anderson Broadcasting Corp.
Business Office and Studio—640 Citizens Bank Bidg.,
Anderson, Ind., telephone 7791.
Transmitter—1110 Meridian St., Anderson, Ind.
Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Jenery Commission
15% to recognized agencies, except on locally sponsored programs; no cash discount. Invoices mailed monthly, ieneral Advertisine

General Advertising

Rates on request.

RECORDED PROGRAMS

Transcription library service available—rates and details on request.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables with
lateral and vertical cut pick-ups.

Personnel
President—C. Bruce McConnell.
Manager—John R. Atkinson.
Representatives
Weed & Company.

#### **ELKHART**

(Elkhart County) WTRC (Established 1931)



Rates effective May 1, 1944.

Rates effective May 1, 1944.

Owned and operated by Truth Publishing Co., Inc. Business Office and Studio—Hotel Elkhart, Elkhart, Ind., telephone 948.

Transmitter—Junction Mishawaka and Oakland Avenue Roads, one mile south of Elkhart city limits.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1840 kilocycles.
Licensed to operate unlimited time. Operates on Cantral War Time.
Operating schedule: Sunday 8:00 a.m. to 10:00 p.m.; week days 8:00 a.m. to 12:00 midnight.
Agency Commission
15% on estation time; cash discount 2% on net if paid on or before 10th of month following service.
No discount on talent.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Keystone Network.
Rates include music copyright fees.

(All Other time) 26 to 52 times. 10%
52 to 104 times. 15%
52 to 104 times. 25%
104 to 260 times. 25%
280 or more times. 25%
News: Night and day leased wire services available—
rates on request.

TRANSCRIPTIONS
Transcription library services available—rates and details on request.

TALENT
Station will furnish talent for sponsor, rates contingent upon class of musicians and entertainment desired. Talent furnished by sponsor must be acceptable to station management.

REMOTE CONTROL

Where remote control broadcasting is desired, additional charges for lines and equipment must be added.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turntables. 100 words or less

Personnel
General Manager—R. R. Baker.
Commercial Manager—Paul Upson.
Program Director—Margaret Lantz.
Representatives
Burn-Smith Company, Incorporated.

#### **EVANSVILLE** (Vanderburgh County)

#### WEOA

(Established 1986)

Rates effective September 80, 1937.

Owned and operated by Evansville On The Air, Inc. Business Office and Studio-519 Vine St., Evansville. Ind., telephone 2-1171.

Other Studios—Memorial Coliseum and Evansville

| A 110M2  | 100.00  |
|--|---------|
| 8/4 hour   | 80.00   |
| 1/2 hour   | 60.00   |
| 1/4 hour   | 40.00   |
| 10 minutes                                       | 30.00   |
| 5 minutes.                                       | 20.00   |
| l minute   | 10.00   |
| 30 word station break                            | 9.00    |
| (Before 6:00 p.m. week days and before           | 5.00    |
| 12:00 noon Sundays)                              |         |
| 1 hour   | 80.00   |
| 8/4 hour.  | 64.00   |
| 1/2 hour.  | 48.00   |
| 1/4 hour   | 32.00   |
| 10 minutes                                       | 24.00   |
| 5 minutes  | 16.00   |
| 1 minute   | 8.00    |
| 30 word station break                            | 6.00    |
| DISCOUNTS  | 0.00    |
| Less than 13 times                               | . Nat   |
| 13- 25 times                                     | . 5%    |
| 26- 89 times.                                    | . 10%   |
| 40- 52 times.                                    | 15%     |
| 53-104 times                                     | 20%     |
| 105-210 times.                                   | 80%     |
| MERCHANDISING FACILITIES                         | . 8070  |
| Merchandising, display and demonstration service |         |
| be arranged.                                     | Se CEII |
| Closing Time                                     |         |
| Talent programs, talks and recorded programs     | -1      |
| two weeks in advance of broadcast. Announce      | GIUSE   |
| close one week in advance.                       | ments   |
| Mechanical Program Equipment                     |         |
| meanings i salami refribilitif                   |         |

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using \$3-1/3 and 78 r.p.m. double turntables.
Personnel
Manager—Clarence Leich.
Representatives
Weed and Company.

# WGBF (Established 1925)



Rates effective December 1, 1938.

Owned and operated by Evansville on the Air, Inc., Evansville, Ind.

Evansville, Ind.

Business Office and Studio—519 Vine St., Evansville, Ind., telephone 2-1171.

Other Studios—Memorial Coliseum and Evansville

Business Office and Studio—519 Vine St., Evansville, Ind., telephone 2-1171.

Other Studios—Memorial Coliseum and Evansville College.

Transmitter—Six miles northeast of city on Burkhardt Road.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights.

234.4 meters; 1280 kilocycles.

Licensed to operate full time on regional channel. Operates on Central War Time.

Agency Commission
15% on net charges for station facilities to recognized advertising agenoies; cash discount 2% of net—10 days. No commission on program costs or production charges. No cash discount on talent. Invoices mailed first of each month.

General Advertising
For combination rates see National Broadcasting Company (Basio Supplementaries).

(6:00 p.m. to 12:00 midnight week days and

| (6:00 p.m. to 12:00 midnight week days an after 12:00 noon Sundays) | d      |
|---|--------|
| 1 hour  | 150.00 |
| 1/2 hour  | 90.00  |
| 1/4 hour  | 60.00  |
| 10 minutes  | 45.00  |
|   |        |
|   | 80.00  |
|   | 15.00  |
| 30 word station break   | 12.00  |
| (6:00 a.m. to 6:00 p.m. week days and before                        | .6     |
| 12:00 noon Sundays)   |        |
| 1 hour  | 120.00 |
| 1/2 hour  | 72.00  |
| 1/4 hour  | 48.00  |
| 10 minutes  | 36.00  |
| 5 minutes   | 24.00  |
| 1 minute.   | 12.00  |
| 30 word station break   |        |
| DISCOUNTS   | 10.00  |
| Jacoba 18 Maria   |        |
| Less than 18 times  | Nat    |
| 19 to 98 times  |        |

Closing Time
Talent programs, talks and recorded programs close two weeks in advance of broadcast. Announcements close one week in advance,
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.
Personnel Equipped to name tion, using 33-1/3 and 7 Personnel Manager—Clarence Leich. Representatives Weed and Company.

#### FM STATIONS

# WMLL—(FM)



Hates effective January 1, 1941.

Owned and operated by the Evansville On The Air,

| noon Sunday)   |        |
|--|--------|
| 1 hour   | 87.50  |
| 1/2 hour   | 22.50  |
| 1/4 hour   | 15.00  |
| 10 minutes   | 11.25  |
| 5 minutes  | 7.50   |
| 1 minute   | 8.75   |
| 30 word station break  | 8.00   |
| (Before 6:00 p.m. week days and before   | 8.00   |
|  |        |
| 12:00 noon Sunday)   |        |
|  | 80.00  |
|  | 18.00  |
| 1/4 hour   | 12.00  |
| 10 minutes   | 9.60   |
| 5 minutes  | 6.00   |
| 1 minute   | 8,00   |
| 30 word station break  | 2.50   |
| DISCOUNTS  |        |
| Less than 13 times   | Net    |
| 13 to 25 times   | 14     |
| 26 to 39 times   | 10%    |
| 40 to 52 times   | 15%    |
| 53 to 104 times  | 20 4   |
| 105 to 210 times   | 254    |
| 250 or more times  |        |
| SPECIAL FRATURES   |        |
| News and other special features. Rates on re-  | attest |
| The state of the s | quous. |

TALENT
Roth instrumental and vocal. Bates on request.

Personnel
Manager—Clarence Leich.
Representatives
Weed & Company.

#### FORT WAYNE

(Allen County)
WGL
(Esteblished 1924)



Rates received April 11, 1945.

Rates received April 11, 1915.

Owned and operated by Farnsworth Television & Radio Corporation.

Business Office and Studio—925 South Harrison, Fort Wayne, Ind. Eastbrook 3::66.

Transmitter—925 South Harrison, Fort Wayne, Ind. Wave—Fower—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time. Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.
Agency Commission
15% to recognized agencies on station time only, except where otherwise specified; coash discount none.
Bills due and payable when rendered. For rebates earned and allowed the station shall deduct the except where otherwise specified; coash discount none.
Bills due and payable when rendered. For rebates earned and allowed the station shall deduct the except where otherwise specified; coash discount none.
Bills due and payable when rendered. For rebates earned and allowed the station shall deduct the except where otherwise specified; coash discount none.
Bills due and payable when rendered. For rebates earned and allowed the station shall deduct the except where otherwise specified; coash discount none.
Bills due and payable when rendered. For rebates earned and allowed the station shall deduct the except where the except have been company (Basic Supplementaries).

Rates include music copyright charges.

CLASS "D"

(6:00 p.m. to 10:38 p.m. daily)

1 tit. 13 tt. 26 tt. 52 tt. 104 tt. 260 tt.
1 hour... 60.00 57.00 54.00 51.00 48.00 45.00
1/4 hour... 40.00 38.00 30.00 34.00 32.00 30.00
1/4 hour... 40.00 38.00 30.00 34.00 32.00 30.00
1/4 hour... 40.00 38.00 30.00 34.00 32.00 30.00
1/4 hour... 45.00 42.75 40.50 13.82 50.00 37.50
1/2 hour... 45.00 42.75 40.50 38.25 36.00 33.75
1/4 hour... 30.00 28.50 27.00 25.50 24.00 25.00
1/4 hour... 45.00 42.75 40.50 38.25 36.00 33.75
1/4 hour... 30.00 28.50 27.00 25.50 24.00 25.00
1/4 hour... 30.00 28.50 27.00 25.50



#### INDIANA—Continued

# FORT WAYNE—Continued

FORT WAYNE—Continued

WG L—Continued

CLASS "D"

(6:00 a.m. to 9:00 a.m. and after 11:00 p.m. dally)

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 260 ti.

1 hour... 35.00 33.25 31.50 29.75 28.00 26.25

1/2 hour... 21.00 19.95 18.90 17.85 16.80 15.75

1/4 hour... 14.00 13.30 12.60 11.90 11.20 10.50

10 minutes 14.00 13.30 12.60 11.90 11.20 10.50

10 minutes 14.00 9.50 9.00 8.50 8.00 7.50

Contracts with the same advertiser and for periods in the same rate classification may be grouped for the purpose of obtaining lower rates.

ANNOUNCEMENTS AND STATION BREAKS

Frequency rates are based on number used during a 12 month period and become effective from beginning of service only on firm contracts or as contracts become firm. Announcements may be combined with cooperative program participations to earn lower frequency rates. Announcements service which has been maintained for 52 consecutive weeks and continues without lapse will receive the same frequency rates or the frequency rate applicable to that portion of the service which continues. Station break announcements, one minute announcements and participating features can be combined in number for maximum discounts. Announcement, one minute electrical transcription or 125 words live. Station breaks, 15 seconds..... 13 ti. 26 ti. 52 ti. 104 ti. 260 ti. 1 minute or 15 seconds..... 10.00 9.50 9.00 8.50 8.00 7.50 CIASS "B"

(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

1 minute or 15 seconds..... 7.50 7.10 6.75 6.35 6.00 5.60

1 minute or 15 seconds..... 7.50 7.10 6.75 6.35 6.00 CLASS "C" (Sign-on to 7:00 a.m. and 11:00 p.m. to sign-off.) 6.35 6.00 5.60

(Sign-on to 7:00 a.m. and 11:00 p.m. to

1 minute or 15
seconds...... 5.00 4.75 4.50 4.25 4.00 3.75
DISCOUNTS

Quantity discounts for number of times apply to
sil broadcasts used within one year. Programs and
announcements of less than five minutes cannot be
combined to earn quantity and/or frequency discounts.
The discount or rebate to which an advortiser would
otherwise be entitled will not be prejudiced if he is
required by the station to relinquish the time or
times specified in his contract.

SPECIAL PARTICIPATING FEATURES
"Talkin" Time;" with Rosemary: 11:00 a.m. to 11:30
a.m. Monday through Friday Available to noncompetitive producers and manufacturers of food products and home equipment. Commercial continuity
prepared by Rosemary from material supplied by
client. Transcriptions not acceptable. Following
charges include time and talent:

Per participation... 12:00 11:40 10:80 10:20 9:60 9:00
Time signals, temperature and weather reports—
requirer annuncement or station break rafes apply.

Per particlpation.... 12.00 11.40 10.80 10.20 9.60 9.00
Time signals, temperature and weather reports—
regular announcement or station break rates apply.
News: Time cost, regular card rates plus 15% net
of the gross time cost. Rates on request for special

announcer. SERVICE FACILITIES

Bervices of the station's program department, staff announcers, and staff engineers in arranging and presenting programs are included without extractioning excepting in the event client specifies a particular announcer or except where a fee is required by any governing labor organization.

Additional charges are made for programs originating outside the station's studies and for programs requiring special production.

Closing Time
Closing date is two weeks in advanced.

ing special production.

Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turnishles for lateral and vertical out recordings.

Personnel General Manager—Frank V. Webb.

Sales Manager—William R. Aldrich.

Program Director—Paul Roberts.

Representatives Headley-Reed Company.

#### WOWO (Established 1925)



Rates effective January 1, 1942. (Card No. 1A.) Owned and operated by Westinghouse Radio Stations, Inc.

Owned and operated by Westinghouse Badio Stations, Inc.
Business Office and Studio—Westinghouse Bidg., Fort Wayne, Ind., Anthony 2138.
Transmitter—Highway junction of Routes 23 and 30, 5-1/2 miles north of Ft. Wayne, Ind.
Wave—Power—Time
Operating power—10,000 watts.
252.1 meters; 1190 killocycles.
Licensed to operate full time on clear channel. Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 1:00 a.m.
Agency Commission
15% to recognized advertising agencies on net charges for station time only; no cash discount. Bills due and payable when rendered.
General Advertising
Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts, effective at any time after January 1, 1942, at rates on this card for the unexpired portion of such commitments on the effective

| 1 | bour | 220.00 | 131.00 | 1/4 | hour | 181.00 | 1/4 | hour | 80.00 | 1/4 | hour | 61.00 | 1/5 | minutes | 61.00 | 1/5 | minutes | 61.00 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1/5 | 1 CLASS "B" 

Per announce-ment......... 15.00 14.25 13.50 12.75 12.00 11.25 CLASS "C"

Per announce-ment....... 10.00 9.50 9.00 8.50 8.00 7.50 Cooperative Features

Home Forum—Monday through Friday. Available to non-competitive producers and manufacturers of food supplies and home products. Commercial continuity

Station break announcements (limited to 30 words) take the one minute rate.

DISCOUNTS

Quantity discount for number of times applies to all broadcasts used within one year. Short rates will be charged back on all discounts not earned. Program and announcements of less than five minutes cannot be combined to earn quantity and/or frequency discounts. The discount or rebate to which an advertiser would otherwise be entitled will not be prejudiced if he is required by the station to relinquish the time or times specified in his contract.

FREQUENCY DISCOUNTS

(Announcements, Station Breaks, Participations)
The following frequency discounts apply to announcements, station breaks and participations on contracts of 13 or more consecutive weeks:

3 or 4 times weekly or 35 to 64 announcements within 13 weeks.

5% or 6 times weekly or 35 or more announcements within 13 weeks.

10%

POLITICAL AND RELIGIOUS BROADCASTS
Rates on request.

TRANSCRIPTIONS

Accepted during regular broadcasting periods. Transcription library services available—rates and details on request.

TALENT

Talent, lists, program ideas and program plans, in-

on request.

TALENT

Talent, lists, program ideas and program plans, including specimen continuity will be furnished without cost at the request of an advertiser or agency. Musical, dramatic and other talent will be furnished by station artists' bureau.

REMOTE CONTROL

Additional charges are made for programs originating outside the station's studies.

Crosing Time
Program material must be submitted one week in
advance of broadcast date. No changes within two
days preceding broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using \$8-1/8 and 78 r.p.m. turntables for vertical and lateral out recordings.

Personnel
Manager—Paul E. Mills.
Sales Manager—H. D. Longsworth.

Representatives
National Broadcasting Company, Inc. (Spot Sales).

#### HAMMOND

(Lake County)

WJO B

Rates effective July 1, D40. (Card No. 1.)

Owned and operated by O. E. Richardson and Fred
L. Adelr.

Studies—449 State St., Hammond, Ind., telephone
9800. Chicago—188 W. Randolph St., Dearborn
1415.

Transmitter-449 State St., Hammond, Ind.

Transmitter—449 State St., Hammond, Ind.

Wave—Power—Time
Operating power—250 watts.

243.9 meters; 1230 ktlocycles.
Operates on Central War Time.
Operating schedule: 7:00 a.m, to 4:00 a.m, daily.
Agency Commission
15% on net charges for station facilities to recognized advertising agencies; no cash discount. Bilispayable monthly in advance. Make all checks payable to WJOB.
General Advertising
The fellowing rates are for national advertising.

(8:00 p.m. to 12:00 midnight)

11. 32 to 26 acc 26 0 50 0.0

|     |                  | 1 ti.    | 13 ti. | 26 ti. |
|-----|------------------|----------|--------|--------|
| 1   | hour             | 70.00    | 63.00  | 60.00  |
| 1/2 | hour             | 42.50    | 40.00  | 37,50  |
| 1/4 | hour             | 25.00    | 22.50  | 20.00  |
| 5   | minutes          | 12.50    | 11.00  | 10.00  |
|     | (6:00 a.m. to 6: | (.p.mg.) |        |        |
| 1   | hour             | 60.00    | 58.00  | 48.00  |
| 1/2 | hour             | 86.00    | 32.00  | 80.00  |
| 1/4 | hour             | 20.00    | 18,00  | 17.00  |
| 5   | minutes          | 10.00    | 9.00   | 7.50   |
|     | ANNOUNCE         | LENTS    |        |        |
| 100 | words or less:   |          |        |        |
|     | (After 6:00      | p.m.)    |        |        |
| 1   | time             |          |        | . 5.00 |
|     |                  |          |        |        |

| Ι.  | LIM6               | 0.00 |
|-----|--------------------|------|
| 13  | times              | 4.75 |
| 26  | times              | 4.50 |
| 52  | times              | 4.25 |
| 100 | timed              | 4.00 |
| 200 | times              | 8.75 |
| 300 | times              | 8.50 |
|     | (Before 6:00 p.m.) |      |
| 1   | time               | 4 KA |
|     |                    |      |
| 13  | times              | 4.25 |
| 26  | times              | 4.00 |
|     |                    |      |
| 52  | times              | 3,75 |
| 100 | times              | 8.50 |
|     |                    |      |
| 200 |                    |      |
|     | times              |      |
| 300 |                    | 8.00 |
| 300 | times              |      |

SPECIAL FEATURES
News, time signals, weather reports—rates on request.
RECORDED PROGRAMS
Accepted for all hours without additional charge.
TALENT

Rates on request.

REMOTE CONTROL

Station can make any pick-up desired by advertisers.

Rates for lines on request.

SERVICE FACILITIES

Services of program department for arranging programs are included without extra coet.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and when, not accepted.

All programs subject to approval of station.

(This listing continued on next posses)

#### **HAMMOND—Continued** W J O B—Continued

Closing Time
Closing date for general publicity and program service is one week in advance of broadcast.
Mechanical Program Equipment
Equipped to insuite programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Gersonnel
Manager—O. E. Richardson.
Commercial Manager—R. C. Adair.

Representatives Cox & Tans.

#### INDIANAPOLIS

(Marion County)

WFBM

(Established 1924)



Rates revised July 1, 1942. Card No. 10.)

Owned and operated by WFBM, Inc.
Business Office and Studio—48 Monument Circle,
Indianapolis 4, Ind., Lincoln 8506.
Transmitter—Millersville, Marion County, Ind., 5
miles northeast of Indianapolis.

miles northeast of indianapolis.

Waves—Power—Time
Operating power—5,000 watts.
238.1 meters; 1260 kilocycles.
Licesised to operate full time on regional channel.
Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 1:00 a.m.;
week days 6:00 a.m. to 1:00 a.m.

Agency Commission time charges to agencies recog-nized by station, provided payment is made before 15th of the month following broadcast; no cash dis-count. All invoices payable at face when rendered. Bills rendered weekly.

General Advertising
For combination rates see Columbia Broadcasting
System (Basic Network).
The following rates are for national advertising and
include music copyright fees.
All contracts must be completed within 12 months to
earn the net rates shown.

CLASS "A"

|     | (6:00        | p.m. to | 10:30 p.r | n.)     |        |
|-----|--------------|---------|-----------|---------|--------|
|     |              | 1 hr.   | 1/2 hr.   | 1/4 hr. | 5 min. |
| 1   | time         |         | 140.00    | 80.00   | 38.00  |
| 13  | times        |         | 136.50    | 78.00   | 37.00  |
| 26  | times        | 243.00  | 133,00    | 76.00   | 36.00  |
| 52  | times        | 230.00  | 126.00    | 72,00   | 34.00  |
| 104 | tlmes        |         | 119.00    | 65.00   | 32.50  |
| 156 | times        |         | 112.00    | 64.00   | 30.50  |
| 260 | times        | 199.00  | 108.50    | 62,00   | 29.50  |
| 300 | times        | 192.00  | 105.00    | 60.00   | 28,50  |
|     |              | CLASS   | B         |         |        |
| (   | 8:30 a.m. to |         |           | 30 p.m. | to     |
|     |              | 11:00   | p.m.)     | -       |        |
| 1   | time         | 128.00  | 70.00     | 44.00   | 22,00  |
| 13  | times        | 125.00  | 66.50     | 42,90   | 21.45  |

| 1   | time    | 128.00  | 70.00    | 44.00 | 22.00 |
|-----|---------|---------|----------|-------|-------|
| 13  | times   | 125.00  | 66.50    | 42,90 | 21.45 |
| 26  | times   | 122.00  | 65.25    | 41.80 | 20.90 |
| 52  | times   | 115.00  | 63.00    | 39.60 | 19.80 |
| 104 | times   | 109.00  | 59.50    | 37.40 | 18.70 |
| 156 | times   | 102.00  | 56.00    | 35.20 | 17.60 |
| 260 | times   | 99.00   | 51.25    | 34.10 | 17.05 |
| 300 | times   | 96.00   | 52,50    | 33,00 | 16.50 |
|     |         | CLASS   | ''C''    |       |       |
|     | (*11:00 | p.m. to | 8:30 a.n |       |       |
| 1   | time    | 85.00   | 51.00    | 31.00 | 15.00 |

|     | (*11:00        | p.m. to    | 8:30 a.n | 1,)       |         |
|-----|----------------|------------|----------|-----------|---------|
| 1   | time           | 85.00      | 51.00    | 31.00     | 15.00   |
| 13  | times          | 83,00      | 49.50    | 30.00     | 14.25   |
| 26  | times          | 80.00      | 48.50    | 29.00     | 13.50   |
| 52  | times          | 79.00      | 46.00    | 28.00     | 12.75   |
| 104 | times          | 72.50      | 43.50    | 25,00     | 12.00   |
| 156 | times          | 68.00      | 41.00    | 24.00     | 11.25   |
| 260 | times          | 65.50      | 39.00    | 23.50     | 10.50   |
| 300 | times          | 63,75      | 38.00    | 23.00     | 9.75    |
| (*  | ) Service avai | lable only | If reg   | ularly sc | heduled |
| DE  | ogram precedes | or follow  | V R      |           |         |

(\*) Service available only it regularly achieunied program precedes or follows.

STRIP RATES

Strip rate programs and regular rate programs cannot be combined to earn lower rates for either classification.

Monday through Friday, 3:00 p.m. to 4:30 p.m.; minimum five programs per week:

|                   | 13 wks.   | 26 wks.   | 39 wks. | 52 wks. |
|-------------------|-----------|-----------|---------|---------|
| 1 hour            | 387.50    | 362.50    | 337.50  | 287.50  |
| 3/4 hour          | 310.00    | 290.00    | 270.00  | 230.00  |
| 1/2 hour          | 242,20    | 226.55    | 210.95  | 179.70  |
| 1/4 hour          | 145.30    | 135.95    | 126.55  | 107.80  |
| Monday through Sa | sturday.  | 11:00 p.n |         |         |
| in 13 week non-ca | ncellable |           |         |         |
| 1 hour            | 300.00    | 250.00    | 225.00  | 200.00  |
| 1/2 hour          | 200,00    | 175.00    | 150.00  | 125.00  |
| AN                | VOUNCE    |           |         | 2-0.00  |

ANNOUNCEMENTS
Copy will be broadcast as submitted, if approved, and charges will be made at the next higher rate if words exceed limit in any class.
Announcements at breaks adjacent to higher time classifications are charged at rate of higher classifications.

fleation.
(6:00 p.m. to 10:30 p.m. daily and all day

|     |                                |        | ua,        |
|-----|--------------------------------|--------|------------|
|     | Sunday)                        |        | 40 wds.    |
|     |                                | †100 W | ds.or less |
| - 1 | time                           | 18.00  | 15.00      |
| 26  | times                          | 17.10  | 14.25      |
| 52  | times                          | 16.20  | 13.50      |
| 104 | times                          | 15.30  | 12.25      |
| 156 | times                          | 14.40  | 12.00      |
| 260 | times                          | 13.95  | 11.60      |
| 300 | times                          | 13.50  | 11 25      |
| 600 | times                          | 13.05  | 10.85      |
| 000 | (10:30 p.m. to 6:00 p.m. week  |        | 10.83      |
| 1   | time                           | 12.00  | 10.00      |
| 26  | time                           |        | 10.00      |
| 52  | times                          | 11.40  | 9.50       |
|     | times                          | 10.80  | 9.00       |
| 104 | times                          | 10,20  | 8.50       |
| 156 | times                          | 9.60   | 8.00       |
| 260 | times                          | 9.80   | 7.75       |
| 300 | times                          | 9.00   | 7.50       |
| 600 | times                          | 8.70   | 7.25       |
| (1  | ) Or one minute transcription. |        |            |

#### SPECIAL FEATURES

Time signal announcements available daily-rates on Time signal announcements available delly—rates on request.

Berly Birds: Before 8:00 a.m. week days. Participation 109 word announcement daily, 6 days weekly, per week 38:00; no further discounts. Program units available at Class "C" rates.

Hoosler Farm Circle: Program and announcement participation—rates on request.

Mr. Farrell's Kitchen of the Air: Minimum participation five minutes, two, three or five times weekly. Rates on request.

News (Gasaed wire service) and sports festures—rates on request.

POLITICAL

POLITICAL Regular rates apply; cash in advance

TRANSCRIPTIONS
Not restricted to certain hours. Accepted at card rates.

REMOTE CONTROL
Programs originating outside of the studios are subject to special charges.

SERVICE FACILITIES
Program and production facilities available. Estimates for merchandising service furnished on request.

Closing Time
Programs close one week in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 38-1/3 and 78 r.p.m. double turntables for vertical and lateral cut transcriptions

Acting Manager—Frank O. Sbarp. Commercial Manager—William F. Kiley, Jr.

Representatives
The Katz Agency, Inc.

WIBC (Established 1938)



Rates effective June 1, 1911, (Card No. 2,)
Owned and operated by Indianapolis News,
Business Office and Studio—P.O. Box 1028, Indianapolis, Ind., Lincoin 2505,
Transmitter—Near New Augusta, Ind.

Wave-Power-Time

Operating power—5,000 watts.
280.4 meters; 1070 kilocycles.
Licensed to operate full time on clear channel. Operates on Central War Time.
Operating schedule: 5:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent.

General Advertising
For combination rates see Mutual Broadcasting System.
Rates include music copyright fees.

CLASS "A" (6:00 p.m. to 10:30 p.m. week days and after 2:00 p.m. Sundays)

1 1/2 1/4 5 100
hr. hr. min. wds. | 1 time.... 180.00 108.00 | 20.00 30.00 |
| 13 times... 171.00 102.00 | 35.00 22.00 30.00 |
| 13 times... 171.00 102.00 | 35.90 28.50 |
| 26 times... 162.00 | 97.20 | 55.80 27.00 |
| 52 times... 142.00 | 91.80 | 52.70 | 25.50 |
| 104 times... 144.00 | 86.40 | 49.60 | 24.00 |
| 156 times... 126.00 | 75.60 | 43.40 |
| 250 times... 126.00 | 75.60 | 43.40 |
| 250 times... 126.00 | 75.60 | 43.40 |
| 250 times... 117.00 | 70.20 | 40.30 |
| 250 times... 117.00 | 70.20 |
| 250 times... 117.00 | 10.20 |
| 250 times... 117.00 | 10.20 |
| 250 times... 117.00 |
| 250 times... 126.00 |
|

(This listing continued on next page)



# Is the Ideal Test Medium

- 1070 KILOCYCLES
  - ON A CLEAR CHANNEL
    - 5000 WATTS

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

#### INDIANA—Continued

#### INDIANAPOLIS-Continued

| NDIANAPOLIS --- Continued | VI B C --- Continued | CLASS "B" (7:30 a.m. to 6:00 p.m. week days and 10:30 p.m. to 11:00 p.m. daily) | 1 time... 108:00 p.m. week days and 10:30 p.m. to 11:00 p.m. daily) | 1 time... 108:00 p.m. week days and 10:30 p.m. to 11:00 p.m. daily) | 1 time... 108:00 p.m. week days and 10:30 p.m. to 11:00 p.m. daily) | 1 time... 108:00 p.m. daily | 1 time... 109:00 p.m. 8.00 7.60 7.20 6.80 6.40 6.00 5.60 5.20

300 times. 45.00 25.00 18.00 8.00 4.55 .......

I minute announcements—100 word maximum; chain breaks—35 words.

SPECIAL FEATURES

Time Signal Announcements—rates on request.

Special events, such as sports broadcasts, which last approximately two hours—rates on request.

POLITICAL

Rates on request.

TALENT

Program department of the program of

Representatives
John Blair & Company.

#### WIRE

(Established 1924)

(Established 1924)
Rates effective September 15, 1942. (Card No. 8.)
Owned and operated by Indianapolis Broadcasting.
And.
Studios and Offices—Claypool Hotel, Indianapolis, Ind., Riley 1541.
Address all communications to WIRE, P.O. 108.
Indianapolis, Ind.
Transmitter—4th St., and Raiston Road, Indianapolis, Ind.
Wave—Power—Time
Operating power—5,000 watts.
209.8 meters; 1430 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Agency Commission

Micensed to operate full time. Operates on Central War Time.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on special talent, wire charges or incidental charges. All bills payable on or before 15th of month following broadcast.

General Advertising

For combination rates see National Broadcasting Company (Basic Network).

The following rates are for national advertising and include music copyright fees.

Programs of five minutes or more cannot be combined with announcements to earn frequency discounts.

SPONSORED PROGRAMS

SPONSORED PROGRAMS (6:00 p.m. to 10:30 p.m.)

|     |                                   | 1 hr.    | 1/2 hr. | 1/4 hr. | 5 min. |  |
|-----|-----------------------------------|----------|---------|---------|--------|--|
| 1   | time                              | 260,00   | 145.00  | 85.00   | 40.00  |  |
| 13  | times                             | 253.00   | 141.00  | 83.00   | 39.00  |  |
| 26  | times                             | 247.00   | 138.00  | 81.00   | 38.00  |  |
| 52  | times                             | 234.00   | 130.00  | 77.00   | 36.00  |  |
| 104 | times                             | 221.00   | 123.00  | 72.00   | 34.00  |  |
| 156 | times                             | 208.00   | 116.00  | 68.00   | 82.00  |  |
| 260 | times                             | 195.00   | 109.00  | 64.00   | 80.00  |  |
|     | (A                                | ll other | hours)  |         |        |  |
| 1   | time                              | 135.00   | 75.00   | 48.00   | 25.00  |  |
| 13  | times                             | 132.00   | 78.00   | 47.00   | 24.00  |  |
| 26  | times                             | 128.00   | 71.00   | 46.00   | 23.00  |  |
| 52  | times                             | 122.00   | 67.00   | 43.00   | 22.00  |  |
| 104 | times                             | 115.00   | 64.00   | 41.00   | 21.00  |  |
| 156 | times                             | 108.00   | 60.00   | 38.00   | 20.00  |  |
| 260 | times                             | 101.00   | 56.00   | 36.00   | 19.00  |  |
| 200 |                                   |          |         |         | 12.00  |  |
|     | SPOT ANNOUNCEMENTS                |          |         |         |        |  |
| _   |                                   |          |         | (*)     | (†)    |  |
| 1   | time                              |          |         |         | 14.00  |  |
| 13  | times                             |          |         |         | 13.50  |  |
| 26  | times                             |          |         |         | 13.00  |  |
| 52  | times                             |          |         |         | 12.50  |  |
| 104 | times                             |          |         |         | 12.00  |  |
| 156 | times                             |          |         |         | 11.50  |  |
| 260 | times                             |          |         | 16.00   | 10.00  |  |
|     |                                   | 10:30    | p.m.    |         |        |  |
| - ( | <ol> <li>All other tin</li> </ol> | qe.      |         |         |        |  |

SPECIAL FEATURES
Time signals—rates on request.
News—Leased wire service available—rates and details on request.

TALENT
Program ideas and talent prices furnished upon re-

SERVICE FACILITIES
Station's program and production department will assume the entire responsibility for program production and presentation if desired. Merchandising and research department will supply data on coverage and market relating to radio advertising campaigne and plans for merchandising radio campaigne.

REMOTE CONTROL
Wire and mechanical charges for remote control installations are in addition to the rates quoted.

Closing Time
Sponsored programs close two weeks in advance; three
weeks in advance for inclusion in publicity releases.
For announcements, talks, specches, etc., the day
previous Program position absolutely subject to time

previous. Frogram position absolutely subject to time available.

Mechanical Program Equipment Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables also 33-1/3 r.p.m. vertical cut transcription equip.

also 33-1/3 r.p.m. resonnel Personnel Pres. & Gen'l Mgr.—Eugene C. Pulliam. Rusiness Manager—Rey Schepp. Representatives John E. Pearson Company.

#### WISH (Established 1941)

Rates effective June 1, 1941.

Owned and operated by Capitol Broadcasting Corp. Business Office and Studios—Board of Trade Bidg., Indianapolis, Ind.

Transmitter—Rawis Ave. and Post Road, Marion County, Ind.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights.

229 meters; 1310 kilocycles.
Operates on Central War Time.
Operating schedule: 6:00 a.m. to 1:00 a.m.
Agency Commission
15% to recognized agencies on station time only; no cash discount. Bills rendered 1st of month and are due within 15 days.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Network).
The following rates are tor national advertising and include music copyright fees.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days)

12 1/4 5 pour min. (\*) (†)

| (†)   |
|-------|
| 16.00 |
| 15.00 |
| 14.00 |
| 13.00 |
| 12.00 |
| 11.00 |
| 10.00 |
|       |
| 0     |
|       |
| 10.00 |
| 9.50  |
|       |

| 13                | times    | 114.00   | 66.50 | 39.90 | 20.90 | 11.40 | 9.5 |  |
|-------------------|----------|----------|-------|-------|-------|-------|-----|--|
| 26                | times    | 108.00   | 63.00 | 87.80 | 19.80 | 10.80 | 9.0 |  |
| 52                | times    | 102.00   | 59.50 | 35.70 | 18.70 | 10,20 | 8.5 |  |
| 104               | times    | 96.00    | 56.00 | 33.60 | 17.60 | 9.60  | 8.0 |  |
| 156               | times    | 90.00    | 52.50 | 31.50 | 16.50 | 9.00  | 7.5 |  |
| 260               | times    | 84.00    | 49.00 | 29.40 | 15,40 | 8.40  | 7.0 |  |
| (*                | ') 100 v | vorda or | less. |       |       |       |     |  |
| (†) Chain breaks. |          |          |       |       |       |       |     |  |
| SPECIAL PRACTICES |          |          |       |       |       |       |     |  |

SPECIAL FEATURES
Sports events, market reports, religious broadcasts and weather reports—rates on request.

TALENT

TALENT
Rates on request.
SERVICE FACILITIES
Merchandising sids furnished on request.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnell
Pres. & Gen'l Mgr.—C. Bruce McConnell.
Business bisnager—Robert E. Bausman.
Representatives
Free & Peters, Inc.

#### KOKOMO

(Howard County) WKMO (Established 1941)



Rates effective May 10, 1944.

Owned and operated by Kokomo Broadcasting Corp Business Office and Studio—400-1/2 N. Main St. Kokomo, Ind.

Transmitter—1-1/2 miles northeast of business district, Kokomo, Ind.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sundays 10:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 11:00 p.m. Agency Commission
15% to recognized agencies on station time only; no cash discount. Invoices due and payable 10th of the month following broadcast.
General Advertising
For combination rates see Columbia Broadcasting System (Basic Supplementary) and Keystone Network. The following rates are for national advertising and include music copyright fees.

(11:00 a.m. to 1:00 p.m. and 6:00 p.m. to 11:00 a.m. to 1:00 p.m.)

1 hr. 1/2 hr. 1/1 hr. 5 min.
60:00 37.50 22:00 10.00

|     |       | l hr. | 1/2 hr. | 1.'1 hr. | 5 min |
|-----|-------|-------|---------|----------|-------|
| 1   | time  | 60.00 | 37.50   | 22.50    | 10.00 |
| 13  | times | 57,00 | 35.75   | 21.50    | 9.50  |
| 26  | times | 54.00 | 33.75   | 20.25    | 9.00  |
| 52  | times | 51.00 | 32.00   | 19.25    | 8.50  |
| 104 | times | 48.00 | 30.00   | 18.00    | 8.00  |
| 260 | times | 45.00 | 27.50   | 16.00    | 7.00  |

| CLASS "B"  |           |         |         |           |  |  |
|--|-----------|---------|---------|-----------|--|--|
| (6:00 a.m. to 1                                  | 1:00 a.m  | and 1   | :00 p.m | . to      |  |  |
|  | 6:00 p.r  | n.)     |         |           |  |  |
|  | I br.     | 1/2 hr. | 1/4 h   |           |  |  |
| 1 time   | . 50.00   | 30.00   | 18.00   |           |  |  |
| 13 times   |           | 27.50   | 16.00   |           |  |  |
| 26 times   | 45.00     | 25.00   | 15.00   |           |  |  |
| 52 times   | 42.50     | 22.00   | 13.00   |           |  |  |
| 104 times  |           |         | 11.00   | 6.00      |  |  |
| 260 times  |           |         | 10.00   | 5.00      |  |  |
|  | NOUNCE    |         |         |           |  |  |
|  | CLASS     | 'A''    |         |           |  |  |
| (11:00 a.m. to                                   |           |         | :00 p.m | . to      |  |  |
|  | 11:00 p.: |         |         |           |  |  |
| 1  |           | 52      |         |           |  |  |
|  | ti, ti.   |         |         |           |  |  |
| 100 words 8.00                                   | 7.75 7.6  | 0 7.40  | 7.10    | 3.80 6.65 |  |  |
| *50 words 7.00                                   |           |         | 6.10    | 5.80 5.65 |  |  |
|  | CLASS '   |         |         |           |  |  |
| (6:00 a.m. to 1                                  |           |         | ;00 p.m | . to      |  |  |
|  | 6:00 p    | m.)     |         |           |  |  |
| 100 words 5.50                                   | 5.00 4.9  | U 4.75  | 4.00    | 1.50 4.25 |  |  |
| *50 words 5.00                                   | 4.75 4.5  | U 4.35  | 4.25    | 1,15 4,00 |  |  |
| (*) 50 word announcement or 30 word chain break. |           |         |         |           |  |  |
| POLITICAL  |           |         |         |           |  |  |

POLITICAL

Rates on request.

TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to computerion

chanical costs. Extra charges not subject to com-mission.

Closing Time
Contracts close one week in advance of first broad-cast. Announcement copy, transcriptions and talks close 24 hours in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 83-1/8 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel
Gen'l & Sales Mgr.—John Carl Jeffrey.
Representatives
Howard H. Wilson Company.

#### LAFAYETTE

(Tippecance County) WASK

(Established 1942)

WASK
(Established 1942)

Rates effective March 23, 1942.
Owned and operated by WFAM. Incorporated.
Business Office and Studio—Wallace Bidg., Fourth and Ferry Sts., Lafayette, Ind., telephone 4300.
Transmitter—1/2 mile northwest of atudio, Lafayette, Ind., telephone 4300.
Transmitter—1/2 mile northwest of atudio, Lafayette, Ind., telephone 4300.
Transmitter—1/2 mile northwest of atudio, Lafayette, Ind., telephone 4300.
Transmitter—1/2 mile northwest of atudio, Lafayette, Ind., telephone 4300.
Transmitter—1/2 mile northwest of atudio, Lafayette, Ind., telephone 4300.
Transmitter—1/2 mile northwest of atudio, Lafayette, Ind., telephone 4300.
Transmitter—1/2 mile northwest of atudio, Lafayette, Ind., telephone 4300.
Licensed to operate full time on local channel. Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 11:00 p.m.; to commission discount. Bills rendered 1st of month; due 150 days discount. Bills rendered 1st of month; due 150 days discount following broadcast.

General Advertising
The following rates are for national advertising and include music copyright fees.

CLASS "A"

(12:00 noon to 1:15 p.m. and 5:30 p.m. to 1:10 p.m.)

1 til. 13 p.m. and 5:30 p.m. to 1:10 p.m.)

1 til. 20 p.m. and 5:30 p.m. to 1:10 p.m. and 5:30 p.m. to 1:10 p.m. and 5:30 p.m. and 9:00 p.m. to 1:10 p.m. and 9:00 p.m. to 1:10 p.m. and 9:00 p.m. to 1:10 p.m. and 9:00 p.m. to 1:15 p.m. to 5:30 p.m. and 9:00 p.m. to 1:15 p.m. to 5:30 p.m. and 9:00 p.m. to 1:15 p.m. and 1:10 p.m.)

12 package rates only.

mission.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted.

#### LAFAYETTE—Continued W A S K—Continued

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talkaclose 24 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel
Gen'l & Sales Mgr.—Joe Spring.
Representatives
Cox & Tanz.

WBAA

Owned and operated by Purdue University Wave-Power-Time
Operating power-5,000 watts.
326.1 meters; 920 kilocycles.
Licensed to operate full time.
Operates on Central War Time. Does not sell time.

> MUNCIE (Delaware County) WLBC (Established 1926)



|     |            |          | 2 114.  | 1/2 111.  | 1/4 11.    | o min. |
|-----|------------|----------|---------|-----------|------------|--------|
| . 1 | time       |          | 60.00   | 36.00     | 24.00      | 12.00  |
| 13  |            |          | 58.00   | 35.00     | 23.50      | 11.75  |
| 26  |            |          | 56.00   | 34.00     | 23.00      | 11.50  |
| 52  | times      |          | 51.00   | 31.00     | 21.00      | 10.50  |
| 104 | times      |          | 48.00   | 29.00     | 19.00      | 9.50   |
| 156 |            |          | 46.00   | 27.50     | 17.00      | 8.50   |
| 260 | times      |          | 45.00   | 26.00     | 16.00      | 8.00   |
| 300 | times      |          | 40.00   | 24.00     | 15,50      | 7.75   |
|     |            |          | LASS    | "B"       |            |        |
|     | (8:30 a.m. |          | :00 p   | .m. week  | days: 8:   | 30     |
|     |            |          | 12:00 r | oon Sunda | ув)        |        |
| - 1 | time       |          | 40.00   | 24.00     | 16.00      | 8.00   |
| 13  | times      |          | 34.00   | 20.00     | 14.00      | 7.00   |
| 26  | times      |          | 32.00   | 19.00     | 13.00      | 6.50   |
| 52  | times      |          | 30.00   | 18.00     | 12.00      | 6.00   |
| 104 | times      | ******** | 28.00   | 16.00     | 11.00      | 5.50   |
| 156 | times      |          | 25.00   | 15.00     | 10.00      | 5.00   |
| 260 | times      |          | 22.50   | 13.50     | 9.00       | 4.50   |
| 300 | times      |          | 20.00   | 12.00     | 8.00       | 4.00   |
|     |            |          | LASS    | ,,C.,     |            |        |
|     | (11:00     |          |         | :30 a.m.  | daily)     |        |
| . 1 | time       |          | 30.00   | 18.00     | 12.00      | 6,00   |
| 13  | times      |          | 25.00   | 15.00     | 10.00      | 5.00   |
| 26  | times      |          | 23.00   | 14,00     | 9.00       | 4.50   |
| 52  | times      |          | 21.00   | 13.00     | 8.00       | 4.00   |
| 104 | times      |          | 20.00   | 12.00     | 7.50       | 8.75   |
| 156 | times      |          |         | 11.50     | 7.25       | 8.65   |
| 260 | times      |          | 19.00   | 11.40     | 7.00       | 3.50   |
| 300 | times      |          | 18.00   | 11.00     | 6.75       | 8.35   |
|     |            | ANN      | OUNC    | EMENTS    |            |        |
|     | (6·00 p.m. | to 11    | .00 -   |           | damar 30.0 |        |

| ANNOUNCEMENTS                                      |      |
|--|------|
| (6:00 p.m. to 11:00 p.m. week days; 12:00          |      |
| noon to 11:00 p.m. Sundays)                        |      |
| 100 words  | (*)  |
| 1 time 8.00  | 7.00 |
| 13 times 7.75                                      | 6.75 |
| 26 times 7.60                                      | 6.60 |
| 52 times 7.40                                      | 6.40 |
| 104 times  | 6.10 |
| 156 times  |      |
| 0.00   | 5.80 |
|  | 5.65 |
|  | 5.50 |
| (8:30 a.m. to 6:00 p.m. week days; 11:00           |      |
| p.m. to 12:00 midnight Sundays)                    |      |
|  | 5.00 |
|  | 4.75 |
| 26 times 4.90                                      | 4.50 |
| 52 times 4.75                                      | 4.85 |
| 104 times 4.60                                     | 4.25 |
| 156 times  | 4.15 |
| 260 times  | 4.00 |
| 300 times  | 3.75 |
| (12:00 midnight to 8:30 s.m. daily)                |      |
| 1 time   | 2.75 |
| 13 times 2.85                                      | 2.60 |
| 26 times   | 2.50 |
| 52 times   | 2.35 |
| 104 times  | 2.25 |
| 156 times 2.25                                     | 2.00 |
| 260 times  | 1.75 |
| 300 times  | 1.50 |
| (4)  | 1.50 |
| ( ) 2 1103 Words or 1000, or chirty word Chain Dri | HES. |

# THE KING IS AILING!

KING ARE NOT THE CALL LETTERS

For the latest study of listening habits in Muncie and proof that the all-powerful station ain't watt she used to be

Write

# WLBC

MUNCIE

COLUMBIA NETWORK

OR

Ask

THE WALKER COMPANY

CHICAGO . NEW YORK

RECORDED PROGRAMS

Regular time charges apply to transcribed programa. Phonograph records prohibited at all hours. Electrical transcriptions accepted at any hour.

All talent subject to approval of station management. REMOTE CONTROL

Any necessary arrangements can be made for remote control broadcasts. Line charges are extra.

SERVICE FACILATIES

The station staff will serve all advertisers without charge in forming program ideas, continuities, etc.

These will be submitted upon request.

Preduction and merchandising department available. Contract and Other Requirements

Raies quoted are for the station facilities only; talent is extra.

All contracts subject to cancellation by a 30 day advance written notice accompanied by a certified check for the short rates to the date of cance-lation. All programs must conforn to the station standards. Station reserves the right to cancel programs fer reasons sufficient to station. All contracts are subject to station owner's approval.

Publicity talks accepted only when the subject maiter is, in the opinion of the station director, ef genuine public interest. Talks may be delivered by representative of advertiser x by announcer as preferred, but no deviation from manuscript is permitted Regular announcer, serve all broadcasts without charge. No contract accepted for longer than one year. All contracts subject to cancellation unless pregram starts within 30 days. Price mention is permitted in any part of he broadcasting periods. Closing Time

Closing Time

Closing date for inclusion in general publicity and newspaper releases is two weeks in advance of broadcast.

Sponsored programs close ene week in advance Announcements, talks, speeches, etc., close the day

newspaper releases is two woves in advance. Ancast.

Sponsored programs close ene week in advance. Announcements, talks, speeches, etc., close the day previous.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 r.p.m. double turntables.

Personnel
Commercial Manager—W. F. Craig.

Representatives
The Walker Company.

#### RICHMOND (Wayne County)

WKBV

(Establisher 1926)
Rates effective December 1, 1944.
Owned and operated by Central Broadcasting Corp.
Business Office and Studios—25 S. Ninth St., Leland
Hotel, Richmond, Ind., tetephone 1156.
Transmitter—25 S. Ninth St., Leland Hotel, Richmond, Ind., tetaphone 156.

Hotel, Richmond, Ind., telephone 1150,
Transmitter—25 S. Ninth St., Leland Hotel, Richmond, Ind.
Wave—Power—Time
Opera-ing power—250 watts.
201.3 meters; 1490 kilogreles.
Licensed to operate unlimated time. Operates on Centrel War Time.
Agency Commission
15% to recognized advertising agencies; no cash discount. All bills payable on or before 15th of month following broadcast. No commission on special talent, wire charges, remote equipment or incidental expenses
Gameral Advertising

penses
General Advertising
For combination rates see Mutual Broadcasting System.
CLASS "A" (6:00 p.m. to 10:30 p.m.)

|                   |         | A 11. | 10 (1. | 26 11. | oz u. | 104 (1. | 300 H. |  |  |
|-------------------|---------|-------|--------|--------|-------|---------|--------|--|--|
| 55                | minutes | 60.00 | 57.00  | 54.00  | 49.50 | 43.50   | 34.50  |  |  |
| 30                | minutes | 36.00 | 34.20  | 32.40  | 29.70 | 26.10   | 20.70  |  |  |
| 15                | minutes | 24.00 | 22.80  | 21.60  | 19.80 | 17.70   | 13.60  |  |  |
| 5                 | minutes | 12.00 | 11.40  | 10.80  | 9.90  | 8.70    | 6.90   |  |  |
| An                | nounce- |       |        |        |       | 0       | 0.00   |  |  |
| n                 | ents    | 5.00  | 4.75   | 4.50   | 4.10  | 8.60    | 2.85   |  |  |
|                   |         |       | CLASS  | "B"    |       |         | =.00   |  |  |
| (All other hours) |         |       |        |        |       |         |        |  |  |
| 55                | minutes | 50.00 | 47.50  | 45.00  | 41.25 | 36.25   | 28.75  |  |  |
| 30                | minutes | 30.00 | 28.50  | 27 00  | 24.75 | 21.75   | 17.25  |  |  |
| 15                | minutes | 22.50 | 21.37  | 20 24  | 18.55 | 16.30   | 12.92  |  |  |
| 5                 | minutes | 10.00 | 9.50   | 9.00   | 8.25  | 7.25    | 5.75   |  |  |
|                   |         |       |        |        |       |         |        |  |  |

#### SOUTH BEND

(St. Joseph County)

WHOT (Established 1944)

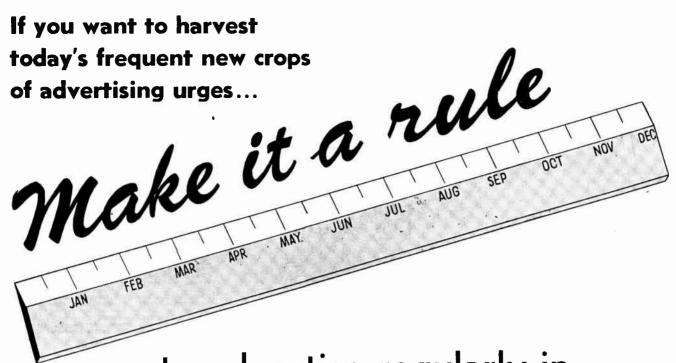
(Established 1944)

Rates effective October 8, 1944 (Card No. 1.)
Owned and operated by South Bend Broadcasting Corporation.

Business Office and Studios—Monroe & St. Joseph Sts., South Bend 4, Ind.
Transmitter—
Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time.
Operating schedule: Sundays 7:30 s.m. to 12:00 midnight.
Agency Commission
15% to recognized advertising agencies on net time charges; no cash discount. No rommission on talent, time charges, special music, reulpment charges or production expense. All statements rendered and payable on or before 15th of month following broadcast.

(This listing continued en page 113)

(This listing continued on page [13)



# to advertise regularly in STANDARD RATE & DATA SERVICE

With shifting markets and sales-manpower shortages, large numbers of advertisers are maintaining liquid budget reserves . . . are prepared to *pour it on* wherever promotion possibilities loom the largest.

This widespread policy involves an unprecedented volume of day-by-day decisions . . . offers media many more opportunities than ever before to sell their services . . . makes "constant buyer contact" the golden rule of advertising today.

To pull more business, sell every day through Standard Rate & Data Service, used constantly by your prime advertising prospects—account executives, media directors, advertising and

sales managers, and all other important advertising officials—for planning, budgeting, scheduling and scores of other necessary operations.

Put this subtle power of hour after hour usership into your advertising appeals. Knock over sale after sale by punching hard from every use angle—from market data to media facilities. Jolt orders out of big buyers with timely, telling blows—when their use of the Service leaves them wide open for your saleswinning story. Rule out any chance of being overlooked in today's augmented advertising market. Make regular monthly use of Standard Rate & Data Service your advertising rule.

For complete advertising information write to

# STANDARD RATE & DATA SERVICE

333 N. MICHIGAN AVENUE, CHICAGO 1, ILL.



Eastern Office
420 Lexington Avenue, New York 17, N. Y.

Western Office 816 W. Fifth Street, Los Angeles 13, Calif.

#### INDIANA—Continued

#### **SOUTH BEND—Continued** W H O T-Continued

REMOTE CUNTAGE
Rates on request.
TRANSCRIPTIONS
Transcription library service available.
Audition transcriptions of live talent available.
SERVICE FACILITIES
Merchandising department available.

Merchandising department available.

Closing Time
Continuity and program material must be submitted
at least 48 hours before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for
vertical and lateral cut recordings.

Personnel
Manager—Harry Burdick.

Representatives

Weed & Cempany.

# WSBT



Rates effective April 1, 1945. (Card No. 5.) Card received February 26, 1945.

Owned and operated by South Bend Tribune.
Studio-Tribune Bidg., South Bend 26, Indians, telephone 3-6161.
Transmitter-Five miles south of South Bend on Ironwood Road.

Ironwood G. G. G. Wave Power—Time
Operating power—1,000 watts.
312.5 meters; 960 kilocycles.
Operates on Central War Time.
Operating schedule: Sundays 3:00 a.m. to 11:15 p.m.;
week days 6:00 a.m. to 12:00 midnight.

Operating schedule: Sundays 8:00 a.m. to 11:15 p.m.; week days 6:00 a.m. to 12:00 midnight.

Agency Commission 15% on station time; cash discount 2% if paid on or before 10th of month following service. No commission on talent, line charges, etc.

General Advertising
For combination rates see Columbia Broadcasting System (Basic Supplementary Group).

The following rates are for national advertising.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 260 ti. 1 hour... 125.00 118.75 112.50 106.25 100.00 93.75 1/2 hour... 75.00 71.25 67.50 63.75 60.00 56.25 1/4 hour... 50.00 47.50 45.00 42.50 40.00 37.55 5 minutes 25.00 23.75 22.50 21.25 20.00 18.75 CLASS "B"

(7:00 a.m. to 6:00 p.m.)

1 hour... 95.00 85.50 81.00 76.50 72.00 67.50 1/4 hour... 35.00 33.25 31.50 29.75 28.00 26.75 5 minutes 20.00 19.00 18.00 17.00 16.00 15.00 CLASS "C"

(10:30 p.m. to 7:00 a.m.)

1 hour... 35.00 52.25 49.50 46.75 44.00 41.25 1/4 hour... 35.00 33.25 31.50 29.75 28.00 26.75 5 minutes 20.00 19.00 18.00 17.00 16.00 15.00 CLASS "C"

(10:30 p.m. to 7:00 a.m.)

1 hour... 35.00 52.25 49.50 46.75 44.00 41.25 1/2 hour... 35.00 33.25 31.50 29.75 28.00 26.75 1/2 hour... 35.00 33.25 31.50 29.75 28.00 26.75 1/2 hour... 35.00 19.20 18.00 17.00 16.00 15.00 CLASS "A"

(6:00 p.m. to 10:30 p.m.)

One minute or less:

1 time... 15.00 52 times... 13.50 13 times... 14.50 100 times... 13.00 26 times... 14.00 260 times... 13.00 26 times... 14.00 260 times... 13.00 26 times... 14.50 100 times... 8.50 13 times... 14.50 100 times... 8.50 13 times... 9.50 100 times... 8.50 150 times... 5.50 150 times...

Quest.
Rates for time signals, weather reports, news flashes and similar services furnished on request.

POLITICAL AND RELIGIOUS Rates on request,

Rates on request.

Rates on request.

REMOTE CONTROL

Rates on request.

Contract and Other Requirements

Maximum length of contract one year.

All contracts subject to station's approval and government regulations and subject to cancellation for reasons satisfactory to station.

The editerial content is subject to the approval or revision of station management. No periods sold in bulk in resale.

Closing date one week in advance to assure full program Hatings and general publicity.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

station Director—F. D. Schurz. Commercial Manager—R. H. Swintz. Representatives
Paul H. Raymer Company.

#### TERRE HAUTE

(Vigo County) WBOW (Established 1926)



Rates effective March 15, 1937.

Owned and operated by Banks of Wabash, Inc.
Business Office and Studio—303 S. Sixth St., Terre
Haute, Ind., Crawford 3394.

Transmitter—First and Peyton Sts., Terre Haute, Ind.
Wave—Power—Time
Operating power—250 wites,
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sundays 7:30 s.m. to 12:00 midnight.
Agency Commission
15% to recognized agencies; cash discount 2%. Discounts apply to station time only. Bills rendered 1st of each month, and are due within ten days.

General Advertisins

of each month, and any decomposition of each month, and any decomposition rates see National Broadcasting Company (Basic Supplementaries).

The following rates are for national advertising.
(After 6:00 p.m. week days and after 12:00 noon Sundays)

| 12:00 noon Sundays)                                       |        |
|---|--------|
| 1 hour  | 100.00 |
| 3/4 hour  | 80.00  |
| 1/2 hour  | 60.00  |
|   |        |
|   | 40.00  |
|   | 30.00  |
| 5 minutes.  | 20.00  |
| 1 minute  | 10.00  |
| Chain break announcements.                                | 8.00   |
| (Hefore 6:00 p.m. week days and befor 12:00 noon Sundays) | 9.00   |
| 1 hour  | 80.00  |
| 3/4 hour  | 44 00  |

| 3/4 hour.                 | 64.00 |
|---------------------------|-------|
| 1/2 hour                  | 48.00 |
| 1/4 hour                  |       |
|                           | 82.00 |
| 10 minutes                | 24.00 |
| 5 minutes                 | 16.00 |
| 1 minute                  | 8.00  |
| Chain break announcements |       |
|                           | 6.00  |
| DISCOUNTS                 |       |
| Less than 13 times        | Net   |
| 13 to 25 times            | 5%    |
| 26 to 39 times            | 10%   |
| 40 to 52 times            | 150   |
|                           | 15%   |
|                           | 20%   |
| 105 to 249 times          | 25%   |
| 250 and more times.       | 80%   |
|                           |       |

SPECIAL FEATURES
Time signals, weather reports, market reports, station break announcements, athletic events, religious broadcasts—rates on request.

TALENT Rates on request.

SERVICE FACILITIES

Merchandising aids furnished on request.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Manager—George M. Jackson.

Representatives Weed and Company.

#### **VINCENNES**

(Knox County) WAOV

Rates effective October 1, 1940. (Card No. 1.) Owned and operated by the Vincennes Newspapers, Inc.

inc.

Business Office—320 Busseron St., Vincennes, Ind.

Studio—Grand Hotel, Vincennes, Ind.

Transmitter—Route U. S. 41, one-half mile north of city.

city.

Wave—Power—Time

Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sunday 8:00 a.m. to 11:00 p.m.;
week days 6:00 a.m. to 11:00 p.m.

Agency Commission
15% to recognized advertising agencies on station
time only; no cash discount. Bille rendered lat of
month and due when rendered.

General Advertising
For combination rates see Mutual Broadcasting System,
The following rates are for national advertising and
include music copyright fees.

Regular rates apply; payable in advance.
TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

ment available.

TALENT
Rates and details on request.
REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Not subject to commission.

mechanical costs. Not subject to commission.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. Station reserves right to use the time allotted to client when, in their opinion, their use of said time is of greater public interest.

Closing Time
Contracts close two weeks in advance of first broadcast, transcriptions 48 hours in advance and announcement copy and talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for both vertical and lateral cut recordings.

Personnel
General Manager—Howard N. Greenlee.
Station Manager—Victor H. Lund.
Representatives
John E. Pearson Company.

#### **IOWA**

#### **AMES**

(Story County)
WOI

Owned and operated by Iowa State College of Agriculture and Mechanic Arts.
Studio-Ames, Iowa.
Transmitter—Ames, Iowa.
Operating power—5.000 watts days.
468.8 meters; 640 kilocycles.

Does not sell time.

#### BOONE (Boone County) KFGO

Owned and operated by Boone Biblical College, Boone, Iowa. Boone, Iows. 238.1 meters; 1260 kilocycles. Licensed to operate days.

Does not sell time.

#### BURLINGTON

(Des Moines County) KBUR





Rate card dated July 1, 1941.

Owned and operated by Burlington Broadcasting Ca.

Business Office and Studite—National Bank Bidg.,

Burlington, Iowa, telephone 680.

Transmitter—

Burlington, lows, secondary Transmitter—

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time. Operates on Central War Time.
Agency Commission
15% on net station time to recognized agencies; no cash discount. No commission on political broadcasts.
Bills due and payable when rendered.

'This listing continued on next page)

#### **BURLINGTON—Continued** K B U R-Continued

| General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Network). |        |             |            |        |  |
|--|--------|-------------|------------|--------|--|
|  | LASS   |             |            |        |  |
|  |        | m. and 6:0  | 10 n m     | ••     |  |
| 10:00 p.m. week  | deve   | u. anu o.   | 19 · 0. m. | 00     |  |
| 10.00 p.m. wook  | Sunda  | and wifer   | 12.00 40   | ou .   |  |
|  | 1 hr.  | · 1/2 hr.   | 1/4 hr.    | 5 min. |  |
| 1 time   | 80.00  | 48.00       | 28.00      | 16.00  |  |
| 13 times   | 76.00  | 45.60       | 26.60      | 15.20  |  |
| 26 times   | 72.00  | 43.20       | 25.20      | 14.40  |  |
| 52 times   | 68.00  | 40.80       | 23.80      | 13.60  |  |
| 104 times  | 64.00  | 38.40       | 22.40      | 12.80  |  |
| 156 times  |        | 36.00       | 21.00      | 12.00  |  |
| 260 times  | 56.00  | 33.60       | 19.60      | 11.20  |  |
| 312 times  | 52.00  | 31.20       | 18.20      | 10.40  |  |
|  | LASS   | "B"         |            |        |  |
| (9:00 a.m. to 12   | :00 no | on and 5:0  | 00 p.m.    | to     |  |
|  |        | .m.)        |            |        |  |
| 1 time   | 48.00  | 28.00       | 16.00      | 9.60   |  |
| 13 times   | 45.60  | 26.60       | 15.20      | 9.12   |  |
| 26 times   | 43.20  | 25.20       | 14.40      | 8.64   |  |
| 52 times   | 40.80  | 28.80       | 18.60      | 8.16   |  |
| 104 times  | 38.40  | 22.40       | 12.80      | 7.68   |  |
| 156 times  | 86.00  | 21,00       | 12.00      | 7.20   |  |
| 260 times  |        | 19.60       | 11.20      | 6.72   |  |
| 312 times  |        | 18.20       | 10.40      | 6.24   |  |
|  | LASS   | c           |            |        |  |
| (5:80 a.m. to 9:   | 00 a.m | ., 1:00 p.: | m. to b:   | 00     |  |
| p.m. and   |        |             | .)         |        |  |
| 1 time   |        | 20.00       | 11.20      | 6.40   |  |
| 13 times   | 80.40  | 19.00       | 10.64      | 6.08   |  |
|  | 28.80  | 18.00       | 10.08      | 5.76   |  |
|  | 27.20  | 17.00       | 9.52       | 5.44   |  |
| 104 times  |        | 16.00       | 8.96       | 5.12   |  |
| 156 times  | 24.00  | 15.00       | 8.40       | 4.80   |  |

|     |        |      | AN   | (UO)  | ICEM | ENT  | 8    |        |    |      |
|-----|--------|------|------|-------|------|------|------|--------|----|------|
|     |        |      |      |       | 8 "  |      |      |        |    |      |
|     | (12:00 | noon | to   |       |      |      | 6;00 | p.m.   | to |      |
|     |        |      |      | 10:00 | p.m  | .)   |      |        |    |      |
|     |        |      |      |       |      | 1 mi | n. 5 | 0 wds. | 80 | wds. |
| 1   | time   |      |      |       |      | 8.00 | )    | 6.40   |    | 4.80 |
| 13  | times. |      |      |       |      |      | )    | 6.08   |    | 4.56 |
| 26  | times. |      |      |       |      |      | )    | 5.76   |    | 4.32 |
| 52  |        |      |      |       |      |      | )    | 5.44   |    | 4.08 |
| 104 | times  |      |      |       |      |      | )    | 5.12   |    | 3.84 |
| 156 | times  |      |      |       |      |      | )    | 4.80   |    | 3.60 |
| 260 | times  |      |      |       |      |      | 3    | 4.48   |    | 3.86 |
| 312 |        |      |      |       |      |      |      | 4.16   |    | 3.12 |
| 312 | · IIII |      |      |       | ,    | 0.2  | •    | 1.10   |    |      |
|     |        |      |      | CLAS  | 8 "  | в    |      |        |    |      |
|     | (9:00  | a.m. | to 1 | 2:00  | noon | and  | 5:00 | p.m.   | to |      |
|     |        |      |      | 6:00  | p.m. | )    |      | -      |    |      |
| - 1 | time   |      |      |       |      | 5.60 |      | 4.00   |    | 8.20 |
| 13  |        |      |      |       |      |      | 2    | 3.80   |    | 8.04 |
| 26  | times  |      |      |       |      |      | 1    | 3.60   |    | 2.88 |
| 52  |        |      |      |       |      |      | 5    | 3.40   |    | 2.72 |
| 104 | times  |      |      |       |      |      | 3    | 3.20   |    | 2.56 |
| 156 |        |      |      |       |      |      | )    | 8.00   |    | 2.40 |
| 260 | times  |      |      |       |      | 8 0  | ,    | 2 80   |    | 2 24 |

| 1 20 | times                    | 4.20      | 8.00       | 2.20    |
|------|--------------------------|-----------|------------|---------|
| 260  | times                    | 8.92      | 2.80       | 2.24    |
| 312  | times                    |           | 2.60       | 2.08    |
| 314  | +111108                  | 0.01      | 2.00       | 2.00    |
|      | O'' REAJE)               |           |            |         |
|      |                          |           |            |         |
| (    | 6:00 a.m. to 9:00 a.m.,  | l:00 p.m. | to 5:00    |         |
| ,    | p.m. and after 10        |           |            |         |
| 1    | time                     |           | 3.20       | 2.80    |
|      |                          |           | 8.04       | 2.66    |
| 13   | times                    | 4.56      |            |         |
| 26   | times                    | 4.82      | 2.88       | 2.52    |
| 52   | times                    | 4.08      | 2.72       | 2.38    |
| 104  | times                    | 8.84      | 2.56       | 2.24    |
|      |                          |           | 2.40       | 2.10    |
| 156  | times                    | 8.60      |            |         |
| 260  | times                    | 8.36      | 2.24       | 1.96    |
| 812  | times                    | 8.12      | 2.08       | 1.82    |
|      | P14400                   |           |            |         |
|      | SPECIAL FEAT             | TTRES     |            |         |
|      | deal Cleak Dalla amond C | lundan .  | one 11m11. | A 6 6 6 |

Musical Clock—Daily except Sunday; copy limited to 60 words; 10% retroactive discount sarned on the completion of 52 consecutive weeks of broadcasting; per month 40.00.

This is IOV ...and so is THIS and you get BOTH on

4.48

Yes, indeed, growing corn IS big business in Iowa . . . but, there's other BIG BUSINESS, too! For Iowa's industrial income EQUALS the value of its gigantic agricultural income. Iowa is a versatile market and WMT at 600 KC (Iowa's best frequency) cuts right through this cross-section like a Patton armored division. When you think of Iowa, think of WMT . . . and while you're thinking of it, wire or write now for availabilities and market data. Thanks.

one time rate.

POLITICAL
Regular rates apply; payable in advance.
TALENT

Rates on request.

SERVICE FACILITIES

Complete merchandising and promotional service available to all advertisers.

Closing Time
Programs should be culmitted as far in advance as possible to insure proper production and publicity. All copy must be received 24 hours in advance for checking. Transcriptions should arrive seven days in advance of broadcast to allow for necessary replace-

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel
General Manager—Gerard B. McDermott.

Representatives
William G. Rambeau Company.

#### CEDAR RAPIDS

(Linn County) WMT (Established 1922)



Owned and operated by American Broadcasting Stations, Inc.
Business Office and Studios—5th floor Paramount Theatre Bidg., Cedar Rapids, Iowa, telephone 6127.
Other Studios—Russell Lamson Hotel, Waterloo, Iowa, telephone 3618.
Transmitter—1-1/2 miles east and 1-1/2 miles north of Marion, Iowa.
Vave—Power—Time
Operating power—5,000 watts.
500 meters; 600 kilocycles.
Licensed to operate full time. Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 5:30 a.m. to 12:00 midnight.
Igency Commission

Agency Commission
15% to recognized agencies on etation time only; no cash discount. No commission on talent. Bills due and payable 10th of following month.

15% to recognized agencies on station time only; ho cash discount. No commission on talent. Bills due and payable 10th of following month.

General Advertising
For combination rates see Mutual Broadcasting System (Columbia Broadcasting System (Basic Network), and Mid-States Group.

Discounts are retroactive as earned.

(6:30 p.m. to 10:00 p.m.)

1 ti, 13 ti. 26 ti. 52 ti. 104 ti. 260 ti. 1 ti. 1 ti. 25 0.0 22 25 .00 212 50 200.00 187.50 1/2 hour... 125.00 118.75 112.50 106.25 100.00 93.75 1/2 hour... 125.00 118.75 112.50 106.25 100.00 93.75 1/4 hour... 25.00 71.25 67.50 63.75 60.00 56.25 minutes 37.50 35.65 33.75 31.85 30.00 28.15 CLASS "B"

(12:00 noon to 1:00 p.m.; 6:00 p.m. to 6:30 p.m. week days and 1:00 p.m. to 6:30 p.m. Sundays)

1 hour... 125.00 118.75 112.5 106.25 100.00 93.75 1/2 hour... 75.00 71.25 67.50 63.75 60.00 56.25 1/4 hour... 125.00 118.75 112.50 106.25 100.00 93.75 1/2 hour... 75.00 47.50 45.00 42.59 40.00 37.5 5 minutes 25.00 23.75 22.50 21.25 20.00 18.75 CLASS "C"

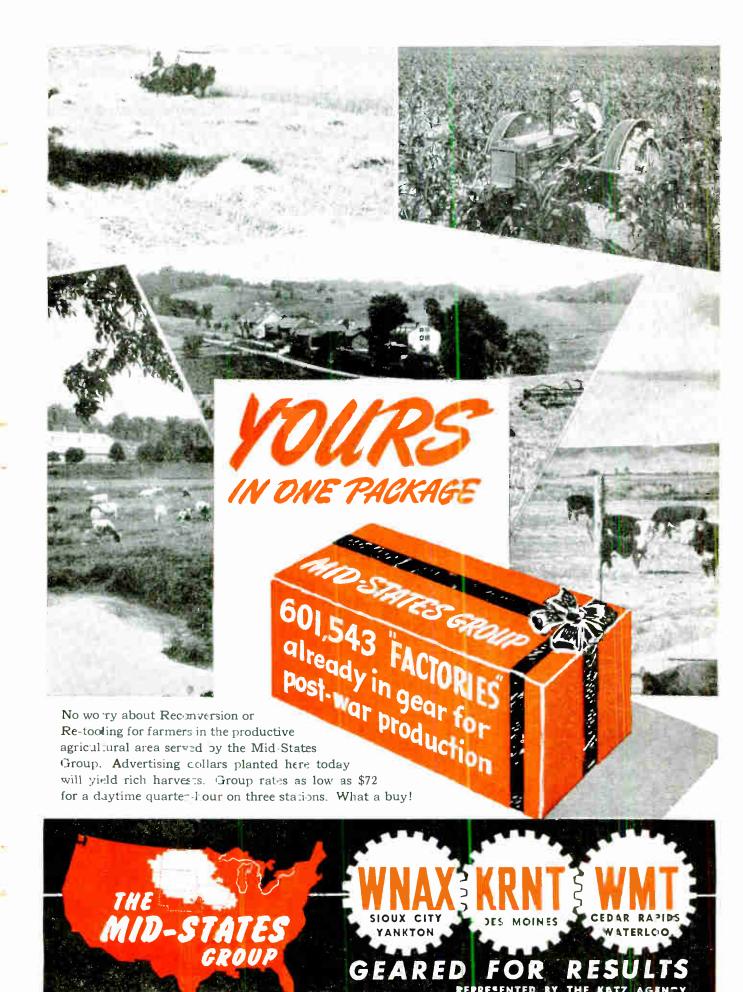
(9:00 a.m. to 12:00 noon. 5:00 p.m. to 6:00 p.m., 10:00 p.m. to 10:30 p.m. week days, and 9:00 a.m. to 1:00 p.m. Sundays)

1 hour... 125.00 106.99 101.25 95.60 90.00 84.40 1/2 hour... 67.50 64.15 60.75 57.40 54.00 50.65 1/4 hour... 45.00 42.75 45.00 38.25 38.00 38.75 minutes 22.50 21.38 20.25 19.13 18.00 16.88 CLASS "D"

(Before 9:00 a.m., 1:00 p.m. to 5:00 p.m. and 9:00 a.m., 1:00 p.m. to 5:00 p.m. and 4ter 10:30 p.m.)

1 hour... 12.50 00 57.00 54.00 50.00 30.00 5 minutes 20.00 19.00 18.00 17.00 16.00 15.00 17.00 17.00 17.00 17.00 17.00 17.00 17.00 17.00 17.00 17.00 17.00 17.00

|       | (0:00 p.m.        | to rolle p.m.,  |         |        |
|-------|-------------------|-----------------|---------|--------|
|       | ,                 | 1               | /2 min. | 1 min. |
| 1     | time              |                 | 16.00   | 24.0€  |
|       | timee             |                 | 15.20   | 22.80  |
|       | times             |                 | 14.40   | 21.60  |
|       | times             |                 | 13.60   | 20.40  |
| 104   | times             |                 | 12.80   | 19.20  |
|       | times             |                 | 12.00   | 18.00  |
|       | times             |                 | 11.20   | 16.80  |
| 750   | times             |                 | 10.40   | 15.60  |
|       | times             |                 | 9.60    | 14.40  |
| 1,000 |                   |                 | • • • • | 14.40  |
|       | (This listing con | ilinued on nage | 110)    |        |



#### **IOWA—Continued**

#### CEDAR RAPIDS—Continued

| DAR RAPIDS- | W M T—Continued | CLASS "B" | (Before 6:00 p.m. and after 10:30 p.m.) | 1/2 min. 1 min. | 1/2 mis. 1 min. | 1 time. | 10:00 | 15:00 | 13:times. | 9:50 | 14:25 | 96:times. | 9:50 | 12:75 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13:25 | 13

#### SPECIAL FEATURES

Strip Rates—Six periods per week (approximately minutes) before 7:00 a.m. and after 10:30 p.m. diexcept Sunday.

1 wk. 13 wks. 26 wks. 39 wks. 52 wks. Per wk. 112.50 107.50 102.50 97.50 92.50 Three per week rate is 60% of six per week rate. 

# POLITICAL Rates on request.

RECORDED PROGRAMS
Transcription library available—details on request.

#### TALENT

Rates on request.

REMOTE CONTROL Remote control equipment available.

SERVICE FACILITIES
Services of station's production department, annualing and technical staffs are available without

nouncing and technical state are available without charge. Merchandising and program publicity service available to station advertisers for the introduction and maintenance of public and dealer interest in program and product.

Gram and product.

Contract and Other Requirements

Maximum length of contract is 52 weeks.

All programs must conform to the standards of the
station. Copy prepared by the advertiser must have
station's approval in advance. The station reserves
the right to refuse or discontinue any program or
announcement for reasons estisfactory to themselves.

All programs subject to change of time upon 28 days'
notice. All proposals are subject to prior booking of
time.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

ersonnel
General Manager—W. B. Quarton.
Commercial Manager—D. D. Sullivan.
Studio Manager—V. A. L. Linder.
National Sales Manager—H. T. Enns, Jr., 29 W.
57th St., New York 19, N. Y.

#### Representatives The Katz Agency, Inc.

CLINTON (Clinton County)

KROS (Established 1941)



Rates effective April 1, 1945. (Card No. 4.)

Card received March 26, 1945.

Owned and operated by Clinton Broadcasting Corp. Business Office and Studio-246 Fifth Ave., Clinton, Iowa, telephone 448. Transmitter-246 Fifth Ave., Clinton, Iowa.

#### -Power-Time

Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sundays 7:15 a.m. to 12:00 mid-night; week days 6:00 a.m. to 12:00 midnight.

#### Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills rendered first of month and are due 10th of month.

For combination rates see Mutual Broadcasting System and North Central Broadcasting System. The following rates are for national advertising and include music copyright fees.

|     |           |       | C    | LAS   | 3 "A"     |          |         |   |
|-----|-----------|-------|------|-------|-----------|----------|---------|---|
|     | (12:00 r  | noon  |      | :00   |           | 6:00 p   | m. to   |   |
|     |           |       |      |       | n, daily) |          |         |   |
|     |           |       |      |       | . 1/2     |          |         |   |
| 1   | time      |       |      | 80,00 | 48.0      | 0 28.    | 80 14.4 | 0 |
| 13  | times     |       |      | 76.00 | 45.6      | 0 27.    |         |   |
| 26  | times     |       |      | 72.00 | 43.2      | 0 25.    |         |   |
| 39  | times     |       |      | 68.00 | 40.8      | 0 24.    |         |   |
| 52  | times     |       |      | 64.00 | 38.4      | 0 23.    |         |   |
| 78  | times     |       |      | 60.00 |           |          |         |   |
| 104 | times     |       |      | 56.00 |           |          |         |   |
| 130 | times     |       |      | 52.00 | 31.2      |          |         |   |
| 156 | times     |       |      | 48.00 | 28.8      | 0 17.    | 28 8.6  | 4 |
| 195 | times     |       |      | 44.00 |           |          |         |   |
| 260 | or mor    | e tir | nes  | 40.00 | 24.0      | 0 14.    | 40 7.2  | 0 |
|     |           |       |      | LASS  |           |          |         |   |
|     | (9:00 a.: | m. to | 12:  | 00 nc | on daily  | ; 5:00 p | .m. to  |   |
|     | 5:00 p.n  | ı. we | ek d | ays   | and 1:00  | p.m. to  | 9 8:00  |   |
| _   |           |       | p.1  | m. 51 | indays)   |          | 00 9.0  |   |
| 1   | time      |       |      | 50.00 |           |          |         |   |
| 13  | times     |       |      | 47.50 |           |          |         |   |
| 26  | times     |       |      | 45.00 |           |          |         |   |
| 39  | times     |       |      | 42.50 | 25.5      |          |         |   |
| 52  | times     |       |      | 40.00 |           |          |         | ŭ |
| 78  | times     |       |      | 37.50 |           |          |         |   |
| 104 | times     |       |      | 35.00 |           |          |         |   |
| 130 | times     |       |      | 32.50 |           |          |         |   |
| 156 | times     |       |      | 30.00 |           |          |         |   |
| 195 | times     |       |      | 27.50 |           |          |         |   |
| 260 | or mor    | e tir |      | 25.00 |           | υ 9.     | 00 4.5  | U |
|     | (1:00 p.: |       |      | LAS   |           | lays and | 10.00   |   |
| ,   | (1.00 p.  | ш. to | to.  | 9:00  |           | aile)    | 10.00   |   |
| 1   | time      |       |      | 40.00 |           |          | 40 7.2  | 0 |
| 13  | times     |       |      | 38.00 |           |          |         |   |
| 26  | times     |       |      | 36.00 |           |          |         | 8 |
| 39  | times     |       |      | 34.00 |           |          |         |   |
| 52  | times     |       |      | 32.00 |           |          |         |   |
| 78  | times     |       |      | 30.00 |           |          |         | ō |
| 104 | times     |       |      | 28.00 |           |          |         |   |
| 130 | times     |       |      | 26.00 |           |          | 36 4.6  |   |
| 156 | times     |       |      | 24.00 |           |          | 64 4.8  |   |
| 195 | times     |       |      | 22.00 |           |          | 92 3.9  |   |
| 260 |           | e tir |      | 20.00 |           |          | 20 3.6  |   |
| _00 | o. mor    |       |      |       | CEMENT    |          |         | , |
|     |           |       |      |       |           |          |         |   |

ANNOUNCEMENTS CLASS "A" (12:00 noon to 1:00 p.m. and 6:00 p.m. to 1:00 p.m.) (\*)

|      | time                              | 7.50 |    | 6.20 |
|------|-----------------------------------|------|----|------|
|      |                                   |      |    | 5.89 |
| 13   | times                             | 7.13 |    |      |
| 28   | times                             | 6.75 |    | 5.58 |
|      | times                             | 6.38 |    | 5.27 |
|      | tines                             | 6.00 |    | 4.96 |
| 156  | times                             | 5.63 |    | 4.65 |
|      | times                             | 5.25 |    | 4.34 |
| 520  | times                             | 4.50 |    | 3.72 |
| 1040 | times                             | 3.75 |    | 3.10 |
|      | CLASS "B"                         |      |    |      |
|      | (1:00 p.m. to 6:00 p.m. and 10:00 | p.m. | to |      |
|      | 12:00 noon)                       |      |    |      |

|     | 12.00 110011)                      |      |      |
|-----|------------------------------------|------|------|
| 1   | time                               | 6.00 | 5.00 |
| 13  | times                              | 5.70 | 4.75 |
| 26  | times                              | 5,40 | 4.50 |
|     | times                              | 5.10 | 4.25 |
| 04  | times                              | 4.80 | 4.00 |
| 56  | times                              | 4.50 | 3.75 |
|     | times                              | 4.20 | 3.50 |
|     | times                              | 3.60 | 3.00 |
|     | times                              | 3.00 | 2.50 |
| -71 | One minute transcribed or 120 wo   | rda  | 3100 |
| ١.  | , One minute transcribes of 120 me | ,,   |      |

#### (†) Station break or 50 words or less.

#### SPECIAL FEATURES

SPECIAL FEATURES
News: Leased wire service. 15 minutes, regular rate; special announcer, 5.00 per week.
Sidewalk Reporter—Time plus telephone cost and 10.00 per week for announcer and engineering.
Sports—Between 5:00 p.m. and 7:00 p.m., 15 minutes daily, per month 25:00; special announcer, per month 20:00. Between 10:00 p.m. and 10:30 p.m., 15 minutes daily, per month 175:00; special announcer, per month 15:00.
Diacounts on Sports broadcasts: 8 months 5%, 6 months 10%, 12 months 15%.
Baseball. basketball and football, play-by-play-rates on request.

POLITICAL POLITICAL
Rates on request.

#### TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service.

#### REMOTE CONTROL

Facilities subject to extra charges for line and me-chanical costs. Extra charges not subject to agency commission.

#### TALENT

Musical and dramatic talent engaged at minimum

#### SERVICE FACILITIES

Services of station's production department are offered without additional charge for the development of program and merchandising ideas.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and light wines, not accepted.
Short rates will be applied in case of cancellation of contracts. No contract signed for more than one

year. Station reserves the last 30 seconds of all programs for its own use. Discounts retroactive on entire sched-ule as earned within one year. Rates subject to change without notice.

Closing Time
Contracts close one week in advance of first broadcast.
Announcement copy and talks close 24 hours in advance.
Transcriptions close 48 hours in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Station Manager—Morgan Sexton.
National Sales Manager—George W. Webber, (Des Moines).

#### Representatives William G. Rambeau Co.

#### DAVENPORT

#### WHBF

Considered by the Mutual Broadcasting System as their Rock Island-Moline-Davenport outlet. See listing under Rock Island.

## WOC (Established 1921)



Rates effective October 1, 1944. (Card No. 11.)

Owned and operated by the Tri-City Broadcasting Company,

Business Office and Studios—1002 Brady St., Davenport, Lowe, telephone 3-3661.

Transmitter—R.F.D. 1, Davenport, Iowa.

Wave—Power—Time
Operating power—5,000 watts.
211.3 meters; 1420 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission 15% on station time only allowed to recognized advertising agencies; cash discount 2%—10 days.

(+)

# General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Network). Basic rate for time costs only fer programs orig insting in station's studies.

CLASS "A"

(6:30 p.m. to 10:00 p.m. dally)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 250 ti. 1 hour... 180.00 171.00 162.00 158.00 144.00 185.00 1/2 hour... 180.00 102.60 97.20 91.80 86.40 81.00 1/4 hour... 60.00 57.00 54.00 51.00 48.00 45.00 5 minutes 30.00 28.50 27.00 25.50 24.00 22.50

CLASS "B" to 10:30 p.m daily; 5:00 p.m to 6:30 p.m week days; 12:00 noon to 6:30 p.m. Sundays)

1 hour.... 12:00 614.00 108.00 102:00 96:00 90:00 1/2 hour.... 72:00 68:40 64:80 61:20 57:60 54:00 1/4 hour.... 40:00 38:00 36:00 34:00 32:00 30:00 5 minutes 20:00 18:00 18:00 17:00 16:00 15:00

CLASS "C"

(8:30 a.m. to 5:00 p.m. week days and 8:80

1 hour.... 90.00 85.50 81.00 76.50 72.00

1/2 hour.... 30.00 28.50 21.00 25.50 43.20

1/4 hour.... 30.00 28.50 27.00 25.50 24.00

5 minutes 15.00 14.25 18.50 12.75 12.00

# CLASS "D" (10:80 p.m to 8:30 s.m daily) 1 hour... 60:00 57:00 54:00 51:00 48:00 1/2 hour... 86:00 84:20 32:40 30:60 28:80 1/4 hour... 20:00 19:00 18:00 17:00 16:00 5 minutes 10:00 9:50 9:00 8:50 8:00

QUANTITY DISCOUNTS

Quantity discounts as shown above are retroactive on entire schedule as earned for time used within one year, but not including News or other special rate features.

# ANNOUNCEMENTS (6:29 p.m. to 10:01 p.m.) 1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 250 ti.

Til. 12 tl. 26 tl. 52 tl. 100 tl. 250 tl.

Chain breaks
(E. T.)... 18.00 17.10 16.20 15.30 14.40 13.50

Chain breaks
(Ilve)..... 15.00 14.25 13.50 12.75 12.00 11.25
(6:00 a.m. to 6:29 p.m. and 10:01 p.m. to

12:00 midnight)

1 minute or less
(E. T.)... 12.00 11.40 10.80 10.20 9.60 9.00

100 words or less
(Ilve)..... 10.00 9.50 9.00 8.50 8.00 7.50

SPECIAL FEATURES

SPECIAL FEATURES
News—Leased wire service available in 15 minute
periods (minimum contract 13 weeks). No frequency
discounts. Time News

|       |        |   |      |           | reate    | Service   | TOLE   |
|-------|--------|---|------|-----------|----------|-----------|--------|
| 6:30  | a.m.,  | 6 | days | weekly    | 60.00    | 15.00     | 75.00  |
| 8:00  | a.m.,  | 6 | days | weekly    | 60.00    | 15.00     | 75.00  |
| 12:00 | noon,  | 6 | days | weekly    | 96.00    | 24.00     | 120.00 |
| 1:15  | p.m.,  | 5 | days | weekly    | 60.00    | 15.00     | 75.00  |
| 4:30  | p.m.,  | 5 | days | weekly    | 60.00    | 15.00     | 75.0   |
| 6:15  | p.m.,  | 7 | days | weekly    | 140.00   | 35.00     | 175.00 |
| 10:00 | p.m.,  | 7 | days | weekly    | 140.00   | 35.00     | 175.00 |
| Add : | lò% fo | n | less | than full | weekly a | schedule. |        |
|       |        |   |      |           |          |           |        |

## TRANSCRIPTIONS Library service available—regular rates apply.

REMOTE CONTROL Rates on request.

TALENT

Musical and dramatic talent engaged for the advertiser at minimum costs.

# SERVICE FACILITIES Merchandising services of the station staff will be furnished for spot broadcasting schedules without additional charge, except for cash expenditures. The services of the station production department are offered without additional charge to advertisers for the development of program and merchandising ideas.

Contract and Other Requirements
All rates are for time and service facilities of station only.
All contracts subject to present and future state and federal regulations, Station reserves the right to discontinue or to refuse any advertising program for reasons satisfactory to themselves, except in cases governed by the federal regulations.
All proposals subject to prior booking of time.
All contracts may be cancelled upon 14 days written notice on payment of earned rate.

(This liteling continued on next page)

#### DAVENPORT—Continued W O C—Continued

Closing Time
Where advertiser prepares own program it should be submitted not less than three days in advance for program director's approval.
Electrical transcriptions should be delivered to studios at least ten days in advance to permit checking and shipment of replacements.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables, both lateral and vertical.

Personnel
President—B. J. Palmer.
General Manager—Buryl Lottridge.
Commercial Manager—L. O Pitzgibbons.
Program Manager—Marshall Dane.

Representatives Free & Peters, Inc.

#### DECORAH

(Winneshiek County)

#### KWLC

Owned and operated by Luther College, Wave-Power-Time

Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate days.

Does not sell time.

#### DES MOINES

(Polk County) KRNT (Established 1935)

Rates effective August 1, 1944. (Card No. 8.)

Owned and operated by Cowles Broadcasting Company.
Affiliated with the Des Moines Register and Tribune.
Business Office and Studio—Des Moines Register &
Tribune Bldg., Des Moines 4, Iowa, Des Mones
3-2111.

Transmitter-S. E. 22nd and Park, Des Moines, Iowa.

Wave-Power-Time

Operating power—5.000 watts. 222.2 meters; 1350 kilocycles. Licensed to operate full time. Operates on Central War Time.

#### Agency Commission

15% to recognized agencies; no cash discount. No commission on talent. Bills due and payable 10th of the following month.

#### General Advertising

For combination rates see Columbia Broadcasting System (Basic Network) and Mid-States Group. Dis-counts are retroactive as earned.

|     |          |        | CLASS   | ,, <b>V</b> ,, |         |         |       |
|-----|----------|--------|---------|----------------|---------|---------|-------|
|     |          | (6:80  | p.m. to | 10:00          | p.m.)   |         |       |
|     |          | 1 ti.  | 13 ti.  |                |         | 104 tl. |       |
| 1   | hour     | 200.00 | 190.00  | 180.00         | 170.00  | 160.00  |       |
| 1/2 | hour     | 100.00 | 95.00   | 90.00          | 85.00   |         | 75.00 |
| 1/4 |          |        | 47.50   |                |         |         | 87.50 |
| 5   | minutes  | 25.00  | 23,75   | 22.50          | 21.25   | 20.00   | 18.75 |
|     |          |        | CLASS   | B              |         |         |       |
|     | (12:00 n | oon to | 1:00 p. | m., 6:0        | 0 p.m.  | to 6:8  | 6     |
|     | p.m. wee | k days | and 1:  | :00 p.m        | i. to 6 | :30 p.m | ١.    |
|     |          |        | Sund    |                |         |         |       |
| 1   | hour     | 100.00 | 95.00   | 90.00          | 85.00   | 80.00   | 75.00 |
| 1/2 | hour     | 60.00  | 57.00   | 54.00          | 51.00   | 48.00   | 45.00 |

| nour... | 100.00 | 95.00 | 90.00 | 85.00 | 80.00 | 75.00 |
| 1/2 hour... | 60.00 | 57.00 | 54.00 | 51.00 | 43.00 | 45.00 |
| 1/4 hour... | 60.00 | 88.00 | 36.00 | 36.00 | 32.00 | 30.00 |
| 5 minutes | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | 15.00 |
| CLASS "C" | (9.00 a.m. to | 12.00 noon, 5:00 p.m. to | 6:00 p.m., | 10:00 p.m. to | 10:30 p.m. week days, | 9:00 a.m. to | 10:30 p.m. week days, | 10:00 p.m. | 10:00 p.

|       | A1    | NNOUNC       | EMEN'       | rs          |        |
|-------|-------|--------------|-------------|-------------|--------|
|       |       | CLASS        | <b>A</b> ,, |             |        |
|       | (6:00 | p.m. to      | 10:30       | p.m.)       |        |
|       |       | -            |             | 1/2 min.    | 1 min. |
| 1     | time  |              |             | 16.00       | 24.00  |
| 13    | times | ************ |             | 15.20       | 22.80  |
| 26    | times |              |             | 14.40       | 21.60  |
| 52    | times |              |             |             | 20.40  |
| 104   | times |              |             |             | 19.20  |
| 300   | times |              |             |             | 18.00  |
| 500   | times |              |             | 11.20       | 16.80  |
| 750   | times |              |             |             | 15.60  |
| 1.000 | times |              |             | 9.60        | 14.40  |
|       |       | CLASS        |             |             |        |
|       |       |              |             | 10:30 p.m.) |        |
| 1     |       |              |             |             | 15.00  |
| 13    | times |              |             |             | 14.25  |
| 26    | times |              |             |             | 13.50  |
| 52    | times |              |             |             | 12.75  |
| 104   | times |              |             |             | 12.00  |
| 300   | times |              |             |             | 11.25  |
| 500   | times |              |             |             | 10.50  |
| 750   | times |              |             |             | 9.75   |
| 1,000 | times |              |             | 6.00        | 9.00   |
|       |       |              |             |             |        |



The latest Hooper listening index (December, 1944 and January, 1945) shows WOC 'way out in front. For example, WOC's morning audience exceeds the combined audiences of all other stations heard, with 53.3!

Mr. Hooper's facts prove the Quad-City market of 218,000 is delivered ONLY by-

DAVENPORT, IOWA

FREE & PETERS, INC. NAT'L REPRESENTATIVES BASIC BLUE - 5.000 WATTS - 1420 Kc.

SPECIAL FEATURES

Times-Tunes-News—P-riticipation: six one minute talks per week by special annuncer—1 daily, Monday through Saturday:

4 wks. 13 wks. 26 wks. 52 wks.

Per week. 70.00 65.00 60.00 55.00

Three per week rate is 60% of the six per week rate.

Musical Clock: Six L5 minute announcements per week, daily except Nurday:

1 wk. 13 wks. 26 wks. 39 wks. 52 wks.

Before 7:00 a.m. and after 10:30

p.m. 100.00 90.00 85.00 75.00

7:00 a.m. 109.00 a.m. (approximately 13 minutes) 120.00 110.00 105.00 100.00 95.00

Three per week rate is 60% of the six per week rate.

Betty Wells Women's Club—program for housewives.

Participation: six 100 vorl announcements per week, 1 daily, Monday through Saturday:

4 wks. 13 wks. 26 wks. 52 wks.

Per week. 75.00 70.00 65.00 60.00

Three per week rate is 30% of the six per week rate.

"Your Neighbor Lady"—Home economics program.

Participation: six 100 word announcements per week, 4 wks. 13 wks. 26 wks. 52 wks.

Per week. 75.00 70.00 65.00 60.00

Three per week rate is 30% of the six per week rate.

Wour Neighbor Lady"—Home economics program.

Participation: six 100 word announcements per week, 4 wks. 13 wks. 26 wks. 52 wks.

Per week. 75.00 70.00 65.00 60.00

Three per week rate is 80% of the six per week rate.

West, 13 wks. 26 wks. 52 wks.

Per week. 75.00 70.00 65.00 60.00

Three per seek rate is 60% of the six per week rate.

PolleTiCAL

Copy and payment for not itsels advertising must be

POLITICAL
Copy and payment for political advertising must be in 24 hours in advance—rates on request.

RECORDED PROGRAMS
Transcription library scaliable—details on request.
TALENT

Rates on request.

Rates on request.

EMOTE CONTROL

Complete remote pick-up equipment available.

SERVICE FACILITIES

Services of the production department, announcing staff and technical staff are included without charge.

A complete merchandising and program publicity service is available to sdvertisers.

service is available to sdvertisers.

Contract and Other Requisements
Maximum length of contract, 52 weeks.

All programs must conform to standards of station.
Copy prepared by advertiser must have station's approval in advance.

Station reserves the right to refuse or discontinue any program or announcements for reasons satisfactory to itself. All programs subject to change of time upon 28 days' notice. All proposals are subject to prior hooking of time. Tates shown are for station time only and do not include talent.

Rates subject to change without notice.

Mechanical Program Equipment.

Mechanical Program Equipment.
Equipmed to handle programs by electrical transcription, using 33-1/3 and 79 r.p.m. turntables for vertical and lateral cut recordings.

Personnel
General Manager—Phil Hoffman.
Sales Manager—Robert Dillon.
Sales Promotion Manager—Orville Lawson.
National Sales Manager—H. T. Enns, Jr., 29 W.
57th St., New York 19. N. Y.

Representatives
The Katz Agency, Inc.

## K S O (Established 1921)

Rates effective January 1, 1944. (Card No. 15.)
Owned and operated by Kingsley H. Murphy, 800
Old Colony Bidg., Des. McInes 9, Iowa.
Studio-800 Old Colony Bidg., Des Moines 9, Iowa.
Des Moines 3-0571.
Transmitter—8, E. 22nd and Park, Des Moines, Iowa.

Wave—Power—Time
Operating power—5,000 watta,
205.5 meters; 1460 kilocycles.
Operates full time. Operates on Central War Time.

Agency Commission

15% is allowed to agencies recognized by station; no cash discount. No commission on talent. Bills due and payable 10th of the following month.

General Advertising
For combination rates see American Purchasting

eneral Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries) and Mutual
Broadcasting System.
Discounts are retroactive see carned.

Broadcasting System.

CLASS 'A'.

(6:30 D.m. to 10:30 p.m.)

1 hour... 18:1. 26 ii. 52 ii. 104 ii. 260 ti. 1 hour... 20.00 ii. 18:00 183.00 144.00 185.00 17/2 hour... 90.00 85.50 81.00 76.50 72.00 67.50 17/4 hour... 45.00 42.75 40.50 83.25 86.00 83.75 5 minutes 22.50 21.38 20.25 19:18 18.00 18.88 CLASS 'B'.

(12:00 noon to 1:00 p.m. 4:00 p.m. to 6:30 p.m. Sundays) 1 hour... 90.00 85.50 81.00 76.50 72.00 67.50 17/2 hour... 90.00 85.50 81.00 76.50 72.00 67.50 17/2 hour... 90.00 83.60 81.00 76.50 72.00 67.50 17/2 hour... 90.00 83.60 81.00 18.80 43.20 40.50 17/4 hour... 86.00 84.20 32.00 67.50 17/2 hour... 86.00 84.20 32.00 88.80 27.00 5 minutes 18.00 17.10 16 20 15.30 14.40 13.50 CLASS 'C'.

(9:00 a.m. to 12:00 noon, 5:00 p.m. to 6:00 p.m. 10:00 p.m. to 14:30 p.m. and 9:00 a.m. to 12:00 noon, 5:00 p.m. to 6:00 p.m. 10:00 p.m. 28.00 26.60 52.00 28.00 25.00 17/2 hour... 28.00 26.60 52.00 28.80 27.00 5 minutes 14.00 13.80 12.60 11.90 11.20 10.50 CLASS 'D'.

(Before 9:00 a.m. 10:00 p.m. to 5:00 p.m. to 5:00 p.m. and 6:00 5 minutes 14.00 13.80 12.60 11.90 11.20 10.50 CLASS 'D'.

(Before 9:00 a.m. 1:00 p.m. to 5:00 p.m. to 5:00 p.m. 10:01 p.m. 10:01 p.m. 10:05 p.m. 10:01 p.m. 10:05 p.m. 10:01 p.m. 10:05 p.m. 10:01 p.m. 10:00 p.m. 10:05 p.m. 10:01 p.m. 10:00 p.m. 10:01 p.m. 10:05 p.m. 10:01 p.m. 10:00 p.m. 10:01 p.m. 10

NPECIAL DISCOUNT
An additional discount of 5% off the net billing is allowed on that portion of the schedule running 52 consecutive weeks.

#### IOWA—Continued

#### DES MOINES—Continued K S O-Continued

ANNOUNCEMENTS CLASS "A"

|       | (6:00       | p.m. to | 10:80    |             |       |
|-------|-------------|---------|----------|-------------|-------|
|       |             |         |          | 1/2 min.    |       |
| 1     | time        |         |          | 14.00       | 21,00 |
| 18    | times       |         |          | 18.80       | 19.95 |
| 26    | times       |         |          |             | 18.90 |
| 52    | times       |         |          |             | 17.85 |
| 104   | times       |         |          |             | 16.80 |
| 300   |             |         |          |             | 15.75 |
|       | times       |         |          |             | 14.70 |
| 500   | times       |         |          |             |       |
| 750   | times       |         |          |             | 18.65 |
| 1,000 | times       |         |          | 8.40        | 12.60 |
|       |             | CLASS   | "B"      |             |       |
| (     | Before 6:00 | p.m. a  | nd after | 10:30 p.m.) |       |
| 1     | time        |         |          | 8.00        | 12.00 |
| 13    | times       |         |          |             | 11.40 |
| 26    | times       |         |          |             | 10.80 |
| 52    | times       |         |          |             | 10.20 |
| 104   |             |         |          |             | 9.60  |
|       | times       |         |          |             | 9.00  |
| 300   | times       |         |          |             |       |
| 500   | times       |         |          | 5,60        | 8.40  |

SPECIAL FEATURES

Rates on request.

Copy and payment for political advertising must be in 24 hours in advance—rates on request.

RECORDED PROGRAMS

Transcription library available—details on request.
TALENT

Rates on request. REMOTE CONTROL

Complete remote pick-up equipment available.

SERVICE FACILITIES

Services of the production department, announcing staff and technical staff are included without charge. A complete merchandising and program publicity service is available to advertisers.

service is available to advertisers.

Contract and Other Requirements

Maximum length of contract, 52 weeks.

All programs must conform to standards of station.

Copy prepared by advertiser must have station's
approval in advance.

Station reserves the right to refuse or discontinue
any program or announcements for reasons eatisfactory to itself. All programs subject to change
of time upon 28 days' notice. All proposals are subject to prior booking of time. Rates shown are for
station time only, and do not include talent.

Rates subject to change without notice.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. turntables for vertical and lateral cut recordings.

General Manager—George J. Higgins. Program Director—Edmund Linehan, Prom. & Merch. Dir.—Ken M. Lufkin.

Representatives
Headley-Reed Company.

#### 1. Largest Primary Coverage

WHO is the only 1-A Clear Channel station in Iowa. With 50,000 watts, this gives you larger daytime and/or nighttime primary coverage than any other station in Iowa.

Daytime listening area includes nearly all of Iowa, southern Minnesota, northern Missouri and western Illinois with population of 3½ million.

#### 2. Greatest Secondary Coverage

WHO is the only station in North America operating on 1040 kc. Its sky-wave signal goes on and on, bringing in mail during winter months from 30 to 44 states regularly—from more than 50% of all counties in the U.S. A.

#### 3. Best Program Service

WHO is the only NBC station in Iowa-has 22 of the 30 most popular network and local shows in the State. Big-time staff of producers, announcers, writers. Tops in News -60.8% to 67.9% of Iowa radio families usually listen to principal WHO news broadcasts vs. 6.4% to 9.7% for Station B.

#### 4. Greatest Popularity

WHO is listened to more often, more hours, by more Iowa radio families than all other radio stations combined. "Listened-to-most" during daytime by 55.6% of Iowa radio families vs. 27% to all other Iowa stations; after 6:00 P. M., 57.7% to WHO vs. 15.8% to all other Iowa stations, according to 1944 Iowa Radio Audience Survey. (1941-42-43 surveys prove that "listened-to-most" station has six hours of Iowa listener's attention for every hour to any "heard regularly" station. Write for free copy or ask Free & Peters.)

#### 5. Greatest Dealer Influence

Radio is considered the best state-wide advertising medium in Iowa to help sell goods -by 68.3% of lowa grocors
vs. 30.5% for newspapers

of Iowa druggists vs. 7.8% for newspapers

WHO is considered most effective radio station in state

-by 54.7% of Iowa grocers vs. 10.1% for Station B

—by 61.9% of Iowa druggists vs. 1.5% for Station B

(According to polls conducted by Iowa Retail Grocers and Meat Dealers Association and Iowa Pharmaceutical Association.)

#### 6. Highest Ratings

WHO has greatest "share of audience" in Des Moines during daytime hours, 8:00 A. M. to 6:00 P. M. Monday through Friday, and evenings, 6:00 P. M. to 10:00 P. M. Sunday through Saturday.

"Share of audience" ratings in "outside" zone—Ottumwa, Oskaloosa, Newton, Mason City, Fort Dodge, Boone, Ames, and Marshalltown, located 30 to 115 miles from Des Moines—during winter, 1944, are:

8:00 A. M. to 6:00 P. M., Monday through Friday....60%

6:00 P. M. to 10:00 P. M., Sunday through Saturday....66.9%

Write for free copy of complete report on "City Zone vs. Outside Zone Comparison." You need WHO for adequate coverage of Iowa regardless of what network (except NBC) or local programs you may be using. WHO is one of the "lowest cost per listener" buys in the country, dominating one of the largest sales territories. There's no other station like it. Ask us or Free & Peters for availabilities.



DES MOINES.....50,000 WATTS B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. National Representatives

W H O (Established 1924)



Rates effective September 1, 1943. (Card No. 14.) Owned and operated by the Central Broadcasting Co. Business Office and Studios—914 Wainut St., Dea Moines 7, Iowa, telephone 3-7147.

Transmitter-Mitchellville, Iowa (15 miles east of Des Moines).

#### Wave-Power-Time

Operating power—50.000 watts.
288.5 meters; 1040 kilocycles.
Licensed to operate full time on nationally cleared channel. Operates on Central Wer Time.
Operating schedule: Sundays 7:30 a.m. to 1:00 a.m.; week days 5:30 a.m. to 1:00 a.m.

#### Agency Commission

15% on time cost only allowed to recognized adver-tising agencies; no cash discount. Bills are rendered on lat of each month, payable on the 10th of each month.

#### General Advertising

For combination rates see National Broadcasting Company (Basic Network).

The following rates are for national advertising. Commercial copy must comply with the Code of the National Association of Broadcasters. Five minute programs must include entertainment or educational features. CLASS "A"

(6:80 p.m. to 10:90 p.m.)

1 ti. 18 ti. 28 ti. 52 ti. 100 ti. 250 ti.
1 hour... 500.00 475.00 450.00 425.00 400.00 875.00
1/2 hour... 500.00 285.00 270.00 285.00 240.00 225.00
1/4 hour... 180.00 171.00 182.00 183.00 144.00 135.00
5 minutes 90.00 85.50 81.00 76.50 72.00 67.50

#### CLASS "B

(12:00 noon to 1:00 p.m., 6:00 p.m. to 6:30 p.m. and 10:00 p.m. to 10:80 p.m. to 8:30 p.m. and 10:00 p.m. to 10:80 p.m. to 10:80 p.m. to 10:80 p.m. and 10:00 p.m. to 10:80 p.m. and 10:00 p.m. to 10:80 p.m. sundays)

hour... 855.00 818.25 501.50 284.75 268.00 251.25 hour... 200.00 190.00 180.00 170.00 160.00 150.00 hour... 120.00 114.00 108.00 102.00 96.00 90.00 minutes 60.00 57.00 54.00 51.00 48.00 48.00

#### CLASS "C"

(8:30 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:80 p.m. to 10:45 p.m. week days; 8:80 a.m. to 6:00 p.m. Sundays) 1 hour... 250,00 237.50 225.00 212.50 200.00 187.50 hour... 150.00 142.50 185.00 127.50 120.00 112.50 hour... 150.00 142.50 185.00 127.50 120.00 112.50 hour... 90.00 85.50 81.00 76.50 72.00 67.50 minutes 45.00 42.75 40.50 88.25 36.00 33.75

#### CLASS "D"

(7:00 a.m. to 8:80 a.m. and 10:45 p.m. to 12:00 midnight week days) 1/2 hour... 100.00 95.00 90.00 85.00 80.00 75.00 1/4 hour... 60.00 57.00 54.00 51.00 48.00 48.00 5 minutes 40.00 88.00 36.00 84.00 82.00 80.00

#### QUANTITY DISCOUNTS

QUANTITY DISCOUNTS

As figured above, discounts for program time are as follows: 13 times 5%; 26 times 10%; 52 times 15%; 100 times 20%; 250 or more times 25%. These quantity discounts, when used within one year, are retroactive on entire schedule as earned for program time of 1/4 hour or longer. Five minute programs earn quantity discounts separately and do not combine with longer programs or announcements.

#### ADDITIONAL DISCOUNTS

Additional discount of 5% applies to the lowest net billing for any one week for program time of 1/4 hour or more that runs 52 consecutive weeks.

or more that runs by consecutive weeks.

When an advertiser is using three or more quarter hour strips per week (minimum of five quarter hours per strip) on a non-contiguous schedule he will be entitled to one baif of the half-hour rate for each individual quarter hour period. Quantity discounts to apply only on the combined portion of the three quarter hours.

#### ANNOUNCEMENTS

Run of station time only.

(6:00 p.m. to 10:80 p.m.)

(e.00 p.m. to 10:30 p.m.)

1 ti. 18 ti. 26 ti. 52 ti. 100 ti. 300 ti.
80 words.... 50:00 47.50 45.00 42.50 40:00 87.50
100 words.... 60:00 57:00 54:00 51:00 48:00 45:00
One minute
record....... 75:00 71:25 87.50 68:75 60:00 56:35

25.00 28.75 22.50 21.25 20.00 18.75

1 minute record....... 85.00 88.25 81.50 29.75 28.00 26.25 Chain break announcements, guaranteed position, flat one time rate for less than 18 weeks.

#### SPECIAL FEATURES

News Reports—Leased wire service available. Station reserves complete control over news and commentator. Restes, including news service, news commentator with one announcer. No quantity discounts.

#### **DES MOINES—Continued** W H O-Continued

|                              | Per week         |              |                |  |  |
|------------------------------|------------------|--------------|----------------|--|--|
|                              | Time<br>cost     | News<br>cost | Total<br>cost  |  |  |
| Farm news (6:80 a.m. to 6:   | 45 a.m.)         | :            |                |  |  |
| 6 days weekly                | . 200.00         | 48.00        | 248.00         |  |  |
| 3 days weekly                | . 110.00         | 80.00        | 140.00         |  |  |
| Morning news (7:80 a.m. to   | 7:45 a.z         | n.):         |                |  |  |
| 6 days weekly                | 800.00           | 75.00        | 875.00         |  |  |
| 3 days weekly                | . <b>15</b> 0.00 | 40.00        | 190.00         |  |  |
| Mid-Morning News (8:30 a.r   | n. to 8:40       | a.m.):       |                |  |  |
| 6 days weekly                | 275.00           | 60.00        | \$35.00        |  |  |
| 8 days weekly                | . 150.00         | <b>86.00</b> | 186.00         |  |  |
| Noon news (12:80 p.m. to 1   | 2:45 p.m         | .):          |                |  |  |
| 6 days weekly                |                  | 90.00        | 455.00         |  |  |
| 3 days weekly                | . 202.50         | 60.00        | <b>262.5</b> 0 |  |  |
| Afternoon extra (5:00 p.m.   | to 5:10 p        | .m.):        |                |  |  |
| 6 days weekly                |                  | 48.00        | 228.00         |  |  |
| 3 days weekly                | . 100.00         | 80.00        | 130.00         |  |  |
| Early evening news (6:80 p   | .m. to 6:        | 40 p.m.):    |                |  |  |
| 6 days weekly                |                  | 72.00        | 482.00         |  |  |
| 3 days weekly                | . 195.00         | 48.00        | 243.00         |  |  |
| Evening final (10:15 p.m. to | 10:80 p          | .m.):        |                |  |  |
| 7 days weekly                | 400.00           | 77.00        | 477.00         |  |  |
| Sunday news periods 0:45     |                  | 10:00 -      | m and          |  |  |

Sunday news periods—9:45 s.m. to 10:00 s.m. and 5:15 p.m. to 5:30 p.m.—regular time cost plus 20.00 news cost.

news cost.

Sunrise Hour: Before 6:30 a.m., 1/4 hour six days
per week 180.00; 1/2 hour six days per week 800.00;
6:30 a.m. to 7:00 a.m., 1/4 hour six days per week
200.00; 1/4 hour three days per week 110.00. No
quantity discount; does not combine with other program time for discounts.

gram time for discounts.

Iowa Bsrn Dance Frolic: Saturday from 8:00 p.m. to 10:15 p.m.; regular rates apply, plus the following talent charges: 1 hour 175.00; 1/2 hour 100.00; 1/4 hour 60.00.

Foothall Games—Time costs upon request, plus cost for lines, announcer and broadcasting privileges.

#### RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

#### TALENT

Charges for talent are made in accordance with scale authorized by Des Moines Musicians Association, Additional charges are made for talent. Rates on request.

Musical and dramatic talent engaged for the adver-tiser at minimum costs.

#### REMOTE CONTROL

Rates and details on request.

#### SERVICE FACILITIES

SERVICE FACILITIES

Merchandising service of the station staff will be furnished for spot broadcasting schedules without additional charge, except for cash expenditures which are paid by the advertiser.

The services of station production department are offered without charge to advertisers and advertising agencies for the development of program and merchandising ideas.

#### Contract and Other Requirements

Advertising of beer or alcoholic beverages not accepted.

cepted.

All rates are for the time and service facilities of the station only; additional charges for talent.

All contracts subject to cancellation by either party upon 14 days' written notice. All contracts subject to present and future state and federal regulations. Station reserves the right to discontinue or to refuse any advertising program for reasons satisfactory to themselves except in cases specified by the federal regulations.

When advertiser prepares own program it should be submitted not less than three days in advance for program director's approval.

All proposals subject to prior booking of time. Programs are to be broadcast from studios in Des Moines.

#### Closing Time

Contracts should be closed three weeks in advance to make printed program schedule. Electrical transcriptions should be delivered to studies at least ten days in advance to permit checking and shipment of replacements.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

President—B. J. Palmer. Vice-Pres. & Mgr.—J. O. Maland. Sales Manager—Hale Bondurant.

#### Representatives

Free & Peters, Inc.

#### **DUBUQUE** (Dubuque County) KDTH (Established 1941)



Rates effective April 1, 1945. (Card No. 4.)

Card issued April 1, 1945. Card received March 30, 1945.

Owned and operated by the Telegraph-Herald. Business Office and Studio—Bluff Street and Eighth Ave., Dubuque, Iowa. Transmitter—Dubuque, Iowa.

Representatives
John E. Pearson Company.

Wave—Power—Time
Operating power—1,000 watts.
219 meters; 1370 kilocycles.
Licensed to operate full time. Operates on Central
War Time.

War Time.

Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Ageacy Commission
15% to recognized advertising agencies; cash discount 2% provided bill is paid by 10th of month following service.

General Advertising

For combination rates see Mutual Broadcasting System and North Central Broadcasting System.

CLASS 'A'

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 1:00 p.m.)

|                | 1 hr.   | 1/2 hr.  | 1/4 hr.   | 5 min.  |
|----------------|---|--|---|---|
| time           | 100.00  | 60.00  | 35.00   | 20.00   |
| times          | 95.00   | 57.00  | 33, 25  | 19.00   |
|                | 90.00   | 54.00  | 31.50   | 18.00   |
|                | 85.00   | 51.00  | 29.75   | 17.00   |
|                | 80.00   |  |   | 16.00   |
|                | 75.00   |  |   | 15.00   |
|                | 70.00   | 42.00  |   | 14.00   |
|                | 65.00   | 39.00  |   | 13.00   |
|                |   |  |   | 12.00   |
|                |   |  |   | 11.00   |
|                |   |  |   | 10.00   |
| or more trings | CI A DO   | 11011  | 11.50   | 10.00   |
|                | time. times. | time. 100.00 times. 95.00 times. 95.00 times. 85.00 times. 80.00 times. 80.00 times. 70.00 times. 70.00 times. 65.00 times. 65.00 times. 55.00 or more times 50.00 | time. 100.00 60.00 times. 95.00 57.00 times. 95.00 57.00 times. 90.00 54.00 times. 85.00 51.00 times. 80.00 48.00 times. 75.00 42.00 times. 70.00 42.00 times. 65.00 39.00 times. 65.00 30.00 times. 55.00 30.00 times. 55.00 30.00 | time         100.00         60.00         35.00           times         95.00         57.00         33.25           times         90.00         54.00         31.50           times         85.00         51.00         29.75           times         75.00         45.00         28.00           times         75.00         42.00         24.50           times         65.00         39.00         22.75           times         60.00         36.00         21.00           times         55.00         33.00         17.50           or more times         50.00         30.00         17.50 |

(9:00 a.m. to 12:00 noon; 5:00 p.m. to 6:00

|     | p.m. neck u |       |       | . о о . о о р . ц | 4     |
|-----|-------------|-------|-------|-------------------|-------|
|     |             | Sunda | 3'8)  |                   |       |
| 1   | time        | 60.00 | 36.00 | 24.00             | 12.00 |
| 13  | times       | 57.00 | 34.20 | 22.80             | 11.40 |
| 26  | times       | 54.00 | 32.50 | 21.60             | 10.80 |
| 39  | times       | 51.00 | 30.60 | 20.40             | 10.20 |
| 52  | times       |       | 28.80 | 19.20             | 9.60  |
| 78  | times       |       | 27.00 | 18.00             | 9.00  |
| 104 | times       |       | 25.20 | 17.80             | 8.40  |
| 130 | times       |       | 23.40 | 16.60             | 7.80  |
| 156 | times       |       | 21.60 | 15.40             | 7.20  |
| 195 | times       | 33.00 | 19.80 | 14.20             | 6.60  |
| 260 | or more tim |       | 18.00 | 12.00             | 6.00  |
|     |             | CLASS | c     |                   |       |
|     |             |       |       |                   |       |

(1:00 p.m. to 5:00 p.m. week days and 10:00 p.m. to 9:00 a.m. daily)

| 1   | time          | 50.00 | 30.00     | 20.00 | 10.00 |
|-----|---------------|-------|-----------|-------|-------|
| 13  | times         | 47.50 | 28.50     | 19.00 | 9.50  |
| 26  | times         | 45.00 | 27.00     | 18.00 | 9.00  |
| 39  | times         | 42.50 | 25.50     | 17.00 | 8.50  |
| 52  | times         | 40.00 | 24.00     | 16.00 | 8.00  |
| 78  | times         | 37.50 | 22,50     | 15.00 | 7.50  |
| 04  | times         | 35.00 | 21.00     | 14.00 | 7.00  |
| 130 | times         | 32.50 | 19.50     | 13.00 | 6.50  |
|     | times         | 30.00 | 18.00     | 12.00 | 6.00  |
|     | times         | 27.50 | 16.50     | 11.00 | 5.50  |
|     | or more times | 25.00 | 15.00     | 10.00 | 5.00  |
|     | 4 373         |       | IN CHARGO |       |       |

ANNOUNCEMENTS

CLASS "A"

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 1:00 p.m.)

|    | 10.00 p.m.) |      |      |
|----|-------------|------|------|
|    |             | (*)  | - († |
| 1  | time        | 7.00 | 6.0  |
| 13 | times       | 6.65 | 5.7  |
| 26 | times       | 6.30 | 5.4  |
| 52 | times       | 5.95 | 5.1  |
|    | times       | 5.60 | 4.8  |
|    | times       | 5 25 | 4.5  |
|    | times       | 4.90 | 4.2  |
|    | times       | 4.20 | 3.6  |
|    | times.      | 3.50 | 3.0  |
|    | CLASS "B"   | 0.00 | 0.0  |

(1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 12:00 noon)

| 1   | time                               | 5.00 | 4.00 |
|-----|------------------------------------|------|------|
| 13  | times                              | 4.75 | 3.80 |
| 26  | times                              | 4.50 | 3.60 |
|     | times                              | 4.25 | 3.40 |
| 104 | times                              | 4.00 | 3.20 |
|     | times                              | 3.75 | 8.00 |
|     | times                              | 3.50 | 2.80 |
|     | times                              | 3.00 | 2.40 |
|     | times                              | 2.50 | 2.00 |
|     | *) One minute transcribed or 100 w |      | 2.00 |

(\*) One minute transcribed or 100 words.
(†) Station break or 50 words or less.
(†) Station break or 50 words or less.
Sports newscasts, time signals or weather and temperature reports, special events—rates on request.
POLITICAL
Regular rates apply. Cash in advance. Copy must be submitted 48 bours in advance. Subject to agency commission.

#### TALENT Rates on request

Rates on request.

REMOTE CONTROL

Remote control equipment available. Charges for programs originating outside studies quoted on request.

SERVICE FACTLITTES

Merchandising of their and studies are accepted.

All contract and Other Requirements
Advertising of beer and wine accepted.

All contracts must be completed in twelve months.

Rates cover only station time and facilities for programs originating in station's studie.

All programs and advertising copy are subject to the approval of the station management and must conform to the rules and regulations of the Federal Communication Commission. If copy is not accepted as submitted and if for such reason contract is cancelled advertiser agrees to be short rated for time used. Contract renewals subject to rates in effect at time of renewal.

Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceeds limit in any class.

All discounts are paid at the completion of any contract. Rates subject to changes without notice.

Ciosing Time

All popram material must be in sufficiently far in

contract. Rates subject to changes without notice.

Closing Time
All program material must be in sufficiently far in
advance for approval of station management.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using \$3-1/8 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel
General Manager—K. S. Gordon.
Sales Manager—Gordon K. Downey.
Commercial Manager—Robert S. Graham.
Program Director—Arnie Stierman.

## WKBB



Rates effective August 1, 1948. (Card No. 6.)

24.00 22.50 21.00 19.50 18.00 16.50 15.00 13.50 104 times... 156 times... 250 times... 312 times...

8:00

812

30 wds 2.40 2.25 2.10 1.95 1.80 1.85 1.50 1.85

DISCOUNTS

Contiguous rates—Basic rates and discounts guaranteed only during original comtract or extensions therefold in the state of the

SPECIAL FEATURES
News, sports, and any special event—rates on request.

POLITICAL
POLITICAL
POLITICAL
POLITICAL
Political broadcasts subject to agency commission, but payable in advance—general rates apply.

RECORDED PROGRAMS
Transcription library service available. No service charge to advertiser and no restrictions as to broadcasting hours on electrical transcriptions furnished by advertiser.

TALENT
All talent extra—rates on reques

REMOTE CONTROL

Facilities available—rates on request.

SERVICE FACILITIES

Services of program department, staff announcers, and engineers included in rates unless a particular announcer is specified. Estimates submitted on complete merchandising service on request.

Closing Time
All programs or announcement continuities must be submitted sufficiently in advance for approval by etation management.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 (vertical or lateral) and 78 r.p.m. double turniables.

Personnel Vice-Pres. & Gen'l Mgr.—James D. Carpenter.

Representatives
Howard H. Wilson Company

#### IOWA—Continued

#### FORT DODGE

(Webster County)

KVFD
(Established 1989)



Rates effective April 1, 1945, (Card No. 5.)
Card received March 28, 1945.
Owned and operated by Northwest Broadcasting Co.
Business Office and Studios-Warden Bldg., Fort
Dodge, Iowa, Walnut 8761.
Transmitter-3/4 mile west of city limits at junction
of U. S. 20 and U. S. 189.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Operating advantaged.

operating schedule: Sundays 8:00 a.m. to 12:00 mid-night; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on net station time only.
Bills rendered lat of month; due 10th of month. Cash discount 2%—10 days.

General Advertising
For combination rates see Mutual Broadcasting System and North Central Broadcasting System (Iowa Group) and Keystone Network.

CLASS "A"

100 p. m. 10

|          |         | CLASS      |          |          |        |
|----------|---------|------------|----------|----------|--------|
| (12:0    |         | 1:00 p.m   |          | :00 p.m. | to     |
|          | 1       | 10:00 p.m. |          |          |        |
|          |         | l ti.      | 13 ti.   | 26 ti.   | 52 t1. |
|          |         |            | 76.00    | 72.00    | 68.00  |
| 1/2 hour |         | 48.00      | 45,60    | 43.20    | 40.80  |
| 1/4 hour |         | 32.00      | 30.40    | 28.80    | 27.60  |
| 5 min    | utes    |            | 15.20    | 14.40    | 13.60  |
|          |         | CLASS '    |          |          |        |
| (9:00    | a.m. to | 12:00 noon | daily: 5 | :00 p.m. | to     |
|          |         |            |          |          |        |

|   | (9:00 a.m. |           |        |        |          |       |
|---|------------|-----------|--------|--------|----------|-------|
|   | 6:00 p.m.  | week day  | 's and | 1 1:00 | p.m. to  | 6:00  |
|   |            | p.m.      | Sund   | isys)  |          |       |
| 1 |            | 48        | .00    | 45.60  | 43.20    | 40.80 |
|   | hour       |           |        | 26.60  | 25.20    | 23.80 |
|   | hoer       |           |        | 19.00  | 18.00    | 17.00 |
| 5 | minutes    |           |        | 9.50   | 9.00     | 8.50  |
|   |            | CL        | ASS '  | .C.,   |          |       |
|   | (6:00 a m. | . to 9:00 | a.m.   | daily: | 1:00 p.m | . to  |

|     | 6:00 am. to 9:  |          |           |            |       |  |  |  |  |  |
|-----|-----------------|----------|-----------|------------|-------|--|--|--|--|--|
| 5   | :00 p.m. week d | lays and | 10:00 p.m | a. to 12:0 | 00    |  |  |  |  |  |
|     | midnight daily) |          |           |            |       |  |  |  |  |  |
|     | hour            |          | 38.00     | 36.00      | 34.00 |  |  |  |  |  |
| 1/2 | hour            | 24,00    | 22.80     | 21.60      | 20.40 |  |  |  |  |  |
| 1/4 | hour            | 16.00    | 15.20     | 14.40      | 13.60 |  |  |  |  |  |
| 5   | minutes         |          | 7.60      | 7.20       | 6.80  |  |  |  |  |  |
|     | WEEKLY          | FREQU    | ENCY RA   | TES        |       |  |  |  |  |  |
|     | CY.ASS "A"      |          |           |            |       |  |  |  |  |  |

| (12:00   | noon  |      | 1:00 |       | and   | 6:00 | p.m. | to     |
|----------|-------|------|------|-------|-------|------|------|--------|
|          |       |      | 00 p | .m. d | aily) |      | _    |        |
| ree time | s wee | klv: |      |       |       |      |      | 52 wks |

| Three times weekly: 1: | 3 wks.   | 26 wks.   | 39 wks.  | 52 wks. |
|------------------------|----------|-----------|----------|---------|
| 1/2 hour 10            | 05.20    | 97.80     | 90.40    | 83.00   |
| 1/4 hour               |          | 71.40     | 66.00    | 60.60   |
|                        | LASS "   | 'B''      |          |         |
| (9:00 a.m. to 12:0     | 0 noon   | daily: 5: | 00 n.m.  | to      |
| 6:00 p.m. week d       | avs and  | 1:00 n.m  | n. to R: | oo      |
|                        | n. Sund  |           |          | ••      |
| 1/2 hour               |          |           | 57.80    | 53.10   |
| 1/4 hour               |          |           | 41.20    | 37.80   |
|                        | LASS '   |           |          | 000     |
| (6:00 a.m. to 9:00     |          |           | 00 n.m.  | to      |
| 5:00 p.m. week da      | vs and   | 10:00 n.m | to 12.   | กัก     |
|                        | inight d |           |          | ••      |
| 1/2 hour               |          |           | 49.60    | 45.60   |
| 1/4 hour               |          |           | 33.00    | 30.30   |
|                        | LASS "   |           | 00.00    | 00.00   |
| (12:00 noon to 1:      |          |           | 0 n m    | to      |
| 10.0                   | 0 p.m.   | daily)    |          | -       |
| Fire times weekly:     | · p      |           |          |         |

| 10                 | :00 p.m.  | daily)     |           |        |
|--------------------|-----------|------------|-----------|--------|
| Five times weekly: |           | ,          |           |        |
| 1/2 hour           | 177.60    | 165.20     | 152.80    | 140.40 |
| 1/4 hour           | 118.40    | 110.10     | 101.80    | 93.50  |
|                    | CLASS     | "B"        |           |        |
| (9:00 a.m. to 12   | 2:00 noor | n daily: 5 | :00 p.m.  | to     |
| 6:00 p.m. week     | days an   | d 1:00 p   | m. to 6:  | 00     |
|                    | o.m. Sun  | days)      |           |        |
| 1/2 hour           | 93.60     | 87.05      | 80.50     | 73.95  |
| 1/4 hour           |           |            | 63.60     | 58.40  |
|                    | CLASS     |            |           |        |
| (6:0') a.m. to 9   |           |            |           |        |
| 5:00 p.m. week     |           |            | m. to 12: | 00     |
|                    | idnight   |            |           |        |
| 1/2 hour           | 88.80     |            | 76.60     | 70.50  |
| 1/4 hour           | 59.20     | 55.05      | 51.90     | 47.75  |

|                   | aidnight | daily)    |         |        |
|-------------------|----------|-----------|---------|--------|
| 1/2 hour          | 88.80    | 82.70     | 76.60   | 70.50  |
| 1/4 hour          | 59.20    | 55.05     | 51.90   | 47.75  |
|                   | CLASS    | "A"       |         |        |
| (12:00 noon to    | 1:00 p.  | m. and 6: | .m.a 00 | to     |
|                   | :00 p.m. |           |         |        |
| Six times weekly: |          |           |         |        |
| 1/2 hour          | 207,20   | 192,70    | 178.25  | 163.80 |
| 1/4 hour          |          | 128.45    | 118.75  | 109.10 |
|                   |          |           |         |        |

|                  | CLASS '   |        |             |     |
|------------------|-----------|--------|-------------|-----|
| (9:00 a.m. to 12 |           |        |             |     |
| 6:00 p.m. week   | days and  | 1:00   | p.m. to 6:0 | 00  |
|                  | o.m. Sund | lays)  | •           |     |
| 1/2 hour         | 109.10    | 101.55 | 93.90       | 86. |
|                  |           |        |             |     |

| 1/4 | hour            |          | 80.25  | 74.20       | 68 |
|-----|-----------------|----------|--------|-------------|----|
|     |                 | CLASS    |        |             |    |
|     | (6:00 a.m. to 9 |          |        |             |    |
| - 4 | 5:00 p.m. week  |          |        | .m. to 12:0 | )0 |
|     | n               | nidnight | dellel |             |    |

| 2 | hour | 103.60  | 96.50 | 89.35 | 82. |
|---|------|---------|-------|-------|-----|
| 4 | hour | 69.05   | 64.20 | 60.55 | 55. |
|   | AN   | NOUNCE  | MENTS |       |     |
|   |      | CLASS   | ''A'' |       |     |
|   |      | CLASS . | 'A''  |       |     |

| CLASS A |        |      |      |       |       |      |         |    |  |
|---------|--------|------|------|-------|-------|------|---------|----|--|
| (12:00  | noon   | to   | 1:00 | p.m.  | and   | 6.00 | n.m.    | tο |  |
| ,       |        |      |      |       |       |      | <b></b> | -  |  |
|         |        |      |      | m. da | erra) |      |         |    |  |
| words ( | nr sta | tion | hres | k:    |       |      |         |    |  |

| 50 words or station | break:  |       |   |      |
|---------------------|---------|-------|---|------|
| 1 time              | . 5,00  | 156   | times                                   | 3.7  |
| 13 times            | 4.75    | 260   | times                                   | 3.5  |
| 26 times            | 4.50    |       | times                                   |      |
| 52 times            | 4.25    |       | times                                   |      |
| 104 times           |         |       | *************************************** |      |
| I minute electrical | transcr | ntion | or 120 words:                           |      |
| 1 time              |         |       |   | 5.21 |
| 13 times            | 6.65    | 260   | times                                   | 4.9  |
|                     |         |       |   |      |

|     | times               |      | 1040 | times | 2.50 |
|-----|---------------------|------|------|-------|------|
|     | times               |      |      |       |      |
|     | inute electrical ti |      |      |       |      |
| 1   | time                | 7.00 | 156  | times | 5.25 |
|     | times               |      |      | times |      |
| 26  | times               | 6.30 |      | times |      |
| 52  | times               | 5.95 |      | times |      |
| 104 | times               | 5.60 |      |       |      |
|     |                     |      |      |       |      |

# CLASS "B" (9:00 a.m. to 12:00 noon daily; 5:00 p.m. to 6:00 p.m. week days and 1:00 p.m. to 6:00 p.m. Sundays)

| 50 words or st  | ation break:   |       |               |      |
|-----------------|----------------|-------|---------------|------|
| 1 time          | 4.00           | 156   | times         | 3.00 |
| 13 times        | 3.80           | 260   | times         | 2.80 |
| 26 times        | 3.60           | 520   | times         | 2.40 |
| 52 times        | 3.40           | 1040  | times         | 2.00 |
| 104 times       | 3,20           |       |               |      |
| 1 minute elect: | rical transcri | ption | or 120 words: |      |
| 1 time          | 5.00           | 156   | times         | 3.75 |
| 13 times        | 4.75           | 260   | times         | 3.50 |
|                 |                |       | times         |      |
| 52 times        |                |       | tlmes         |      |

Merchandising by the station's commercial and promotion department will be furnished without charge. Contract and Other Requirements All contracts should be closed as far in advance as possible to facilitate production.

Hessie of time not permitted. All programs, transcriptions and announcements are subject to approval of station management.

Personnel

Personnel

Pres. & Mgr.—Edward Breen.

Vice-Fresident—W. B. Swaney.

Representatives

Representatives
Hurn-Smith Company, Incorporated.

#### **IOWA CITY**

(Johnson County)

WSUI

Operating power-5,000 watts. 329.7 meters; 910 kilocycles. Does not sell time.

#### **MARSHALLTOWN**

(Marshall County)

#### KFJB

(Established 1923)

Rates received July 31, 1944.

Owned and operated by the Marshall Electric Company, Inc.
Business Office and Studio—Sixteenth and Main Sts.,
Marshalltown, lows.
Transmitter—1-1/2 miles northwest of Marshalltown,

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time. Operates on Central
War Time.

War Time.

Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

15% to recognized count 2%

General Advertising
For combination rates see North Central Broadcasting System and Mutual Broadcasting System.

(12:00 noon to 1:00 p.m. and 6:00 p.m. to

|    | (12:00 | moon to | 1:00 p. | ш. апи ол  | ю р.ш.  | LU     |
|----|--------|---------|---------|------------|---------|--------|
|    |        |         | 10:00 1 | ).m.)      |         |        |
|    |        | 1 hr.   | 1/2 hr. | 1/4 hr.    | 10 min. | 5 min. |
| 1  | time   | . 85.00 | 51.00   | 34.00      | 25.50   | 17.00  |
| 13 | times. | . 68.00 | 40.80   | 27.20      | 20.40   | 13.60  |
| 2€ | times  | 63.80   | 38, 30  | 25.50      | 19.20   | 12.80  |
|    | times. |         | 35.70   | 23.80      | 17.80   | 11.90  |
| 51 | times  | . 55.30 | 33.20   | 22.10      | 16.60   | 11.10  |
| 78 | times. | . 51.00 | 30.60   | 20.40      | 15.30   | 10.20  |
| 04 | times. | 46.80   | 28.10   | 18.70      | 14.10   | 9.40   |
| 56 | times. | 42.50   | 25.50   | 17.00      | 12.80   | 8.50   |
| 9: | times. | . 33.30 | 23.00   | 15.30      | 11.50   | 7.70   |
|    | times. |         | 20.40   | 13.60      | 10.20   | 6.80   |
|    |        |         | CLASS   | "B"        |         |        |
|    | (7:30  | a.m. to | 12:00   | noon, 1:00 | p.m.    | to     |
|    |        |         |         |            |         |        |

| .00 | times.  | 01.00    | 20.10    | 10.00       | 10.20     | 0.0  |
|-----|---------|----------|----------|-------------|-----------|------|
|     |         |          | CLASS    | B.,         |           |      |
|     | (7:30)  | a.m. to  | 12:00    | noon, 1:0   | 0 p.m. 1  | to   |
|     | 2:00 p  | .m., 5:0 | 00 p.m.  | to 6:00     | p.m. wee  | k    |
|     | days as | nd 1:00  | p.m. to  | 6:00 p.m.   | Sundayı   | ı)   |
| 1   | time    | 51.00    | 30.60    | 20.40       | 15.30     | 10.2 |
| 13  | times   | 40.80    | 24.50    | 16.40       | 12.30     | 8.2  |
| 26  | times.  | 38.30    | 23.00    | 15.30       | 11.50     | 7.7  |
| 39  | times.  | 35.70    | 21.50    | 14.30       | 10.80     | 7.2  |
| 52  | times   | 33.20    | 19,90    | 13.30       | 10.00     | 6.7  |
| 78  | times   | 30.60    | 18.40    | 12.30       | 9.20      | 6.2  |
| 04  | times.  | 28.10    | 16.90    | 11.30       | 8.50      | 5.7  |
| 56  | times   | 25.50    | 15.30    | 10.20       | 7.70      | 5.1  |
| 95  | times   | 23.00    | 13.80    | 9.40        | 6.90      | 4.6  |
| 60  | times.  | 20.40    | 12.30    | 8.20        | 6.20      | 4.1  |
|     | . •     |          | CLASS    | "C"         |           |      |
|     | (10:00  | p.m. to  | 7:30 a.n | ı.; 2:00 p. | m. to 5:0 | 10   |
|     | nm w    | ab dame  |          | m 40 10 0   | 0 midulal |      |

| p.m. we | ek days;   | 6:00 p.r  | n. to 12:0                                  | 0 midnigh  | ıt   |
|---------|--|---|---|--|--|
|         |  | Sunday  | 's)   | _  |  |
| time    | 42.50  | 25.50   | 17.00                                       | 12.75  | 8,50   |
| times   | 34.00  | 20.40   | 13.60                                       | 10.20  | 6.80   |
| times   | 31.90  | 19.20   | 12.80                                       | 9.60   | 6.40   |
| times   | 29.80  | 17.90   | 11.90                                       | 9.00   | 6.00   |
| times   | 27.70  | 16.60   | 11.10                                       | 8.30   | 5.60   |
| times   | 25.50  | 15.30   | 10.20                                       | 7.70   | 5.10   |
| times   | 23.40  | 14.10   | 9.40  | 7.10   | 4.70   |
| times   | 21.30  | 12.80   | 8.50  | 6.40   | 4.30   |
| times   | 19.20  | 11.50   | 7.70  | 5.80   | 3.90   |
| times   | 17.00  | 10.20   | 6.80  | 5.10   | 3.40   |
| POLITI  | CAL OB   | SPECI   |   |  |  |
|         | time times times times times times times times times times | p.m. week days;<br>time 42.50<br>times. 34.00<br>times. 31.90<br>times. 29.80<br>times. 27.70<br>times. 25.50<br>times. 23.40<br>times. 21.30<br>times. 19.20<br>times. 17.00 | p.m. week days; 6:00 p.c. Sunday time 42.50 | p.m. week days; 6:00 p.m. to 12:0 Sundays) time 42.50 25.50 17.00 times. 34.00 20.40 13.60 times. 31.90 19.20 12.80 times. 29.80 17.90 11.90 times. 27.70 16.60 11.10 times. 25.50 15.30 10.20 times. 23.40 14.10 9.40 times. 21.80 8.50 times. 19.20 11.50 7.70 times. 19.20 11.50 7.70 | time 42.50 25.50 17.00 12.75 times 31.90 19.20 21.80 9.60 times 31.90 19.20 11.90 9.00 times 27.70 16.60 11.10 8.30 times 27.70 16.60 11.10 8.30 times 23.40 14.10 9.40 7.10 times 23.40 14.10 9.40 7.10 times 12.30 12.80 8.50 6.40 times 19.20 11.50 7.70 5.80 times 17.00 10.20 6.80 5.10 |

Rates on request.

RECORDED PROGRAMS

Recording equipment available—rates and details on

REMOTE CONTROL

Remote control facilities can be handled. Rates on request,

## TRANSCRIPTIONS charge or time restrictions.

TRANSCRIPTIONS

No extra charge or time restrictions.

Closing Time
All continuity must be submitted sufficiently in advance for station approval and proper handling.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using \$8-1/3 (vertical and lateral) and 78 r.p.m. double turntables.

Personnel
General Manager—Warren J. Binkley.
Representatives
None.

#### MASON CITY

(Cerro Gordo County)

KGLO (Established 1938)



Rates effective May 1, 1945. (Card No. 6.)
Owned and operated by Lee Radio Corporation.
Business Office and Studio—200 N. Federal Ave.,
Misson City, Iowa, telephone 2800.
Transmitter—1-1/2 miles west of Mason City on
U. 8. Highway 18.
Wave—Power—Tima
Operating power—5,000 waits.
230.6 meters; 1300 kilocycles.
Licensed to operate unlimited time. Operates on
Central War Time.

#### Agency Commission

15% to recognized advertising agencies providing bill rendered 1st of month is paid by 20th of month.

15% to recommended lat of month is pane.

General Advertising
For combination rates see Columbia Broadcasting
System (Northwestern Group).
Rates include music copyright fees.
Run of schedule: When an advertiser will use "run
of schedule" programs and announcements in open
time not required for regularly sponsored programs,
and allow station to change time of broadcast to
nearest available period on any day, 20% discount
will be allowed from program time rates. Quantity
discounts are retroactive on entire schedule as earned.

CLASS "A"

200 p.m. and 12:00 noon to 1:00 p.m.)
22 ti. 52 ti. 100 ti.

| (After 6:00 p.m. | and 19:0  | in noon to | 1:00 p. | m l     |
|------------------|-----------|------------|---------|---------|
|                  |           |            |         |         |
| I ti.            |           | 26 ti.     | 52 ti.  | 100 ti. |
| 1 hour 140.00    | 133.00    | 126.00     | 119.00  | 112.00  |
| 1/2 hour 84.00   | 79.80     | 75.60      | 71.40   | 67.20   |
| 1/4 hour 56.00   | 53.20     | 50.40      | 47.60   | 44.80   |
|                  | CLASS '   | "B"        |         |         |
| (8:00 a.m. to    | 12:00 noo | n and 1:   | 00 p.m. | to      |
|                  | 6:00 p.1  | m.)        |         |         |
| l hour 85.00     | 80.75     | 76.50      | 71.25   | 67.00   |
| 1/2 hour. 51.00  | 48.45     | 45.90      | 43.45   | 40.90   |
| 1/4 hour., 34.00 | 32.30     | 30.40      | 28.80   | 27.00   |
| .,               | CLASS     | "C"        |         |         |
| (                | All other |            |         |         |
| I hour., 60.00 ` | 57.00     |            | 51.00   | 48.00   |
|                  | 34.20     | 32.40      | 30.60   | 28.80   |
| 1/4 hour., 24.00 | 22.80     | 21.60      | 20.40   | 19.20   |
| WEEKLY           |           |            |         | 10,20   |
| W MARIE I        | CLASS     |            | 111313  |         |
|                  |           |            |         |         |
| (After 6:00 p.m. | and 12:0  |            |         | m.)     |
|                  |           |            |         |         |

|        | FREQUENCY RATES            |    |
|--------|----------------------------|----|
| (After | and 12:00 noon to 1:00 p.m | .) |

|                    | 13 wks. | 26 wks.  | 39 wks. | 52 wks. |
|--------------------|---------|----------|---------|---------|
| Three times weekly | ·:      |          |         |         |
| 3 hours weekly     | 336.00  | 319.20   | 302.40  | 285.60  |
| 3-1/2 hours weekly |         | 191.52   | 181.44  | 171.36  |
| 3-1/4 hours weekly |         | 127.68   | 120.96  | 114.24  |
| ,                  | CLASS   | "B"      |         |         |
| (8:00 s.m. to 1    |         | on and I | m a 00. | to      |

(8:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.) Three times weekly: 3 hours weekly...... 201.00 190.95 180.90 170.85

|           | urs weekly 122.<br>urs weekly 81. |            | 110.44<br>72.40 | 104.3<br>68.3 |
|-----------|-----------------------------------|------------|-----------------|---------------|
| • -,      | CLA                               | 88 "C"     |                 |               |
| Three tir | (All 0<br>nes Weekly:             | ther time) |                 |               |

122.40 73.44 48.96

12 wha 26 wha 29 wha 52 wha

|                           | 20 WAS. | OJ WES. | 32 WAS. |
|---------------------------|---------|---------|---------|
| Five times weekly:        |         |         |         |
| 5 hours weekly 476.00     | 452.20  | 428.40  | 404.60  |
| 5-1/2 hours weekly 285.60 | 271.32  | 257.04  | 242.76  |
| 5-1/4 hours weekly 190.40 | 180.88  | 171.36  | 161.84  |
| CLASS                     | "B"     |         |         |

(8:00 a.m. to 12:00 noon and 1:00 p.m. to 12:00 noon and 1:00 p.m.)

Five times weekly:
5 hours weekly 1:3.75 165.07 156.39 1
5-1/2 hours weekly 1:3.90 108.21 102.52

(All other times

(All other times)

(All other times, Five times weekly: 204.00 193.80 5-1/2 hours weekly 122.40 116.28 5-1/4 hours weekly 81.60 77.52 ANNOUNCEMENTS CLASS "CLASS".

ANNOUNCEMENTS

CLASS 'A'

(After 6:00 p.m. and 12:00 noon to 1:00 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti.

1 minute...... 14:00 13.30 12:60 11:90 11:20 10:50

CLASS 'B''

(8:00 a.m. to 12:00 noon and 1:00 p.m. to
6:00 p.m.)

1 minute..... 8:50 8.08 7.65 7.23 6.80 6.38

CLASS 'C'

(All other time)

1 minute..... 6:00 5.70 5.40 5.10 4.80 4.50

SPECIAL FEATURES

Rates and details on request.

TALENT

TALENT
Rates on request.
TRANSCRIPTIONS
Complete transcription library service available.
SERVICE FACILITIES
A merchandising man is available for dealer calls and confidential surveys.

All programs subject to approval of station man-agement. Contracts are subject to all authorized re-quirements, regulations and acts passed by the state, United States and the Federal Communications Com-mission. No contract accepted for more than 52 weeks.

mission. To contact accepted to more mission and meaning the Mechanical Program Equipment Equipmed to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel General Manager-F. C. Eighmey.

Representatives
Weed & Company.



# SOUTHERN MINNESOTA

NORTHERN IOWA

# MASON CITY

Y Es, prosperity in the "Heart-land" is based on a PERMANENT farming area where larger crops are being planted this Spring, and PERMANENT food processing industries employ thousands the year round. Absence of war-swollen population makes this market ideal for testing Post-War plans now.

"Heartland" folks are busy producing food for the world's bread basket, but are never too busy to listen to their favorite station, KGLO. Tell them about your products and services.

> Use KGLO and WTAD Quincy, Illinois A Natural Combination



1300 K.C. 5,000 Watts

**CBS Affiliate** 

Weed & Company, Rep.



#### **OTTUMWA** (Wapello County) KBIZ

(Established 1941)

Rates effective June 1, 1944.
Owned and operated by KBI2, Inc.
Business Office and Studio—117-119 E. Main St.
Ottumwa, lowa, telephone 5800.

(6:00 p.m. to 10:30 p.m. daily)

1 1/2 1/4 10 5
hr. hr. hr. hr. min. min.
20 13 times. 63.00 37.80 25.20 18.90 12.80
26 times. 59.50 35.70 22.80 17.85 11.90
27 18 times. 52.50 31.50 21.00 15.75 10.50
104 times. 49.00 29.40 19.80 14.70 9.80
130 times. 45.50 27.30 18.20 13.65 9.10
130 times. 42.00 25.20 18.80 12.60 34.00
208 times. 38.50 23.10 15.40 11.55 7.70
208 times. 31.50 18.90 12.60 9.45 6.30
212 times. 31.50 18.90 12.60 9.45 6.30
213 times. 49.00 27.00 18.00 13.50 9.00
213 times. 49.50 27.30 18.20 13.55 9.00
213 times. 49.50 27.30 18.20 13.50 9.00
213 times. 39.50 21.00 14.00 10.50 7.05
252 times. 38.50 23.10 15.40 11.55 7.70
263 times. 39.50 12.60 9.45 6.30
27 10 18.90 12.60 9.45 6.30
28 times. 39.25 22.95 15.30 11.50 7.65
29 times. 39.25 29.25 17.50 11.50 7.65
20 times. 39.25 29.25 17.50 11.50 7.65
20 times. 39.25 29.55 15.50 11.55 7.50
210 times. 39.25 29.55 15.70 18.90 12.60 9.45 6.35
210 times. 39.25 29.55 15.70 18.50 10.15 6.75
210 times. 39.25 31.50 10.55 6.75
210 times. 39.25 31.50 30.00 6.75 4.50
210 times. 22.50 13.50 9.00 6.75 5.00 4.50 4.25 4.00 3.75 3.50 3.25 3.00 2.75 2.50 2.25

|    | -     |          | Sunda     | 13.8)      |       |      |      |
|----|-------|----------|-----------|------------|-------|------|------|
| 1  | t1me  | 35.00    | 21.00     | 14.00      | 10.50 | 7.00 | 4.00 |
| 13 | times | 31.50    | 18.90     | 12.60      | 9.45  | 6.30 | 3.60 |
| 26 | times | 29.75    | 17.85     | 11.90      | 8.95  | 5.95 | 3.40 |
|    | times | 28.00    | 16.80     | 11.20      | 8.40  | 5.60 | 3.20 |
|    | times | 26.25    | 15.75     | 10.50      | 7.90  | 5.25 | 3.00 |
|    | times | 24.50    | 14.70     | 9.80       | 7.35  | 4.90 | 2.80 |
|    | times | 22.75    | 13,65     | 9.10       | 6.85  | 4.55 | 2.60 |
|    | times | 21.00    | 12.60     | 8.40       | 6.30  | 4.20 | 2.40 |
|    | times | 19.25    | 11.55     | 7.70       | 5.80  | 3.85 | 2.20 |
|    | times | 17.50    | 10.50     | 7.00       | 5.25  | 3.50 | 2.00 |
|    | times | 15.75    | 9,45      | 6.30       | 4.75  | 3.15 | 1.80 |
| -  |       | (1 T) T) | 77 A F 27 | TO A PRIET | D TOO |      |      |

News, time signals, weather reports, sports and special events—rates on request.

One time rates apply.

REMOTE CONTROL

Remote control facilities available—rates and details on request.

REMOTE CONTROL
Remote control facilities available—rates and details on request.

TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service.

SERVICE FACILITIES
The services of the production and continuity department available at no extra charge. Program ideas and continuities will be submitted on request.

Contract and Other Requirements
No contract accepted for more than one year, All contracts are subject to the station's approval. Station reserves right to discontinue or refuse all advertising for reasons satisfactory to the management without incurring any liability therefrom.

Contracts are subject to government regulations. All contracts are subject to government regulations. All contracts cancelled prior to expiration date will be short rated on basis of rate actually earned for service used under schedule of rates in effect when contract was executed.

Closing Time
All continuity and program material must be submitted at least 24 hours in advance; contracts two weeks in advance of dirst broadcast.

Mechanical Requirements

Equipped to handle programs by electrical transcription, using \$33-1/3\$ and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel General Manager—James J. Conroy.

Representatives.

William G. Rambeau Company.

Representatives William G. Rambeau Company.

#### **SHENANDOAH**

(Page County) KFNF (Established 1924)



Rates effective June 1, 1943. (Card No. 9.)

Rates effective June 1, 1943. (Card No. 5.)
Owned and operated by KEFNF, Incorporated.
Business Office and Studio—495 Sycamore St., Shenandoah, Iowa, telephone 1.
Transmitter—Rhenandoah, Iowa.
Vave—Power—Time
Operating Dower—1,000 watts to local sunset; 500
watts thereafter.
326.1 meters; 920 kilocycles.
Divides time with station KUSD. (KFNF 7/8 time.
KUSD 1/8 time.)
Operates on Central War Time.

During vacation period at University of South Dakota this station uses time allotted to KUSD. Operating schedule: Sendays 8:00 a.m. to 3:30 p.m. and 6:00 p.m. to 12:00 midnight; week days 6:00 a.m. to 3:00 p.m. and 6:00 p.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies only on station time charges, provided payment is made before the 15th of the month following broadcast; no cash discount. All invoices rendered monthly, payable at face, when rendered. Short rate billing rendered when frequency rate is not earned.

General Advertising
Rates include music copyright fees.
Three-quarter hour rate is 82% of the hourly rate in

each classification.
In order to earn the rates quoted contracts must be completed within 12 months.

|     | (D)     | y and | Night)<br>13 ti. | 26 ti. | 52 t1. |
|-----|---------|-------|------------------|--------|--------|
| _   |         |       |                  |        |        |
| - 1 | hour    | 70.00 | 66,50            | 63.00  | 59.50  |
| 1/2 | hour    | 42.00 | 39.90            | 37.80  | 35.70  |
| 1/4 | hour    | 2:.00 | 23.75            | 22.50  | 21.25  |
| 5   | minutes | 12.50 | 11.88            | 11.25  | 10.63  |
| 2   | minutes | 11.00 | 7.60             | 7.20   | 6.80   |
| 1   | minute  | 5.00  | 4.75             | 4.50   | 4.25   |

| SINIF NAILS |           |              |        |         |  |  |  |
|-------------|-----------|--------------|--------|---------|--|--|--|
|             |           | Per week for |        |         |  |  |  |
| One-half    | hour:     | 3 mos.       | 6 mos. | 12 mos. |  |  |  |
| 3 days      | weekly    | 90.00        | 81.00  | 72.00   |  |  |  |
| 6 days      | weekly    | 160.00       | 145.00 | 125.00  |  |  |  |
| One-quar    | ter hour: |              |        |         |  |  |  |
| 3 days      | weekly    | 54.00        | 48.50  | 43.00   |  |  |  |
| 6 days      | weekly    |              | 85,00  | 75.00   |  |  |  |
| DISCOUNTS   |           |              |        |         |  |  |  |
|             |           |              |        |         |  |  |  |

biscounts shall be figured as one program. Frequency cannot be combined with other program units. Advertisers availing themselves of a combination rate are not entitled to combine prior broadcasts to earn combination frequency discounts. When an advertiser discounts are sollowing the second of the second discounts are discounts are as following the second discounts are the same of severtier may combine programs of 15 minutes or more in length if such that the second discounts are the same or different, to earn a rate based on the combined length of these broadcasts.

Stretclal FEATURES

Station Breaks: Firec position; copy limited to 30 words; minimum of six days per weak where available.

Where service is purchased in excess of two weeks, both client and estation may reserve the right of cancellation upon 14 days prior written notice. This service is not essentiate upon less than 14 days prior to written and essentiate upon less than 14 days prior to written and essentiate upon less than 14 days prior to written and essentiate upon less than 14 days prior to written and essentiate upon less than 14 days prior to written and essentiate upon less than 14 days prior to written and essentiate upon less than 14 days prior to written and essentiate upon less than 14 days prior to written and essentiate upon less than 14 days prior to written and essentiate upon less than 14 days prior to written and essentiate upon less tha

TALENT

RECORDED PROGRAMS
Transcription library service available—rates on request.

RECORDED PROGRAMS
Transcription library service available—rates on request. No phonograph records.

SERVICE FACILITIES
Merchandising service available on request—rates and details on request.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts at actual cost.

Contract and Other Resuirements
Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceeds limit in any class.

Program charges (talert, apsecial announcers, continuity, etc.) are in addition to station charges, and the service of t

Personnel Manager—T. Frank Esubba.

Representatives
New York & Chicago—Broadcast Sales Co.
Pacific Coast—Homer Griffith Company.

KMA (Established 1935)



Rates effective February 1, 1944. (Card No. 6.)
Owned and operated by May Broadcasting Company,
Shenandoah, lows.
Business Office and Studio—Lowell and Elm Sta.,
Shenandoah, lows, selephone 192.
Transmitter—one mile northeast of Shenandoah on
Primary Road 48.

#### IOWA—Continued

#### SHENANDOAH—Continued K M A-Continued

/ave—Power—Time
Operating power—5,000 watts,
312.5 meters; 960 kilocycles.
Licensed to operate full time. Operates on Central
War Time.

Agency Commission
15% on time cost only to advertising agencies recognized by station; no cash discount. All bills rendered on 1st of each month, payable on 10th of each month.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southeentral Supplementaries) and
Mutual Broadcasting System.
The following rates are for national advertising and
include music copyright fees.

|        | CLASS "A"                       |     |
|--------|---------------------------------|-----|
| (12:00 | noon to 1:80 p.m.; 6:00 p.m. to |     |
|        | 10:80 p.m. daily)               |     |
|        | 1 +4 19 +4 98 +4 89 +4 100 +4   | - 1 |

10:80 p.m. daily)

10:80 p.m. daily)

10:80 p.m. daily)

110:80 p.m. daily)

120:00 p.m. daily)

121. 25 ti. 100 ti. 250 ti.
14 hour... 150.00 142.50 135.00 127.50 120.00 112.50

1/2 hour... 85.00 80.75 76.50 72.25 68.00 68.75

1/4 hour... 50.00 47.50 45.00 42.50 40.00 37.50

5 minutes 25.00 28.75 22.55 21.25 20.00 18.75

CLASS 'B'

(Sign on to 12:00 noon, 1:30 p.m. to 6:00

p.m. and 10:30 p.m. to 12:00 midnight)

1 hour... 45.00 42.75 40.50 38.75 36.00 38.75

5 minutes 15.00 14.25 18.50 12.75 12.00 11.25

5 minutes 15.00 14.25 18.50 12.75 12.00 11.25

Quantity discounts retroactive on entire schedule as earned for program time of 1/4 hour or more used within one year but not including News, Special Participation programs or other flat rate features.

Additional Discounts

When an advertiser is using three quarter hours per day or more (minimum of five days per week) on a non-contiguous schedule, he will be entitled to a special discount on such program time of 10% from the 1/4 hour rate.

ANNOUNCEMENTS

CLASS 'L'

(12:00 noon to 1:30 p.m., 6:00 p.m. to

(12:00 noon to 1:30 p.m., 6:00 p.m. to 10:30 p.m. daily)
1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 250 ti.

Homemakers Program—9:00 s.m. ta 9:30 s.m. daily except Sunday Program—9:00 s.m. ta 9:30 s.m. daily except Sunday Program—1:20 p.m. to 2:00 p.m. Kitchen-Klatte Program—1:20 p.m. to 2:00 p.m. The following rates apply to either of above special women's programs: Sold in units of 13 weeks; no quantity discounts; por may they be included with other announcements for discounts; one participation with 150 word copy, six days per week:

13 wks. 28 wks. 52 wks. Per week:

15 0.00 do a.m.; one participation basis; 100 word copy; scheduled on Class "B" time at station's discretien:

One sales service announcement each week day, per month.

Two sales service announcements each week day, per month.

News Reports—Station reserves complete control over news and commentator; rates include cost of news service, news commentator with one announcer; no quantity discount:

Rates on six days per week basis:

Time News Total

|       |                |    |       |        |         | ost per we | ek     |  |
|-------|----------------|----|-------|--------|---------|------------|--------|--|
|       |                |    |       |        | Time    | News       | Total  |  |
| 6:00  | a.m.           | to | 6:10  | 8. m   | 90.00   | 15.00      | 105.00 |  |
| 7:00  | a.m.           | to | 7:15  | 8. m   | 110.00  | 15.00      | 125.00 |  |
| 8:00  | 8. m.          | to | 8:15  | 8. m   | 110.00  | 15.00      | 125.00 |  |
| 12:00 | noon           | to | 12:15 | p.m    | 180.00  | 20.00      | 200.00 |  |
| 4:45  | p.m.           | to | 5:00  | p.m    | 110.00  | 15.00      | 125.00 |  |
| 6:80  | p.m.           | to | 6:45  | D.M    | 180.00  | 20.00      | 200.00 |  |
| 10:00 | pm.            | to | 10:15 | D. M   | 180.00  | 20.00      | 200.00 |  |
| (Thre | e Der          | W  | ek at | 60% of | six day | rate.)     |        |  |
|       | TRANSCRIPTIONS |    |       |        |         |            |        |  |

Regular rates apply.

Regular rates apply.

RERVICE FACILITIES

Merchandising services of the station staff will be furnished for spot broadcasting schedules without additional charge, except for cash expenditures which are paid by advertiser.

are paid by advertiser.

TALENT
Studio staff talent available. Special talent arranged on request.

cuuno stair talent available. Special talent arranged on request.

REMOTE CONTROL

Wire and mechanical charges to be paid by the advertiser and are net. No agency commission.

Contract and Other Requirements
Advertising of distilled liquors not accepted.

Rates are for time cost only for programs originating in Shenandosh studios; additional charges for talent. All contracts subject to cancellation by either party upon 14 days' written notice. All contracts subject to present and future state and federal regulations. When advertiser prepares own program it should be submitted not less than three days in advance for management's approval. All proposels subject to prior booking of time. Station reserves the right to discontinue or refuse any program for reasons estigations.

Closing Time

Ricetrical transcriptions should be delivered to studios at least seven days in advance to permit checking and shipment of replacements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 23-1/3 and 78 r.p.m. double turntables for vertical and lateral transcriptions.

Persennel
President—Earl E. May.
Station Manager—J. C. Rapp.

Representatives
Free & Peters, Inc.

#### SIOUX CITY

(Woodbury County)
KSCJ
(Established 1927)

Hates effective February 1, 1942.

Owned and operated by the Perkins Bros. Company.
Business Office and Studio—415 Douglas St., Sioux
City, Iowa.

Transmitter—Highway 75, seven miles northeast of
Sioux City, Iowa.

Wave—Powsr—Time
Operating power—5,000 watts.
220.6 meters; 1360 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Operating schedule: Sunday 8:00 s.m. to 12:00 middnight; week days 6:00 s.m. to 12:00 mdnight.
Agency Commission
15% to recognized agencies on station time charges
provided payment is made before the 15th of month
following broadcast; no cash discount. Invoices rendered weekly, payable at face when rendered. Short
rate billed where frequency is not earned.
General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries).

CLASS "A"
(6:30 p.m. to 10:00 p.m.)

|           |          |         | CLASS    | ., <b>V</b> ., |        |         |      |
|-----------|----------|---------|----------|----------------|--------|---------|------|
|           |          | (6:80   | p.m. to  | 10:00          | p.m.)  |         |      |
|           |          | 1 hr.   | 1/2 hr.  | 1/4 hr.        | 5 min. | (*)     | (†)  |
| 1         | time     | 160.00  | 100.00   | 60.00          | 80.08  | 18.00   | 12.0 |
| 18        | times    | 152.00  | 95.00    | 57.00          | 28.50  | 17.10   | 11.4 |
| 26        |          | 144.00  | 90.00    | 54.00          | 27.00  | 16.20   | 10.8 |
| 52        |          | 186.00  | 85.00    | 51.00          | 25.50  | 15.80   | 10.2 |
| 78        | times    | 128.00  | 80.00    | 48.00          | 24.00  | 14.40   | 9.6  |
| 100       |          | 120.00  | 75.00    | 45.00          | 22,50  | 13.50   | 9.0  |
| 150       |          | 112.00  | 70.00    | 42.00          | 21.00  | 12.60   | 8.4  |
| 250       | times    | 104.00  | 65.00    | 89.00          | 19.50  | 11.70   | 7.8  |
| 300       | times    | 96.00   | 60.00    | 86.00          | 18.00  | 10.80   | 7.2  |
| CLASS "B" |          |         |          |                |        |         |      |
|           | (12:00 r | soon to | 1:00 p.: | m., 6:0        | 0 p.m. | to 6:30 | 9    |

p.m. week days and 12:30 p.m. to 6:30 p.m. 1 time....
18 times...
26 times...
52 times...
78 times...
100 times...
150 times...
250 times... 8.00 7.60 7.20 6.80 6.40 6.00 5.60 5.20 4.80

(13:00 noom to 1:00 p.m., 6:00 p.m. to 6:30 p.m. week days and 12:30 p.m. to 6:30 p.m. 

1 time... 90.00 60.00 40.00 20.00 12.00 8 times. 85.50 57.00 88.00 19.00 11.40 6 times. 81.00 54.00 36.00 18.00 10.80 11.40 6 times. 61.00 54.00 80.00 16.00 9.60 0 times. 72.00 48.00 82.00 16.00 9.60 0 times. 67.50 45.00 30.00 15.00 9.00 0 times. 63.00 42.00 22.00 13.00 7.30 0 times. 53.50 80.00 24.00 13.00 7.30 0 times. 54.00 80.00 24.00 13.00 7.30 0 times. 55.50 80.00 24.00 13.00 7.30 0 times. 65.00 80.00 24.00 13.00 7.30 0 times. 66.50 80.00 24.00 13.00 7.30 0 times. 66.50 80.00 24.00 13.00 7.30 0 times. 66.50 80.00 24.00 10.30 p.m.) 10 time. 70.00 42.00 80.00 15.00 80.00 3 times. 66.50 80.00 32.00 10.30 0 p.m.) 10 times. 55.50 80.00 24.00 13.50 7.20 2 times. 56.00 80.00 10.00 0 times. 66.50 80.00 24.00 12.00 7.20 0 times. 40.00 24.00 10.50 5.00 8.00 10.00 0 times. 40.00 24.00 10.50 5.00 8.00 10.00 0 times. 45.00 30.00 10.50 5.00 8.00 0 times. 45.00 30.00 10.50 5.00 8.00 0 times. 45.00 30.00 10.50 5.00 8.00 0 times. 45.00 30.00 10.50 5.00 0 times. 45.00 0 times. 50.00 30.00 0 times. 45.00 0 times. 50.00 30.00 0 times. 50.00 0 times. 50

|    | time   | 60.00  | 36.00  | 24.00 | 12.00 | 6.00    | 4.00 |
|----|--------|--------|--------|-------|-------|---------|------|
| 13 | times_ | 57.00  | 84.20  | 22,80 | 11.40 | 5.70    | 8.80 |
| 26 | times  | 54.00  | 82.40  | 21.60 | 10.80 | 5.40    | 3.60 |
| 52 | times  | 51.00  | 80.60  | 20.40 | 10.20 | 5.10    | 8.40 |
| 78 | times  | 48.00  | 28.80  | 19.20 | 9.60  | 4.80    | 8.20 |
| 00 | times  | 45.00  | 27.00  | 18.00 | 9.00  | 4.50    | 8.00 |
| 50 | times  | 42.00  | 25, 20 | 16.80 | 8.40  | 4.20    | 2.80 |
| 50 | times  | 89.00  | 28.40  | 15.60 | 7.80  | 8.90    | 2.60 |
| οŌ | times  | 86.00  | 21.60  | 14.40 | 7.20  | 8.60    | 2.40 |
| ٠, | ) One  | minute |        |       |       | tion or | 100  |
|    |        |        |        |       |       |         |      |

words.
(†) 50 words and station breaks.

SPECIAL FEATURES

News: Leased wire service available in the morning, afternoon or evening at regular rates plus coat of service—rates on request.

RECORDED PROGRAMS

Regular time charges apply. Not restricted to certain hours.

TALENT

Rates on request.
. REMOTE CONTROL
Any desired pick-ups can be provided—rates on

Any desired pick-ups can be provided—rates on request.

ontract and Other Requirements
Advertising of distilled liquors not accepted.

Subject matter to be broadcast is at all time subject to the approval of the management of the station.

Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceeds limit in any class. Contract renewals subject to rates in effect at time of renewal. Contracts subject to cancellation unless program starts within 80 days. Station reserves last 30 seconds of all programs for its use and station identification.

seconds of all programs for its use and station iden-tification.

Closing Time Programs close one week in advance of broadcast.

Talks, programs, continuities, etc., must be submitted
at least one week in advance for review by program

director.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turntables
for vertical and lateral cut recording.

Personnel
Manager—Eugene T. Flaherty.
Representatives George P. Hollingbery Company.

#### KTRI (Established 1988)



Rates effective May 1, 1938. Owned and operated by The Sioux City Broadcasting

Rates effective May 1, 1938.

Owned and operated by The Sioux City Broadcasting Company.

Business Office and Studio—Commerce Bidg., Sixth and Nebraska Sts., Sioux City, Iowa.

Transmitter—Commerce Bidg., Sixth and Nebraska Sts., Sioux City, Iowa.

Wave—Power—Time

Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule——
Agency Commission
15% to recognized advertising agencies on station time only; no cash discount. Bills rendered and payable on lat of each month.
General Advertising
For combination rates see Mutual Broadcasting System and North Central Broadcasting System (Group).

CLASS "A"

(6:00 p.m. to 10:00 p.m.)

|     | (6:00 p.m. to 10:00 p.m.) |        |
|-----|---------------------------|--------|
| - 1 | hour                      | 100.00 |
| 1/2 | hour.                     | 60.00  |
| 1/4 | hour                      | 86.00  |
| 10  | minutes                   | 27 00  |
| - 5 | minutes                   | 18.00  |
| 100 | words                     |        |
| 80  |                           | 8.00   |
|     | words                     | 6.00   |
| 30  | words                     | 5.00   |
|     | CLASS "B"                 |        |

| 5   | minutes  | 18.00 |
|-----|--|-------|
| 100 | words  | 8.00  |
| 60  | words  | 6.00  |
|     | ***************************************  |       |
| 30  | words  | 5.00  |
|     | CLASS "B" (11:30 a.m. to 1:30 p.m., 5:00 p.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.) |       |
| 1   | hour.  | 80.00 |
| 1/2 | hour   | 48.00 |
| 1/4 | hour   | 28.80 |
| 10  | minutes  | 21 60 |

| 1/2 | hour  | 48.00 |
|-----|---|-------|
| 1/4 | hour  |       |
|     | hour  | 28.80 |
| 10  | minutes.                                    | 21.60 |
| 5   | minutes                                     | 14 40 |
|     | MIM408                                      |       |
| 100 | words                                       | 6.40  |
| 60  | words                                       | 4.80  |
| 30  |   |       |
| 30  |   | 4.00  |
|     | CLASS "C"                                   |       |
| - ( | (6:00 a.m. to 11:80 a.m., 1:30 p.m. to 5:00 |       |
|     | p.m. and 10:80 p.m. to 12:00 mdnight)       |       |
| -   |   |       |
| 1   | hour  | 60.00 |
| 1/2 | hour  | 86.00 |
| 1/4 |   |       |
| 1/4 | hour  | 21.60 |
|     |   |       |

|     | 11041               | 6U. UU |
|-----|---------------------|--------|
| 1/2 |                     | 86.00  |
| 1/4 |                     | 21.60  |
| íô  |                     |        |
|     |                     | 16,20  |
| 5   |                     | 10.80  |
| 100 | words               | 4.80   |
| 60  | words               | 8.60   |
| 30  | words               | 8.00   |
| 00  |                     | 8.00   |
| _   | DISCOUNTS           |        |
| 13  | times 5% 100 times  | 20%    |
| 26  | times 10% 200 times | 25%    |
|     | times 15% 800 times |        |
|     |                     |        |

| DISCOUNTS                                    |                        |      |       |      |  |  |
|--|------------------------|------|-------|------|--|--|
| 13 times                                     | 5%                     | 100  | times | 20%  |  |  |
| 26 times                                     | 10%                    | 200  | times | 25%  |  |  |
| 52 times                                     | 15%                    | 800  | timea | 80%  |  |  |
| SPECIAL                                      | WER                    | KI.V | RATES | 00,0 |  |  |
|  | (Three times per week) |      |       |      |  |  |
| Four times per week, add 1/4 of 8 time rate. |                        |      |       |      |  |  |
|  | LASS                   |      |       |      |  |  |
| (0.00  | LVOS                   |      |       |      |  |  |

|           | (6:00          | p.ma. to  | 10:00 p.i     | ກ.)      |         |  |  |
|-----------|----------------|-----------|---------------|----------|---------|--|--|
|           |                | 13 wks.   | 26 wks.       | 39 wks.  | 52 wks. |  |  |
| _ 1       | hour           |           | 225.00        | 210.00   | 195.00  |  |  |
| 1/2       | hour           | 144.00    | <b>135.00</b> | 126.00   | 117.00  |  |  |
| 1/4       | hour           | 86.40     | 81.00         | 75.60    | 70,20   |  |  |
| 10        | minutes        |           | 60.76         | 56.70    | 52.60   |  |  |
| 5         | minutes        | 45.20     | 40.50         | 87.80    | 85.10   |  |  |
| CLASS "B" |                |           |               |          |         |  |  |
| (         | (11:30 a.m. to |           | a., 5:00 p    |          | :00     |  |  |
|           | p.m. and 1     | 1.q 00:01 | n. to 10      | :30 p.m. | ) _     |  |  |

|    | / A A . O O M . M |           |          |           |        |
|----|-------------------|-----------|----------|-----------|--------|
|    | p.m. and 10       | 0:00 p.m. | . to 10  | :30 p.m.) |        |
| 1  |                   | 192.00    | 180.00   | 168.00    | 156.00 |
| /2 |                   | 115,20    | 108.00   | 100.80    | 93.60  |
| /4 |                   | 69.12     | 64.80    | 60.48     | 56.16  |
| 10 | minutes           | 51.84     | 48.60    | 45.86     | 42.12  |
|    | minutes           | 34.56     | 32.40    | 80.24     | 28.08  |
|    |                   | CLASS '   | "C"      |           | 20.00  |
|    | (6:00 a.m. to 11  |           | . 1:30 p | .m. to 51 | 00     |
|    | p.m. and 10:3     | 0 pm to   | 12:00    | nidnight) |        |
| 1  | hour              | 144 00    | 135.00   | 126 00    | 117 00 |

|    | p.m. and 10:30 p.m. | to 12:00 | midnight)  |        |
|----|---------------------|----------|------------|--------|
| 1  | hour 144.00         | 135.00   | 126.00     | 117.00 |
| /2 |                     | 81.00    | 75.60      | 70.20  |
| /4 | hour 51.84          | 48.60    | 45.36      | 42.12  |
| 10 | minutes 38.88       | 36.45    | 34.02      | 81.59  |
| 5  | minutes 25.92       | 24.30    | 22.68      | 21.06  |
|    | (Five times         | per week | ()         |        |
| iπ | times per week, add | 1/6 of 5 | time rate. |        |
|    | CLASS               |          |            |        |
|    | /4-00 4-            | 40.00    |            |        |

|       | (6:00          | p.m. to  | 10:00 p.: | m.)       |        |
|-------|----------------|----------|-----------|-----------|--------|
| 1     | hour           | 375.00   | 350.00    | 825.00    | 800.00 |
| 1/2   | hour           | 225.00   | 210.00    | 195.00    | 180.00 |
| 1/4   | hour           | . 135.00 | 126.00    | 117.00    | 108.00 |
| 10    | minutes        | . 101.25 | 94.50     | 87.75     | 81.00  |
| 5     | minutes        | 67.50    | 63.00     | 58.50     | 54.00  |
|       |                | CLASS    | "B"       |           |        |
|       | (11:30 a.m. to | 1:30 p.r | o 5:00 m  | .m. to 6: | 00     |
|       | p.m. and 1     | 0:00 p.m |           | 30 p.m.)  |        |
| 1     | hour           |          | 280.00    | 260.00    | 240.00 |
| 1 / 0 |                |          |           |           |        |

|     | p.m.    | and   | 10:00 | p.m   | i. to 10 | :30 p.m.)  |        |
|-----|---------|-------|-------|-------|----------|------------|--------|
| 1   |         |       | 80    | 0.00  | 280.00   | 260.00     | 240.00 |
| 1/2 | hour    |       | 18    | 30.00 | 168.00   | 156.00     | 144.00 |
| 1/4 | hour    |       | 10    | 8.00  | 100.80   | 98.60      | 86.40  |
| 10  | minut   |       |       | 1.00  | 75.60    | 70.20      | 64.80  |
| 5   | minut   | es    |       | 34.00 | 50.40    | 46.80      | 48.20  |
| _   |         |       |       | 488   | "C"      | 10.00      | 20.20  |
|     | (6:00 a | .m. t |       |       |          | o.m. to 5: | nn     |
|     |         |       | 10.00 |       |          | л.ш. оо о. | w      |
|     | p.m.    | and . | 10:80 | p. m. | to 12:00 | midnight)  |        |
|     | L       |       |       |       |          |            |        |

| (6:     | 00 a.m. to  | 11:30 a.m.  | . 1:30 p | .m. to 5:0 | 30     |
|---------|-------------|-------------|----------|------------|--------|
| D       | .m. and 10: | :80 p.m. ta | 12:00    | midnight)  |        |
|         | ur          |             | 210.00   | 195.00     | 180.00 |
| 1/2 ho  | ur          | . 135.00    | 126.00   | 117.00     | 108.00 |
| 1/4 ho  | MP          | . 81.00     | 75.60    | 70.20      | 64.80  |
| 10 m    | nutes       | . 60.75     | 56.70    | 52.65      | 48,60  |
| 5 m     | inutes      |             | 87.80    | 85.10      | 82.40  |
|         |             | CIAL FE     | ATURES   | 3          |        |
| Partici | netion area |             |          |            |        |

17.28 9.86

14.04 7.56 rature

#### SIOUX CITY—Continued K T R I-Continued

TRANSCRIPTIONS.
No extra charge for broadcasting of electrical transcriptions. No time restrictions. TALENT

REMOTE CONTROL

Remote control facilities at cost.

Remote control facilities at cost.
Contract and Other Requirements
Station reserves the right, if necessary, to reschedule any commercial period. If change in time is unacceptable to advertiser, he may cancel program or announcement changed.
All material subject to approval of station before it will be broadcast. Broadcasts must conform with federal and state regulations.
Resale of time not permitted.

Ressie to see the Closing Time Contracts should be closed sufficiently in advance to make printed programs and permit rehearsal and checking of transcriptions.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turntables.

General Manager—Districh Dirks.

Representatives
Burn-Smith Company, Inc.

#### WNAX

Considered by the Columbia Broadcasting System as their Stoux City-Yankton outlet. See listing under Yankton, S. D.

#### **SPENCER**

(Clay County)

KICD (Betablished 1942)



Rates effective March 1, 1943. (Card No. 2.)

Owned and operated by Iowa Great Lakes Broadcasting Co.
Business Office and Studio—Spencer, Iowa.

Transmitter—U. S. Righways 18 and 71, eight-tenths of a mile north of Spencer, Iowa.

or a mile north or Spencer, lowe.

Ause—Power-Time
Operating power-250 watta.
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel. Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies on time only;
no cash discount. Bills rendered first of month, payable on the tenth.

General Advertising
For combination rates see North Central Broadcasting System and Mutual Broadcasting System.
The following rates are for national advertising and
include music copyright fees.

CLASS "A"
(6:00 p.m. to 9:00 p.m. and 12:00 noon to 1:00 p.m. week daya; 12:00 noon to 9:00 p.m. Sindaya'

|     |         |       | p.m. 8u |        |        |         |       |
|-----|---------|-------|---------|--------|--------|---------|-------|
|     |         | 1 ti. | 18 ti.  | 26 ti. | 52 ti. | 104 ti. |       |
| 1   | hour    | 60.00 | 57.00   | 54.00  | 51.00  | 48.00   | 45.00 |
| 1/2 |         | 86.00 |         | 82.40  | 80.60  | 28.80   | 27.00 |
|     | bour    |       | 20.50   | 19.45  | 18.85  |         | 16.20 |
| 1/4 |         |       |         | 14.25  | 18.45  |         | 11.90 |
|     | minutes |       |         |        |        |         | 8.10  |
| - 5 | minutes |       |         | 9.70   | 9.20   | 8.65    |       |
| 1   | minute  | 5.40  | 5.15    | 4.85   | 4.60   | 4.85    | 4.05  |
|     |         |       | PRA.TO  | "R"    |        |         |       |

(9:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 9:00 p.m. to 10:00 p.m. week days; hefore 12:00 noon Sundays)

| 1   | hour      | 48.00 | 45.60    | 48.20 | 40.80 | 88.40 | 86.00 |
|-----|-----------|-------|----------|-------|-------|-------|-------|
|     | hour      | 28.80 | 27.85    | 25.90 | 24.50 | 28.05 | 21.60 |
|     | hour      | 17.80 | 16.40    | 15.55 | 14.70 | 18.80 | 12.95 |
| -15 | minutes   |       | 12.05    | 11.40 | 10.80 | 8.95  | 8.25  |
|     | minutes   | 8.65  | 8.20     | 7.80  | 7.85  | 6.90  | 6.50  |
|     | minute    | 4.85  | 4.10     | 2.90  | 2.70  | 8.45  | 3.25  |
|     | THILL CO. | 1.00  | 1.20     |       |       |       |       |
|     |           |       | CT. A BB | 11/41 |       |       |       |

REMOTE CONTROL
Facilities subject to extra charges for line and me chanical costs.

chanical costs.

TRANSCRIPTIONS
Library service available—regular rates apply.

Centract and Other Requirements
Advertising of alcoholic beverages accepted.
Contracts subject to cancellation by two weeks' written notice, accompanied by certified check at short rate to date of last program.

Closing Time close one week in advance of first broad-cast. Announcements, transcriptions and talks close 12 hours in advance.

Mechanical Pregram Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for lateral and vertical recordings.

Personnel
Rintion Manager—L. W. Andrews,

Representatives
The Walker Company,

#### WATERLOO (Blackhawk County)

KXEL (Established 1942)



Rates received April 21, 1942. nates received APTH 21, 1942.

Owned and operated by Josh Higgins Broadcasting Company.

Business Office—Waterloo, Iowa.

Studios—Waterloo, Iowa, and Cedar Falls, Iowa.

Transmitter—Dysart, Iowa.

Wave—Power—Time
Operating power—50,000 watts.
194.8 meters; 1540 kilocycles.
Licensed to operate full time on clear channel. Operates on Central War Time.
Operating schedule: 5:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on station time; no cash
discount. Bills rendered monthly; due and payable
when rendered.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network).

50,000

WATTS

BASIC

BLUE

**CLEAR** 

CHANNEL

|     |       | (6:30  | p.m. to | 10:00 p.n | a.) '  |       |
|-----|-------|--------|---------|-----------|--------|-------|
|     |       | i hr.  | 1/2 hr, | 1/4 hr.   | 5 min. | (*)   |
| 1   | time  | 240.00 | 120.00  | 60.00     | 30.00  | 15.00 |
| 13  | times | 228.00 | 114.00  | 57.00     | 28.50  | 14.25 |
| 26  | times | 216.00 | 108.00  | 54.00     | 27.00  | 18.50 |
| 52  | times | 204.00 | 102.00  | 51.00     | 25.50  | 12.75 |
|     |       | 192.00 | 96.00   | 48.00     | 24.00  | 12.00 |
| 104 | times | 180.00 | 90.00   | 45.00     | 22.50  | 11.25 |
|     |       | 168.00 | 84.00   | 42.00     | 21.00  | 10.50 |
|     |       | 156.00 | 78.00   | 89.00     | 19.50  | 9.75  |
| 812 | times | 144.00 | 72.00   | 36.00     | 18.00  | 9.00  |

(9:00 a.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m.)

1 hr. 1/2 hr. 1/4 hr. 5 min.

1 time 140.00 70.00 40.00 20.00

3 times 138.00 66.50 88.00 19.00

3 times 126.00 63.00 86.00 18.00

2 times 119.00 59.50 84.00 17.00

5 times 112.00 56.00 82.00 16.00

4 times 105.00 52.50 80.00 15.00

3 times 98.00 49.00 28.00 14.00

1 times 98.00 49.00 28.00 13.00

1 times 86.00 42.00 24.00 12.00

(10:30 p.m. to 12:00 midnight and 6:00 a.m. 10:30 p.m.)

1 hr. 1/2 hr. 1/4 hr. 5 min. (\*)

1 time 140.00 70.00 40.00 20.00 10.00

13 times 133.00 65.60 38.00 19.00 9.50
26 times 133.00 65.60 38.00 19.00 9.50

26 times 129.00 63.00 36.00 18.00 9.00

52 times 119.00 59.50 34.00 17.00 8.50

104 times 190.00 52.50 30.00 15.00 7.50

156 times 112.00 56.00 32.00 16.00 8.00

104 times 190.00 49.00 28.00 14.00 7.00

260 times 19.00 45.50 28.00 13.00 6.50

312 times 86.00 42.00 24.00 12.00 6.00

(10:30 p.m. to 12:00 midalght and 6:00 a.m.

10 9:00 a.m.)

1 time 120.00 60.00 30.00 15.00 7.50

13 times 114.00 57.00 28.50 14.25 7.12

26 times 108.00 54.00 27.00 13.50 6.75

52 times 109.00 54.00 27.00 13.50 6.75

52 times 109.00 54.00 27.00 13.50 6.75

52 times 109.00 54.00 27.00 13.50 6.75

53 times 190.00 45.00 22.50 11.25 6.37

65 times 90.00 48.00 24.00 12.00 6.00

104 times 90.00 45.00 22.50 11.25 5.67

156 times 84.00 42.00 21.00 10.50 5.25

260 times 78.00 39.00 19.50 9.75 4.87

312 times 72.00 36.00 18.00 9.00 4.50

(\*) One minute, 100 words or chain break.

TRANSCEPPTIONS

Regular rates apply. Rates include use of transcription library service. Instartaneous recording equipment available.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.

commission.

Contracts close one week in advance. Announcement copy, transcriptions and talks close 24 hours in

Contracts close one week in advance. Announcement copy, transcriptions and talks close 24 hours in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and '8 r.p.m. double turntables for lateral cut recordings. Personnel Manager—Joe DulMond. Sales Manager—A. J. DulMond. Representatives John Blair & Company.

osh Higgins Says"

"Every time you hear somebody talk about a farmer, you want to remember the average farm income out here in KXELland—or Iowa—is just about \$8,000. Yes, sir, friends—that's quite a heap o' money. It lets our folks do quite a heap o' livin'—and a heap o' buyin'."

"And how is the best way to sell this market? Why, shucks, just use KXEL-'cause this is the station our farm folks depend on."

Josh Higgins Broadcasting Company Waterloo, Iowa

Studios in Waterloo and Cedar Falls, Iowa



REPRESENTED BY JOHN BLAIR & COMPANY

#### KANSAS

#### KANSAS STATE NETWORK

Business Office and Main Studio—Scarritt Bldg., Kansas City, Mo., Harrison 1161. Comprised of:

WHB—Kansas City, Mo. KTSW—Emporia KFBI—Wichita KVGB—Great Bend KSAL—Salina Amiliated with the Mutual Broadcasting System.

General Advertising Rates on request.

Line Charges

No extra charge for lines. Permanent lines maintained.

Representatives

Don Davis at "Spot Sales, Inc.":

Kansas City, Mo.—1121 Scarritt Bldg., Harrison
1163.

New York City — 400 Madison Ave., Eldorado 5-5040. Chicage—366 N. Michigan Ave., Franklin 8520. Hollywood—Hollywood Blvd. at Cosmo, Hollywood

San Francisco-5 Third St., Exbrook 3558.

#### **ATCHISON** (Atchison County)

#### KVAK (Established 1939)

Rates received October 15, 1943.

#### COFFEYVILLE

(Montgomery County)

KGGF (Established 1980)

Rates effective January 1, 1942. (Card No. 4.)
Owned and operated by Hugh J. Powell (Coffeyville

Owned and operated by Hugh J. Powell (Coffeyville Journal).

Business Office-Eighth and Elm Sts., Coffeyville. Kans., telephone 147 and 41.

Main Studio-Journal Bldg., Coffeyville, Kans. Transmitter—South Coffeyville, Okla.

Wave-Power-Time
Operating power-1.000 watts days; 500 watts nights.
434.8 meters; 690 kilocycles.
Licensed to operate on cleared regional channel. Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 11:00 p.m.;

Agency Commission
15% to recognized advertising agencies on net charges
for station time. No commission or discount on
charges for talent or news service. Accounts are due
and payable on the tenth of the month following
broadcast.

General Advertising
For containing to the Month Indicating Company, Inc. (Southwestern Supplementaries).
Programs of five minutes or more may not be combined with announcements of one minute or less to obtain frequency discounts.

One hour maximum, and one quarter hour minimum time on musical programs.

(After 6:00 p.m.)

1 13 26 52 104 260 312
11. ti. ti. ti. ti. ti. ti. ti. ti.
1 hour... 75.00 78.13 71.25 69.38 67.50 63.75 60.00
1/2 hour... 40.00 39.00 38.00 37.00 36.00 34.00 32.00
1/4 hour... 25.00 24.38 23.75 23.13 22.50 21.25 20.00
5 minutes 12.50 12.19 11.88 11.56 11.25 10.63 10.00
1 minute transcription or 100
words.... 6.00 5.85 5.70 5.55 5.40 5.10 4.80
Chain... 50.0 4.98 4.75 4.63 4.50 4.25 4.00 4.00 3.90 3.80 3.70 3.60 3.40 3.20 break .. 1/2 minute transcription or 50
words..... 3.00 2.93 2.85 2.78 2.70 2.55 2.40
SPECIAL FEATURES
Time signals and other short announcements—rates

TALENT

on request.

TALENT

Extra—rates on request.

REMOTE CONTROL

Telephone and remote control equipment available at additional cost to quoted prices.

Estimates on remote control furnished on request.

SERVICE FACILITIES

Services of Program, advertising and continuity departments as well as announcing and operating staff in securing, arranging, presenting and advertising programs are included without extra charge.

Closing Time
All contracts should be closed as far in advance as possible to facilitate production.

Mechanical Program Equipment

Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Representatives

Weed & Company.

#### DODGE CITY

(Ford County) KGNO
(Established 1930)

Rates effective January 1, 1945.
Owned and operated by Dodge City Broadcasting Co.
Business Office and Studio—765 Second Ave., Dodge
City, Kans., telephones (business office) 1100,
(studio) 1340.

(studio) 1340.
Transmitter—West Park Street Road, Dodge City,
Kans.
Wave—Power—Time
Operating power—1,000 watts days; 250 watts nights.
219 meters; 1370 kilocycles.
Licensed to operate full time. Operates on Central
War Time.

Agency Cemmission
15% to recognized advertising agencies on station
time only.

General Advertising
For combination rates see Keystone Network.
In order to earn discounts quoted, required number of broadcasts must be held within one year from date of first broadcast.

(Day or Night)

28.60
28.60

minutes. minutes minute.. One minute announcements include up to 120 words; two minute announcements up to 240 words. ANNOUNCEMENTS

RECORDED PROGRAMS
Transcription built programs—rates on request.
Transcription library services available—rates on re-

TALENT Rates on request.

Rates on request.

SERVICE FACILITIES

Service of continuity, program, production, publicity and merchandising departments available.

Mechanical Program Equipment Equipment Equipped to handle programs by electrical transcription, using both 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Persennel President—J. C. Denious.

Manager—N. C. Petersen.

Representatives

Arthur H. Hagg and Associates.

#### **EMPORIA**

(Lyon County) KTSW (Established 1939)



Personnel
President—S. B. Warren.
General Manager—J. Nelson Rupard.
Representatives
Sears & Ayer, Inc.

#### **GARDEN CITY**

(Finney County) KIUL

(Established 1935)



Rate card issued November 1, 1944. (Card No. 2.) Owned and operated by Radio Station KIUL. Business Office and Studio—509 N. Main St., Garden City, Kans. Transmitter—Warner Terrace, Garden City, Kans.

Transmitter—Warner Terrace, Garden Chy, Mans.

Wave—Power—Time
Operating power—250 watta,
241.9 meters; 1240 kilosyoles,
Licensed to operate unlimited time. Operates on
Mountain War Time.
Operating schedule: 7:00 a.m. to 10:00 p.m.

Agency Commission 15% to recognized advertising agencies on net charges for station time. Ne commission on program charges.

General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.

|     | (       | CLASS     | "A"     |        |        |
|-----|---------|-----------|---------|--------|--------|
|     | (▲1     | ter 6:00  | p.m.)   |        |        |
|     |         | 1 ti.     | 13 ti.  | 26 tl. | 52 tl. |
| 1   | hour    | 40.00     | 38.00   | 36.00  | 32.00  |
| 1/2 | page    | 20.00     | 19.00   | 18.00  | 16.00  |
| 1/4 | page    |           | 14.25   | 13.50  | 12.00  |
| 5   | minutes |           | 7.10    | 6.75   | 6.00   |
| 1   | minute  | 3.00      | 2.80    | 2.70   | 2.60   |
|     |         |           | "B"     |        |        |
|     | (Be     | fore \$:0 | 0 p.m.) |        |        |
| 1   | hour    | 25.00     | 23.75   | 22.50  | 21.25  |
| 1/2 | hour    |           | 14.25   | 13.50  | 12.75  |
| 1/4 | hour    |           | 9.50    | 9.00   | 8.50   |
| 5   | minutes | 5.00      | 4.75    | 4.50   | 4.25   |
| 1   | minute  |           | 1.90    | 1.80   | 1.70   |
|     |         | POLITI    | CAL     |        |        |

RECORDED PROGRAMS
Transcription library available—details on request.
TALENT

Rates on request.

#### **GARDEN CITY—Continued**

KIUL—Continued
SERVICE FACILITIES
nee in merchandising client's products, servprogram, advertising and continuity departas well as announcing and operating staff in g, arranging and presenting program without
heree. Assistance in securing, arrestra charge.

Contract and Other Requirementa
Above charges are for station facilities only. All
programs must meet approval of director.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. turntables for lateral cut recordings.

Personnel
Owner—F. D. Conard.
Mgr. & Prog. Dir.—Al Pyatt. Representatives
Cox & Tans.

#### **GREAT BEND**

(Barton County)

KVGB
(Established 1987)



Rates effective September 1, 1942. (Card No. 4.)

Rates effective September 1, 1942. (Card No. 4.)
Owned and operated by KVGB, Ino.
Business Office and Studio—Cork Bidg., Great Bend.
Kans., telephone 1080. P. O. Box 757.
Transmitter—One mile south of Great Bend on
Highway 281.
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedules: Sunday 7:30 a.m. to 9:30 p.m.;
week days 6:00 a.m. to 11:00 p.m.
Agency Commission
15% to recognized agencies on net charges for station time; cash discount 2% for cash with order.
General Advertising
For combination rates see Mutual Broadcasting Systems and Kansas State Network.
The following rates are for national advertising.
CLASS A.

(6:00 p.m. to 10:00 p.m. week days and
12:00 noom to 10:00 p.m. Sundays)

1ti. 18ti. 26ti. 52ti. 104 tt. 812 tt.
1 hour...... 50.00 47.50 45.00 42.50 40.00 37.50
1/2 hour..... 30.00 28.50 27.00 25.00 24.00 22.50
1/4 hour..... 20.00 18.50 17.50 16.50 15.50 14.50
5 minutes 9.50 9.00 8.50 8.00 7.50 7.00
1 minute. 50.00 4.75 45.04 4.25 4.00 37.5
Chain break 4.00 0.75 5.50 3.25 8.00 2.75
CLASS "B"

(Before 6:00 p.m. and after 10:00 p.m.)
1 hour..... 30.00 28.50 27.00 25.00 24.00 22.50
1/4 hour..... 11.00 2.50 2.50 24.00 22.50
1/2 hour..... 18.00 17.10 16.20 15.80 14.50 18.50
1/4 hour..... 10.00 9.50 9.00 8.50 8.00 7.50
5 minutes 5.00 4.76 4.50 4.28 4.00 3.75
1 minute. 5.00 4.76 4.50 4.28 4.00 3.75
1 minute. 5.00 2.80 2.70 2.50 2.40 2.20
1/2 minute. 5.00 2.80 2.70 2.50 2.40 2.20
1/2 minute. 5.00 4.76 4.50 4.28 4.00 3.75
1 minute. 5.00 2.80 2.70 2.50 2.40 2.20
1/2 minute. 5.00 2.80 2.70 2.50 2.40 2.20
1/2 minute. 5.00 2.80 2.70 2.50 2.40 2.20
1/2 minute. 5.00 4.76 4.50 4.28 4.00 3.75
1 minute. 5.00 2.80 2.70 2.60 2.40 2.20
1/2 minute. 5.00 4.76 4.50 4.28 4.00 3.75
1 minute. 5.00 4.76 4.50 4.28 4.00 3.75
2 minute. 5.00 2.80 2.70 2.60 2.40 2.20
1/2 minute. 5.00 4.76 4.50 4.28 4.00 3.75
1 minute. 5.00 4.76 4.50 4.28 4.00 3.75
2 minute. 5.00 2.80 2.70 2.60 2.40 2.20
1/2 minute. 5.00 4.76 4.50 4.28 4.00 3.7

Transcriptions not restricted to certain hours.

TALENT

Batas on request.

REMOTE CONTROL

Equipped to handle remote facilities from all points served by a telephone company. Line charges, traveling expenses and installation charges to be paid by client. Mobile unit available at nominal rates. Contract and Other Requirements

Beer accounts acceptable (legal in Kansas); accounts other than beer must meet requirements and approval of station management.

Subject matter to be broadcast is at all times subject to the approval of the station management. Station reserves the right to cancel any broadcast to substitute a sustaining program of unusual public interest when, in the judgment of the station management, the action shall become necessary or proper or when required by law or lawful order of any governmental agency.

No contracts accepted for more than one year.

Clesing Time

Manuscript must be submitted for all talks or speeches at least 24 hours prior to broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 r.p.m. double turntables for vertical and lateral cut transcriptions and 78 r.p.m. double turntables for lateral out transcriptions.

Personnel

Yice-Pres. & Gen'l Mgr.—Clem Mogan.

Vice-Pres. & Gen'l Mgr.—Clem Morgan.
Representatives
John E. Pearson Company.

#### HUTCHINSON

(Rene County)

KWBW (Established 1985)



Rates effective February I, 1945. Owned by William Wyse and Stanley Marsh. Operated by the Nation's Center Broadcasting Co Business Office and Studio--101 East Avenue Hutchinson, Kans., telephone 5202. Transmitter-Hutchinson, Kans. Wave—Power—Time
Operating power—250 watte.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Agency Commission
15% to recognized agencies; no cash discount. Bills for gross charges rendered monthly and payable within 20 days.
General Advertising
For combination rates are National Broadcasting Company (Southwestern Group).
The following rates are for national advertising and include music copyright fees.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

1 13 28 52 78 156 312

t.t. ti. ti. ti. ti. ti. ti. ti.
1 hour...... 75.00 71.00 67.00 63.00 55.00 55.00 51.00
1/2 hour...... 40.00 37.00 34.00 32.00 30.00 28.00 28.00
1/4 hour..... 25.00 23.00 21.00 20.00 19.00 18.00 17.00
5 minutes 15.00 14.00 13.00 12.00 11.00 10.00 9.00
One minute transcription or
100 words 9.00 8.50 8.00 7.50 7.00 6.50 6.00
Chain break or
56 words. 7.00 6.75 6.50 6.25 6.00 5.75 5.25
CLASS "B"

(All other time)
1 hour..... 50.00 47.50 45.00 43.00 41.00 39.00 37.00
1/2 hour..... 30.00 25.50 27.00 25.50 24.00 22.50 21.00
1/4 hour..... 18.00 17.00 16.00 15.00 14.00 12.55 11.00
5 minutes 10.00 9.50 9.00 8.00 7.50 7.00 6.00
One minute transcription or
100 words 6.00 5.75 5.50 5.25 5.00 4.75 4.25
Chain break or
5 words. 5.00 4.75 4.50 4.00 3.75 3.50 3.00
SPECIAL FEATURES
Leased wire service—7:30 a.m., 9:45 a.m., 12:00
hoon, 4:00 p.m., 5:30 p.m.
Women's participating programs, Musical Clock, local hows and broadcast of all local sports events—rates on request.

POLITICAL AND RELIGIOUS

news and broadcast of all local sports events—rates on request.

POLITICAL AND RELIGIOUS

Rates on request.

TRANSCRIPTIONS

Complete transcription library services available—rates and details on request.

TALENT

Talent lists, program ideas and program plans including specimen continuity will be furnished on request. Busical, dramstio and other tailent furnished at nominal cost.

REMOTE CONTROL

Additional charges are made for programs originating outside of studios.

SERVICE FACILITIES

Services of station's program department, etaff announcers, and staff engineers in arranging and presenting programs are included without extra charge. Extra charge for programs requiring special production. Merchandising and publicity departments are part of the regular service.

Closing Time

Generally one week is desired for musical or dramatic productions.

Mechanical Program Equipment

productions.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel
Pres. & Gen'l Mgr.—William Wyse.
Commercial Manager—Vern Minor.

Representatives

#### KANSAS CITY (Wyandotte County) KCKN

Rates effective December I, 1937. (Card No. 10-A.)

Rates effective December 1, 1937. (Card No. 10-A.)
Owned and operated by The KCKN Broadcasting Co.
Business Office and Studio-300 Waltower Bidg.,
Kansas City 6, Mo., Victor 3864,
Studios and Transmitter—901 N. Eighth St., Kansas
City 14, Kans., Drexel 4300.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Operating schedule: 24 houre daily.
Agency Commission
15% to recognized advertising agencies; no cash discount.

General Advertising

| Comparison | Com

less......... 8.00 7.60 7.20 STRIP RATES
Three times per week: 3 mc 6 mos. 12 mos. 38.25 36.00 22.95 21.66 15.30 14.40 12.86 11.90 11.20 10.20 6.80 6.40 ree times per week: 3 mos.
hour. 40.50
hour. 24.39
hour. 16.29
minutes. 14.40
minutes. 12.60
minute transcription. 10.80
words. 9 36.00 21.60 14.40 12.80 11.20 9.60 100 words | 9.00 | 50 words or less | 7.20 | Five times per week: 1 hour | 38.25 | 1/2 hour | 22.95 | 1/4 hour | 15.30 | | 1 hour. | 38.25 |
| 1 hour. | 22.95 |
| 1/2 hour. | 15.30 |
| 10 minutes | 13.60 |
| 1 minutes | 11.90 |
| 1 minute transcription | 10.20 |
| 1 minute transcription | 6.80 |
| 50 words or less | 6.80 | 36.00 21.60 14.40 12.80 11.20 88.75 20.25 13.50 12.00 10.50

SPECIAL PACKAGES
Station Breaks: Transcribed or live, one per day, aix days per week. 120.00 per caiendar month, minimum contract one month.
One minute or 100 word: Transcribed or live, one per day, six days per week, 150.00 per calendar month. Minimum contract one month. Homemakers Treasure Ches: 9:30 a.m. to 10:00 a.m., Monday through Saturday, per week 62.00.

POLITICAL

One time rate applies. Manuscript and certified check
or cash 48 hours in advance.

Contract and Other Requirements
Advertising of alcoholio beverages not accepted.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 7% r.p.m. double turntables
for vertical and lateral recordings.

Personnel
General Manager—Ben Ludy.
Manager—Eliis Atteberry. Representatives
Capper Publications.

> **LAWRENCE** (Douglas County)

KFKU

240 meters; 1250 kilocycles.

Does not sell time.

#### WREN (Established 1926)



Rates effective April 1, 1945. Owned and operated by WREN Broadcasting Com-pany, Inc.

Business Offices—WREN Bldg., Lawrence, Kans.,

Lawrence 110.
Studios—WREN Bidg., Lawrence, Kans.
Transmitter—Between Lawrence, Kans., and Kansas
City, Mo.

City, Mo.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights.
240 meters; 1250 kilocycles.
Licensed to operate on cleared regional channel.
Divides time with station KFKU. Operates on Central War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 2:30 p.m. and 3:00 p.m. to 12:00 midnights.

Agency Commission 15% to recognized agencie; no cash discount,

15% to recognized agencies, ...

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Network).

The following rates are for national advertising.
CLASS "A"

(12:00 noon to 1:30 p.m. and 6:00 p.m.
to 10:30 p.m. daily)

111, 13 ti.

| 1 hour                            | 150.00   | 125.00 |
|-----------------------------------|----------|--------|
| 1/2 hour                          | 81.00    | 67.50  |
| 1/4 hour                          | 45.00    | 37.50  |
| 5 minutes                         | 22,50    | 18.75  |
| 1 minute or 100 words             | 9.60     | 8.00   |
| 25 seconds or 50 words            | 7.20     | 6.00   |
| CLASS "B"                         |          |        |
| (8:00 a.m. to 12:00 noon, I:30 p. | m. to 2: | 30     |
| p.m., 5:00 p.m. to 6:00 p.m. weel |          | nd     |
| 12:00 noon to 6:00 p.m. Sun       | days)    |        |
| 1 hour                            | 120,00   | 100.00 |
| 1/2 hour                          | 66.00    | 55.00  |

1/2 hour. 38.00
1/4 hour. 38.00
5 minutes 100 words. 18.00
1 minute or 100 words. 6.00
25 seconds or 50 words. 6.00
(10:30 p.m. to 8:00 a.m. 2:30 p.m. to 5:00 p.m. week days and 6:00 a.m. to 12:00 noon

- Sundays) 96.00
54.00 30.00 15.00 7.00 5.00

#### KANSAS--Continued

#### LAWRENCE—Continued W R E N-Continued

POLITICAL

General rates apply. Payment should accompany order. Minimum five minutes.

TRANSCRIPTIONS

Programs by electrical transcription accepted at general advertising rates without service charge or time

restrictions.

Station will be sole judge of mechanical quality and program content of transcription.

REMOTE CONTROL

REMOTE CONTROL

Remote control pick-ups by special arrangements.

Expense to be paid by client.

TALENT

Cost of talent or any other expense in connection with program is additional. All talent and performers for programs will be furnished by WREN acting as the client's agent, and when requested by the client. WREN will assist as client's agent in arranging program. The cost of furnishing talent or performers will be paid for by the client at the rates which talent or performers may be secured by WREN. outract and Other Requirements

Contract and Other Requirements

contract and Other Requirements
Station reserves the right to reconcile material for broadcast with station policy. All contracts subject to cancellation by either party upon 14 days' written notice. All contracts subject to present and future state and federal regulations. Station reserves the right to discontinue or to refuse any advertising program for reasons satisfactory to themselves except in cases governed by federal regulations. Rates quoted are for the number of broadcasts to be used within one year.

All pruposals subject to prior booking of time, Rates subject to change without notice.

Closing Time

Arrangements for musical programs must be made two weeks in advance of broadcast.

Announcements and talks close one week in advance. Transcriptions must be available at studio sufficiently in advance of broadcast to enable time for program and mechanical checking and also to allow for additional time to replace pressings in case they do not meet station standards.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
General Manager-Verl Bratton.

Representatives
George P. Hollingbery Company.

#### **MANHATTAN**

(Biley County)

KSAC (Established 1924)

1,000 watts to local sunset; 500 watts nights. 517.3 meters; 580 kilocycles.

Does not sell time

#### **PITTSBURG** KOAM (Metablished 1937)



Rates received June 25, 1944.
Owned and operated by the Pittsburg Broadcasting Company, Incorporated,
Business Office and Studio—Commerce Bidg., Fourth and Broadway, Pittsburg, Kans., telephone 2165.
Transmitter—2-1/2 miles southeast of Pittsburg.

Wave-Power-Time

Operating power—1,000 watts.
370.4 meters; 810 kilocycles.
Licensed to operate days only. Operates on Central
War Time.
Operating schedule: 6:00 a.m. to local sunset.

Agency Commission

15% allowed to recognized agencies; no cash discount.

General Advertising

|           | bination 1 |         | Nation  | al Broad | casting |
|-----------|------------|---------|---------|----------|---------|
| Company   | (Basic N   |         |         |          |         |
|           |            | 1 hr.   | 1/2 hr. | 1/4 hr.  | 5 min.  |
| 1 time    |            | . 70,00 | 38.00   | 21.00    | 12.00   |
| 13 times  |            | . 66.50 | 36.10   | 19.95    | 11.40   |
|           |            |         | 34.20   | 18.90    | 10.80   |
| 39 times  |            | . 59.50 | 32.30   | 17.85    | 10.20   |
|           |            |         | 30.40   | 16.80    | 9.60    |
| 104 times |            | . 52.50 | 28.50   | 15.75    | 9.00    |
| 156 times | J          | 49.00   | 26.60   | 14.70    | 8.40    |
| 260 times |            | 45.50   | 24.70   | 13.65    | 7.80    |
| 312 times |            | 42.00   | 22.80   | 12.60    | 7.20    |

#### ANNOTHER

|    | ***               | 1100110 | AJILLANI L.       |      |
|----|-------------------|---------|-------------------|------|
|    | minute or less of |         |                   |      |
|    |                   |         | 104 times         |      |
|    |                   |         | 156 times         |      |
| 26 | times             | 7.20    | 260 times         | 5.20 |
| 39 | times             | 6.80    | 312 times         | 4.8  |
| 52 |                   |         | 500 or more times | 4.0  |
|    | SPE               | CIAL F  | EATURES           |      |

News Service: 24 hour, 7 days per week. Add 25% to time for lessed wire service.

Time, temperature and weather reports, news service—rates on request.

TRANSCRIPTIONS
Transcription library services available--rates on re-

Rates on request,

REMOTE CONTROL
Programs originating outside the studios of etation
or requiring special production are subject to additional charges.

tional charges.

SERVICE FACILITIES

Services of the program and continuity departments and staff announcers are provided without extra charges.

Programs requiring special production are subject to additional charges.

Complete merchandising service available, including newspaper publicity, special announcements and dealers contact.

Contract and Other Requirements
Resale of time not permitted. All programs, transcriptions and announcements are subject to approval
of station management.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Closing Time
All contracts should be closed as far in advance of initial program as possible to facilitate production. Personnel
President-E. Victor Baxter.

Representatives
John E. Pearson Company.

SALINA (Saline County)

KSAL (Established 1987)



Rates effective August 1. 1941.

Owned and operated by KSAL. Inc.
Business Office and Studio—Journal Bldg., Seventh
and Iron Sta., Salina, Kans., telephone 100.

Transmitter—State Street Road.

Wave—Power—Time
Operating power—1,000 watts.
280.9 meters; 1150 kilocycles.
Licensed to operate full time. Operates on Central
War Time.

Agency Commission

Agency Commission 15% to recognized advertising agencies on net charge for station time; no cash discount. Bills due and psyable when randered.

psyable when randered.

General Advertising

For combination rates see Mutual Broadcasting System and Kansas State Network.

Rates quoted are for the number of broadcasts to be used within one year.

CLASS "A"

(6:00 p.m. to 10:00 p.m. week days and after

| 1:00 p.m. Sundays)        |  |        |         |         |        |         |         |  |  |
|---------------------------|--|--------|---------|---------|--------|---------|---------|--|--|
|                           |  | 1 ti.  | 13 ti.  | 26 tl.  | 52 t1. | 100 ti. | 300 ti. |  |  |
|                           | hour   | 75.00  | 71.25   | 67.50   | 63.75  | 60.00   | 52,25   |  |  |
| 1/2                       | hour   | 45.00  | 42.75   | 40.00   | 38.25  | 36.00   | 33.75   |  |  |
| 1/4                       | hour   | 30.00  | 28.50   | 27.00   | 25.50  | 24,00   | 22.50   |  |  |
| 5                         | minutes  | 15.00  | 14.55   | 13,50   | 12.75  | 12.00   | 11.25   |  |  |
| Anne                      | ounce-   |        |         |         |        |         |         |  |  |
| Die                       | nts  | 6.00   | 5.50    | 5.30    | 5.10   | 4.80    | 4.50    |  |  |
| CLASS "B"                 |  |        |         |         |        |         |         |  |  |
|                           | (Before  | 6:00   | p.m. an | d after | 10:00  | p.m.)   |         |  |  |
| - 1                       | hour   | 45.00  | 42.75   | 40.50   | 38, 25 | 36.80   | 33.75   |  |  |
| 1/2                       | hour   | 27.00  | 25.65   | 24.30   | 22.95  | 21.60   | 20.25   |  |  |
| 1/4                       | hour   | 15.00  | 14.55   | 13.50   | 12.75  | 12.00   | 11.25   |  |  |
| 5                         | minutes  | 7.50   | 7.14    | 6.75    | 6.39   | 6.00    | 5.64    |  |  |
| Anne                      | ounce-   |        |         |         |        |         |         |  |  |
| me                        | ents   | 4.50   | 4.20    | 4.05    | 3.90   | 3.60    | 3.30    |  |  |
| Anne                      | ouncemer   | its of | 100 w   | ords of | r less | may i   | not be  |  |  |
|                           | rined wi   |        | grams o | of five | minute | s or m  | ore to  |  |  |
| earn frequency discounts. |  |        |         |         |        |         |         |  |  |
|                           | ALED TO A TAX TO A TA |        |         |         |        |         |         |  |  |

SPECIAL WEEKLY RATES
(6:00 p.m. to 10:00 p.m.)

————————————————Per week for——

| 1/2 hour:  | 1 wk.   | 13 wks.    | 26 wks.   | 39 wks. | 52 wks. |
|------------|---------|------------|-----------|---------|---------|
| 3 times    | 132.93  | 119.25     | 112.50    | 105.75  | 101.25  |
| 5 times    | 213.75  | 183.75     | 172.50    | 165.90  | 163.20  |
| 6 times    | 250.02  | 216.00     | 198.00    | 193.50  | 189.00  |
| 1/4 hour:  |         |            |           |         |         |
| 3 times    | 87.75   | 79.47      | 74.97     | 70.47   | 67.50   |
| 5 times    | 142.50  | 122,40     | 115.20    | 109.95  | 107.40  |
| 6 times    | 166.50  | 144.00     | 132.12    | 129.24  | 126.00  |
| 5 minutes: |         |            |           |         | 120100  |
| 3 times    | 43.83   | 39.69      | 37.53     | 35.19   | 33.75   |
| 5 times    | 71.25   | 61.20      | 57.45     | 54.90   | 53,70   |
| 6 times    | 83.34   | 72.00      | 66.06     | 64.62   | 63.00   |
| (Befo      | re 6:00 | p.m. and   | after 10  |         |         |
| 1/2 hour:  |         | p.1.c      |           | р.ш.    | ,       |
| 3 times    | 78.93   | 71.55      | 67.50     | 63.45   | 60.75   |
| 5 times    | 128,25  | 110.25     | 103.50    | 99.00   | 96.75   |
| 6 times    | 149.94  | 129.60     | 118.80    | 117.90  | 115.20  |
| 1/4 hour:  |         |            |           |         |         |
| 3 times    | 43.83   | 39.69      | 37.53     | 34.19   | 33.75   |
| 5 times    | 71.25   | 61.20      | 57.45     | 54.90   | 53.70   |
| 6 times    | 83.34   | 72.00      | 66.06     | 64.62   | 63.00   |
| 5 minutes: |         |            |           |         |         |
| 3 times    | 21.90   | 19.83      | 18.78     | 17.61   | 16.86   |
| 5 times    | 35.61   | 30.60      | 28.72     | 27.45   | 26.85   |
| 6 times    | 41.67   | 36.00      | 33.03     | 32.31   | 81.50   |
|            | SPI     | CCTAIL BOR | A TITE WG | 1       |         |

News Broadcasts: Fifteen minute periods daily at 6:30 a.m., 7:30 a.m., 10:00 a.m., 12:15 p.m., 2:30 p.m., and 5:45 p.m.
Market Periods: Two programs daily.
Sports: Sports summary, daily, and sports program, daily; remote broadcasts of all important baseball, football, basketball, and swimming events in this territory.

footnail, basketoall, and swimming events in this territory. Musical Clock: Rates and details on request. Woman's Hour: 15 minutes daily except Sunday, available for participating announcements at regular card rates.

(This listing continued on next page)







HEADLEY REED COMPANY New York : Chicago : Detroit : Atlanta : San Francisco

# SALINA—Continued KSAL—Continued

TALKS AND ADDRESSES

Accepted at card rates and are subject to station approval; copy of speech must be filed with station 24 hours in advance.

THANSCRIPTIONS

Regular rates apply. Transcription library services available—rates on request.

TALENT

Studio talent available. Talent charges not included in program.

Studio talent available. Talent charges not included in program.
Contract and Other Requirements
All contracts and programs subject to station approval. Station reserves the right to reconcile material for broadcast with station policy. All contracts subject to present and future state and federal regularities.

sations.
Station reserves the right to discontinue or refuse
any advertising program for reason satisfactory to
themselves except in cases governed by federal regu-

istions.
Rates quoted are for the number of broadcasts to be used within one year. All proposals subject to prior booking of time.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.
Personnel
Pres. & Gen'l Mgr.—R. J. Laubengayer.
Mgr. & Sales Mgr.—R. V. Jensen.
Representatives

Representatives

John E. Pearson Company.

**TOPEKA** 

(Shawnee County)

WIBW

(Established 1924)



Rates effective February 15, 1941. (Card No. 14A.)
Owned and operated by the Capper Publications, Inc.
Business Office and Studio—Topeks Boulevard at
11th. Topeks, Kans., telephone 3-2877.
Transmitter—Seven miles west of Topeks.

Wave—Power—Time
Operating power—5,000 watts.

Divides the with station RNAC. Operates on Central
Var Time.
Operating schedule: 5:00 a.m. to 12:00 midnight,
daily with 3-1/2 hours daytime schedule allowed to
KNAC on week days.

Apency Commission
15% of the net time billing and talent charges to
recognized agencies; no cash discount. No commission
to provide the service of the net time billing and talent charges to
recognized agencies; no cash discount. No commission
System (Basic Supplementary Group).

The following rates are Columbia Broadcasting
System (Basic Supplementary Group).

The following rates are columbia devertising and
include music copyright feet.

(6:00 p.m. to 1:30 p.m. week days and Rates effective February 15, 1941. (Card No. 14A.)

| (6:00 p.m. to | 10:30    | o.m. week | days   | and    |
|---------------|----------|-----------|--------|--------|
| 12:00 noon    | to 10:30 | p.m. Sun  | days)  |        |
|               | 1 ti.    | 13 ti.    | 26 t1. | 52 tl. |
| 1 hour        |          | 190.00    | 180.00 | 170.00 |
| 1/2 hour      | 120.00   | 114.00    | 108.00 | 102.00 |
| 1/4 hour      | 80.00    | 76.00     | 72.00  | 66.00  |
| 5 minutes     |          | 38.00     | 36.00  | 84.00  |
| l minute      |          | 28.50     | 27,00  | 25.50  |
| Station break | 20.00    | 19.00     | 18.00  | 17.06  |
|               | Strip 1  | Rates     |        |        |
|               |          | P         | r waak | for    |

|           |                   | P         | or week ( |         |
|-----------|-------------------|-----------|-----------|---------|
| 1/4 hour: |                   | 3 mos.    | 6 mos.    | 12 mos. |
| 3 days    | weekly            | 165.00    | 157.50    | 135.00  |
| 5 days    | weekly            | 225.00    | 217.50    | 180.00  |
| 6 days    | weekly            | 270,00    | 255.00    | 210.00  |
| For half  | hour strip rate f | igure 80° | % of tw   | ice the |
| quarter h |                   |           |           |         |
|           | OD 4 TO           |           |           |         |

| Charles | Char

Strip Rates

tion.

Transcribed announcements or transcribed programs not accepted on above periods or before 9:30 a.m.

POLITICAL.

The one time Class "A" rate applies. Manuscript and certified check or cash 48 hours in advance. No agency or representative commission allowed.

TRANCERPTIONS

Minimum production charges, per quarter hour, 10.00. No additional charge for the broadcast of electrical transcriptions.

Minimum talent and production charges, per quarter hour, 20.00. Rates and details on request.

REMOTE CONTROL
All wire and mechanical charges are to be paid by advertiser and are net. No agency commission or cash discount.

discount. SERVICE FACILITIES
Standard program services. Special farm programs built to fit advertiser's requirements.
Closing Time
All programs close one week in advance of proadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.
Personnel Personnel

General Manager—Ben Ludy.

Representatives
Capper Publications. Inc.

#### WICHITA

(Sedgwich County) KANS (Established 1936)



liutes effective January 1, 1945. (Card No. 10.)
Card received December 26, 1944.
Owned and operated by KANS Broadcasting Company.
Itusiness Office and Studio—Hotel Lassen, Wichita.
Kans. telephone 4-2387.
Transmitter—Hotel Lassen, Wichita. Kans.
ove—Power—Time
Operating power—250 watts.

ave—Power—IIme
Operating power—250 watts.
211.9 meters; 1240 kilocycles.
Licensed to operate full time. Operates on Central

War Time. Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission

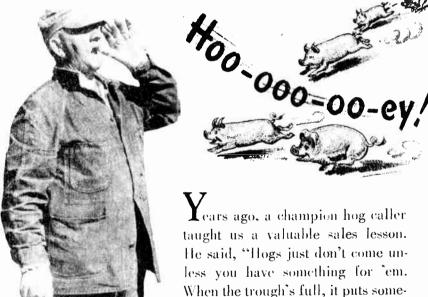
15% to recognized advertising agencies; no cash discount.

Count.

General Advertising
For combination rates see National Broadcasting
Company (Southwestern Group).
The following rates are for national advertising.
Programs and announcements may not be grouped to
earn frequency discount.

| earn freducticy ora | count.   |        |       |         |       |
|---------------------|----------|--------|-------|---------|-------|
|                     | CLASS    | "A"    |       |         |       |
| (6:00               | p.m. 40  | 10:00  | p.m.) |         |       |
| •                   | 1        | 1/2    | 1/4   | 5       |       |
|                     | hr.      | hr.    | hr.   | min.    | (*)   |
| l time              | 100.00   | 60.00  | 40.00 | 25.00   | 14,00 |
| 13 times            | 95.0D    | 57,00  | 38.00 | 23.75   | 13.30 |
| 26 times            | 90.00    | 54.00  | 36.00 | 22.50   | 12.60 |
| 52 times            |          | 51.00  | 34.00 | 21,25   | 11,90 |
| 104 times           | 80.00    | 48,00  | 32,00 | 20.00   | 11.20 |
| 250 times           | 75.00    | 45.00  | 30,00 | 18.75   | 10.50 |
| 500 times           | 70.00    | 12.00  | 28.00 | 17.50   | 9.80  |
|                     | CLASS    |        |       |         |       |
| (8:00 a.m. to       | 6:00 0.1 | n. and | 10:00 | p.m. to |       |
|                     | 11:04    | p.m.)  |       |         |       |
| 1 time              | 60.00    | 36.00  | 24.00 | 15.00   | 8.00  |
| 13 tlmes            |          | 34.20  | 22.80 | 14.25   | 7.60  |
| 26 times            |          | 32.40  | 21.60 | 13.50   | 7.20  |
| 52 times            |          | 30.60  | 20,40 | 12.75   | 6.80  |
| 104 times           |          | 28.80  | 19.20 | 12.00   | 6.40  |
| 250 times           |          | 27.00  | 18.00 | 11.25   | 6.00  |
| 500 tlmes           |          | 25.20  | 16.80 | 10.50   | 5.60  |
|                     | CLASS    |        |       |         |       |
| (11:00 p.m          |          |        | week  |         |       |
| 1 time              |          | 24.00  | 16.00 | 10.00   | 6.00  |
| 13 times            |          | 22.80  | 15.20 | 9.50    | 5.70  |
| 26 times            | 36.00    | 21.60  | 14.40 | 9.00    | 5.40  |
| 52 times            |          | 20.40  | 13.60 | 8.50    | 5.10  |
| 104 times           |          | 19,20  | 12.80 | 8.00    | 4.80  |
| 250 times           |          | 18.00  | 12.00 | 7.50    | 4.50  |
| 500 times           |          | 16.80  | 11.20 | 7.00    | 4.20  |
| (*) One minute      | or less. |        |       |         |       |
| (This fisting       | a contin | ued on | next  | nage)   |       |
| ,,,,,,              |          |        |       |         |       |

On WIBW, its not



Throughout Kansas and adjoining states, over five million listeners hear that sincere "something" in The Voice of Kansas that brings RESULTS - sales, distribution, brand acceptance. They have confidence in us . . . believe that we "have something for 'em." That's why WIBW has done such an outstanding job for two decades of advertisers . . . why it will do the same for YOU!

running!"

thing into your voice that brings 'em



GEORGE P HOLLINGBERY CO.



#### KANSAS—Continued

#### WICHITA—Continued K A N S-Continued

Chain breaks: Maximum 35 words between commercial programs.

SPECIAL FEATURES
Sports and special events—rates on request.
POLITICAL
Regular rates apply; payment must accompany order.

TALENT

Rates on request.

Contract and Copy Requirements
Station policy conforms with the Code of the National
Association of Broadcasters.

Personnel
President—Herb Hollister.
General Manager—Jack Todd.

Representatives

Headley-Reed Company.

#### KFBI (Established 1928)



Rates received February 28, 1945.

Owned and operated by Farmers and Bankers Broad-casting Corporation.

Offices and Studios—Farmers and Bankers Life In-surance Bidg., Wichita, Kans.

Transmitter—Five miles north of Wichita.

#### Wave—Power—Time

Operating power—5,000 watts to local sunset; 1,000 watts thereafter.
280.4 meters; 1070 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: 6:30 a.m. to 12:00 midnight.

#### Agency Commission

15% to recognized agencies on net station time; no cash discount. Bills due and payable 10th prox. unless otherwise agreed upon. Commission payable on station time only.

#### General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Mutual Broadcasting System.

#### CLASS "A"

(6:00 p.m. to 12:00 midnight week days and 12:00 noon to 11:00 p.m. Sundays)

|     |       | 1      | 1/2    | 1/4   | 5     | 1     | 1/2   |
|-----|-------|--------|--------|-------|-------|-------|-------|
|     |       | hr.    | hr.    | hr.   | min.  | min.  | min.  |
| 1   | time  | 200.00 | 120.00 | 74.00 | 38.00 | 21.00 | 16.00 |
| 13  | times | 190.00 | 114,00 | 70.25 | 36,10 | 19,45 | 15.15 |
| 26  | times | 180.00 | 108.00 | 66.50 | 34.10 | 18.80 | 14.30 |
| 52  | times | 170.00 | 104.00 | 63.00 | 32.10 | 17.70 | 13,45 |
| 78  | times | 160.00 | 98.00  | 59.25 | 30.20 | 16.60 | 12.60 |
| 100 | times | 150.00 | 92.00  | 55.50 | 28.20 | 15.50 | 11.75 |
| 150 | times | 140.00 | 86.00  | 51.75 | 26.60 | 14.40 | 10.90 |
| 250 | times | 130.00 | 80.00  | 48.00 | 24.70 | 13.30 | 10.05 |
| 300 | times | 120.00 | 74.00  | 44.50 | 22.80 | 12.20 | 9.20  |
| 500 | times | 110.00 | 68.00  | 40.75 | 20.95 | 11.10 | 8.35  |
|     |       |        |        |       |       |       |       |

#### CLASS "B"

(6:00 a.m. to 1:30 p.m. and 4:00 p.m. to 6:00 p.m. week days; 6:00 a.m. to 12:00 noon and 11:00 p.m. to 12:00 midnight Sundays)

| 1   | time  | 100.00 | 60.00 | 37.00 | 19.00 | 10.00 | 8.00 |
|-----|-------|--------|-------|-------|-------|-------|------|
| 13  | times | 95.00  | 57.00 | 35.20 | 18.05 | 9.45  | 7.55 |
|     | times | 90.00  | 54.00 | 33.35 | 17.10 | 8.90  | 7.10 |
|     | times | 85.00  | 52.00 | 31.50 | 16.15 | 8.35  | 6.70 |
| 78  | times | 80,00  | 49.00 | 29.60 | 15.20 | 7.80  | 6.25 |
| 100 | times | 75.00  | 46,00 | 27.80 | 14.25 | 7.25  | 5.90 |
| 150 | times | 70.00  | 43.00 | 25.90 | 13.30 | 6.70  | 5.40 |
| 250 | times | 65.00  | 40,00 | 24.05 | 12.35 | 6.15  | 4.95 |
| 300 | times | 60.00  | 37.00 | 22.15 | 11.40 | 5.60  | 4.50 |
| 500 | times | 55.00  | 34.00 | 20.35 | 10.45 | 5.05  | 4.05 |

#### CLASS "C"

(1:30 p.m. to 4:00 p.m. week days and 12:00

|     | 111   | nanignt | 10 0:0 | U a.m. | daily) |       |      |
|-----|-------|---------|--------|--------|--------|-------|------|
| 1   | time  | 57.00   | 35.50  | 21.00  | 17.00  | 10.00 | 8.00 |
| 13  | times | 54, 15  | 33.80  | 19.95  | 16,15  | 9.45  | 7.55 |
| 26  | times | 51.35   | 32,00  | 18.95  | 15.35  | 8.90  | 7.10 |
| 52  | times | 48.55   | 30.25  | 17.90  | 14.50  | 8.35  | 6.70 |
| 78  | times | 45.70   | 28.50  | 16.90  | 13.70  | 7.80  | 6.25 |
| 100 | times | 42.85   | 26.75  | 15.85  | 12.85  | 7.25  | 5.90 |
| 150 | times | 40.05   | 25.00  | 14.85  | 12.05  | 6.70  | 5.40 |
| 250 | times | 37.25   | 23.25  | 13.85  | 11.25  | 6.15  | 4.95 |
| 300 | times | 34.40   | 22.50  | 12.80  | 10.40  | 5.60  | 4.50 |
| 500 | times | 31.55   | 19.75  | 11.75  | 9.55   | 5.05  | 4.05 |
|     |       |         |        |        |        |       |      |

#### SPECIAL FEATURES

#### POLITICAL

Payment must accompany order-general rates apply.

#### TALENT

Musical and dramatic talent available for any production. All talent for advertisers engaged at cost. Details and rates on request.

### WICHITA—Continued

#### K F B I—Continued

#### SERVICE FACILITIES

Musical library, continuity and program department newspaper listings, rehearsal rooms, and auditio studios furnished advertisers without cost.

#### REMOTE CONTROL

Complete equipment and personnel to handle remote control programs.

#### Closing Time

Program material must be arranged at least one week in advance of broadcast date. Newspaper and program listings close one week in advance.

#### Mechanical Program Equipment

Equipped to handle programs by electrical rtanscription, using double turntables for either 33-1/3 or 78 r.p.m. recordings.

#### Personnel

General Manager-Robert K Lindsley.

#### Representatives

George P. Hollingbery Company

#### KFH (Established 1928)



Rates effective February 1, 1944. (Card No. 12.)

Owned and operated by Radio Station KFH Co., Inc., (Wichita Eagle Broadcasting Service).
Business Office and Studios - York Rite Bldg., Wichita, Kans., telephone 2-4491.
Transmitter—2 miles east of Wichita, Kans.

#### wave-Power-Time

Operating power—5.000 watts.
225.6 meters; 1330 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

#### Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount, Bills due and payable when rendered.

#### General Advertising

For combination rates see Columbia Broadcasting System (Rasic Supplementary Group). The following rates are for national advertising and include music copyright fees.

## CLASS "A"

|      |       | (6:30  | p. <b>m. to</b> | 10:00 | p.m.) |       |        |
|------|-------|--------|-----------------|-------|-------|-------|--------|
|      |       | 1      | 1/2             | 1/4   | 5     |       |        |
|      |       | hr.    | hr.             | hr.   | min.  | (*)   | (†)    |
| 1    | time  |        | 125.00          | 75.00 | 40.00 | 28.00 | 17.50  |
| 13   | times |        | 118.75          | 71.25 | 38.00 | 26.60 | 16.60  |
| 26   | times | 180.00 | 112.50          | 67.50 | 36.00 | 25.20 | 15,75  |
| 52   | times | 170.00 | 106.25          | 63.75 | 34,00 | 23.80 | 14.85  |
| 78   | times | 160.00 | 100.00          | 60.00 | 32.00 | 22.40 | 14.00  |
| 100  | times | 150.00 |                 | 56.25 | 30.00 | 21,00 | 13,10  |
| 150  | times | 140.00 | 87.50           | 52.50 | 28.00 | 19.60 | 12, 25 |
| 250  | times | 130.00 | 81.25           | 48.75 | 26,00 | 18.20 | 11.85  |
| 300  | times | 120.00 | 75.00           | 45.00 | 24.00 | 16.80 | 10.50  |
| 500  | times | 110.00 | 68.75           | 41.25 | 22.00 | 15.40 | 9.60   |
| 1000 | times | 100.00 | 62.50           | 37.50 | 20,00 | 14.00 | 8.75   |
|      |       |        | CLASS           | "B"   |       |       |        |

# (8:30 a.m. to 2:30 p.m., 5:00 p.m. to 6:30 p.m., 10:00 p.m. to 10:30 p.m. week days; 2:00 p.m. to 6:30 p.m. Sundays)

|      |        | o breer |       | p     | t) will day | 0)    |      |
|------|--------|---------|-------|-------|-------------|-------|------|
| 1    | time   | 100.00  | 62.50 | 37.50 | 20.00       | 14.00 | 8.75 |
| 13   | times  | 95.00   | 59.40 | 35.65 | 19.00       | 13.30 | 8.30 |
| 26   | times  | 90.00   | 56,25 | 33.75 | 18.00       | 12.60 | 7.85 |
| 52   | times  | 85.00   | 53.15 | 31.90 | 17.00       | 11.90 | 7.48 |
| 78   | times  | 80.00   | 50.00 | 30.00 | 16,00       | 11.20 | 7.00 |
| 100  | times  | 75.00   | 46.90 | 28.15 | 15.00       | 10.50 | 6.55 |
| 150  | times  | 70.00   | 43.75 | 26.25 | 14.00       | 9.80  | 6.15 |
| 250  | times  | 65.00   | 40.65 | 24.40 | 13.00       | 9.10  | 5.70 |
| 300  | times  | 60.00   | 37.50 | 22.50 | 12.00       | 8.40  | 5,25 |
| 500  | times  | 55,00   | 34.40 | 20.65 | 11.00       | 7,70  | 4.80 |
| 1000 | times. | 50.00   | 31.25 | 18.75 | 10.00       | 7.00  | 4.40 |

#### CLASS "C" (6:00 a.m. to 8:30 a.m., 2:30 p.m. to 5:00 p.m., 10:30 p.m. to 12:00 midnight week

|      | days:    | 8:00 a,  | m. to    | 2:00 p.p | o.Sun  | daya)  |        |
|------|----------|----------|----------|----------|--------|--------|--------|
| 1    | time     | 57.50    | 36.00    | 21.50    | 17.50  | 14.00  | 8.75   |
| 13   | times    | 54.60    | 34.15    | 20.40    | 16.60  | 18.30  | 8.30   |
| 26   | times    | 51.75    | 32.40    | 19.35    | 15.75  | 12.60  | 7.85   |
| 52   | times    | 48.90    | 30.60    | 18.25    | 14.85  | 11.90  | 7.45   |
| 78   | times    | 46.00    | 28.80    | 17.20    | 14.00  | 11.20  | 7.00   |
| 100  | times    | 43.10    | 27.00    | 16.10    | 13.10  | 10.50  | 6.55   |
| 150  | times    | 40.25    | 25.20    | 15.05    | 12.25  | 9.80   | 6.15   |
| 250  | times    | 37.40    | 23,40    | 14.00    | 11.40  | 9.10   | 5.70   |
| 300  | times    | 34.50    | 22.60    | 12.90    | 10.50  | 8.40   | 5.25   |
| 500  | times    | 31.60    | 19.80    | 11.80    | 9.60   | 7.70   | 4.80   |
| 1000 | times.   | 28.75    | 18.00    | 10.75    | 8.75   | 7.00   | 4.40   |
| (*   | ) 50 sec | conds el | ectrical | transer  | iption | or 100 | words. |
| - 5  | ) 50 sec | conds el | ectrical | transer  | iption | or 100 | words. |

(†) 20 seconds electrical transcription or 50 words or less.

#### DISCOUNTS

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. No special package rate can be combined with the rates for regular units of time to earn lower rates. When 52 consecutive weeks of program advertising are used (5 minutes or longer), a bonus discount of 10% will be allowed on the lowest weekly hilling retroactively on regular units of saie. This does not apply to announcements, time signals, weather reports or any other packaged rate. The honus discount year and the frequency discount year and the frequency discount year must be concurrent.

All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

Two or more program units of 15 minutes or more broadcast on the same day for one aponsor within the same time brackets (Class "A." Class "B." Class "C") may be combined to earn the half hour, three quarter hour, or one hour rate, whichever applies. All programs so combined into larger units to earn a lower rate may be scheduled contiguously at the option of the station on 28 days' notice.

#### SPECIAL FEATURES

Design identification or other cut-in announcements made locally within advertiser's network time service charge; Nights, 28.00; days, 14.00, less frequency discount.

Musical Clock—Sold only on "across the board" basis:

(6:00 a.m. to 8:30 a.m.) Six days weekly: 13 wks. 26 wks. 89 wks. 52 wks. 1/4 hour, per week 78.00 75.00 72.00 66.00

Three days weekly: 1/4 hour, per week 48.00 45.00 42.00 39.00 Effective December 1, 1944.

#### News: Leased wire service:

(6:00 a.m. to 6:15 a.m., 8:30 a.m. to 8:35 a.m., 9:30 a.m. to 9:35 a.m., 1:45 p.m. to 1:50 p.m. and 2:45 p.m. to 2:50 p.m.)

13 wks. 26 wks. 39 wks. 52 wks. ... 96.00 84,00 78,00 72,00

(7:30 a.m. to 7:45 a.m.) Per week.

(12:00 noon to 12:15 p.m., 6:00 p.m. to 6:15 p.m. and 10:15 p.m. to 10:30 p.m.)

Per week. 210.00 183.75 170.80 157.50

Time Signals: Available to watch or clock manufacturers after 6:00 p.m. The number of words in each announcement is to include the correct time.

#### POLITICAL

Regular one time rates apply. Script and payment required 24 hours in advance.

TRANSCRIPTIONS

Transcription library services available at nominal

#### REMOTE CONTROL

Arrangements can be made for remote control broad-casts. Charges are rate plus line charge and instal-lation fee.

#### TALENT

Talent available for sponsorship-details on request. SERVICE FACILITIES

#### Merchandising service available to advertisers. Closing Time

Talent programs close two weeks in advance of broad-cast. All other programs close one week in advance. Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

#### Personnel

orsonios General Manager—M. M. Murdock. Business Manager—Plez S. Clark. Nat'l Sales & Prom. Mgr.—Clark A. Luther. Rencesentatives

Edward Petry & Company, Inc.

# KFH Wichita



An average day at Buck's, Inc. Wichita's four department stores retail sales in 1944 amounted to approximately \$20,000,000. They tell their shopping news over KFH.

# Count on \$100,000,000, over-the-counter

Everyone knows that the Wichita market is a standout today with millions in war industry payrolls. But when conditions become normal, you can count on solid retail sales over Wichita's up-to-the-minute selling counters.

The reason has always been apparent to solid-minded time buyers who know the great Southwest. They know some sections depend alone on oil; some alone on wheat; some on agriculture or cattle...but Wichita, that solid section of Kansas' biggest and richest market, is enriched and perpetuated by all four to which is added solid industrial growth

Although Wichita's retail sales reached \$102,162,086 in 1944, Wichita retailers predict new increases in 1945. Your share is waiting for you on that selling station for Kansas' richest market.

#### WICHITA

Wichita Is a Hooperated City

CBS . 5000 WATTS DAY & NIGHT **CALL ANY PETRY OFFICE** 

SECTION THAT SOLID KANS WICHITA OKLA OF KANSAS RICHEST MARKET

#### KENTUCKY

#### ASHLAND

(Boyd County)

WCMI (Established 1985)



Rates effective October 1, 1944. (Card No. 6.)

Owned and operated by The Ashland Broadcasting Company.
Business Office and Studio—WCMI Bldg., Badio Block, Ashland, Ky., Main 3010.
Other Offices and Studios—Radio Center, Huntington, W. Va., telephone 28358.
Transmitter—48th St. and Ohio River, Ashland, Ky.

Wave—Powr—Time
Operating power—250 watts.
223.9 maters; 1840 kilocycles.
Licensed to operate full time. Operates on Eastern

War Time.

Operating sohedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on net station time.
Invoices mailed and due first of each month following broadcast; no cash discount.

General Advertising
For combination rates see Mutual Broadcasting System.
The following rates are for national advertising and
include music copyright fees.

(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays)

1 hr. 1/2 hr. 1/4 hr. 5 min.

| 1  | time  | 100.00 | 60.00 | 40.00 | 15.00 | 6.0  |
|----|-------|--------|-------|-------|-------|------|
| 13 | times | 97.50  | 58.50 | 39.00 | 14.60 | 5.8  |
| 26 | times | 95.00  | 57.00 | 38.00 | 14.25 | 5.76 |
| 52 | times | 90.00  | 54.00 | 36.00 | 13.50 | 5.40 |
|    | times | 85.00  | 51.00 | 34.00 | 12.75 | 5.10 |
|    | times | 80.00  | 48.00 | 32.00 | 12.00 | 4.8  |
|    | times | 75.00  | 45.00 | 30.00 | 11.25 | 4.50 |
|    | times | 70.00  | 42.00 | 28.00 | 10.50 | 4.20 |
|    |       |        | CLASS | "B"   |       |      |
|    |       | (      |       | time) |       |      |
| -  |       | '      |       | 05.00 |       |      |

|          |           | All other | 44    |       |     |
|----------|-----------|-----------|-------|-------|-----|
|          | (         | All other | time) |       |     |
| 1 time   | 75.00     | 45.00     | 25.00 | 12.00 | 4.5 |
| 13 time  |           | 43.85     | 24.25 | 11.70 | 4.4 |
| 26 time  |           | 42.75     | 23.75 | 11.40 | 4.2 |
| 52 time  |           | 40.50     | 22.50 | 10.80 | 4.0 |
| 104 time |           | 38.25     | 21.25 | 10.20 | 3.8 |
| 156 time |           | 36.00     | 20.00 | 9.60  | 3.6 |
| 260 time |           | 33.75     | 18.75 | 9.00  | 3.8 |
| 312 time |           | 31.50     | 17.50 | 8.40  | 3.1 |
| (*) Or   | ie minute | or less.  |       |       |     |
|          |           |           |       |       |     |

DISCOUNTS

No retroactive discounts given. Announcements and programs cannot be combined to earn larger discounts. When contracts are renewed without interruption previous contracts will be credited toward discounts on future contracts.

SPECIAL FEATURES
Sports—Regular rates plus line charges, announcers, technicians and fees from schools.

RELIGIOUS AND POLITICAL
Rates on request.
TALENT
Talent extra—rates on request. All talent must be approved by station management.

EEMOTE CONTROL

Complete remote equipment available. Cost of lines extra. Portable and mobile short wave transmitter available.

SERVICE FACILITIES

Complete production and merchandising department available.

Closing Time Closing time for programs, one week in advance; for announcements, 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 or 78 r.p.m. double turntables.

Personnel
President—Gilmore N. Nunn.
General Manager—L. D. Newman.

Representatives
John E. Pearson Company.

#### **BOWLING GREEN**

(Warren County)

WLBJ
(Established 1989)



Rates effective January 1, 1948.

Owned and operated by the Bowling Green Broadcasting Company, Inc.

Business Offices and Studios—Corner Fairview and
Lehman Aves., Bowling Green, Ky.

Transmitter—Corner Fairview and Lehman Aves.,

Bowling Green, Ky.

Wave-Power-Time

ave—rower—sime properties of the control of the con

Agency Commission

15% to recognized advertising agencies on station time only; no cash discount. Invoices mailed 1st ef each month and are due within ten days.

Rates on request. REMOTE CONTROL
Complete facilities for handling broadcasts originating outside of studios.
SERVICE FACILITIES
Service of program, merchandising, advertising and continuity departments as well as announcing and operating staff are at the disposal of the advertiser.

operating staff are at the disposal of the advertiser. Contract and Other Requirementa All programs must conform to the standards of the station. The station director reserves the right to refuse or discontinue any advertisement for reasons satisfactory to himself. All programs and announcements must conform to all governmental regulations. All proposals subject to prior booking of time. No contract accepted for a period longer than one year. No time sold for resale. Specified time governed by priority and availability. Programs shall have priority over announcements. Station reserves the right to change time of broadcasts to handle special events, and to meet emergencies.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel
Pres., Adv. & Sales Mgr.—Ken D. Given.

Representatives

Burn-Smith Company, Incorporated.

#### **HARLAN** (Harlan County)

WHLN (Established 1941)



Rates received June 13, 1944.

Owned and operated by Blanfox Radio Company, Inc. Business Office and Studio—South Main St., Harlan,

Ky. Transmitter-South Main St., Harlan, Ky.

Wave—Power—Stone
Operating power—250 watta,
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel, Operating schedule: Daily 6:30 a.m. to 10:30 p.m.

Agency Commission 15% to recognized agencies on station time only; no cash discount. Bills rendered first of month; due 10th of month.

| ວ   | minutes                                | 10.00 |
|-----|--|-------|
| 100 | words or one minute transcription      | 5.00  |
| 50  | words or one-half minute transcription | 3.5   |
|     | DISCOUNTS                              |       |
| 13  | times 15% 208 times                    | 35%   |
| 26  | times 20% 312 times                    | 40%   |
|     | times 25% 624 times                    |       |
| 104 | times 30% 1,248 times                  | 50%   |
|     | POLITICAL AND RELIGIOUS                |       |
|     |  |       |

TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equip-

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Extre charges for line and mechanical costs. Extre charges for subject to agency commission.

Kates on request.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted excepting beer and light winea. Contracts subject to cancellation by 30 day written notice accompanied by certified check at short rate to date of last program. No contract accepted for more than one year. All programs subject to management's approval and government regulations. All contracts subject to cancellation unless started within 30 days.

Closing Time Contracts close one week in advance of first broad-cast. Announcement copy closes 48 hours in advance. Transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel
Pres. & Gen'l Mgr.—R. B. Helms.
Commercial Manager—Stuart Odell. Representatives
Burn-Smith Company, Incorporated.

#### HENDERSON

(Henderson County)

WSON (Established 1941)



Rate card dated September 1, 1944.

Owned and operated by Henderson Broadcasting Co..

Inc.
Business Office and Studio-Zion Road, two miles east of Henderson, Ky.
Transmitter-Zion Road, two miles east of Hender-

east of Henderson, Ky.
Transmitter—Zion Road, two miles east of Henderson, Ky.
Wave—Power—Time
Operating power—500 watts.
348.8 meters; 860 kilocyoles.
Licensed to operate daytime. Operates on Central
War Time.
Operating schedule—
Agency Commission
15% to recognized agencies on net station time only;
cash discount 2%—10 days after billing. Bills rendered first of mont; due when rendered.
General Advertising
The following rates are for national advertising and include music copyright fees.
Also sold in combination with WPAD, Paducah,
Ky., and WHOP, Hopkinsville, Ky. Combination rates on request.
For other combination rates see Keystone Networks
1 hr. 1/2 hr. 1/4 hr. 5 min. 100 wds.
1 time... 75.00 45.00 30.00 15.00 8.00
13 times. 71.25 42.75 28.50 14.25 7.60
26 times. 67.50 40.50 27.00 13.50 7.20
52 times. 63.75 38.25 25.50 12.75 6.80
100 times. 62.03 33.75 22.50 11.25 6.00
300 times. 52.50 31.50 21.00 10.50 5.60
SPECIAL FEATURES
News—Lessed wire service available. Rates on request.

TRANSCRIPTIONS

quest. TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer, not accepted. Contracts are subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. Maximum length of contract, one year. Hates quoted include recordings and announcer.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy, transcriptione and talks
close 48 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double turntables for lateral and vertical cut recordings.

Personnel
President—Pierce E. Lackey.
Sec'y & Gen'l Mgr.—Hecht S. Lackey.

Representatives Sears & Ayer, Inc. New York—Helen Wood.

#### HOPKINSVILLE

(Christian County) WHOP (Established 1989)

Rates received January 8, 1940.

Hates received January 8, 1940.

Owned and operated by Hopkinsville Broadcasting Company, Inc.

Business Office—902-1/2 Main St., Hopkinsville, Ky.

Main Studio—Princeton Pike, Hopkinsville, Ky.

Transmitter—1-1/2 miles north of Hopkinsville, Ky.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Operates on Central War Time.
Operating schedule: 6:00 a.m. to 11:05 p.m.

Operating schedule: 6:00 a.m. to 11:00 p.m. Agency Commission 15% on net station time charge; cash discount 2%—10 days. General Advertising The following rates are for national advertising and include music copyright fees. Also sold in combination with WPAD, Paducah, Ky., and WSON, Henderson, Ky. Combination rates on racusest.

and WSOA, Account of the Columbia Broadcast-For other combination rates see Columbia Broadcast-ing System (Basic Supplementary Group) and Key-stone Network.

| 1/4 hour                                    | 20.00 |
|---|-------|
| 10 minutes                                  | 15.00 |
| 5 minutes                                   |       |
| 3 minutes                                   | 6.00  |
| ANNOUNCEMENTS                               | 0.00  |
|   |       |
| 100 words                                   | 5.00  |
| Chain breaks                                | 5.00  |
| DISCOUNTS                                   | 0.00  |
| Applicable to programs and spot announcemen | ts.   |
| 13 times                                    | 85%   |
| 26 times 25% 156 times                      | 40%   |
|   |       |

#### HOPKINSVILLE—Cont'd

#### W H O P-Continued

Rates on request. Artists may be secured through the station management but contracts and settle-ments are direct between advertiser and talent.

REMOTE CONTROL

REMOTE CONTROL

Equipped to handle any broadcast originating outside
of regular studios—rates and details on request.

Contract and Other Requirements
Advertlating of slooholic beverages, other than beer
and wine, not accepted.

Closing Time
Talent programs close one week in advance.
Announcements, talks and recorded programs close
three days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

President—Plerce E. Lackey. Sec'y & Gen'l Mgr.—F. Ernest Lackey.

Representatives
Chicago—Sears & Ayer, Inc.
New York—Helen Wood.

#### LEXINGTON

(Fayette County)

WLAP (Established 1928)



#### **BLUE-MUTUAL STATION**



Rates effective October 1, 1944. (Card No. 8.) Owned and operated by American Broadcasting Corporation.
Business Office and Studio—Radio Bldg., Lexington.
Ky.

Transmitter--Mason Headley Road, Lexington, Ky.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on net station time; no
cash discount. Invoices mailed and due first of each
month following broadcasting.

General Advertising

| Company | Inc. | Class | Cla

42.00 28.
(ALASS "B"
(All other time
45.00 30.
43.85 29.
42.75 28.
40.50 27.
38.25 25.
36.00 21.
31.50 21.
6 or less. time) 30.00 29.25 28.50 27.00 25.50 24.00 22.50 21.00 1 time. 75.00 3 times 73.15 6 times 71.25 2 times 67.50 4 times 63.75 6 times 60.00 0 times 56.25 2 tlmes 52.50 (\*) One minute 8.00 7.80 7.60 7.20 6.80 6.40

DISCOUNTS

No retroactive discounts given. Announcements and programs cannot be combined to earn larger discounts. When contracts are renewed without interruption previous contracts will be credited toward discounts previous contracts on future contracts.

SPECIAL FEATURES
Sport Programs: Regular rates plus line charges, announcers, technicians and school fees.

TALENT
Rates on request. All talent subject to approval of management.

RELIGIOUS AND POLITICAL
Rates on request.

REMOTE CONTROL
Complete remote equipment available; cost of lines extra. Portable and mobile short wave transmitter available.

SERVICE FACILITIES
Complete production and merchandising departments available.

TRANSCRIPTIONS
Complete recording facilities available.
Contract and Other Requirements

No contract accepted for pariods longer than one year. All programs and announcements accepted subject to approval of station. Rates are for time only. They do not include talent.

All contracts subject to circumstances beyond station control, and all programs must conform to standards of station and government regulation. Station reserves right to refuse and/or discontinue any program.

Closing time for programs, one week in advance; for announcements 24 hours in advance. Mechanical Program Equipment Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for both vertical and lateral recordings.

President—Gilmore N. Nunn. Manager—J. E. Willis.

Representatives
John E. Pearson Company.

#### LOUISVILLE

(Jefferson County)

WAVE (Established 1988)

Rates effective January 1, 1942. (Card No. 8.)
Owned and operated by WAVE, Inc.
Studio-Radio Center, 334 E. Broadway, Louisville 2,
Ky., Wabash 6543.
Transmitter-Hamburg Pike, Jeffersenville, Ind.

Wave—Pose—Time
Operating power—5,000 watts.
309.3 meters; 970 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule: 6:00 s.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies. No discounts on production costs or talent.

General Advertising For combination rates see National Broadcasting Company (Basio Network).

Company (Basio Network).

(6:30 p.m. tc 10:00 p.m.)

1 13 26 52 100 150 800

1 1 13 26 52 100 150 800

1 1 13 26 52 100 150 800

1/2 hr 150.00 142.50 185.02 127.50 120.00 112.50 105.00

1/2 hr 150.00 142.50 185.02 127.50 120.00 112.50 105.00

1/4 hr 90.00 85.50 81.00 76.50 72.00 67.50 83.00

10 min 70.00 66.50 63.00 59.50 56.00 52.50 40.00

5 min 50.00 47.50 45.00 42.50 40.00 37.50 85.00

1 min 30.00 28.50 27.00 25.50 24.00 22.50 21.00

1 min 30.00 28.50 27.00 25.50 24.00 22.50 21.00 2 minute or chain break 25.00 23.75 22.50 21.25 20.09 18.75 17.50

break 25.00 23.75 22.50 21.25 20.00 18.75 17.50 CLASE "S" (6:00 p.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m.)

1 hr 185.00 175.75 186.59 187.75 25 148.00 138.75 129.50 1/2 hr 115.00 109.25 108.59 197.75 29.00 86.25 80.50 1/4 hr 71.00 66.50 68.00 59.50 56.00 52.50 49.00 10 min 55.00 52.25 49.50 46.75 44.00 41.25 88.50 5 min 40.00 38.00 38.00 38.00 38.00 1 min 25.00 23.75 22.50 21.25 20.00 18.75 17.50 1/2 minute or chain break 20.00 19.00 18.00 17.00 16.00 15.00 14.00 CLASE "C"

break 20.00 19.00 18.00 17.00 16.00 15.00 14.00 (SCLASS) "C"

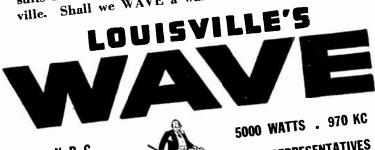
1 hr 125.00 118.75 112.50 106.25 100.00 93.75 87.50 1/2 hr 75.00 71.25 67.50 63.75 60.00 56.25 82.50 1/4 hr 45.00 42.75 40.50 83.25 86.00 83.75 81.50 10 min 35.00 83.25 81.50 29.75 28.00 26.25 24.50 5 min 25.00 23.75 22.55 21.25 20.00 18.75 17.00 1 min 15.00 14.25 18.50 12.75 12.00 11.25 10.50 1 min 15.00 14.25 18.50 12.75 12.00 11.25 10.50 1 min break 12.50 11.87 11.25 10.62 10.00 9.87 8.75

(This listing continued on next page)

# WHAT'S SO WONDERFUL

# **ABOUT** MIRACLE (Ky.)?

Mayoe Miracle is marvelous to somebody, but to usand you-it's just another distant settlement. All such communities in the State lumped together wouldn't give you a market equal to WAVE's populous and prosperous Louisville Trading Area (which is all we actually ask you to pay for, though our wave-lengths reach farther than you'd think). You won't get miraculous results from Miracle, but you can expect 'em in Louisville. Shall we WAVE a wand?



N. B. C.

FREE & PETERS, INC.,

NATIONAL REPRESENTATIVES

#### KENTUCKY—Continued

#### LOUISVILLE—Continued

#### W A V E—Continued

1 hr 1/2 hr 1/4 hr 10 mln 5 min 1 min 1/2 minute or chain break 10.00 9.50 7,00

1/2 minute or chain break 10.00 9.50 9.00 8.50 8.00 7.50 7.6 Additional Quantity Discounts Additional Quantity Discounts 100 to 790 times 35%; 800 or more times 40% Quantity discounts will be allowed for the actumumber of broadcasts used within one year.

number of broadcasts used within one year.

SPECIAL FEATURES

Musical ('lock: 7:00 a.m. to 9:00 a.m. week days; available in periods of 1/4 hour, 1/2 hour or full hour, 1/4 hour, per week 95:00; 1/2 hour per week 156:00; 1 hour, per week 260:00; not subject to any discount except agency commission.

TRANSCRIPTIONS

No additional charge for transcriptions.

TALENT

ltates on request.

Rates do not include facilities for remote control.

SERVICE FACILITIES

Complete information on request.

Contract and Other Requirements
No contract accepted for periods longer than one year. All proposals and announcements accepted subject to approval of station.
Advertisers of more than one product may bulk their contracts for time even though more than one agency is involved.

Closing Time
Closing time for programs one week in advance; for announcements 24 hours in advance.

Mechanical Program Equipment
Equipped to handle electrical transcriptions, using 33-1/3 and 78 r.p.m. turntables.

Personnel
General Manager—Nathan Lord.
Frogram Manager—George Patterson.
Promotion Manager—Elizabeth Sanders.

Representatives Free & Peters, Inc.

# WGRC



Rates effective October 1, 1944. (Card No. 5.) Owned and operated by Northside Broadcasting Corp.
Business Office and Studios—Kentucky Home Life
Bildg., Louisville 2, Ky., Watash 8871.
Other Studios—Eishy Bildg., New Albany, Ind., telephone New Albany 150.
Transmitter—Treston and Woodbine, Louisville, Ky.

Wave-Power-Time

Operating power-250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unfimited time on local channel.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight. Agency Commission

15% on net charges for station facilities to recognized advertising agencies; no cash discount. Invoices mailed first of each month and are due within ten days.

General Advertising

For combination rates see Mutual Broadcasting System.
Music License—ASCAP per program commercial
license and sustaining license. Rates do not include
copyright fees.
Additional ASCAP charges of 10% subject to agency

OT ACC MAN

|     |        |        | CHARRY   | A.     |         |        |       |
|-----|--------|--------|----------|--------|---------|--------|-------|
|     |        |        | 10:00    |        | eek day | s and  |       |
|     | 1:00   | p.m.   | to 10:30 | 0 p.m. | Sunda   | (8.5)  |       |
|     |        | 1      | 1/2      | 1/4    | 10      | 5      |       |
|     |        | hr.    | hr.      | hr.    | min.    | min.   | (*)   |
| - 1 | time   | 125.00 | 75.00    | 50.00  | 34.50   | 25.00  | 12.50 |
| 13  | times  | 118.50 | 71.25    | 47.50  | 32.50   | 23,75  | 11.90 |
| 26  | times  | 112.50 | 67.50    | 45.00  | 31.00   | 22.50  | 11.25 |
| 52  | times  | 106.25 | 63,70    | 42.50  | 29.00   | 21, 25 | 10.75 |
| 104 | times  | 96.00  | 60.00    | 40.00  | 27.50   | 20.00  | 10.00 |
| 156 | times. | 93.75  | 56.25    | 37.50  | 26.00   | 18.75  | 9.50  |
| 260 | times  | 87,50  | 52.50    | 35.00  | 24.25   | 17.50  | 8.75  |
| 312 | times  | 81.25  | 48.75    | 32.50  | 22.50   | 16.25  | 8.25  |
|     |        |        | CLASS    | B      |         |        |       |
|     |        |        |          |        |         |        |       |

(6:00 a.m. to 6:00 p.m. week days and

| to 1:00 p.m. Sundays)                             |    |
|---|----|
| 1 time 62.50 37.50 25.00 17.25 12.50 6.5          | 5  |
| 13 times., 59.25 35.65 23.75 16.25 11.75 6.2      | 15 |
| 26 times. 56.25 33.75 22.50 15.50 11.25 5.7       |    |
| 52 times 53.00 31.75 21.25 14.50 10.75 5.5        | iñ |
| 101 times 48.00 30.00 20.00 13.75 10.00 5.1       | 5  |
| 156 times., 46.75 28.00 18.75 13.00 9.50 5.0      |    |
| 260 times., 43.00 26.25 17.50 12.00 8.75 4.3      |    |
| 312 times. 40.75 24.50 16.25 11.25 8.00 4.5       |    |
| (*) Announcements of 100 words or less, one minu  |    |
| or less transcriptions or chain breaks of 35 to 4 | 10 |
| words.  |    |

Words.
POLITICAL AND RELIGIOUS
Rates on request.
SPECIAL FEATURES
Weather forecasts, time signals, news, etc.—rates on

Rates on request. REMOTE CONTROL

Any arrangements desired for remote control broadcasting can be arranged, provided telephone company
has available circuits. Remote programs subject to
special charges.

SERVICE FACILITIES
Station maintains a merchandising department contacting jobbers and distributors for national advertising and assisting in all types of sales promotion. Also a continuity department for handling any type of program.

of program.

Contract and Other Requirements

Rates are for station time; talent is extra. All programs censored and subject to station policy. All contracts subject to general manager's approval.

Station reserves the righ to change the time of or to cancel any broadcast which might interfere with special programs of particular public interest. All rates are for broadcasts within one year. Rates are not retreactive.

Closing Time Talent prog using time Taient programs, talks and recorded programs close two weeks in advance of broadcast. Announcements close one week in advance of broadcast. This does not apply to special broadcasts.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for lateral and vertical cut recordings.

Personnel General Manager—C. I. Harris. Commercial Manager—J. Porter Smith.

Representatives
Burn-Smith Company, Incorporated.

#### WHAS (Established 1922)



Rates effective June 1, 1941. (Card No. 4.)

Owned and operated by Courier-Journal and Louis-ville Times Company.

Russness Office and Studio—Courier-Journal and Times Bidg., Third and Liberty Sts., Louisville, Ky. Wabash 2211.

Transporter—Route 2, Anchorage, Ky. (near East-Transmitter-1 wood, Ky.).

wood, Ky.).

Wave—Power—Time
Operating power—50.000 watts.
357.1 meters; 840 kilocycles.
Licensed to operate full time on cleared national channel. Operates on Central War Time.
Operating schedule: 24 hours daily.
Agency Commission
15% commission to recognized agencies; no cash discount. Bills due and payable when rendered.

discount. Bills due and payable when rendered.

General Advertising
For combination rates see Columbia Broadcasting
System (Basio Netwurk).
The following rates are for national advertising.

(6:00 p.m. to 10:00 p.m.)

1 1/2 1/4 10 5 1 25

1 1/2 1/4 10 5 1 25

1 1/2 1/4 10 5 5 1 25

1 1/2 1/4 10 5 5 0 50.00 40.00

26 11. 427.50 256.50 152.00 118.75 85.50 47.50 83.00

26 11. 427.50 256.50 152.00 118.75 85.50 47.50 83.00

26 11. 427.50 256.50 152.00 118.75 85.50 47.50 83.00

313 01. 893.75 236.25 140.00 199.38 78.75 43.75 35.00

130 11. 893.75 236.25 140.00 199.38 78.75 43.75 35.00

156 11. 892.50 228.50 136.00 106.25 76.50 42.50 34.00

260 11. 830.00 214.00 128.00 100.00 72.00 40.00 82.00

212 11. 348.75 209.25 124.00 96.88 69.75 38.75 31.00

488 ti. 337.50 202.50 120.00 98.75 67.50 37.50 80.00

488 11. 337:50 202.50 120.00 93.75 67.50 37.50 80.00 824 or more 1.8 30 s.m. to 2:00 p.m. 4:00 p.m. to 8:00 111.200 p.m. to 8:00 p.m. t

624 or more ti.... 78.75 47.25 28.00 26.25 24.50 17.50 14.00

e24 or more

tl.... 78.75 47.25 28.00 26.25 24.50 17.50 14.00

DISCOUNTS AND RATES

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast with or without interruption. No contract to exceed one year's duration. Rates quoted herein are for time only. Other services are extra and will be quoted upon request. Two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor within the same time bracket, may be combined to earn the 1/2 hour or one hour rate, whichever applies. All programs so combined may be scheduled contiguously at the station's option on 28 days' notice. Cut-in announcements will be charged for at the one minute rate for the time bracket in which they come and no discounts will be allowed. Political broadcasts strictly cash in advance. News broadcasts at regular rates.

Contract and Other Requirements
Products or copy of a laxative nature not accepted.
All contracts subject to the conditions of the standard NAB-AAAA contract. All program material subject to station approval, government regulations and NAB Code of Ethics for radio broadcast industry.

Personnel
Executive Manager—W. Lee Coulson.
Commercial Manager—Joe Eaton.
Program Manager—Richard E. Fischer.

Representatives Edward Petry & Company, Inc.

#### WINN (Established 1940)



Rates effective February 1, 1944, (Card No. 3.)

Rates effective February 1, 1944. (Card No. 3.)
Owned and operated by Kentucky Broadcasting Corp., Inc.
Business Offices and Studios—Tyler Hotel, P. O.
Box 1588, Louisville 1, Ky.
Transmitter—On top Tyler Hotel, Louisville, Ky.
Wave—Power—Time
Operating power—250 waits.
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel. Operating occurred the full time on local channel. Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% allowed to recognized agencies when agency
places, handles and guarantees payment of entire contract. Payment due 10th of month following broadcast
if client establishes credit. If credit cannot be
established, payment required in advance and frequency
discounts allowed only as earned. No cash discount.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Network).
Fire minute programs accepted only on run of schedule, submitted weekly in advance.
Itates include music copyright fees.

CLASS "A"
(8:00 p.m. to 10:30
1 3/4 1/2
hr. hr. hr. (6:00 p.m. to 10:30 p.m.)

1 3/4 1/2 1/4 10 5

hr. hr. hr. hr. hr. hr. min. min.

1 time... 120.00 96.00 72.00 48.00 36.00 24.00

18 times. 90.00 72.00 54.00 38.00 27.00 18.00

26 times. 84.00 67.20 504.00 38.00 25.20 18.80

39 times. 87.00 62.40 46.80 31.20 25.20 18.80

100 times. 68.00 52.80 39.60 24.00 18.00 18.00

101 times. 68.00 52.80 39.60 24.00 18.00 12.00

11 time... 90.00 02.00 54.00 36.00 21.60 14.40

12 time... 90.00 02.00 54.00 36.00 27.00 18.00

13 times. 68.00 52.80 39.60 24.00 18.00 12.00

14 time... 90.00 02.00 54.00 36.00 27.00 18.00

13 time... 67.50 54.00 40.50 27.00 20.25 13.50

(12:00 noon 50.40 37.80 52.00 38.00 27.00 18.00

13 times. 67.50 54.00 40.50 27.00 20.25 13.50

26 times. 63.00 50.40 37.80 52.20 18.80 12.60

39 times. 67.50 54.00 40.50 27.00 18.00

13 times. 67.50 54.00 40.50 27.00 18.00

13 times. 67.50 54.00 40.50 27.00 18.00

13 times. 69.75 48.60 36.45 24.30 18.23 12.15

26 times. 63.00 56.40 37.80 52.20 18.80 12.60

39 times. 45.00 36.00 27.00 18.00 13.50

10 times. 58.50 46.80 35.10 23.40 17.55 11.75

100 times. 49.50 39.60 29.70 18.00 13.50 9.00

11 time... 49.50 39.60 29.70 18.00 13.50 9.00

12 times. 49.50 39.60 29.70 18.00 13.50 9.00

13 times. 49.50 38.60 27.00 18.00 13.50 9.00

14 times. 49.00 38.00 27.00 18.00 13.50 9.00

15 times. 49.50 36.00 27.00 18.00 13.50 9.00

10 times. 49.50 38.60 29.70 19.80 14.85 9.90

30 times. 49.50 36.00 27.00 18.00 15.75 10.50

10 times. 49.00 38.00 21.00 15.75 10.50

10 times. 49.00 38.00 20.00 8.00 14.70 9.80

30 times. 49.50 38.60 29.00 31.50 21.00 15.75 10.50

10 times. 49.00 38.00 28.30 18.20 10.00 15.75 10.50

10 times. 49.00 38.00 28.00 28.00 28.00 28.00

10 times. 49.50 99.00 99.00 8.00 8.00 8.00

11 time 10.00 90.00 8.50 8.25 8.00 7.50 7.00 6.50

12 times. 40.00 00 00 8.50 8.25 8.00 7.50 7.00 6.50

12 times. 40.00 90.00 8.50 8.25 8.00 7.50 7.00 6. 10 min. 36.00 27.00 25.20 24.30 23.40 21.60 19.80 18.00 1/4 hr. 48.00 36.00 33.60 32.40 31.20 28.80 26.40 24.00

| 12:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:00 | 10:0

#### LOUISVILLE—Continued

LOUISVILLE—Continued

WINN—Continued

SERVICE FACILITIES

Merchandising and research departments available.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and light wine, not accepted.

No contract accepted for longer than one year. All contracted time must be used within one year from date of contract to earn frequency discounts. All contracts, continuity and programs subject to station manager's approval and to government, state, county and city of Louisville regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. Contracts, unless otherwise agreed, subject to cancellation by two weeks' advance written notice accompanied by check for short rates to date of cancellation. All contracts made subject to interfrence by strikes, weather conditions or other unavoidable casualities beyond station's control, and no responsibility will he assumed beyond cancellation charges for time involved. Rates are for station facilities, general production of programs, continuity for announcements, station merchandising service and announcer. Special talent and production charges are extra

Closing Time
Contracts one week in advance of first broadcast;
announcement copy, transcriptions and talks 24 hours
in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Personnel Vice-Pres. & Gen'l Mgr.—Harry McTigue.

Representatives
New York & Chicago—Broadcast Sales Co.
Pacific Coast—Homer Griffith Company.

#### **OWENSBORO**

(Daviess County)

WOMI

(Established 1938)

(Established 1938)

(Established 1938)

(Part No. 1), revised.
Operated by Ovensburo Broadcasting (Ompany.
Rusiness Office and Studio—Byers Avenue and Livermore Road, Owensboro, Ky.
Transmitter—Byers Avenue and Livermore Road.

Transmitter—Byers Avenue and Livermore Road.

Wave—Power—Time
Operating power—250 waits.
201.3 meters: 1490 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule: 7:00 a.m. to 11:30 p.m.
Agency Commission
15% to recognized advertising agencies on station
time only; cash discount 2% if paid within 10 days
of invoice date.
General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.
The following rates are for national advertising.

| The | following   | rates  | are   | for   | national   | advertising. |
|-----|-------------|--------|-------|-------|------------|--------------|
| 1   | hour        |        |       |       |            |              |
| 1/2 | hour        |        |       |       |            |              |
| 1/4 | hour        |        |       |       |            | 20.00        |
| 5   | minutes     |        |       |       |            | 8,00         |
| 125 | word anno   | unceme | nt    |       |            | 4.00         |
|     |             | DI     | SCOL  | UNTS  | 3          |              |
| 13  | times       |        | 5%    | 52    | t1mes      | 157          |
| 26  | times       |        | 10%   | 104   | times      | 20%          |
| -   | 5           | PECL   | LF    | EAT   | URES       |              |
| New | s broadcast | s. new | s ser | vices | such as    | time, sport- |
| ing | exents etc  | -rate  | s and | det   | ails on re | onest.       |

News broadcasts, news services such as time, sporting events, etc.—rates and details on request.

REMOTE CONTROL

Remote control programs available—rates and line charges on request.

SERVICE FACTLITIES

Continuity department, staff announcers, publicity and merchandising departments are maintained in the servicing, arranging, producing and presenting programs at me added cost.

Contract and Other Requirements
Rates are for station time only. Maximum length of contract one year. All programs and advertising copy subject to station sproval and rules and regulations of the Federal Communications Commission.

Closing Time
All programs and announcements close 24 hours in advance.

Personnel

Personnel
President—Lawrence W. Hager.
Manager—Hugh O. Potter

Representatives
Burn-Smith Company. Inc.

#### **PADUCAH**

(McCracken County)

WPAD (Established 1930)

Rates effective September 1, 1941.

Owned and operated by Paducah Broadcasting Company, Inc.

Business Office and Studio—Taylor Bidg., Paducah,

Ky., telephone 4100, 4101.

Trainmitter—Ninth and Terrell Sts., Paducah, Ky.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to onerate too local channel. Operates on Central War Time.

Operating schedule: 6:00 a.m. to 12:30 p.m.

Agency Commission
15% on net station time charge; cash discount 2%—
10 days.

General Advertising

Also so.d in combination with WSON, Henderson, Ky., and WHOP, Hopkinsville, Ky. Combination rates on request.

For other combination rates see Columbia Broadcast ing System (Basic Supplementary Group) and Key

stone Network. Rates include music copyright fees.

Rates include music copyright fees.

(6:00 a.m. to 11:30 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 1 hour... 60.00 57.00 54.00 51.00 48.00 1/2 hour... 35.00 33.25 31.50 29.75 28.00 1/4 hour... 20.00 13.00 18.00 17.00 18.00 10 minutes 15.00 14.25 13.50 12.75 12.00 5 minutes 10.00 9.50 9.00 8.50 8.00 1 minute 5.00 4.75 4.50 4.25 4.00 An additional discount of 5% allowed on five or more minute programs.

SPECIAL FEATURES
Time Signals and Weather Reports—rates on request.
On foothall games, contests, etc., where several periods of broadcasts will be necessary, special rates On footness games, control of the fields of broadcasts will be necessary, special rates will apply.

TRANSCRIPTIONS
Regular rates apply. Rates include recordings and

TALENT
Rates on request. Artists may be secured through
the station management but contracts and settlements are direct between advertiser and talent.

REMOTE CONTROL
Equipped to handle broadcast originating outside
regular studies. Mobile unit and portable pack un
available. Rates and details on request.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer, not accepted. Maximum length of contract, one year.

Closing Time
Talent programs close one week in advance.
Announcements, talks and recorded programs close
three days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33 r.p.m. double turntables and 78 r.p.m. single and double turntables.

Presonnel
Press. Tress. & Gen'l Mgr.—Pierce E. Lackey.
Program Mgr. & Com'l Mgr.—Gene Peak.

Representatives
New York— Helen Wood,
Sears & Ayer, Inc.

#### LOUISIANA

#### **ALEXANDRIA**

(Rapides Parish)

KALB

(Established 1935)



Rates effective October 1, 1944.

SPECIAL FEATURES
News—Regular rates plus 10%
Sports, Special Events, Time Signals—rates on request.

POLITICAL 

Hates on request.
REMOTE CONTROL
Remote control installation 12.50. Line charges extra.
SERVICE FACILITIES
Advertisers are entitled to the services and cooperation of the regular staff in preparing and presenting programs, and to standard electrical and mechanical equipment at the station. Charges must be added for services other than these.

Contract and Other Requirements
All programs subject to station approval.
Rates are for station facilities only. No periods sold in bulk for resale. No contract for more than one year.

Closing Time
For publicity, one week in advance of program date.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 38 r.p.m. double turntables.

Personnet
General Manager-Edgar R. Cappellini. Representatives Weed & Company.

#### BATON ROUGE

(East Baton Rouge Parish)

WJBO (Ratabilished 1984)



#### **BLUE NETWORK STATION**



Rates effective July 1, 1941.

Owned and operated by the Baton Rouge Broadcast-ing Company, Inc.
Business Office and Stuclo—444 Florida St., Baton Rouge, La., telephone :271.
Transmitter—Roosevelt Road, Baton Rouge, La.

Transmitter—Roosevelt Road, Baton Rouge, La.

Wave—Power—Time
Operating power—5,000 watts.
280.9 meters; 1150 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule; Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

night; ween ways

Agency Commission
15% to recognized advertising agencies on net charges
for station time only; no mash discount. Bills due and
payable 10th of month following broadcast.

payable form of month following groundesst.

General Advertising

For combination rates see American Broadcasting
Company, Inc. (Southeeneral Group).

Rates for periods in excess of one hour are in exact
proportion to the corresponding one hour rates. (6:00 p.m. to 11:0) p.m. dally)

| 1   | hour  | 20,00 |
|-----|---|-------|
| 3/4 | hour  | 96.00 |
| 1/2 |   | 72.00 |
| 1/4 |   | 48.00 |
| 5   |   | 24.00 |
| ĭ   | minute                                      | 12.00 |
| 1/2 | minute or 20 word chain breaks              | 9.00  |
| 1/2 |   | 3.00  |
|     | (12:00 noon to 6:00 p.m. Sundays)           |       |
| 1   | hour  | 90.00 |
| 3/4 | hour  | 72.00 |
| 1/2 | hour  | 54,00 |
| 1/4 | hour  | 86.00 |
| - 5 | minutes                                     | 18.00 |
| ĩ   | minute                                      | 10.00 |
| 1/2 | minute or 20 word chain breaks              | 7.50  |
| -,  |   |       |
|     | 6:30 a.m. to 6:00 p.m., 11:00 p.m. to 12:00 |       |
| E   | nldnight week days and 7:00 a.m. to 12:00   |       |
|     | oon, 11:00 p.m. to 12:00 midnight Sundays)  |       |
| . 1 | 11043                                       | €0.00 |
| 3/4 | hour  | 48.00 |
| 1/2 | hour  | 38.00 |
| 1/4 | hour  | 24.00 |
| 5   | minutes                                     | 12.00 |
| 1   | minute                                      | 8.00  |
| 1/2 | minute or 20 word chain breaks              | 6.00  |
|     |   |       |

SPECIAL FEATURES
Sports, special events, time signals, and weather reports—rates on request.

request.

POLITICAL
(Day or Night) 120.00

72.00
48.00 TALENT

Agretisers are entitled to the services and coopera-tion of the regular staff in preparing and presenting programs, and to standard electrical and mechanical equipment at the station. Charges must be added for services other than these.

Contract and Other Requirements
Rates are for station facilities only.
No periods sold in bulk for resale.
All programs are subject to approval of the station.

Closing Time
One week in advance of orogram date if material is to be included in publicity release.
Complete transcriptions of political speeches must be submitted to station management at least 24 hours before scheduled time.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for ver-tical and lateral cut recordings.

Personnel
President—C. V. Porter.
President—C. V. Porter.
Vice-Pres. & Gen'l Mgr.—J. R. Dabadie.
Representatives
George P. Hollingbery Company.

#### LOUISIANA—Continued

#### LAFAYETTE

(Lafavette Parish)



Rates effective August 15, 1944.

Owned and operated by Evangeline Broadcasting Co.,
Inc.

Owned and operated by Evangeline Broadcasting Co., Inc.

Busines Office & Studio—519 S. Buchanan, Lafayette, La., telephone 336-2101-2062.

Transmitter—Scott Road, Lafayette, La.

Wave—Power—Time
Operating power—250 watts,
223.9 meters; 1340 kilocycles.
Licensed to operate full time. Operates on Central War Time.
Operating schedule: Sundays 8:00 a.m. to 10:30 p.m.; week days 6:30 a.m. to 10:30 p.m.
Agency Commission
15% to recognized advertising agencies; no cash discount.

15% to retognized count.

General Advertising
For combination rates see National Broadcasting
Company (Southeentral Group).

CLASS "A"

(6:00 p.m. to 10:00 p.m. week days and 12:00
noon to 10:00 p.m. Sundays)

312 or
more

|                  |         |       |        |        |         |         | more  |  |
|------------------|---------|-------|--------|--------|---------|---------|-------|--|
|                  |         | 1 t1. | 26 ti. | 52 t1. | 100 ti. | 156 t1. | times |  |
| 1 / 9            | hour    | 90 00 | 27.00  | 25.50  | 24.00   | 22.50   | 21.00 |  |
|                  |         |       |        |        |         |         |       |  |
| 1/4              | hour    | 18.75 | 17.00  | 15.75  | 15.00   | 14.25   | 13.50 |  |
| 10               | minutes | 13.50 | 12,75  | 12.25  | 11.50   | 11.25   | 10.50 |  |
| 5                | minutes | 9.00  | 8.25   | 7.75   | 7.50    | 6.75    | 6.00  |  |
|                  |         |       | CLASS  | "B"    |         |         |       |  |
| (All other time) |         |       |        |        |         |         |       |  |
|                  | hour    | 20.00 | 18.00  | 17.00  | 16.00   | 15.00   | 14.00 |  |
| 1/4              | bour    | 12.50 | 11.25  | 10.50  | 10.00   | 9.50    | 9.00  |  |
| 10               | minutes | 9.00  | 8.50   | 8.25   | 7.75    | 7.50    | 7.00  |  |
|                  |         |       |        |        |         |         |       |  |

5 minutes 6.00 5.50 5.25 5.00 4.50 4.00 ANNOUNCEMENTS

CLASS "A"
(6:00 p.m. to 10:00 p.m. week days and 12:00 noon to 10:00 p.m. Sundays) 312 or

| Station    | 1 ti. | 26 ti.   | 52 tl. | 100 ti. | 156 ti. | times |
|------------|-------|----------|--------|---------|---------|-------|
| breaks     | 5.25  | 5.00     | 4.75   | 4.50    | 4.00    | 8.75  |
| E. T       | 4.70  | 4.50     | 4.30   | 4.10    | 3.70    | 3.50  |
| *100 words | 4.20  | 4.05     | 3.90   | 3.75    | 3.45    | 3,25  |
| †50 words  | 3.20  | 3.05     | 2.90   | 2.70    | 2.40    | 2.25  |
| ,          |       | CLASS    |        |         |         |       |
| _          | (4    | All othe | r time | )       |         |       |
| Station    |       |          |        |         |         |       |
| breaks     | 3.50  | 3.30     | 3.10   | 2.90    | 2.60    | 2.50  |

| Station    |        |         |         |        |          |        |
|------------|--------|---------|---------|--------|----------|--------|
| breaks     | 3.50   | 3.30    | 3.10    | 2.90   | 2.60     | 2.50   |
| 1 minute   |        |         |         |        |          |        |
| E. T       | 3.15   | 3.00    | 2.85    | 2,70   | 2.45     | 2,25   |
| *100 words |        | 2.65    | 2.50    | 2.35   | 2.15     | 2.00   |
|            | 2.10   | 2.00    | 1.90    | 1.80   | 1.60     | 1.50   |
| (*) 100 wo | rds or | 30 seco | nd elec | trical | transcri | ption. |
| (†) 50 wo  | rds or | 15 seco | nd elec | trical | transcri | ption. |
|            |        | TAT.E   | ידינא:  |        |          |        |

(7) bu words or 15 second electrical transcription. TALENT
Rates on request. Musical and dramatic talent engaged for advertieer by station at minimum prices.
Additional charge for dramatic productions.
SERVICE FACILITIES
The services of the station production departments are at the disposal of broadcasters without charge.
ontract and Other Requirements
All entertainment program rates are for use of facilities of station only; talent is extra. Rates apply only to programs produced in studios of station at Lafayette. Regular announcers serve all broadcasters without charge. Talks, political speeches, etc., accepted only when subject matter is, in opinion of station management, of genuine public interest.
Complete manuscript must be submitted for station approval.

Complete manuscript must be submitted for station approval.

All contracts subject to the station owner's approval and governmental regulations.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel

Personnel
Manager—George H. Thomas. entatives

# LAKE CHARLES



Rates effective June 1, 1943.

Owned and operated by Calcasieu Broadcasting Co, Business Office and Studio-Majestio Hotel, Lake Charles, La. P. O. Box 1521. Transmitter—Lake Charles, La.

Transmitter—Lake Charles, Le.

Verve—Pewer—Time
Operating power—250 watts,
201.3 meters; 1490 kilocyoles.
Licensed to operate full time. Operates on Central
War Time.
Operating schedule: 8:30 a.m. to 11:00 p.m.

Agency Commission 15% to recognized agencies; no cash discount.

General Advertising

For combination rates see National Broadcasting Company (Southcentral Group).
The following rates are for national advertising.
CLASS "A"

(6:00 p.m. to 10:00 p.m.) ----

minute transcription.

|      |                      | 0.00  |
|------|----------------------|-------|
|      | CLASS "B"            |       |
|      | (Before 6:00 p.m.)   |       |
| 1    | hour                 | 45.00 |
| 1/2  | hour                 | 27.50 |
| 1/4  | hour.                | 17.00 |
| -' ŝ | minutes              | 8.50  |
| ĭ    | minute transcription | 6.00  |
| 100  | words                | 5.00  |
|      | - Invite Annual Alex |       |
| 1/2  | minute transcription | 4.00  |
| 50   | words                | 3.00  |
|      | Discounts            |       |

News—Leased wire service available: 5, 1° and 15 minute periods—regular rates plus 10%.

Time Signals: Limited to 40 words; sold only in groups of 5, on 13, 26 and 52 week orders—rates and details on request.

TALKS

Accepted only when subject matter is of genuity public interest in opinion of station management...

TALENT

Services of announcer inclusive. All talent costs 19 be paid by sponsor.

RECORDED PROGRAMS

Transcription library services available—details on request.

SERVICE FACILITIES

Time charges include services of program department. Contract and Copy Requirements

Contract and Copy Requirements

Maximum contract one year. Right reserved to refuse
or discontinue any advertising. Right reserved to approve all material for copy and talent. Contracts subject to cancellation by advertisers only by written
notice two weeks in advance, accompanied by certified
check at short rate to date of last program.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for lateral
cut recordings. Instantaneous and continuous recording equipment available.

Personnel
Manager-David Wilson.

Representatives None.

#### MONROE

(Quachita Parish)

KMLB (Established 1986)



#### **BLUE NETWORK STATION**



Rates effective June 1, 1942, (Card No. 6.)
Card received March 26, 1945.
Owned and operated by Liner's Broadcasting Station,
Inc.
Studio-Frances Hotel, Corner Jackson and Harrison
Sts., Mource, La., telephone 4321.
Transmitter-Milhaven Boad, Monroe, La.
Wave-Power-Time
Operating power-250 watts,
243.9 meters; 1230 kilocyoles,
Licensed to operate full time on local channel. Operation on Central War Time.
Operating schedule: 5:00 a.m. to 12:00 midnight,
Agency Commission

Agency Commission

15% to recognized agencies; cash discount 2% to national advertisers. Accounts due and payable on the 1st of each month. Advertising not on contract, cash in advance.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southcentral Supplementaries). The following rates apply to local, regional and national advertisers.

|     |                      | Class | Class | Class |
|-----|----------------------|-------|-------|-------|
|     |                      | "A"   | "B"   | "C"   |
| 1   | hour                 | 60.00 | 45.00 | 30.00 |
| 3/4 | hour                 | 48.00 | 36.00 | 24.00 |
| 1/2 | hour                 | 36.00 | 27.06 | 18.00 |
| 1/4 | hour                 | 24.00 | 18.00 | 12.00 |
| 5   | minutes              | 12.00 | 9.00  | 6.00  |
| ī   | minute transcription | 6.00  | 4.50  | 3.00  |
| 1/2 |                      | 4.50  | 3.38  | 2.25  |
| 100 | words                | 5.00  | 3.75  | 2.50  |
| 50  | words                | 4.00  | 8.00  | 2.00  |
| 35  |                      | 5.33  | 4.00  | 2.67  |
|     |                      |       |       |       |

Class "A"—6:00 p.m. to 10:30 p.m. Class "B"—7:00 a.m. to 6:00 p.m. Class "C"—6:00 a.m. to 7:00 a.m. and after 10:30 D.m. p.m. DISCOUNTS

13 times 5% 104 times 25%
26 times 10% 208 times 30%
39 times 15% 260 times 35%
52 times 20% 312 or more times 45%

SPECIAL FEATURES
News: Leased wire service available. Sponsorahip of newscasts or announcements run adjacent or during newscasts takes a 20% higher rate.

TRANSCRIPTIONS
Transcription library service available—rates and details on request.

tails on request.

Recording equipment available.

TALENT

Rates on request.

SERVICE FACILITIES
Advertisers are entitled to the services of the regular
station staff and standard electrical and mechanical
equipment of the station. Charges must be added
for other than these.

for other than these.

Contract and Other Requirements
Rates are guaranteed only during original contract
for a specific number of programs on regular scheddule. Contracts cannot be accepted for more than
one year from date of first broadcast. Medical accounts accepted on approval of station management.
Talks accepted only when subject is of genuine public
interest, in the opinion of station management.
Contracts subject to cancellation by advertiser only
on two weeks written notice, accompanied by certifled check for short term rate to date of last program.

Mechanical Program Equipment

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 83-1/8 r.p.m. turntables for vertical and lateral recordings.

Personnel
Commercial Manager—J. C. Liner. Jr.

KNOE (Established 1944)



Rates effective October 4, 1944.

Owned and operated by James A. Noe.

Business Office and Studio—Bernhardt Bldg., Monroe.

La., telephone 912.

Transmitter—23rd St. Extension from Louisville Ave.,

Monroe, La.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight

Agency Commission

15% allowed to recognized agencies; no cash discount. Invoices mailed promptly. All bills due and payable when rendered.

General Advertising
For combination rates see National Broadcasting
Company (Southwestern Group).
The following rates apply to national advertising:

CLASS "A"

(6:00 p.m. to 10:30 p.m.
1 hr. 1/2 hr. 1/4 hr.
60:00 36:00 24:00
57:00 38:00 21:00
57:00 38:00 20:40
51:00 38:00 20:40
51:00 30:60 20:40
48:00 28:80 19:20
48:00 27:00 18:00
48:00 27:00 18:00
48:00 28:00 18:00
60:00 28:00 18:00
60:00 28:00 18:00
60:00 28:00 18:00
60:00 28:00 18:00
60:00 28:00 18:00
60:00 28:00 18:00
60:00 88:00 19:80 18:20 5 min 12.00 11.40 10.80 10.20 9.60 9.00 8.40 7.80 6.60 1 time...
13 times.
26 times.
39 times.
52 times.
104 times.
208 times.
212 (or mes. (\*) 10.00 9.50 9.00 8.50 8.00 7.50 7.50 6.50 5.50

6.00 5.70 5.40 5.10 4.86 4.50 4.20 8.90 8.80

(\*) One minute transcription, 100 words, 50 words or less.

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts, All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

Two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor within the same time bracket, may be combined to earn the 3/4 hour, 1/2 hour or 1/4 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option, on 28 days' notice.

SEDECLA EXAMITINES

SPECIAL FEATURES
Rates for special sponsorships and participating features on request.

POLITICAL
Complete transcript of political speech must be submitted to station management at least 48 hours before breadcast time—rates on request.

# MONROE—Continued K N O E—Continued

REMOTE CONTROL

Station equipped to handle remote control broadcasts. Advertiser must pay all charges for telephone lines and any other charges involved.

TALENT

All types talent can be had at union scale.

Contract and Other Regulrements

contract and Other Requirements
Station reserves the right to refuse or discontinue any program for reasons satisfactory to itself.
Proprietary medicine accounts accepted only if in accordance with the standards of the Federal Trade Commission and Food and Drug Administration. Station rates for programs include local announcer, and other facilities except talent, which is extra. All programs are subject to approval by the station management and must conform to government regulations. No time sold in bulk for resale. In conflicts between spot announcements and chain programs, chain programs take precedence. All contracts accepted subject to two week cancellation clause.

Closing Time

Talent programs close one week in advance. An-nouncements, talks and recorded programs close 48 hours in advance of presentation.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for both lateral cut and orthacoustic recordings.

President—James A. Noe. Vice-Pres. & Gen'l Mgr.—James E. Gordon. Representatives

Joseph Hershey McGillvra, Inc.

#### **NEW ORLEANS**

(Orleans Parish)

WDSU (Established 1928)



Rates effective August 1, 1987. (Card No. 70.)
Owned and operated by Stephens Broadcasting Co.
Business Office and Studio—Hotel Monteleone, New
Orleans, La., Raymond 7185.
Transmitter—Greins, La.

Aransmitter—Gretna, La.

Wave—Power—Time
Operating power—5,000 watts.
234.4 meters; 1280 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule: 24 hours daily except sign-off at 12:00 midnight Sundays and sign-on at 5:30 a.m.
Mondays.

#### Agency Commission

15% on net charges for station time and on talent furnished by station to recognized advertising agencies; no cash discount.

#### General Advertising

For combination rates see American Broadcasting Company, Inc. (Southcentral Group), Music copyright fees are included in rates. SESAC license.

| (6:00 p.m. to 10:30 p.m.)                           |
|---|
|   |
|   |
| 1/2 hour 100.00                                     |
| 1/4 hour 60.00                                      |
| 5 minutes   |
|   |
| 1 minute  |
| 85 word chain break                                 |
| (7:00 a.m. to 6:00 p.m. and after 10:30 p.m.)       |
|   |
| 1 hour 90.00  |
| 1/2 hour 47.56                                      |
| 1/4 hour  |
| 5 minutes 15.00                                     |
|   |
| 1 minute  |
| 85 word chain breaks 10.00                          |
| DISCOUNTS   |
|   |
| All contracts may be renewed on a retroactive basis |
| providing no lapse of time occurs between contracts |
| and time on air.                                    |
|   |
| 18 times 5% 104 times 25%                           |
| 26 times  |
| 39 times  |
| 52 times  |
|   |
| RECORDED PROGRAMS                                   |
|   |

Regular time charges apply.

TALENT

Rates on request.

#### SERVICE FACILITIES

Services of station program, continuity, announcing and operating departments and studio facilities are included as part of service. Services of station in securing talent, arranging and presenting programs are also included.

#### Contract and Other Requirements

Advertising of alcoholio beverages accepted, but program must be in the late hours.
All contracts and communities subject to rules and regulations of Federal Communications Commission and must meet all requirements and be approved by station management.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. turntables.

Partners-E. A. Stephens and Fred Weber.

#### Representatives

John Blair & Company

#### WJBW

(Established 1926) Rates effective January 1, 1944. (Card No. 24.)
Owned and operated by C. C. Carlson.
Business Office and Studio—Audubon Bidg., New
Orleans, La., Magnolia 3488-3489.
Transmitter—New Orleans, La.

Transmitter—New Oriesins, Lis.

Wave—Power—Time
Operating power—250 watta.
243.9 meters; 1230 kilocytoles.
Licensed to operate full time.
Operates on Central War Time,
Operating schedule: 7:00 a.m. to 12:00 midnighs.

Agency Commission 15% to recognized advertising agencies; cash discount 2% on invoices paid on or before 10th of following month.

General Advertising
The following rates are for national advertising.
(6:00 p.m. to 10:80 p.m.) 

.... 35.00 .... 18.00 .... 12.00 27.50 15.00 10.00 hour\_.... minutes...

minute.....words.... DISCOUNTS
Discounts apply on period broadcasts or announcemenus.
Less than 13 broadcasts.
12 to 25 broadcasts.
26 to 38 broadcasts.
39 to 51 broadcasts.
52 or more broadcasts. than 13 broadcasts.....

Contract and Other Requirements
Rates are for facilities of station only. Talent extra,
except for special features. Contract subject to governmental regulations and station owner's approval.

Closing Time
Programs must be arranged one week in advance of
broadcast for publicity release.

Mechanical Program Equipment Equipped to handle programs by lateral or ortha-coustic electrical transcription, using 83-1/8 and 70 r.p.m. double turntables.

Personnel
General Manager—P. K. Ewing.

Representatives None.

WNOE



Rates effective January 1, 1944.

Business Office—720 Common St., New Orleans, La., Raymond 0423. Studio—St. Charles Hotel, New Orleans, La. Transmitter—Orleans Parish, New Orleans, Pa.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time. Operates on Central

Licensed to operate war Time. Operating schedule: Twenty-four hours daffy except from the 8th to the 14th of each month when station is off the air from 2:00 a.m. until 5:00 a.m. for frequency obeck.

Agency Commission 15% allowed to recognized agencies; no cash discount. Invoices mailed monthly. Bills payable 10th of following month.

Colon. Involves mailed monthly. Blis payable 10 of following month.

General Advertising
For combination rates see Mutual Broadcasting System
The following rates are for national advertising at include music copyright fees.

CLASS "A"

(6:00 p.m. to 10:30 p.m. daily)
1 hr. 1/2 hr. 1/4 hr. 5 min. (†
1 time. 150:00 80:00 40:00 25:00 12:11 times. 150:00 72:00 38:00 23:73 11:25 times 135:00 72:00 38:00 23:73 11:25 times 135:00 72:00 38:00 22:50 10:39 times 120:00 64:00 32:00 20:00 19:15 times 120:00 64:00 30:00 18:75 9:156 times 105:00 56:00 28:00 17:55 8:208 times 105:00 56:00 28:00 17:55 8:208 times 105:00 56:00 28:00 17:55 7:260 times 90:00 48:00 24:00 15:00 7:312 or more times... 82:50 44:00 22:00 13:75 6.

(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 6:00 p.m. to 6:00 p.m. and 10:30 p.m. to 7:00 p.m. and 10:30 p.m. to 7:00 p.m. and 10:30 p.m. to 7:00 p.m. and 10:30 p.m. and 10:30 p.m. to 7:00 p.m. and 10:30 p (†) 12.00 11.40 10.80 16.20 9.60 9.00 8.40 7.80 6.60 (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight daily)

1 time... 75.00 40.00 20.00 12.50 3 times 71.25 38.00 19.00 11.88 6 times 67.50 36.00 18.00 11.25 9 times 68.75 34.00 17.00 10.69 9 times 68.75 34.00 17.00 10.69 4 times 56.25 30.00 15.00 9.38 5 times 52.25 30.00 15.00 9.38 5 times 52.50 28.00 14.00 8.75 8 times 48.75 26.00 13.00 8.18 13 0 times 45.00 24.00 12.00 7.50 2 or more 1 time. 75.00 13 times 71.25 26 times 63.75 52 times 60.00 104 times 52.50 208 times 48.75 200 times 48.75 200 times 45.00 312 or more times.... 41.25 8.00 7.60 7.20 6.80 6.40 6.00 5.60 5.20 4.80

22.00

11.00

6.88

4.40

|           |          | CLASS    | c.,       |        |      |
|-----------|----------|----------|-----------|--------|------|
| (12       | :00 mid: | night to | 8:00 a.m. | daily) |      |
| •         | 1 hr.    | 1/2 hr.  | 1/4 hr.   | 5 min. | (†)  |
| l time    | 45.00    | 24_D0    | 12.00     | 7.50   | 4.80 |
| 13 times  | 42.75    | 22.80    | 11.40     | 7.12   | 4.56 |
| 26 times  | 40.50    | 21.80    | 10.80     | 6,75   | 4.32 |
| 39 times  | 38.25    | 20.40    | 10.20     | 6.38   | 4.08 |
| 52 times  | 36.00    | 19_20    | 9.80      | 6,00   | 3.84 |
| 104 times | 33.75    | 18.D0    | 9.00      | 5.63   | 3,60 |
| 156 times | 31.50    | 16.80    | 8.40      | 5.25   | 3.36 |
| 208 times | 29.25    | 15_80    | 7.80      | 4.88   | 3.12 |
| 260 times | 27.00    | 14.40    | 7.20      | 4.50   | 2.88 |
| 312 or mo |          |          |           |        |      |
| times     | 24.75    | 13.20    | 6.60      | 4.13   | 2.64 |
| (†) One   |          | or chain | break.    |        |      |
|           | SPE      | CIAL F   | EATURES   |        |      |

Rates for special sponsorships and participating programs on request.

grams on request.

POLITICAL
Complete transcript of political speech must be submitted to station management at least 48 hours before broadcast time—rates on request.

REMOTE CONTROL

Station equipped to handle remote control broadcasts.

Advertiser must pay all charges for telephone lines
and any other charges involved.

#### Contract and Other Requirements

ontract and Other Requirements
Station reserves the right to refuse or discontinue
any program for reasons satisfactory to itself.
Proprietary medicine secounts accepted only if in
accordance with standards of the Federal Trade Commission and Food and Drug Administration.
Station rates for programs include local announcer,
and other facilities except talent, which is extra. All
programs are subject to approval by the station
management and must conform to government regulations.
No time sold in bulk for resale. No grouping of contracts to obtain larger discounts permitted. No contract to exceed one year's duration.
In conflicts between epot announcements and chain
programs, take precedence. All contracts are accepted subject to two weeks cancellation
clause.

#### Closing Time

Talent programs close one week in advance. Announcements, talks and recorded programs close 48 hours in advance of presentation.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turntables for both lateral cut and orthacoustic recordings.

President—James A. Noc. Vice-Pres. & Gen'l Mgr.—James E. Gordon.

Representatives

Jospeh Hershey McGillers, Inc.

WSMB (Established 1925)



Rates effective January 1, 1944.

Owned and operated by WSMB, Inc. (Saenger Theatres, Inc., and Maison Blanche Dept. Store).

Business Office and Stadio—Maison Blanche Bldg.,
New Orleans 16, La., Magnolia 5921.

Transmitter—Algiers, La.

Wave—Power—Time
Operating power—5,000 watts.
222.2 meters; 1350 kilocycles.
Licensed to operate on regional channel. Operates on Central War Time.
Operating schedule: Week days and Sundays, 7:00 a.m. to 12:00 midnight.

Agency Commission

15% allowed to recognized agencies; no cash discount. Invoices mailed promptly, All bills due and payable when rendered.

#### General Advertising

| Times | 103.50 | 104 times | 104 times | 105.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25.50 | 25 CLASS "B"

14.00 18.80 12.60 11.90 11.20 10.50 9.80 or 50

words or less.

DISCOUNTS

Discounts allowed retreactively on the number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

#### LOUISIANA—Continued

#### **NEW ORLEANS—Continued** W S M B-Continued

Two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor within the same time bracket, may be combined to earn the 1/2 hour, 3/4 hour or 1/4 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option, on 28 days' notice.

SPECIAL FEATURES

Rates for special sponsorahips and participating features on request.

REMOTE CONTROL
Remote control broadcasts can be made to any place
in country. Consult radio station for requirements.

TALENT
Any type talent can be had at union scale.

Any type talent can be had at union scale.

Contract and Other Requirements
Station rates for programs include local announcer,
necessary rehearsals, and all other facilities except
talent, which is extra.

Announcement rates include cost of sustaining programs, to guarantee their broadcast during continuous
entertainment. All contracts subject to station's approval and government regulations. Station reserves
the right to refuse or discontinue any advertising for
reasons astisfactory to themselves. Station maintains
a continuity and program planning department for
special service to the advertiser.

At the station's option, the cancellation of contract
cannot become effective until two weeks after the
stating date that has been contracted for under the
terms thereof.

No contract to exceed one year's duration.
All contracts subject to federal laws and regulations.

Closing Dates
Talent programs close 10 days in advance of program. Announcements, talks and recorded programs close five days in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables, vertical and lateral cut.

vertical and lateral con-Personnel
President—E, V. Richards.
General Manager—H. Wheelahan.
Representatives
Edward Petry & Company, Inc.

ww L



Rates effective January 1, 1941. (Card No. 6.)
Card revised September 1, 1944.
Owned and operated by Loyola University of the
South.
Business Office—Loyola University, New Orleans, La.,
Raymond 2194.
Studio—Roosevelt Hotel, New Orleans, La.
Transmitter—Jefferson Parish, La.
Wave—Power—Time
Operating power—50,000 watts,
344.8 meters; 870 kilocycles.
Licensed to operate full time on clear channel. Operates on Central Way Time.
Operating schedule: 5:00 a.m. to 12:00 midnight.

# Executive's Wife in New Orleans

(about to go to market)



# Or Farmer's Wife in Alabama

(about to go to town)



# Folks turn first to -



THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

**CBS Affiliate** 50,000 Watts Clear Channel

Represented Nationally by The Katz Agency, Inc.

#### Agency Commission

15% on net charges for station facilities to recog-nized advertising agencies; no cash discount. No commission on program costs, production charges or talent. Bills due and payable 10th of month following broadcast.

#### General Advertising

For combination rates see Columbia Broadcasting System (Southcentral Group). The following rates are for national advertising. Announcements at breaks adjacent to higher time classifications are charged at rate of higher classifications.

Discounts earned on period broadcasts and announce-ments are separate and cannot be combined.

#### CLASS "A"

|           | (6:00 ) | p.m. to | 10:30  | p.m.)  |         |        |  |
|-----------|---------|---------|--------|--------|---------|--------|--|
|           | 1 ti.   | 13 tl.  | 26 tl. | 52 tl. | 104 ti. | (†)    |  |
| 1 hour    | 350.00  | 332.50  | 315.00 | 297.50 | 280.00  | 262.50 |  |
| 3/4 hour  | 280.00  | 266,00  | 252.00 | 238.00 | 224.00  | 210.00 |  |
| /2 hour   | 220,00  | 209.00  | 198.00 | 187.00 | 176.00  | 165.00 |  |
| /4 hour   |         |         |        |        |         |        |  |
| 0 minutes |         |         |        |        |         |        |  |
| 5 minutes | 75.00   | 71.25   | 67.50  | 63.75  | 60.00   | 56.25  |  |
|           |         | OT AGO  | 11011  |        |         |        |  |

(12:00 noon to 6:00 p.m. Sundays)
1 hour... 240.00 228.00 216.00 294.00 192.00 188.00
3/4 hour... 192.00 182.40 173.80 163.20 153.60 144.00
1/2 hour... 150.00 142.50 135.00 127.50 120.00 112.50
1/4 hour... 90.00 85.50 81.00 76.50 72.00 67.50
1/6 hour... 66.50 63.00 59.50 58.00 52.50
5 minutes 50.00 47.50 45.00 42.50 40.00 87.50 CLASS "C"

(8:00 a.m. to 8:00 p.m. week days; 7:00 a.m. to 12:00 noon Sundays) 1 hour... 175.00 186.25 157.50 148.75 140.00 131.25 3/4 hour... 140.00 133.00 128.00 119.00 112.00 105.00 1/2 hour... 110.00 104.50 99.00 193.50 88.00 82.50 1/4 hour... 65.00 61.75 58.50 55.25 52.00 48.75 10 minutes 51.25 48.69 46.13 43.56 41.00 38.45 5 minutes 37.50 35.63 33.75 31.88 30.00 28.13 CLASS "D"

(10:30 p.m. to sign-off) 122:50 116:37 110:25 104:12 98:00 91:87 98:00 93:10 88:20 83:30 78:40 73:50 77:00 73:15 69:30 65:45 61:60 577:5 45:50 43:22 40:95 83:77 36:40 34:12 CLASS · E

CLASS F.
(Before 6:15 a.m.)
1/2 hour.... 50.00 47.50 45.00 42.50 40.00 \$7.50
1/4 hour.... 30.00 28.50 27.00 25.50 24.00 22.50
(†) 250 or more times.
Class "E" rates apply only when advertiser purchases
1/4 hour or more at least five days per week.

#### ANNOUNCEMENTS

(All other time) 
 1 time
 25.00
 104 times
 20.00

 13 times
 23.75
 250 times
 18.75

 26 times
 22.55
 500 times
 18.00

 52 times
 21.25
 800 or more times
 17.50

#### SPECIAL FEATURES

52 weeks, per week. 340.00

Dawn Busters—6:15 a.m. to 9:00 a.m., participating feature. Itales include time and tajent.

1/2 hour. 75.00 71.25 67.50 83.75 60.00 55.25 1/4 hour. 45.00 42.75 40.50 83.25 88.00 33.75 10 minutes 40.00 38.00 38.00 38.00 38.00 35.00 35.00 5 minutes 35.00 33.25 31.50 29.75 28.00 28.25 1 minute 22.50 21.38 20.25 19.13 18.00 16.88 (†) 250 or more times.

Spots in the Dawn Busters period at 1/4 hour station breaks take the regular announcement rates.

#### RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours. TALENT

#### Any type talent available. Union scale, REMOTE CONTROL

Station is equipped to handle remote control broad-casts. Advertiser must pay all charges for telephone lines and any other charges involved.

#### Contract and Other Requirements

contract and Uther Requirements
Station reserves the right to refuse or discontinue
any program for reasons satisfactory to itself.
Proprietary medicine accounts only accepted if in accordance with standards of the Federal Trade Commission and Food and Drug Administration.
Rates are for the facilities of the station only; talent
is extra. All programs are subject to approval by
the station management.
All contracts are accepted subject to two weeks cancellation notice clause.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

General Manager—W. H. Summerville. Commercial Manager—Larry Baird.

#### Representatives

The Katz Agency, Inc.

#### SHREVEPORT

(Caddo Parish) KRMD



Rates effective December 1, 1944.

Owned and operated by Radio Station KRMD, Inc. Studio-New Jefferson Hotel, Shreveport R. La. (P. O. Box 1712.)

Transmitter—Jefferson Hotel. Shreveport, La.

#### Wave-Power-Time

Operating power—250 watts.
2:33.9 meters; 1340 kilocycles.
Operates on Central War Time.
Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission

15% to recognized agencies; cash discount none.

#### General Advertising

For combination rates see American Broadcasting Company, Ire. (Southeentral Group).

| CLA | 199 | "A"   |   |  |
|-----|-----|-------|---|--|
|     |     | 10.01 | _ |  |

|            | (5:59)   | p.m. to | 10:01 | p.m.)    |         |        |
|------------|----------|---------|-------|----------|---------|--------|
|            |          |         |       |          |         | 812 or |
|            | 1-25     | 26-51   | 52-99 | 100-     | 156-    | more   |
|            | ti.      | ti.     | u.    | 155 t1.  | 311 t1. | ti.    |
| l hour     | 100.00   | 95.00   | 90.00 | 85.00    | 80.00   | 75.00  |
| 1/2 hour   | 60.00    | 57.00   | 54.00 | 51.00    | 48.00   | 45.00  |
| 1/4 hour   | 40.00    | 38.00   | 36.00 | 34.00    | 32.00   | 30.00  |
| 5 minute   | s 25.00  | 23.75   | 22.50 | 21,25    | 20.00   | 18.75  |
| 1 minute   | transcr  | ip-     |       |          |         |        |
| tion       | 17.50    | 16.62   | 15.75 | 14.88    | 14.00   | 13.12  |
| 100 word o |          | nnounce |       |          |         |        |
| ments      | 15.00    | 14.25   | 13.50 | 12.75    | 12.00   | 11.25  |
| 40 word-1  |          |         |       |          |         |        |
| break      | 15.00    | 14.25   | 13.50 | 12.75    | 12.00   | 11.25  |
|            |          | CLASS   | B     |          |         |        |
| (6:00 a.r  | n. to 5: | 59 n.m. | and a | fter 10: | 01 p.m  | .)     |

|     |          | (        | CLASS  | "B.,   |       |         |       |
|-----|----------|----------|--------|--------|-------|---------|-------|
| ((  | 5:00 a.m | . to 5:5 | 9 p.m. | and at |       | 01 p.m. |       |
| 1   |          |          | 47.50  | 45.00  | 42.50 | 40.00   | 37.50 |
|     | hour     |          |        |        |       |         | 22.50 |
|     | hour     |          |        |        |       |         | 15.00 |
| 5   | minutes  | 12.50    | 11.87  | 11.25  | 10.62 | 10.00   | 9.37  |
| 1   | minute   |          |        |        |       |         |       |
|     | tion     |          | 8.31   | 7.87   | 7.44  | 7.00    | 6.56  |
| 100 | word or  |          |        |        |       |         |       |
|     |          | 7.50     |        | 6.75   | 6.37  | 6.00    | 5.62  |
| 40  | word-15  |          |        |        |       |         |       |
|     | break    | 7.50     | 7.12   | 6.75   | 6.37  | 6.00    | 5.62  |
|     |          | RECOR    | DED    | PROGE  | RAMS  |         |       |

Transcription library services available-rates on re-

TALENT

#### Rates on request. REMOTE CONTROL

Necessary equipment for remote control broadcasts from locations in the city limits supplied by station for temporary installations at special charge for each broadcast. SERVICE FACILITIES

Services of technical staff, announcer and assistance of program department at no extra charge.

#### Contract and Other Requirements

Contracts cannot run for more than one year from date of first broadcast. Station reserves the right to refuse or discontinue any advertising for reasons sufficient to itself, Talks accepted only when the subject matter is of genuine public interest in the opinion of the station management. Time charges include services of announcer and continuity department. All talent cost to be paid by sponsor

sponsor. The station reserves the right to approve all material for copy and talent. Contracts subject to cancellation by advertisers only by a written notice two weeks in advance, accompanied by certified check for short rate to the data of last program.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral cut recordings, instantaneous (continuous) recording equipment consists of dusl recording turntables, both 33-1/3 and 78 r.p.m. for lateral cut tables, bo

Station Director-Elizabeth Alford. Manager-Glenn V. Wilson.

#### Representatives

Taylor-Howe-Snowden Radio Sales.

KTBS (Established 1928)



Rates effective October 1, 1944. Rates effective October 1, 1944.

Owned and operated by Radio Station KTBS.

Business Office—P. O. Box 1146, Shreveport 90, La.
telephone 3-3673.

Studio—Commercial Bidg., Shreveport, La.
Transmitter—Harts Island Road. Shreveport, La.

#### Wave-Power-Time

/ave—Power—11me
Operating power—1,000 watts.
202.7 meters; 1480 kilocycles.
Licensed to operate full time on cleared regional
channel. Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

#### Agency Commission

15% to recogrized advertising agencies on net charges for station time; no cash discount. Bills due and payable when rendered.

#### General Advertising

eneral Advertising

For combination rates see National Broadcasting Company (Southwestern Greup).

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor within the same time bracket, may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled conditionally at the station's eption, on 28 days' notice.

Kates are for national advertising and include conyright fees.

| right fees.             |                               |  |  |  |  |  |  |  |
|-------------------------|-------------------------------|--|--|--|--|--|--|--|
| (6:00 p.m.              | to 10:30 p.m.)                |  |  |  |  |  |  |  |
| 1                       | 1/2 1/4 5                     |  |  |  |  |  |  |  |
| hr.                     | hr. hr. min. (-) (†)          |  |  |  |  |  |  |  |
| 1 to 51 times 150.00    | 90.00 55.00 35.00 18.00 15.00 |  |  |  |  |  |  |  |
| 52 to 129 times 142.50  | 85.50 52.25 33.25 17 10 14.25 |  |  |  |  |  |  |  |
| 130 to 259 times 135.00 | 81,00 49.50 31.50 16 20 13.50 |  |  |  |  |  |  |  |
| 250 to 311 times 127.50 | 76.50 46.75 29.75 15.30 12.75 |  |  |  |  |  |  |  |
| 312 to 467 times 123,75 | 74.25 45.38 28.88 14.85 12.38 |  |  |  |  |  |  |  |
| 468 to 623 times 120.00 | 72.00 44.00 28.00 14 40 12.00 |  |  |  |  |  |  |  |
| 624 or more ti. 112.50  | 67.50 41.25 26.25 13.50 11.25 |  |  |  |  |  |  |  |
|                         | p.m. and 10:30 p.m. to        |  |  |  |  |  |  |  |
| 11:00 p.m.)             |                               |  |  |  |  |  |  |  |
| 1 to 51 times 75.00     | 45.00 27.50 17.50 9.00 7.50   |  |  |  |  |  |  |  |

| (8:00 a.m. to   | 6:00 p.m. and 10:30 p.m. to<br>11:00 p.m.)           |
|---|--|
| 1 to 51 times<br>52 to 129 times<br>130 to 259 times<br>260 to 311 times<br>312 to 467 times<br>468 to 623 times<br>624 or more 11. | $\begin{array}{cccccccccccccccccccccccccccccccccccc$ |

(11:00 p.m. to 8:00 a.m.)

1 1/2 1/4 5
hr. hr. hr. min. (\*) (†)
1 to 51 times 50.00 30.00 18.35 11.65 6.00 5.00
52 to 129 times 47.50 28.50 17.43 11.07 5.70 4.75
130 to 259 times 47.50 28.50 17.43 11.07 5.70 4.75
130 to 259 times 45.00 47.00 16.51 10.48 5.40 4.50
260 to 311 times 42.50 25.50 15.60 9.90 5.10 4.25
312 to 467 times 41.25 44.75 15.14 9.61 4.95 4.12
624 or more tl. 37.50 22.50 13.76 8.74 4.50 3.75
(\*) 100 words or 1 m.nite electrical transcription.
(†) 50 words or less.

(†) 50 words or less.

SPECIAL FEATURES
Time signals, weather and temperature reports—
regular rates apply.

TALENT
Taient cost extra—rates on request.

RECORDED PROGRAMS
Not restricted as to lours. Regular rates apply:
Library available at extra charge—rates on request.

POLITICAL Regular rates apply; cash in advance.

REMOTE CONTROL
Additional special charges made for programs originating outside of station studios.

nating outside of station studies.

Contract and Other Requirements
Contracts and copy subject to the station owner's approval and government regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

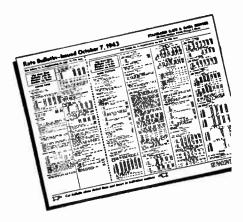
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables. Personnel
General Manager—John C. McCormack.
Assistant Manager—B. G. Robertson.
Commercial Manager—Lealie H. Peard, Jr.

Representatives Edward Petry & Company, Inc.



# The EASY Way to Use SRDS Rate Bulletins

s often as the importance or volume of changes affecting Standard Rate & Data listings occur, each subscriber to the Service receives one of these Rate Bulletins.

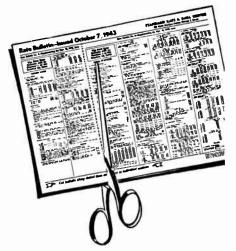


# Simple 3-step way to utilize this new information is to-

1. Pencil the number of the bulletin on each listing affected, like this colored pencil recommended.



2. Cut the bulletin apart, if it includes changes in more than one section of the Service.



**3.** Clip the bulletin to the section with which it belongs.



#### LOUISIANA—Continued

#### SHREVEPORT—Continued

KWKH (Established 1925)



Rates effective March 1, 1945.
Rates received January 29, 1945.
Owned and operated by the International Broadcasting Corporation (The Shreveport Times).
Business Office—P. O. Box 1387, Shreveport 92, La.. telephone 2-8711.
Studio—Commercial Bidg.. Shreveport, La.
Transmitter—18 miles from Shreveport, La.

#### Wave—Power—Time

Operating power—50,000 watts.
265.5 meters; 1130 kilocycles.
Licensed to operate on cleared national channel. Operaties on Central War Time.
Operating schedule: 5:00 a.m. to 1:05 a.m.

#### Agency Commission

15% on station time only; no cash discount. Commission does not apply on talent. Bills due on 10th of month following service.

#### General Advertising

For combination rates see Columbia Broadcasting System (Southwestern Group).

The following rates are for national advertising.

CLASS "A"

| (6:00 p.<br>6:00 |          |         |        | week d<br>Sunda |       | đ     |
|------------------|----------|---------|--------|-----------------|-------|-------|
|                  | 1        | 52      | 150    | 260             | 312   | 600   |
|                  | ti.      | ti.     | ti.    | ti.             | ti.   | ti.   |
| 1 hour           |          |         |        |                 |       |       |
| 1/2 hour         |          |         |        |                 |       |       |
| 1/4 hour         | 110,00   | 104.50  | 99.00  | 93.50           | 88,00 | 82.50 |
| 5 minutes        | 55.00    | 52.25   | 49,50  | 46.75           | 44.00 | 41.25 |
| 1 minute ele     | ectrical | transcr | iption | Or              |       |       |
| 100 words        | 33,00    | 31,35   | 29.70  | 28.05           | 26,40 | 24.75 |
| 1/2 minute       |          |         |        |                 |       |       |
| 50 words         | 25,00    | 23.75   | 22,50  | 21,25           | 20.00 | 18.75 |
|                  |          | OT 400  |        |                 |       |       |

# (Before 6:00 p.m. and after 10:30 p.m. week days and before 12:00 noon and after 11:00 p.m. Sundays)

|      |          |          | p,, 63  | dried's b |          |        |         |
|------|----------|----------|---------|-----------|----------|--------|---------|
| 1    | hour     | 137,50   | 130.63  | 123,75    | 116.88   | 110.00 | 103.13  |
|      | hour     |          |         |           |          |        | 61.88   |
|      | hour,    |          |         |           |          |        |         |
| 5    | minute   | 8 27,50  | 26.13   | 24.75     | 23.38    | 22.00  | 20.63   |
| 1 m  | inute el | ectrical | transci | iption    | or       |        |         |
| 10   | 0 word   | 16.50    | 15.68   | 14,85     | 14,03    | 13.20  | 12.38   |
| 1/2  | minute   | electric | al tran | scriptio  | n or     |        |         |
| 50   | words (  | 12.50    | 11.88   | 11.25     | 10.63    | 10,00  | 9,38    |
| LAT  | E EVE    | NING     | AND I   | EARLY     | MORN     | NING I | RATES   |
| A 2  | 0% dis   | count h  | as beer | ı deduc   | ted from | m the  | regular |
| day  | rates f  | or peri  | ods of  | five m    | inutes   | or mor | e Dur-  |
| chas | ed as    | many a   | s five  | times     | a week   | for th | ne fol- |
|      |          |          |         |           |          |        |         |

|     |         | (10:30  | p.m. t   | o 8:30  | a.m.) |       |       |
|-----|---------|---------|----------|---------|-------|-------|-------|
|     |         | 1       | 52       | 150     | 260   | 312   | 600   |
|     |         | ti.     | ti.      | ti.     | ti.   | t1.   | ti.   |
| 1   | hour    | 110.00  | 104.50   | 99.00   | 93.50 | 88.00 | 82.50 |
| 1/2 | hour    | 66,00   | 62,70    | 59,40   | 56,10 | 52.80 | 49.50 |
| 1/4 | hour    | 44.00   | 41.80    | 39.60   | 37.40 | 35.20 | 33.00 |
| 5   | minutes | 22.00   | 20.90    | 19.80   | 18.70 | 17.60 | 16.50 |
|     | (12:    | 00 nooi | 1 to 6:0 | 00 p.m. | Sunda | ys)   |       |

1 hour... 200.00 190.00 180.00 170.00 160.00 150.00 1/2 hour... 120.00 114.00 108.00 102.00 98.00 90.00 1/4 hour... 80.00 76.00 72.00 88.00 46.00 60.00 5 minutes 40.00 38.00 36.00 34.00 32.00 30.00 1 minute electrical transcription or 100 words 25.00 23.75 22.50 21.25 20.00 18.75 1/2 minute electrical transcription or 50 words 18.75 17.81 16.88 15.94 15.00 14.06 TALKS, BTC.

Publicity and political talks accepted only where subject is of public interest and service in the opinion of station directors.

#### TALENT

RECORDED PROGRAMS

Advertisers using electrical transcriptions assume full responsibility for the broadcasting of restricted numbers.

#### BEMOTE CONTROL

Additional special charges made for programs origi-nating outside of station studios. Contract and Other Requirements

ontract and Other Requirements
Rates are guaranteed only during original contract
for specific number of programs on regular schedule. Contracts cannot run more than one year from
date of first broadcast. Medical accounts accepted
only on approval of station management.
Time charge includes services of program department
in securing talent and arranging programs.
The station reserves the right to refuse or to discontinue any advertising for reasons sufficient to itself. All programs subject to approval of station
management which reserves the right to make any
changes necessary to meet the station's policies or
government regulations.
Contracts subject to cancellation by advertisers only
by a written notice two weeks in advance, accompanied by a certified check for short rate to the
date of last program.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turntables.

Manager—Fred Ohl.
Commercial Manager—J. A. Oswald.
Promotion Manager—James T. Briggs.

#### Representatives

The Branham Company,

#### **MAINE**

#### AUGUSTA

(Kennebeo County)

WRDO
(Established 1982)



Rate card dated December 11, 1938.

Owned by WKDO, Inc.

Business Office and Studio—175 Water St., Augusta,
Me. telephone 2255.

Transmitter—Chelses, Me.

Transmitter—Chelses, Me.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time on local channel.
Operates on Eastern War Time.
Operating schedule: 7:00 a.m. to 12:00 midnight.

Operating schedule: 7:00 a.m. to 12:00 midnight. Agency Commission 15% to recognized advertising agencies on net charges for station time. Bills due and payable on date of broadcast. Talent billed at net cost. Program cost is non-commissionable. General Advertising For combination rates see National Broadcasting Company (Basic Supplementary), Yankee Network and New England Regional Network (Supplementary Stations).

| (6:00 p.m. to 11:00 p.m.)                 |    |
|---|----|
| 1 hour                                    | nn |
| 3/4 hour                                  |    |
| 1/2 hour                                  |    |
|   |    |
|   | vv |
| (12:00 noon to 6:00 p.m. Sundays)         |    |
| 1 hour                                    | 00 |
| 3/4 hour                                  | 00 |
| 1/2 hour                                  | 00 |
| 1/4 hour                                  |    |
| (6:00 a.m. to 6:00 p.m. and 11:00 p.m. to | •• |
| 12:00 midnight week days and 6:00 a.m. to |    |
|   |    |
|   |    |
| Sundays)                                  |    |
| 1 hour                                    | 00 |
| 3/4 hour 24.0                             | 00 |
| 1/2 hour                                  | 00 |
| 1/4 hour                                  |    |
| *10 minutes 9.0                           |    |

\*5 minute (12:00 midnight to 6:00 s.m.) 1 hour... 3/4 hour... 1/2 hour... 1/4 hour... hour.

ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m.)

1 minute (100 words) 5.00 1 minute (100 words)
1 minute (100 words)
DISCOUNTS 9.50 I minute Contract:

For time under contract:
Less than 10 times
10 to 24 times
25 to 49 times
100 or more times.

TALENT

TALENT

Excellent local orchestras, vocalists and programs of all types available—rates on request.

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of engineers, maintenance men, operators and artists, to be paid by advertiser in advance.

SERVICE FACILITIES

Services of program department and announcers in arranging and presenting programs are included without extra charges.

Pre-announcements will be made gratis of programs running 13 weeks or longer. Program summaries are broadcast twice daily. Telephone calls in local exchange limits will be made on request. Letters to trade at cost. Personal assistance to manufacturers' salesmen.

Ontreet and Other Requirements
Advertising of distilled alcoholic beverages not accepted.

Rates are for the facilities of the station only

cepted.

Rates are for the facilities of the station only.

Preferred position is governed by priority and availability on contract basis. All convects are subject to station owner's approval and governmental regula-

to station owners - tions.

Closing Time Ciceling date two weeks in advance of service if program is to be included in publicity release.

Mechanical Program Equipment Equipment Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m double turntables for lateral and vertical out recordings.

Personnel

Manager—Quenton Crandall.

Weed & Company.
New England—Bertha Bannan.

#### **BANGOR**

#### (Penobacot County) WABI

#### (Established 1922)

Rates received September 12, 1938.
Owned by the Community Broadcasting Company, Inc.
Business Office and Studio—57 State St., Bangor,

Mustness Unite and Section 1. Me.

Transmitter—Brewer, Me.

Wave—Power—Time
Operating power—1,000 watts.
329.7 meters; 910 kilocycles.
Liconsed to operate full time. Operates on Eastern
War Time.
Agency Commission
15% on station time only; cash discount —. Bills
due on the 10th of month following service.

General Advertising
For combination rates see Columbia Broadcasting
System (Basic Supplementary Group).
The following rates are for national advertising.

(6:00 p.m. to 11:00 p.m.)

90.00

| 1/4   | hour                        | 30.00 |
|-------|-----------------------------|-------|
| 5     | minutes                     | 15.00 |
| 125   | words or less               | 5.00  |
|       | (All other time)            |       |
| 1     | hour                        | 50.00 |
| 1/2   | hour                        | 30.00 |
| 1/4   | hour                        | 20.00 |
| 10    | minutes                     | 15.00 |
| - 5   | minutes                     | 10.00 |
| ĭ     | minute                      | 4.00  |
|       |                             | 1.00  |
|       | DISCOUNTS                   |       |
| This. | sounds for Atms and to some |       |

DISCOUNTS
Discounts for time under contract:
Less than 10 times.
10 to 24 times.
25 to 49 times.
100 or more times. 

SPECIAL FEATURES
Cooperative programs, broadcest week days, such as bferchants kevue at 1:30 p.m. and 6:30 p.m., and For the Ladies at 10:30 a.m., per month 50:00.
Weather Report and 50 word announcement daily for one month (31 days) 50:00.

RECORDED PROGRAMS
No charge other than station time.

TALENT Supplied at actual cost.

Contract and Other Requirements
Contracts subject to cancellation by advertisers only
on two weeks' written notice in advance.
The station reserves the right to refuse or to discontinue any advertising. All programs subject to
approval of the station.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel President—F. B. Simpson.

Representatives
Spot Sales, Inc.
Boston—Robert C. Foster.

#### WLBZ

(Established 1926)

Rates effective September 26, 1943. (Card No. 10.)

Owned and operated by the Maine Broadcasting Company, Inc. Business Office and Studio-100 Main St., Bangor, Me., telephone 6023, Transmitter—Bangor, Me.

Aranamuter—manger, Me.

Aprecample of the Aranamuter of the Aranam

Agency Commission
15% to recognized advertising agencies; no cash dis-count. Charges for facilities payable immediately after each broadcast.

General Advertising
For combination rates see National Broadcasting
Company (Basic Supplementary), Yankee Network
and New England Regional Network (Basic Stations),
The following rates apply to national advertising.

11:00 p.m. week days and Sundays)
10 ti. 25 ti. 50 ti. 10
188.00 128.00 119.00 1
79.80 75.60 71.40
58.20 50.40 47.60 (6:00 p.m. to 11:00 1 tl. nour 140.00 nour 84.00 nour 56.00 100 ti. 112.00 67.20 44.80 (12:00 noon to 6:00 p.m. Sundays) our 105:00 99:75 94:50 89:25 our 63:00 59:85 56:70 58:55 our 42:00 89:90 87:80 85:70 1 hour 1/2 hour 1/4 hour

(6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight week days and 6:00 a.m. to 12:00 noon and 11:00 p.m. to 12:00 midnight Sundays)

63.00 37.80 25.20 1 hour 1/2 hour 1/4 hour 70,00 42,00 28,60 66.50 89.90 26.60 59.50 35.70 23.80 10 6:00 a.m. week days and Sundays)
47.50 45.00 42.50 28.50 27.00 25.50 19.00 18.00 17.00 (12:00 midnight 50.00 30.00 20.00 1 hour 1/2 hour 1/4 hour

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.

100 words or less.... 15.00 14.25 18.50 12,75 12.00 (All other time) 100 words or less... 7.50 7.12 6.75 6,00

#### SPECIAL FEATURES

Maine Radio News Service: 12:20 p.m. and 6:50 p.m. week days and 6:20 p.m. Sundays.

Happy Kitchen: 8:30 a.m. to 9:00 a.m., Monday through Friday, Club and social notes, recipea, styles and household hints with music.

Today, Information Period: 6:45 a.m. daily except Sunday. Weather, time, popular tunes, farm market prices, today in history.

Yankee Network News Service:
100 word announcement preceding and following: 8:00 a.m. week days; 1:00 p.m. daily; 6:00 p.m. week days.

Rates on request.

#### SERVICE FACILITIES

Pre-announcements will be made gratis for programs running 13 weeks or longer, Program summaries are broadcast twice daily. Telephone calls in local exchange limits will be made on request. Letters to trade at cost.

#### Contract and Other Requirements

Advertising of distilled alcoholic beverages not ac-

cepted.

No contract is written for more than one year.

Rates are for the facilities of the station only.

Preferred position is governed by priority and swallsbility on contract basis. All contracts are subject
to station owner's approval and governmental regula-

#### Closing Time

Closing date two weeks in advance of service if program is to be included in publicity releases.

#### Mechanical Program Equisment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

#### Parsonnal

Assistant General Manager-Edward Guernsey.

Representatives

Weed & Company.

#### **LEWISTON**

(Androscoggin County)

WCOU

(Established 1988)



Rates effective March 1, 1940. (Card No. 4.) Owned and operated by Twin City Broadcasting Com-

Business Office and Studios—223 Lisbon St., Lewiston Me., telephone 3140.

Transmitter-East Ave., Lewiston, Me.

Wave-Power-Time

Operating power—250 watts. 241.9 meters; 1240 kilocycles. Operates on Eastern War Time.

Agency Commission

15% is allowed to recognized advertising agencies on net station time.

#### General Advertising

for combination rates see Mutual Broadcasting Sys-tem and Yankee Network. Rates include music copyright fees.

(After 6:00 p.m. week days and after 1:00 p.m. Sundays)

(All other time) 40.00 88.00 36.00 34.00 24.00 22.80 21.60 20.40 16.00 15.20 14.40 13.60 8.00 7.60 7.20 6.80

5 minutes 8.00 7.50 7.20 6.80 8.40 6.00

ANNOUNCEMENTS
1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 250 ti. 100 words or one minute trunseription... 6.00 5.70 6.40 5.10 4.80 4.50 30 word (station break)... 8.00 2.85 2.70 2.55 2.40 2.25

#### SPECIAL FEATURES

SPECIAL FEATURES

Musical Clock Participation: 6:00 a.m. to 7:00 a.m. in French; 7:00 a.m. to 8:00 a.m. in English; daily except Sunday. Rates and details on request. News Broadcasts: 100 words or one minute transcribed announcements piaced before or after Yankee Network News Broadcasts at 8:00 a.m., 1:00 p.m., 6:00 p.m. or 11:00 p.m., at regular rates. Time Signals: 30 words commercial and signal at 30 word rate—when available. Rates on request. Radio Headlines: Short newsflash with 30 words commercial between programs (run of schedule) when available. Rates on request.

REMOTE CONTROL

Telephone line charges and installation within city limits of Lewiston and Auburn at actual cost. Additional charge will be added to above rates for traveling expense outside city limits. Station time in addition to remote control and engineering charges.

#### Contract and Other Requirements

ontract and Other Requirements
No contract accepted for longer than one year.
Preferred position governed by priority and availability on contract basis. All talks, programs, political speeches, contests, corkinuities for announcements must be submitted in advance for review by station management. The management reserves the right to reject any material without giving reason therefor.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 35-1/3 and 78 r.p.m. turntables.

#### Personnal

Manager-Oscar J. Normand.

#### Representatives

Forjoe & Company.

#### MAINE—Continued

#### PORTLAND

(Cumberland County) WCSH (Established 1925)

Rates effective January 1, 1942. (Card No. 8.)

Rates effective January 1, 1942. (Card No. 8.)
Owned and operated by Congress Square Hotel Co.
Business Office and Studio—579 Congress St., Portland 3, Me., telephone 8-9667.
Transmitter—Scarboro. Me.
Wave—Power—Time
Operating power—5,000 watts.
309.3 meters; 970 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:10 a.m. to 12:00 midnight.

Agency Commission

15% to recognized agencies on net charges for station time; cash discount none. No commissions on
program charges, Bills due and payable when presented.

Seneral Advertising

For combination rates see National Broadcasting
Company (Basic Network), Yankee Network and New
England Regional Network (Basic Stationa).

The following rates apply to national advertising and
include music copyright fees.

| incinde mu   | sio cob   | ALIEDE I   | cos.  |   |   |  |
|--|---|--|---|---|---|--|
|  |   | CLASS  | <b>A</b> ,,   |   |   |  |
|  | (6:00   | D.M. to  | 11:00   | D.M.)   |   |  |
|  | 1   | 1/2  | 1/4   | 8   |   |  |
|  | hr.   | hr.  | hr.   | min.  | (*)   | (1)  |
| 1 time   | 160.00  | 96.00  | 64.00   | 82.00   |   | 16.00  |
| 18 times   |   |  |   |   | 19.00   | 15.20  |
| 26 times   |   | 86.40  |   |   |   |  |
| 52 times   |   | 81.60  | 54.40   |   | 17.00   |  |
| 104 or more  |   |  |   |   |   |  |
| times  |   | 76.80  | 51.20   | 25.60   | 16.00   | 12.80  |
|  |   | CLASS  | "B"   |   |   |  |
| /10.   | 00 nooi   |  |   | O   |   |  |
|  |   |  | 00 p.m.<br>48.00  |   | lays)   | 10.00  |
| 1 time   |   |  |   | 24.60<br>22.80  |   |  |
|  |   |  |   |   |   |  |
|  |   | 64.80  |   |   |   |  |
| 52 times   |   | 61.20  | 40.80   | 20.40   | 12.75   | 10.20  |
| 104 or more  |   | E 77 . 00  | 80 40   | 10.00   |   |  |
| times  | 96.00   |  | 88.40   | 19.20   | 12.00   | 9.60   |
|  |   | CLASS  |   |   |   |  |
| (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m.   |   |  |   |   |   |  |
|  |   |  |   |   |   |  |
| to 12:00   | aoon (  | Sundayı  | and   | 11:00   |   |  |
| to 12:00   | aoon (  | Sundayı<br>0 midni   | and<br>ght da   | 11:00<br>11y)   |   |  |
| to 12:00   | noon<br>12:0<br>80.00   | Sundayı<br>0 midni<br>48.00  | and<br>ght da<br>32.00  | 11:00<br>11y)<br>16.00  | p.m. t  | 8.00   |
| to 12:00   | noon<br>12:0<br>80.00<br>76.00  | Sundays<br>0 midni<br>48.00<br>45.60   | and<br>ght da<br>32.00<br>80.40   | 11:00<br>11y)<br>16:00<br>15:20   | p.m. t  | D  |
| to 12:00   | noon<br>12:0<br>80.00<br>76.00  | Sundayı<br>0 midni<br>48.00  | and<br>ght da<br>32.00<br>80.40   | 11:00<br>11y)<br>16:00<br>15:20   | p.m. t  | 8.00   |
| to 12:00   | 76.00<br>72.00<br>76.00<br>72.00  | Sundays<br>0 midni<br>48.00<br>45.60   | and<br>ght da<br>32.00<br>80.40<br>28.80  | 11:00<br>11y)<br>16.00<br>15.20<br>14.40  | p.m. t<br>10.00<br>9.50   | 8.00<br>7.60   |
| 1 time<br>13 times<br>26 times<br>52 times<br>104 or more  | 72.00<br>72.00<br>76.00<br>72.00<br>68.00   | Sunday<br>0 midni<br>48.00<br>45.60<br>43.20<br>40.80  | and<br>ght da<br>32.00<br>80.40<br>28.80<br>27.20   | 11:00<br>11y)<br>16:00<br>15:20<br>14:40<br>18:60   | p.m. t<br>10.00<br>9.50<br>9.00   | 8.00<br>7.60<br>7.20   |
| 1 time<br>13 times<br>26 times<br>52 times   | 72.00<br>76.00<br>72.00<br>78.00  | Sunday<br>0 midni<br>48.00<br>45.60<br>43.20<br>40.80  | and<br>ght da<br>32.00<br>80.40<br>28.80<br>27.20   | 11:00<br>11y)<br>16.00<br>15.20<br>14.40  | p.m. t<br>10.00<br>9.50<br>9.00   | 8.00<br>7.60<br>7.20   |
| 1 time<br>13 times<br>26 times<br>52 times<br>104 or more<br>times   | 72.00<br>64.00  | Sundays<br>0 midni<br>48.00<br>45.60<br>43.20<br>40.80<br>88.40<br>CLASS   | and<br>ght da<br>32.00<br>80.40<br>28.80<br>27.20<br>25.60  | 11:00<br>ily)<br>16.00<br>15.20<br>14.40<br>18.60   | p.m. t<br>10.00<br>9.50<br>9.00<br>8.50<br>8.00   | 8.00<br>7.60<br>7.20<br>6.80   |
| to 12:00  1 time 13 times 26 times 52 times 104 or more times  | 0 noon<br>12:0<br>80:00<br>76:00<br>72:00<br>68:00<br>64:00   | Sundays<br>0 midni<br>48.00<br>45.60<br>43.20<br>40.80<br>88.40<br>CLASS<br>aidnight   | and<br>ght da<br>32.00<br>80.40<br>28.80<br>27.20<br>25.60<br>"D"<br>to 8:                              | 11:00<br>11y)<br>16:00<br>15:20<br>14:40<br>18:60<br>12:80  | p.m. t<br>10.00<br>9.50<br>9.00<br>8.50<br>8.00   | 8.00<br>7.60<br>7.20<br>6.80<br>6.40                                 |
| to 12:06  1 time 13 times 26 times 52 times 104 or more times (1   | 0 noon<br>12:0<br>80.00<br>76.00<br>72.00<br>68.00<br>64.00   | Sundays<br>0 midni<br>48.00<br>45.60<br>43.20<br>40.80<br>88.40<br>CLASS<br>aidnight<br>86.00  | and<br>ght da<br>32.00<br>80.40<br>28.80<br>27.20<br>25.60<br>"D"<br>to 8:                              | 11:00<br>11y)<br>16:00<br>15:20<br>14:40<br>18:60<br>12:80<br>00 a.m  | p.m. t<br>10.00<br>9.50<br>9.00<br>8.50<br>8.00   | 8.00<br>7.60<br>7.20<br>6.80<br>6.40                                 |
| to 12:00  1 time 13 times 26 times 52 times 104 or more times  | 0 noon<br>12:0<br>80.00<br>78.00<br>72.00<br>68.00<br>64.00<br>12:00 n<br>60.00<br>57.00  | Sundays<br>0 midni<br>48.00<br>45.50<br>43.20<br>40.80<br>88.40<br>CLASS<br>aidnight<br>86.00<br>84.20   | and<br>ght da<br>32.00<br>80.40<br>28.80<br>27.20<br>25.60<br>"D"<br>to 8:<br>24.00<br>22.80            | 11:00<br>11y)<br>16.00<br>15.20<br>14.40<br>18.60<br>12.80<br>00 a.m<br>12.00<br>11.40                                    | p.m. t<br>10.00<br>9.50<br>9.00<br>8.50<br>8.00   | 8.00<br>7.60<br>7.20<br>6.80<br>6.40                                 |
| to 12:06  1 time 13 times 26 times 52 times 104 or more times (1   | 0 noon<br>12:0<br>80.00<br>76.00<br>72.00<br>68.00<br>64.00<br>12:00 n<br>60.00<br>57.00  | Sundays<br>0 midni<br>48.00<br>45.60<br>43.20<br>40.80<br>88.40<br>CLASS<br>aidnight<br>86.00  | and<br>ght da<br>32.00<br>80.40<br>28.80<br>27.20<br>25.60<br>"D"<br>to 8:                              | 11:00<br>11y)<br>16.00<br>15.20<br>14.40<br>18.60<br>12.80<br>00 a.m<br>12.00<br>11.40                                    | p.m. t<br>10.00<br>9.50<br>9.00<br>8.50<br>8.00   | 8.00<br>7.60<br>7.20<br>6.80<br>6.40                                 |
| to 12:06  1 time 13 times 26 times 52 times 104 or more times (1) 1 time 13 times  | 0 noon<br>12:0<br>80.00<br>76.00<br>72.00<br>68.00<br>64.00<br>12:00 n<br>60.00<br>57.00  | Sundays<br>0 midni<br>48.00<br>43.20<br>40.80<br>88.40<br>CLASS<br>aidnight<br>86.00<br>84.20<br>82.40   | and<br>ght da<br>32.00<br>80.40<br>28.80<br>27.20<br>25.60<br>"D"<br>to 8:<br>24.00<br>22.80            | 11:00<br>11y)<br>16.00<br>15.20<br>14.40<br>18.60<br>12.80<br>00 a.m<br>12.00<br>11.40                                    | p.m. t<br>10.00<br>9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.12                                   | 8.00<br>7.60<br>7.20<br>6.80<br>6.40<br>6.00<br>5.70                 |
| to 12:06  1 time 13 times 26 times 52 times 104 or more times (7) 1 time 13 times 26 times   | 0 noon<br>12:0<br>80.00<br>76.00<br>72.00<br>68.00<br>64.00<br>12:00 n<br>60.00<br>57.00<br>54.00   | Sundays<br>0 midni<br>48.00<br>43.20<br>40.80<br>88.40<br>CLASS<br>aidnight<br>86.00<br>84.20<br>82.40   | and<br>ght da<br>32.00<br>80.40<br>28.80<br>27.20<br>25.60<br>''D''<br>to 8:<br>24.00<br>22.80<br>21.60 | 11:00<br>11y)<br>16.00<br>15.20<br>14.40<br>18.60<br>12.80<br>00 a.m<br>12.00<br>11.40<br>10.80                           | p.m. t<br>10.00<br>9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.12<br>6.75                           | 8.00<br>7.60<br>7.20<br>6.80<br>6.40<br>6.70<br>5.70                 |
| to 12:06  1 time 13 times 26 times 52 times 104 or more times (1 time 13 times 26 times 52 times   | 0 noon<br>12:0<br>80.00<br>78.00<br>72.00<br>68.00<br>64.00<br>12:00 n<br>60.00<br>57.00<br>51.00   | Sundays<br>0 midni<br>48.00<br>43.20<br>40.80<br>88.40<br>CLASS<br>aidnight<br>86.00<br>84.20<br>82.40   | and ght da 32.00 80.40 28.80 27.20 25.60 "D" to 8: 34.00 22.80 20.40                                    | 11:00<br>11y)<br>16.00<br>15.20<br>14.40<br>18.60<br>12.80<br>00 a.m<br>12.00<br>11.40<br>10.80                           | p.m. t<br>10.00<br>9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.12<br>6.75                           | 8.00<br>7.60<br>7.20<br>6.80<br>6.40<br>6.70<br>5.70                 |
| to 12:06  1 time 13 times 26 times 52 times 104 or more times (1 1 time 13 times 26 times 26 times 104 or more                                 | 0 noon<br>12:0<br>80:00<br>76:00<br>72:00<br>68:00<br>64:00<br>12:00 n<br>60:00<br>57:00<br>54:00   | Sundays<br>0 midni<br>48.00<br>45.60<br>43.20<br>40.80<br>38.40<br>CLASS<br>aidnight<br>86.00<br>84.20<br>82.40<br>80.60                                 | and<br>ght da<br>32.00<br>28.80<br>27.20<br>25.60<br>"D"<br>to 8:<br>34.00<br>22.80<br>20.40            | 11:00<br>1ly)<br>16:00<br>15:20<br>14:40<br>18:60<br>12:80<br>00 a.m<br>12:00<br>11:40<br>10:80<br>10:20<br>9:60          | P.m. t<br>10.00<br>9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.12<br>6.75<br>6.87<br>6.00           | 8.00<br>7.60<br>7.20<br>6.80<br>6.40<br>6.70<br>5.70<br>5.40<br>5.10 |
| to 12:00  1 time 13 times 26 times 52 times 104 or more times 26 times 27 times 28 times 29 times (*) Anno before an                           | 0 noon<br>12:0<br>80.00<br>76.00<br>72.00<br>68.00<br>64.00<br>12:00 n<br>57.00<br>51.00<br>51.00<br>unceme                               | Sunday: 0 midni 48.00 45.60 43.20 40.80 88.40 CLASS aidnight 86.00 84.20 82.40 80.60 28.80 nts adjace after new  | and ght da 32.00 as 32.00 as 32.00 as 30.40 28.80 27.20 to 8: 24.00 22.80 21.60 20.40 19.20 cent to 51. | 11:00<br>1ly)<br>16.00<br>15.20<br>14.40<br>18.60<br>12.80<br>00 a.m<br>12.00<br>11.40<br>10.80<br>10.20<br>9.60<br>news, | p.m. t<br>10.00<br>9.00<br>9.00<br>8.50<br>8.00<br>7.50<br>7.12<br>6.75<br>6.87<br>6.00<br>maximu | 8.00<br>7.60<br>7.20<br>6.80<br>6.40<br>6.70<br>5.70<br>5.40<br>5.10 |
| to 12:00  1 time 13 times 26 times 52 times 104 or more times 13 times 26 times 14 times 26 times 194 or more times (*) Anno before an (†) One | 0 noon<br>12:0<br>80.00<br>76.00<br>72.00<br>68.00<br>64.00<br>12:00 n<br>60.00<br>57.00<br>54.00<br>51.00<br>48.00<br>uncema<br>d minute | Sundays<br>0 midni<br>48.00<br>45.80<br>43.20<br>40.80<br>CLASS<br>sidnight<br>86.00<br>84.20<br>22.40<br>80.60<br>28.80<br>nts adjaster new<br>transcri | and ght da 32.00 80.40 28.80 27.20 25.60 "D" to 8: 24.00 20.40 19.20 cent to ption                      | 11:00<br>11y)<br>16:00<br>15:20<br>14:40<br>18:60<br>12:80<br>00 a.m<br>12:00<br>11:40<br>10:80<br>10:20<br>9:60<br>news, | P.m. t<br>10.00<br>9.50<br>9.00<br>8.50<br>8.00<br>7.12<br>6.75<br>6.87<br>6.00<br>maximu         | 8.00<br>7.60<br>7.20<br>6.80<br>6.40<br>6.70<br>5.70<br>5.40<br>5.10 |
| to 12:00  1 time 13 times 26 times 52 times 104 or more times 13 times 26 times 14 times 26 times 194 or more times (*) Anno before an (†) One | 0 noon<br>12:0<br>80.00<br>76.00<br>72.00<br>68.00<br>64.00<br>12:00 n<br>60.00<br>57.00<br>54.00<br>51.00<br>48.00<br>uncema<br>d minute | Sunday: 0 midni 48.00 45.60 43.20 40.80 88.40 CLASS aidnight 86.00 84.20 82.40 80.60 28.80 nts adjace after new  | and ght da 32.00 80.40 28.80 27.20 25.60 "D" to 8: 24.00 20.40 19.20 cent to ption                      | 11:00<br>11y)<br>16:00<br>15:20<br>14:40<br>18:60<br>12:80<br>00 a.m<br>12:00<br>11:40<br>10:80<br>10:20<br>9:60<br>news, | P.m. t<br>10.00<br>9.50<br>9.00<br>8.50<br>8.00<br>7.12<br>6.75<br>6.87<br>6.00<br>maximu         | 8.00<br>7.60<br>7.20<br>6.80<br>6.40<br>6.70<br>5.70<br>5.40<br>5.10 |

Station break flashes (no quantity discount):

Monday through Friday.

RECORDED PROGRAMS
Regular time charges apply to recorded programa.

Not restricted to certain hours.

TALENT

Staff orchestra. All general types of musical soloists and groups available. Dramatic players with director. Director attached to tation staff. Talent costs quoted on request for individuals and groupings.

REMOTE CONTROL.

All wire and mechanical charges for remote control, all traveling expenses, selaries, etc., of engineers, maintenance men, operators and artists, to be paid by advertiser in advance.

SERVICE FACILITIES

Gratis service confined to pre-announcements or brief previews of program of quarter hour or longer, and telephone calls to dealers and/or distributors within local exchange limits.

local exchange limits.

Centrast and Other Requirements
Advartising of alcoholic bevarages, ether than beer and ales, not accepted.
All charges are for station time only. Program cost is extra. Services of station management and announcers at disposal of advartiser without additional charge for arrangement of programs, engaging talent, etc. No contract accepted for longer than one year. Contracts subject to approval of station management. The station management reserves the right to refuse or discontinue any program or series of programs for reasons satisfactory to itself.

Clesine Time

Clesing Time
Talent programs, talks and recorded programs close
two weeks in advance of broadcast.
Announcements close one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
Managing Director—William H. Rines.
Commercial Manager—Albert W. Smith.
Promotion Manager—Linwood T. Pitman.
Representatives
Weed & Company.
New England—Miss Bertha Bannan.

#### WGAN (Established 1988)



Bates effective January 1, 1943. (Card No. 6.)

Owned and operated by Portland Broadcasting System, Inc.

Business Office and Studio—Columbia Hotel, Portland 3, Me., telephone 2-7489.

Transmitter—Riverton, Portland, Me.

vave—Power—Time

Operating power—5,000 watts.
585.7 meters; 560 kilocycles.

Licensed to operate full time. Operates on Eastern War Time.

Operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Igency Commission

Agency Commission

15% to recognized agencies on net charges for station time; 2% cash discount—10 days. No commission on program, talent or production charges.

sion on program, taken to produce the form of program, for combination rates see Columbia Broadcasting System (Basio Supplementary Group). Discounts apply to stipulated number of programs broadcast within 12 months. The following rates are for national advertising.

| The following rates are for | DETIONS   | advertisi: | Dg.    |
|-----------------------------|-----------|------------|--------|
| CLASS '                     | 'A''      |            |        |
| (6:00 p.m. to 1             | 1:00 p.m. | . 3        |        |
| l br.                       | 1/2 hr.   | 1/4 hr.    | 5 min. |
| 1 time 150.00               | 90.00     | 60.00      | 80.00  |
| 18 times 142.50             | 85.50     | 57.00      | 28.50  |
| 26 times 135.00             | 81.00     | 54.00      | 27.00  |
| 52 times 127.50             | 76.50     | 51.00      | 25.50  |
| 100 times 120.00            | 72.00     | 48.00      | 24.00  |
| 200 times 112.50            | 67.50     | 45.00      | 22.50  |
| 260 times                   | 63.00     | 42.00      | 21.00  |
|                             | 'B''      | 12.00      | 21.00  |
|                             |           |            |        |
|                             | p.m., Ցևո |            |        |
| 1 time 100.00               | 80.00     | 40.00      | 20.00  |
| 13 times 95.00              | 57.00     | 38.00      | 19.00  |
| 26 times 90.00              | 54.00     | 36.00      | 18.00  |
| 52 times 85.00              | 51.00     | 34.00      | 17.00  |
| 100 times 80.00             | 48.00     | 82.00      | 16.00  |
| 200 times 75.00             | 45.00     | 30.00      | 15.00  |
| 260 times 70.00             | 42.00     | 28.00      | 14.00  |
|                             | ·C'       | 20.00      | 14.00  |
| (8:00 a.m. to 6:00 p.m.     |           |            | •-     |
|                             |           |            |        |
|                             | 1:00 p.m. | . to 6:    | 00     |
| p.m. Sund                   | 1276)     |            |        |

| 1   | time     | 75.00   | 45.00       | 30.00   | 15.00  |
|-----|----------|---------|-------------|---------|--------|
| 13  | times    | 71.25   | 42.75       | 28.50   | 14.25  |
| 26  | times    | 67.50   | 40.50       | 27.00   | 13.50  |
| 52  | times    | 63.75   | 88.25       | 25.50   | 12.75  |
| 100 | times    | 60.00   | 36.00       | 24.00   | 12.00  |
| 200 | times    | 56.25   | 83.75       | 22.50   | 11.2   |
| 260 | times    | 52.50   | 31.50       | 21.00   | 10.50  |
|     | WE       | CEKLY   | BATES       |         |        |
|     | (12:00 m | idnight | to 8:90 a.s | n.)     |        |
| Six |          |         | 18 weeks.   |         |        |
|     | = -      |         | 13 wks.     | 26 wks. | 52 wks |
| 1/4 | harr     |         | 100 00      | 0.00    | 00.00  |

1/4 hour..... 5 minutes.... 1 minute.... 

CLASS "C"

(12:00 midnight to 8:00 a.m.)

I minute or

6:00 5.70 5.40 5.10 4.80 4.50 4.20

SPECIAL FEATURES

Time Signals: Copy limit 25 words—35 word announcement rates apply.

POLITICAL

Copy must be submitted to station not less than 24 hours before broadcast. No frequency discount.

LECTURES AND EDUCATIONAL TALKS

Accepted by special arrangement.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT

All general types of musical soloists and groups available, also dramatic players with director. Talent costs quoted on request.

REMOTE CONTROL

All wire and mechanical charges for remote control, all extra expenses of engineers, operators and talent to be paid for by advertisers.

TRANSCRIPTIONS

Details on request.

SERVICE FACILITIES

Details on request.

TRANSCRIPTIONS

Details on request.

SERVICE FACILITIES

Services of continuity, program, production, merchandising and publicity departments are available.

Centract and Other Requirements

Advertising of beer and wine accepted.

All charges are for station time only. Program cost is extra. Services of station management and announcers at disposal of advertiser without additional charge for arrangement of program, engaging talent, etc. No contract accepted for longer period than one year. Contracts subject to approval of station management. The station management reserves the right to refuse or discontinue any program or series of programs for reasons satisfactory to itself.

#### Closing Time

Continuities for programs should be submitted two weeks in advance of broadcast.

Announcements close one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel
President—Guy P. Gannett.
Manager—Creighton E. Gatchell.
Commercial Manager—Arthur K. Atherton.

Representatives l'aul H. Raymer Company.

#### PRESQUE ISLE

(Arcostock County)

WAGM

Rates effective October 1, 1937, (Card No. 8.) Owned and operated by Aroostook Broadcasting Corp. Business Office and Studio—National Bank Bidg., Presque Isle, Me., telephone 821.
Transmitter—National Bank Bidg., Presque Isle, Me.

Wave-Power-Time

Operating power—100 watts, 206.9 meters; 1450 kilocycles, Licensed to operate specified time. Operates on East-ern War Time.

#### Agency Commission

15% allowed on broadcasting rates only to recognized advertising agencies; no cash discount on monthly bills. All bills payable when presented. Commission and cash discount apply on cost of station time only. Remote control service and talent billed at cost.

#### General Advertising

TALENT
Artist bureau maintained and talent furnished for advertisers—rates and details on request.

REMOTE CONTROL

Complete remote control facilities available anywhere in northern Maine. Consult management for requirements.

No charge for services of program and continuity departments.

#### Contract and Other Requirements

Advertising of mait beverages accepted.

Rates are for station time only; talent is extra.

No contracts accepted for more than one year.

No restrictions to frequency of broadcasting periods

Preferred position is governed by priority and availability on contract basis. All contracts subject to government regulations.

#### Closing Time

All programs close one week in advance of initial broadcast.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
General Manager—H. D. Glidden.

Representatives
Cox & Tanz.
New England—B. C. Foster.

#### **MARYLAND**

#### MARYLAND ALL-HOME NETWORK

Office-10 E. North Ave., Baltimore 2, Md. Rate card undated; received September 16, 1943.

Comprised of:
WFBE—Baltimore WJEJ—Hagerstown
WBOC—Salisbury

Wave-Power-Time See individual listings.

Agency Commission
15% on net time charges to recognized agencies;
no cash discount. Bills due and payable when rendered.

General Advertising
Rates include line charges.
CLASS p.m. week days and
6:00 p.m. to 10:30 p.m. Sundays)

|     |               | l hr.   | - 1/2 hr. | 1/4 hr. |
|-----|---------------|---------|-----------|---------|
| 1   | time          | 450.00  | 271.50    | 178.50  |
| 13  | times         | 427.50  | 257.92    | 169.58  |
| 26  | times         | 405.00  | 244.85    | 160.65  |
| 39  | times.        | 882.50  | 230.78    | 151.78  |
| 52  | times         | 860.00  | 217.30    | 142.80  |
| 104 | times         | 887.50  | 208.68    | 188.8R  |
| 156 | times         | \$15.00 | 190.05    | 124.05  |
| 208 | times         | 292.50  | 176.48    | 116.03  |
| 260 | times.        | 279.00  | 168.90    | 107.10  |
| 312 | or more times | 247.50  | 149.33    | 98.18   |

#### MARYLAND ALL-HOME NETWORK Continued

CLASS "B"
(6:00 p.m. to 7:00 p.m. week days and 10:20 p.m. to 11:00 p.m. daily)

|     | р.ш. ко 11.00 | р.ш. це:        | ,                 |                   |
|-----|---------------|-----------------|-------------------|-------------------|
| 1   | time          | 1 hr.<br>375.00 | 1/2 hr.<br>226.50 | 1/4 hr.<br>148.50 |
| 18  | times.        | 356.25          | 215.18            | 141.08            |
| 26  | times         | \$37.50         | 208.85            | 183.65            |
| 39  | times         | 818.75          | 192.58            | 126.23            |
| 52  | times         | 800.00          | 181.20            | 118.80            |
| 104 | times         | 281.25          | 169.88            | 111.88            |
| 156 | times         | 262.50          | 158.55            | 103.95            |
| 208 | times         | 243.75          | 147.23            | 96.58             |
| 260 | times         | 225.00          | 135.90            | 89.10             |
| 312 | or more times | 206.25          | 124.58            | 81.68             |

CLASS "C"

|     | (9:00 a.m. to 6:00 | J p.≥m | daily) |        |
|-----|--------------------|--------|--------|--------|
| 1   | time               | 267.50 | 160.50 | 107.00 |
| 13  | times              | 254.12 | 152.47 | 101.65 |
| 26  | times              | 240.75 | 144.45 | 96.80  |
| 39  | times              | 227.87 | 186.42 | 90.95  |
| 52  | times              | 214.00 | 128.40 | 85.60  |
| 104 | times              | 200.68 | 120.38 | 80.25  |
| 156 | times              | 187,25 | 112.85 | 74.90  |
| 208 | times              | 173.88 | 104.83 | 69.55  |
| 260 | times              | 160.50 | 96.30  | 64.20  |
| 910 | or more times      | 147 19 | 80 98  | KRRK   |

CLASS "D"

(6:00 a.m. to 9:00 a.m. and 11:00 p.m. to

|             | sign-off d                                       | mily)             | -                     |        |
|-------------|--|-------------------|-----------------------|--------|
| 1           | time   | 185.00            | 111.00                | 74.00  |
| 13          | tlmes  | 175.75            | 105.45                | 70.30  |
| 26          | times  | 166.50            | 99.90                 | 66.60  |
| 39          | times  | 157.25            | 94.35                 | 62.90  |
| 52          | times  | 148.00            | 88.80                 | 59.20  |
| 104         | times  | 138.75            | 83.25                 | 55.50  |
| 156         | times  | 129.50            | 77.70                 | 51.80  |
| 208         | times  | 120.25            | 72.15                 | 48.10  |
| 260         | times  | 111.00            | 66.60                 | 44.40  |
| 312         | or more times                                    | 101.75            | 61.05                 | 40,76  |
| 3/4<br>of 1 | hour is 80% of hour r<br>hour rate; 5 minutes is | ate; 10<br>20% of | minutes in hour rate. | 8 30 % |

POLITICAL

Rates on request.

Contract and Other Requirements

ontract and Other Requirements
Hroadcast schedules are subject to change when and
if time is required for station's need. No periods
sold in bulk for resule. All programs, announcements,
or special features are accepted subject to approval
of management. Contracts subject to cancellation only
after a minimum of two weeks of broadcasting. Fallure to complete contracts requires rebilling at short
rate, applying number of times actually used. No
contracts accepted for more than one year.

Closing Time

Closing date is one week in advance for talent pro-

Director of National Sales—Andrew H. Hilgartner. Director of Local Sales—William S. Pirie.

Representatives John Blair & Company.

**BALTIMORE** 

WBAL

(Established 1925)

NETWORK

Rates effective November 15, 1944. (Card No. 19.)

Owned and operated by Hearst Radio, Inc.

Business Office and Studio—Lexington Bldg., Balti-more 3, Md., Lexington 4900. Note: Address correspondence to Station WBAL, P.O. Bog 887, Baltimore, Md.

Transmitter-Winans Road, Pikesville, Md.

Wave—Power—Time
Operating power—50,000 watta.
275.2 meters; 1090 kilocycles.
Licensed to operate on cleared channel. Operates on
Eastern War Time.
Operating schedule: 24 hours daily.

Agency Commission
15% silowed recognized advertising agencies on station time charges provided payment is made before the 15th of month following broadcast; no cash discounts. All invoices rendered weekly, payable at face, when rendered. Short rate billing rendered if frequency rate is not earned.

(This listing continued on next page)



# "It's got to be delivered!"

War supplies can be produced and loaded or board ships . . . but they might as well not be made if they aren't delivered. It's the same thing in radio.

You and your clients can load the soundest sales argument into a package . . . put it on the air . . .

But it's got to be delivered to do you any good.



W-I-T-H

IN BALTIMORE

TOM TIRSLEY, President REPRESENTED BY HEADLEY-REED

#### MARYLAND—Continued

#### BALTIMORE—Continued

#### W B A L-Continued

General Advertising
For combination rates see National Broadcasting
Company (Basic Network).

|            |                            | CLASS   |        |       |       |       |
|------------|----------------------------|---------|--------|-------|-------|-------|
|            | (6:00                      | p.m. to |        | p.m.) |       |       |
|            | 1                          | 1/2     | 1/4    | 5     |       |       |
|            | hr.                        | hr.     | hr.    | min.  | (*)   | (†)   |
| I- 12 t    |                            | 265.00  |        | 85.00 | 65.00 | 55.00 |
|            |                            | 258.38  |        | 82.88 | 63.38 | 53.63 |
|            |                            | 251.75  |        | 80.75 | 61.75 | 52.25 |
|            |                            | 245.13  |        | 78.63 | 60.13 | 50.88 |
|            |                            | 238.50  |        | 76.50 | 58.50 | 49.50 |
|            | 1. 385.00                  | 231.88  | 153.13 | 74.38 | 56.88 | 48.12 |
|            |                            | 218.63  |        | 70.13 | 53.63 | 45.38 |
|            | i. 352.00                  | 212.00  | 140.00 | 68.00 | 52.00 | 44.00 |
|            |                            | 108.75  |        | 63.75 | 48.75 | 41.25 |
| 468-623 t  | <ol> <li>308.00</li> </ol> | 185.50  | 122.50 | 59.50 | 45.50 | 38.50 |
| 624 or mor | re                         |         |        |       |       |       |
| times      | 286.00                     | 172,25  | 113.75 | 55.25 | 42.25 | 35,75 |

#### CLASS "B"

(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to

|          |     |        | 11:00  | р.ш.) |       |       |       |
|----------|-----|--------|--------|-------|-------|-------|-------|
| 1- 12    | t1. | 220,00 | 132.50 | 87.50 | 42.50 | 32,50 | 27.50 |
| 13- 25   | ti. | 214.50 | 129.19 | 85.31 | 41.44 | 31.69 | 26.81 |
| 26- 51   | ti. | 209.00 | 125.88 | 83.13 | 40.38 | 30.88 | 26.12 |
| 52- 64   | ti. | 203.50 | 122.56 | 80.94 | 39.31 | 30.06 | 25.43 |
| 65-129   |     |        |        | 78.75 | 38.25 | 29.25 | 24.75 |
| 130-155  | ti. | 192.50 | 115.94 | 76.56 | 37.19 | 28.44 | 24.06 |
| 156-259  | ti. | 181.50 | 109.31 | 72.19 | 35.06 | 26.81 | 22.69 |
| 260-311  | ti. | 176.00 | 106.00 | 70.00 | 34.00 | 26.00 | 22.00 |
| 312-467  |     | 165.00 | 99.38  | 65.63 | 31.88 | 24.38 | 20.63 |
| 468-623  | ti. | 154.00 | 92.75  | 61.25 | 29.75 | 22.75 | 19.25 |
| 624 or m | ore |        |        |       |       |       |       |
| times    |     | 143.00 | 86,13  | 56.88 | 27.63 | 21.13 | 17.88 |
|          |     |        |        |       |       |       |       |

#### CLASS "C"

|   | 50<br>81<br>12 |
|---|----------------|
|   | .81            |
| 13- 25 ti. 107.25 64.59 42.66 41.44 31.69 26. | 12             |
| 26- 51 ti. 104.50 62,94 41.56 40,38 30,88 26  |                |
|   | 43             |
|   | .75            |
| 130-155 tl. 96.25 57.97 38.28 37.19 28.44 24. | 06             |
|   | 69             |
|   | 00             |
|   | 63             |
|   | 25             |
| 624 or more                                   |                |
| times 71.50 43.06 28.44 27.63 21.13 17.       | 88             |

(\*) One minute transcription or 100 words.

(†) Thirty words.

Individual station breaks and one minute transcription may be bought subject to more in the event another advertiser buys station breaks or one minute transcriptions six or seven days weekly "across the board."

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more broadcast on the same day for the same sponor within the same time bracket may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option, on 28 days' notice.

#### SPECIAL FEATURES

Time signals-regular rates and frequency discounts apply.

Mollie Martin: Morning women's program. One minute electrical transcription or 100 words 32.50; subject to regular frequency discounts.

Around the Breakfast Table: 8.00 a.m. to 9:00 a.m.: Sunday Roundup: Sundays 10:00 a.m. to 11:00 a.m.: 1 tl. 28 tl. 51 tl. 101 tl. 201 tl. (\*)

Around the Dinner Table—6:15 p.m. to 6:45 p.m. daily: One minute transcription or 100 words, each 65.00. Subject to regular frequency discounts.

Five minute minimum period for political programs or talks. Copy must be submitted at least 48 hours in advance of broadcast. Political broadcasts must be paid for in advance.

#### TALENT

Rates on request.

#### REMOTE CONTROL

Arrangements can be made for remote broadcasts-rates on request.

#### SERVICE FACILITIES

Merchandising service details on request. Esubmitted on complete merchandising service. Estimates

#### Contract and Other Requirements

The editorial content of all broadcasts is subject to the approval or revision of station. Station management reserves the right to accept or reject commercial copy for programs or spot an-

nonnemental copy for programs or spot an-nonnemental contracts subject to rate card in effect at time of renowal. Dual sponsorship is not allowed in program con-tinuity or commercial announcements.

The Voice of Baltimore America's 6th City in Population. Mary and's Oldest Broadcast Station. Columbia Basic Outlet, Since 1927. 5,000 Watts, 600 KC, Day and Night. PAUL H. RAYMER CO. National Sales Representation NECTRO CHILLES (INTERNET) PERMITS

#### Closing Time

Talks, programs, continuities, etc., must be sub-mitted at least three days in advance for review by program director.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for both vertical and lateral recordings.

#### Personnel

General Manager-Harold C. Burke.

#### Representatives

Edward Petry & Co., Inc.

#### WCAO (Established 1922)



Rates effective August 1, 1944. (Card No. 5.)

Owned and operated by The Monumental Radio Co.

Business Office and Studio-811 W. Lanvaie St.,

Baltimore 17. Md., Madison 7222.

Transmitter—Park Heights Ave., extended, Baltimore, Md.

## Wave-Power-Time

Operating power—5,000 watts. 500 meters; 600 kilocycles. Licensed to operate full time. Operates on Eastern War Time.

War Time.

Operating schedule: Sundays 8:00 a.m. to 1:05 a.m.;

week days 6:00 a.m. to 1:05 a.m.

#### Agency Commission

15% to recognized advertising agencies on station time only; no cash discount. Commission does not apply on talent. All invoices due when rendered.

#### General Advertising

For combination rates see Columbia Broadcasting System (Basic Network). The following rates are for national advertising and include music copyright fees.

#### CLASS "A"

CLASS 'A'

(5:55 p.m. to 10:59 p.m. dally)

1tl. 13:tl. 28:tl. 52:tl. 100:tl. (†)

1 hour... 350.00 332.50 315.00 297.50 280.00 262.50

1/2 hour... 200.00 190.00 180.00 170.00 160.00 150.00

1/1 hour... 190.00 133.00 126.00 119.00 112.00 105.00

1/1 hour... 190.00 133.00 126.00 76.50 72.00 67.50

5 minutes 90.00 85.50 81.00 76.50 72.00 67.50

5 minute 45.00 42.75 40.50 38.25 36.00 33.75

40 words 35.00 33.25 31.50 29.75 28.00 20.25

#### CLASS "B"

(8:59 a.m. to 5:59 p.m. week days and 8:00 a.m. to 5:59 p.m. Sundays)

| /2<br>/4<br>10<br>5 | hour<br>hour<br>hour<br>minutes<br>minutes | 100.00<br>70.00<br>45.00<br>36.00 | 95.00<br>66.50<br>42.75<br>34.20 | 90.00<br>63.00<br>40.50<br>32.40 | 85.00<br>59.50<br>38.25<br>30.60 | 80.00 | 75.00<br>52.50<br>33.75 |
|---------------------|--|-----------------------------------|----------------------------------|----------------------------------|----------------------------------|-------|-------------------------|
| 5                   |  |                                   |                                  |                                  |                                  |       | 27.00<br>16.50<br>12.75 |

#### CLASS "C"

(10:59 p.m. to 6:00 a.m. daily)

| 1 hour 100.0<br>1/2 hour 65.0<br>1/4 hour 40.0<br>10 minutes 28.0<br>5 minutes 20.0<br>1 minute 16.0<br>40 words 12.0<br>(†) 300 or more | 0 61.75<br>0 38.00<br>0 26.60<br>0 19.00<br>0 15.20<br>0 11.40 | 90.00<br>58.50<br>36.00<br>25.20<br>18.00<br>14.40<br>10.80 | 85.00<br>55.25<br>34.00<br>23.80<br>17.00<br>13.60<br>10.20 | 80.00<br>52.00<br>32.00<br>22.40<br>16.00<br>12.80<br>9.60 | 75.00<br>48.75<br>30.00<br>21.00<br>15.00<br>12.00<br>9.00 |
|--|--|---|---|--|--|
|  |  |   |   |  |  |

#### SPECIAL FEATURES

Morning Musical Clock-75 word participation, run of schedule only, 6:00 a.m. to 9:00 a.m., Monday through Saturday.

| 50<br>100 | times<br>times<br>times | week!;<br>within<br>within | one<br>one | year, | eac | h      |         |    | 7.00<br>7.00<br>6.00 |
|-----------|-------------------------|----------------------------|------------|-------|-----|--------|---------|----|----------------------|
|           | minu                    |                            | one        | minu  | te  | rates, | Morning | Mu | sical                |

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti. 5 minutes 20.00 19.00 18.00 17.00 18.00 15.00 1 minute..... 15.00 13.00 11.50 10.50 9.50 8.50 Varieties (late afternoon musical program)—75 word participation, run of schedule only, Monday through Friday (before 6:00 p.m.);

| 1     | time   |        |      |       | *** ** *** | *************  |        | 8.00  |
|-------|--------|--------|------|-------|------------|----------------|--------|-------|
| 5     | times  | weekly | . ea | ch    |            | ************** |        | 7.00  |
| 50    | times  | within | one  | year. | each       | 1              |        | 7.00  |
|       |        |        |      |       |            | 1              |        |       |
| 200   | times  | within | one  | year. | each       | 1              |        | 5.50  |
| Mor   | ning   | Musica | L C  | lock  | and        | Varieties      | are in | nter- |
|       | geabl  |        |      |       |            | 1.00100        |        | 3401  |
| CHARL | PRCUNI | ٠.     |      |       |            |                |        |       |

Your Friendly Neighbor-Woman's program-rates on

News service, sports programs and other special events—rates on request.

#### RECORDED PROGRAMS

Regular time charges apply to recorded programs.

TALENT

Rates on request.

REMOTE CONTROL

Station is in a position to arrange any remote broad-cast where they have sufficient notice. High fre-quency pack transmitters available—rates and details on request.

#### **BALTIMORE—Continued** W C A O-Continued

#### Contract and Other Requirements

ontract and Other Hequirementa
Maximum contract term, one year.
Contracts must be completed within 12 months to
earn net rate. The management reserves the right
to revise or reject commercial copy or script for
programs or spot announcements not conforming with
the station's standard of acceptable copy. If for such
reason contract should be cancelled, the advertisar
agrees to pay short rate applying to number of
broadcasts used.

#### Closing Time

All programs close two days in advance of broadcast.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for ver-tical and lateral cut recordings.

Vice-Pres. & Gen'l Mgr.-L. Waters Milbourne.

#### Representatives

Paul H. Raymer Company.

#### WCBM



Rates effective July 1, 1943, (Card No. 2A.) Card received July 12, 1948.

Owned and operated by Baltimore Broadcasting Cor-

Studio-Community House, North Avenue at Hartford, Baltimore 13, Md., University 8400. Transmitter-1100 Cold Spring Lane, Baltimore, Md.

#### -Power-Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Eastern War Time.

#### Agency Commission

using temmission
15% will be allowed to recognized agencies on net
station time if bills are paid by 15th of month following service; no cash discount. No commission on
talent or other program charges. Bills due and payable when rendered.

#### General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network).

#### CLASS "A"

(6:00 p.m. to 11:00 p.m. week days; 12:00 noon to 11:00 p.m. Sundays)

1 ti. 18 ti. 20 ti. 52 ti. 150 ti. 260 ti. 1 hour... 160.00 152.00 144.00 136.00 128.00 120.00 1/2 hour... 96.00 91.20 86.40 81.60 76.80 72.00 1/4 hour... 64.00 60.80 57.60 54.40 51.20 48.00 5 minutes 32.00 80.40 28.80 27.20 25.60 24.00

#### CLASS "B"

(8:00 a.m. to 6:00 p.m. week days; 8:00 a.m. to 12:00 noon Sundays)

| 1/2<br>1/4 | hour<br>hour<br>hour<br>minutes | 80.00<br>48.00<br>82.00<br>16.00 | 76.00<br>45.60<br>30.40<br>15.20 | 72.00<br>43.20<br>28.80<br>14.40 | 68.00<br>40.80<br>27.20<br>18.60 | 64.00<br>88.40<br>25.60<br>12.80 | 60.00<br>86.00<br>24.00<br>12.00 |  |
|------------|---------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|--|
|            |                                 |                                  | CT.ASS                           | "(("                             |                                  |                                  |                                  |  |

| (Before                                     | 8:00                             | a.m. an        | d after                         | 11:00                           | p.m.)                           |                                 |  |  |
|---|----------------------------------|----------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|--|--|
| 1 hour<br>1/2 hour<br>1/4 hour<br>5 minutes | 50.00<br>80.00<br>20.00<br>10.00 | 28.50<br>19.00 | 45.00<br>27.00<br>18.00<br>9.00 | 42.50<br>25.50<br>17.00<br>8.50 | 40.00<br>24.00<br>16.00<br>8.00 | 87.50<br>22.50<br>15.00<br>7.50 |  |  |

#### ANNOUNCEMENTS

#### CLASS "A"

(5:59 p.m. to 11:01 p.m. week days; 12:00 noon to 11:01 p.m. Sundays)
1 ti, 13 ti. 26 ti. 52 ti. 150 ti. 800 ti. 1 minute...... 25:00 23.75 22.50 21.25 20.00 18.75 Chain break 18:00 17:10 16:20 16:30 14:40 18:50 CLASS "B"

CTLASS 'B'.

(7:59 a.m. to 5:59 p.m. week days; before 12:00 noon Sundays)

1 minute.... 12:50 11.87 11.25 10.62 10.00 9.87 Chain break 9.00 8.55 8.10 7.65 7.20 6.75 CLASS 'C'.

(After 11:01 p.m. and before 7:59 a.m.)

1 minute.... 8.00 7.60 7.20 6.80 6.40 6.00 Chain break 6.00 5.70 5.40 5.10 4.80 4.50

#### Run of Schedule Announcements Six times weekly, 75 words maximum: Par week

|    | (     | Class "A" | Class "B" | Class "C" |
|----|-------|-----------|-----------|-----------|
| 1  | week  | 75.00     | 37.50     | 25.00     |
| 13 | weeks | . 71.25   | 85.62     | 28.75     |
| 26 | Weeks | 67.50     | 38.75     | 22.50     |
|    | Woeks |           | 81.87     | 21.25     |
|    | TRAN  | SCRIPTIO  | ONS       |           |

Facilities and personnel available to produce any de-sired type of transcription—rates on request. TALENT

Any type of program can be produced. Choice of local talent available.

REMOTE CONTROL
Actual cost of lines in addition to station time plus service charge.

Contract and Other Requirements
Contracts must be used within one year to obtain
rates. All proposals subject to chain priority and sale
of time. Rates are for the facilities of the station

only.

If less programs or announcements are used than stipulated on contract, advertiser will be rehilled at

only.

If less programs or announcements are used than stipulated on contract, advertiser will be rehilled at rate earned.

The management of station reserves the right to cancel, advance the time of, or postpone the program of any advertiser if it interferes with the broadcasting of public messages or announcements of sectional or national importance.

All programs must conform to the standards of the station and be in compliance with the laws of the United States, and laws of the State of Maryland and the Rules and Regulations of the Federal Communications Commission.

All contracts are made subject to interference by strikes, weather conditions or other unavoidable conditions beyond the control of the station, and no responsibility will be assumed beyond the cancellation of the charges for time involved.

Advertiser agrees to comply and to have his advertising copy comply with the present Pure Food and Drug Act and any new Pure Food and Pure Food and Pure Food and Drug Act and any new Pure Food and Drug Act and any new Pure Food and Drug Act and any new Pure Food and Pure Food and

#### WFBR

#### (Established 1922)

Rates effective September 1, 1948. (Card No. 16.) Owned and operated by Baltimore Radio Show, Inc. Business Office and Main Studio-Radio Centre, 10 E. North Ave., Baltimore 2, Md., Mulberry 1300. Transmitter-701 Watervisw Ave., Westport, Md.

Arabetts Arc., westport, Md.

Wave—Power—Time
Operating power—5,000 watts.
230.8 meters; 1300 kilocycles.
Licensed to operate full time. Operates on Eastern

War Time. Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on net charges for sta-tion time; no cash discount. Bills due and payable when rendered.

General Advertising

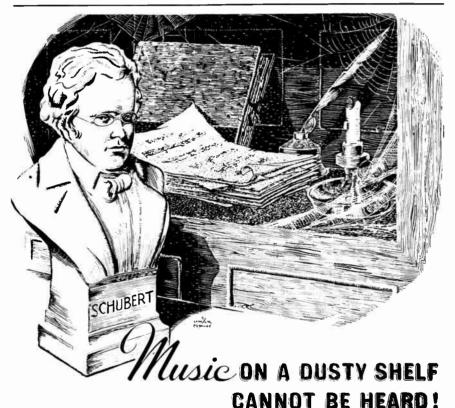
For combination rates see Mutual Broadcasting System and Maryland All-Hume Network.

The following rates are for national advertising and include music copyright fees.

#### CLASS "A"

| 4   |        |         | CHAROL |          |                |       |       |
|-----|--------|---------|--------|----------|----------------|-------|-------|
|     | (7     | :00 p.m | . to 1 | 0:88 p.1 | m. dail        | 7)    |       |
|     | • •    | i       | 1/2    | 1/4      | 5              | 1     | Chain |
|     |        | hr.     | hr.    | hr.      | min.           | min.  | break |
| 1   | time   | 300.00  | 180.00 | 120.00   | 60.00          | 40.00 | 28.00 |
| 13  | times  | 285.00  | 171.00 | 114.00   | 57. <b>0</b> 0 | 38.00 | 26,60 |
| 26  | times  | 270.00  | 162.00 | 108.00   | 54.00          | 36.00 | 25.20 |
| 39  | times  | 255.00  | 158.00 | 102.00   | 51.00          | 84.00 | 23.80 |
| 52  | times  | 240.00  | 144.00 | 96.00    | 48.00          | 82.00 | 22.40 |
| 104 | times  | 225.00  | 185.00 | 90.00    | 45.00          | 30.00 | 21.00 |
| 156 | times  |         | 126.00 | 84.00    | 42.00          | 28.00 | 19.60 |
| 208 | times  | 195.00  | 117.00 | 79.00    | 89.00          | 26.00 | 18.20 |
| 260 | times  |         | 108.00 | 72.00    | 86.00          | 24.00 | 16.80 |
| 312 | times  | 165.00  | 99.00  | 66.00    | 88.00          | 22.00 | 15.40 |
| #04 | ****** | 150.00  | 80.00  | #0.00    | 90.00          | 90.00 | 14 00 |

(This listing continued on next name)



he next time you hear Schubert's immortal Unfinished Symphony remember it laid in oblision on a dusty shelf for over forty years.

Then one day it was discovered and played before an audience. Immediately it was recognized as a masterpiece.

Which indicates that even genius must be heard before it can be appreciated.

This same thought applies to radio. The most compelling "commercial" spoken into a microphone would be a waste of breath if there were no listeners at the receiving end.

Your selling story, spoken into a WCBM microphone is certain to reach a profitable proportion of the Baltimore market, for listening to WCBM is a habit in Baltimore.

The Blue Network Outlet

Baltimore's Listening Habit

John Elmer

Free & Peters, Inc.

George H. Roeder

#### MARYLAND—Continued

#### **BALTIMORE**—Continued W F B R—Continued

| CLASS "B"               |                  |               |  |  |  |  |
|-------------------------|------------------|---------------|--|--|--|--|
| (6:00 p.m. to 7:00      | p.m. and 10:80   | p.ma. to      |  |  |  |  |
| 11:00 j                 |                  |               |  |  |  |  |
| 1 1/                    |                  | 1 Chain       |  |  |  |  |
| br. b                   |                  | min. bresk    |  |  |  |  |
| 1 time 225.00 185.0     |                  | 80.00 20.00   |  |  |  |  |
| 13 times., 213.75 128.5 | 25 85.50 42.75   | 28.50 19.00   |  |  |  |  |
| 26 times 202.50 121.1   | 50 81.00 40.50   | 27.00 18.00   |  |  |  |  |
| 39 times., 191.25 114.7 |                  | 25.50 17.00   |  |  |  |  |
| 52 times, 189.00 108.0  |                  | 24.00 16.00   |  |  |  |  |
| 104 times 168.75 101.5  | 25 67.50 33.75   | 22.50 15.00   |  |  |  |  |
| 156 times 157.50 94.6   | 50 63.00 81.50   | 21.00 14.00   |  |  |  |  |
| 208 times., 146.25 87.7 | 75 58.50 29.25   | 19.50 13.00   |  |  |  |  |
| 260 times., 135.00 81.0 | 0 54.00 27.00    | 18.00 12.00   |  |  |  |  |
| 312 times 123.75 74.2   | 85 49.50 24.75   | 16.50 11.00   |  |  |  |  |
| 624 times., 112,50 67.1 |                  | 15.00 10.00   |  |  |  |  |
| CLA                     |                  |               |  |  |  |  |
| (9:00 a.m. to           | 6:00 p.m. daily  | )             |  |  |  |  |
| 1 time 150.00 90.0      | 00.00 80.00      | 20.00 14.00   |  |  |  |  |
| 18 times 142.50 85.5    |                  | 19.00 13.30   |  |  |  |  |
| 26 times 185.00 81.0    |                  | 18.00 12.60   |  |  |  |  |
| 39 times., 127.50 76.5  |                  | 17.00 11.90   |  |  |  |  |
| 52 times., 120.00 72.0  |                  | 16.00 11.20   |  |  |  |  |
| 104 times 112.50 67.5   |                  | 15.00 10.50   |  |  |  |  |
| 156 times 105.00 63.0   |                  | 14.00 9.80    |  |  |  |  |
| 208 times. 97.50 58.5   | 0 89.00 19.50    | 18.00 9.10    |  |  |  |  |
| 260 times., 90.00 54.6  |                  | 12.00 8.40    |  |  |  |  |
| 312 times 82.50 49.0    |                  | 11.00 7.70    |  |  |  |  |
| 624 times 75.00 45.0    | 0 80.00 15.00    | 10.00 7.00    |  |  |  |  |
| CLA                     |                  | 10.00         |  |  |  |  |
| (6:00 a.m. to 9:00      |                  | p.m. to       |  |  |  |  |
| sign-                   | of daily)        | p.u           |  |  |  |  |
| 1 time 100.00 60.0      |                  | 15,00 10.00   |  |  |  |  |
| 13 times 95.00 57.0     |                  | 14.25 9.50    |  |  |  |  |
| 26 times., 90.00 54.0   |                  | 18.50 9.00    |  |  |  |  |
| 39 times. 85.00 51.0    |                  | 12.75 8.50    |  |  |  |  |
| 52 times 80.00 48.0     |                  | 12.00 8.00    |  |  |  |  |
| 104 times 75.00 45.0    |                  | 11.25 7.50    |  |  |  |  |
| 156 times 70.00 42.0    |                  | 10.50 7.00    |  |  |  |  |
| 208 times 65.00 89.0    |                  | 9.75 6.50     |  |  |  |  |
| 260 times 60.00 86.0    |                  | 9.00 6.00     |  |  |  |  |
| 312 times 55.00 88.0    |                  | 8.25 5.50     |  |  |  |  |
| 624 times 50.00 80.0    |                  | 7.50 5.00     |  |  |  |  |
| 8/4 hour 80% of hour    | reta: 18 minutes | 30% of hour   |  |  |  |  |
| rete                    | ave, av miliutes | SV /P OF DOUR |  |  |  |  |

\$24 times... \$3.00 \$3.00 \$20.00 \$10.00 7.50 5.00 \$34 hour 80% of bour rate; 19 minutes 30% of hour rate. \$34 hour 80% of hour rate; 19 minutes 30% of hour rate. Contracts for one minute or less may not be combined with contracts for five minutes or more. \$PECIAL FEARTHERS Participating musical programs:

"Morning in Maryland"—6.00 s.m. to 9:00 s.m., Monday through Saturday. Run of schedule. Recordings and time.

100 words (participation discounts apply)......... 10.00 100 words (participation discounts apply)........ 10.00 100 words (6 times 1 wk. 13 wks. 26 wks. 52 wks. weekly), per week 40.00 37.50 \$2.50 \$30.00 "Club 1300"— Midmorning variety show, Monday through Saturday; run of schedule.

100 words (participation discounts apply)........ 15.00 100 words (participation discounts apply)....... 15.00 100 words (8 times 1 wk. 13 wks. 26 wks. 52 wks. weekly), per week 55,00 5:15 p.m., Class "C" general broadcast rates apply. "Invitation to the Waltz"—Late evening waits music. Monday through Saturday, 1:00 p.m. to 5:15 p.m., Class "C" yeneral broadcast rates apply. "Invitation to the Waltz"—Late evening waits music. Monday through Saturday. 1:00 words (5 times 1 wk. 13 wks. 26 wks. 52 wks. weekly), per week 7:00 6:50 6:50 6:50 5:50 5:50 Fevery Woman's Hour"—Morning time, Monday through Friday; household, fashion chats and interviews.

views.
Participation discounts apply, per participation 20.00.
DISCOUNTS

| Less the | un 12 times  | Net      |      | times           |       |
|----------|--------------|----------|------|-----------------|-------|
|          | H            |          |      | times           | 85%   |
| 28 time  | M            | 10%      | 260  | times           | 40%   |
| 39 time  | <b>16</b>    | 15%      | 812  | times           | 45%   |
| 52 time  | 88           | 20%      | 624  | times           | 50%   |
| 104 time | M            | 25%      |      |                 | ,-    |
| One mir  | ute announce | ments    | and  | chain breaks ma | v be  |
| combine  | d with part  | ici pati | ng s | nnouncements. e | xcent |

combined with participating announcements, except those on weekly rates, to earn highest frequency discounts.

ELECTRICAL TRANSCRIPTIONS
Details on request. Libraries available—rates and details on request.

TALENT

Rates on request. TALENT
REMOTE CONTROL
Equipment available—details on request.
SERVICE FACILITIES
Morchandising department available—details on re-

quest.
Closing Time
Closing date one week in advance for talent programs.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for isteral and vertical cut recordings.

Personnel
President—Robert S. Maslin, Sr.
Director of National Sales—Andrew H.
Director of Local Sales—Wm. S. Piric.
Representatives John Biair & Company.

#### WITH (Established 1941)

(Established 1941)

Rates effective August 15, 1943. (Card No. 3.)

Owned and operated by Maryland Broadcasting Co.

Business Office and Studio-7 E. Lexington St.

Baltimore, Md., Lexington 7808.

Transmitter—1220 Curtain Are., Baltimore, Md.

Wave—Power—Time
Operating power—250 wats.
243.9 meters; 1230 kilocycles.
Licensed to operate full time olocal channel. Operates on Eastern War Time.
Operating schedule: 24 hours daily.
Agency Commission
15% to recognized agencies on station time only; no cash discount. Bills rendered monthly and are due upon presentation.
General Advertising
The following rates are for national advertising and include music copyright fees.

|                        |                    | CLASS      | A       |        |         |       |
|------------------------|--------------------|------------|---------|--------|---------|-------|
|                        | (6:00              | D.m. to    |         | p.m.)  |         |       |
|                        | 1                  | 1/2        | 1/4     | 5.5.7  |         |       |
|                        | hr.                | hr.        | br.     | min.   | (*)     | (†)   |
| 1- 12 ti.              |                    | 72.00      | 50,00   | 24.00  | 11.00   | 9.00  |
| 13- 25 ti.             |                    | 68.40      | 47.50   | 23.80  | 10.00   | 8.00  |
| 26- 51 ti.             | 108.00             | 64.80      | 45.00   | 21.60  | 9.50    | 7.60  |
| 52-108 ti.             | 102.00             |            |         | 20.40  |         | 7.20  |
| 104-155 ti.            |                    | 57.60      |         | 19.20  |         | 6.80  |
| 156-311 ti.            | 90,00              | 54.00      | 87.50   | 18.00  | 8.00    | 6.40  |
| 312 or more            |                    |            |         |        | _       |       |
| times                  | 84.00              |            |         | 16.80  | 7.50    | 6.00  |
|                        |                    | CLASS      |         |        |         |       |
| (6:00 a.               | m. to (            | 5:00 p.n   | a. and  | 10:80  | p.m. to |       |
|                        | 1                  | 2:00 mi    |         |        |         |       |
| 1- 12 ti.              | 60.00              | 36.00      | 25.00   | 12.00  | 7.00    | 6.00  |
| 13- 25 ti.             | 57.00              |            | 23.75   | 11.40  | 6.65    | 5.70  |
| 26- 51 ti.             |                    | 32.40      |         | 10.80  | 6.30    | 5.40  |
| 52-103 ti.             | 51.00              | 80.60      | 21.25   | 10.20  | 5.95    | 5.10  |
| 104-155 ti.            | 48.00              | 28.80      | 20.00   | 9.60   | 5.60    | 4.80  |
| 156-311 ti.            | 45.00              | 27.00      | 18.75   | 9.00   | 5.25    | 4.50  |
| 312 or more            | 40.00              | 05.00      |         |        | 4.00    |       |
| times                  |                    | 25.20      |         | 8.40   | 4.90    | 4.20  |
| (*) One                |                    |            | WOF GE. |        |         |       |
| (†) Thirt              |                    | CIAL F     |         | The co |         |       |
| Marks Out              |                    |            |         |        |         |       |
| Night Owl              | Unceme             |            | lonignt | 10 6;  | 00 a.m. | (100  |
|                        |                    |            |         |        |         | 9 00  |
| Run of so              | inecuie            |            |         | •••••  |         | 2.50  |
| Fixed por<br>No additi | onel di            |            |         |        |         | Z.50  |
| News-Ever              |                    |            |         |        |         |       |
| 12:00 mi               | y wour<br>intent t | 013 1110 1 | over, a | E117;  | ek 1    |       |
|                        | THE STATE OF       | AT. TR     | ANSCE   | Der Me | NG I    | 50.00 |

#### **CUMBERLAND**

(Ailegany County)

WTBO
(Retablished 1928)

Rates effective January 1, 1944. (Card No. 3.)
Operated by the Associated Broadcasting Corporation.
Business Office and Studio—Commercial Bank Bidg..
Cumberland, Md., Cumberland 298.
Transmitter—Fort Hill, Md., 1-1/2 miles southeast
of Cumberland.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilcoycles.
Licensed to operate full time.
Operating schedule: Sundays 3:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight; General Advertising
for combination as discount. Charges for facilities due and payable on presentation. Invoices rendered monthly.
General Advertising
For combination rates see National Broadcasting Company (Basic Supplementaries).
The following rates are for national advertising and include music copyright fees.

(6:00 p.m. to 10:30 n.m.)

|           |       | CLASS    | "▲"       |            |      |
|-----------|-------|----------|-----------|------------|------|
|           | (6:00 | D.M. to  | 10:80 p.z | )          |      |
|           | 1 hr. | 1/2 hr.  | 1/4 hr.   | 5 min.     | (*)  |
| 1 time    | 90.00 | 54.00    | 82.40     | 16.20      | 8.0é |
| 18 times. | 85.50 | 51.80    | 80.78     | 15.39      | 7.60 |
| 26 times. | 81.00 | 48.60    | 29.16     | 14.58      | 7.20 |
| 52 times. |       | 45.89    | 27.64     | 18.77      | 6.80 |
| 104 times | 72.00 | 48.20    | 25.92     | 12.96      | 6.40 |
| 208 times |       | 40.50    | 24.80     | 12.15      | 6.00 |
| 260 times |       | 37.80    | 22.68     | 11.84      | 5.66 |
|           |       | CLASS    |           | 11.01      | 0.00 |
| (7:00 a.  | m. to | 6:00 p.m |           | 30 p.ma. 1 | in o |
| ,         |       | sign-c   |           |            |      |
| 1 time    | 60.00 | 86.00    | 21.60     | 10.80      | F.50 |
| 18 times. | 57.00 | 84.20    | 20.52     | 10.26      | 5.22 |
| 26 times  | 54 00 | 82.40    | 19.44     | 9.79       | 4 OK |

26 times. 54.00 22.40 19.44 9.72 4.95 52 times. 51.00 30.60 18.86 9.18 4.67 104 times. 48.00 27.00 16.20 8.10 4.18 250 times. 42.00 27.00 16.20 8.10 4.18 250 times. 42.00 25.20 15.12 7.56 3.85 (†) One minute and chain breaks. SPECIAL FEATURES Woman's Participation Program: 11:15 a.m. to 11:30 a.m., Monday through Friday, Fashion, homemaking, health, etc., 150 words, per week 45.00; no frequency discounts.

POLITICAL

Rates on request.

RECORDED PROGRAMS

Transcription library service available—details on request.

TALENT

Rates on request.

REMOTE CONTROL

Facilities available for remote broadcasts. Additional charges are made for programs originating outside of the station's studies, and for programs requiring special production.

special production.

SERVICE FACILITIES

Merchandising service details on request.

Merchandising service usually described as far in advance of initial program as possible to facilitate production. Talks, continuities, etc., must be submitted at least 24 hours in advance for review by station management.

ment.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turntables
for lateral and vertical cut recordings.

Pres. & Gen'l Mgr.—Aurelia S. Becker. Representatives Spot Sales, Inc.

#### FREDERICK

(Frederick County) WFMD

(Established 1986)



Rates effective November 1, 1944.

Owned and operated by Monocacy Broadcasting Corp. Studios—Winchester Hall, Frederick, Md., Frederick

Studios—Winchester Hall, Frederick, Md., Frederick 1626-7.
Other Studios—Westminster, Md., and Hanover, Ps. Transmitter—Jefferson Pike.
Wave—Power—Time
Operating power—500 watts.
322.6 meters; 930 kilocycles.
Licensed to sperate full time. Operates on Eastern War Time.

wear films. Operating schedule: Sundays 7:00 a.m. to 12:05 a.m.; week days 6:00 a.m. to 12:05 a.m.

week days 6:00 a.m. to 12:05 a.m.

Agency Commission

15% to recognized advertising agencies on net charges for station facilities; cash discount none.

General Advertising

For combination rates see Columbia Broadcasting

System (Basic Supplementary Group).

The following rates are for national advertising and include music copyright fees.

Ude music copyright fees.

CLASS "A"

(5:30 p.m. to 10:00 p.m.)

1 1/2 1/4 5
br. hr. hr. min. (\*) (†)
times... 90.00 65.00 50.00 9.00 7.50
timess. 86.25 62.50 48.25 24.13 9.00 7.50
timess.. 88.61 50.83 46.58 23.29 8.68 7.18
times... 81.50 58.95 45.72 22.86 8.50 7.00
times... 76.60 61.60 55.74 44.85 22.43 8.32 6.82
times... 76.10 55.74 44.35 21.168 7.98 6.82
times... 76.10 55.74 43.35 21.68 7.98 6.82

104 times. 76.10 55.74 43.55 21.68 7.98 6.48 312 times. 7.66 6.16 CLASS "B" (Sign-on to 5:30 p.m. and 10:00 p.m. to sign-on")
1 time... 60.00 45.00 30.00 15.00 7.50 6.00 26 times. 57.50 43.25 29.00 14.50 7.50 6.00 28 times. 57.50 43.25 29.00 14.50 7.50 6.00 38 times. 53.95 40.72 27.55 13.75 7.00 5.55 52 times. 53.95 40.72 27.55 13.75 7.00 5.55 52 times. 52.77 39.85 27.10 13.55 6.82 5.40 104 times. 50.74 88.35 26.25 13.10 6.48 5.13 312 times. (\*) 100 word spet announcements. (\*) 100 word spet announcements. SPECIAL FEATURES

News service, time signals, sports, homemakeraries on request. POLITICAL
Rates on request. TALKS

Rates on request. TALKS

Charged at regular rates. Time to be allotted by

Rates on request.

Charged at regular rates. Time to be allotted by station.

TRANSCRIPTIONS

Transcribed broadcasts charged at regular rate. No handling charge is made on transcriptions.

Portable recording equipment available—rates on request.

TALENT

The station will arrange the selection of talent for programs if desired. Arrangements can be made for use of talent including singers, instrumentalists, comedy, harmony teams, orchestra, dramatic artists, etc.—rates on request.

REMOTE CONTROL

Facilities for remote control broadcasts available, including portable relay transmitter.

Costs to be charged to advertiser—rates on request.

SERVICE FACILITIES

Services of continuity, program production and publicity departments are available.

Closing Time

All contracts should be closed one week in advance of broadcasts to insure proper publicity.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables with vertical and lateral pick-upe.

Personnel

President—Laurence Leonard.

Personnei
President—Laurence Leonard.
Commercial Manager—William E. Hardy.

Representatives
Howard H. Wilson Company.

#### HAGERSTOWN

(Washington County) WJEJ (Established 1982)



Rates effective July 1, 1948.

Managed and operated by Hagerstown Broadcasting Company, Inc.

Business Office and Studio—Franklin Court, Hagerstown, Md.

Transmitter—Carroll Heights, Hagerstown, Md.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: 7:00 a.m. to 2:00 a.m.

Agency Commission
15% to recognized advertising agencies, with settlement within 30 days; no cash discount. No commission on talent.

General Advertising
For combination rates see Mutual Broadcasting System and Maryland All-Home Network.

(8:00 p.m. to 10:00 p.m.)
1 1/4 10 5
hr. hr. hr. min. min. (\*) (†) (‡)
1 19 90.00 54:00 86.00 27.00 18.00 9.00 7.20 68.0
13 ti 85.50 51.30 34:20 25.65 17.10 8.55 6.84 5.99
26 ti 81.00 48.60 82.40 24.80 16.20 8.10 6.88 5.67
39 ti 76.50 45.99 30.09 22.95 15.80 7.65 6.12 5.86
52 ti 72.00 48.20 28.80 21.60 14.40 7.20 5.76 5.04
104 ti 67.50 45.50 27.00 20.25 13.50 6.75 5.40 4.8
208 ti 65.25 39.15 22.10 19.58 13.05 6.53 5.23 4.57
416 ti 68.00 37.88 25.20 18.90 12.60 6.30 5.04 4.41
(This listing continued on page 146)

(This listing continued on page 146)



Remember 1936? A second term and nine years ago. That's when Cloverland Farms Dairy\* started on Baltimore's Big Home Town Station WFBR. It was natural that the Cloverland people—home town boys who grew from small beginnings to Baltimore's biggest independent dairy—should turn to WFBR.

Since then Cloverland has consistently been on WFBR in programs of their own or on WFBR's specials—such as Club 1300. Right now they have

the 5 minute news period on Club 1300 six days a week at 11 A M.

Remember the above facts when people start talking about RESULTS in Baltimore! Yes, if you want to know what to buy in Baltimore... buy what the successful home town boys have always bought and are buying today... W...F...B...R...

\*Agency: Katherine H. Mahool, Advertising



#### MARYLAND—Continued

#### HAGERSTOWN—Continued W J E J—Continued

W J E J—Continued

(Before 6:00 p.m. and after 10:00 p.m.)

1 1/2 1/4 10 5
hr. hr. hr. hr. min. min. (\*) (†) (‡)
11: 63:00 37.80 25:20 18:90 12:00 6:30 5.04 4.41
18: 15:8.5 35:51 23.94 17.96 11:97 5.99 4.79 4.19
26: 15:0.70 84:02 22:68 17:01 11:34 5.67 4.54 3.97
36: 15:0.55 32:18 21:62 16:07 10.11 5.86 4.29 3.75
52: 15:0.40 80:24 20:16 15:12 10:08 5.04 4.03 8.53
104: 14:72 52:85 18:90 14:18 9.45 4.73 3.78 3.31
208: 14:56 82 7.41 18:27 18.70 9.13 4.57 3.66 3.20
416: 14:410 26:46 17:64 13:23 8.82 4.41 8.53 8.09
(\*) One minute (100 words).
(†) Chain break.
(2) Fifty words.
SPECIAL FEATURE ANNOUNCEMENTS
Early Bird—7:00 a.m. to 9:00 a.m. to 9:15 a.m. Shopper Guide—11:45 a.m. to 12:00 noon.
Supper Guide—11:45 a.m. to 12:00 noon.
Supper Guide—11:45 a.m. to 12:00 noon.
Organ Serenade—8:00 p.m. to 8:30 p.m.
Organ Serenade—8:00 p.m. to 8:30 p.m.
Organ Serenade—8:00 p.m. to 8:30 p.m.
Organ Serenade—8:00 AND TRANSCRIPTIONS
Library service available—details on request.
REWOTE CONTROL

Rates on request.

REMOTE CONTROL

Arrangements can be made for any remote control broadcasts desired. Short wave transmitter available.

SERVICE FACILITIES

Merchandising service available.

Closing Time

One week in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/2 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

for vertical and the Personnel General Manager—Grover C. Crilley. Representatives

#### **SALISBURY**

(Wicomico County)

#### WBOC

(Wioomico County)

WBOC

Rates effective January 1, 1942.

Owned and operated by the Peninsula Broadcasting Company.

Business Office and Studio—Radio Park, U. S. Route 13, Salisbury, Md., telephone 2480.

Transmitter—One mile north of Salisbury, Md.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.

Licensed to operate full time. Operates on Eastern War Time.
Operating schedule: Sundays 8:30 a.m. to 11:00 p.m.; week days 7:00 a.m. to 11:15 p.m.

Agency Commission
15% to recognized advertising agencles on etation time only; no cash discount. Bills rendered weekly (on Thursday) or monthly.

General Advertising
For combination rates see Mutual Broadcasting System, Maryland All-Home Network and Atlantic Coast Network (Supplementary Stations).

The following rates are for national advertising.

(6:00 p.m. to 10:00 p.m. week days and 12:00 noon to 10:00 p.m. Sundays)

1 1/2 1/4 10 5 1 1/2

hr. hr. hr. min. min. min. min.

1 time... 60.00 37.50 22.50 17.50 10.00 4.75 3.50
13 times. 57.00 85.60 21.40 16.50 9.50 4.50 8.40
26 times. 55.50 84.70 20.80 16.20 9.25 4.85 8.30
89 times. 52.50 28.280 19:70 15.30 8.75 4.25 8.20
52 times. 51.00 31.85 19.15 14.90 8.50 4.16 8.10
104 times. 43.00 82.80 16.10 11.00 p.m. to
11:15 p.m. week days; 9:00 a.m. to 12:00
noon and 10:00 p.m. to 11:00 p.m. sundays)
1 time... 50.00 80.00 18.00 11.00 p.m. to
11:15 p.m. week days; 9:00 a.m. to 12:00
noon and 10:00 p.m. to 11:00 p.m. sundays)
1 times. 47.50 28.50 19.00 14.25 9.50 4.25 8.15
26 times. 44.50 22.51 15.10 12.9 5.50 4.25 8.15
26 times. 44.50 22.51 15.10 12.5 7.50 8.55 2.80
104 times. 42.00 28.25 17.5 18.50 14.00 9.25 4.15 8.10
39 times. 45.00 28.15 18.50 14.00 9.25 4.15 8.10
39 times. 45.00 28.50 19.00 14.25 9.50 4.25 8.15
26 times. 46.25 27.75 18.50 14.00 9.25 4.15 8.10
39 times. 42.00 24.25 17.55 18.55 14.00 9.20
208 times. 43.00 20.00 18.00 12.05 8.00 3.00 2.00
208 times. 43.00 28.00 18.00 12.00 8.00 3.00 2.00
208 times. 43.00 28.00 18.00 12.00 8.00 3.00 2.00
208 times. 43.00 28.00 18.00 12.00 8.00 3.00 2.00

Additional discount of 10% on five or more programs per week.

SPECIAL FEATURES

Sunrise Patrol—7:00 a.m. to 9:00 a.m.

Newscasts—Leased wire service and local area news programs are available individually or in combination of two in 5. 10 or 15 minute periods.

One time rates apply; no discounts. Payments required in advance.

TRANSCRIPTIONS

Transcription library available—rates on request.

TALENT

Programs of various types available—rates on request.

REMOTE CONTROL

Facilities for remote control broadcasts available. Subject to additional charges for line and mechanical costs.

Facilities for remote conno.

Subject to additional charges for line and mechanical costs.

Closing Time
Contracts close one week in advance of broadcast; announcement coby and transcriptions 48 hours in advance.

Menanical Phase and Coupeant Department of the Coupeant Cou

Personnel
General Manager—Charles J. Truitt.
Representatives None.

#### **MASSACHUSETTS**

#### BOSTON

W B Z and W B Z A
(Established 1921)



Rates effective March 15, 1944. (Card No. 8-A.)
Owned and operated by Westinghouse Radio Stations,
Inc.
Business Office-275 Tremont St., Boston, Mass.,
Hancock 4261.
Studios-WHZ, Hotel Bradford, Boston; WBZA,
Hotel Kimbail, Springfield, Mass.
Transmitter-WBZ, Hull, Mass.; WBZA, East Springfield, Mass.

Hotel Kimusai,
Transmitter-WBZ, Hull, Mass.; WBZA, East Spill
field. Mass.
Wave-Power-Time
Stations WBZ and WBZA are operated synchronously
and simultaneously.
Operating power-WBZ, 50,000 watts; WBZA, 1,000

Stations WBZ and WBZA are operated synchronously and simultaneously.
Operating power—WBZ, 50,000 watts; WBZA, 1,000 watts.
291.3 meters; 1030 kilocycles.
Licensed to operate full time on national cleared channel. Operates on Eastern War Time.
Operating schedule: Sundeys, 8:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:00 a.m. t

## 

| t  | о 6:00 р.п | n. exclusive | of Sunday            |      |
|----|------------|--------------|----------------------|------|
| 1  | hour       |              | ***********          | 250. |
| /2 | hour       |              | ******************** |      |
| /4 | hour       |              |                      | 100. |
| 10 |            |              |                      |      |
| -5 | minutes    |              |                      |      |
| -  |            | CLASS        | D;;                  |      |
|    | (12:       | 00 midnigh   | t to 9:00 a.         | .m.) |
| 1  | hour       |              |                      | 167. |
| /2 |            |              |                      |      |
| /4 |            |              |                      |      |
| 10 |            |              |                      |      |
| -5 |            |              |                      |      |
| -  | D18        | COUNTS A     | ND REBAT             | ES   |
|    |            |              |                      |      |

Applicable only to rates for local broadcasting listed under Class "A," "B," "C' and "D." Weekly Dollar Volume Discounts

Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:

| 1 ti. 10 ti. 25 ti. 50 ti. 100 ti. 1 ti. 25 ti. 50 ti. 100 t

TRANSCRIPTIONS
Accepted at regular rates.

REMOTE CONTROL
Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

SERVICE FACILITIES
Services of the station's program department, staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event client specifies a particular staff announcer, or except where a fee is required by any governing labor organization.

Clesing Time
Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.

Mechanical Program Equipment Equipment Equipmed to handle programs by electrical transcription, using lateral and vertical 88-1/8 and 78 r.p.m. double turntables.

Personnel
General Manager—C. S. Yeung.
Sales Manager—C. Herbert Masse.

Representatives
National Broadcasting Company, Inc.

#### WCOP (Established 1985)



Rates effective January 1, 1945. (Card No. 5.) Rates effective January 1, 1945. (Card No. 5.)
Owned and operated by Massachusette Broadcasting
Corporation.
Business Office and Studio — Copley Plaza Hotel,
Tansmitter—Brighton, Mass.
Aransmitter—Brighton, Mass.
Aransmitter—Brighton, Mass.
Jense Broadcast States Stat

War Time.

Agency Commission

15% to recognized agencies on net station time; ne cash discount. No commission on talent. Bills due and payable 10th of the following month.

General Advertising

Rates include music copyright fees.

|     |               | LASS    | Α.     |           |       |
|-----|---------------|---------|--------|-----------|-------|
|     | (6:00 p.      |         | 10:30  | p.m.)     |       |
| 1   | time          | 15.00   | 300    | times     | 11.25 |
| 13  | times         | 14.25   |        | times     |       |
| 26  | times         | 13.50   |        | times     |       |
| 52  | times         | 12.75   | 1,000  | times     | 9.00  |
| 104 | times         | 12.00   |        |           |       |
|     | (This listing | continu | ied on | page (48) |       |

# "Want Boston at breakfast?"





HUM & STRUM will deliver it to you, via the "Commuters' Special" over WCOP.

HUM & STRUM are New England's most famous harmony duo. For twenty years, over all major stations, they've built a terrific following in Boston with song and patter, piano and ukelele.

HUM & STRUM have just won new laurels on an overseas trip; they wowed GI's in hospitals, recreation centers and at the battlefronts.

HUM & STRUM are now conductors on "The Commuters' Special" featuring the boys with music, patter, news, weather and time over WCOP every morning Monday through Saturday from 7:30 to 8:00 and from 8:30 to 9:00.

Publicity and newspaper ads are sewing up new and greater audiences. Participations are available in one-, five-, ten- or fifteen-minute units. Every one of them will cash in on the buying decisions which are made at Boston breakfast tables!

For humming sales get aboard the "Commuters' Special" with

#### **HUM & STRUM**

Every morning Monday through Saturday from 7:30 to 8:00 A.M. and 8:30 to 9:00 A.M.

NEW TO THE BLUE JUNE 15th

## WCOP Boston

A COWLES STATION

Costs and availabilities through any Katz office

#### MASSACHUSETTS — Cont'd

#### **BOSTON—Continued** W C O P-Continued

|    |                 | LASS '  |       |             |      |
|----|-----------------|---------|-------|-------------|------|
|    | (Before 6:00 p. | .m. and | after | 10:30 p.m.) |      |
| 1  | time            | 12.00   | 300   | times       | 9.00 |
| 13 | times           | 11.40   | 500   | times       | 8.40 |
| 26 | times           | 10.80   |       | times       | 7.80 |
| 52 | times           | 10.20   |       | times       | 7.20 |
|    | times           |         |       |             |      |

Rates effective June 15, 1945. (Card No. 6.)
Card issued December 15, 1944.
Card received December 18, 1944.
General Advertising
If, for any period subsequent to June 15, 1945, station WCOP operates at 500 watts power, charges for such period will be computed at 85% of the following rates.

CLASS "A"

(6:00 p.m. to 10:30 p.m. daily)

|     | (6     |        | a. to 10 |        |        |        |        |
|-----|--------|--------|----------|--------|--------|--------|--------|
|     |        |        | 13 ti.   |        |        |        |        |
|     | hour   |        |          |        |        |        |        |
|     | hour   |        |          |        |        |        |        |
| 1/4 |        |        |          |        |        |        |        |
| 10  | min.   |        | 114.00   |        |        |        | 90.00  |
| 5   | min.   | 80.00  | 76.00    | 72.00  | 68.00  | 64.00  | 60.00  |
| *1  | minute |        |          |        |        |        |        |
| or  | 1088   | 50.00  | 47.50    |        | 42.50  | 40.00  | 37.50  |
|     |        |        | CLASS    |        |        |        |        |
|     |        |        | . to 6:0 |        |        |        |        |
| 1   | hour   | 300.00 | 285.00   | 270,00 | 255.00 | 240.00 | 225,00 |

1 nour... 300.00 285.00 270.00 255.00 240.00 225.00 1/2 hour... 180.00 171.00 162.00 153.00 144.00 135.00 1/4 hour... 120.00 114.00 103.00 102.00 96.00 90.00 10 min.... 90.00 85.50 81.00 76.50 72.00 67.50 5 min... 60.00 57.00 54.00 51.00 48.00 45.00

15 seconds.

15 seconds. SPECIAL FEATURES
Missical Clock: 6:00 a.m. and 7:00 a.m. week days, alx periods per week (approximately 13 minutes each), 6 times weekly, 13 wks. 26 wks. 39 wks. 52 wks. per week. 205.00 195.00 190.00 180.00 3 times weekly, per week. 115.00 110.00 107.50 102.50

POLITICAL Rates on request.

TALENT

Rates on request.

Rates on request.

REMOTE CONTROL

Complete remote piek-up equipment available.

No charge for use of transcriptions.

No charge for use of transcriptions.

Services of the production department, announcing staff and technical staff are included without charge.

Complete merchandising and program publicity services available.

It is a served to the production of the programs and technique and the program or announcement schedule. All programs subject to change of time of the production of time.

Mechanical Program Equipment

Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Vice-President—Craig Lawrence.

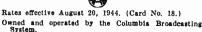
General Manager—A. N. Armstrong, Jr.

Commercial Manager—Paul Belaire.

Representatives The Katz Agency, Inc.

WEEI
(Established 1924)

## COLUMBIA OWNE



System.

Business Office and Studio—182 Tremont St., Boston
12. Mass., Hubbard 2323.

Other Studios—Herald-Traveler Bldg., Boston, Mass.

Transmitter—Medford, Mass.

Wave-Power-Time

Operating power-5,000 watts.

508.2 meters; 590 kilocycles.

Licensed to operate full time on regional channel. Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 1:05 a.m.; week days 5:30 a.m. to 1:05 a.m.

Agency Commission
15% to recognized advertising agencies on net charges for station time; no cash discount. Bills rendered weekly.

General Advertising
For combination rates see Columbia Broadcasting
System (Basic Network).
Length of commercial copy:

| TOURSELL OF | MITTING! CIRI | COPJ.       |                |            |
|-------------|---------------|-------------|----------------|------------|
|             | Pros          | rams        | •N             | ews-       |
|             |               | Before      |                | Before     |
|             |               | 6:00 p.m.   | 6:00 p.m.      | 6:00 p.m.  |
| l hour      | 6 min.        | y min.      |                |            |
| 1/2 hour    | 3 min.        | 4:30 min.   | 2:24 min.      | 3:36 min.  |
| 1/4 hour    | 2:30 min.     | 3:15 min.   | 2 <b>m</b> in. | 2:86 min.  |
| 10 minutes  | 1:50 min.     | 2:20 min.   | 1:28 min.      | 1:52 min.  |
| †5 minutes  | 1:10 min.     | 1:25 min.   | 56 aec.        | 1:08 min.  |
| (*) Maxis   | num openii    | ng commerc  | dal: 25 sec    | onds for 5 |
| minute n    | ews progra    | ms, 40 sec  | conds for 1    | 0 minute   |
| or longer   | programs.     |             |                |            |
| (†) No n    | iddle com     | mercial per | rmitted on     | 5 minute   |
| news prog   | TAMA.         |             |                |            |

GENERAL BROADCASTING TIME RATES
Without Talent
Not time rate after deduction of all applicable dis-

Not time rate after observed. A survey of the counts.

Per week rates apply within any seven consecutive days. Weekly rates based on consecutive weeks of uninterrupted broadcasting.

CLASS "A"

(7:00 p.m. to 10:30 p.m. daily)

Per week

1 day \*2 days \*3 days \*4 days \*5 days \*6 days no hour:

\*I day \*2 days \*3 days \*4 days \*5 days \*6 days

One hour:

1-12 wks 525.00 1050.00 1417.50 1890.00 2362.50 2520.00

13-25 wks 498.75 892.50 1804.87 1606.50 2008.12 2142.00

52 weeks 473.81 847.87 1144.63 1526.17 1907.71 2034.90

52 weeks 473.81 847.87 1144.63 1526.17 1907.71 2034.90

53 weeks 315.00 630.00 850.50 1134.00 1417.50 1512.00

13-25 wks 307.13 582.75 7554 5963.00 1904.87 1935.20

25-51 wks 291.77 553.61 727.18 915.70 1144.63 1220.94

61 12 wks 210.00 390.00 850.50 10 134.00 1417.50 1512.00

1.12 wks 210.00 390.00 524.48 680.40 945.00 1008.00

1.12 wks 210.00 399.00 524.48 680.40 826.88 882.00

26-51 wks 199.50 379.55 482.55 646.38 785.53 837.90

26-51 wks 199.50 379.05 488.25 646.38 785.53 837.90

26-51 wks 199.50 379.05 488.25 646.38 785.53 837.90

26-50 p.m. to 7:00 p.m. week days; 10:30

0.00 p.m. to 11:00 p.m. daily, and 2:00 p.m. to 7:00 p.m. Sundays)

One hour:
1-12 wks 350.00 700.00 945.00 1260.00 1575.00 1680.00 18-25 wks 341.25 647.50 826.88 1071.00 1338.75 1428.00 26-51 wks 324.19 615.12 785.53 1017.45 1271.81 1356.60 52 weeks 337.12 582.75 744.19 963.90 1204.87 1285.20 11alf hour:
1-12 wks 210.00 420.00 567.00 756.00 945.00 1008.00 13-25 wks 210.00 399.00 524.48 680.40 826.88 882.00 26-51 wks 199.50 379.05 498.25 616.38 785.53 837.25 weeks 189.00 359.10 472.03 612.36 744.19 773.80 Quarter hour:
1-12 wks 140.00 280.00 378.00 501.00 630.00 672.00 Quarter hour:
1-12 wks 140.00 273.00 368.55 478.80 582.75 621.60 26-51 wks 133.60 259.35 350.12 454.86 553.61 590.52 52 weeks 126.00 245.70 331.70 430.92 254.48 559.44 Ten minutes:
1-12 wks 112.00 224.00 302.40 403.20 504.00 537.60 13-25 wks 112.00 224.00 302.40 403.20 504.00 537.60 13-25 wks 106.50 212.80 280.10 363.80 454.86 485.18 52 weeks 106.90 128.80 281.60 255.36 344.74 430.92 459.65 Five minutes:
1-12 wks 70.00 140.00 188.00 245.70 307.13 327.60 26-51 wks 66.50 133.00 179.55 233.41 291.77 311.22 CLASS "C"

(9:00 a.m. to 6:00 p.m. week days; 11:00 p.m. to 11:15 p.m. daily, and 11:00 a.m. to 20.00 p.m. to 11:15 p.m. daily, and 11:00 a.m. to 20.00 p.m. to 10.00 p.m. week days; 11:00 p.m. to 10.00 p.m. daily, and 11:00 a.m. to 20.00 p.m. to 10.00 p.m. daily, and 11:00 a.m. to 20.00 p.m. to 10.00 p.m. daily, and 11:00 a.m. to 20.00 p.m. to 10.00 p.m. daily, and 11:00 a.m. to 20.00 p.m. to 10.00 p.m. daily, and 11:00 a.m. to 20.00 p.m. to 10.00 p.m. daily, and 11:00 a.m. to 20.00 p.m. to 10.00 p.m

|            |        | 2:00 p.1 | n. Sund | lays)  |         |         |
|------------|--------|----------|---------|--------|---------|---------|
| One hour:  |        |          |         | •      |         |         |
| 1-12 wks   | 262.50 | 525.00   | 708.75  | 945.00 | 1181.25 | 1260.00 |
| 13-25 wks  | 255.94 | 498.75   | 655.59  | 826.87 | 1001.06 |         |
| 26-51 wks  | 243.14 | 473.81   | 622.81  | 785.53 |         | 1017.45 |
|            | 230.35 | 448.87   | 590.03  | 744.18 | 903.65  |         |
| Half hour  |        | 110.01   | 000.00  | 111.10 | 500.00  | 505.50  |
| 1-12 wks   |        | 315.00   | 425.25  | 567.00 | 708.75  | 756.00  |
|            | 157.50 | 307.13   | 403.99  | 524.47 | 655,59  | 680.40  |
| 26-51 wks  | 149.62 |          |         |        |         |         |
|            |        | 291.77   | 383.79  | 498.25 | 622.81  | 646.38  |
| 52 weeks   | 141.75 | 276.41   | 363.59  | 472.02 | 590.03  | 612.36  |
| Quarter he |        |          |         |        |         |         |
| 1-12 wks   |        | 210.00   | 283.50  | 378.00 | 472.50  | 504.00  |
| 13-25 wks  | 105.00 | 210.00   | 276.41  | 368.55 | 448.88  | 478.80  |
| 26-51 wks  | 99.75  | 199.50   | 262.59  | 350.12 | 426.44  | 454.86  |
| 52 weeks   | 94.50  | 189.00   | 248.77  | 331,70 | 403.99  | 430.92  |
| Ten minut  | es:    |          |         |        |         |         |
| 1-12 wks   | 84.00  | 168.00   | 226.80  | 302.40 | 378.00  | 403.20  |
| 13-25 wks  | 84.00  | 168.00   | 226.80  | 294.84 | 368.55  | 383.04  |
| 26-51 wks  | 79.80  | 159,60   | 215.46  | 280.10 | 350.12  | 363.89  |
| 52 weeks   | 75.60  | 151.20   | 204.12  | 265.36 | 331.70  | 344.74  |
| Five minu  |        | 101.20   | 201112  | 200.00 | 001.10  | 011.11  |
| 1-12 wks   | 52.50  | 105.00   | 141.75  | 189.00 | 236.25  | 252.00  |
| 13-25 wks  | 52.50  | 105.00   | 141.75  | 189.00 | 230.23  | 245.70  |
| 25-51 wks  | 49.87  | 99.75    | 134.66  | 179.55 | 218.82  | 233.41  |
|            |        |          |         |        |         |         |
| 52 weeks   | 47.25  | 94.50    | 127.57  | 170.10 | 207.31  | 221,13  |
|            |        |          |         |        |         |         |

CLASS "D"

| (1:00      | J a.m. t | 0 9:00 8 | 1.ш. wee | K days: | 7:00 a.n | n.     |
|------------|----------|----------|----------|---------|----------|--------|
|            | to       | 11:00    | a.m. Su  | ndays)  |          |        |
| One hour:  |          |          |          |         |          |        |
| 1-12 wks   | 175.00   | 350.00   | 472,50   | 630.00  | 787.50   | 840.00 |
| 13-25 wks  | 175,00   | 341.25   | 448.88   | 582.75  | 708.75   | 756.00 |
| 26-51 wks  | 166.25   | 324.19   | 426.44   | 553.61  | 673.31   | 718.20 |
| 52 weeks   | 157.50   | 307.12   | 403.99   | 524.48  | 637,87   | 680.40 |
| Half hour  | :        |          |          |         |          |        |
| 1-12 wks   | 105.00   | 210.00   | 283.50   | 378.00  | 472,50   | 504.00 |
| 13-25 wks  | 105.00   | 210.00   | 276.41   | 368.55  | 448.88   | 478.80 |
| 26-51 wks  | 99.75    | 199.50   | 262.59   | 350.12  | 426.44   | 454.86 |
| 52 weeks   | 94.50    | 189.00   | 248.77   | 331.70  | 403.99   | 430.92 |
| Quarter he | our:     |          |          |         |          |        |
| 1-12 wks   | 70.00    | 140.00   | 189,00   | 252,00  | 315,00   | 336.00 |
| 13-25 wks  | 70.00    | 140.00   | 189,00   | 245.70  | 307.13   | 327.60 |
| 26-51 wks  | 66.50    | 133.00   | 179.55   | 233,42  | 291.77   | 311.22 |
| 59 weeks   | 63.00    | 126.00   | 170 10   | 221 13  | 276 41   | 204 84 |

|           |        |         | — Per   | week —  |         |         |
|-----------|--------|---------|---------|---------|---------|---------|
|           | *1 day | *2 days | *3 days | *4 days | *5 days | *6 days |
| Ten minut |        | -       | -       |         |         |         |
| 1-12 wks  | 56.00  | 112.00  | 151,20  | 201.60  | 252.00  | 268.80  |
| 13-25 wks | 56.00  | 112.00  | 151.20  | 201.60  | 245.70  | 262.08  |
| 26-51 wks | 52.30  | 106.40  | 143.64  | 191.52  | 233.42  | 218.98  |
| 52 weeks  | 50.40  | 100.80  | 136.08  | 181.44  | 221,13  | 235.87  |
| Five minu | tes:   |         |         |         |         |         |
| 1-12 wks  | 35.00  | 70.00   | 94.50   | 126.00  | 157.50  | 168.00  |
| 13-25 wks | 35.00  | 70.00   | 94.50   | 126.00  | 157.50  | 168.00  |
| 26-51 wks | 33.25  | 66.50   | 89.77   | 119.70  | 149.62  | 159.60  |
| 52 weeks  | 31.50  | 63.00   | 85.05   | 113,40  | 141.75  | 151.20  |
|           |        | CL      | ASS "E  | ,,      |         |         |
| 15.21     | ) am   | to 7:00 | ) am    | daile 1 | 7:35 m  | m       |

(5:30 a.m. to 7:00 a.m. daily, 11:15 p.m. to 12:00 midnight daily)

| One hour:  |        |        |         |        |        |         |
|------------|--------|--------|---------|--------|--------|---------|
| 1-12 wks   | 130,00 | 260.00 | 351.00  | 468.00 | 585.00 | 624,00  |
| 13-25 wks  | 130.00 | 253.50 | 342.22  | 444.60 | 541,12 | 577.20  |
| 26-51 wks  | 123.50 | 240.82 | 325.11  | 422.37 | 514.06 | 548.34  |
| 52 weeks   | 117.00 | 228.15 | 308.00  | 400.14 | 487.01 | 519.48  |
| Half hour  | :      |        |         |        |        |         |
| 1-12 wks   | 78.00  | 156.00 | 210.60  | 280.80 | 351.00 | 374,40  |
| 13-25 wks  | 78.00  | 156.00 | 210.60  | 273.78 | 342.22 | 365.04  |
| 26-51 wks  | 74.10  | 148.20 | 200.07  | 260.09 | 325.11 | 346.79  |
| 52 weeks   | 70.20  | 140.40 | 189.54  | 246.40 | 308.00 | 328.54  |
| Quarter he |        |        |         |        |        |         |
| 1-12 wks   | 52.00  | 104.00 | 140.40  | 187,20 | 234.00 | 249.60  |
| 13-25 wks  | 52.00  | 104.00 | 140.40  | 187,20 | 234.00 | 243.36  |
| 26-51 wks  | 49.40  | 98.80  | 133.38  | 177.84 | 222,30 | 231.19  |
| 52 weeks   | 46.80  | 93.60  | 126.36  | 168.48 | 210.60 | 219.02  |
| Ten minut  | es:    |        |         |        |        |         |
| 1-12 wks   | 41.60  | 83.20  | 112.32  | 149.76 | 187.20 | 199.68  |
| 13-25 wks  | 41.60  | 83.20  | 112.32  | 149.76 | 187.20 | 199.68  |
| 26.51 wks  | 39.52  | 79.04  | 106.70  | 142.27 | 177.84 | 189.70  |
| 52 weeks   | 37.44  | 74.88  | 101.09  | 134.78 | 168.48 | 179.71  |
| Five minu  |        |        |         | -01110 |        |         |
| 1-12 wks   | 26.00  | 52.00  | 70.20   | 93.60  | 117.00 | 124.80  |
| 13-25 wks  | 26.00  | 52.00  | 70.20   | 93.60  | 117.00 | 124.80  |
| 26-51 wks  | 24.70  | 49.40  | 66.69   | 88.92  | 111.15 | 118.56  |
| 52 weeks   | 23,40  | 46.80  | 63.18   | 84.24  | 105.30 | 112.32  |
|            |        |        | seven c |        |        | period. |
| Seven d    |        |        | ro rata |        |        |         |
|            | excess |        | hour a  |        |        |         |
|            |        | 0110   |         |        | 1/4    |         |

rates in excess of one hour are in exact proportion to one hour rate.

Three-quarter hour—80% of hour rate; ten minutes, if available—80% of the 1-12 week quarter hour rate less applicable dollar volume and consecutive weeks discounts; five minutes, if available—50% of the 1-12 week quarter hour rate less applicable dollar volume and consecutive weeks discounts. Time periods not designated—rates on request.

ANNOUNCEMENTS

All announcements under Classes "A," "B," "C," "D," and "E," regardless of their length or cost, may be combined for weekly frequency discounts providing they are computed on the basis of days per week usage, Starting time of announcements determines rate classification.

CLASS "A" (6.50 n.m. dollar) on m. daily)

CLASS "A"

(6:59 p.m. to 10:30 p.m. daily)
25 words or 15 seconds electrical transcription station breaks:

| means.    |       |        | — Per  | week - |        |        |
|-----------|-------|--------|--------|--------|--------|--------|
|           | 1 day | 2 days | 3 days | 4 days | 5 days | 6 days |
| 1-12 wks  | 70.00 | 140.00 | 189.00 | 252.00 | 315.00 | 336,00 |
| 13-25 wks | 70.00 | 140.00 | 189.00 | 245.70 | 307.13 | 327.60 |
| 26-51 wks | 66.50 | 133.00 | 179.55 | 233.41 | 291.77 | 311.22 |
| 52 weeks  | 63.00 | 126.00 | 170.10 | 221.13 | 276.41 | 294.84 |

52 weeks 63.00 126.00 170.10 221.13 276.41 294.84 CLASS ''B''

(5.59 p.m. to 6.59 p.m. week days; 10:30 p.m. to 6:59 p.m. week days; 10:30 p.m. to 6:59 p.m. weeks of 6.59 p.m. to 6:59 p.m. to 6:59 p.m. sondays)

50 words or 20 seconds electrical transcription station breaks:
1-12 wks 47.50 95.00 128.25 171.00 213.75 228.00 13.25 wks 47.50 95.00 128.25 171.00 213.75 228.00 26.51 wks 45.12 90.25 121.81 162.45 203.06 216.60 52 weeks 42.75 85.50 115.42 153.90 192.37 205.20 1 minute live or electrical transcription:
1-12 wks 65.00 130.00 175.50 234.00 292.50 312.00 13-25 wks 65.00 130.00 175.50 234.00 285.19 304.20 26.51 wks 61.75 123.50 166.72 222.30 270.93 289.55 20 280.68 53.50 117.00 157.95 210.60 256.67 273.78 CLASS ''C''

CLASS "C"

(8:59 a.m. to 5:59 p.m. week days; 11:00 p.m. to 11:15 p.m. daily; 10:59 a.m. to 1:59 p.m. Sundays)

50 words or 20 seconds electrical transcription station

50 words or 20 s breaks: 1-12 wks 35.00 13-25 wks 35.00 26-51 wks 33.25 52 weeks 31.50 1 minute live or 1-12 wks 45.00 13-25 wks 45.00 26-51 wks 42.75 52 weeks 40.50 50 words or 20 seconds electrical transcription station breaks:
-12 wks 35.00 70.00 94.50 126.00 157.50 168.00 1.25 wks 35.00 70.00 94.50 126.00 157.50 168.00 1.55 wks 35.00 70.00 94.50 126.00 157.50 168.00 1.55 wks 33.25 66.50 88.77 119.70 149.62 159.60 2 weeks 31.50 63.00 85.05 113.40 141.75 151.20 1 minute live or electrical transcription:
-12 wks 45.00 90.00 121.50 162.00 202.50 216.00 1.25 wks 45.00 90.00 121.50 162.00 202.50 216.00 1.25 wks 42.75 85.50 151.42 153.90 192.37 205.24 2 weeks 40.50 81.00 199.35 145.80 182.25 194.40 CLASS "D"

(6:55 a.m. to 8:55 a.m. week days; 6:59 a.m. to 10:59 a.m. Sundays)
50 words or 20 seconds electrical transcription station breaks:

50 words or 20 seconds electrical transcription station breaks:
1-12 wks -25.00 50.00 67.50 90.00 112.50 120.00 13-25 wks 25.00 50.00 67.50 90.00 112.50 120.00 13-25 wks 25.00 50.00 67.50 90.00 112.50 120.00 52.51 wks 25.00 50.00 67.50 81.00 101.25 108.00 1 minute live or electrical transcription:
1-12 wks 35.00 70.00 94.50 126.00 157.50 168.00 13-25 wks 35.00 70.00 94.50 126.00 157.50 168.00 26-51 wks 35.25 66.50 89.77 19.70 149.6 159.60 52 weeks 31.50 63.00 85.05 113.40 141.75 151.20 CLASS E.

(5:30 a.m. to 6:59 a.m. dally; 11:15 p.m. to 12:00 midnight daily)
50 words or 20 seconds electrical transcription station breaks:
1-12 wks 20.00 40.00 54.00 72.00 90.00 96.00 13-25 wks 19.00 38.00 51.30 68.40 85.50 91.20 52 weeks 18.00 36.00 48.60 64.80 81.00 86.40 1 minute live or electrical transcription:

breaks: 1-12 wks 20.00 40.00 54.00 72.00 90.00 96.00 13-25 wks 20.00 40.00 54.00 72.00 90.00 96.00 26-51 wks 19.00 38.00 51.30 68.40 85.50 91.20 11-12 wks 25.00 50.00 67.50 90.00 112.50 120.00 13-25 wks 25.00 50.00 67.50 90.00 112.50 120.00 13-25 wks 25.00 50.00 67.50 90.00 112.50 120.00 13-25 wks 23.75 47.50 64.12 85.50 106.87 114.00 52 weeks 23.75 47.50 64.12 85.50 106.87 114.00 NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 18. Figures

#### **BOSTON—Continued** W E E I—Continued

shown are net rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as earned, in accordance with interpretation of Rate Card 18.

PARTICIPATING ANNOUNCEMENT PROGRAMS Hands Across the Caribbean—Monday through Saturday (daytime):

| Per week | 1 day 2 days 3 days 4 days 5 days 6 days 0 ne minute live or transcribed participations 32.50 65.00 87.75 117.00 146.25 158.00 | Melody in the Sky—Monday through Saturday (days)

time):
One minute live or transcribed participations 32.50 65.00 87.75 117.00 146.25 156.00 (aroline Cabot Shopping Service—Monday through Saturday morning:
One minute live or transcribed participations 20.00 40.00 54.00 72.00 90.00 96.00 (bodd Morning Ladies—Monday through Saturday morning:

morning:
One minute live or transcribed participations 32.50 65.00 87.75 117.00 146.25 156.00 Food Fair-Monday through Saturday morning:
One minute live participation 50.00 100.00 135.00 180.00 225.00 240.00 Five O'Clock Follies—late afternoon—Monday through

Naturals; One minute live or transcribed participations 32.50 65.00 87.75 117.00 146.25 156.00 for minute live or transcribed participations 32.50 65.00 28.25 171.00 213.75 228.00 (i) In program features between 6:00 p.m. 16 7:00 p.m. nightly when available.

#### ANNOUNCEMENT PACKAGES

Announcement packages cannot be combined with other service for discounts.
Twenty-one station breaks per week, 50 words or less in Class "C." "D" and "E" are subject to 25% additional special discount from rates after deducting applicable discounts.

#### DISCOUNTS

#### Application of Discounts

Application of Discounts
Programs and announcements may not be combined for any discount purposes. However, except as noted under weekly frequency discounts, all broadcasting under each section may be combined in computing discounts applicable to broadcasting under that section. Interputions necessitated by broadcasting of special events of importance will not affect discounts. All discounts apply to time charges only.
Discounts will be silowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned Where more than one time classification is used for pregams, first total up the gross onle-day rates for the periods to be purchased and then deduct carried discounts, as follows:

(1) Deduct the applicable weekly frequency discount

periods to be purchased and the access minutes, as follows:
Deduct the applicable weekly frequency discount (10% from the gross for 3, 4 or 5 days per week; 20% from the gross for 6 or more days per week). Deduct the applicable weekly dollar volume discount if contract is for 13 weeks or longer.
Deduct consentive weeks discount if applicable.

Weatly Preguency Discounts

Weekly Frequency Discounts
Weekly frequency Discounts
Weekly frequency discounts on mixed station time:
When an advertiser contracts for station time under
General Broadcasting Time Rates in more than one
time classification or in units of unequal cost, the
higher priced (m basis of one day gross rate) program periods earn frequency discounts for the lower
priced periods but not vice versa.

Example 1: If an advertiser buys three Class "A" 15 minute periods on Monday, Wednesday and Friday and three Class "B" 15 minute periods on Tuesday, Thursday and Saturday, the rate is then the six day rate (20% discount from the gross) for the Class "B" periods and the three day rate (10% from the gross) on the Class "A" periods.

on the Class "A" periods. Example 2: An advertiser buys three 60 minute periods in Class "B" on Tuesday, Thursday and Saturday and three 15 minute periods in Class "A" on Monday, Wednesday and Friday, the rate is then the six day rate for the Class "A" periods (20% from the gross) and the three day rate for the Class "B" periods (10% from the gross).

#### Weekly Dollar Volume Discount

Weekly dollar volume discounts not applicable on schedules of less than 13 consecutive weeks of broadcasting. Advertisers using a schedule of 13 or more consecutive weeks are entitled to dollar volume discount on all broadcasting at General Broadcasting Time Rates or Announcements running concurrently.

| Contracted value | or time at gross rates.     |        |
|------------------|-----------------------------|--------|
| Less than 235.00 | weekly                      | None   |
| 235.00 or more   |                             | 2-1/2% |
| 395.00 or more   |                             | 5%     |
| 550.00 or more   | but less than 710.00 wkly   | 7-1/2% |
| 710.00 or more   | but less than 865.00 wkly   | 10%    |
|                  | but less than 1,025.00 wkly |        |
| 1,025,00 or more | weekly                      | 15%    |

#### Discounts for Consecutive Weeks

 
 52 weeks
 5%

 SPECIAL FEATURES
 10%

 News: Leased wire service available—rates on request.
 TRANSCRIPTIONS

 Accepted at regular rates.
 Instantaneous Reference Recordings

 5 minutes, net.
 8.00

 15 minutes, net.
 10.00

 30 minutes, net.
 17.50

 Current ruling of the American Value
 17.50
 

REMOTE CONTROL
Programs riginating outside of the studios are subject to special charges.
SERVICE FACILITIES
The station is equipped with facilities and personnel to prepare and produce any type of program desired by the advertiser and will furnish program ideas talent and prices on request.

#### Mechanical Program Equipment

Equipped to handle programs by electrica, transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

General Manager-Harold E. Fellows Sales Manager-Kingsley F. Horton,

Representatives Radio Sales.

WHDH

#### (Established 1929)

(Established 1929)

Rates effective February 1, 1945. (Card No. 31-E.; Owned and operated by Matheson Radio Co., Inc. Business Office and Studio—Hotel Toursine, Boston, Misss. Hanceck 0900.

Transmitter—Saugus, Mass.

Wave—Power—Time Operating power—5,000 watte.
352.9 meters; 550 kilocycles.
Libensed to operate on clear channel. Operates on Eastern War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 a.m.; week days 6:30 a.m. to 12:30 a.m.

Agency Commission
15% to recognized advertising agencies, provided bills are paid when rendered; no cash discount Commission does not apply on talent.

General Advertising
For combination rates see American B:oa-deasting

For combination rates see American B:oadcasting Company, Inc. (Basic Network),

#### GROSS RATES FOR STATION TIME (6:00 p.m. to 10:30 p.m.)

|                   |        |         | -Per v   | reek   |         |         |
|-------------------|--------|---------|----------|--------|---------|---------|
| 58-1/2 1          | ti.    | 2 tl.   | a ti.    | 4 ti.  | 5 tl.   | 6 tl.   |
| min 380           | .00 72 | 22.0C 1 | 060.00 1 | 388.00 | 1663.00 | 1938.00 |
| 28-1/2<br>min 228 | .00 43 | 33.00   | 636.00   | 821.00 | 998.00  | 1163.00 |
| 13-1/2<br>min 152 | .00 28 | 39.0G   | 424.00   | 547.00 | 665.00  | 775.00  |
| 8-1/2<br>min 114  | .00 21 | 7.0α    | 313.0#   | 410.00 | 499,00  | 581.00  |
| 3-1/2             |        |         |          |        | 333.00  |         |
|                   |        |         |          |        | 30 p.m. |         |
| EQ 1/0            | III.   | 40 11   | 1.20 5 5 |        | ріші    |         |

58-1/2 to 11:30 p.m.)
min 190.00 361.00 539.00 634.00 831.00 969.00
28-1/2 min 114.00 217.00 313.00 419.00 499.00 581.00
13-1/2 min 76.00 144.00 212.00 271.00 333.00 388.00 57.00 108.00 159.00 205.00 249.00 291.00 38.00 72.00 103.00 137.00 166.00 194.00

(After 11:30 p.m. and before 9:00 a.m.) 58-1/2 min\_120.00 228.00 833.00 432.00 525.00 612.00 672.00 72.00 136.00 199.00 259.00 315.00 367.00 403.00 min 13-1/2 48.00 91.00 133.00 172.00 210.00 244.00 268.00 min -1/2 36.00 68.00 99.00 129.00 157.00 183.00 201.00 24.00 45.00 86.00 £6.00 105.00 122.00 134.00 min

Weekly Dollar Volume Discount

Dollar Volume Discounts do not apply against the rates for announcements.

(This listing continued on next page)



850 on Your Radio Vial

000 WAT

National Sales Representatives · SPOT SALES, INC., New York · Chicago · Son Francisco

#### **MASSACHUSETTS-**- Cont'd

#### **BOSTON—Continued** W H D H-Continued

In cases where an advertiser uses announcements and, in addition thereto, periods of station time, the rate of Weekly Dollar Volume Discount shall be determined by the gross weekly billing for announcements plus the gross weekly billing for such periods of station time, but the Weekly Dollar Volume Discount shall apply only against the billing for periods of station time.

#### Value Per Week of Station Time at

| 200.00 or   | more but | less than                               | 400.00   | 10% |
|-------------|----------|---|----------|-----|
| 400.00 or   | more but | less than                               | 600.00   | 15% |
| 600.00 or   | more but | less than                               | 800.00   | 20% |
| 800.00 or   | more but | less than                               | 1.000.00 | 25% |
| 1.000.00 or | more     | *************************************** |          | 30% |
|             |          |   |          | /•  |

Discounts for Consecutive Weeks
Discounts for consecutive weeks of broadcasting, applicable only to rates listed under "Gross Rates for
Station Time" after deducting applicable Dollar
Volume Discounts, if any, but not applicable to
announcements

announcements.
Less than 13 weeks......
13 to 25 weeks..........
26 to 52 weeks..........

Special Discount
On contracts for 52 weeks of consecutive broadcasting
non-cancellable on the part of the advertiser or
agency, a 10% discount on the net amount remaining
after all other applicable discounts have been deducted, will be allowed.

24th Inning!

#### ANNOUNCEMENTS (6:00 p.m. to 10:30 p.m.) Consecutive times

208 or 26-51 52-155 156-207 1-25 more 1 minute or less, each 38.00 36.10 35.15 33.25 (Before 6:00 p.m. and after 10:30 p.m.) 32.30

(Before 6:00 p.m. and a.c..

1 minute or less, each 19.00 18.05 17.55 16.60 16.15

SPECIAL FEATURES

Participating programs, sponsorship of time signals and other programs—rates on request.

Certain special features—no time discounts allowed.

POLITICAL

Rates on request.

REMOTE CONTROL

Programs originating outside of studios—rates on request. Personnel Manager—Raiph G. Matheson

Representatives Spot Sales, Inc.

#### WMEX



Rates effective December 1, 1940. (Card No. 4.) Owned and operated by Northern Corporation.
Business Office and Studio—70 Brookline Ave., Boston
15, Mass., Commonwealth 3900.
Transmitter—Quincy, Mass.

Transmitter—Quincy, Mass.

ave—Power—Time
Operating power—5,000 watts.

198.7 meters; 1510 kilocycles.

Licensed to operate full time on regional channel.
Operates on Eastern War Time.

Operating schedule: Sunday 9:00 a.m. to 12:00 midnight; week days 7:30 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on program or line charges.

Bills payable when rendered.

General Advertising CLASS "A"

| t t  |   |
|--|---|
| (6:00 p.m. to 12:00 midnight)  1 hour  | 250.00  |
|  |   |
| 1/2 hour   |   |
| 10 minutes   |   |
|  | 50.00   |
| 5 minutes  | 30.00   |
| (1:00 p.m. to 6:00 p.m. Sundays)   |   |
| 1 hour   | 188,00  |
| 3/4 hour   | 150.00  |
| 1/2 hour   |   |
| 1/4 hour   |   |
| 10 minutes   | 56.00   |
| 5 minutes  | 37.00   |
| 5 minutes  |   |
| (7:30 a.m. to 5:00 p.m. week days and  | 8:00  |
| a.m. to 1:00 p.m. Sundays)   |   |
| 1 hour   | 125.00  |
| 3/4 hour   | 100.00  |
| 1/2 hour   | 75.00   |
| 1/4 hour   |   |
|  |   |
| 5 minutes  | 25.00   |
| Interruptions in schedule soused by statter  |   |
| Interruptions in schedule caused by station prejudice the rebate an advetriser would   | otherston   |
| earn.  | 011101 # 180  |
| FREQUENCY DISCOUNTS  |   |
| Not applicable to Appouncements  |   |
|  | 20%   |
| 13 times 5% 100 times 250 times 7% 250 or more times 1864  | es 25%  |
| 52 times 15% ANNOUNCEMENTS   |   |
| ANNOUNCEMENTS  |   |
| rrequency discounts do not apply to the  | following   |
| announcement rates:  |   |
| (6:00 p.m. to 12:00 midnight)  |   |
| 100 words preceding or fol- 1 ti. 26 ti. 5   |   |
|  | 2 t1. (†)   |
| lowing news periods 10.00 9.00 7   | 2 t1. (†)<br>.50 6.50   |
| 30 words cut-in between  | .50 6.50  |
| programs 8.00 7.50 7   | 2 t1. (†)<br>.50 6.50<br>.00 5.50   |
| programs   | .50 6.50<br>.00 5.50  |
| programs 8.00 7.50 7.125 words or 1 minute transcription 9.00 8.50 8.  | .50 6.50  |
| programs 8.00 7.50 7. 125 words or 1 minute transcription 9.00 8.50 8. 100 words with time sig-  | .50 6.50<br>.00 5.50<br>.00 6.50  |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report 12.50 11.50 10. 30 words with time sig-  | .50 6.50<br>.00 5.50<br>.00 6.50  |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report 12.50 11.50 10. 30 words with time sig-  | .50 6.50<br>.00 5.50<br>.00 6.50  |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report 12.50 11.50 10. 30 words with time sig- nal or weather report 9.00 8.50 8. (Before 6:00 p.m.)  | .50 6.50<br>.00 5.50<br>.00 6.50<br>.50 8.50  |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report 12.50 11.50 10. 30 words with time sig- nal or weather report 9.00 8.50 8. (Before 6:00 p.m.) 100 words preceding or fol-  | .50 6.50<br>.00 5.50<br>.00 6.50<br>.50 8.50  |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report 12.50 11.50 10. 30 words with time sig- nal or weather report 9.00 8.50 8. 100 words preceding or fol- lowing news perieds 8.00 7.00 6.  | .50 6.50<br>.00 5.50<br>.00 6.50<br>.50 8.50  |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report. 12.50 11.50 10. 30 words with time sig- nal or weather report. 9.00 8.50 8. [Before 6:00 p.m.] 100 words preceding or following news perieds. 8.00 7.00 6. 30 words cut-in between  | .50 6.50<br>.00 5.50<br>.00 6.50<br>.50 8.50<br>.00 6.50<br>50 5.50   |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report. 12.50 11.50 10. 30 words with time sig- nal or weather report. 9.00 8.50 8. 100 words preeeding or fol- lowing news perieds. 8.00 7.00 6. 30 words cut-in between programs 6.00 5.50 5.   | .50 6.50<br>.00 5.50<br>.00 6.50<br>.50 8.50  |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report 12.50 11.50 10. 30 words with time sig- nal or weather report 9.00 8.50 8. (Before 6:00 p.m.) 100 words preceding or following news perieds 8.00 7.00 6. 30 words cut-in between programs 6.00 5.50 5. 125 words or 1 minute   | .50 6.50<br>.00 5.50<br>.00 6.50<br>.50 8.50<br>.00 6.60<br>.50 5.50<br>.00 4.00  |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report 12.50 11.50 10. 30 words with time sig- nal or weather report 9.00 8.50 8. (Before 6:00 p.m.) 100 words preceding or following news perieds 8.00 7.00 6. 30 words cut-in between programs 6.00 5.50 5. 125 words or 1 minute   | .50 6.50<br>.00 5.50<br>.00 6.50<br>.50 8.50<br>.00 6.50<br>50 5.50   |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report. 12.50 11.50 10. 30 words with time sig- nal or weather report. 9.00 8.50 8. (Before 6.00 p.m.) 100 words preceding or fol- lowing news perieds. 8.00 7.00 6. 30 words cut-in between programs 6.00 5.50 5. 125 words er 1 minute transcription 7.00 6.50 6.   | .50 6.50<br>.00 5.50<br>.00 6.50<br>.50 8.50<br>.00 6.60<br>50 5.50<br>.00 4.00   |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report 12.50 11.50 10. 30 words with time sig- nal or weather report 9.00 8.50 8. 100 words preceding or following news perieds 8.00 7.00 6. 30 words cut-in between 6.00 5.50 5. 125 words er 1 minute transcription 7.00 6.50 6. 100 words with time sig- nal or weather report 10.00 9.00 8.   | .50 6.50<br>.00 5.50<br>.00 6.50<br>.50 8.50<br>.00 6.60<br>.50 5.50<br>.00 4.00  |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report. 12.50 11.50 10. 30 words with time sig- nal or weather report. 9.00 8.50 8. (Before 6.00 p.m.) 100 words preceding or fol- lowing news perieds. 8.00 7.00 6. 30 words cut-in between programs 6.00 5.50 5. 125 words er 1 minute transcription 7.00 6.50 6. 100 words with time sig- nal or weather report. 10.00 9.00 8. 30 words with time sig- nal or weather report. 10.00 9.00 8.  | .50 6.50<br>.00 5.50<br>.00 6.50<br>.50 8.50<br>.50 6.50<br>.50 5.50<br>.00 4.50<br>.50 6.50  |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report. 12.50 11.50 10. 30 words with time sig- nal or weather report. 9.00 8.50 8. (Before 6.00 p.m.) 100 words preceding or fol- lowing news perieds. 8.00 7.00 6. 30 words cut-in between programs 6.00 5.50 5. 125 words er 1 minute transcription 7.00 6.50 6. 100 words with time sig- nal or weather report. 10.00 9.00 8. 30 words with time sig- nal or weather report. 7.00 6.50 6. (7) 100 or more times.  | .50 6.50<br>.00 5.50<br>.00 6.50<br>.50 8.50<br>.50 6.50<br>.50 5.50<br>.00 4.69<br>.50 6.50  |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report. 12.50 11.50 10. 30 words with time sig- nal or weather report. 9.00 8.50 8. 100 words preeeding or fol- lowing news perieds. 8.00 7.00 6. 30 words cut-in between 6.00 5.50 5. 125 words er 1 minute transcription 7.00 6.50 6. 100 words with time sig- nal or weather report. 10.00 9.00 8. 30 words with time sig- nal or weather report. 7.00 6.50 6. (†) 100 or more times. SERVICE FACILITIES   | 50 6.50<br>.00 5.50<br>.00 6.50<br>.50 8.50<br>.00 6.50<br>.50 5.50<br>.00 4.50<br>.50 6.50<br>.50 4.50                                 |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report. 12.50 11.50 10. 30 words with time sig- nal or weather report. 9.00 8.50 8. 100 words preeeding or fol- lowing news perieds. 8.00 7.00 6. 30 words cut-in between 6.00 5.50 5. 125 words er 1 minute transcription 7.00 6.50 6. 100 words with time sig- nal or weather report. 10.00 9.00 8. 30 words with time sig- nal or weather report. 7.00 6.50 6. (†) 100 or more times. SERVICE FACILITIES   | 50 6.50<br>.00 5.50<br>.00 6.50<br>.50 8.50<br>.00 6.50<br>.50 5.50<br>.00 4.50<br>.50 6.50<br>.50 4.50                                 |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report. 12.50 11.50 10. 30 words with time sig- nal or weather report. 9.00 8.50 8. 100 words preeeding or fol- lowing news perieds. 8.00 7.00 6. 30 words cut-in between 6.00 5.50 5. 125 words er 1 minute transcription 7.00 6.50 6. 100 words with time sig- nal or weather report. 10.00 9.00 8. 30 words with time sig- nal or weather report. 7.00 6.50 6. (†) 100 or more times. SERVICE FACILITIES   | 50 6.50<br>.00 5.50<br>.00 6.50<br>.50 8.50<br>.00 6.50<br>.50 5.50<br>.00 4.50<br>.50 6.50<br>.50 4.50                                 |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report. 12.50 11.50 10. 30 words with time sig- nal or weather report. 9.00 8.50 8. 100 words preceding or fol- lowing news perieds 8.00 7.00 6. 30 words cut-in between programs 6.00 5.50 5. 123 words or 1 minute transcription 7.00 6.50 6. 100 words with time sig- nal or weather report. 7.00 6.50 6. (†) 100 or more times. SERVICE FACLITIES Services of program departgent, staff annou staff engineers are included without chars studies more starters.   | 50 6.50 00 5.50 00 6.50 00 6.50 00 6.50 00 6.50 00 4.00 00 4.50 00 4.50 00 4.50 00 4.50   |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report. 12.50 11.50 10. 30 words with time sig- nal or weather report. 9.00 8.50 8. 100 words preceding or following news perieds. 8.00 7.00 6. 30 words cut-in between 8.00 7.00 6.50 6. 125 words er 1 minute 1 7.00 6.50 6. 100 words with time sig- nal or weather report. 10.00 9.00 8. 30 words with time sig- nal or weather report. 7.00 6.50 6. (†) 100 or more times. SERVICE FACILITIES Services of program department, staff annou staff engineers are included without chars studio programs unless a particular annoustaff engineers are included without chars studio programs unless a particular annoustaff engineers are included without chars studio programs unless a particular annoustaff engineers are included without chars studio programs unless a particular annoustaff engineers are included without chars studio programs unless a particular annoustaff engineers are included without chars studio programs unless a particular annoustaff engineers are included by the programs of the progra | 50 6.50 00 5.50 00 6.50 00 6.50 00 6.50 00 6.50 00 4.00 00 4.50 00 4.50 00 4.50 00 4.50   |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report. 12.50 11.50 10. 30 words with time sig- nal or weather report. 9.00 8.50 8. 100 words preceding or fol- lowing news perieds   | 50 6.50<br>00 5.50<br>00 6.50<br>50 8.50<br>00 6.50<br>50 5.50<br>00 4.00<br>00 4.50<br>00 4.50<br>neers and te on all ouncer is least. |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report. 12.50 11.50 10. 30 words with time sig- nal or weather report. 9.00 8.50 8. 100 words preceding or following news perieds. 8.00 7.00 6. 30 words cut-in between 6.00 5.50 5. 125 words er 1 minute transcription 7.00 6.50 6. 100 words with time sig- nal or weather report. 10.00 9.00 8. 30 words with time sig- nal or weather report. 7.00 6.50 6. (7) 100 or more times. SERVICE FACILITIES Services of program department, staff annous staff engineers are included without chars studio programs unless a particular annoscified. Use of pipe organ 5.00 per broak Mechanical Program Equipment Equipmed to handle programs by electrical  | 50 6.50 00 5.50 00 6.50 50 8.50 00 6.50 50 5.50 00 4.50 50 6.50 00 4.50 50 6.50 00 4.50 to en all                                       |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report. 12.50 11.50 10. 30 words with time sig- nal or weather report. 9.00 8.50 8. (Before 6:00 p.m.) 100 words preceding or fol- lowing news perieds 8.00 7.00 6. 30 words eut-in between 7.00 5.50 5. 125 words er 1 minute 7.00 6.50 6. 125 words er 1 minute 7.00 6.50 6. 100 words with time sig- nal or weather report 10.00 9.00 8. 30 words with time sig- nal or weather report 7.00 6.50 6. (7) 100 or more times. SERVICE FACILITIES Services of program departgent, staff annou staff engineers are included without chars studdo programs unless a particular annoscified. Use of pipe organ 5.00 per broak Mechanical Programs unless a particular annoscified. Use of pipe organs by electrical tion, using 33-1/3 and 78 r.p.m. double t   | 50 6.50 00 5.50 00 6.50 50 8.50 00 6.50 50 5.50 00 4.50 50 6.50 00 4.50 50 6.50 00 4.50 to en all                                       |
| programs 8.00 7.50 7 125 words or 1 minute transcription 9.00 8.50 8 100 words with time sig- nal or weather report. 12.50 11.50 10. 30 words with time sig- nal or weather report. 9.00 8.50 8. 100 words preceding or following news perieds. 8.00 7.00 6. 30 words cut-in between 6.00 5.50 5. 125 words er 1 minute transcription 7.00 6.50 6. 100 words with time sig- nal or weather report. 10.00 9.00 8. 30 words with time sig- nal or weather report. 7.00 6.50 6. (7) 100 or more times. SERVICE FACILITIES Services of program department, staff annous staff engineers are included without chars studio programs unless a particular annoscified. Use of pipe organ 5.00 per broak Mechanical Program Equipment Equipmed to handle programs by electrical  | 50 6.50 00 5.50 00 6.50 50 8.50 00 6.50 50 5.50 00 4.50 50 6.50 00 4.50 50 6.50 00 4.50 to en all                                       |

Sales Mgr. & Prom. Dir.—Wm. S. Pote. Representatives

oseph Hershey McGillyra, Inc.

## PIAY-BY-PIAY

For the 24th Year exclusively over

WNAC

and its Yankee Network stations:

National and American League BASEBALL

**Boston Braves** 

Boston Red Sox

Co-sponsored (1945 Season) by

The Atlantic Refining Company

The Narragansett Brewing Company

Another "Yankee Partnership for 1945"



Represented Nationally by Edward Petry & Co., Inc.

#### WNAC (Established 1922)

Rates effective July 1, 1944. (Card No. 12.)

Gwned and operated by The Yankee Network.

Rusiness Office—21 Brookline Ave., Boston 15. Mass.

Studios—21 Brookline Ave., Boston, Mass., Commonwealth 0800.

Montclair. Quincy, Mass.

Wave—Power—Time

'ave—Power—Time
Operating power—5,000 watts.
238.1 meters; 1280 kilocycles.
Licensed to operate on cleared regional channel. Operates on Eastern War Time.
Operating schedule: 19 hours daily.

Agency Commission

15% on net station time to recognized advertising agencies; no cash discount. Charges for facilities payable immediately after each broadcast.

General Advertising

eneral Advertising
For combination rates see Mutual Broadcasting System and Yankee Network.
Actual time is: 1 hour, 59:20 minutes; 3/4 hour, 44:20 minutes; 1/2 hour, 29:30 minutes; 1/4 hour, 14:30 minutes; 5 minutes, 5 minutes, 15 min

| 1   | (6:00<br>hour | p.m. to      |         |       |         | 440.00 |
|-----|---------------|--------------|---------|-------|---------|--------|
| 3/4 | hour          |              |         |       |         |        |
| 1/2 |               |              |         |       |         |        |
|     | hour          | •••••        |         |       |         | 264.00 |
| 1/4 | hour          |              |         |       |         |        |
| 5   | minutes       |              |         |       |         | 88.00  |
| - ( | 8:00 a.m.     | to 6:00      | n m     | Wask  | deve    | 8:00   |
|     | .m. to 1:0    |              |         |       |         |        |
|     |               | 12:00        |         |       |         | р.щ.   |
| 1   |               |              |         |       |         | 000 00 |
|     | hour          |              |         |       |         |        |
| 3/4 | hour          |              |         | ····· |         | 176.00 |
| 1/2 | hour          |              |         |       |         | 132.00 |
| 1/4 | hour          | ************ |         |       |         | 88.00  |
| 5   | minutes       |              |         |       |         | 44 00  |
|     |               |              |         |       |         |        |
| 1   |               | p.m. to      |         |       |         |        |
|     | hour          |              |         |       |         |        |
| 3/4 | hour          |              |         |       |         | 264.00 |
| 1/2 | hour          |              |         |       |         | 198.00 |
| 1/4 | hour          | ****         |         |       |         | 132.00 |
| 5   | minutes       |              |         |       |         | 66.00  |
|     |               |              |         |       |         |        |
|     | (This li      | sting cor    | ntinued | On ne | vr nans | , ,    |

# BOSTON—Continued W N A C—Continued (12:00 midnight to 8:00 a.m. daily) one week. SPECIAL PROGRAMS Sunrise Special: Organ program, week days 6:30 a.m. to 7:00 a.m.; one-quarter hour, including organist 59:00. TRANSCRIPTIONS Regular time charges apply to recorded programs. TALENT Regular time charges apply to recorded programs. TALENT Rates on request. REMOTE CONTROL All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser when required in advance. SERVICE FACILITIES Production department, publicity and public relations department, sales and merchandising department are available. Arrangements may be made for broadcasting with visible audience from public auditorium seating 1,000. Rates on request. Contract and Other Requirements Musical program rates are for the facilities of the station only; talent is extra. Program material must be in full accordance with the Broadcast Code as adopted by the N.A.B. Preferred position governed by priority and availability on contract basis. No blanket contracts accepted. No contract basis. No blanket contracts accepted. No contract accepted for longer than one year. Closing Time Closing date is 14 days in advance of service if program is to be included in publicity releases. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using S3-1/S and 78 r.p.m. double turntables. Personnel Chairman of the Board—John Shepard, 3rd. Exec. Vice-Pres. in Charge of Sales—Linus Travers. Representatives Edward Petry & Company, Inc.

#### WORL (Established 1926)



Rates revised September 21, 1942. Uwned and operated by Broadcasting Service Organi-zation, Inc. Business Office and Studio-Union Savings Bank Bldgs. 216 Tremont St., Boston 16, Mass., Liberty 

| 1/2 hour         | 90.00    | 85.50   | 83.25   | 81.00    |
|------------------|----------|---------|---------|----------|
| 1/4 hour         | 50.00    | 47.50   | 46.25   | 45.00    |
| 10 minutes       | 35.00    | 33.25   | 32.37   | 81.50    |
|                  |          |         |         |          |
| 5 minutes        | 22.00    | 20.90   | 20.35   | 19.80    |
|                  | CLASS    | "B"     |         |          |
| (7:00 a.m        | , to sun | et week | days)   |          |
| 1 hour           | 100.00   | 95.00   | 92.50   | 90.00    |
| 1/2 hour         | 60.00    | 57.00   | 55.50   | 54.00    |
| 1/4 hour         | 85.00    | 33.25   | 82.37   | 81.50    |
| 10 minutes       | 22.00    | 20.90   | 20.35   | 19.80    |
|                  |          |         |         |          |
| 5 minutes        | 16.00    | 15.20   | 14.80   | 14.40    |
| AN               | NOUNCE   | MENTS   |         |          |
| (7:00 a.m        | . to sun | et week | days)   |          |
|                  | 120      | words 6 | 0 words | 15 words |
| l time           | 11       | .00     | 9.00    | 8.00     |
| 13 times         |          | .50     | 8.50    | 7.50     |
| 26 times         |          | .00     | 8.00    | 7.00     |
|                  |          | .50     | 7.50    | 6.50     |
|                  |          |         |         |          |
| 104 times        |          | .00     | 7.00    | 6.00     |
| 250 times        |          | .50     | 6.50    | 5.50     |
| 500 times        | 8        | .00     | 6.00    | 5,00     |
| 800 times        |          | .50     | 5.50    | 4.50     |
| Maximum 800 time |          |         | 0.00    | 1.50     |
| warmum ood time  |          |         |         |          |

| RADIO STATIONS  |
|---|
| POLITICAL Accepted at regular station rates. TRANSCRIPTIONS Regular time charges apply to recorded programs. Instantaneous recording equipment available. TALENT Rates on request. Closing Time Closing date for inclusion in general publicity and printed anneuncements is 14 days before broadcast. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings. Personnel General Manager—George Lasker. Representatives Chicago—Forjoe & Company, |
| FM STATIONS W G T R—(FM)  |
| (Established 1940) Rates effective March 1, 1942. (Card No. 2.) Owned and operated by The Yankee Network, Inc. Business Office—21 Brookline Ave., Boston 15, Mass. Commonwealth 1850. Transmitter—Paxton, Mass.   |
| Vave—rows—11ms Operating power—50,000 watta. Frequency—44800 kilocycles. Operating schedule: Sundays 10:30 a.m. to 11:15 p.m. D.m.: week days 6:00 a.m. to 11:15 p.m.   |
| ognized agencies. No cash discount. Charges for fa-<br>cilities are payable immediately after each broadcast.   |
| General Advertising For combination rates see Yankee Network. Time sold only in conjunction with W39H, Mount Washington, N. H. MUNICAL OR DRAMATIC PROGRAMS (6:00 p.m. to 11:00 p.m.)  1 hour   |
| 1 hour. 60.00 8/4 hour. 48.06 1/2 hour. 36.00 1/4 hour. 24.00 5 minutes 12.00 (8:00 a.m. to 6:00 p.m.)  |
| 37/4 hour. 24.00 1/2 hour. 18.00 1/4 hour. 12.00  |
| 5 minutes 6.00  ANNOUNCEMENTS  125 words or one minute transcription: After 6:00 p.m. 6.00  Before 6:00 p.m. 3.00   |
| 30 word announcements between programs: After 6:00 p.m  |
| DISCOUNTS   DISCOUNTS   |
| of 12-1/2%, based on the lowest billing for any one   |
| week.  TALENT The Grand Organ is available to advertisers for use in connection with other talent.  REMOTE CONTROL All wire and mechanical charges for remote control, all traveling expenses, salaries of artists, etc. to be paid by advertiser, when required, in advance.  SERVICE FACILITIES  Production department, sales and merchandising department, publicity and public relations departments.  Closing Time   |
| all traveling expenses, salaries of artists, etc. to<br>be paid by advertiser, when required in advance.<br>SERVICE FACILITIES<br>Production department, salas and marchandising de-  |
| partment, publicity and public relations departments. Closing Time Closing date for inclusion in general publicity and printed announcement is 14 days in advance. Mechanical Program Equipment   |

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion using 33-1/3 and 78 r.p.m. double turn-tables.
Representatives

Edward Petry & Company, Inc.

#### CAPE COD (Barnetable County)

WOCB

| (6:00   | p.m.   | to | 11:00       | p.m.     | daily)   |
|---------|--------|----|-------------|----------|----------|
| hour    |        |    |             |          |          |
| hour    |        |    |             |          |          |
| hour    |        |    |             |          |          |
| nour    | *      |    | *********** | ******   |          |
| nour    | ****** |    |             | ******** | <u>-</u> |
| minutes |        |    |             |          |          |

| CLASS "B" . (4:00 p.m. to 6:00 p.m. Sundays)  |
|---|
| (4:00 p.m. to 6:00 p.m. Sundays)  |
| 3/4 hour 36.00<br>1/2 hour 27.00  |
|   |
| 1/4 hour 18.00<br>5 minutes 9.00  |
| 5 minutes   |
| p.m. to 12:00 midnight daily; 8:00 a.m. to<br>12:00 noor Sundays)   |
| 1 hour  |
| 3/4 hour 24.00<br>1/2 hour 18.00  |
| 1/4 hour12.00   |
|   |
| (12:00 noon to 4:00 p.m. Sundays)   |
| 1 hour 40.00<br>3/4 hour 82.00  |
| 1/2 hqur  |
| 1/4 hour  |
| 5 minutes   |
| 1/4 hour  |
|   |
| 3/4 hour  |
| 1/4 hour  |
| 5 minutes 4.00  |
| (After 6:00 p.m. week days and after 1:00 p.m. Sundays)   |
| I minute or less  |
| I minute or less. 6.00 (Before 6:00 p.m. week days and before 1:00 p.m. Sundays) I minute or less, 100 word. 3.00 POLITICAL   |
| riccopied at regular rates.   |
| Less than 26 times  |
| 26 to 51 times. 5%<br>52 to 103 times. 7-1/2%   |
| 104 to 155 times  |
| 156 to 207 times  |
| TRANSCRIPTIONS  |
| Less than 26 times  |
| All Wire and mechanical charges for remote control  |
| all traveling expenses, etc., of artists to be paid by advertiser in advance when required.   |
| SERVICE FACILITIES Production department and sales and merchandising  |
| department available. Closing Time  |
| two weeks in advance for inclusion in publicity re-<br>leases.  |
| Mechanical Program Equipment  |
| Mechanical Program Equipment Equipped to handle programs by electrical transcrip-<br>tion, using 33-1/3 and 78 r.p.m. double turntables<br>for lateral or vertical cut recordings.  |
| Personnel Manager—Hugh B. Norman. Program Director—Don Sellers.   |
| Program Director—Don Sellers.  Representatives William G. Rambeau Co. William G. Parther Co.  |
| William G. Kambeau Co.<br>Boston—Bertha Bannon.   |
| FALL RIVER  |
| (Bristol County)  |
| WSAR  |
| (Established 1921)  |
|   |
| Rates effective March 1, 1948.  |
| Rates effective March 1, 1945. Owned and operated by The Fall River Broadcasting Company, Inc. Business Office and Studio—Academy Bldg., Fall River, Mass., telephone 7-5477. Transmitter—South Somerset, Mass. Wave—Power—Time Operating power—1,000 watta 202.7 moters; 1480 kilocycles. Licensed to operate full time. Operates on Eastern War Time. |
| River, Mass., telephone 7-1477. Transmitter—South Somerset Mass   |
| Wave-Power-Time Operating power-1.000 watta   |
| 202.7 meters; 1480 kilocycles.  |
| Licensed to operate full time. Operates on Eastern War Time.  |
| Agency Commission   |
| war Time. Agency Commission 15% allowed to recognized agencies on net station time providing payment is made by 10th of month following service: no cash discount.  |
| renowing service; no cash discount.   |

90.00 72.00 54.00 36.00 18.00 (12:00 midnight to 2:00 a.m.) 1 hour.
1/4 hour.
1/4 hour.
1/4 hour.
5 minutes.
ANNOUNCEMENTS
(After 6:00 p.m.)
Special announcements, 25 words.
Station break announcements, 25 words.
Special announcements, 100 words.
Station break announcements, 25 words.
(Before 6:00 p.m.)
Special announcements, 27 words.
(This lieting continued on next page)

#### FALL RIVER—Continued W S A R-Continued

FOREIGN LANGUAGE PROGRAMS
French, Portuguese and Polish Translation from
English to the respective foreign language requested
included in rate.
100-150 word announcement, each participation 10.00

|            | DISCOUNTS |         |
|------------|-----------|---------|
| Less than  | 26 times  | Net     |
| 26 to 51   | times     | 5%      |
| 52 to 103  | times     | 7-1/2%  |
| 104 to 155 | times     | 10%     |
| 156 to 207 | times     | 12-1/2% |
| 208 or mo  | re times  | 15%     |

TRANSCRIPTIONS
Regular station time charges apply.

TALENT

Rates on request.

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, saleries, etc., of artists to be paid by advertiser when required in advance.

SERVICE FACILITIES
Production department, sales and merchandising department, publicity and public relations department, artists' bureau, available to advertisers.

Closing Time
Closing date for inclusion in general publicity and printed announcements is three weeks before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

President-Melvin Lahr

Representatives Headley-Beed Company.

#### FITCHBURG

(Worcester County) WEIM (Established 1941)



Rates effective March 15, 1944. (Card No. 2.) Owned and operated by Mitchell G. Meyers, Ruben E. Aronheim, and Milton H. Meyers. Business Office and Studio—717 Main St., Fitchburg, Mass.

mass.
Transmitter — One mile from center of Fitchburg,
Mass.

MASS.

Wave—Power—Time
Operating power—250 watts.
223.9 maters: 1340 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.
Operating schedule: Sundays 16 hours; week days 17 hours.

Agency Commission
15% to recognized agencies on station time only; cash discount none. Bills rendered weekly, due weekly.

discount none. State of the sta

| CLASS "A"              |        |       |           |        |        |         |  |
|------------------------|--------|-------|-----------|--------|--------|---------|--|
| (6                     | :00 p. |       | :00 p.m.  |        |        | :00     |  |
|                        |        |       | 11:00 p.i |        |        |         |  |
|                        |        | 1 ti. | 13 ti.    | 26 tl. | 52 tl. | 104 ti. |  |
|                        | hour   | 80.00 | 76.00     | 72.00  | 68.00  | 64.00   |  |
|                        | bour   | 48.00 | 45.60     | 43.20  | 40.80  | 88.40   |  |
|                        | hour   | 32.00 | 80.40     | 28.80  | 27.20  | 25.60   |  |
| 5 1                    | min    | 16.00 | 15.20     | 14.40  | 18.60  | 12.80   |  |
|                        |        |       | CLASS .   | 'B''   |        |         |  |
|                        |        | (A    | Il Other  | Times) |        |         |  |
| 1 1                    | bour   | 60,00 | 57.00     | 54.00  | 51.00  | 48.00   |  |
| 1/2 1                  | hour_  | 26,00 | 84.20     | 82.40  | 30,60  | 28,80   |  |
| 1/4                    | hour   | 24.00 | 22.80     | 21.60  | 20.40  | 19.20   |  |
| 5 1                    | min    | 12.00 | 11.40     | 10.80  | 10.20  | 9.60    |  |
| WEEKLY FREQUENCY BATES |        |       |           |        |        |         |  |

CLASS "A" (6:00 p.m. to 11:00 p.m. week days and 1:00

|                     | p.m. | to      | 11:00  | p.i  |         |           |                 |
|---------------------|------|---------|--------|------|---------|-----------|-----------------|
|                     |      |         |        |      |         | Per week- |                 |
| 1 hour:<br>3 times. |      |         |        |      | 18 wks. | 26 wks.   | 52 wks.         |
|                     |      |         | •••••• |      | 192.00  | 178.00    | 168.00          |
|                     |      |         | •      |      | 800.00  | 270.00    | 255.00          |
|                     |      | <b></b> |        | •••• | 886.00  | 802.00    | 286,00          |
| 1/2 hour:           |      |         |        |      | 115.00  | 108.00    |                 |
|                     |      |         |        |      | 180.00  | 168.00    | 98.00<br>158.00 |
|                     |      |         |        |      | 200.00  | 180.00    |                 |
| 1/4 hour:           |      |         |        |      | 200,00  | 180.00    | 170.00          |
|                     |      |         |        |      | 76,00   | 68.00     | 65.00           |
|                     |      |         |        |      | 120.00  | 108.00    | 102.00          |
|                     |      |         |        |      | 185.00  | 121.00    | 115.00          |
| 5 minutes:          |      |         |        | •    | 180.00  | 121.00    | 115,00          |
|                     |      |         |        |      | 89.00   | 35.00     | 88.00           |
|                     |      |         |        |      | 60.00   | 54.00     | 51.00           |
|                     |      |         |        |      | 86.00   | 59.00     | 56.00           |
| o times.            |      |         |        |      |         | 50.00     | 39.00           |
|                     |      |         | CLAS   | 8.   | 'R''    |           |                 |
|                     |      | (A      | II Oth | er ' | Times)  |           |                 |
| 1 hour:             |      |         |        |      |         |           |                 |
| 3 times.            |      |         |        |      | 144.00  | 130.00    | 122.00          |
|                     |      |         |        |      | 225.00  | 202.00    | 191.00          |
| 6 times.            |      |         |        |      | 252.00  | 227.00    | 214.00          |
| 1/2 hour:           |      |         |        |      |         |           |                 |
|                     |      |         |        |      | 86.00   | 77.00     | 73.00           |
|                     |      |         |        |      | 180.00  | 117.00    | 110.00          |
|                     |      |         |        |      | 144.00  | 180.00    | 122.00          |
| 1/4 hour:           |      |         |        |      |         |           |                 |
|                     |      |         |        |      | 54.00   | 49.00     | 46.00           |
|                     |      |         |        |      | 85.00   | 76.00     | 72.00           |
|                     |      |         |        |      | 96.00   | 86.00     | R2.00           |
|                     |      |         |        |      | 80.00   | 80.00     | 82.00           |
| 5 minutes:          |      |         |        |      |         |           |                 |
|                     |      |         |        |      | 29.00   | 26.00     | 25.00           |
|                     |      |         |        |      | 44.00   | 40.00     | 87.00           |
| 6 times.            |      |         |        |      | 49.00   | 44.00     | 42.00           |
|                     |      |         |        |      |         |           |                 |

ANNOUNCEMENTS
Rates per announcement based on volume used in 12 month period. All types of announcements combined to compute volume.

|     |        |        | 8 "A"    |        | 88B.   |
|-----|--------|--------|----------|--------|--------|
|     |        |        | 1/2 min. | 1      | /2 min |
|     |        | l min. | or less  | l min. | or les |
| 1   | time   | 8.00   | 5.00     | 6.00   | 4.0    |
| 52  | times  | 7.60   | 4.75     | 5.70   | 3.8    |
| 104 | times  | 7.20   | 4.50     | 5.40   | 3.6    |
| 208 | ti mes | 6.80   | 4.25     | 5.10   | 8.40   |
| 312 | times  | 6.40   | 4.00     | 4.80   | 8.2    |
|     | SPECI  | AL FE  | ATURES   |        |        |

SPECIAL FEATURES
News: Leased wire service available; no service charge. charge.

'The 1840 Club''—Monday through Saturday from 10:00 a.m. to 12:00 noon,

'To the Ladies''—Monday through Friday from 9:30 a.m. to 10:00 a.m. POLITICAL

Political programs accepted at one time rates.

TRANSCRIETIONS

Regular rates apply. Bates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists, to be paid in advance by advertiser when required. Extra charges not subject to agency commission.

TALENT Rates on request.

SERVICE FACILITIES

Merchandising department available to advertisers
cost. Services of production department at no ex-

Cosing Time
Contracts close two weeks in advance of first broadcast if program is to be included in publicity notices.
Meshanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Persennel
General Manager—Earle Clement.
Commercial Manager—Mort Silverman. Representatives
The Walker Company.

#### **GREENFIELD** (Franklin County)

WHAI
(Established 1988)



Rates effective January 15, 1939. (Card No. 8.) Owned and operated by John W. Haigis. Business Office and Studios—Mansion House, Greenfield, Mass., Greenfield 4301. Transmitter—Greenfield, Mass.

Transmitter—Greennesd, Mass.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilosycles.
Licensed to operate unlimited time. Operates on
Eastern War Time.

Agency Commission
15% to recognized advertising agencies on net station
time; no cash discount, Charges for facilities payable
immediately after each broadcast. No commission or
discounts on talent or line charges.

General Advertising
For combination rates see Yankee Network and
Mutual Broadcasting System.
The following rates are for national advertising and
include music copyright fees.

| <del>-</del>                                   |       |
|--|-------|
| (6:00 p.m. to 11:00 p.m. daily)                |       |
| 1 hour   | 60.00 |
| 1/2 hour                                       | 86.00 |
| 1/4 hour                                       | 24.00 |
| 5 minutes                                      | 12.00 |
| (1:00 p.m. to 6:00 p.m. Sundays)               |       |
| 1 hour   | 45.00 |
| 1/2 hour                                       | 27.00 |
| 1/4 hour                                       | 18.00 |
| 5 minutes                                      | 9.00  |
|  | 5.00  |
| (All other time)                               |       |
| 1 hour   | 80.00 |
| 1/2 hour                                       | 18.00 |
| 1/4 hour                                       | 12.00 |
| 5 minutes                                      | 6.00  |
| ANNOUNCEMENTS                                  |       |
| (6:00 p.m. to 11:00 p.m. daily)                |       |
| 100 words, before or after News Service        |       |
| 125 words, participating programs              |       |
| 30 words, station breaks                       | 4.00  |
| (1:00 p.m. to 6:00 p.m. Sundays)               |       |
| 100 words, before or after News Service        |       |
| 125 words, participating programs              |       |
| 30 words, station breaks                       | 3.00  |
| (All other time)                               |       |
| 100 words, before or after News Service        |       |
| 125 words, participating programs              |       |
| 30 words, station breaks                       | 2.00  |
| DISCOUNTS                                      |       |
| Time discounts on card rates apply to total n  | umbe  |
| of broadcasts for the same sponsor in one year |       |
| original or renewed contracts and apply on     |       |
| time only.                                     |       |
|  | Net   |
|  | %     |
| 50 1- 300 11                                   | ~ ·   |

TRANSCRIPTIONS
Regular time charges apply to recorded programs.

REMOTE CONTROL

Arrangements can be made for any reasonable remote control broadcast, provided cost of lines, equipment, traveling expenses, etc., are paid by the advertiser when required in advance.

Contract and Other Requirementa

Advertising of alcoholic beverages, other than beer and wine, not accepted.

Rates are for the facilities of the station only; talent is extra. Preferred positions governed by priority and availability on contract basis. No blanket contracts accepted. No contract accepted for longer than one year.

Closing Time

Closing date is 14 days in advance of service if program is to be included in publicity releases.

Mechanical Program Equipment

Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for interal and vertical cut recordings.

Personnel

Personnei Mgr. & Com'l Mgr.—H. W. Niehols.

Representatives
Roston—Bertha Bannan.
Roston—New England Radio Advertising Co.
Burn-Smith Company, Incorporated.

#### HOLYOKE (Hampden County)

WHYN (Established 1941)



Rates effective August 1, 1942. (Card No. 2.)

Owned and operated by the Hampden-Hampshire Corp.
Studio—South Hadley Falls, Mass.
Other Studios—180 High St., Holyoke, Mass., Holyoke 8238, and Nonotuck Savings Bank Bldg., Northampton, Mass.
Transmitter—South Hadley Falls, Mass.

Wave—Power—Time
Operating power—250 watts,
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on station time only; no
cash discount. Payments for broadcasting are
de weekly. No time discount on line charges or talent.

General Advertising
For combination rates see Mutual Broadcasting System and Yankee Network.

| (6:00 p.m. to 11:00 p.m. daily)   |       |
|---|-------|
| 1 hour  | 80.00 |
|   | 48.00 |
|   |       |
| 1/4 hour  | 32.00 |
| 5 minutes   | 16.00 |
| (Before 6:00 p.m. week days, before 1:00 p.m. Sundays, and 11:00 p.m. to 12:00 mid-night daily) |       |
| 1 hour  | 40.00 |
| 1/2 hour  | 24.00 |
| 1/4 hour  | 16.00 |
|   | 8.00  |
| 5 minutes   | 8.00  |
| (1:00 p.m. to 6:00 p.m. Sundays) 1 hour   | 60.00 |
|   |       |
|   | 26.00 |
| 1/4 hour  | 34.00 |
| 5 minutes   | 12.00 |
| ANNOUNCEMENT  |       |

| ANNOUNCEMENTS       |      |
|---------------------|------|
| (After 6:00 p.m.)   |      |
| 1 minute            | 3.00 |
| 50 words            | 8.00 |
| 25 words            | 4.00 |
| (Before 6:00 p.m.)  |      |
| 1 minute            | 5.00 |
| 50 words            | 3.00 |
| 25 Words.           | 1.00 |
| DISCOUNTS           | 2.00 |
|                     |      |
| Less than 51 times. | Net  |
| 51 to 99 times      | 5%   |
| 100 to 299 times    | 10%  |
| 200                 |      |

100 to 299 times. 16%
300 or more times. 15%
SPECIAL FEATURES
News — Leased wire service svallable. Five or 18
minute periods. No service charge. Rates on request.
TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service.

REMOTE CONTROL

All wire and mechanical charges for remote control,
all traveling expenses, salaries, etc., of artists to
be paid in advance by advertiser when required.

TALENT

Rates on request.

SERVICE FACILITIES
Station maintains a merchandising department available to advertisers. Services of production department available at no extra cost.

available at no extra cost.

Contract and Other Requirements
No contract accepted for longer than one year. No, blanket contracts accepted. All broadcasting must be submitted in advance for review by station management. The management reserves the right to reject material without giving reason therefor. All contracts subject to station approval and government regulations. Station reserves the right to reque'er discontinue any advertising for reasons satisfactory to itself

self.
Closing Time
Closing date for inclusion in general publicity is 14
days before broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turntables
for lateral and vertical cut recordings.

Personnei General Manager—Patrick J. Montague. Representatives Miss Bertha Bannan.

#### MASSACHUSETTS -Cont'd

#### LAWRENCE

(Essex County)

WLAW (Established 1937)



Rates effective July 1, 1944. (Card No. 5.) Owned and operated by the Hildreth & Rogers Co Business Offices and Studios—278 Essex St., Lawrence. Mass., telephone 4107. Boston Sales Office—470 Statler Office Bidg. Transmitter—Andover, Mass.

#### Wave-Power-Time

Wave—Power—Time
Operating power—5,000 watts.
441.2 meters; 680 kilocycies.
Licensed to operate full time on clear channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:00 a.m. to 1:00 a.m., week days 6:00 a.m. to 1:00 a.m.
15% to recognized advertising agencies on net charges for station time; no cash discount. Bills due and payable when rendered.
General Advertising
For combination rates see Columbia Broadcasting
System and Columbia New England Network.
The following rates include music copyright fees.
Rates for periods longer than one hour rate.
Programs of five minutes or more in various time
brackets may be combined to earn frequency discounts.
Programs of five minutes or more may not be combined with announcements to earn frequency discounts.
Announcements sold at time preceding a higher rate
classification will be billed at the rate of the higher
classification.

CLASS "A"
(8:00 p.m. to 1:100 p.m. seek days and 12:00

assification, CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)

|     |        | 1      | 1/2       | 1/4   | 5         | 1 min.  |  |
|-----|--------|--------|-----------|-------|-----------|---------|--|
|     |        | hr.    | hr.       | hr.   | min,      | or less |  |
| 1   | time   | 210,00 | 126.00    | 84.00 | 42.00     | 20.00   |  |
| 26  | times  | 199.50 | 119,70    | 79.80 | 39.90     | 19.00   |  |
| 52  | times  | 189.00 | 113,40    | 75.60 | 37.80     | 18.00   |  |
| 156 | times  | 178.50 | 107.10    | 71.40 | 35.70     | 17.00   |  |
| 260 | times  | 168.00 | 100.80    | 67.20 |           | 16.00   |  |
| 400 | times  | 157.50 | 94.50     | 63.00 |           | 15.00   |  |
|     |        |        | CLASS     | "B"   |           |         |  |
|     | 17 -41 |        | to 6:00 p | m and | 17:00 n m |         |  |

|     | (7:4)  | 5 a.m. te | 0:00 p.n   | n. and ll | :00 p.m. |       |  |  |  |
|-----|--------|-----------|------------|-----------|----------|-------|--|--|--|
|     |        |           | to 11:30 p | ),m,)     |          |       |  |  |  |
| 1   | time   | 105.00    | 63.00      | 42.00     | 21.00    | 10.00 |  |  |  |
| 26  | times  | 99.75     | 59.85      | 89.90     | 19.95    | 9.50  |  |  |  |
| 52  | times  | 94.50     | 56.70      | 37.80     | 18.90    | 9.00  |  |  |  |
| 156 | times  | 89,25     | 53.55      | 35.70     | 17.85    | 8.50  |  |  |  |
| 260 | times  | 84.00     | 50.40      | 33.60     | 16.80    | 8.00  |  |  |  |
| 400 | times  | 78.75     | 47.25      | 81.50     | 15.75    | 7.50  |  |  |  |
|     |        |           | CLASS .    | .c        |          |       |  |  |  |
|     |        | (11:30    | p.m. to    | 7:45 a.m. | .)       |       |  |  |  |
| 1   | time   | 80.00     | 48.00      | 82.00     | 16.00    | 7.50  |  |  |  |
| 26  | times  | 76.00     | 45.60      | 30,40     | 15.20    | 7.13  |  |  |  |
| 52  | times  | 72.00     | 43,20      | 28.80     | 14.40    | 6.75  |  |  |  |
| 156 | times  | 68,00     | 40,80      | 27,20     | 13.60    | 6.38  |  |  |  |
| 260 | times  | 64.00     | 38.40      | 25,60     | 12.80    | 6.00  |  |  |  |
| 400 | times  | 60.00     | 36,00      | 24.00     | 12.00    | 5.63  |  |  |  |
|     | TALENT |           |            |           |          |       |  |  |  |

Rates on request REMOTE CONTROL

Rates on request.

Rates on request.

Closing Time
Closing date for inclusion in general publicity is 14
days before program.

Program material must be arranged one week in advance of broadcast. No changes within two days preceding broadcast. No changes within two days preceding broadcast.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel

Personnel
Pres. & Gen'l Mgr.—Irving E. Rogers.
Sales Manager—David M. Kimel.
Program Manager—Joseph P. Oakes.
Representatives
Weed & Company.

#### WLLH (Established 1987)

Owned and operated by Merrimac Broadcasting Company, Inc.

pany, Inc.

Business Office, Studio and Transmitter—Cregg Bldg.,
Lawrence, Mass.
Other Studios—Lowell, Mass.
Wave—Power—Time
Operating power—250 watts,
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on
Eastern War Time.
General Advertising
Stations WLLH, Lawrence, Mass., and WLLH,
Lowell, Mass., are synchronized for simultaneous
broadcasts. For rates and details see WLLH, Lowell,
Mass.

#### LOWELL

(Middlesex County)

WLLH

(Established 1934)
Rates effective March 15, 1938, (Card No. 3.)
Owned and operated by Merrimac Broadcasting Company, Inc.
Business Office and Studio—39 Kearney Sq., Lowell,
Mass., Lowell 8715.
Other Studio—Lawrence, Mass., Lawrence 22148.
Transmitters—Lowell and Lawrence, Mass.

Agency Commission

15% allowed to recognized agencies on net station
time: no cash discount. Charges for facilities are
payable immediately after each broadcast.

General Advertising
For combination rates see Yankee Network and
Mutual Broadcasting System.
The following rates are for national advertising.

MUSICAL OR DRAMATIC PROGRAMS (6:00 p.m. to 11:00 p.m.)

| 1 hour   | 120.00                           |
|--|----------------------------------|
| E/4 hour   | 96,00                            |
| 1/2 hour   |                                  |
| 1/4 hour   | 48.00                            |
| 5 minutes  | 24.00                            |
| (8:00 a.m. to 6:00 p.m. week days; 8:<br>to 1:00 p.m. Sundays and 11:00 p.m. t |                                  |
| midnight daily)  |                                  |
|  |                                  |
| midnight daily)  | 60,00                            |
| midnight daily)  | 60,00<br>48,00                   |
| midnight daily) l hour   | 60.00<br>48.00<br>36.00          |
| midnight daily)   l hour   | 60,00<br>48,00<br>36,00<br>24,00 |
| midnight daily)   l hour   |                                  |

| 1/2    | hour                                | 35.00 |
|--------|-------------------------------------|-------|
| 1/4    | hour.                               | 24.00 |
| - 5    | minutes                             | 12.00 |
|        | (1:00 p.m. to 6:00 p.m. Sundays)    |       |
| 1      | hour.                               | 90.00 |
| 3/4    | hour                                | 72.00 |
| 1/3    | hour                                | 54.00 |
| 1/1    | hour.                               | 36.00 |
|        | minutes                             | 18.00 |
| -      | (12:00 midnight to 8:00 a.m. daily) |       |
| Y      | hour                                | 40.00 |
| 3/4    | hour.                               | 32.00 |
| 1/2    | hour.                               | 24.00 |
| 1/4    | hour                                | 16.00 |
| - 17 3 | minutes.                            | 8.00  |
|        |                                     |       |

Time discounts on eard raies apply to total number of broadcasts in the same group for the same sponsor in one year under the same (and/or renewal) contracts and apply on the weekly billing of station time only. No discounts on talent or line charges.

Less than 26 times.

Less than 25 times.

15%
52 to 99 times.

115%
100 to 299 times.

20%
300 or more times.

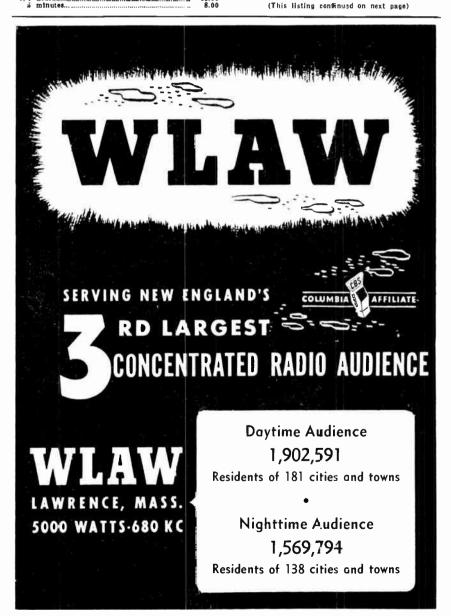
25%

ANNOUNCEMENTS
Tie-in announcements fcflowing chain programs or 30 word announcements between programs—if approved by network client.

(Nighttime) Per announcement ... 12.00 (Daytime) Per announcement.

POLITICAL Accepted at regular station rates.

SPECIAL FEATURES
Musical Clock: Early morning program, daily except
Sunday; participation program, 125 words, 6.00.
Shopping News: Noontime program, daily except
Sunday; 125 words 6.00.
Hits and Encores: Late afternoon program; 125 words
6.00.



NATIONAL REPRESENTATIVES: WEED & COMPANY

New cast

#### MASSACHUSETTS — Cont'd

#### LOWELL—Continued

| WLLH-                     | —Continued            |       |
|---------------------------|-----------------------|-------|
| News Service; minmium     | n of five minutes per | broad |
| cast; exclusive sponsorsh | ip:                   |       |
| 7:45 a.m., seven days     | weekly                | 50.0  |
| 12:45 p.m., seven days    | weekly                | 75.0  |
| 6:30 p.m., seven days     | weekly                | 150.0 |
| 10:45 p.m., seven days    | weekly                | 150.0 |
| TRANSO                    | CRIPTIONS             |       |
| Repular time charges      | ennly to recorded new |       |

Regular time charges apply to recorded program
Not restricted to certain hours.
TALENT

Station artists bureau makes available to advertisers complete talent casts either for radio presentation or public appearance.

REMOTE CONTROL
All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser in advance when required.

SERVICE FACILITIES

Production Department, Sales and Merchandising Department and Station Artists Bureau are available to advertisers.

to advertisers.

Contract and Other Regulrements

Musical and dramatic program charges are for the
facilities of the station only; talent is extra

No contract accepted for longer than one year. No
blanket contracts accepted. All contracts subject to
station's approval and governmental regulations. Perferred pusition governed by priority and availability
on contract basis.

At the station's option, the cancellation of any contract cannot become effective until two weeks after
the starting date that has been contracted for.

Closing Time

Closing Time
Closing date for inclusion in general publicity a
printed announcements is 14 days before broadcast.

Mechanical Program Equipment Equipment Equipment Equipment Equipment Equipment of the Equip

Personnel
President—A. S. Moffat.
Manager—Robert F. Donahue. Representatives
New York-Edward Petry & Co., Inc.

#### **NEW BEDFORD**

(Bristol County)

WNBH (Established 1921)



#### BASIC BLUE NETWORK



Rates effective July 1, 1943.

Owned and operated by E. Anthony & Sons, Inc.
Business Office and Studio—588 Pleasant St., New
Bedford, Mass., telephone 8-5228.
Transmitter—Crow Island in New Bedford Harbor,
Fairhaven, Mass.

Wave—Power—Time
Operating power—350 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time on local channel.
Operating schedule: Sunday 8:30 a.m. to 11:30 p.m.;
week days 7:30 a.m. to 11:30 p.m.

week days 7:30 a.m. to 11:30 p.m.

Agency Commissions
15% on broadcasting rates only to recognized advertising agencies; no cash discount. No commission on talent. Invoices mailed on the first of each month. Charges for station time are payable on the 15th of month following broadcast.

General Advertising
For combination rates see American Broadcasting Company. Inc. (Basic Network).

CLASS "A"

| CLASS "A"                                  |
|--|
| (6:00 p.m. to 11:00 p.m. daily)            |
| 1 hour                                     |
| 8/4 hour64.00                              |
| 1/2 hour                                   |
|  |
|  |
| 5 minutes 15.00                            |
| Chass                                      |
| (4:00 p.m. to 6:00 p.m. Sundays)           |
|  |
| 3/4 hour                                   |
| 1/2 hour                                   |
| 1/4 hour 24.00                             |
| 5 minutes                                  |
| CLASS "C"                                  |
| (8:00 a.m. to 6:00 p.m. week days; 11:00   |
| p.m. to 12:00 midnight daily; 8:00 a.m. to |
| 12:00 noon Sundays)                        |
| 1 hour                                     |
| 3/4 hour 32.00                             |
| 1/2 hour                                   |
| 1/4 hour16.00                              |
| 5 minutes                                  |
| 5 minutes 8.00                             |
| (12:00 noon to 4:00 p.m. Sundays)          |
| 1 hour                                     |
| 3/4 hour 42.66                             |
| 1/2 hour 32.00                             |
| 1/4 hour                                   |
|  |
| 5 minutes                                  |
| (12:00 midnight to 8:00 a.m. daily)        |
| 1 hour                                     |
|  |
| 2 /0                                       |
|  |
|  |
| 5 minutes                                  |

POLITICAL
Accepted at regular rates.

Less than 26 times.
25 to 103 times.
104 to 155 times.
208 or more times. Net 5% 7-1/2% .. 10% ... 12-1/2% ... 15%

TRANSCRIPTIONS

Recorded programs, not restricted to certain hours, regular time charges apply.

Recording facilities for programs to 15 minutes maximum available—rates on request.

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, etc., of artists to be paid by advertiser in advance when required.

SERVICE FACILITIES

Production department and sales and merchandising department available.

department available.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted.

No contract accepted for longer than one year. All
contracts subject to approval of station management
and government regulations. Preferred hours governed
by priority and availability on contract basis. All
talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review. The management of the station reserves the
right to reject any material without giving reason
therefor.

Closing Time
Talent programs, talks and recorded programs close
two weeks in advance for inclusion in publicity releases.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 83-1/3 and 78 r.p.m. double turntables for lateral or vertical cut recordings.

Personnel
Manager—Hugh R. Norman.
Program Director—Miss E. Mello. Representatives
William G. Rambeau Company.
New England—Robert C. Foster.

#### PITTSFIELD WBRK



(Established 1988)

Rates effective December 1, 1942. (Card No. 4,) Owned and operated by Monroe B. England, Pitts-field, Mass. Business Office and Studio—8 Bank Row, Pittsfield, Mass. Transmitter—East and Newell Sts., Pittsfield, Mass.

Wave—Power—Time 250 watts.
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time. Agency Commission
15% to recognized agencies on station time; no cash
discount. Payments for broadcasting are due weekly.
No time discount on line charges or talent.

General Advertising
For combination rates see Yankee Network and
Mutual Broadcasting System.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and 1:00
p.m. to 11:00 p.m. Sundays)

.... 100.00 .... 60.00 .... 40.00 .... 20.00 CLASS "B"
(All other time)

60.00 86.00 24.00 12.00 6.00 1 to 12 times.
13 to 25 times.
26 to 51 times.
52 to 103 times.
104 to 299 times.
300 or more times.
20 distimes.
Additional to Frequency Discounts.

2 ti. 7-1/2% 13 weeks 7.1/2% 15% 20%
26 weeks 10% 20% 25%
39 weeks 12:1/2% 25% 30%
52 weeks 12:1/2% 25% 30%
52 weeks 15% 30% 35%
1340 Club: 15 minute periods between 9:45 a.m. and 11:00 a.m.—rates on request.

POLITICAL
One time rate applies; payable in advance.
TRANSCRIPTIONS
Rates on request.

TALENT
Rates on request.

Rates on request.
All traveling expenses, salaries, etc., of artists to be paid by advertisers when required in advance.

REMOTE CONTROL
Wire and mechanical charges available for remote control.

SERVICE FACILITIES
Services of script and production departments available at no extra cost.

able at no extra cost.

Centract and Other Requirements

No contract accepted for longer than one year. No blanket contracts accepted.

Preferred position governed by priority and availability on contract.

No contests in announcement form will be accepted. Time is sold subject to priority rights held by the network. Station reserves right to retue or discontinue any program or announcement.

Musical or dramatic rates are for facilities of station only. Talent is extra.

Closing Time
Closing date for copy is one week before broadcast.
Closing date for inclusion in general announcements
is 14 days before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for lateral and vertical cut recordings.

Personnel
Owner-Monroe B. England.
Manager-John T. Parsons. Representatives
The Walker Company.

#### **SALEM**

(Essay County)

WESX (Established 1989)

Rates effective December 15, 1944. (Card No. 6.) Owned and operated by North Shore Broadcasting Co. Business Office and Studio-128 Washington St., Salem, Mass., Salem 5670.

Other Studios-Lynn Telegram News, Lynn, Mass., telephone 2-4600, and Marblehead, Mass., telephone 1301.

Transmitter-Naugus Head, Marbelhead, Mass.

Transmitter—Naugus Heat, Mariochicau, Mass.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilosycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.;
week days 7:00 a.m. to 11:00 p.m.

week days too s.m. Agency Commission 15% to recognized advertising agencies; no cash discount. Bills rendered day following broadcast. Charges for facilities payable immediately after each broadcast. No time discounts on talent or line charges.

Cast. No time discounts on talent or line charges.

General Advertising The following rates are for national advertising. Rates include music copyright fees.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and 8:00 a.m. to 11:00 p.m. Bundays)

1 ti. 2 ti. 3 ti. 4 ti. 5 ti. 6 ti. 7 ti. 1 br. 75.00 142.50 202.50 255.00 800.00 837.50 367.50 1/2 br. 40.00 76.00 180.00 180.80 180.00 160.01 100 125.00 417.50 67.50 85.00 100.00 182.50 182.50 5 min 15.00 27.00 39.50 51.00 50.00 67.50 73.50 CLASS "B"

5 min 15.00 27.00 39.50 51.00 80.00 67.50 73.50 CLASS "B".

(7:00 a.m. to 6:00 p.m. week days)

1 hr. 50.00 95.00 135.00 170.00 200.00 225.00 245.60 1/2 hr. 27.00 51.50 73.00 92.00 108.00 121.50 132.50 1/4 hr. 20.00 38.00 54.00 68.00 80.00 90.00 93.00 1/2 min 16.75 32.00 45.00 45.00 67.50 82.00 5 min 10.00 19.00 27.00 34.00 40.00 45.00 40.00

CLASS "C"
(11:00 p.m. to 7:00 a.m., daily)
Rates on request.

Rates on request.

ANNOUNCEMENTS

100 word or 1 minute transcription where available. 5.00 9.50 18.55 17.00 20.00 22.50 24.56

30 wds 3.50 6.75 10.00 12.00 14.00 15.75 17.25

One of the two 100 word announcements immediately preceding or following news 7.50 14.25 20.25 25.50 80.00 33.75 36.75

One of the two 100 word announcements included between two news items 10.00 19.00 27.00 34.00 40.06 45.00 49.00

Must be earned within one year and are for term of contract only; not retroactive.

Discounts do not apply where package rates are quoted and are exclusive of taient and line charges.

Discounts for consecutive weeks of broadcasting are applicable to all net rates on the following basis:
Less than 13 weeks.

None
13 to 25 weeks.

26 to 38 weeks.

SDECT.

SPECIAL FEATURES
News: Leased wire service available.

News: Leased wire service available.

TRANSCRIPTIONS

Regular time charges apply.
Transcription library available at no extra charge.

BEMOYEE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser when required, in advance.

SERVICE FACILITIES

Production, sales and merchandising department available to advertisers.

Closing Time
Closing date for inclusion in general publicity and printed announcements is 14 days before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. turntables for vertical or lateral cut recordings.

Personnel
President—Chas. W. Phelan.
General Manager—A. M. Morgan. Representatives
New England—New England Radio Advertising Co.

#### **SPRINGFIELD**

#### WBZA

Springfield, Mass.

WBZA and WBZ are operated synchronously and simultaneously.
For complete data see WBZ and WBZA, Boston, Mass.

#### WMAS (Established 1932)



Rates effective October 1, 1942. (Card No. 6.)
Owned and operated by WMAS, Inc.
Business Office and Studio—Hotel Charles, Springfield, Mass., Springfield 71414.
Transmitter—Springfield, Mass.

/ave--Power-Time
Operating power-250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time on local channel. Operaties on Eastern War Time.
Operating schedule: Sundays 8:30 a.m. to 1:00 a.m.;
week days 7:00 a.m. to 1:00 a.m.

Agency commission 15% on net reation time to recognized advertising agencies; no cash discount. Charges for facilities are payable immediately after each broadcast.

General Advertising
For combination rates see Columbia Broadcasting
System (Basic Supplementary Group).
The following rates are for national advertising.

| MUSICAL OR DRAMATIC PROGRAMS (6:00 p.m. to 11:00 p.m. daily) 1 hour   |
|---|
| 1 hour  |
| 8/4     hour     98.00       1/2     hour     72.00       1/4     hour     48.00       5     minutes     34.00  |
| 1/4 hour  |
| 5 minutes   |
| (1:00 p.m. to 6:00 p.m. Sunday)   |
| 1 hour. 90.00<br>3/4 hour 72.00   |
| 1/2 hour  |
| 3 minutes   |
| (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 p.m. Sundays, and 11:00 p.m. to 12:00 midnight daily)  1 hour  |
| 1 hour  |
| 3/4 hour  |
| 1/4 hour 24.00  |
|   |
| (12:00 midnight to 8:00 a.m. daily) 1 hour  |
| 3/4 hour  |
| 1/2 hour  |
| 1/4 hour  |
| DISCOUNTS   |
| DISCOUNTS Time discounts on card rates apply to total number of broadcasts in the same group for the same sponsor in one year under the same (and/or renewed) contracts and apply on the weekly billing of station time only. No discounts on talent or line charges. Less than 26 times  |
| of broadcasts in the same group for the same sponsor  |
| tracts and apply on the weekly billing of station   |
| time only. No discounts on talent or line charges.  |
| 26 times  |
| 52 times 10%<br>104 times 15%   |
| 104 times 15% 208 times 20%   |
| 312 times   |
| ANNOUNCEMENTS Tis-in Announcements, Following chain programs—if approved by network client:   |
| Title     Announcements   Following chain programs     Ir approved by network client:   After 6:00 p.m.   12.00   Before 6:00 p.m.   6.00     Owner announcements between programs:   After 6:00 p.m.   12.00   Rebore 6:00 p.m.   6.00   |
| 30 word appoundements between programs: 6.00  |
| After 6:00 p.m. 12.00   |
| Bedare 6:00 p.m. 6.00   |
| SPECIAL PROGRAMS "Shoppers Special"—Early morning program, daily except Sunday. Participating program limited to six clients: 150 words   |
|   |
| Morning Shopper-Late morning program, daily except Sunday. Limited to 12 clients:  150 words  |
| "Matinee in Swingtime"-3:30 p.m. to 5:30 p.m.   |
| "Matinee in Swingtime"—3:30 p.m. to 5:30 p.m., daily except Sunday. Participating program:  150 words   |
| "Words, Music, and Songtime" Cooperative pro-   |
| 150 words. 6.00 "Words, Music, and Songitme"—Cooperative programs in the evening when available:  Per participation. 12.00 Baseball Scores—Daily including Sundays: Early evening—per week (7 days). 168.00 Late evening—per week (7 days). 84.00 Service Announcements, limited to two announcements before, and two announcements after. News broadcast; 100 words maximum: Night rate—per week (7 days). 105.00 Day rate—per week (7 days). 52.50 Single announcements: Night rate—before 11:00 p.m. 15.00 Day rate. 7.50 News (Participating announcements in the News): Night rate |
| Baseball Scores-Daily including Sundays: Early evening—per week (7 days) 168 00   |
| Late evening-per week (7 days)  |
| before and two announcements after News broad-  |
| cast; 100 words maximum:  |
| Night rate—per week (7 days)  |
| Single announcements:   |
| Night rate—before 11:00 p.m. 15.00  |
| News (Participating announcements in the News):   |
| Night rate 20.00  |
| Sponsorship of complete baseball games, wrestling   |
| Night rate 20.00 Day rate 20.00 Day rate 20.00 Day rate 20.00 Sponsorship of complete baseball games, wreatling matches, hockey games, polo games—rates on request. Stock Market Quotations (when and if available)—rates on request.   |
| rates on request.   |
| TD A NOCDIDTIONS  |

TRANSCRIPTIONS
Regular time charges apply to recorded programs.
Not restricted to certain hours.

#### TALENT

Station artists bureau makes available to sivertisers complete talent easts either for radio presentation or public appearance.

REMOTE CONTROL
All wire and mechanical charges for remote control, all traveling expenses, salaries of artists, etc., to be paid by advertiser in advance when required.

SERVICE FACILITIES
Production department, Sales and Merchandising department and Station Artists Bureau available to advertisers.

#### Contract and Other Requirements

ontract and Other Requirements
The above musical program rates are for the facilities of the station only; talent is extra.
Preferred position governed by priority and availability on contract basis. No blanket contracts accepted. No contract accepted for longer than one year. All contracts subject to the station owner's approval and governmental regulations.
At the station's option, the cancellation of any contract cannot become effective until two weeks after the starting date that has been contracted for.

Closing date for inclusion in general publicity and printed announcement is 14 days in advance of broadcast.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

#### Personnel

President-A. S. Moffat. Station Manager-Warren Greenwood.

#### Representatives

Edward Petry & Co., Inc.

WSPR (Established 1936)



Rates received June 19, 1944.

(wheel and operated by WSPR, Inc. Business Office and Studio—63 Chestnut St., Spring-field, Mass. Transmitter—West Springfield, Mass.

#### Wave-Power-Time

ave—rower—rime
Operating power—1,000 watts days; 500 watts nights.
236.2 meters; 1270 kilocycles.
Licensed to operate fuil time on cleared regional
channel. Operates on Exstern War Time.
Operating schedule: Sunday 8:00 a.m. to 1:00 a.m.;
week days 7:00 a.m. to 1:00 a.m.

#### Agency Commission

15% allowed to recognized agencies on net station time; no cash discount. Charges for facilities are payable according to terms on station contract.

#### General Advertising

minutes...

For combination rates see American Broadcasting Company, Inc. (Basic Network).
The following rates are for national advertising.
(6:00 p.m. to 11:00 p.m.) 105.00 84.00 63.00

(This listing continued on next page)

DIENCE

(The latest Hooper proves this)

## WSPR

BASIC BLUE NETWORK SPRINGFIELD, MASSACHUSETTS

GEORGE P. HOLLINGBERY COMPANY

NAT!ONAL SALES REPRESENTATIVES

#### MASSACHUSETTS — Cont'd

#### SPRINGFIELD—Continued W S P R—Continued

(8:00 a.m. to 6:00 p.m. week days, 8: a.m. to 1:00 p.m. Sundays and 11:00 p.m. 12:00 midnight daily)

| nour                                |
|-------------------------------------|
| OUT                                 |
| OUT                                 |
| inutes                              |
|                                     |
| (12:00 midnight to 8:00 a.m. daily) |
| our                                 |
| our                                 |
| OU F                                |
|                                     |
| OUT                                 |
| pinutes                             |

5 minutes. 9.33

DISCOUNTS

Earned time discounts on card rates apply to total number of broadcasts for the same sponsor in one year under the same (and/or renewed) contracts and apply to the weekly billing of station time only. Earned time discounts rebated at expiration of contracts. Time discounts apply only to rates shown for entertainment programs and announcements. No time discounts on talent or line charges.

Less than 26 times. Notime 55% 52 to 93 times. 10% 100 to 299 times. 20% 300 or more times. 25%

ANNOUNCEMENTS
(6:00 p.m. to 11:00 p.m. daily and 1:00 p.m. to 6:00 p.m. Sunday)

(7:00 a.m. to 6:00 p.m. week days, 11:00 p.m. to 1:00 a.m. daily and 8:00 a.m. to 1:00 p.m. Sundays)

|      |      | 1.00 p.m. Dundays,                       |       |
|------|------|--|-------|
| 1    | mir  | nute                                     | 10.00 |
| 50   | WOR  | ds                                       | 7.50  |
| 30 4 | POP/ | is cut in announcements between programs | 5.00  |
| 30 1 | ,010 |  | 0.00  |
|      |      | Announcement Discounts                   |       |
|      |      | 99 times                                 |       |
| 99   | to   | 299 times                                | 10%   |
|      |      | more times                               |       |
|      |      |  | -0 /0 |
|      |      |  |       |

POLITICAL Accepted at regular station rates.

TRANSCRIPTIONS Regular time charges apply to recorded programs. Not restricted to certain hours. Recording equipment available.

TALENT

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser in advance when required.

SERVICE FACILITIES
Production department and sales and merchandising department available.

department available.

Contract and Copy Requirements
Rates are for the facilities of the station only.

No contract accepted for longer than one year. Preferred position governed by priority and availability on contract basis.

All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director. The management of the station reserves the right to reject any material without giving reason therefor. All contracts subject to station approval and governmental regulations.

Closing Time

Closing Time
Closing date for inclusion in general publicity and
printed announcements is 14 days before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
President—Quincy A. Brackett.
Commercial Manager—Milton W. Stoughton.
Representatives Boston—Bertha Bannan.

New York, Chicago and San Francisco-George P. Hollingbery Company.

#### WORCESTER

(Worcester County)

WAAB
(Established 1931)

Rates effective July I, 1944. (Card No. 2.) Owned and operated by The Yankee Network. Business Office—34 Mechanic St., Worcester S, Mass., telephone 2-5611. Studio—335 Main St., Worcester, Mass. Transmitter—Holden, Worcester, Mass.

Transmitter—Holden, worcester, Mass.

Wave—Power—Time
Operating power—5,000 watts.
208.3 meters; 1440 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Operating schedule: 19 hours daily.

Agency Commission
15% on net station time to recognized advertising agencies; no cash discount. Charges for facilities are payable immediately after each broadcast.

(8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 1:00 p.m. Sundays, and 10:30 p.m. to 12:00 midnight daily)

(1:00 p.m. to 6:00 p.m. Sundays) minutes... (12:00 midnight to 8:00 a.m. daily) hour... hour...

REMOTE CONTROL

All wire and mechanical charges for remote control,
all traveling expenses, salaries of artists, etc., to
he paid by advertiser, when required, in advance.

SERVICE FACILITIES

Production department, sales and merchandising department, publicity and public relations departments,
Artists' Bureau available to advertisers. Arrangements may be made for broadcasting with visible
audience from public auditorium—rates on request.

(This listing continued on next page)



BASIC PAUL H. RAYMER CO. National Sales Representatives/ 685 WORCESTER 580 KC OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE 5000 Watts

#### WORCESTER—Continued W A A B—Continued

Contract and Other Requirements
Rates are for the facilities of the station only—
talent is extra.

Maximum length of contract, one year. No blanket
contracts accopted. Preferred position governed by
priority and availability on contract basis.
All productions must conform to station standard of
ethics in broadcasting. The Better Business Bureau
and the Proprietary Association are consulted on
commercial continuity.

#### Closing Time

Closing date for inclusion in general publicity and printed announcement is 14 days in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

#### Personnel

Chairman of the Board-John Shepard, 3rd, Station Supervisor-H. William Koster,

#### Representatives

Edward Petry & Co., Inc.

#### WORC



itates effective June 15, 1943. (Card No. 7.) Card received June 30, 1943.

Owned and operated by Alfred F. Kleindtenst, Business Office and Studio-65 Elm St., Worcester, Mass., telephone 5-3101. Transmitter-2-1/2 miles from center of Worcester,

in Auburn.

#### Wave—Power—Time

ave—Power—itim= 0,000 watts.
229 meters; 1310 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:45 a.m. to 11:15 p.m.; week days 7:00 a.m. to 12:00 midnight.

#### Agency Commission

15% on net station time and talent; cash discount 2% on net station time for payment within 10 days of invoice. Charges for station time are payable 10th of month following broadcast.

#### General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network).

Time discounts apply to total number of broadcasts for same sponsor within one year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. Each series must be computed separately.

#### CLASS "A" CLASS "A" (6:00 p.m. to 11:00 p.m.) 1 1/2 1/4 10 5 1 hr. hr. hr. hr. min. min. min. 1 ti 180.00 108.00 72.00 54.00 36.00 18.00 13 ti 182.00 97.20 64.80 46.80 32.40 16.20 26 ti 153.00 91.80 61.20 45.90 30.60 15.20 25 ti 144.00 86.40 57.80 43.20 28.80 14.40 100 ti 135.00 81.00 54.00 40.50 27.00 13.01 156 ti 126.00 75.80 50.40 37.80 25.20 12.80 260 or more ti 117.00 70.20 46.80 35.10 23.40 11.70 CLASS "B" (12:00 noon to 6:00 p.m. Sundays)

| l ti   | 135.00 | 81.00 | 54.00 | 40.50 | 27.00 | 13.50 | 11.25 |
|--------|--------|-------|-------|-------|-------|-------|-------|
| 13 ti  | 121.50 | 72.90 | 48.60 | 36.45 | 24.30 | 12.15 | 10.12 |
| 26 ti  | 114.75 | 68.85 | 45.90 | 34.42 | 22.95 | 11.47 | 9.56  |
| 52 ti  | 108.00 | 64.80 | 43.20 | 32.40 | 21,60 | 10.80 | 9.00  |
| 100 ti | 101,50 | 60.75 | 40.50 | 30,37 | 20.25 | 10.12 | 8.44  |
| 156 ti | 97.50  | 59.70 | 37.80 | 28.35 | 18.90 | 9.45  | 7.87  |
| 260 or |        |       |       |       |       |       |       |
| ti     | 87.75  | 52.65 | 35.10 | 26.32 | 17.55 | 8.77  | 7.31  |
|        |        |       |       |       |       |       |       |

CLASS "C" (8:00 a.m. to 6:00 p.m. and 11:09 p.m. to 12:00 midnight except Sundays 12:00 noon to 6:00 p.m.)

| 1 ti   | 90.00 | 54.00 | 36.00 | 27.00 | 18.00 | 9.00 | 7.50 |
|--------|-------|-------|-------|-------|-------|------|------|
| 13 ti  | 81.00 | 48.60 | 32.40 | 24.30 | 16.20 | 8.10 | 6.75 |
| 26 ti  | 76.50 | 45.90 | 30.60 | 22.95 | 15.30 | 7.65 | 6.37 |
| 52 ti  | 72.00 | 43.20 | 28.80 | 21.60 | 14.40 | 7.20 | 6.00 |
| 100 ti | 67.50 | 40.50 | 27.00 | 20.25 | 13.50 | 6.75 | 5.62 |
| 156 ti | 63.00 | 37.80 | 25.20 | 18.90 | 12.60 | 6.30 | 5.25 |
| 260 or |       |       |       |       |       |      |      |
| r i    | 58.50 | 35.10 | 23 40 | 17.55 | 11.70 | 5 85 | 4 97 |

CLASS "D" (19:00 midnight to 9:00 a m )

| 1 ti     | 60.00 | 36.00 | 24.00 | 18,00 | 12.00 | 6.00 | 5.00 |
|----------|-------|-------|-------|-------|-------|------|------|
| 13 t1    | 54.00 | 32,40 | 21.60 | 16.20 | 10.80 | 5.40 | 4.50 |
| 26 ti    | 51.00 | 30.60 | 20.40 | 15.30 | 10.20 | 5.10 | 4.25 |
| 52 ti    | 48.00 | 28.80 | 19.20 | 14.40 | 9.60  | 4.80 | 4.00 |
| 100 ti   | 45.00 | 27.00 | 18.00 | 13.50 | 9.00  | 4.50 | 3.75 |
| 156 ti   | 42.00 | 25.20 | 16.80 | 12.60 | 8.40  | 4.20 | 3.50 |
| 260 or 5 | Bore  |       |       |       |       |      |      |
|          |       |       |       |       |       |      |      |

ti 39.00 23.40 15.60 11.70 7.80 3.90 3.25 Announcements adjacent to news—15% additional. FEATURE ANNOUNCEMENTS

No time discounts-rates and details on request.

#### TALENT

No time discounts—rates on request.
Artists' traveling expenses, salaries, etc., to be paid
by advertiser in advance when required.

#### REMOTE CONTROL

All wire and mechanical charges for remote control to be paid by advetriser in advance when required. Rates on request.

#### SERVICE FACILITIES

One announcer in studio furnished without extra charge.

#### Contract and Other Requirements

Maximum contract one year.

All contracts subject to station's approval and governmental regulations.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 3-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

#### Personnel

Director-Mildred P. Stanton.

#### Representatives

Weed & Company.

#### WTAG (Established 1924)



Itates effective September 15, 1944. (Card No. 14.) Owned and operated by Worcester Telegram-Gazette. Business Office and Studio—18 Franklin St., Wor-cester, Mass., Worcester 5-4321.

Transmitter-Shrewsbury St., Holden, Mass.

#### Wave-Power-Time

Operating power—5.000 watts.
517.2 meters; 580 kilocycles.
Licensed to operate full time on cleared regional
channel. Operates on Eastern War Time.
Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

#### Agency Commission

15% on net station time to recognized advertising agencies; no cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see Columbia Breadcasting
System (Basic Network).
Discounts allowed retroactively on the namber of
broadcasts used within a year. Announcements and
programs of five minutes or more cannot be combined
to earn larger discounts.

## to earn larger discounts. CLASS "A" (6:00 p.m. to 11:00 p.m.) 1 1/3 1/4 5 1-26 times. 200.00 120.00 80.00 40.00 26 -51 tl. 195.00 117.00 78.00 39.00 52- 99 tl. 190.00 114.00 76.00 80.00 100-149 tl. 180.00 108.00 72.00 36.00 150-249 tl. 170.00 102.00 88.00 34.00 250-400 tl. 165.00 99.00 66.00 33.00 (\*) (†) 8L.00 25.00 29.25 24.38 28.50 23.76 27.00 22.50 28.50 21.25 24.75 20.62

| times       | 160.00 | 96.00   | 64.00 | 82.00  | 24.00 | 20.00 |
|-------------|--------|---------|-------|--------|-------|-------|
|             | c      | LA88    | B.,   |        |       |       |
| . (12:0     | 0 noon | to 6:00 | p.m.  | Sunda, | ys)   |       |
| Less than   |        |         |       |        |       |       |
| 26 times    | 135.00 | 81.00   | 54.00 | 30.00  | 22.50 | 18.75 |
| 26 - 51 t1. | 131.62 | 78.98   | 52.65 | 29.25  | 21.94 | 18.28 |
| 52- 99 ti.  | 128.25 | 76.95   | 51.30 | 28.50  | 21.13 | 17.82 |
| 100-149 tl. | 121.50 | 72.90   | 48.60 | 27.00  | 20.25 | 16.88 |
| 150-249 tl. | 114.75 | 68.85   | 45.90 | 25.50  | 19.13 | 15.93 |
| 250-400 ti. | 111.37 | 66.82   | 44.55 | 24.75  | 18.57 | 15.46 |
| 401 or more |        |         |       |        |       |       |
| times       | 108.00 | 64.80   | 43.20 | 24.00  | 17.50 | 15.00 |

|       |          | CLASS       |        |      |        |   |
|-------|----------|-------------|--------|------|--------|---|
|       | a.m. to  |             |        |      |        |   |
| 12:00 | midnight |             |        | noon | to 6:0 | 0 |
|       | 1        | p.201. Siur | ndays) |      |        |   |

| Less   | than     |        |       |       |       |       |       |
|--------|----------|--------|-------|-------|-------|-------|-------|
| 26     | times    | 100,00 | 60.00 | 40.00 | 20.00 | 15.00 | 12.50 |
| 26-    | 51 ti.   | 97.50  | 58.50 | 39.00 | 19.50 | 14.63 | 12.19 |
| 52 -   | 99 ti.   | 95.00  | 57.00 | 38.00 | 19.00 | 14.25 | 11.88 |
| 100-   | 149 tl.  | 90.00  | 54.00 | 36.00 | 18.00 | 13.50 | 11.25 |
| 150 -: | 249 ti.  | 85.00  | 51.00 | 34.00 | 17.00 | 12.75 | 10.63 |
| 250 -4 | 100 ti.  | 82.50  | 49.50 | 33.00 | 16.50 | 12.38 | 10.31 |
| 401    | erona to |        |       |       |       |       |       |

times...... 80.00 48.00 32.00 16.00 13.00 10.00 \*\*CLASS ''D''
(12:00 mtdnight to 7:00 a.m.)
Less than

|        | tin |     | 66.00 | 40.00 | 26.00 | 15.00 | 15.00 | 12.50 |
|--------|-----|-----|-------|-------|-------|-------|-------|-------|
| 26-    | 51  | ti. | 64.35 | 39.00 | 25.35 | 14.63 | 14.63 | 12.19 |
| 52 -   | 99  | ti. | 62,70 | 38.00 | 24.70 | 14.25 | 14.25 | 11.88 |
| 00-1   | 149 | ti. | 59.40 | 36.00 | 23.40 | 13.50 | 13.50 | 11.25 |
| 50 - 2 | 249 | ti. | 56.10 | 34.00 | 22.10 | 12.75 | 12.75 | 10.63 |
|        |     |     |       |       |       |       |       |       |

250-400 ti. 4.45 33.00 21.45 12.38 12.38 10.31 401 or more or more times....... 52.80 32.00 20.80 12.00 12.00 10.00 (\*) Announcements adjacent to news, (†) One minute transcription, 100 words, or 80 words or less.

#### SPECIAL FEATURES

Radio Journals—Women's program; broadcast after-noons Monday through Friday; copy approximately 
 Radio Journal

 noons Monday through Friday; copy approximately 200 words:

 Less than 26 times.
 16,00

 26 to 51 times.
 15,50

 52 to 99 times.
 16,20

 100 to 149 times.
 14,40

 150 to 249 times.
 13,50

 250 to 400 times.
 13,20

 Time signals, weather or temperature reports—regular rates apoly.

TALENT

#### Rates on request.

REMOTE CONTROL
Broadcasting lines and remote control equipment charges are additional to above quoted prizes.

#### TRANSCRIPTIONS Library services available—details on request.

SERVICE FACILITIES
Services of program department and announcers in arranging and presenting programs are included without extra charge.

Contract and Other Requirements
Advertising of sleoholic beverages, other than beer
and whne, not accepted.
All programs are subject to the approval and policies
of the station.
All rates guaranteed for one year from date of first
broadcast, with or without interruption. No contract
to exceed one year's duration.

Closing Time
All programs close seven days in advance of broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral gut recordings.

Personnel
Managing Director—Edward E. Hill.
Commercial Manager—Harbert L. Krueger.

Representatives
Paul H. Baymer Company.
Boston—Bertha Bannan.

#### **MICHIGAN**

#### MICHIGAN RADIO NETWORK

1700 Stroh Bldg., Detroit 26, Mich., Cherry 8321.

#### Network comprised of:

Network comprised of:
BASIC GROUP
WXYZ—Detroit, Mich. (Key Station)
WBCM—Bay City, Mich.
WELL—Battle Creek, Mich.
WFDF—Filmt, Mich.
WIBM—Jackson, Mich.
WJIM—Lansing, Mich.
WKBZ—Muskegon, Mich.
WLAV—Grand Rapids, Mich.

Rates effective June 1, 1944.

Wave—Power—Time
See individual listings.
Operates on Eastern War Time.
Operating schedule: 7:50 a.m. to 12:30 a.m. week
days and 8:00 a.m. to 12:00 midnight Sundays.

Agency Commission 15% to recognized agencies on net station time; no cash discount. No commission on talent, program or production charges. Invoices mailed weekly unless otherwise agreed.

#### General Advertising

noral Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries).
Puscunts apply to stipulated number of programs
within 12 month period. Rates are for time only.
Cost of talent and special facilities extra.

BASIC STATIONS

CLASS "A"

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days; 3:00 p.m. to 11:00 p.m. Sundays)

1 thour. 28 ti. 52 ti. 12 thour. 345.00 324.00 324.00 1/4 hour. CLASS "B"

(7:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:30 a.m. week days; 8:00 a.m. to 3:00 p.m. and 11:100 p.m. to 12:30 a.m. week days; 8:00 a.m. to 3:00 p.m. and 11:00 p.m. to 12:00 midnight Sundays)

1 hour. 450.00 427.50 405.00 1/2 hour. 270.00 256.55 243.00 1/4 hour. 270.00 256.55 243.00 1/4 hour. RECORDED PROGRAMS

RECORDED PROGRAMS
Regular time charges apply to recorded programs.
Not restricted to certain hours. No service charge.
Transcriptions to be furnished by advertiser.

Transcriptions to be firmished by advertiser.

REMOTE CONTROL

All wire and mechanical charges for remote control, all extra expenses of engineers, operators and talent to be paid for by advertisers.

SERVICE FACILITIES

Service of continuity, program, production, publicity and merchandleing departments available.

Line Charges

Rates shown include line charges. Permanent lines are maintained.

Closing Time

Closing Time
Closing date for inclusion in general publicity and
printed program announcements is two weeks in advance of broadcast. All commercial continuity must
be submitted 48 hours before broadcast date.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel
President—George W. Trendle.
Gen'l & Com'l Mgr.—H. Allen Campbell.
Adv. & Sales Prom. Mgr.—Lambert B. Beeuwkes.

Representatives
Paul H. Raymer Company.

#### INTRASTATE NETWORKS



are listed at the beginning of each State

#### **MICHIGAN**—Continued

#### **WOLVERINE NETWORK**

Keeler Bldg., Grand Rapids 2, Mich., telephone 6-5461. Network comprised of:

WLAV-Grand Rapids (Key station)
WKBZ—Muskegon
WKLA—Ludington
WTCM—Traverse City
WELL—Battle Creek

WIBM—Jackson
WHLS—Port Huron
WHDF—Calumet
WDBC—Escanaba
WDMJ—Marquette

Rates effective January 1, 1944. (Card No. 1.)

Wave---Power---Time

See individual listings.

Agency Commission

gency Commission 15% to recognized advertising agencies on net time charges; no cash discount. Bills rendered weekly. General Advertising

The following rates apply to service over complete network. Periods also available on any combination of stations—rates on request.

Special additional discounts for five and six broad-casts weekly.

CLASS "A"

(6:00 p.m. to 10:30 p.m. daily)

1 t1. 717.00 577.00 437.00 297.00 13 t1. 612.00 493.00 374.00 255.00 26 t1. 577.00 465.00 353.00 52 ti. 507.00 409.00 311.00 CLASS "B" (All other 472.10 381.10 290.10 199.10

TALENT Rates on request.

TRANSCRIPTIONS

No charge for broadcasting transcribed programs furnished by advertiser.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personnel

President-Roy C. Kelley. General Manager-Hy M. Steed.

Representatives

#### BATTLE CREEK

(Calhoun County) WELL (Established 1925)



Rates effective February 1, 1944, (Card No. 1.)
Rate card received April 12, 1945,
Owned and operated by Federated Publications, Inc.
Business Office and Studio-Michigan National Bank
Bildg., Battle Creek, Mich., telephone 7166, 5855.
Transmitter-Michigan National Bank Bildg., Battle
Creek, Mich.

Wave-Power-Time

Operating power—250 watts. 214.3 meters; 1400 kHocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission

15% on broadcasting rates only to advertising agen-cies recognized by station owner; cash discount 2% on net, 10 days. Payment due first of month. No commission or cash discount on talent.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Michigan Radio Network. The following rates are for national advertising and include music copyright fees.

CLASS "A" CLASS A (6:00 p.m. to 10:00 p.m.) 1 ti. 13 ti. 75:00 71:00 45:00 43:00 30:00 28:00 26 ti. 67.00 1 hour. 1/2 hour. 1/4 hour. CLASS "B"

G:00 a.m. to 6:00 p.m. and 10:00 p.m. to
12:00 midnight)
1 hour. 60:00 57:00 51:00
2 hour. 36:00 34:00 32:00
4 hour. 24:00 22:00 20:00 1/2 hour. 1/4 hour.  $28.00 \\ 18.00$ ANNOUNCEMENTS

Maximum 65 words.

 Maximum 65 words.
 CLASS "A"
 (6:00 p.m. to 10:00 p.m.)
 1 ti. 25 ti. 75 ti. 150 ti.

 Per announcement... 6:30 6.00 5.50 5.00
 CLASS "B"
 CLASS "B"
 6:00 a.m. to 6:30 p.m. and 10:00 p.m. to 12:00 midnight)

 Per announcement... 5:00 4.50 4.00 3.50
 POLITICAL
 Minimum five minutes, per minute 3:00. Yearly contract—rates on request.

TALENT

Rates on request.
Staff announcers serve all advertisers without additional charge.

Cost of installing and maintaining facilities added to regular broadcast rates.

Rates furnished on request for broadcast from points other than studios.

SERVICE FACILITIES

Station maintains its own production department and is prepared to furnish all kinds of talent and transcribed programs.

scribed programs.

Contract and Other Requirements

Manuscripts must be submitted in advance. No deviation from manuscript permitted.

Maximum length of contract one year.

All contracts subject to government regulations and station owner's approval. Advertising of aProbol beverages not accepted.

Station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to itself.

MI programs and announcements subject to change of time to conform to Network schedule, or to serve the public convenience or necessity.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel
General Manager—D. E. Jayne.
Commercial Manager—E. P. Mills.

Representatives
Burn-Smith Company, Inc.

BAY CITY WBCM (Established 1925)



#### **BLUE NETWORK STATION**



Rates effective August 1, 1943. Owned and operated by Bay Broadcasting Co., Inc. Business Office and Studio—100 Center Ave., Bay City, Mich., telephone 7551. Transmitter—Hampton Township.

(This listing continued on next page)









## PROGRAM PROMOTION WITH A WALLOP!

Long an audience promotion leader in this area (from actual newspaper linage records) ... this FULL PAGE in a recent Detroit newspaper (560,000 circ.) is added proof of our consistent efforts in behalf of advertisers and agencies, to maintain and increase our audience. Naturally, advertising pays US, just as it pays the sponsors of our programs!

Adam J. Young, Jr., Inc., National Representative

J. E. CAMPEAU—Managing Director Union Guardian Building . Detroit 26

In The DETROIT AREA, it's . . .

5,000 WATTS 800 Kc.

DAY NIGHT

MUTUAL BROADCASTING SYSTEM

#### BAY CITY—Continued W B C M—Continued

W D C INT—CORRESTACE

Wave—Power—Time

()perating power—1.000 watts days; 500 watts nights.
208.3 meters; 1440 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency Commission

15% on net charges for station time to recognized advertising agencies providing payment is made by the tenth of month following service; no cash discount. No commissions on talent or other program charges. General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Michigan Radio Network.

Radio Network.

The following rates are for national advertising.

CLASS "A"

|     | (6:00 | p.m. to | 11:00 p. | m. week   | days; 1: | 00     |
|-----|-------|---------|----------|-----------|----------|--------|
|     |       | p.m.    | to 11:00 | p.m. Suno | lars)    |        |
|     |       | 1 hr.   | 1/2 hr.  | 1/4 hr.   | 5 min.   | 1 min. |
| 1   | time  | 100,00  | 55,00    | 32.00     | 18.00    | 10.00  |
| 13  | times | 95.00   | 52,25    | 30.40     | 17.10    | 9.50   |
| 26  | times | 90.00   | 49.50    | 28.80     | 16.20    | 9.00   |
| 52  | times | 85.00   | 46.75    | 27.20     | 15.30    | 8.50   |
| 104 | times | 80.00   | 44,00    | 25.60     | 14.40    | 8.00   |
| 156 | times | 75.00   | 41.25    | 24.00     | 13.50    | 7.50   |
| 208 | times | 70,00   | 38.50    | 22.40     | 12.60    | 7.00   |
| 260 | times | 65.00   | 35.75    | 20.80     | 11.70    | 6.50   |
|     |       |         | CLASS    | "B"       |          |        |
|     |       |         |          |           |          |        |

260 times 65.00 35.75 20.80 11.70 6.50 CLASS "B" (7:00 am. to 6:00 p.m., 11:00 p.m. to signoff week days; 8:00 a.m. to 1:00 p.m. and 11:00 p.m. to signoff week days; 8:00 a.m. to 1:00 p.m. and 11:00 p.m. to signoff Sundays)

1 time 60.00 83.00 19.00 11.00 7.00

13 times 57.00 31.50 18.00 10.50 6.75

26 times 54.00 30.00 17.00 10.00 6.50

52 times 51.00 28.50 16.00 9.50 6.25

104 times 48.00 27.00 15.00 9.00 6.00

156 times 45.00 25.50 14.00 8.50 5.75

208 times 42.00 24.00 13.00 8.00 5.50

280 times 30.00 24.00 13.00 8.00 5.50

SERVICE FACILITIES

Service of program advertising and continuity department as well as announcing and operating staff in securing talent, arranging, presenting and advertising program are included without extra charge.

Closing Time

Programs close 48 hours and announcements close 24 hours in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
General Manager—H. A. Glesel.

Personnel
General Manager—H. A. Giesel.
Representatives
George P. Hollingbery Company.

#### **CALUMET** (Houghton County)

WHDF (Established 1929)



Rates effective October 1, 1944. (Card No. 5.)
Card received January 3, 1945.
Owned and operated by the Upper Michigan Broadcasting Company.
Business Office—Community Bldg., Houghton, Mich., telephone 1.
Other Studios—515 Scott St., Calumet, Mich.
Transmitter—Laurium, Mich.
Wave—Fower—Time
Operating power—250 wats.
214.8 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Agency Commission
15%—10 recognized advertising agencies; cash discount 2 months of the first of the month following that in which services a first of the month following that in which services a motered.
General Advertising
For combination rates see North Central Broadcasting System, Mittual Broadcasting System, Keystone Network and Wolverine Networks.

(6:00 p.m. to 10:00 p.m. and 12:00 noon to 1:00 p.m.)

1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min.
1 time... 60.00 38.00 24.00 12.00 5.00

|            |         | I hr.  | 1/2 hr.   | 1/4 hr.  | 5 min.  | 1 min. |  |  |  |
|------------|---------|--------|-----------|----------|---------|--------|--|--|--|
| 1          | time    | 60.00  | 36.00     | 24.00    | 12.00   | 5.00   |  |  |  |
| 13         | times   | 54.00  | 32.40     | 21.60    | 10.80   | 4.50   |  |  |  |
| 26         | times   | 51.00  | 30.60     | 20.40    | 10.20   | 4.25   |  |  |  |
|            | times   |        | 28,80     | 19.20    | 9.60    | 4.00   |  |  |  |
| 52         | times   | 45.00  | 27.00     | 18.00    | 9.00    | 3.75   |  |  |  |
| 104        | times   | 43.50  | 26.10     | 17.40    | 8.70    | 3.63   |  |  |  |
| 156        | times   | 42.00  | 25.20     | 16.80    | 8.40    | 3.50   |  |  |  |
| 312        | times   | 39.00  | 23.40     | 15.60    | 7.80    | 3.25   |  |  |  |
| CLASS "B"  |         |        |           |          |         |        |  |  |  |
|            | (6:00 a | .m. to | 12:00 noo | n and 1: | 00 p.m. | to     |  |  |  |
| 6:00 p.m.) |         |        |           |          |         |        |  |  |  |

(6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

1 time... 36.00 22.00 15.00 8.00 3.50
13 times. 32.40 19.80 13.50 7.20 3.15
26 times. 30.60 18.70 12.75 6.80 2.98
39 times. 28.80 17.60 12.00 6.40 2.80
52 times. 27.00 16.50 11.25 6.00 2.63
104 times. 26.10 15.95 10.88 5.80 2.54
156 times. 25.20 15.40 10.50 5.60 2.45
312 times. 25.20 15.40 10.50 5.60 2.45
312 times. 25.20 18.40 10.50 5.60 2.45
Newscasts, sportscasts and special features, local sports events, time signals, road, weather and temperature reports, participating programs, co-operative programs, etc.—rates and details on request.

One time Class "A" rates apply.

Rates on request.
Contract and Other Requirements

Maximum length of contract one year.
All contracts subject to government regulations and to approval of station management. Availabilities and quotations subject to prior sale.



### KNOWN BY THE CLIENTS IT KEEPS!

Carter's Little Liver Pills Super Suds Del Monte Coffee Ex Lax Lifebuov Rinso Tintex Wild Root Cream Oil Wurlitzer Kresge Sunshine Biscuit Pillsbury Flour Oxydol Ward Baking Co. Adam Hats **Bond Bread** Chelsea Cigarettes



WJBK GETS RESULTS



ANOTHER REASON  $\mathsf{WHY}$ 

#### STATION WJBK

Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in the country.



Closing Time
Clusing date 24 hours before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Persennel
General Manager—John W. Bice,
Commercial Manager—Albert W. Payne.

Representatives Sears & Ayer, Inc.

#### DETROIT (Wayne County) CKLW

Considered by the Mutual Broadcasting System as their Detroit-Windsor cutlet. See listing under Windsor, Ont., for Canadian rates and U. S. rates.

#### WJBK

(Established 1926)

Rates effective January 1, 1944. Owned and operated by Jas. F. Hopkins, Inc.

Business Office and Studio-6559 Hamilton Ave., Detroit 2, Mich., Trinity 2-2000. Transmitter—15555 Woodrow Wilson Ave., Detroit, Mich.

water-Power-Time
Operating power-250 wates.
201.3 meters, 1490 kilocycles.
Licensed to operate on local channel, unlimited time.
Operates on Eastern War Time.

Agency Commission 15% on English business. Time and talent commissionable on foreign business; no cash discount. Invoices mailed [st of month and are payable 10th of month following broadcast.

General Advertising
Rates include music copyright fees.

ENGLISH BROADCASTS
(See rates below for Foreign Language broadcasts.)
English rates include station time charge but do not include talent. OT ARR "A"

|     |               | CLASS   | "A"      |           |        |
|-----|---------------|---------|----------|-----------|--------|
|     | (9:00         | a.m. to | 0 10:00  | o.m.)     |        |
|     |               | 1 h     |          |           | 5 min. |
| 1   | time          | 112.50  | 08,75    | 87.50     | 22.50  |
| 13  | times         |         |          |           | 21.38  |
| 26  | times         |         | 61.88    | 33.75     | 20.25  |
| 52  | t1mes         |         |          |           | 19.18  |
| 104 | times         |         |          |           | 18.00  |
| 208 | t1mes         |         |          |           | 16.88  |
| 260 | times         |         |          |           | 15.75  |
|     |               |         |          | 20.20     | 10     |
|     |               | CLASS   | 8 ''B''  |           |        |
|     | (7:30 a.m. to |         |          | 0:00 p.m. | to     |
|     |               |         | idnight) |           |        |
| 1   | time          | 93.75   | 56.25    | 31.25     | 18.75  |
| 13  | times         |         |          |           | 17.82  |
| 26  | times         | 84.38   | 50.63    | 28.13     | 16.88  |
| 52  | times         |         |          | 26.56     | 15.94  |
| 104 | times         | 75.00   | 45.00    | 25.00     | 15.00  |
| 208 | times         |         |          | 23.44     | 14.07  |
| 260 | times         | 65.63   | 39.39    | 21.88     | 18.13  |
|     |               | CLASS   | s non    |           |        |
|     | (12:00        |         |          | a.m.)     |        |
| 1   | time          |         |          |           | 11.25  |
| 13  | times         |         |          |           | 10.69  |
| 26  | times         |         |          |           | 10.13  |
| 52  | times         |         |          |           | 9.56   |
| 104 | times         |         |          |           | 9.00   |
| 208 | times         |         |          |           | 7.88   |
| 260 | tlmes         |         |          |           | 7.31   |
| 200 |               |         | CERTAIN  |           | *****  |
|     |               |         |          |           |        |

No announcements are guarrineed to be broadcast at a fixed time. Station will undeavor to spot same as close to the desired time as possible. Fixed position is available at 15% additional. Schedules calling for six or more per day must be arranged so that at least one hour elapses between each broadcast. Sound effects and announcements where more than one voice is used, extra 25%.

CLASS "A"
(9:00 a.m. to 10:00 p.m.)
100 words or 1 minute transcriptions:

| Single announceme | nt      | ********** |         |        | 14.88  |
|-------------------|---------|------------|---------|--------|--------|
|                   | 1       | 13         | 26      | 39     | 52     |
| One daily,        | wk.     |            |         |        |        |
| 6 per week        | 57.50   | 51.63      | 51.75   | 48.88  | 46.00  |
| Two daily,        |         |            |         | _      |        |
| 12 per week       | 106,25  | 104.94     | 95.63   | 90.81  | 85.00  |
|                   | CLASS   | "P"        |         |        |        |
| (7:30 a.m. to     |         |            | 10.00   |        | _      |
|                   | 2:00 m  |            |         | p.m. v | U      |
| 100 words or 1 m  |         |            |         |        |        |
| Single announceme |         |            |         |        |        |
| One daily.        |         |            |         |        | - 8.70 |
| 6 per week,       | 40.00   | 90 00      | 90.00   | 24.00  |        |
| Two daily.        | 10.00   | 38.00      | 36.00   | 34.00  | 82.00  |
|                   |         |            |         |        |        |
| 12 per week .     | 11.10   | 61. (4)17  | 61.13   | 60,56  | 27.00  |
|                   | CLASS   | C.,        |         |        |        |
| (12:00 m          | idnight | to 7:30    | a.m.)   |        |        |
| 100 words or 1 r  | nimuta  | lees seed  | ntionet |        |        |

12 per week... 56.20 53.41 50.05 16.52 50.00 SPECIAL GROUP ANNOUNCEMENTS 1 13 26 39 52 SPECIAL GROUP 113 26 39 52 SPECIAL GROUP 129.38 1229 116.44 109.97 103.50 4 daily 129.38 155.58 147.49 139.29 131.10 6 daily 219.49 208.94 197.95 186.95 175.95 9 daily 310.50 294.98 279.45 263.93 248.40

#### MICHIGAN—Continued

#### DETROIT—Continued

W I B K—Continued FOREIGN LANGUAGE ADVERTISING RATES
The following rates include regularly employed station talent and script writing. Special talent rates

|     |           | _1 ti.                 | 13 ti.                                  | 26 ti.       | 39 ti.       | (*)   |
|-----|-----------|------------------------|---|--------------|--------------|-------|
| 15  | minutes.  | <b>5</b> 0. <b>0</b> 0 | 47.50                                   | 45.00        | 42.50        | 40.00 |
| 10  | minutes.  | 40.00                  | 38.00                                   | 86.00        | 34.00        | 82.00 |
| - 5 | minutes.  | 20,00                  | 19.00                                   | 18,00        | 17.00        | 16,00 |
|     |           | more time              |   |              |              |       |
| 100 |           | nouncemen              |   |              |              |       |
| - 1 | to 25 ti  | mes                    | *************************************** |              |              | 10.00 |
| 26  | to 51 ti  | mes                    |   | *********    |              | 9.00  |
|     | to 77 ti  | lmes                   | ******                                  |              | ************ | 8.50  |
| 78  | to 103 ti | lm es                  |   | ************ |              | 8.00  |
| 104 | or more   | times                  |   |              |              | 7.50  |

50 word announcements are 70% of 100 word rate.

Music and News: 2:15 p.m. to 7:15 p.m. daily, recorded program—rates and details on request. Time signal package quoted on request. Sports programs—rates on request. Sports programs—rates on request. Sports programs—rates on request. Homemakers Treasure Chest: 2:30 p.m. to 3:00 p.m., Monday through Saturday. Participating one-minute live copy; 13 week non-cancellable contract, per week 121.12.

Rates on request.

REMOTE CONTROL

Any arrangements desired can be made for remote control broadcasts.

Contract and Copy Requirements.

Station reserves the right to censor all programs and

continuity. No contracts accepted for more than one year.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using both 33-1/3 and 78 r.p.m. turntables for lateral and vertical cut recordings.

Personnel

Pres. & Gen'l Mgr.—James F. Hopkins. Commercial Manager—Itwin C. Stoll.

Representatives

New York-Forjoe & Company. Chicago-Hai Holman Company.

WJLB (Established 1926)

Rates received April 10, 1945.

Owned and operated by John L. Booth Broadcasting, Inc.

Business Office and Studio—3100 Eaton Tower, Detroit 28, Mich., Cadillac 7500.

Transmitter—7310 Woodward Ave., Detroit, Mich.

Wave---Power---Time

Operating power—250 watts. 214.3 meters; 1400 kilocyclea.

Licensed to operate full time on local channel. Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.: week days 6:15 a.m. to 1:00 a.m.

Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on talent. All bills rendered and due weekly in ad-

General Advertising

itates include music copyright fees.

|     |       |        |         | "A"        |        |       |
|-----|-------|--------|---------|------------|--------|-------|
|     |       | (9:00  |         | 10:00 p.m. | )      |       |
|     |       | 1 hr.  | 1/2 hr. | 1/4 hr.    | 5 min. | (*)   |
|     |       | 120.00 | 72.00   | 42,00      | 25.00  | 15,00 |
|     | times | 114.00 | 68.50   | 40,00      | 22.75  | 14.25 |
|     |       | 109.00 | 65.00   | 38.00      | 21.50  | 13.50 |
| 52  | times | 103.50 | 61.75   | 36.00      | 20.25  | 12.75 |
| 104 | times | 98.85  | 58.00   | 34.25      | 19.25  | 12.00 |
| 156 | times | 93.25  | 55.00   | 32.50      | 18.25  | 11.40 |
|     | times | 88.50  | 52.25   | 31.00      | 17.25  | 10.80 |
| 260 | times | 84.00  | 49.75   | 29.50      | 16.50  | 10.30 |
|     |       |        | CLASS   | "B"        |        |       |

|     | CLASS B |         |            |        |         |      |  |  |  |
|-----|---------|---------|------------|--------|---------|------|--|--|--|
|     | (7:30)  | a.m. to |            |        | 00 p.m. | to   |  |  |  |
|     |         |         | 12:00 mid: | night) |         |      |  |  |  |
| 1   | time.   | . 96.00 | 57.60      | 33,60  | 20.00   | 9.00 |  |  |  |
| 13  | times   | 92.00   | 54.75      | 32.00  | 19.00   | 8.60 |  |  |  |
|     | times   |         | 52.00      | 30.40  | 18.00   | 8.20 |  |  |  |
| 39  | times   | 83.00   | 50.40      | 29.00  | 17.00   | 7.80 |  |  |  |
| 52  | tlmes   | 79.00   | 48.00      | 27.50  | 16.00   | 7.40 |  |  |  |
| 104 | times   | 75.00   | 45.60      | 26.25  | 15.00   | 7.00 |  |  |  |
| 156 | times   | 71.25   | 43.80      | 25.00  | 14.25   | 6.75 |  |  |  |
| 208 | times   | 67.25   | 41.25      | 23.75  | 13.50   | 6.50 |  |  |  |
| 460 | time    | 64.50   | 39.25      | 22.50  | 12.75   | 6,25 |  |  |  |

CLASS "C"

(6:00 a.m. to 7:30 a.m. and 12:00 midnight

|     |        |        | to 1:00   | a.ni.) |       |      |
|-----|--------|--------|-----------|--------|-------|------|
| 1   | time   | 57.00  | 34.00     | 20.50  | 12.30 | 7.40 |
|     | tlmes  | 51.25  | 32.25     | 19.50  | 11.70 | 7.00 |
|     | tlmes  | 49.60  | 30.75     | 18.50  | 10.20 | 6.65 |
|     | times  | 47.00  | 28.25     | 17.50  | 9.70  | 6.30 |
|     | times  | 44.75  | 26.75     | 16.50  | 8.20  | 6.00 |
| 56  | times  | 42,50  | 25.50     | 15.50  | 7.80  | 5.70 |
| 809 | times  | 40.25  | 24,25     | 14.25  | 7.40  | 5.40 |
| 260 | times  | 38.00  | 23.00     | 13.50  | 7.00  | 5.10 |
| ( ' | ) Spot | annous | ocements. |        |       |      |

GROUP ANNOUNCEMENTS

(9:00 a.m. to 10:00 p.m.)

1 tl. 13 tl. 26 tl. 39 tl. 52 tl. 104 tl. 156 tl.

(me dally, 6 per
week 60.00 57.00 54.50 52.00 49.40 47.00 44.75

Two dally, 12 per
wk. 118.00 112.00 106.25 101.00 96.00 91.25 86.75

SPECIAL GROUP ANNOUNCEMENTS

Run of schedule:

1 tt. 13 tt. 26 tt. 39 tt. 52 tt. 104 tt. 156 tt.
3 dty. 162.00 153.90 146.25 139.00 133.25 126.50 120.25
4 dty. 216.00 206.20 196.00 186.25 177.00 168.25 159.75
6 dty. 324.00 307.80 292.50 278.00 264.00 199.80 181.25
9 dty. 486.00 461.70 438.75 416.60 396.00 376.25 357.50

FOREIGN LANGUAGE ADVERTISING RATES

FOREIGN LANGUAGE ADVERTISING RATES
The following rates apply to transcribed features.
Time charges, service charges, and talent are included where station staff talent is employed. Special
features and script writing—rates and details on
request. 1 ti. 13 tii. 26 ti. 39 ti. 52 ti.
15 min. 50.00 47.50 45.00 42.50 40.00
10 min. 40.00 38.00 36.00 34.00 32.00
5 min. 20.00 19.00 18.00 17.00 16.00
100 words 10.00 9.00 8.50 8.00 7.50
50 words 7.00 6.30 8.50 8.00 7.50

TRANSCRIPTIONS

Rates and available periods submitted on request, POLITICAL

Rates and available periods submitted on request; cash in advance.

RECORDED PROGRAMS

Regular program rates apply to all recorded pro-

SPECIAL FEATURES

Hourly Newscasts, Time Signals, Weather, Tempera-ture and Market Reports. Sports Programs, Football, Wrestling and Boxing, Hockey, Women's Programs— rates available on request.

TALENT

Dramatic and musical talent available—rates on request. Listed rates do not include talent, SERVICE FACILITIES

The services of the program, production and con-tinuity departments are available without charge. Scripts, programs, etc., prepared and submitted without charge.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted.

Rates are for station time only. Contracts are subject to station's approval and to governmental regulations. All copy for broadcasting music must conform to station policy and governmental regulations. Maximum contract one year. The station reserves the right to refuse or discontinue any broadcasting.

Closing Time

Closing time on programs is 72 hours in advance of scheduled time of broadcast. Closing time on all announcements 24 hours in advance of scheduled time of broadcast. Failure on the part of the advertiser to comply with the above listed closing time require-ments relieves the station of all obligation to ad-here to the schedule.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

Pres. & Gen'l Mgr.—John Lord Boo Tress. & Sta. Mgr.—Hugh M. Gray. Sales Manager—Eric V. Hay.

Representatives

Burn-Smith Company, Inc.





BASIC STATION, Columbia Broadcasting System • G. A. RICHARDS, President • LEO J. FITZPATRICK, Vice-President and General Manager • EDWARD PETRY & COMPANY, INC., Mational Representative

#### **DETROIT—Continued**

WJR (Established 1922)



Rates effective February 1, 1944. (Card No. 17.) Owned and operated by WJR, The Goodwill Station, Inc.

Inc.
Business Office—2103 Fisher Bldg., Detroit, Mich.
Studlo—Fisher Bldg., Detroit, Mich.
Transmitter—Trenton, Mich.

Wave-Power-Time

Operating power—50,000 watts.
394.7 meters; 760 kilocycles.
Licensed to operate on clear channel full time. Operates on Eastern War Time.
Operating schedule; 24 hours daily.

Agency Commission

15% to advertising agencies recognized by station on net charges for station time; cash discount none. All bills rendered monthly—payable 10th of month

General Advertising

For combination rates see Columbia Broadcasting System (Basic Network). Rates are for national advertising and include station facilities and music copyright fees only. Frequency discounts are allowed retroactively on net station time charges only.

(6:00 p.m. to 11:00 p.m.)

| _   | _                           | 1 ti.  | 52 t1. |
|-----|-----------------------------|--------|--------|
| 1   | bour                        | 800.00 | 680.00 |
| 1/2 | page                        | 480.00 | 408.00 |
| 1/4 | hour                        | 320.00 | 272 00 |
| 5   | minutes                     |        | 136.00 |
|     | (12:00 noon to 6:00 p.m. Su | ndevel |        |
| 1   | hour                        | F20 00 | 450.50 |
| 1/2 | 11V4 C                      | 030.00 |        |
|     | hour                        | 318.00 | 270.30 |
| 1/4 | hour                        | 212.00 | 180.20 |
|     |                             |        |        |

| 9                | minuc   | BB                                    |   |      | ******** | I(       | 06.00                   | 90.10                               |
|------------------|---------|---------------------------------------|---|------|----------|----------|-------------------------|-------------------------------------|
|                  | (8:30 a | . m.                                  | to 6:00                                 | p.m. | and      | 11:00    | p.m.                    | to                                  |
| 1<br>2<br>4<br>5 | hour    | · · · · · · · · · · · · · · · · · · · | *************************************** |      |          | 40<br>24 | 10.00<br>10.00<br>10.00 | 340.00<br>204.00<br>136.00<br>68.00 |

|     | (5:30 a.m. to 8:30 a.m. | )                |                 |
|-----|-------------------------|------------------|-----------------|
| 1/2 | hour                    | 265.00           | 225.25          |
|     | hour                    | 160.00<br>106.00 | 136.00<br>90.10 |
| 5   | minutes                 | 75.00            | 63.75           |

(12:00 midnight to 5:30 a.m.) Rates on request.

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m.)

| 100 words, each  | 90.00 |
|--|-------|
| 30 words, each   | 90.00 |
| (Before 6:00 n m )   |       |
| 100 words, each  | 45.00 |
| One minute electrical transcription or less each                           | 45.00 |
| Sound effects or additional voices on announce or chain breaks, 25% extra. | ments |

DISCOUNTS Discounts on announcements and transcriptions of one minute or less, to be broadcast within one year. 52 times 5700 times 15%

SPECIAL FEATURES 

POLITICAL

Regular rates apply; cash in advance.

TRANSCRIPTIONS

Not restricted as to hours. Regular rates apply. Library available at extra charge—rates on request.

TALENT Rates on request.

REMOTE CONTROL

Complete facilities available.

SERVICE FACILITIES

The services of the production department are at the disposal of broadcasters using the station, without charge, for engaging at lowest prices musicians and other performers. Program ideas, continuities, etc., prepared and submitted.

Contract and Other Requirements

Programs to be put on in one of the regular station studies in Detroit.

studios in Detroit.

Contracts and copy subject to the station owner's approval and governmental regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

Local announcements tied to network broadcasts will be charged for at the foregoing rates.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

President—G. A. Richards. Vice-Pres. & Gen'l Mgr.—Leo Fitzpatrick. Ass't Gen'l Mgr.—Owen F. Uridge.

Representatives

Edward Petry & Company, Inc.

WWJ (Established 1920) ASSOCIATED B STATION

Rates effective February 1, 1945. (Card No. 27.)
Owned and operated by the Evening News Association.
Business Office and Studio—626 Lafayette Ave., West,
Detroit 31, Mich., Randolph 2000.
Transmitter—Eight Mile and Meyers Roads, Oak

Wave-Power-Time

Operating power—5,000 watts,
315.8 meters; 950 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. Commission does not apply on talent.

General Advertising

For combination rates see National Broadcasting Company (Basic Network).

| Company (Basic Network) | CIASS 'A' | (6:00 p.m. to 11:00 p.m. week days and 2:00 p.m. to 11:00 p.m. week days and 2:00 p.m. to 11:00 p.m. Sundays) | I hr. 1/2 hr. 1/4 hr. 5min. (1.00 p.m. sundays) | 1 time 650.00 390.00 260.00 162.50 | 13 times 617.50 370.50 247.00 164.38 | 7.26 times 585.00 351.00 234.00 146.25 | 7.25 times 585.00 351.00 234.00 146.25 | 7.25 times 585.75 841.25 227.50 142.18 | 61.00 times 522.50 331.50 221.00 138.12 | 62.00 times 520.00 312.00 280.00 130.00 | 62.260 times 487.50 292.50 195.00 121.88 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00 | 54.00

|     | CLASS "B"                                    |         |            |             |          |       |  |
|-----|--|---------|------------|-------------|----------|-------|--|
| - ( | 9:00 a                                       |         |            |             | ys and 9 | :00   |  |
|     |  | a.m.    | to 3:00 p. | m. Sunday   |          |       |  |
|     |  | 1 hr.   | 1/2 hr.    | 1/4 hr.     | 5 min.   | (*)   |  |
|     | time   | 325.00  | 195.00     | 130.00      | 81.25    | 89.00 |  |
| 13  |  | 308.75  | 185.25     | 123.50      | 77.19    | 37.05 |  |
| 26  |  | 292.50  |            | 117.00      | 73.13    | 35.10 |  |
| 52  |  | 284.38  | 170.62     | 113.75      | 71.09    | 34.13 |  |
| 100 |  | 276.25  |            |             | 69.06    | 33.15 |  |
|     |  | 260.00  |            | 104.00      | 65.00    | 31.20 |  |
| 260 | times  | 243.75  | 146.25     | 97.50       | 60.94    | 29.25 |  |
|     |  |         | CLASS      | C.,         |          |       |  |
| - ( | 7:00 a                                       | .m. to  |            |             | :00 p.m. | to    |  |
|     |  | 12      | :00 midzie | ht daily)   |          |       |  |
| .1  |  | 216.67  | 130.00     | 86.67       | 54.17    | 26.00 |  |
| 13  | times  |         | 123.5C     | 82.33       | 51.46    | 24.70 |  |
| 26  | times  | 195.00  | 117.0€     | 78.00       | 48.75    | 23.40 |  |
| 52  | times  | 189.58  | 113.75     | 75.83       | 47.40    | 22.75 |  |
| 100 | times  | 184.17  | 110.50     | 73.67       | 46.05    | 22.10 |  |
| 200 | times  |         | 104.00     | 69.33       | 43.34    | 20.80 |  |
| 260 | times  | 162.50  | 97.50      | 65,00       | 40.63    | 19.50 |  |
|     |  |         |            | D           |          |       |  |
| _   |  | (12:00  |            | to 7:00 a.  | m.)      |       |  |
|     | time   | 108.33  | 65.00      | 43.33       | 27.08    | 13.00 |  |
|     |  | 102.91  | 61.75      | 41.16       | 25.78    | 12.35 |  |
|     | times  |         | 58.50      | 39.00       | 24.38    | 11.70 |  |
| 52  | times  |         | 56.88      | 37.92       | 23.70    | 11.38 |  |
| 100 | times  | 92.08   | 55.25      | 36.83       | 23.03    | 11.05 |  |
| 200 | times  | 86.66   | 52.00      | 34.66       | 21.66    | 10.40 |  |
|     | times  | 81,25   | 48.75      | 82.50       | 20.31    | 9.75  |  |
| ('  | ') <b>A</b> ni                               | Jouncem | ent rates  | upply as fo | ollows:  |       |  |
|     | Class "A" - Announcements of 50 words; chain |         |            |             |          |       |  |
|     | breaks, 25 words.                            |         |            |             |          |       |  |
|     | Class 'B." "C" and "D"-Announcements of 100  |         |            |             |          |       |  |
| W   | ords; (                                      | nain b  | eaks, 25 v | vords.      |          |       |  |
|     | TIE-IN ANNOUNCEMENTS                         |         |            |             |          |       |  |

Tie-in ANNOUNCEMENTS
CLASS "A"
Tie-in announcements on network programs during sponsor's time: rs time:

1 13 26 52 100 200 260
ti. ti. ti. ti. ti. ti.
....... 25.00 28.75 28.50 21.87 21.25 20.00 18.75
(This Heting continued on next page)

# The Preferred Station

AMERICA'S GREATEST NDUSTRIAL MAI

America's Pioneer Broadcasting Station—First in Detroit Owned and Operated by The Detroit News

950 KILOCYCLES-5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY

National Representatives

#### **MICHIGAN**—Continued

#### **DETROIT—Continued**

W W J—Continued

CLASS "B," "C," "D"

1 13 26 52 100 200 260 

RECORDED PROGRAMS
Regular program rates apply to recorded programs of five minutes or more.

TALENT

Rates on request.
Listed rates do not include talent. Music and dramatic talent available.

REMOTE CONTROL
Facilities for remote control broadcasts are available at expense of advertiser.

able at expense of advertiser.

Contract and Other Regulrements
Advertising of alcoholic beverages, other than beer, not accepted.

Maximum contract one year.

Rates are for the facilities of the station only. Contracts are subject to station's approval and to governmental regulations. All material submitted for broadcasting subject to station's approval and to governmental regulations. The station reserves the right to refuse or discontinue any broadcasting.

Program time units may not be combined to earn frequency discounts.

Closing Time on programs is 72 hours prior to scheduled time of broadcast. Closing time on announcements is 24 hours prior to acheduled time of broadcast. Failure on part of advertiser to comply

with above closing time requirements relieves station of obligation to adhere to schedule.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personne: General Manager—Harry Bannister. Sales Manager—Harry W. Betteridge.

Representatives
George P. Hollingbery Company.

#### WXYZ (Established 1925)

Rates effective July 1, 1944.

Owned and operated by King-Trendle Broadcasting Corporation.

Business Office—17th floor, Stroh Bldg., Detroit 26, Mich., Cherry 8321.

Transmitter—Greenfield at Joy Road, Detroit, Mich.

Wave—Power—Time
Operating power—5,000 watts.
236.2 meters; 1270 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission 15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on talent. All bills rendered and due weekly in advance.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Network) and Michigan Radio
Network.



## national 'names' sponsored LOGALLY ...make WXYZ a <u>great</u> station!



| 156 times. 453.75 272.25 181.50 | 90.75 54.45 45.38 |
208 times. 440.00 264.00 176.00 | 88.00 52.80 44.02 |
260 times. 412.50 247.50 165.00 | 88.00 52.80 44.05 |
(9:00 a.m. to 6:00 p.m. week days and 9:00 |
1 times. 275.00 185.00 110.0 | 55.00 |
13 times. 275.00 185.00 110.0 | 55.00 |
13 times. 247.50 148.50 10.0 | 55.00 |
13 times. 247.50 148.50 10.0 | 55.00 |
14 times. 247.50 148.50 10.0 | 40.50 20.7 |
152 times. 247.50 148.50 10.0 | 40.50 20.7 |
152 times. 247.50 148.50 10.0 | 40.50 20.7 |
152 times. 248.136.13 90.75 | 48.75 28.05 23.38 |
156 times. 238.75 146.35 90.75 | 48.75 28.05 23.38 |
156 times. 228.08 136.13 90.75 | 44.00 26.00 22.00 |
260 times. 220.00 132.00 |
260 times. 220.00 132.00 |
260 times. 200.25 123.75 | 88.50 | 41.25 24.75 |
260 times. 200.00 a.m. and 11:00 |
1 time... 184.00 110.40 | 73.60 |
36 times. 174.80 104.88 |
26 times. 185.00 | 93.86 |
26 times. 186.40 | 93.84 |
26 times. 186.40 | 90.88 |
27 times. 186.40 | 90.88 |
28 times. 186.40 | 90.88 |
29 times. 186.40 | 90.88 |
29 times. 186.40 | 90.88 |
20 times. 186.80 |
20 times. 186.80 | 90.88 |
20 times. 186.80 |
20 ti

ADDRESSES AND TALKS
Accepted at regular commercial rates (15 minute periods only).

periods only).

SPECIAL FEATURES
Rates for sponsorship for sports, time signals, weather reports submitted on request.

TRANSCRIPTIONS
Available periods submitted on request.

TALENT
Sound effects and additional voices for announcements charged extra, Musical and dramatic talent furnished at additional cost.

ments charged extra. Musical and dramatic talent furnished at additional cost.

REMOTE CONTROL

Remote control facilities are extra over station time. SERVICE FACILITIES

The services of the production department are available without charge to broadcasters. Program ideas, continuities, etc., prepared and submitted.

Contract and Other Requirements
Rates are for station time only.

Contracts for more than 52 weeks not acceptable. Frequency discounts apply to one unit only of broadcasting time. Rates and discounts quoted are subject to change without advance notice. All contracts must conform to governmental regulations and are subject to approval of station officials. All broadcasting copy must be approved by station officials with reservation to reject or cancel broadcasting at any time.

Programs close 48 hours in advance of broadcast. Announcements close 24 hours in advance. Failure to comply with closing time requirements relieves the station from any obligation.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. single or double turntables.

Personnel
President—George W. Trendle.

Personnel
President—George W. Trendle.
Gen'l & Com'l Mgr.—H. Allen Campbell.
Adv. & Sales Prom. Mgr.—Lambert B. Beeuwkes.
Representatives
Paul H. Raymer Company.

#### -FM STATIONS-

#### WENA—(FM) (Established 1941)

Rates effective January 1, 1945. (Card No. 3.)
Card received December 18, 1944.
Owned and operated by The Detroit News.
Business Office and Studio—4500 Penobscot Bldg.,
Detroit 26, Mich., Cherry 1411-12.
Transmitter—4500 Penobscot Bldg., Detroit 26, Mich.
Wave—Pewer—Time
Operating power—16,825 watts.
Frequency 44500 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 3:00 p.m. to 10:00 p.m.
Agency commission
Agency commission
15% to recognized agencies on
station time only. No cash discount. Hills rendered
isat day of month; due 10th of following month.
General Advertising.
The following rates are for local and national advertising. Rates include charges by owners of music
copyrights.

CLASS "A"

6.00 5.70 5.40 5.25 5.10 4.80 4.50 (This listing continued on next page)

#### **DETROIT—Continued**

#### W E N A—(FM)—Continued

CLASS "B"

(9:00 a.m. to 6:00 p.m. week days and 9:00
a.m. to 3:00 p.m. Sundays)

1 13 26 52 100 200 260
tl. tl. tl. tl. tl. tl. tl. tl.
tl. tl. tl. tl. tl. tl. tl.
2 hour... 15:00 14.25 13.50 13.13 12.75 12.00 11.25
hour... 10:00 9.50 9.00 8.75
iminutes 6.25 5.94 5.63 5.47 5.31 5.00 4.69
nounce-Announcements...... 3.00 2.85 2.70 2.63 2.55 2.40 2.25
CLASS "C"
(7:00 a.m. to 9:00 a.m. and 11:00 p.m. to
12:00 midnight daily)
1 hour... 16.67 15.84 15.00 14.59 14.17 13.34 12.50
1/4 hour... 10.00 9.50 9.00 8.75 8.50 8.00 7.50
1/4 hour... 6.67 6.34 6.00 5.84 5.67 5.34 5.00
5 minutes 4.17 3.96 3.75 3.65 3.54 3.34 3.13
Announce-

Announcements...... 2.00 1.90 1.80 1.75 1.70 1.60 1.50
CLASS "D"

(12:00 midnight to 7:00 a.m. daily)
1 hour.... 8.38 7.91 7.50 7.29 7.08 6.66 6.25
1/2 hour.... 5.00 4.75 4.50 4.38 4.25 4.00 3.75
1/4 hour.... 3.33 3.16 3.00 2.91 2.83 2.66 2.50
5 minutes 2.08 1.98 1.87 1.82 1.77 1.66 1.56

Announce -

Music and dramatic talent are available at extra cost —rates on request.
Contract and Copy Requirements
Maximum length of contract one year.
Program time units may not be combined to earn frequency discounts.
Contracts are subject to station's approval and to governmental regulations. All material submitted for broadcasting is subject to approval of station, and to governmental regulations; and the right to refuse or discontinue broadcasting is reserved.
Closing Time
Program material closes 72 hours in advance. Announcement copy closes 24 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Station Manager—E. K. Wheeler.
Representatives
George P. Hollingbery Company.

#### W L O U-(FM)

Rates effective November 1, 1941.

Owned and operated by John L. Booth Broadcasting,

|     |                |         |           | 20 U. | 52 U. |
|-----|----------------|---------|-----------|-------|-------|
| - 1 | hour           | 75.00   | 71.25     | 67.50 | 60.00 |
| 8/4 | hour           | 60.00   | 57.00     | 55.50 | 48.00 |
| 1/2 | hour           | 45.00   | 42.75     |       |       |
|     | h              | 20.00   |           | 40.50 | 36.00 |
| 1/4 | hour           | 30.00   | 28.00     | 26.50 | 23,50 |
| 10  | minutes        | 22,50   | 21.50     | 20.25 | 18.00 |
| 5   | minutes        | 15.00   | 14.25     | 13.50 |       |
|     |                |         |           | 19.00 | 12.00 |
| 1   | minute transci |         | 100 word  |       |       |
|     | announcement.  | × 7.50  | 7.12      | 6.75  | 6,00  |
|     |                | CLASS   | "B"       | 0.10  | 0.00  |
|     | (1:00 p.m.     | to 6:00 |           | 4     |       |
|     |                |         | p.m. week | days) |       |
| _ 1 | hour           | 50.00   | 47.50     | 45.00 | 42,50 |
| 8/4 | hour           | 40.00   | 38.00     | 37.00 | 86.00 |
| 1/2 | hour           |         | 28.50     |       |       |
|     | 1.             | 00.00   |           | 27.00 | 25.50 |
| 1/4 | hour           | 20.00   | 19.00     | 18.00 | 17.00 |
| 10  | minutes        | 15:00   | 14.25     | 13.88 | 13.50 |
| 5   | minutes        | 10.00   | 9.50      |       |       |
| ĭ   | minute transcr | 10.00   | 100 word  | 9.00  | 8.50  |
|     |                |         |           |       |       |

rersonnel
Station Manager—John L. Booth.
Sales Manager—Erio V. Hay.
Representatives
None.

#### EAST LANSING (Ingham County)

WKAR

Owned and operated by Michigan State College.
Studio—East Lansing, Mich.
Transmitter—On the college campus.
Wave—Power—Ilme
Operating power—5,000 watts.
344.8 meters; 870 kilocycles.
Licensed to operate daylight hours only.

Does not sell time.

**ESCANABA** 

#### (Delta County)

WDBC (Established 1941)

Rates effective October 1, 1944. (Card No. 6.)
Card received January 10, 1945. (Card No. 6.)
Owned and operated by Delta Broadcasting Company.
Business Office and Studio-First and Ludington
Sts., Escanaba, Mich.
Transmitter-First and Ludington Sts., Escanaba,
Mich.

Mich.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Daily 6:30 a.m. to 11:00 p.m.

Operating schedule: Daily 6:30 a.m. to 11:00 p.m. Agency Commission 15% to recognized agencies; cash discount 2%—10 days. Net 30 days. Bills are rendered morthly on the first of the month following that in which service is rendered.

General Advertising
For combination rates see North Central Broadcasting
System, Mutual Broadcasting System, Keystone Network and Wolverine Network.
The following rates apply to both national and local
advertising and include music copyright fees.

CLASS "A"
(6:00 p.m. to 10:00 p.m. and 12:00 noon to 1:00 p.m.)

| _   |        | 1 hr. | 1/2 hr.   | 1/4 hr. | 5 min. | 1 min |
|-----|--------|-------|-----------|---------|--------|-------|
| 1   | time   | 60.00 | 36.00     | 24.00   | 12.00  | 5.00  |
| 13  | times  | 54.00 | 82.40     | 21.60   | 10.80  | 4.50  |
| 26  | times  | 51.00 | 30.60     | 20.40   | 10.20  | 4.2   |
| 39  | times  | 48.00 | 28.80     | 19.20   | 9.60   | 4.00  |
| 52  | times  | 45.00 | 27.00     | 18.00   | 9.00   | 3.7   |
| 104 | times  | 43,50 | 26.10     | 17.40   | 8.70   | 3.63  |
| 156 | times  | 42.00 | 25.20     | 16.80   | 8.40   | 3.50  |
| 312 | times  | 39.00 | 23.40     | 15.60   | 7.80   | 3.20  |
|     |        |       |           | B       | 1.80   | 0.40  |
| - 1 | 6:00 a | m to  | 12:00 noo |         | 00 n m |       |
|     |        |       |           |         |        |       |

|     | 10:00 8 | .m. to | 12:00 noc | n and 1: | 00 p.m., | to     |
|-----|---------|--------|-----------|----------|----------|--------|
|     |         |        | 6:00 p.   | m.)      |          |        |
|     |         | 1 hr.  | 1/2 hr.   | 1/4 hr.  | 5 min.   | 1 min. |
| 1   | time    | 36.00  | 22.00     | 15.00    | 8.00     | 3,50   |
| 13  | times   | 32,40  | 19.80     | 13.50    | 7.20     | 8.15   |
| 26  | times   | 30.60  | 18.70     | 12.75    | 6.80     | 2.98   |
| 39  | times   | 28.80  | 17.60     | 12.00    | 6.40     | 2.80   |
| 52  | times   | 27.00  | 16.50     | 11.25    | 6.00     | 2.63   |
| 04  | times   | 26.10  | 15.95     | 10.88    | 5.80     |        |
| 156 | times   | 25.20  | 15.40     |          |          | 2.54   |
|     |         |        |           | 10.50    | 5.60     | 2.45   |
| 312 | times   | 23.40  | 14.30     | 9.75     | 5.20     | 2.28   |
|     |         | CIDE   |           |          |          |        |

News: Leased Wire services, sportscarts and special features; local sports events; time signals; road, weather and temperature reports; remote broadcasts; participating programs; etc.—rates and details on

participating programs; etc.—rates and details on request.

POLITICAL
One time Class A rates apply.
TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.
Contract and Other Requirements
Maximum length of contract one year.
All contracts subject to government regulations and to approval of station management, Availabilities and quotations subject to prior sale.
Closing Time
Continuity 24 hours in advance of broadcast time.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.
Personnel

Personnel
General Manager—Gordon H. Brozek.
Representatives
North Central Broadcasting System.

FLINT

(Geneses County) WFDF (Established 1922)

(Established 1922)

Rates effective April 1, 1941.
Owned and operated by Flint Broadcasting Company.
Business Office and Studio-Union Industrial Bidg.,
Flint, Mich., telephone 2-7158.
Transmitter-Brittol Road, 1-1/2 miles southeast of
Flint, Mich.
Wave-Power-Time
Operating power-1,000 watts.
329.7 meters; 910 kilosyeles.
Licensed to operate unlimited time. Operates on
Eastern War Time.
Operating schedule: 7:00 a.m. to 11:00 p.m.
Agency Commission

Operating schedule: 7:00 a.m. to 11:00 p.m. Agency Commission
15% to recognized agencies on net charges for station
time; cash discount 2%. No commission on talent.
Bills rendered weekly.
General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries) and Michigan
Radio Network.

Rates on request.

SPECIAL FEATURES
Rates on request for news broadcasts, baseball, time, weather, temperature, etc.

TRANSCRIPTIONS
Regular rates apply. No extra charge. Transcription libraries available at no extra charge. Transcription libraries available at no extra charge.

SERVICE FACILITIES
Announcers, program and continuity services at no extra charge. Small charge for extra voices on announcements. No extra charge for standard sound effects. Studio seating 75 available for dealer meetings, with gratis talks by station staff.

TALENT
Rates for talent furnished on request.

BEMOTE CONTROL
Special arrangements may be made for programs originating outside the regular studios.

originating outside the regular studios.

Closing Time
All advertising closes 34 hours in advance of broadcast; ten days to make newspaper publicity.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turntables.

Personnei
Managing Director—Howari M. Loeb.
Commercial Manager—F. S. Loeb.

Representatives
Burn-Smith Company, Inc.

#### GRAND RAPIDS

WJEF (Established 1945)



Rates effective January 1, 1945. (Card No. 1.) Owned and operated by Fetzer Broadcasting Company. Business Office and Studio—Pantlind Hotel, Grand Rapids, Mich., telephone 5-8512. Transmitter—Pantlind Hotel, Grand Rapids, Mich.

Transmitter—ranking modes, Grand Replos, Miles.

Wave—Power—Time
Operating power—250 watts
248.9 meters; 1230 kilocycles.
Licensed to operate full time on cleared local channel.
Operates on Central War Time.

Agency Commission
15% to recognized advertising agencies; no cash discount. Bills rendered 1st of month; due and payable
10th of month.

General Advertising
For combination rates see Columbia Broadcasting

General Advertising
For combination rates see Columbia Broadcasting
System, Inc.
Program time will not be sold in units of less than
five minutes.

ASCAP—Blanket Commercia: license; BMI—Blanket
Commercial and Sustaining license; SESAC.

(6:00 p.m. to 10:36 p.m. daily)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 260 ti.
1 hour... 110.00 104.50 99.00 93.50 88.00 82.50
1/2 hour... 65.00 61.75 58.50 55.25 52.00 48.75
1/4 hour... 45.00 42.75 40.50 38.25 36.00 33.75
10 minutes 35.00 33.25 31.50 29.75 28.00 26.25
5 minutes 25.00 23.75 22.50 21.25 20.00 18.75
10 more less transcriptions... 12.00 11.40 10.80 10.20 9.60 9.00
100 words or less, including live chain
breaks.... 10.00 9.50 9.00 m. daily)
1 hour... 45.00 61.75 58.50 55.25 52.00 48.75
1/2 hour... 40.00 38.00 36.00 34.00 32.00 30.00
1/4 hour... 25.00 23.75 22.50 21.25 20.00 18.75
10 minutes 15.00 14.25 13.50 12.75 12.00 11.75
10 minutes 0.00 10.00 18.00 10.00 10.00 15.00 15.00
5 minutes 15.00 14.25 13.50 12.75 12.00 11.75
1 minute or less transcriptions... 8.00 7.60 7.20 8.80 8.40 6.00
100 words or less, including live chain
breaks.... 6.50 6.52 5.25 5.20 4.87
1/2 hour... 25.00 22.75 20.00 18.75
10 minutes 0.00 19.00 18.00 17.00 16.00 15.00
5 minutes 15.00 14.25 13.50 12.75 12.00 11.75
1 hour... 55.00 52.25 49.30 46.75 44.00 41.25
1/2 hour... 25.00 15.25 49.30 46.75 44.00 41.25
1/2 hour... 25.00 15.25 49.30 46.75 44.00 41.25
1/2 hour... 25.00 15.25 49.30 46.75 44.00 13.25
1/2 hour... 25.00 15.25 49.30 46.75 44.00 13.25
5 minutes 17.50 16.85 15.10 14.95 14.10 13.25
5 minutes 17.50 16.85 15.10 14.95 14.10 13.25
5 minutes 17.50 16.85 15.10 14.95 14.10 13.25
5 minutes 17.50 16.85 15.40 14.95 14.10 13.25
5 minutes 17.50 16.85 15.40 14.95 14.10 13.25
1 minute or less transcriptions... 7.00 6.55 6.80 5.95 5.60 5.25
100 words or less, including live chain
breaks... 5.00 4.75 4.50 4.25 4.00 3.75
10 minutes 17.50 16.85 15.40 14.95 14.10 13.25
10 minutes 17.50 16.85 15.40 14.95 14.10 13.25
10 minutes 17.50 16.50 14.95 14.10 13.25
10 minutes 17.50 16.50 15.90 14.25 14.90 13.75
10

#### MICHIGAN—Continued

#### **GRAND RAPIDS—Continued**

W J E F—Continued

W J F. F.—CONTINUED

CLASS "D"

Monthly Rates

(10:30 p.m. to 9:00 a.m. daily)

Rates for announcements same as Class "C
than six quarter hours per week are used, or rates apply.

1 mo 3 me 8 mose daily) Class "C." If less

| Monthly Rates | Monthly Rate

continue any advertising for reasons satisfactory to itself.

The guiding principle of all advertising is the code of ethics of the National Association of Broadcasters and the regulations of the Federal Communications Commission. Preferred position governed by priority and availability on contract basis.

Closing Time

Final closing date one week in advance of service. However, two weeks should be given to enable full publicity for talent programs and talks. Announcements and recorded broadcasts close one week in advance. Weeking advance. Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables with either vertical or lateral pick-up heads.

ersonne: Managing Director—John E. Fetzer. General Sales Manager—John W. O'Harrow (Kalama-

zoo). Representatives Free & Peters, Inc.

WLAV
(Established 1940)



Rates effective August 1, 1942. (Card No. 2.) nates effective August 1, 1942. (Card No. 2.)
Owned and operated by Leonard A. Versiuis.
Business Office and Studio—6 Fountain St., N. E.,
Grand Rapids, Mich., telephone 6-5461.
Transmitter—6 Fountain St., N. E., Grand Rapids,
Mich.
Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.

Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sundays 7:30 a.m. to 12:00 mid-night; week days 7:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on time and talent; no cash discount. Bills rendered first of month and are due 10th of month.

General Advertisins

For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries), Michigan
Radio Network and Wolverine Network.
Rates are for station time only and include services
of regularly scheduled staff announcers and music
copyright fees.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

1 ti. 25 ti.

10:00 54.00

60.00 54.00

35.00 31.50

18.00 16.20 52 t1. 80.00 48.00 28.00 14.40 7.20 5.40 "B" 8.00 6.00 CLASS (6:45 a.m. to 65.00 40.00 6:00 p.m.) 58.50 52.00 32.00 18.00 11.20 1/2 hour... 1/4 hour... 5 minut 1 minut 13.50 8.40 22.50 14.00 minutes minute or 100 6.00 4.00 CLASS (10:30 p.m. to 50.00 30.00 17.50 9.00 7:00 a.m.) 45.00 27.00 15.75 8.10 40.00 24.00 14.00 7.20 30.00 18.00 10.50 5.40 3.60 3.20 2.40 2.40 1.80

TRANSCRIPTIONS
Transcription library services available—rates on re-

quest. Instantaneous recording equipment available.

REMOTE CONTROL
Facilities subject to extra charges for line and me-chanical costs. Remote charges are not subject to agency commission.

SERVICE FACILITIES
Services of staff announcers available at no extra

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer
and wine, not accepted.
No contract accepted for longer than one year. Contracts are subject to cancellation by two weeks written notice accompanied by certified check at short
rate to date of last program.

rate to date of last program.

Closing Time
Contracts close two days in advance of first broadcast. Announcement copy and transcriptions close 24 hours in advance. Talks close 48 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel
Owner—Leonard A. Versluis.
Station Manager—H. M. Steed.

Representatives
Joseph Hershey McGillyra, Inc.

WOOD (Established 1923)



Rates effective April 1, 1943.

Owned and operated by King-Trendle Broadcasting Corporation.

Business Office and Studio—Grand Rapids National Bank Bldg., Grand Rapids 2, Mich., telephone 9-4211.

Transmitter—Four miles south of city limits.

Transmitter—Four miles south of city limits.

Wave—Power—Time
Operating power—5,000 watts.
230.8 meters; 1300 kilocycles.
Licensed to operate full time on regional channel.
Operates on Central War Time.
Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies on net
charges for station time; no cash discount. No commission on talent. Bills rendered weekly.

General Advertising
For combination rates see National Broadcasting
Company (Basic Supplementary).
The following rates are for station time only.

| (6:00 p.m. to 11:00 p.m.)          |  |
|------------------------------------|--|
| hour                               | 160.0  |
| hour                               | 96.0   |
| hour                               | 64.0   |
| minutes                            | 82.  |
| (8:30 e.m. to 6:00 p.m. week days) |  |
|                                    | 80.  |
|                                    | 48.  |
| 110ur                              | 82   |
|                                    |  |
| minutes                            | 16.  |
|                                    |  |
| hour                               | 120.   |
| hour                               | 72.  |
| hour                               | 48.  |
| minutes                            | 94   |
|                                    | hour bour (8:30 s.m. to 6:00 p.m. week days) bour hour hour hour hour hour hour hour h |

(11:00 p.m. to 8:30 a.m.) hour. 1/2 hour..... 1/4 hour..... 5 minutes | 12.00 | PROGRAM DISCOUNTS | 12.00 | PROGRAM DISCOUNTS | 26 or more periods | 10% | 25 or more periods | 10% | 26 or more periods | 27 or additional voices on announcements | (6:00 p.m. to 11:00 p.m.) | 1 minute transcription or 100 words | 16:00 | 25 word station breaks | 16:00 | 25 word station breaks | 26:00 | 26:00 p.m. Sundays | 26:00 p.m. sundays | 26:00 p.m. sundays | 26:00 p.m. sundays | 26:00 p.m. to 8:30 a.m. | 26:00 p.m. to 8:30 a PROGRAM DISCOUNTS Rates on request.
REMOTE CONTROL

REMOTE CONTROL

Remote control broadcasts as desired. In addition to station time, line charges are to be paid by sponsor.

Contract and Other Requirements

Rates are for facilities of station only, Contracts subject to station owner's approval and government regulations. All material must conform to standards of station. Right is reserved to refuse or discontinue any advertising for any reason.

Maximum contract one year.

Closing Time
Programs close 48 hours, announcements 24 hours, in advance of broadcast.

In advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using both vertical and lateral cut recordings.

Personnel President—Geo. W. Trendle (Detroit).
Manager—Stanley W. Barnett.

Representatives
Paul H. Raymer Company.

#### **IRONWOOD**

(Gogebie County)

WJMS (Established 1931)



#### IRONWOOD—Continued

#### W J M S-Continued

SPECIAL FEATURES
Leased wire services, sporicasts, local sport events, time signals, road, weather and temperature reports, lodge, club and lake fishing bulletins, remote broadcasts, participating programs.

TALENT
Talent costs in addition to time rates.

REMOTE CONTROL
Equipped for handling of temporary or permanent remotes. Line charges net.

SERVICE FACILITIES

Announcers, operating staff, program and continuity service at no extra charge. Programs planned and produced. Complete promotion and merchandising service available.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, µsing 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Closing Time
Talent programs, one week in advance of broadcast;
announcements and recorded programs, 24 hours in
advance of broadcast. Manuscripts for all political
talks or other speeches must be submitted to station
24 hours in advance of broadcast time.

Personnel Manager—J. W. Huss.

Representatives
Sears & Ayer, Inc.
North Central Broadcasting System.

#### JACKSON (Jackson County)

WIBM (Established 1925)

Rates received February 21, 1944.

Owned and operated by WIBM, Inc.
Business Office and Studio-Hotel Hayes, Jackson,
Mich., telephone 6121.
Transmitter-Hotel Hayes, Jackson, Mich.

Mave—Power—Time
Operating power—250 waits.
206.9 meters; 1450 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time.

Operating schedule: 6:45 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies on net charges
for station time; no cash discount. All bills rendered
on day following broadcasting; payable 30 days net.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries), Michigan
Radio Network and Welverine Network.
The following rates are for national advertising and
include music copyright fees.

26 t1, 65.00 32.50 18.50 10.00 ANNOUNCEMENTS AND TALKS

POLITICAL

75.00 37.50 25.00 12.00

TALENT Rates on request.

REMOTE CONTROL

Quotations will be given on request for broadcasts outside of studio.

Quotations will be given on request for broadcasts outside of studio.

Contract and Other Requirements
Rates quoted are for the station facilities only; talent is extra. Publicity talks accepted only when the subject matter is, in the opinion of the station director, of genuine public interest.

All contracts subject to cncellation unless program starts within 30 days. All contracts subject to cancellation by a 30 days advance written notice accompanied by a certified check for the short rates to the date of cancellation. All programs must conform to the station standards. The station standard will serve all advertisers free in forming program ideas, continuities, etc. These will be submitted upon request. All contracts are subject to station's owner's approval. Station reserves the right to cancel programs for reasons sufficient to station.

Price mention is permitted in any part of the broadcasting periods.

Closing Time
Closing time for inclusion in general publicity and

Closing time for inclusion in general publicity and newspaper releases two weeks in advance of broadcast. Sponsored programs close one week in advance. An-nouncements, talks, speeches, etc., close the day

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

President—Herman Radner. Vice-President—Roy Radner. Manager—Wm. A. Cizek.

Representatives

New York-Forjoe & Company. Chicago-Hai Holman Company.

#### KALAMAZOO (Kalamazoo County)

WKZO (Established 1923)



Rates effective January 1, 1945. (Card No. 9.) Card received January 4, 1945.

Card received January 1, 1945. (Card No. 9.)
Card received January 4, 1945.
Owned and operated by Fetzer Broadcasting Company.
Business Office and Studio—Burdick Hotel. Kalamazoo 99, Mich., telephone 3-1223.

Wave—Power—Time
Oherating power—5,000 watts.
503.5 noters; 550 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Central War Time.
Agency Commission
15% to advertising agencies recognized by station; no cash discount. Bills rendered first of month; due and payable tenth of month.
General Advertising
For combination rates see Columbia Broadcasting
System.
Also sool—in combination with WJEF. Grand Ranide

System.

Also sold in combination with WJEF, Grand Rapids,
Mich. For rates see that listing.
Program time will not be sold in units of less than
five minutes.

ASCAP—Blanket Commercial license; BMI—Blanket
Commercial and Sustaining license; SESAC.

CLA85 "A"

(6:00 p.m. to 10:30 p.m. daily) (6:00 p.m. to 10:30 p.m. dally)

1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 260 tl.

1 hour... 150.00 142.50 135.00 127.50 120.00 112.50

1/2 hour... 90.00 85.50 81.00 76.50 72.00 67.50

1/4 hour... 60.00 57.00 54.00 51.00 48.00 45.00

10 minutes 45.00 42.75 40.50 83.25 36.00 33.75

5 minutes 30.00 28.50 27.00 25.50 24.00 22.50

1 minute or less transcriptions
including transcribed chain
breaks.... 18.00 17.10 18.20 15.30 14.40 13.50

100 words or less, including live chain
breaks.... 15.00 14.25 13.50 12.75 12.00 11.25

CLASS "B"

(9:00 s.m. to 4:00 p.m. daily
1 hour..... 90.00 85.50 81.00 76.50
1/2 hour.... 54.00 51.30 48.00 48.90
1/4 hour.... 36.00 34.20 32.40 30.60
10 minutes 27.00 25.55 24.30 22.95
5 minutes 18.00 17.10 16.20
1 minute or less transcripcions
including transcribed chain
breaks..... 10.00 9.50 9.00 8.50
100 words or less, including live chain
breaks..... 8.00 7.60 7.20 6.80 76.50 45.90 30.60 22.95 15.30 72.00 43.20 28.80 21.60 14.40

CLASS "B"

CLASS "C" CLASS "C"

(10:30 p.m. to \$:00 a.m. daily)

1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 260 tl.

1 hour.... 75.00 71.25 67.50 63.75 60.00 56.25

1/2 hour.... 45.00 42.75 40.50 38.25 36.00 33.75

1/4 hour.... 30.00 28.50 27.00 25.50 24.00 22.50

10 minutes 22.50 21.40 20.25 19.10 18.00 16.90

5 minutes 15.00 14.25 13.50 12.75 12.00 11.25

1 minute or less transcriptions

1 including transcribed ch.l.n

breaks.... 8.00 7.60 7.20 6.80 6.40 6.00

100 words or less, including live chain

breaks.... 6.50 6.17 5.85 5.52 5.20 4.87

(This listing continued on next page)

#### YOU MAY BE ABLE TO SWIM 292 MILES, NONSTOP\*



#### BUT-YOU CAN'T FLOAT INTO WESTERN MICHIGAN FROM THE "OUTSIDE"

So you're using a 50,000-watt station within 250 miles or so of Western Michigan—and you figure you're getting "coverage"!

But listen: People in this section aren't hearing your broadcasts regularly - they can't because of a queer local condition of fading. To reach them you must broadcast from within-the-wall of the fading area.

Chiama and Detroit are outside. Use of nearby stations is the only answer.

In Kalamazoo, Battle Creek and Greater Western Michigan, that station is WKZO, serving eighteen counties with a daytime

population of 630,762 people. In Grand Rapids and Kent County, it's WJEF, serving a quarter-million people with the most favorable frequency in the market (1230 KC). Both WKZO and WJEF are CBS. Both are programmed for their specific areas. Both are owned by the Fetzer Broadcasting Co., and are sold in combination at a bargain rate per thousand radio homes. Together they offer complete coverage of Western Michigan.

Let us send you the whole story—or just ask Free & Peters!

John V. Sigmund swarr nonstop down the Mississippi River, 202 miles, in 89 hrs. 48 mins., 1940.

CBS-FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

AND KENT COUNTY



Both owned and operated by Fetzer Broadcasting Company FREE & PETERS, INC., Exclusive National Representatives

#### MICHIGAN—Continued

#### KALAMAZOO—Continued W K Z O—Continued

CLASS "D" '
Rates for announcements same as Class "C." If less than six quarter hours per week are used, Class "C" rates apply.

|        | Per month  |  |   |   |  |
|--------|--|--|---|---|--|
| 1 hour | 1 mo.<br>900.00<br>540.00<br>360.00<br>incements<br>transcript | 3 mos.<br>855.00<br>513.00<br>342.00<br>over 100 | 6 mos.<br>810.00<br>486.00<br>324.00<br>words | 12 mos.<br>765.00<br>459.00<br>306.00<br>take one |  |

SPECIAL FEATURES
News, sports and time signal reports—rates on request.

quest.

POLITICAL
Regular rates apply; cash in advance.

APPINGS! \* ACCEPT

AVOID

Regular rates apply with additional charge for transcriptions.

reascriptions. TALENT

Rates on request. All artists and musicians will be engaged and paid by the station program bureau.

REMOTE CONTROL

Additional charges made for programs originating outside of station studios.

Contract and Other Requirements.

Maximum length of contract is one year. Announcements scheduled at rate change time take the higher rate. The management reserves the right to reject or discontinue any advertising for reasons satisfactory to itself.

itseif.

The guiding principle of all advertising is the code of ethics of the National Association of Broadcasters

and the regulations of the Federal Communications Commission. Preferred position governed by priority and availability on contract basis.

Closing Time Final closing date one week in advance of service, however, two weeks should be given to enable full publicity for talent programs and talks. Announcements and recorded broadcasts close one week in

advance.

Meenanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
with either vertical or lateral pick-up heads.

Personnel
Managing Director—John E, Fetzer,
General Sales Manager—John W. O'Harrow.
Representatives
Free & Peters, Inc.

LANSING (Ingham County) WJIM



#### **BLUE NETWORK STATION**



Rates effective November 15, 1944.
Owned and operated by WJIM, Incorporated.
Business Office and Studio—Bank of Lansing Bidg.,
Lansing 16, Mich.
Transmitter—Bank of Lansing Bidg., Lansing 16,

From the day a soldier goes to war, he is dependent on paper. His records are packed in it; his cartridges are wrapped in it; his shoes are lined with it; his letters are written on it.

His barracks are built with paper wallboard, paper roofing, paper insulation. He shoots at paper targets, eats from paper plates, drinks from paper cups. His battles are planned, his orders are issued, on paper.

You may not have to pinch your pennies, but now is the time to pinch paper and see that it does its part in the war. Paper has become so much a part of our lives that we hardly notice the way we waste it—much less the way we use it.

Paper is our soldier's indispensable ally we have no more right to deprive him of it than we have to take away his gun.

STANDARD RATE & DATA SERVICE

Wave-Power-Time
Operating power-250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time. War Time.
Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.;
week days 6:00 a.m. to 1:00 a.m.
Agency Commission
15% to recognized advertising agencies on net charges
for station time; no cash discount. All bills rendered
and due weekly in advance. and due weekly ... General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Michigan Radio Network. Company, Inc. (Basic Supplementaries) and Michigan Radio Network.

The following rates apply to national advertising and include music copyright fees.

(6:00 p.m. to 11:00 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 1 hour. 90.00 85.50 81.00 76.50 1/2 hour. 54.00 51.30 48.60 45.90 1/4 hour. 36.00 34.20 32.40 30.60 5 minutes. 15.00 14.25 13.50 12.75 (6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 11 hour. 80.00 57.00 54.00 51.00 1/2 hour. 36.00 34.20 32.40 30.60 1/2 hour. 36.00 34.20 32.40 30.60 1/4 hour. 36.00 57.00 54.00 51.00 1/4 hour. 36.00 34.20 32.40 30.60 1/4 hour. 36.00 34.20 32.40 30.60 1/4 hour. 36.00 34.20 32.40 30.60 1/4 hour. 36.00 36.00 37.00 50.00 8.50 The following rates are subject to 10% discount on 78 time contracts, within 13 weeks.

One minute or 50 word chain break. 8.00 78 time contracts, within 13 weeks.
(After 6:00 p.m.)
One minute or 50 word chain break......
(Before 6:00 p.m.)
One minute or 50 word chain break.....
TALKS AND LECTURES 5.00 5 minutes. 20.00
15 minutes. 35.00
15 minutes. 45.00
75 word political spot. 10.00
Special FEATURES
Sponsorship of high school or college football games, sports review, news programs, market, weather and temperature reports—rates on request. RECORDED PROGRAMS
Regular time charges apply to recorded programs.
Not restricted to certain hours.
TALENT

Rates on request.

REMOTE CONTROL

Special rates on request for broadcasts from cafes, theatres, clubs, banquets, etc.

theatres, clubs, banquets, etc.

Contract and Other Requirements
Program rates do not include talent cost.

Manuscripts must be submitted in advance. No deviation from manuscript permitted. Staff announcers serve all advertisers without additional charge. All contracts subject to government regulations and station owner's approval. Station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to itself. All programs must conform to the standards of station. Where an advertiser prepares his own program it must be submitted ten days in advance for director's approval. Program ideas, continuities, etc., prepared and submitted without charge by station production department. All proposals subject to prior bookings of time. No contract for longer than one year.

Mechanical Program Equipment

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Closing Time
Talent programs close 10 days in advance. Announcements, talks and recorded programs close seven days
in advance.

Personnel
General Manager—Harold F. Gross. Representatives None.

#### **LAPEER** WMPC

Owned and operated by The Liberty Street Gospel Church of Lapeer. Studio—Lapeer, Mich.
Transmitter—Lapeer, Mich.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate specified hours. Does not sell time.

#### LUDINGTON



Rates effective June 1, 1944. (Card No. 1.) Owned and operated by the Ludington Broadcasting

Co.

Business Office and Studios—Masonic Temple Bldg.,,
Ludington, Mich.

wave—Power—Time
Operating power—250 watis.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Agency Commission
15% to recognized advertising agencies; no cash
discount.

discount.

General Advertising

For combination rates see Mutual Broadcasting System, Wolverine Network and Keystone Network.

Program time is sold in units of not less than five

#### LUDINGTON—Continued W K L A-Continued

|     |         |       | (Alter 6:0 | U p,m.) |    |        |    |      |
|-----|---------|-------|------------|---------|----|--------|----|------|
|     |         | 1 hr. | 1/2 hr.    | 1/4 h   | r. | 5 min. | •1 | min. |
| 1   | time    |       | 24.00      | 16.0    | 0  | 8.00   |    | 4.00 |
|     | times   | 38.00 | 22,50      | 15.2    | 0  | 7.60   |    | 3.80 |
| 26  | tintes  | 36,00 | 21,60      | 14.4    | 0  | 7.20   |    | 3.60 |
| 52  | times   | 34.00 | 20.40      | 13.6    | 0  | 6.80   |    | 3.40 |
| 100 | times   | 32.00 | 19.20      | 12.5    | 0  | 6.40   |    | 3.20 |
| 260 | times   | 30.00 | 18.00      | 12.0    | 0  | 6.00   |    | 8.00 |
|     |         |       | Before 6:0 | 00 p.m. | )  |        |    |      |
|     | time    |       | 12.00      | 8.0     | 0  | 4.00   |    | 2.00 |
| 13  | times   | 19.00 | 11.40      | 7.6     | 0  | 3.80   |    | 1.90 |
| 26  | times.  | 18.00 | 10.80      | 7.2     | Ď  | 3.60   |    | 1.80 |
| 52  | times   | 17.00 | 10.20      | 6.8     | Ō  | 3.40   |    | 1.70 |
| 100 | times., | 16.00 | 9.60       | 6.4     | Ó  | 3.20   |    | 1.60 |
| 260 | times   | 15.00 | 9.00       | 6.0     | Ō  | 3.00   |    | 1.50 |
| (*  | ) All   | annou | ncements   | subject | to | change | of | time |

without notice, to conform with requirements of program schedule. All announcements are one minute in length and are considered the equivalent of 100 words or less. Additional words or time charged

SPECIAL FEATURES
Sports events, weather report and time signals—rates on request.
News: Leased wire service available.

RELIGIOUS Rates on request.

REMOTE CONTROL
Equipped for remote pickups.
SERVICE FACILITIES
Artists service and line charges are extra.

Affisis service and the charges are ware.

Contract and Other Requirements

All orders subject to regular station rules as per
standard form contract. No contract accepted for a
longer period than one year. Rates subject to change.

Failure to complete schedule will necessitate a readjustment of rate on basis of number used. Station
reserves right to refuse any program or announcement.

Closing Time
Final closing date one week in advance of service.
Cupy deadline—noon of preceding day.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personnel
General Manager—Karl L. Ashbacker.

Representatives
Burn-Smith Co., Inc.

#### MARQUETTE (Marquette County)

WDMJ (Established 1931)



Rates effective October 1, 1944. (Card No. 6.)
Card received January 10, 1945.
Owned and operated by Lake Superior Broadcasting Company, Inc.
Studio—Mining Journal Bidg., Marquette, Mich.
Transmitter—Mining Journal Bidg., Marquette, Mich.
Wave—Power—Time
Operating power—250 watts.
223.9 moters; 1340 kilocycles.
Lirensed to operate full time. Operates on Central
War Time.
Operating schedule: Daily 6:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies; cash discount 2%—10
days. Net 30 days. Bills are rendered monthly on
the first of the month following that in which service
is rendered.

156 times 25.20 312 times 23.40

18 rendered.

General Advertising
For combination rates see North Central Broadcasting
System, Mutual Broadcasting System, Keystone Network and Wolverine Network.

OTASS "A"

icn, Mutual Broauser, rk and Wolverine Network.

CLASS "A"

(6:00 p.m. to 10:00 p.m. and 12:00 noon to 1.00 p.m. and 1.00 p.m. a 1 hr.
time... 60.00
times 54.00
times 51.00
times 48.00
times 45.00
times 43.50
times 42.00
times 39.00 5 min. 1 min. 12.00 5.00 10.80 4.50 9.60 4.00 9.00 3.75 8.70 8.40 3.50 7.80 3.25 26 39 52 104  $25.20 \\ 23.40$ 16.80 15.60 23.40 1D.00 CLASS 'B' 1D.00 p.m. to 6:00 p.m.) 22.00 15.00 8.00 19.80 13.50 7.20 18.70 12.75 6.80 17.60 12.00 6.40 16.50 11.25 6.00 10.80 5.80 11.80 5.80 (6:00 a.m. to 36.00 32.40 30.60 28.80 27.00 26.10 8.00 7.20 6.80 6.40 6.00 5.80 5.60 time. times times times 16.50 15.95 15.40 14.30 times times

10.88 10.50 9.75 SPECIAL FEATURES
News: Leased wire services, sportscasts and special features; local sports events; time signals; road, weather and temperature reports; remote broadcasts; participating programs; etc.—rates and details on request

POLITICAL
One time Class "A" rates apply.
TALENT
Sponsor may arrange own talent or arrange through

Sponsor may arrange own talent or arrange through station.
Orchestras, soloists and entertainers always available; rates for talent quoted on request,
REMOTE CONTROL
Wire and mechanical charges for remote control installations may be required in advance. Estimates will be given.

Contract and Other Requirements
Maximum length of contract one year.
All contracts subject to government regulations and
to approval of station management. Availabilities
and quotations subject to prior sale.

Closing Time
Continuity 24 hours in advance of broadcast time.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for ver-tical ar lateral cut recordings.

Personnel
Business Manager—Gordon H. Brosek.

Representatives
North Central Broadcasting System.

MUSKEGON (Muskegen County) WKBZ



#### **BLUE NETWORK STATION**



(Established 1926)

Rates effective June 1, 1943. (Card No. 5.)

Owned and operated by Ashbacker Radio Corp., Muskegon, Mich. Business Office and Studio—WKBZ Auditorium, 432 Apple Ave., Muskegon, 15, Micb. Transmitter—Muskegon, Mich.

Transmitter—asussegon, saich.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time on local channel.
Operates on Central War Time.
Operating schedule: Daily 6:00 a.m. to 12:00 mid-

Licensed to operate untimited time on local channel. Operating schedule: Daily 6:90 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies; no cash discount. Accounts payable 10th of following month. No discounts or commissions are allowed on talent, programs or line charges. Accounts opened only on established credit.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries). Mutual Broatcasting System, Michigan Hadio Network and Wolverine Network.

(After 6:00 p.m.)

1th. 13 tt. 26 tt. 52 tt. 100 tt. 260 tt. 1 hour...... 80.00 76.00 72.00 68.00 64.00 60.00 1/2 hour..... 48.00 45.00 43.20 40.80 38.40 38.00 1/2 hour..... 48.00 45.00 43.20 40.80 38.40 38.00 5.10 1/4 hour..... 82.00 76.00 72.00 68.00 64.00 60.00 1/4 hour..... 82.00 30.40 28.80 27.20 25.00 24.00 5 minutes 16.00 15.20 14.40 13.60 12.80 12.90 11 minute 8.00 7.60 7.20 68.00 64.0 5.00 1/2 hour.... 40.00 88.00 36.00 34.00 32.00 30.00 1/2 hour.... 40.00 15.20 14.40 13.60 12.80 12.00 5 minutes 8.00 7.60 7.20 6.80 6.40 6.00 1/2 hour.... 16.00 15.20 14.40 13.60 12.80 12.00 5 minutes 8.00 7.60 7.20 6.80 6.40 6.00 7 minu

News, Description of the Signals, news reports, sports reports—rates on request.

RELIGIOUS

reports—rates on request.

RELICIOUS

Rates on request.

RECORDED PROGRAMS

REQUEST time charges apply to recorded programs.

Library service available.

Special transcriptions, sound effects and records furnished at cost.

REMOTE CONTROL

Remote control charges, line costs, rental of remote equipment are extra; rates quoted on request.

Contract and Other Requirements

Time charges are for time only, and include services of one announcer and use of a studio. Manuscripts and programs must be submitted in advance, and no deviation permitted. All proposals are subject to prior booking. All contracts subject to governmental regulations, and no contract accepted for more than one year.

lations, and no contract accepted for more than one year.

In contracts with talent or for programs or line facilities the station acts as agent for the advertiser, and such contracts as they are a part of, and those parts of the advertiser's contract with the station, are binding and non-cancellable.

Closing Time
Talent programs and talks close one week in advance. Announcements and recorded programs close 48 hours in advance.

Mechanical Program Equipment
Equipment and the programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel

Personnel
Manager—Grant F. Ashbacker. Representatives
Burn-Smith Company, Inc.

> PONTIAC (Oakland County) WCAR
> (Established 1939)

Rates effective September I, 1943. (Card No. A-2.) Owned and operated by Pontiac Broadcasting Co.,

Inc. Surject and Studio-6th floor, Riker Bldg., Pontiac, Mich., telephone 7141.
Transmitter—Square Lake Road, west of Telegraph Road.

Wave—Power—Time
Operating power—1,000 watts.
265.5 meters; 1130 kilocycles.
Licensed to operate days. Operates on Eastern War

Licensed to sperate days. Operates on Eastern War Time.

Agency Commission
15% allowed to recognized agencies only on station time charges provided payment is made before the 15th of the month following broadcast; no cash discount. All invoices rendered monthly, payable at face when rendered. Shert rate billing rendered when frequency rate is not earned.

General Advertising in order to earn net rates quoted, contract must be completed within 12 months.

Announcemant copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceed limit in any class.

SESAC, ASCAP, BMI, and AMP licenses.

1 ti. 13 ti. 26 ti. 52 ti. 10e ti.
1 hour 125.00 118.75 112.50 106.25 100.00 1/2 hour 75.00 71.25 67.50 63.75 60.00 1/2 hour 75.00 71.25 67.50 63.75 60.00 1/4 hour 40.00 38.00 36.00 34.00 32.00 5 minutes 20.00 19.00 18.00 17.00 18.00 100 words 10.00 9.50 9.00 8.50 8.50

| 100 Words  | 10,00    | 9.50     | 9.00    | 8.50       | 8.80    |
|------------|----------|----------|---------|------------|---------|
| 50 words   | OF       | -        |         |            |         |
| less       | 7.00     | 6,65     | 6.30    | 5.95       | 5.60    |
|            | VEEKLY   |          |         |            | 5.00    |
| •          |          | ess than |         | er week fo |         |
|            |          |          |         |            |         |
| One hour:  |          | 13 wks.  | 13 wks. | 26 wks.    | 52 wks. |
| 3 days     | weekly   | 270.00   | 243.00  | 229.50     | 216.00  |
| 5 days     | weekly   | 425.00   | 382.50  | 361.25     | 840.00  |
| 6 davs     | weekly   | 510.00   | 459.00  | 433.50     | 408.00  |
| One-half h |          |          | 100,00  | 100.00     | 200.00  |
|            | weekly   | 162.00   | 145.80  | 137.70     | 129.60  |
|            | weekly   | 255.00   | 229.50  | 216.75     | 204.00  |
|            |          |          |         |            |         |
| 6 days     | weekly   | 306.00   | 275.40  | 260.10     | 244.80  |
| One-quart  | er hour: |          |         |            |         |
| 3 days     | weekly   | 85.00    | 76.50   | 72.25      | 68.00   |
| 5 days     | weekly   | 135.00   | 121.50  | 114.75     | 108.00  |
|            | weekly   | 150.00   | 135.00  | 127.50     | 120.00  |
| Five minu  |          |          | -00.00  | 121100     |         |
|            | Wookly   | 42.00    | 20 70   |            | 04.40   |
|            |          | 43.00    | 38.70   | 36.55      | 34.40   |
| 5 davs     | Waakiv   | 68 60    | 61 20   | 57 86      | 54 40   |

3 days weekly... 43.00 38.70 36.55 34.40 5 days weekly... 86.00 61.20 57.80 54.40 6 days weekly... 82.00 73.80 69.70 65.60 100 words:

3 days weekly... 24.00 22.80 21.60 20.40 5 days weekly... 83.00 36.10 34.20 32.30 6 days weekly... 43.00 40.85 38.70 36.55 50 words or less:

3 days weekly... 43.00 40.85 38.70 36.55 50 words or less:

3 days weekly... 77.00 25.65 24.30 22.95 6 days weekly... 97.00 28.50 27.00 26.50 Additional Discounts

Weekly frequency rates are subject to the following additional discounts when advertisers use more than one period daily: 2 daily 10%; 3 daily 15%; 4 or more daily 20%.

News Broadcasts: 80d at regular card rates. No additional charge for news service or newsoaster. Time signals and temperature reports: 30 or 100 words at regular rates when available.

Market reports and sports broadcasts—rates on reducest.

Market reports and sports broadcasts—rates on request.

POLITICAL

Regular rates apply; cash in advance.

SERVICE FADILITIES

Merchandising service available upon request; estimates submitted on complete merchandising service.

Centract and Other Regularements

Program charges (talent, special announcers, continuity, remote costs, etc.) are in addition to station charges. Bates cover only station time and facilities for programs originating in station studies.

The editorial content of all broadcasts is subject to the approval or revision of attion management.

Closing Time

Programs close one week in advance of broadcast.

Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Persenne!

Ganaral Manager—H. Y. Lawinson.

Persennel
General Manager—H. Y. Levinson.

Representatives
John E. Pearson Cempany.

#### PORT HURON (St. Clair County)

WHLS
(Established 1988)



Rates effective March 1, 1943.

#### PORT HURON—Continued W H L S-Continued

TOTAL NET COST SIX TIMES WEEKLY (Frequency discount deducted)

| (6:00 a.                                       | m. to 12    | :00 midn  | ight)   |         |  |  |  |
|--|-------------|-----------|---------|---------|--|--|--|
|  | 1 wk.       | 13 wks.   | 26 wks. | 52 wks. |  |  |  |
| 1 hour   | . 300.00    | 255.00    | 240.00  | 225.00  |  |  |  |
| 1/2 hour                                       | . 180.00    | 153.00    | 144.00  | 135.00  |  |  |  |
| 1/4 hour                                       | . 120.00    | 102.00    | 96.00   | 90.00   |  |  |  |
| 5 minutes                                      | . 60.00     | 51.00     | 48.00   | 45.00   |  |  |  |
| 1 minute transcr                               | ription or  |           |         |         |  |  |  |
| words  | 30.00       | 25.50     | 24.00   | 22.50   |  |  |  |
| 1/2 minute transc:                             |             |           |         |         |  |  |  |
| words  | 20.00       | 17.00     | 16.00   | 15.00   |  |  |  |
| SPECIAL PACKAGE                                |             |           |         |         |  |  |  |
| One minute transcription or 100 words, Per wk. |             |           |         |         |  |  |  |
| 13 times                                       |             |           |         |         |  |  |  |
| One-half minute                                | transcripti | ons or 50 | ) words | or      |  |  |  |
| station brooks                                 | 20 1175.00  |           |         | 49 00   |  |  |  |

station breaks, 20 times. 42.00 SPECIAL FEATURES
Time Signals, Market Reports—details and rates on request.

News: Lessed wire service available—rates on re-quest.

quest.
POLITICAL
General rates apply—payable in advance.
TALENT

Rates on request.
TRANSCRIPTIONS
Transcription library available—information on re-

quest. REMOTE CONTROL

Additional charges are made for programs originating outside of the station's studio.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Gen'l Mgr. & Prog. Dir.—Harmon L. Stevens.
Commercial Manager—R. L. Mackin.

Representatives
Pacific Coast—Gene Grant.

#### ROYAL OAK

WEXL



Rate card dated April 15, 1940. (Card No. 8.)
Owned and operated by Royal Oak Broadcasting Co.
Business Office and Studio—212 W. Sixth St., Royal
Oak, Mich., telephone 0815.
Wave—Power—Time
Operating power—50 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time. Operates on
Eastern War Time.
Agency Commission
15% to recognized agencies on station time only;
cash discount none. All bills rendered and due weekly in advance.
General Advertising
(8:00 p.m. to 11:00 p.m.)
1th. 13 th. 26 th. 52 th.

|     |               | 1 t1.   | 13 ti.    | 26 t1.   | 52 t1.  |
|-----|---------------|---------|-----------|----------|---------|
| 1   | hour          | . 90.00 | 85,50     | 81.00    | 76.50   |
| 1/2 | hour          | . 50.00 | 47.50     | 45.00    | 42.50   |
| 1/4 | hour          | 30.00   | 28.50     | 27.00    | 25.50   |
| - 5 | minutes       |         | 19,00     | 18.00    | 17.00   |
| -   | (6:00 a.m. to | 6:00 p. | m. and 11 | :00 p.m. |         |
|     | •             | to 4:00 | a.m.)     | -        |         |
| ì   | hour          | 70.00   | 66.50     | 63.00    | 59.50   |
| 1/2 | hour          | 40.00   | 38,00     | 36.00    | 34.00   |
| 1/4 | hour          | 25.00   | 23.75     | 22,50    | 21.28   |
| 5   | minutes       | . 15,00 | 14.25     | 13.50    | 12.75   |
|     | AN            | NOUNC   | EMENTS    |          |         |
|     |               | 1 ti.   | 78 tl.    | 156 ti.  | 312 ti. |
| 100 | words or less | 8.00    | 7.60      | 7.20     | 6.80    |
|     | SPEC          | HAL F   | EATURES   |          |         |
|     |               |         |           |          |         |

reign language (polish) programs, newscasts, sports-ts, time signals and weather reports—rates on TRANSCRIPTIONS

| (6:00 p.m. to 11:00 p.m.)                 |        |
|---|--------|
| 1 ti. 13 ti. 26 ti.                       | 52 tl. |
| 1/4 hour 30.00 28.50 27.00                | 25,50  |
| 5 minutes 20.00 19.00 18.00               | 17.00  |
| 1 minute 13.00 12.35 12.70                | 11.05  |
| (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to | 0      |
| 4:00 a.m.)                                |        |
| 1/4 hour 25.00 23.75 22.50                | 21.25  |
| 5 minutes 15.00 14.25 13.50               | 12.75  |
| 1 minute 11.00 10.45 9.90                 | 9.35   |
| TALENT                                    |        |

Rates on request.

REMOTE CONTROL

Facilities available for remote control pick-ups—rates on request.

SERVICE FACILITIES

Services of announcing staff, program and continuity departments are available at no extra cost.

Closing Time

All program material, spot copy and manuscripts must be presented 24 hours in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personnel
Manager—Ellis C. Thompson.

**SAGINAW** (Saginaw County)

WSAM (Established 1940)



Rates effective January 1, 1944. (Card No. 7.) Owned and operated by Saginaw Broadcasting Co.

Business Office and Studio—610 Eddy Bidg., Saginaw, Mich., telephone 2-5109.

Transmitter—2745 Bay St., Saginaw, Mich.

Wave—Power—Time

Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time.
Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.;
week days 7:00 a.m. to 12:00 midnight.

Agency Commission.
15% to recognized advertising agencies on station
time charges only; no cash discount. No commission
on talent or on line charges. Bills payable by 15th
of month following service.

General Advertising
For combination rates see National Broadcasting
Company (Basic Supplementaries).
Day and night programs may be combined to earn
frequency discount.
The following rates are for national advertising and
include music copyright fees.

(12:00 noon to 6:00 p.m. Sundays and after
6:00 p.m. daily)

1 13 26 52 100 256 312
1 13 26 52 100 256 312
1 14 hour 100.00 90.00 81.00 78.00 85.00 60.00 54.00
1/2 hour. 60.00 64.00 48.50 43.50 89.15 87.03 5.20
1/4 hour. 35.00 31.50 28.35 25.50 22.95 20.65 18.00
One minute or station
break..... 10.00 9.00 8.10 7.30 6.55 5.90 5.30
(Before 12:00 noon Sundays and before 6:00
p.m. week days)
1 hour. 60.00 54.00 48.60 13.15 11.85 10.85 9.60
One minute or station
break..... 10.00 9.00 22.50 20.25 18.20 17.25 16.40 15.55
5 minutes 18.00 11.70 10.50 9.45 8.95 8.80 3.05
One minutes or station
break..... 7.00 6.35 5.70 5.10 4.75 4.50 4.25
Ten minutes is 34.4 or 15 minute rate. Station break
announcements limited to 25 words.

POLITICAL AND RELIGIOUS
Rates on request.

TRANSCRIPTIONS

Rates on request.
TRANSCRIPTIONS

TRANSCRIPTIONS
Transcription library services available.
REMOTE CONTROL
Facilities for remote control broadcasts available.
Contract and Other Requirements
Advertising of alcoholic beverages, other than light
wines and beer, not accepted.
No contract accepted for longer than 12 months. Contracts are subject to station's approval and all governmental regulations. All material must conform to
standards of station. Right is reserved to refuse or
discontinue any advertising for reasons sufficient to
station. All proposals subject to prior booking of
time.

time.
Closing Time
One full business day before scheduled broadcast

vime.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for ver-tical or lateral cut recordings.

Portable cutting equipment available for both 33-1/3 and 78 r.p.m. transcriptions.

and 16 Lp.m. transcriptions.
Personnel
General Manager—Milton L. Greenebaum.
Representatives
Headley-Reed Company.

#### SAULT STE. MARIE

WSOO



#### BLUE NETWORK STATION



Rates effective January 1, 1944.

Owned and operated by Hiawathaland Broadcasting Company.
Business Office and Studio—107 W. Portage Ave.,
Sault Ste. Marie, Mich., telephone 3000
Transmitter—U. S. Highway No. 2. Chippswa Townahip, two miles south of city limits of Sault Ste.
Marie. Mich.

Marie. Mich. ave—Power—Time operating power—250 watts days; 100 watts nights. 243.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Central War Time.

CLASS "C"

(7:30 a.m. to 12:00 noon, 1:00 p.m. to 8:00 p.m. week days; 10:30 p.m. to 11:00 p.m. daily; 7:30 a.m. to 2:00 p.m. Sundays)

1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti. 1 hour..... 25.00 23.75 22.55 21.25 20.00 18.75 1/2 hour.... 15.00 14.25 13.50 12.75 12.00 11.25 1/4 hour.... 15.00 14.25 13.50 12.75 12.00 11.25 1/4 hour.... 15.00 4.75 4.50 4.25 4.00 3.75 1 minutes 5.00 4.75 4.50 4.25 4.00 3.75 Chain break 2.50 2.38 2.25 2.13 2.00 1.88

CLASS "D" ((6:45 a.m. to 7:30 a.m. and after 11:00 p.m.

|             |       | dail  | y)    |       |       |       |
|-------------|-------|-------|-------|-------|-------|-------|
| 1 hour      | 17.50 | 16.63 | 15.75 | 14.88 | 14,00 | 13.13 |
| 1/2 hour    | 10.50 | 9.98  | 9.45  | 8.93  | 8,40  | 7.88  |
| 1/4 hour    | 7.00  | 6.65  | 6.30  | 5.95  | 5.60  | 5.25  |
| 5 minutes   | 3.50  | 3.33  | 3.15  | 2,98  | 2.80  | 2.63  |
| 1 minute    | 2.00  | 1.90  | 1.80  | 1.70  | 1.60  | 1.50  |
| Chain break | 1.75  | 1.67  | 1.58  | 1.49  | 1,40  | 1.32  |
|             | ~~~   |       |       |       |       |       |

SPECIAL FEATURES
News: Leased wire service—rates on request. ADDRESSES AND TALKS

TRANSCRIPTIONS
Transcription library service available. TALENT

Rates on request.

REMOTE CONTROL
Additional charges made for programs originating outside of station studios—rates on request.

outside of station studios—rates on request.
Contract and Other Requirements
Program charges will be billed to the advertiser in
addition to the charge for time, Station and program
announcers and the entire mechanical facilities of
station are available without additional charge. The
management reserves the right to reject or discontinue
any advertising for reasons satisfactory to itself.

Closing Time
Final closing date one week in advance of service.
However, two weeks should be given to enable full
publicity for talent programs and talks. Announcements and recorded broadcasts close one week in
advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for lateral and vertical cut recordings.

Personnel
General Manager—Stanley R. Pratt.
Commercial Manager—R. Y. Burnett.

Representatives
Canada—William Wright.

#### TRAVERSE CITY

WTCM (Established 1941)

Rates received July 31, 1941.

Owned and operated by Midwestern Broadcasting Co.
Business Office and Studio—Anderson Bidg., Traverse
City, Mich., telephone 1150.
Transmitter—Elimwood Township, Leelandu County,
two miles from business district, Traverse City,
Mich.

Mich.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocyles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sundays 9:00 a.m. to 10:00 p.m.
during winter and 9:00 a.m. to 1:00 a.m. during summer; week days 6:00 a.m. to 1:00 p.m. during winter and 5:00 a.m. to 1:00 p.m. during winter and 5:00 a.m. to 1:00 a.m. during summer.

Commission and Cash Discount
15% to recognized agencies; no cash discount. Bills rendered 1st of month and are due 15th of month.

| 1/2 | hour               |                | 29.40                     | 28.00                     | 26.00                    |
|-----|--------------------|----------------|---------------------------|---------------------------|--------------------------|
| 1/4 | 110 UI             | 30.00          |                           | eek for-                  |                          |
|     | hour:<br>timetimes | 12.75          | 13 wks.<br>12.00<br>21.00 | 26 wks.<br>10.50<br>19.50 | 52 wks.<br>9.75<br>18.90 |
| 3   | times              | 33.75<br>42.00 | 30.60<br>39.00            | 28.80<br>37.80            | 27.00<br>33.00           |
|     | timestimes         | 59.40          | 48.75<br>57.60<br>66.15   | 46.50<br>54.00<br>59.85   | 37.50<br>40.50<br>44.10  |
| '   |                    |                | NCEMEN<br>13 ti.          |                           | 52 ti.                   |
| 50  | words              | 3.50           | 2.75                      | 2.50                      | 2.20                     |

100 words or one minute 4.50 4.00 3.75 3.50

TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL
Charge of 2.00 for single broadcast (on contract 1.00)
plus telephone costs.

plus telephone costs.

Contract and Other Requirements
Advertising of hard liquor not accepted.

Contracts subject to cancellation by one week written
notice accompanied by certified check at short rate
to date of last program.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy and talks close eight hours
in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for ver-tical and lateral cut recordings.

Personnel Station Manager—Les Biederman.

Representatives
The Walker Company.

#### **MINNESOTA**

#### DAIRYLAND NETWORK, THE

Wesley Temple Bldg., Minneapolis 4, Minn. Network comprised of: GROUP I

WTCN-Minnespolis-St. Paul, Minn. KATE-Albert Lea, Minn. KWLM-Willmar, Minn. KWNO-Winons, Minn. GROUP II

KATE—Albert Les, Minn, KWLM—Willmar, Minn, KWNO—Winona, Minn. Rates effective March 15, 1944. (Card No. 1.)

Wave-Power-Time

See individual listings.

#### Agency Commission

15% to recognized agencies on pet station charges only; no cash discount. Invoices mailed monthly unless otherwise agreed.

#### General Advertising

30 wds 26.00 24.75 23.88 22.25 21.00 19.50 18.00 CLASS "C" (6:00 a.m. to 7:00 a.m.; 2:00 p.m. to 5:00 p.m.; 10:00 p.m. to 12:00 midnight week days and 10:00 p.m. to 8:00 a.m. Sundays) 1 hr 205.00 104.75 187.13 174.25 164.00 153.75 143.50 1/2 hr 123.00 116.85 112.28 104.55 98.40 92.25 86.10 1/4 hr 22.00 77.90 74.85 607.00 65.60 61.50 57.40 5 min 41:00 38.95 37.43 34.85 32.80 30.75 28.70 1 min 26:00 24:80 23.95 22.40 21.20 20.00 18.80 30 wds 18.00 17.05 16.33 15.15 14.20 13.25 12.30

30 wds 18.00 17.05 16.33 15.15 14.20 13.25 12.30 GROUP II CLASS "A" (6:00 p.m. to 10:00 p.m. week days and 12:00 noon to 10:00 p.m. Sundays)

1 hr 200.00 190.00 185.00 170.00 160.00 150.00 140.00 1/4 hr 20.00 114.00 111.00 102.00 96.00 90.00 84.00 61/4 hr 30.00 76.00 74.00 88.00 64.00 60.00 56.00 5 min 32.00 30.40 29.60 27.20 25.60 24.00 22.40 1 min 22.00 20.00 20.35 18.70 17.60 16.50 15.40 30 wds 16.00 15.20 14.80 13.60 12.80 12.00 11.20

1 min 22.00 20.90 20.38 18.70 17.60 16.50 16.40 30 wds 16.00 15.20 14.80 13.80 13.80 12.00 11.20 11.20 CLASS "B"

(7:00 a.m. to 2:00 p.m.; 5:00 p.m. to 6:00 p.m. week days and 8:00 a.m. to 12:00 noon Sundays)

1 hr 120.00 114.00 111.00 102.00 96.00 90.00 84.00 1/2 hr 72.00 68.40 68.60 61.20 57.60 54.00 50.40 1/4 hr 46.00 45.60 44.40 40.80 38.40 38.40 38.00 33.80 1 min 19.20 18.24 17.76 18.32 15.36 14.40 13.50 12.80 1 min 18.00 17.10 16.55 15.30 14.40 13.50 12.80 20.00 1.00 11.25 10.50 CLASS "C"

(6:00 a.m. to 7:00 a.m.; 2:00 p.m. to 5:00 p.m.; 10:00 p.m. to 12:00 midnight week days and 10:00 p.m. to 8:00 a.m. Sundays)
1 hr 105.00 99.75 97.13 89.25 84.00 78.75 78.50 1/4 hr 63.00 19.85 58.28 53.55 50.40 47.25 44.10 1/4 hr 42.00 39.90 38.85 35.70 33.60 31.50 29.40 5 min 21.00 19.95 19.43 17.85 16.80 15.75 14.70 1 min 14.00 13.30 12.95 11.90 11.20 10.50 9.85 89.20 14.70 11.20 10.50 9.85 8.33 7.65 7.20 6.75 6.30 SPECIAL FEATURES

News: Leased wire services available at regular time rates plus talent and news charges.

Sports: National, regional and local summaries available at regular time rates plus talent and news charges.

Time Signals and Weather Reports: Regular an-

charges, and Weather Reports: Regular announcement rates apply nouncement rates apply TRANSCRIPTIONS
Transcription library services available—rates on request. Electrical transcriptions at regular program rates.

quest. Electrical transcriptions at regular program rates.

SERVICE FACILITIES

Creative, writing and producing staffs available for special program building. Rates contingent on type of production. Announcement rates include one announcer only. Additional charge for special voices or sound effects. Line charges absorbed in above rates; permanent lines are maintained.

Contract and Other Requirements

No periods sold in bulk for resale. All contracts subject to cancellation unless service starts within 30 days. All contracts subject to station's approval and governmental regulations. Nework reserves the right to refuse or discontinue any service for reasons satisfactory to itself. All orders subject to conditions of network standard form of contract.

All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical or lateral cut recordings.

Personnel WTCN—C. T. Hagman. KATE—Edgar L. Hayek. KWLM—Harry W. Linder. KWNO—Max White. Representatives Free & Peters, Inc.

#### MINNESOTA RADIO NETWORK

Business Offices and Studios—Hotel St. Paul, St. Paul 2, Minn., Cedar 5511; Radio City, Minneapolis 2, Minn., Bridgeport 3222.

Comprised of: KSTP-Minneapolis-St. Paul KROC-Rochester, Minn. KYSM-Mankato, Minn. KFAM-St. Cloud, Minn.

Wave-Power-Time See individual listings.

General Advertising
For rates and data consult executive offices or representatives.

Personnel
General Manager—Stanley E. Hubbard.
Treasurer—Kenneth M. Hance.
Sales Manager—Hay C. Jenkins.
Sales Promotion Manager—Sam L. Levitan.

Representatives
Edward Petry & Company, Inc.

#### SOUTHERN MINNESOTA NETWORK

101 N. Second St., Mankato, Minn.
Comprised of:
KATE—Albert Lea KROC-Rochester

KYSM-Mankato

Rates effective February 1, 1945. Rates received February 5, 1945.

Wave—Power—Time
See individual listings.

Agency Commission
15% to recognized agencies; no cash discount.

General Advertising | CLASS 'A' | CLASS 'A' | CLASS 'A' | (12:00 noon to 1:00 p.m. and 6:00 p.m. to 1:00 p.m. week days) | 1 hr. 1/2 hr. 1/4 hr. 10 min. 5 | 1 time 200.00 | 120.00 80.00 48.00 | 52 times 190.00 | 114.00 76.00 45.0 | 552 times 185.00 | 111.00 74.00 44.40 | 65 times 180.00 108.00 72.00 43.20 | 130 times 170.00 108.00 72.00 43.20 | 130 times 170.00 96.00 68.00 40.80 | 156 times 160.00 96.00 64.00 38.40 | 260 times 150.00 90.00 60.00 36.00 | 312 times 150.00 90.00 60.00 36.00 | 312 times 140.00 84.00 56.00 33.60 | 408 times 135.00 81.00 54.00 32.00 | 624 times 130.00 78.00 52.00 31.20 | 120 times 130.00 78.00 52.00 31.20 | 120 times 130.00 81.00 54.00 32.00 | 120 times 130.00 81.00 54.00 32.00 | 120 times 130.00 81.00 54.00 32.00 | 120 times 130.00 81.00 52.00 31.20 | 120 times 130.00 10 min. 5 min. 48.00 32.00 45.60 30.40 44.40 29.60 43.20 28.80 40.80 27.20

4 times 130.00 78.00 52.00 31.20 CLASS "B"

(7:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. week days and 7:00 a.m. to 12:00 noon Sundays)

1 time 120.00 72.00 48.00 28.80 6 times 114.00 68.60 44.40 26.64 21.00 10.0 1 time 120.00
26 times 114.00
52 times 108.00
130 times 102.00
136 times 96.00
260 times 90.00
312 times 84.00
468 times 81.00
624 times 78.00

CLASS 'C' '
(6:00 a.m. to 7:00 a.m. and 10:00 p.m. to 6:00 a.m. daily) daily)
42.00
39.90
38.85
37.80
35.70
33.60
31.50
29.40
28.35
27.30 105.00 8 99.75 8 97.13 8 94.50 1 89.25 8 84.00 1 78.75 1 73.50 1 70.88 1 68.25 1 time 26 times 52 times 65 times 130 times 156 times 260 times 312 times 468 times 624 times 63.00 59.85 58.28 56.70 53.55 50.40 47.25 44.10 42.53 40.95

824 times 88.25 40.95 27.30 20.48 13 65
ANNOUNCEMENTS
CLASS 'A."

(11:59 s.m. to 1:00 p.m., 5:59 p.m. to 10:00 p.m. week days and 11:59 s.m. to 10:00 p.m. Sundays)
One minute or 125 words maximum:
1 time. 22.00 156 times. 17.60
26 times. 20.90 260 times. 16.50
52 times. 20.95 23 12 times. 15.40
65 times. 19.80 468 times. 14.85
130 times. 18.70 624 times. 14.30
15 seconds or 30 words: 

130 times. 13.60 624 times.

CLASS "B"

(All other time)

One minute or 125 words maximum:

1 time. 14.00 156 times.
26 times. 12.95 312 times.
65 times. 12.95 312 times.
130 times. 11.90 624 times.
1130 times. 11.90 624 times.
15 seconds or 30 words:
1 time. 9.00 156 times.
26 times 8.55 260 times.
52 times 8.33 312 times.
52 times 8.33 312 times.
53 times 8.30 468 times. 11.20 10.50 9.80 9.45 9.10

Representatives
John E. Pearson Company.

#### ALBERT LEA

KATE (Freeborn County)



Rates effective April 15, 1942. (Card No. 2.)
Owned and operated by Albert Lea-Austin Broadcasting Co., Inc.
Studios-Albert Lea and Austin, Minn.
Transmitter—Albert Lea Minn.
Wave—Power—Time
Operating nowar—250

Operating power—250 watta.

208.9 meters; 1450 kilocycles.
Operates on Central War Time.
Operating schedule: Suncays 7:30 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission

15% to agencies recognized by station; no cash dis-count. Talent is not subject to commission. All bills are due and payable as billed.

#### General Advertising

Per combination rates see American Broadcasting Cempany, Inc. (Basic Supplementaries), Mutual Broadcasting System (Bisic Supplementaries), North Central Broadcasting System (Minnesota Greup) and Dalryland Network.

Affiliated with Southern Minnesota Network, Music copyright fees are not included in rates.

CLASS "A"

CLASS "A"

(6:00 p.m. to 10:00 p.m. and 12:00 ncon to 10:00 p.m. week days; 12:00 ncon to 10:00 p.m. Sundays)

1 ti. 1s ti. 28 ti. 52 ti. 1 lour... 84:00 79:80 75:60 71:40 2 hour... 50:40 47:78 45:36 42:84 4 hour... 33:60 31:92 30:24 28:56 minutes 18:80 15:95 15:12 14:28 1 ti.
1 hour.... 84.00
1/2 hour.... 50.40
1/4 hour.... 33.60
10 minutes 25.20
5 minutes 16.80 104 t1. 67.20 40.32 26.88 20.16 13.44

CLASS "B"

(1:00 p.m. to 6:00 p.m. week days and 6:00 a.m. to 12:00 noon daily)
1 hour... 48.00 45.00 43.20 40.80
1/2 hour... 28.80 27.38 25.92 24.48
1/4 hour... 19.20 18.23 17.28 16.32
1/6 minutes 14.40 13.63 12.96 12.24
5 minutes 9.60 9.12 8.64 8.16 WEEKLY RATES

(Three times weekly)

CLASS "A"

(6:00 p.m. to 10:00 r.m. and 12:00 noon to 10:00 p.m. week days; 12:00 noon to 10:00 p.m. Sundays)

1 hour. 201.60
1/2 hour. 120.96
1/4 hour. 80.64
10 minutes 60.48
5 minutes 40.82 5 minutes. 40.32 37.50 34.70 CLASS "B"
(1:00 p.m. to 6:00 p.m. week days and 6:00 a.m. to 12:00 noon daily)
1 hour. 115.20 107.14 100.27 1/2 hour. 70.56 64.27 59.30 1/4 hour. 46.56 43.54 39.55 10 minutes. 36.96 52.11 29.76 5 minutes. 23.04 21.41 19.82

10 minutes. 38.96 S2.11 29.76 27.05
5 minutes. 23.08 21.41 19.82 18.43
Six times weekly—add two-sixths of five time rate.
Seven times weekly—add two-sixths of five time rate.

(6:00 p.m. to 10:00 p.m. and 12:00 noon to 1:00 p.m. week days; 12:00 noon to 10:00 p.m. Eundays)
1 hour. 316.55 297.60 278.70 259.80
1/2 hour. 187.98 176.64 165.30 153.86
1/4 hour. 123.72 116.16 108.60 101.04
10 minutes. 01.60 85.92 80.26 76.98
5 minutes. 50.45 55.88 51.90 48.00

CLASS "B"

(1:00 p.m. to 6:00 p.m. week days and 6:00
s.m. to 12:00 noon daily)
1 hour. 160.59 152.70 146.10 136.50
1/2 hour. 81.85.90 152.70 146.10
1/2 hour. 98.85.90 153.70 146.10
1/2 hour. 98.85.90 153.70 146.10
1/4 hour. 90.90 40.20 37.50 51.60
10 minutes. 22.50 40.20 37.50 51.60
5 minutes. 28.50 26.70 24.90 23.10 ANNOUNCEMENTS

(12:00 noon to 1:00 p.m., 6:00 p.m. to 10:00 p.m. week dars and 12:00 noon to 10:00 p.m. Sundays)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 250 ti. 1 ti. 13 ti. 26 ti. 100 words or one minute...... 8.00 7.60 7.25 30 words..... 6.00 5.70 5.40

(This listing continued on next page)

#### SRDS gives two sets of facts

... market and audience information in the advertisements . . . rates and other data in the listings. Both are essential.

## **Efficient** Service

#### to Advertising Buyers



Each month over 5,000 publications and radio stations listed in Standard Rate & Data Service are sent proof sheets showing how their rates and data will appear in the next issue.



More than 90 per cent return proofs . . . over 50 per cent marked up for changes, ranging from minor alterations to complete revisions.



Estimated cost to subscribers for contacting each of these mediums, for issuing up-to-the-minute, authoritative rate and data listing in ultra-usable form—less than 7/100 of one cent!

Total cost for this service covering approximately 1800 Newspapers, 800 Magazines and Farm Papers, 1700 Business Papers, and 950 Radio Stations, \$40 a year—or \$32 for each additional subscription. \$20 a year for service covering any one of these four media groups.

Subscribe now, or authorize us to send you extra copies for extra convenience to your organization.

#### STANDARD RATE & DATA SERVICE

333 N. MICHIGAN AVE. CHICAGO 1, ILL.

#### MINNESOTA—Continued

#### **ALBERT LEA—Continued** K A T E-Continued

SPECIAL FEATURES
Special farm service, market reports—details on request.

quest.

POLITICAL

One time rate applies; no frequency discounts.

List of talent furnished on request.

REMOTE CONTROL
Subject to special charges—rates on request.

TRANSCRIPTIONS
Presentation of advertiser's transcriptions free of charge.

charge.

SERVICE FACILITIES

Program ideas, prices for special production funished on request. Any type of program available.

Contract and Other Requirements

Ali programs, transcriptions and copy subject to approval.

Mechanical Pregram Equipment

Equipped to handle programs by electrical transcription, using double turntables for vertical and lateral cut recordings.

Personnel

Pres. & Mgr.—Edgar L. Hayek. Assistant Manager—Warner C. Tidemann. Representatives

John E. Pearson Company,

#### DULUTH

(St. Louis County) KDAL



Rates effective October 1, 1943.

Owned and operated by Red River Broadcasting, Inc. Business Office and Studio—218 Bradley Bldg., Duluth 2, Minn., Melrose 222.

Transmitter—Foot of 63rd Ave., W., West Duluth, Minn.

Wave-Power-Time Operating power—1:me
Operating power—1:000 watts.
491.8 meters; 610 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission

15% to agencies recognized by station; no cash discount. Talent is not subject to commission. All bills are due and payable by 10th of month following broadcast.

General Advertising

For combination rates see Columbia Broadcasting System (Northwestern Group). Rates include music copyright fees,

Rates include music copyright fees.

CLASS 'A'

(6:00 p.m. to 10:00 p.m. daily)

1 13 26 52 156 260 312

1 thour.... 100:00 95:00 9.00 85:00 80:00 75:00 70:00

1/2 hour.... 60:00 57:00 54:00 51:00 48:00 45:00 42:00

1/4 hour.... 40:00 88:00 36:00 34:00 32:00 30:00 28:00

1/4 hour.... 40:00 88:00 36:00 34:00 32:00 30:00 28:00

1/4 hour.... 40:00 88:00 36:00 34:00 32:00 30:00 28:00

1/4 minute 30:00 28:50 27:00 25:50 24:00 22:50 21:00

5 minutes 30:00 28:50 27:00 25:50 24:00 22:50 21:00

1 minute 12:00 11:40 10:80 10:20 9:60 9:00 8:40

Chain break 10:00 9:50 9:00 8:50 8:00 7:50 7:00

Chain break 10.00 9.50 9.00 8.50 8.00 7.50 7.00 CLASS "B" (7:30 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. daily) 100 p.m. daily) 11 hour... 50.00 47.50 45.00 42.50 40.00 37.50 35.00 1/2 hour... 30.00 28.50 27.00 25.50 24.00 22.50 21.00 1/4 hour... 20.00 19.00 18.00 17.00 16.00 15.00 14.00 10 minutes 15.00 14.25 13.50 12.75 12.00 11.25 10.55 5 minutes 15.00 4.25 13.50 12.75 12.00 11.25 10.55 10 minutes 10.00 9.50 9.00 8.50 8.00 7.50 7.00 1 minute 8.00 5.70 5.40 10.10 4.80 4.50 4.20 Chain break 5.00 4.75 4.50 4.25 4.00 3.75 3.50 Chain break 5.00 4.75 4.50 4.25 4.00 3.75 3.50 Chain break 5.00 4.75 4.50 4.25 4.00 3.75 3.50

Chain break 5.00 4.75 4.50 4.25 4.00 3.75 3.50 CLASS "C" (Sign-on to 7:30 a.m. and 11:00 p.m. to 12:00 midnight daily)

1 hour... 40.00 38.00 38.00 34.00 32.00 30.00 28.00 1/2 hour... 16.00 15.20 14.40 13.60 12.80 12.00 11.20 10 minutes 12.00 11.40 10.80 10.20 9.60 9.00 8.40 5 minutes 8.00 7.60 7.20 6.80 6.40 6.00 5.60 1 minute 5.00 4.75 4.50 4.25 4.00 3.75 3.50 Chain break 4.00 3.80 3.60 3.40 3.20 3.00 2.80

TALKS, SPEECHES, ETC.
General advertising rates apply. Time strictly subject to arrangement. Manuscript of talks must be submitted 24 hours in advance.

TRANSCRIPTIONS

Transcription libraries maintained—details on request, TALENT
Talent available for radio presentation or public appearance.

REMOTE CONTROL

Estimates furnished on request.

SERVICE FACILITIES
Production, merchandising, continuity departments available to advertisers. Certified promotion, originated and registered by station.

Contract and Other Requirements

contracts and utner Requirements
Contracts limited to one year. All programs and
announcements subject to approval by station management. Program position subject to time available.
Frequency discounts apply on contracts earned. Advertising of alcoholic beverages, other than beer and
light wine, not accepted.

Clesing Time

Closing date for sponsored programs is one week in advance; for announcements, talks, speeches, etc., 24 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 75 r.p.m. turntables for vertical and lateral cut recordings.

Personnel

General Manager—Dalton LeMasurier, Commercial Manager—Odin S. Ramsland.

Representatives

Free & Peters, Inc.

#### WD5M

Considered by the Mutual Broadcasting System and Blue Network Company as their Duluth-Superior outlet. See listing under Superior, Wis.

WEBC
(Established 1924)



Rates effective February 15, 1942.

Owned and operated by Head of the Lakes Broad-casting Company, Inc.
Main Business Office and Studios—WEBC Bldg., Duluth 2, Minn., Melrose 2873.
Other Offices and Studios—44th and Tower Ave., Superior, Wis., telephone 4111.
Transmitter—Superior, Wis.

Wave-Power-Time

Operating power—5,080 watts, 227.3 meters; 1320 kilosycles. Licensed to operate full time. Operates on Central

War Time, Operates 16 hours on Sunday and 17 hours week days.

Agency Commission

15% to recognized agencies; no cash discount. Com-mission does not apply on talent. All bills are due and payable by 10th of month following broadcast. General Advertising

eneral Advertising
For combination rates see National Broadcasting
Company (Basic Supplementary), and Arrowhead Network. Affiliated with Northwest Network.
The following rates are for national advertising and
include music copyright fees.

CLASS "A"

|     |          |        | CLASS    | "A"   |       |        |       |
|-----|----------|--------|----------|-------|-------|--------|-------|
|     |          | (6:00  | p.m. to  | 10:00 | p.m.) |        |       |
|     |          | 1      | 1/2      | 1/4   | 10    | 5      | 1     |
|     |          | hr.    | hr.      | hr.   | min.  | min.   | min.  |
| 1   | time     | 140.00 | 75.00    | 37,50 | 27.50 | 18.00  | 12.00 |
| 26  | times    | 133.00 | 71.25    | 35.63 | 26.13 | 17,10  | 11,40 |
| 52  | times    | 129.50 | 69.38    | 34.89 | 25.44 | 16.65  | 11,10 |
| 65  | times    | 126.00 | 67.50    | 33.75 | 24.75 | 16.20  | 10.80 |
| 130 | times    | 122.50 | 65,63    | 32.81 | 24.06 | 15.75  | 10.50 |
| 156 | times    | 119.00 | 63,75    | 31.88 | 23.38 | 15.30  | 10.20 |
| 260 | times.,  | 112,00 | 60.00    | 30,00 | 22.00 | 14.40  | 9.60  |
| 312 | times    | 108.50 | 58,13    | 29.06 | 21,31 | 13.95  | 9.30  |
| 468 | times    | 105.00 | 57.75    | 28,13 | 20.63 | 13.50  | 9.00  |
| 624 | times    | 98.00  | 52.50    | 26,25 | 19.25 | 12.60  | 8.40  |
|     |          |        | CLASS    | "B"   |       |        |       |
|     | (7:00 a. | m. to  | 6:00 p.n |       | 10:00 | p.m. t | ^     |
|     |          |        |          | p.m.) | 10.00 | p.m    | •     |
| 1   | time     | 70.00  | 37.50    | 18.75 | 13.75 | 9.00   | 6.00  |
| 26  | times    | 66.50  | 35.63    | 17.82 | 13.07 | 8.55   | 5.70  |
| 52  | times    | 64.75  | 34.69    | 17.35 | 12,72 | 8.32   | 5.55  |
| 65  | times    | 63,00  | 33.75    | 16.88 | 12.38 | 8.10   | 5.40  |
| 130 | times    | 61.25  | 32.82    | 16.41 | 12,03 | 7.88   | 5.25  |
| 156 | times    | 59.50  | 31.87    | 15,94 | 11.69 | 7.65   | 5.10  |
| 260 | times    | 56.00  | 30.00    | 15.00 | 11.00 | 7.20   | 4.80  |
| 312 | times    | 54, 25 | 29.07    | 14.53 | 10.66 | 6.98   | 4.65  |
| 468 | times    | 52.50  | 28.88    | 14.07 | 10.32 | 6.75   | 4.50  |
| 624 | times    | 49.00  | 26.25    | 13.12 | 9.63  | 6.30   | 4.20  |
|     |          |        | CLASS    | C     |       |        |       |
|     |          | (10:30 | p.m. to  |       | a.m.) |        |       |
| 1   | time     | 46.67  | 25.00    | 12.50 | 9.17  | 6.00   | 4.00  |
| 26  | times    | 44.34  | 23.75    | 11.88 | 8.71  | 5.70   | 3.80  |
| 52  | times    | 43.17  | 23.13    | 11.56 | 8.48  | 5.55   | 3.70  |
| 65  | times    | 42.00  | 22.50    | 11.25 | 8.25  | 5.40   | 3.60  |
| 130 | times    | 40.83  | 21.87    | 10.93 | 8.02  | 5.25   | 3.50  |
| 156 | times    | 39.67  | 21.25    | 10.63 | 7.79  | 5.10   | 3.40  |
| 260 | times    | 37.34  | 20.00    | 10.00 | 7.33  | 4.80   | 3.20  |
| 312 | times    | 36, 17 | 19.38    | 9.69  | 7.10  | 4.65   | 3.10  |
| 468 | times    | 35.00  | 19.25    | 9.38  | 6.88  | 4.50   | 3.00  |
| 624 | times    | 32.67  | 17.50    | 8.75  | 6.42  | 4.30   | 2.80  |
|     |          |        |          |       |       |        |       |

624 times. 32.67 17.50 8.75 6.42 4.30 2.80 SPECIAL FEATURES

News: Regular rates plus taient cost. Sports: Regular rates plus taient and service charge. Time Signals: Regular announcement rates. Transcribed announcements available at regular rates plus taient charge.

TRANSCRIPTIONS

Electrical transcriptions accepted at regular program rates. Not restricted to certain hours. Transcription library services available—rates on request.

TALENT

Rates on request.

Rates on request.

REMOTE CONTROL

Programs broadcast from points outside of station studios are subject to special charges.

SERVICE FACILITIES

Rates quoted above, with additional 10%, cover programs not furnished by, but presented in, studios of WEEC.

#### DULUTH—Continued WEBC—Continued

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables. (Facilities for handling vertical cut records.)

Personnel
General Manager—Walter C. Bridges,
Director of Operations—H. E. Westmoreland.

Representatives
George P. Hollingbery Company.

#### FERGUS FALLS (Ottor Tail County)

#### KGDE (Established 1926)

Rates received May 17, 1942.
Owned and operated by KGDE Broadcasting Co.
Studio—Fregus Falls, Minn., telephone 3986.
Transmitter—Fergus Falls, Minn.

|      | (6:00 p.m. to 10:00 p.m.)                    |       |
|------|--|-------|
| 1    | hour   | 50.00 |
| 1/2  | hour   | 25.00 |
| 1/4  | hour   | 12.50 |
| 10   | minutes                                      | 10.00 |
| - 5  | minutes                                      | 7.00  |
| •    | CLASS "B"                                    |       |
| - (1 | 10:00 a.m. to 6:00 p.m. and after 10:00 p.m. | )     |
| - 1  | hour.  | 45.00 |
| 1/2  | hour   | 22.50 |
| 1/4  |  | 11.25 |
|      |  | 9.00  |
| 10   | minutes                                      | 6.00  |
| 5    | minutes                                      | 0.00  |
|      | CLASS "C"                                    |       |
|      | (6:00 a.m. to 10:00 a.m.)                    |       |
| 1    | hour   | 40.00 |
| 1/2  | hour   | 20.00 |
| 1/4  | hour   | 10.00 |
|      |  |       |

| 1/4 | hour          |                    | 10.00  |
|-----|---------------|--------------------|--------|
| 10  |               |                    | . 7.50 |
| 5   | minutes       |                    | 5.00   |
|     | DISCO         | UNTS               |        |
| 13  | times 5%      | 104 times          | 15%    |
| 26  | times 7-1/2%  | 208 times 17       | 7-1/2% |
|     | times 10%     | 300 or more times. | 20%    |
| 52  | times 12-1/2% |                    |        |
|     | ANNOUNC       | EMENTS             |        |

| 4.00 |
|------|
| 3.50 |
| 8.00 |
| 5.00 |
|      |
| 3.50 |
| 8.00 |
| 2.50 |
| 2.00 |
| 8 00 |
|      |

25 words POLITICAL
All political talks are carried at national Class "A" rates and must be submitted to station prior to broadcast; cash with order.

RECORDED PROGRAMS
Musical transcription library available. No extra

TALENT

Rates on request.

REMOTE CONTROL

Facilities available for remote pick-ups outside of studios. Expenses of such pick-ups charged at cost.

Contract and Other Requirements

No hard liquor advertising accepted.

Station reserves the right to re-schedule any commercial period; subject to immediate cancellation if not acceptable to advertiser. Station reserves the right to cancel all programs of objectionable character.

Closing Time

Closing Time

Closing ate of program service one week in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

Manager—C. L. Jaran.

Personnel
Manager—C. L. Jaran.
Representatives
None.

#### HIBBING (St. Louis County) WMFG



Rates effective January 1, 1945.
Card received January 3, 1945.
Owned and operated by the Head of the Lakes Broadcasting Company.
Business Office and Studio—Androy Hotel, Hibbing,
Minn., telephone 1150.
Transmitter—Hibbing, Minn.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission
15% to recognized advertising agencies on net charges
for station time; no cash discount. All bills rendered
and due weekly in advance.

General Advertising
For combination rates see Arrowhead Network. Affiliated with Northwest Network.
WMFG, Hibbing, and WHLB, Virginia, are sold nationally as one unit at the following combination CLASS "A"

|     |          |        | CITTOR  | -     |        |         |      |
|-----|----------|--------|---------|-------|--------|---------|------|
|     |          | (6:00  | p.m. to | 10:00 | p.m.)  | _       | _    |
|     |          | 1      | 1/2     | 1/4   | 10     | 5       | 1    |
|     |          | hr.    | hr.     | hr.   | min.   | min.    | min. |
| 1   | time     | 72.00  | 39.00   | 21.60 | 18.00  | 10.80   | 7.20 |
| 26  | times    | 68.40  | 37.62   | 20.52 | 17.10  | 10.26   | 6.84 |
| 52  | times    | 66.60  | 36.63   | 19.98 | 16.65  | 9.99    | 6.66 |
| 65  | times    |        | 35.64   | 19.44 | 16.20  | 9.72    | 6.48 |
| 130 | times    | 63,00  | 34.65   | 18.90 | 15.75  | 9.45    | 6.30 |
| 156 | times    | 61.20  | 33.66   | 18.36 | 15.30  | 9.18    | 6.08 |
| 260 | times    | 57.60  | 31.68   | 17.28 | 14.40  | 8.64    | 5.76 |
| 312 | times    | 55.80  | 30.69   | 16.74 | 13.95  | 8.37    | 5.58 |
| 468 | times    | 54.00  |         | 16.20 | 13.50  | 8.10    | 5.40 |
| 624 | times    |        | 27.72   | 15.12 | 12.60  | 7.56    | 5.04 |
|     |          |        | CLASS   | B     |        |         |      |
| (   | (12:00 n | oon to |         |       | 10:00  | p.m. to |      |
|     |          |        | 10:30   | p.m.) |        |         |      |
| 1   | time     | 54.00  | 29.70   | 16.20 | 13.50  | 8.10    | 5.40 |
| 26  | times    | 51,30  | 28.22   | 15.39 | 12.83  | 7.70    | 5.13 |
| 52  | times    | 49.95  |         | 14.99 | 12.50  | 7.49    | 5.00 |
| 65  | times    | 48.60  | 26.71   | 14.58 | 12.15  | 7.29    | 4.86 |
| 130 | times    | 47.25  | 26,00   | 14.18 | 11.81  | 7.10    | 4.73 |
| 156 | times    | 45.90  | 25.25   | 13.77 | 11.48  | 6.89    | 4.59 |
| 260 | tlmes    | 43.20  | 23.76   | 12,96 | 10.80  | 6.48    | 4.32 |
| 312 | times    |        | 23.01   | 12.56 | 10.46  | 6.27    | 4.19 |
| 468 | times    | 40.50  | 22.28   | 12.15 | 10.13  | 6.08    | 4.05 |
| 624 | times    | 37.80  | 20.79   | 11.34 | 9.45   | 5.67    | 3.78 |
| -   |          |        | CLASS   | "C"   | ,      |         |      |
|     | 7:00 -   | m to   | 12:00 n |       | d 1:00 | p.m. to |      |
| ,   |          |        | 6:00 E  |       | 00     |         |      |
| _   |          |        |         | 10.00 |        |         |      |

1 time..... 36.00 19.80 10.80 9.00 5.40

| 26 | times | 34.20  | 18.81  | 10.26  | 8,55  | 5.13 | 3.42 |
|----|-------|--------|--------|--------|-------|------|------|
| 52 | semit | 33,30  | 18.32  | 9.99   | 8.33  | 5.00 | 3.33 |
|    | times |        | 17.82  | 9.72   | 8.10  | 4.86 | 3.24 |
|    | times |        | 17.33  | 9.45   | 7.93  | 4.73 | 3.16 |
|    | times |        | 16.83  | 9.18   | 7.65  | 4.59 | 3.06 |
|    | times |        | 15.84  | 8.64   | 7.20  | 4.32 | 2.88 |
|    | times |        | 15.35  | 8.37   | 7.03  | 4.19 | 2 79 |
|    | times |        | 14.85  | 8.10   | 6.75  | 4.05 | 2.70 |
|    | times |        | 13.86  | 7.56   | 6.30  | 3.78 | 2.53 |
|    |       |        |        |        |       |      |      |
|    |       |        | CLASS  |        |       |      |      |
|    |       | (10:30 | p.m. t | 0 7:00 | a.m.) |      |      |

|   |         | (10:30 | p.m. to | 7:00 | a.m.) |      |      |
|---|---------|--------|---------|------|-------|------|------|
| 1 | time    | 24.00  | 13.20   | 7.20 | 6.00  | 3.60 | 2.40 |
| 6 | times   | 22.80  | 12.54   | 6.84 | 5.70  | 3,42 | 2.28 |
|   | times   |        | 12.21   | 6.66 | 5.55  | 3.33 | 2.22 |
|   | times   |        | 11.88   | 6.48 | 5.40  | 3.24 | 2.16 |
|   | times   |        | 11.55   | 6.30 | 5.25  | 3.15 | 2.10 |
|   | times   |        | 11.22   | 6.12 | 5.10  | 3.06 | 2.04 |
|   | times   |        | 10.56   | 5.76 | 4.80  | 2.88 | 1.92 |
|   | times   | 18.60  | 10.23   | 5.58 | 4.65  | 2.79 | 1.86 |
|   | times   |        | 9.90    | 5.40 | 4.50  | 2.70 | 1.80 |
|   | times   |        | 9.24    | 5.04 | 4.20  | 2.52 | 1.68 |
|   | 6100001 | 20.00  | V       |      |       |      |      |

468 times... 18.00 9.24 5.04 4.20 2.52 1.68
Announcements not restricted to any certain hours.

SPECIAL FEATURES

News: Leased wire service available.
REMOTE CONTROL
Facilities available-rates on request.

POLITICAL
Accepted at regular rates; payable in advance. No agency commission allowed.

TRANSCRIPTIONS
Electrical transcriptions accepted.

TALENT

TALENT
Any type of talent desired by advertiser is available. Charges for studio programs and talent are governed by type of presentation and will be quoted on request.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 73 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Sales Manager—Harry Hyett,
National Sales Manager—H. E. Westmoreland.

Representatives
George P. Hollingbery Company.

#### **MANKATO** (Blue Earth County) KYSM (Established 1938)



Raies effective February 1, 1945. (Card No. 3.)
Card received February 19, 1945.
Owned and operated by F. B. Clements & Company.
Business Offices and Studio—101 N. Second St., Mankato, Minn., Mankato 4673.
Transmitter—Nicollet County, one mile west of North
Mankato on U. S. Highway No. 14.)

Mankato on U. S. Highway No. 14.)

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Agency Commission
15% te recognized agencies on net station time; no cash discount. No commission on political broadcasts.
Bills due and payable when rendered.
General Advertising
For combination rates see National Broadcasting
Company (Basio Supplementary). Affiliated with
Northwest Network and Southern Minnesota Network.
Rates include music copyright fees.
Discounts allowed retroactively on the number of
broadcasts given within a year. Programs of five
minutes or more and announcements cannot be combined to earn larger discounts.

| 1 time \$0.00  | min.<br>6.00<br>5.20<br>14.40<br>13.60<br>12.00<br>11.20<br>10.80<br>10.40<br>12.00<br>11.10<br>10.80<br>9.60<br>9.60<br>9.7.80<br>8.00<br>7.40<br>7.20<br>6.80  |
|--|--|
| 6:00 p.m. Sundays)  1 time 80.00 48.00 32.00 221.00 10.00    | (8.00<br>(5.20<br>(4.480<br>(4.40<br>(3.60)<br>(2.80<br>(1.20)<br>(1.20)<br>(1.20)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1   |
| 6:00 p.m. Sundays)  1 time 80.00 48.00 32.00 221.00 10.00    | (8.00<br>(5.20<br>(4.480<br>(4.40<br>(3.60)<br>(2.80<br>(1.20)<br>(1.20)<br>(1.20)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1   |
| 6:00 p.m. Sundays)  1 time 80.00 48.00 32.00 221.00 10.00    | (8.00<br>(5.20<br>(4.480<br>(4.40<br>(3.60)<br>(2.80<br>(1.20)<br>(1.20)<br>(1.20)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1   |
| 1 time 80.00 48.00 32.00 22.00 12.00 65 times. 76.00 45.60 30.40 22.80 11.52 times. 76.00 44.40 29.60 22.20 11.50 times. 76.00 44.40 29.60 22.20 11.50 times. 68.00 40.80 27.20 20.40 11.50 times. 61.00 38.40 25.60 19.20 11.50 times. 56.00 38.40 25.60 19.20 11.50 16.80 11.50 times. 51.00 32.40 21.60 16.20 16.20 16.20 17.50 a.m. to 11.30 a.m. daily; 1:00 p.m. to 6:00 p.m. week days, and 10:00 p.m. to 10:30 p.m. to 10:30 p.m. to 10:30 p.m. to 10:30 1.50 times. 57.00 31.20 22.80 17.10 1.52 times. 55.50 33.20 22.20 16.55 165 times. 55.50 33.20 22.20 16.50 11.50 times. 51.00 30.60 20.40 15.30 1.56 times. 48.00 28.80 19.20 14.00 15.30 1.56 times. 40.00 28.80 19.20 14.00 12.60 16.20 1.50 times. 42.00 25.20 16.80 12.50 165 times. 42.00 25.20 16.80 12.50 165 times. 39.00 23.40 15.50 11.70 CLASS "C" CLA    | (8.00<br>(5.20<br>(4.480<br>(4.40<br>(3.60)<br>(2.80<br>(1.20)<br>(1.20)<br>(1.20)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1   |
| 1 time 80.00 48.00 32.00 22.00 12.00 65 times. 76.00 45.60 30.40 22.80 11.52 times. 76.00 44.40 29.60 22.20 11.50 times. 76.00 44.40 29.60 22.20 11.50 times. 68.00 40.80 27.20 20.40 11.50 times. 61.00 38.40 25.60 19.20 11.50 times. 56.00 38.40 25.60 19.20 11.50 16.80 11.50 times. 51.00 32.40 21.60 16.20 16.20 16.20 17.50 a.m. to 11.30 a.m. daily; 1:00 p.m. to 6:00 p.m. week days, and 10:00 p.m. to 10:30 p.m. to 10:30 p.m. to 10:30 p.m. to 10:30 1.50 times. 57.00 31.20 22.80 17.10 1.52 times. 55.50 33.20 22.20 16.55 165 times. 55.50 33.20 22.20 16.50 11.50 times. 51.00 30.60 20.40 15.30 1.56 times. 48.00 28.80 19.20 14.00 15.30 1.56 times. 40.00 28.80 19.20 14.00 12.60 16.20 1.50 times. 42.00 25.20 16.80 12.50 165 times. 42.00 25.20 16.80 12.50 165 times. 39.00 23.40 15.50 11.70 CLASS "C" CLA    | (8.00<br>(5.20<br>(4.480<br>(4.40<br>(3.60)<br>(2.80<br>(1.20)<br>(1.20)<br>(1.20)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1.10)<br>(1   |
| 52 tlmes. 74.00 44.49 29.60 22.20 16 65 tlmes. 72.00 43.29 28.80 21.60 16 130 tlmes. 68.00 40.80 27.20 20.40 16 130 tlmes. 61.00 38.49 25.60 19.20 12 260 tlmes. 60.00 36.00 24.00 18.00 13 12 tlmes. 56.00 33.60 24.00 16.80 17 468 tlmes. 54.00 32.40 21.60 16.20 16 24 tlmes. 52.00 31.20 20.80 15.60 10  (CLASS B'' (7:00 a.m. to 11:30 a.m. daily; 1:00 p.m. to 6:00 p.m. week days, and 10:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 26:00 p.m. week days, and 10:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 6:00 p.m. daily; 1:00 p.m. to 6:00 p.m. daily; 1:00 p.m. to 6:00 p.m. week days, and 10:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 6:00 p.m. week days, and 10:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 6:00 p.m. daily; 1:00 p.m. to 6:00 p.m. daily; 1:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 6:00 p.m. week days, and 10:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 10:30 days days days days days days days days  | 5.5.20<br>4.4.80<br>4.4.40<br>13.60<br>12.80<br>12.80<br>12.80<br>11.20<br>10.80<br>10.40<br>11.40<br>11.40<br>11.40<br>10.80<br>9.60<br>9.60<br>9.60<br>7.60<br>7.40<br>8.10<br>7.40<br>8.10<br>7.40<br>8.10<br>7.40<br>8.10<br>7.40<br>8.10<br>7.40<br>8.10<br>7.40<br>8.10<br>7.40<br>8.10<br>7.40<br>8.10<br>7.40<br>8.10<br>8.10<br>7.40<br>8.10<br>7.40<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8.10<br>8 |
| 52 tlmes. 74.00 44.49 29.60 22.20 16 65 tlmes. 72.00 43.29 28.80 21.60 16 130 tlmes. 68.00 40.80 27.20 20.40 16 130 tlmes. 61.00 38.49 25.60 19.20 12 260 tlmes. 60.00 36.00 24.00 18.00 13 12 tlmes. 56.00 33.60 24.00 16.80 17 468 tlmes. 54.00 32.40 21.60 16.20 16 24 tlmes. 52.00 31.20 20.80 15.60 10  (CLASS B'' (7:00 a.m. to 11:30 a.m. daily; 1:00 p.m. to 6:00 p.m. week days, and 10:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 26:00 p.m. week days, and 10:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 6:00 p.m. daily; 1:00 p.m. to 6:00 p.m. daily; 1:00 p.m. to 6:00 p.m. week days, and 10:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 6:00 p.m. week days, and 10:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 6:00 p.m. daily; 1:00 p.m. to 6:00 p.m. daily; 1:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 6:00 p.m. week days, and 10:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 10:30 days days days days days days days days  | 14.80<br>12.80<br>12.80<br>12.80<br>10.80<br>10.40<br>11.20<br>11.40<br>11.10<br>10.80<br>9.60<br>9.60<br>9.60<br>9.7.80<br>7.80<br>8.40<br>7.80   |
| 65 times. 72.00 43.29 28.80 21.60 14:20 times. 68.00 40.80 27.20 20.40 13:156 times. 68.00 38.40 25.60 19.20 13:156 times. 60.00 36.00 24.00 18.00 13:12 times. 50.00 33.60 22.40 16.80 16.20 16.81 16.80 16.20 16.81 16.80 16.20 16.81 16.80 16.20 16 | (4.4.0<br>(12.80<br>(12.80<br>(11.20<br>(11.20<br>(10.40<br>(11.40<br>(11.10<br>(10.20<br>(10.20<br>(10.40<br>(10.20<br>(10.40<br>(10.20<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40<br>(10.40   |
| 65 times. 72.00 43.29 28.80 21.60 11.30 times. 68.00 40.80 27.20 20.40 11.30 times. 68.00 40.80 27.20 20.40 11.31 times. 68.00 38.40 25.60 19.20 11.31 times. 56.00 38.40 25.60 19.20 11.31 times. 56.00 38.40 21.60 16.20 11.31 times. 51.00 31.20 20.30 15.60 19.20 16.31 times. 52.00 31.20 20.30 15.60 19.20 16.30 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 15.60 19.20 19.30 19.30 15.60 19.20 19.30 19.30 19.30 19.20 19.30 19.20 19.30 19.20 19.20 19.30 19.20 19.30 19.20 19.30 19.20 19.30 19.20 19.30 19.20 19.30 19.30 19.20 19.30 19.20 19.30 19.30 19.20 19.30 1 | 12.00<br>10.40<br>12.00<br>11.40<br>11.10<br>10.80<br>9.60<br>9.60<br>9.7.80<br>8.00<br>7.60<br>7.40   |
| 139 ttmes. 68.00 40.80 27.20 20.49 15.66 times. 40.00 36.00 21.00 16.80 17.10 18.00 18.00  | 12.00<br>10.40<br>12.00<br>11.40<br>11.10<br>10.80<br>9.60<br>9.60<br>9.7.80<br>8.00<br>7.60<br>7.40   |
| 130 times. 60.00   36.09   24.00   18.00   12.00   18.00   12.00   18.00   12.00   18.00   12.00   18.00   12.00   18.00   12.00   18.00   12.00   18.00   12.00   18.00   12.00   18.00   12.00   18.00   1   | 12.00<br>10.40<br>12.00<br>11.40<br>11.10<br>10.80<br>9.60<br>9.60<br>9.7.80<br>8.00<br>7.60<br>7.40   |
| 260 tlues. 60.00 36.00 24.00 18.00 18.00 1312 tlues. 56.00 33.60 22.40 16.80 17.468 tlues. 54.00 32.40 21.60 16.20 16.22 tlues. 52.00 31.20 20.80 15.60 10 CLASS "B"  (7:00 a.m. to 11:30 a.m. daily; 1:00 p.m. to 6:00 p.m. week days, and 10:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 26 tlues. 57.00 36.00 24.00 18.00 17.10 1 52 tlues. 57.00 34.20 22.80 17.10 1 55 tlues. 55.50 33.20 22.20 16.65 1 65 tlues. 54.00 32.40 21.60 16.20 1 130 tlues. 51.00 30.60 20.40 15.30 1 166 tlues. 48.00 28.80 19.20 14.00 12.00 260 tlues. 45.00 27.00 18.00 13.50 132 tlues. 42.00 25.20 16.80 12.60 463 tlues. 40.50 25.20 16.80 12.60 463 tlues. 40.50 24.30 16.20 11.70 CLASS "C" CLASS " | 12.00<br>10.40<br>12.00<br>11.40<br>11.10<br>10.80<br>9.60<br>9.60<br>9.7.80<br>8.00<br>7.60<br>7.40   |
| 312 times. 56.00 33.60 22.40 16.80 16.20 16.84 times. 54.00 31.20 20.80 15.60 16.20 16.20 16.24 times. 52.00 31.20 20.80 15.60 16.20 16.60 19.20 16.20 | 12.00<br>10.40<br>12.00<br>11.40<br>11.10<br>10.80<br>9.60<br>9.60<br>7.80<br>7.60<br>7.20   |
| 468 times. 54.00 32.40 21.60 18.20 1624 times. 52.00 31.20 20.80 15.60 17 CLASS "B"  (7:00 a.m. to 11:30 a.m. daily; 1:00 p.m. to 6:00 p.m. week days, and 10:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 26 times. 57.00 34.20 22.80 17.10 1 52 times. 55.50 33.20 22.20 16.65 165 times. 54.00 32.40 21.60 16.20 1 130 times. 54.00 32.40 21.60 16.20 1 130 times. 54.00 32.40 21.60 16.20 1 130 times. 48.00 28.80 19.20 14.00 15.30 1 165 times. 42.00 25.20 16.80 12.60 463 times. 42.00 25.20 16.80 12.60 463 times. 42.00 25.20 16.80 12.60 463 times. 39.00 23.40 15.60 11.70 CLASS "C" CL | 12.00<br>11.40<br>11.10<br>11.10<br>10.20<br>9.60<br>9.00<br>8.40<br>8.10<br>7.80<br>7.60<br>7.20  |
| 624 times. 52.00 31.20 20.30 15.60 10 (CLASS 'B') (7:00 a.m. to 11:30 a.m. daily; 1:00 p.m. to 10:30 | 12.00<br>11.40<br>11.10<br>10.80<br>9.60<br>9.00<br>8.40<br>7.80<br>7.60<br>7.40<br>7.20   |
| CLASS 38 1 1:00 p.m. to 6:00 p.m. to 6:00 p.m. to 10:30 p.m. to 11:30 a.m. daily; 1:00 p.m. to 10:30 | 12.00<br>11.40<br>11.10<br>10.80<br>10.20<br>9.60<br>9.60<br>8.40<br>7.80<br>7.80  |
| (7:00 a.m. to 11:30 a.m. daily; 1:00 p.m. 10 0:30 p.m. to 10:30 p.m. to  | 11,40<br>11,10<br>10,80<br>10,20<br>9,60<br>9,00<br>8,40<br>7,80<br>7,80   |
| 1 time 60.00 36.00 24.00 18.00 1 26 times 57.00 34.20 22.80 17.10 1 312 times 55.50 33.20 22.20 16.65 1 65 times 51.00 32.40 21.60 16.20 1 130 times 51.00 30.60 20.40 15.30 1 156 times 45.00 28.80 19.20 14.40 1 260 times 45.00 27.00 18.00 12.60 1 264 times 45.00 25.20 16.80 12.60 12.65 1 468 times 40.50 24.30 16.20 12.15 1 624 times 39.00 24.30 16.20 12.15 1 624 times 39.00 22.80 15.20 11.70 1 26 times 37.00 22.20 16.00 12.00 1 26 times 37.00 22.20 14.80 11.10 1 52 times 37.00 22.20 14.80 11.10 1 53 times 36.00 21.60 14.00 10.80 13.00 12.00 156 times 34.00 20.40 13.60 10.20 156 times 32.00 19.20 19.20 19.60 260 times 30.00 18.00 12.00 9.00 16.30 11.20 8.40 132 times 30.00 18.00 12.00 9.00 18.00 12.00 9.00 182 10.20 10.20 19.00 18.00 11.20 8.40 11.20 8.40 11.20 8.40 11.20 8.40 11.20 11.20 8.40 11.2  | 11,40<br>11,10<br>10,80<br>10,20<br>9,60<br>9,00<br>8,40<br>7,80<br>7,80   |
| 1 time 60.00 36.00 24.00 18.00 1 26 times 57.00 34.20 22.80 17.10 1 312 times 55.50 33.20 22.20 16.65 1 65 times 51.00 32.40 21.60 16.20 1 130 times 51.00 30.60 20.40 15.30 1 156 times 45.00 28.80 19.20 14.40 1 260 times 45.00 27.00 18.00 12.60 1 264 times 45.00 25.20 16.80 12.60 12.65 1 468 times 40.50 24.30 16.20 12.15 1 624 times 39.00 24.30 16.20 12.15 1 624 times 39.00 22.80 15.20 11.70 1 26 times 37.00 22.20 16.00 12.00 1 26 times 37.00 22.20 14.80 11.10 1 52 times 37.00 22.20 14.80 11.10 1 53 times 36.00 21.60 14.00 10.80 13.00 12.00 156 times 34.00 20.40 13.60 10.20 156 times 32.00 19.20 19.20 19.60 260 times 30.00 18.00 12.00 9.00 16.30 11.20 8.40 132 times 30.00 18.00 12.00 9.00 18.00 12.00 9.00 182 10.20 10.20 19.00 18.00 11.20 8.40 11.20 8.40 11.20 8.40 11.20 8.40 11.20 11.20 8.40 11.2  | 11.40<br>11.10<br>10.80<br>10.20<br>9.60<br>9.00<br>8.40<br>7.80<br>8.00<br>7.60<br>7.40   |
| 1 time 60.00 36.00 24.00 18.00 1 26 times 57.00 34.20 22.80 17.10 1 312 times 55.50 33.20 22.20 16.65 1 65 times 51.00 32.40 21.60 16.20 1 130 times 51.00 30.60 20.40 15.30 1 156 times 45.00 28.80 19.20 14.40 1 260 times 45.00 27.00 18.00 12.60 1 264 times 45.00 25.20 16.80 12.60 12.65 1 468 times 40.50 24.30 16.20 12.15 1 624 times 39.00 24.30 16.20 12.15 1 624 times 39.00 22.80 15.20 11.70 1 26 times 37.00 22.20 16.00 12.00 1 26 times 37.00 22.20 14.80 11.10 1 52 times 37.00 22.20 14.80 11.10 1 53 times 36.00 21.60 14.00 10.80 13.00 12.00 156 times 34.00 20.40 13.60 10.20 156 times 32.00 19.20 19.20 19.60 260 times 30.00 18.00 12.00 9.00 16.30 11.20 8.40 132 times 30.00 18.00 12.00 9.00 18.00 12.00 9.00 182 10.20 10.20 19.00 18.00 11.20 8.40 11.20 8.40 11.20 8.40 11.20 8.40 11.20 11.20 8.40 11.2  | 11.40<br>11.10<br>10.80<br>10.20<br>9.60<br>9.00<br>8.40<br>7.80<br>8.00<br>7.60<br>7.40   |
| 26 times. 57.00 34.20 22.80 17.10 1 52 times. 55.50 33.20 22.20 16.65 1 65 times. 54.00 32.40 21.60 16.20 1 130 times. 51.00 30.60 20.40 15.30 1 166 times. 45.00 23.80 19.20 14.40 266 times. 45.00 27.00 18.00 12.60 13.12 times. 40.50 24.30 16.20 12.15 624 times. 39.00 24.30 16.20 12.15 624 times. 39.00 24.00 15.20 11.70 (All other time) 1 time 40.00 24.00 15.20 11.40 25 times. 37.00 22.80 15.20 11.40 25 times. 37.00 22.20 14.80 11.10 55 times. 36.00 21.60 14.40 10.80 13.10 times. 31.00 20.40 13.60 10.20 156 times. 32.00 19.20 19.20 19.60 260 times. 30.00 18.00 12.00 9.00 312 times. 30.00 16.80 11.20 8.40  | 11.40<br>11.10<br>10.80<br>10.20<br>9.60<br>9.00<br>8.40<br>7.80<br>8.00<br>7.60<br>7.40   |
| 26 times. 57.00 34.20 22.80 17.10 1 52 times. 55.50 33.20 22.20 16.65 1 65 times. 54.00 32.40 21.60 16.20 1 130 times. 51.00 30.60 20.40 15.30 1 166 times. 45.00 23.80 19.20 14.40 266 times. 45.00 27.00 18.00 12.60 13.12 times. 40.50 24.30 16.20 12.15 624 times. 39.00 24.30 16.20 12.15 624 times. 39.00 24.00 15.20 11.70 (All other time) 1 time 40.00 24.00 15.20 11.40 25 times. 37.00 22.80 15.20 11.40 25 times. 37.00 22.20 14.80 11.10 55 times. 36.00 21.60 14.40 10.80 13.10 times. 31.00 20.40 13.60 10.20 156 times. 32.00 19.20 19.20 19.60 260 times. 30.00 18.00 12.00 9.00 312 times. 30.00 16.80 11.20 8.40  | 10.80<br>10.20<br>9.60<br>9.00<br>8.40<br>8.10<br>7.80<br>8.00<br>7.60<br>7.40<br>7.20   |
| 65 times. 54.00 32.40 21.60 16.20 1 130 times. 51.00 30.60 20.40 15.30 1 156 times. 45.00 28.80 19.20 14.40 266 times. 45.00 27.00 18.00 12.60 312 times. 40.50 24.30 16.20 12.50 624 times. 39.00 24.30 16.20 12.15 624 times. 39.00 23.40 15.60 11.70  1 time 40.00 24.00 16.60 11.70 26 times. 38.00 22.80 15.20 11.40 252 times. 37.00 22.20 14.80 11.10 552 times. 36.00 21.60 14.00 10.80 150 times. 30.00 20.40 13.60 10.20 156 times. 32.00 19.20 19.20 29.60 156 times. 39.00 18.00 12.00 9.00 260 times. 30.00 18.00 12.00 9.00  | 10.80<br>10.20<br>9.60<br>9.00<br>8.40<br>8.10<br>7.80<br>8.00<br>7.40<br>7.20   |
| 65 times. 54.00 32.40 21.60 16.20 1 130 times. 51.00 30.60 20.40 15.30 1 156 times. 45.00 28.80 19.20 14.40 266 times. 45.00 27.00 18.00 12.60 312 times. 40.50 24.30 16.20 12.50 624 times. 39.00 24.30 16.20 12.15 624 times. 39.00 23.40 15.60 11.70  1 time 40.00 24.00 16.60 11.70 26 times. 38.00 22.80 15.20 11.40 252 times. 37.00 22.20 14.80 11.10 552 times. 36.00 21.60 14.00 10.80 150 times. 30.00 20.40 13.60 10.20 156 times. 32.00 19.20 19.20 29.60 156 times. 39.00 18.00 12.00 9.00 260 times. 30.00 18.00 12.00 9.00  | 10.80<br>10.20<br>9.60<br>9.00<br>8.40<br>8.10<br>7.80<br>8.00<br>7.40<br>7.20   |
| 130 times. 51,00   30,60   20,40   15.30   1   156 times. 48,00   28,80   19.20   14.40   260 times. 45,00   27,00   18.00   13.50   132 times. 42,00   25.20   16.80   12.66   468 times. 39,00   23.40   15.60   11.70   CLASS "C" (LASS "C")    | 10.20<br>9.60<br>9.00<br>8.40<br>8.10<br>7.80<br>8.00<br>7.60<br>7.20  |
| 156 times. 48.00   28.89   19.20   14.80     200 times. 45.00   27.00   18.00   13.50     312 times. 42.00   25.20   16.80   12.60     468 times. 40.50   24.30   16.20   12.15     624 times. 39.00   23.40   15.60     1 time 40.00   24.00   16.00   12.00     26 times. 38.00   22.80   16.00   12.00     252 times. 37.00   22.20   14.80   11.10     253 times. 36.00   21.00   14.40   10.80     150 times. 34.00   20.40   13.60   10.20     150 times. 32.00   19.20   19.80   9.60     260 times. 30.00   18.00   12.00   9.00     260 times. 29.00   18.00   12.00   9.00     260 times. 29.00   16.80   12.20   8.40     261 times. 29.00   18.00   12.00   9.00     262 times. 30.00   18.00   18.00   18.00     263 times. 20.00   18.00   18.00   18.00     264 times. 28.00   16.80   18.20   8.40     265 times. 28.00   16.80   18.20   8.40     266 times. 28.00   16.80   18.20   8.40     267 times. 28.00   16.80   18.20   8.40     268 times. 28.00        | 9.60<br>9.00<br>8.40<br>8.10<br>7.80<br>8.00<br>7.60<br>7.40<br>7.20   |
| 260 times. 45.00 27.00 18.00 13.50 1312 times. 42.00 25.20 16.80 12.05 468 times 40.50 241.39 16.20 12.15 624 times. 39.60 23.40 15.60 11.70 CLASS CC CLASS CC 1 time 40.00 21.00 16.00 12.00 1 time 40.00 22.80 15.20 11.40 52 times. 38.00 22.80 15.20 11.40 52 times. 36.00 21.60 14.00 18.00 150 times. 36.00 21.60 14.00 10.80 130 times. 31.00 20.40 13.60 10.20 156 times. 32.00 19.20 12.80 9.60 260 times. 30.00 18.00 12.00 9.00 312 times. 28.00 16.80 11.20 8.40   | 9.00<br>8.40<br>8.10<br>7.80<br>8.00<br>7.60<br>7.40<br>7.20   |
| 468 times 40.50 24.39 16.20 12.15 624 times 39.60 23.40 15.60 11.70 CLASS CC 4.11 0ther time) 1 time 40.00 24.00 16.00 12.00 12.00 12.00 16.00 16.00 12.00 16.00 16.00 12.00 16.00 16.00 16.00 16.00 12.00 16.00 16.00 16.00 16.00 12.00 16.00 16.00 16.00 16.00 16.00 16.00 16.00 16.00 16.00 16.00 12.00 16.0    | 8.40<br>8.10<br>7.80<br>8.00<br>7.60<br>7.40<br>7.20   |
| 468 times 40.50 24.39 16.20 12.15 624 times 39.60 23.40 15.60 11.70 CLASS CC 4.11 0ther time) 1 time 40.00 24.00 16.00 12.00 12.00 12.00 16.00 16.00 12.00 16.00 16.00 12.00 16.00 16.00 16.00 16.00 12.00 16.00 16.00 16.00 16.00 12.00 16.00 16.00 16.00 16.00 16.00 16.00 16.00 16.00 16.00 16.00 12.00 16.0    | 8.10<br>7.80<br>8.00<br>7.60<br>7.40<br>7.20   |
| 624 times. 39,00 23,40 15.50 11.70 (LASS "C" (All other time) 1 time 40,00 21.00 16.00 12.00 26 times. 37,00 22.80 15.20 11.40 52 times. 37,00 22.20 14.80 11.10 65 times. 36.00 21.60 14.40 10.80 130 times. 31.00 20.40 13.60 10.20 136 times. 32.00 19.20 12.80 9.60 260 times. 30,00 18.00 12.00 9.00 312 times. 28,00 16.80 11.20 8.40  | 7.80<br>8.00<br>7.60<br>7.40<br>7.20   |
| All other time).  1 time 40.00   | 8.00<br>7.60<br>7.40<br>7.20   |
| All other time).  1 time 40.00   | 7.40   |
| All other time).  1 time 40.00   | 7.40   |
| 26 times., 38.00 22.80 15.20 11.40 52 times., 37.00 22.20 14.80 11.10 65 times., 36.00 21.60 14.40 10.80 130 times., 34.00 20.40 13.60 10.20 156 times., 32.00 19.20 12.80 9.60 260 times., 30.00 18.00 12.00 9.00 312 times., 28.00 16.80 11.20 8.40  | 7.40   |
| 26 times., 38.00 22.80 15.20 11.40 52 times., 37.00 22.20 14.80 11.10 65 times., 36.00 21.60 14.40 10.80 130 times., 34.00 20.40 13.60 10.20 156 times., 32.00 19.20 12.80 9.60 260 times., 30.00 18.00 12.00 9.00 312 times., 28.00 16.80 11.20 8.40  | 7.40   |
| 52 times. 37.00 22.20 14.80 11.10 65 times. 36.00 21.60 14.40 10.80 130 times. 34.00 20.40 13.60 10.20 156 times. 32.00 19.20 12.80 9.60 260 times. 30.00 18.00 12.00 9.00 312 times. 28.00 16.80 11.20 8.40   | 7.40   |
| 130 times.     34.00     20.40     13.60     10.20       156 times.     32.00     19.20     12.80     9.60       260 times.     30.00     18.00     12.00     9.00       312 times.     28.00     16.80     11.20     8.40   | 7.20   |
| 130 times.     34.00     20.40     13.60     10.20       156 times.     32.00     19.20     12.80     9.60       260 times.     30.00     18.00     12.00     9.00       312 times.     28.00     16.80     11.20     8.40   | 8 80   |
| 156 times., 32.00 19.20 12.80 9.60 260 times., 30.00 18.00 12.00 9.00 312 times., 28.00 16.80 11.20 8.40   |  |
| 260 times 30.00 18.00 12.00 9.00<br>312 times 28.00 16.80 11.20 8.40   | 6.40   |
| 260 times. 30.00 18.00 12.00 9.00 312 times. 28.00 16.80 11.20 8.40  | 6.00   |
| 312 times 28.00 16.80 11.20 8.40   | 0.00   |
|  | 5.60   |
| 468 times 27.00 16.20 10.80 8.10   | 5.40   |
| 694 times 96 00 15.60 10.40 7.80   | 5.20   |
| A AVALUATION COMMING   |  |
| ANNOUNCEMENTS  |  |
| CLASS "A"  |  |
| (11:30 a.m. to 1:00 p.m. week days; 6:00   |  |
| p.m. to 10:00 p.m. daily and 11:30 a.m. to   |  |
| ANNOUNCEMENTS CLASS 'A' (11:30 a.m. to 1:00 p.m. week days; 6:00 p.m. to 10:00 p.m. daily and 11:30 a.m. to 6:00 p.m. Sundays)   |  |
|  |  |
| 1 time 8.00 156 times  | 6.40   |
| 26 times 7.60 260 times  | 6.00   |
| 52 times 7.40 312 times  | 5.60   |
| 1 time.     8.00 156 times.       26 times.     7.60 266 times.       52 times.     7.40 312 times.       65 times.     7.20 468 times.       130 times.     6.80 624 times.   | 5.40   |
| 130 times 6.80 624 times   |  |
|  |  |
| 1 time 6.00 156 times  |  |
| 1 time 6.00 156 times  | 5.20   |
| 26 times 5.70 260 times  | 5.20<br>4.80   |
| 52 times 5.55 312 times  | 5.20<br>4.80<br>4.50   |
| 65 times 5.40 468 times  | 5.20<br>4.80<br>4.50<br>4.20   |
| 1 time. 6.00 156 times. 26 times. 5.70 260 times. 52 times. 5.55 312 times. 65 times. 5.40 468 times. 130 times. 5.10 624 times.   | 5.20<br>4.80<br>4.50<br>4.20<br>4.05   |
| CLASS "B" (7:00 a.m. to 11:30 a.m. daily; 1:00 p.m. to   | 5.20<br>4.80<br>4.50<br>4.20<br>4.03<br>3.90   |
| (7:00 a m to 11:30 a m daily: 1:00 n m to  | 5.20<br>4.80<br>4.50<br>4.20<br>4.03<br>3.90   |
|  | 5.20<br>4.80<br>4.50<br>4.20<br>4.03<br>3.90   |
| Coll to m week days)   | 5.20<br>4.80<br>4.50<br>4.20<br>4.03<br>3.90   |
| 6:00 p.m. week days)   | 5.20<br>4.80<br>4.50<br>4.20<br>4.03<br>3.90   |
| 6:00 p.m. week days) 100 words:  | 5.20<br>4.80<br>4.50<br>4.20<br>4.03   |
| 6:00 p.m. week days)  10) words: 1 time 6.00 156 times   | 5.20<br>4.80<br>4.50<br>4.20<br>4.05<br>3.90   |
| 6:00 p.m. week days)  100 words:  1 time   | 5.20<br>4.80<br>4.50<br>4.20<br>4.05<br>3.90   |
| 6:00 p.m. week days)  100 words:  1 time   | 5.20<br>4.80<br>4.50<br>4.20<br>3.90<br>4.80<br>4.80<br>4.50<br>4.50   |
| 6:00 p.m. week days]  100 words: 1 time. 6.00 156 times 26 times. 5.70 260 times 52 times. 5.55 312 times 65 times. 5.40 468 times   | 5.20<br>4.80<br>4.50<br>4.20<br>3.90<br>4.80<br>4.80<br>4.50<br>4.20   |
| 6:00 p.m. week days]  100 words: 1 time. 6.00 156 times 26 times. 5.70 260 times 52 times. 5.55 312 times 65 times. 5.40 468 times   | 5.20<br>4.80<br>4.50<br>4.20<br>3.90<br>4.80<br>4.80<br>4.50<br>4.20   |
| 6:00 p.m. week days]  109 words: 1 time. 6.00 156 times. 26 times. 5.70 260 times. 52 times. 5.55 312 times. 65 times. 5.40 468 times. 130 times. 5.10 612 times.  | 5.20<br>4.80<br>4.50<br>4.20<br>3.90<br>4.80<br>4.80<br>4.20<br>4.20<br>4.00<br>3.90   |
| 6:00 p.m. week days]  100 words: 1 time. 6.00 156 times. 26 times. 5.70 260 times. 52 times. 5.55 312 times. 65 times. 5.40 468 times. 130 times. 5.10 612 times. 1 time 4.00 156 times.   | 5.20<br>4.80<br>4.50<br>4.20<br>3.90<br>4.80<br>4.80<br>4.20<br>4.20<br>4.00<br>3.90   |
| 6:00 p.m. week days]  100 words: 1 time. 6.00 156 times. 26 times. 5.70 260 times. 52 times. 5.570 260 times. 65 times. 5.40 468 times. 130 times. 5.10 612 times. 130 words: 1 time. 4.00 156 times. 1 time. 3.96 260 times.  | 5.20<br>4.80<br>4.50<br>4.20<br>3.90<br>4.80<br>4.80<br>4.20<br>4.20<br>4.00<br>3.90   |
| 6:00 p.m. week days]  100 words: 1 time. 6.00 156 times. 26 times. 5.70 260 times. 52 times. 5.50 312 times. 65 times. 5.40 468 times. 130 times. 5.10 612 times. 131 words: 1 time. 4.00 156 times.   | 5.20<br>4.80<br>4.50<br>4.20<br>4.05<br>3.90<br>4.80<br>4.50<br>4.05<br>3.90<br>3.90   |
| 100 words:   1 time.   6.00   156 times.   26 times.   5.70   260 times.   5.570   260 times.   5.570   260 times.   5.55   312 times.   65 times.   5.40   468 times.   5.10   612 times.   310 times.   5.10   612 times.   310 words:   26 times.   3.80   250 times.   26 times.   3.80   250 times.   52 times.   3.70   312 times.   32 times.   32 times.   32 times.   33 times.   34 times.   | 5.20<br>4.80<br>4.20<br>4.20<br>4.20<br>4.20<br>4.20<br>4.20<br>4.20<br>4.2  |
| 100 words:   1 time.   6.00   156 times.   26 times.   5.70   260 times.   5.570   260 times.   5.570   260 times.   5.55   312 times.   65 times.   5.40   468 times.   5.10   612 times.   310 times.   5.10   612 times.   310 words:   26 times.   3.80   250 times.   26 times.   3.80   250 times.   52 times.   3.70   312 times.   32 times.   32 times.   32 times.   33 times.   34 times.   | 5.20<br>4.80<br>4.50<br>4.05<br>3.90<br>4.80<br>4.50<br>4.05<br>3.90<br>3.20<br>3.20<br>3.20<br>2.70   |
| 100 words:   1 time.   6.00   156 times.   26 times.   5.70   260 times.   5.570   260 times.   5.570   260 times.   5.55   312 times.   65 times.   5.40   468 times.   5.10   612 times.   310 times.   5.10   612 times.   310 words:   26 times.   3.80   250 times.   26 times.   3.80   250 times.   52 times.   3.70   312 times.   32 times.   32 times.   32 times.   33 times.   34 times.   | 5.20<br>4.80<br>4.50<br>4.05<br>3.90<br>4.80<br>4.50<br>4.05<br>3.90<br>3.20<br>3.20<br>3.20<br>2.70   |
| 100   p.m. week days    100   p.m. week days    1100   words:   1   time.  | 5.20<br>4.80<br>4.50<br>4.05<br>3.90<br>4.80<br>4.50<br>4.05<br>3.90<br>3.20<br>3.20<br>3.20<br>2.70   |
| 6:00 p.m. week days)  1 time. 6.00 156 times. 26 times 5.70 260 times. 52 times. 5.70 260 times. 53 times. 5.40 468 times. 130 times. 5.40 468 times. 130 times. 5.10 612 times. 26 times. 3.80 250 times. 26 times. 3.80 250 times. 52 times. 3.60 468 times. 65 times. 3.60 468 times. CLASS 'C' (All other time)  | 5.20<br>4.80<br>4.50<br>4.05<br>3.90<br>4.80<br>4.50<br>4.05<br>3.90<br>3.20<br>3.20<br>3.20<br>2.70   |
| 100   words:   1   time.   6.00   1.56   times.   2.6   times.   5.70   2.60   times.   5.50   2.60   times.   5.50   2.60   times.   5.50   3.12   times.   5.50   3.12   times.   5.50   3.12   times.   5.50   6.50   times.   5.60   6.50   times.   5.60   6.50   times.   5.60   6.50   times.   5.60   times.   5.60   times.   5.60   times.   5.60   times.   5.70   5.60   times.   5.70   5.70   times.   5.70   5.70   times.      | 5.20<br>4.80<br>4.20<br>4.00<br>3.90<br>4.81<br>4.51<br>4.22<br>4.01<br>3.90<br>3.21<br>3.21<br>2.81<br>2.81   |
| 6:00 p.m. week days)  1 time. 6.00 156 times. 26 times 5.70 260 times. 52 times. 5.70 260 times. 65 times. 5.40 468 times. 130 times. 5.40 468 times. 130 times. 5.10 612 times. 26 times. 3.80 200 times. 26 times. 3.80 200 times. 26 times. 3.80 260 times. 11 time. 4.00 156 times. 130 times. 3.60 468 times. CLASS 'C' (All other time)  100 words: 1 time. 4.00 156 times.  | 5.20<br>4.80<br>4.50<br>4.20<br>4.00<br>3.90<br>4.88<br>4.55<br>4.20<br>4.20<br>4.20<br>4.20<br>4.20<br>4.20<br>4.20<br>4.20   |
| 6:00 p.m. week days)  1 time. 6.00 156 times. 26 times 5.70 260 times. 52 times. 5.70 260 times. 65 times. 5.40 468 times. 130 times. 5.40 468 times. 130 times. 5.10 612 times. 26 times. 3.80 200 times. 26 times. 3.80 200 times. 26 times. 3.80 260 times. 11 time. 4.00 156 times. 130 times. 3.60 468 times. CLASS 'C' (All other time)  100 words: 1 time. 4.00 156 times.  | 5.20<br>4.80<br>4.50<br>4.22<br>4.05<br>3.90<br>4.81<br>4.50<br>4.22<br>4.05<br>3.90<br>3.22<br>3.00<br>2.81<br>2.77<br>2.86   |
| 6:00 p.m. week days]  1 time. 6.00 156 times. 26 times 5.70 260 times. 52 times. 5.70 260 times. 530 times. 5.40 468 times. 130 times. 5.40 468 times. 130 times. 5.10 612 times. 26 times. 3.80 260 times. 26 times. 3.80 260 times. 11 time. 3.60 468 times. 130 times. 3.60 468 times. CLASS 'C' (All other time)  100 words: 1 time. 4.00 156 times. 26 times. 3.40 624 times. 27 times. 3.80 260 times. 28 times. 3.80 260 times. 29 times. 3.80 260 times. 29 times. 3.80 260 times.   | 5.20<br>4.80<br>4.50<br>4.22<br>4.03<br>3.90<br>4.86<br>4.55<br>4.20<br>3.90<br>3.90<br>3.22<br>2.86<br>3.22<br>3.30<br>4.30<br>3.30<br>3.30<br>3.30<br>3.30<br>3.30<br>3.30   |
| 6:00 p.m. week days]  1 time. 6.00 156 times. 26 times 5.70 260 times. 52 times. 5.70 260 times. 530 times. 5.40 468 times. 130 times. 5.40 468 times. 130 times. 5.10 612 times. 26 times. 3.80 260 times. 26 times. 3.80 260 times. 11 time. 3.60 468 times. 130 times. 3.60 468 times. CLASS 'C' (All other time)  100 words: 1 time. 4.00 156 times. 26 times. 3.40 624 times. 27 times. 3.80 260 times. 28 times. 3.80 260 times. 29 times. 3.80 260 times. 29 times. 3.80 260 times.   | 5.20<br>4.80<br>4.50<br>4.22<br>4.03<br>3.90<br>4.86<br>4.55<br>4.20<br>3.90<br>3.90<br>3.22<br>2.86<br>3.22<br>3.30<br>4.30<br>3.30<br>3.30<br>3.30<br>3.30<br>3.30<br>3.30   |
| 6:00 p.m. week days]  1 time. 6.00 156 times. 26 times 5.70 260 times. 52 times. 5.70 260 times. 530 times. 5.40 468 times. 130 times. 5.40 468 times. 130 times. 5.10 612 times. 26 times. 3.80 260 times. 26 times. 3.80 260 times. 27 times. 3.60 468 times. 28 times. 3.60 468 times. 29 times. 3.40 624 times. 100 words: 1 time. 4.00 156 times. 20 times. 3.40 624 times. 20 times. 3.80 260 times. 21 time. 4.00 156 times. 22 times. 3.80 260 times. 23 times. 3.80 260 times. 25 times. 3.80 260 times. 25 times. 3.80 260 times. 25 times. 3.80 260 times. 320 times. 3.40 624 times.   | 5.20<br>4.80<br>4.50<br>4.22<br>4.03<br>3.90<br>4.86<br>4.55<br>4.20<br>3.90<br>3.90<br>3.22<br>2.86<br>3.22<br>3.30<br>4.30<br>3.30<br>3.30<br>3.30<br>3.30<br>3.30<br>3.30   |
| 6:00 p.m. week days]  1 time. 6.00 156 times. 26 times 5.70 260 times. 52 times. 5.70 260 times. 530 times. 5.40 468 times. 130 times. 5.40 468 times. 130 times. 5.10 612 times. 26 times. 3.80 260 times. 26 times. 3.80 260 times. 27 times. 3.60 468 times. 28 times. 3.60 468 times. 29 times. 3.40 624 times. 100 words: 1 time. 4.00 156 times. 20 times. 3.40 624 times. 20 times. 3.80 260 times. 21 time. 4.00 156 times. 22 times. 3.80 260 times. 23 times. 3.80 260 times. 25 times. 3.80 260 times. 25 times. 3.80 260 times. 25 times. 3.80 260 times. 320 times. 3.40 624 times.   | 5.20<br>4.80<br>4.50<br>4.20<br>4.00<br>3.90<br>4.84<br>4.55<br>4.22<br>4.00<br>3.90<br>2.84<br>2.77<br>2.60   |
| 6:00 p.m. week days]  1 time. 6.00 156 times. 26 times 5.70 260 times. 52 times. 5.70 260 times. 530 times. 5.40 468 times. 130 times. 5.40 468 times. 130 times. 5.10 612 times. 26 times. 3.80 260 times. 26 times. 3.80 260 times. 11 time. 3.60 468 times. 130 times. 3.60 468 times. CLASS 'C' (All other time)  100 words: 1 time. 4.00 156 times. 26 times. 3.40 624 times. 27 times. 3.80 260 times. 28 times. 3.80 260 times. 29 times. 3.80 260 times. 29 times. 3.80 260 times.   | 5.20<br>4.80<br>4.50<br>4.20<br>4.05<br>3.90<br>4.86<br>4.55<br>4.22<br>4.01<br>3.90<br>2.88<br>2.77<br>2.60   |

1 time. 3.00 156 times. 2.40
20 times. 2.85 260 times. 2.25
52 times. 2.76 312 times. 2.10
65 times. 2.76 312 times. 2.10
130 times. 2.76 468 times. 2.03
130 times. 2.75 624 times. 1.95

Time signals. weather and temperature report:—regular announcements rates.
News: Complete news service available for sponsorship as established features or at other available times. Regular rates apply plus talent and news charges.
Sports: Complete national, sectional and local aports reviews available as established features or at other available times. Regular rates apply plus talent and news charges.

POLITICAL

news charges.

POLITICAL
Strip rates or frequency discounts of 26 times or more do not apply to political talks. Copy and payment for political advertising must be in hands of the station 24 hours in advance of broadcast schedule. Political talks not commissionable to sgencies.

TRANSCRIPTIONS
Transcription library services available—rates and details on request.
Studio staff talent available. Special talent arranged on request.

REMOTE CONTROL

Studio staff talent available. Special talent arranged on request.

REMOTE CONTROL

Wire and mechanical charges to be paid by the advertiser and are net. No agency commission.

Contract and Other Requirements
Resale of time not permitted. All programs, transcriptions and announcements are subject to approval of station management. All orders subject to conditions of this station's standard form of contract. Maximum length of contract one year. All rates guaranteed for one year from date of first broadcast, with or without interruption.

Closing Time
All contracts should be closed as far in advance as possible to facilitate production.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. double turntables for both vertical and lateral cut recordings.

Personnel General Manager-John F. Meagher. Representatives
John E. Pearson Company.



## IN ONE PACKAGE...

No fortune teller of the crystal ball variety is KSTPete. With Sellevision—the eye to the ears of tomorrow—he doesn't have to be. He can confidently predict a greater future in the Twin Cities Market for KSTP advertisers. Since present-day results are the cumulative effect of KSTP's continuous audience promotion efforts in the past, they are proof enough of the soundness of this prediction. Sellevision is no empty "inspiration." It is a tested station betterment policy based on long-range thinking and far-sighted planning. Proved in four years of actual practice, KSTP's station betterment policy still is being carried out with unabated effort today and will continue to go on in improved form tomorrow. That is Sellevision past...present...future, in one package — your best radio buy in the Twin Cities Market today and tomorrow!

50,000 WATTS - CLEAR CHANNEL NORTHWEST'S LEADING RADIO STATION EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES

ST. PAUL MINNEAPOLIS ...

Represented Nationally by Edward Petry & Co.

#### MINNESOTA—Continued

#### MINNEAPOLIS-ST. PAUL

(Minneapolis, Hennepin County; St. Paul, Ramsey County)

KSTP (Established 1999)



Rates effective April 1, 1945. (Card No. 34.)
Card Issued March 1, 1945.
Owned and operated by KSTP, Inc.
Executive Offices—St. Paul Hotel, St. Paul 2, Minn.,
Cedar 5511.
Business Office and Studios—Radio City, Minneaapolis 2, Minn, Bridgeport 3222.
Transmitter—Highway 61 and County Road C, Ramsey County, Minn.

wave—Power—Time
Operating power—50,000 watts.
2nd meters; 1500 kilocycles.
Licensed to operate full time on clear channel. Operates 21 hours daily on Central War time.

Agency Commission
15% on net station charge only to agencies recognized by station; no cash discount. Bills due an payble when rendered.

payble when rendered.

General Advertising
For combination rates see National Broadcasting Company (Basic Network). Affiliated with Northwest Network.

The following rates apply to national advertising.
Discounts earned on one type of service are not applicable to another service.

#### TIME RATES

| CLASS "A" |       |          |            |         |            |            |  |  |
|-----------|-------|----------|------------|---------|------------|------------|--|--|
|           |       | (6:00 p. | m. to 10:0 | 00 p.m. | dafly)     |            |  |  |
| Min       | inium |          | 15 minutes | ١.      |            |            |  |  |
|           |       | i hr.    | 1/2 hr.    | 1/4 hr. | 10 min.    | 5 min.     |  |  |
|           | time  |          | 276.00     | 184.00  |            | ********** |  |  |
| 26        |       | 437.00   | 262,20     | 174.80  | ******     | ********   |  |  |
| 52        | times | 425.50   | 255.30     | 170.20  | *********  |            |  |  |
| 65        |       | 414.00   | 248.40     | 165.00  |            | ********   |  |  |
| 130       |       | 391.00   | 234.60     | 156.40  | *******    | ********   |  |  |
| 156       | times | 368.00   | 220.80     | 147.20  | ********   | ********   |  |  |
| 260       |       | 345.00   | 207.00     | 138.00  | ********   |            |  |  |
| 312       |       | 322.00   | 193.20     | 128.80  | ********** |            |  |  |
| 468       |       | 310.50   | 186.30     | 124.20  | *********  | ********   |  |  |
| 624       | times | 299.00   | 179.40     | 119.60  | ********   | *********  |  |  |
|           |       |          |            |         |            |            |  |  |

CLASS 'B'.

(9:00 a.m. to 6:00 p.m. week days; 10:00 p.m. to 10:30 p.m. daily and 9:00 a.m. to 12:00 noon Sundays)

| - 1 | tlme  | 230.00 | 138.00 | 92.00 | 69.00 | 46.00 |
|-----|-------|--------|--------|-------|-------|-------|
| 26  | times | 218.50 | 131.10 | 87.40 | 65.55 | 43.70 |
| 52  | times | 212.75 | 127.65 | 85.10 | 63.82 | 42.55 |
| 65  | times | 207.00 | 124.20 | 82.80 | 62.10 | 41.40 |
|     |       | 195.50 | 117.30 | 78.20 | 58.65 | 39.10 |
|     |       | 184.00 | 110.40 | 73.60 | 55.20 | 36.80 |
|     |       | 172.50 | 103.50 | 69.00 |       |       |
|     |       |        |        |       | 51.75 | 34.50 |
| 312 | times | 161.00 | 96.60  | 64.40 | 48.30 | 32.20 |
| 468 | times | 155.25 | 93.15  | 62.10 | 46.57 | 31.05 |
| 624 | times | 149.50 | 89.70  | 59.80 | 44.85 | 29.90 |
|     |       |        | CTASS  | 2022  |       |       |

(10:30 p.m. to 12:00 midnight and 6:30 a.m. to 9:00 a.m. daily)

| 1 | time | 155.00  | 93.00       | 62.00  | 46.50 | 31.00 |
|---|------|---------|-------------|--------|-------|-------|
|   |      | 147.25  | 88.35       | 58.90  | 44.18 | 29.45 |
|   |      | 143.37  | 86.02       | 57.35  | 43.02 | 28.67 |
|   |      | 139.50  | 83.70       | 55.80  | 41.86 | 27.90 |
|   |      | 131.75  | 79.05       | 52.70  | 39.53 | 26.35 |
|   |      | 124.00  | 74.40       | 49.60  | 37.20 | 24.80 |
|   |      | 116.25  | 69.75       | 46.50  | 34.88 | 23.25 |
|   |      | 108.50  | 65.10       | 43.40  | 32.55 | 21.70 |
|   |      | 104.62  | 62.77       | 41.85  | 31.39 | 20.92 |
|   |      | 100.75  | 60.45       | 40.30  | 30.23 | 20.32 |
|   |      | 200.10  |             |        | 30.23 | 20.13 |
|   |      |         |             | 'D''   |       |       |
|   |      | (6:00 a | .m. to 6:30 | lam de | ilv)  |       |

1 time.. 26 times 52 times 65 times 130 times 156 times 260 times 312 times 624 times (6:00:100.00 95.00 92.50 90.00 85.00 75.00 70.00 67.50 57.00 57.00 55.50 54.00 51.00 48.00 45.00 42.00 40.50 39.00 40.00 38.00 37.00 36.00 34.00 32.00 30.00 28.00 27.00 26.00 468 times 624 times

CLASS "E"

(12:00 noon to 6:00 p.m. Sundays)

Minimum period 15 minutes.

1 time 345.00 207.00 138.00

26 times 327.75 196.65 131.10

52 times 319.12 191.47 127.65

65 times 319.15 191.47 127.65

65 times 239.25 175.95 117.30

156 times 293.25 175.95 117.30

156 times 276.00 165.60 110.40

260 times 228.75 155.25 103.50

312 times 241.50 144.90 96.60

468 times 223.87 133.72 93.15

624 times 224.75 134.55 89.70

Two or more units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate, whichever rate may be scheduled contiguously at the station's option, on 28 days' notice.

notice.

notice.

DISCOUNTS

Discounts are accumulative for a period of one year only, which is the maximum length of any contract. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruntion.

#### Minneapolis-St. Paul—Continued K S T P—Continued

ANNOUNCEMENTS
No "hitch-hike" or "cow-catcher" announcements accepted. CLASS "A"
(6:00 p.m. to 10:00 p.m. daily) One minute:

1 time......
26 times.....
52 times..... 90.00 156 times... 85.50 260 times... 83.25 312 times... 81.00 468 times... 76.50 624 times... times..... times Station breaks: One minute: 156 times 260 times 312 times 468 times 36.00 33.75 31.50 30.33 29,25 156 times. 260 times. 312 times. 468 times. 624 times. 25.00 23.75 23.13 22.50 21.25 CLASS

|      |             | CHADD   |       |                  |       |
|------|-------------|---------|-------|------------------|-------|
| (    |             |         |       | ht and 6:00 a.m. |       |
|      | to 9        | :00 a.r | n. da | ily)             |       |
| One  | minute:     |         |       |                  |       |
| 1    | time        | 35.00   | 156   | times            | 28.00 |
| 26   | times       | 33.25   | 260   | tlmes            | 26.25 |
| 52   | times       | 32.38   | 312   | times            | 24.50 |
| 65   | times       | 31.50   | 468   | times            | 23.63 |
| 130  | times       | 29.75   | 624   | times            | 22.75 |
| Stat | ion breaks: |         |       |                  |       |
| 1    | time        | 20.00   | 156   | times            |       |
| 26   |             | 19.00   | 260   | times            | 15,00 |
|      | times       |         | 312   | times            | 14.00 |
|      | times       |         | 468   |                  |       |
|      |             |         |       |                  |       |

| 1 time                                       | 45.00 | 156      | times | 36.00 |  |  |  |  |
|--|-------|----------|-------|-------|--|--|--|--|
| 26 tlmes                                     | 42,75 | 260      | times | 33.75 |  |  |  |  |
| 52 times                                     | 41.23 | 312      | times | 31.50 |  |  |  |  |
| 65 times                                     | 40.50 | 468      | times | 30.38 |  |  |  |  |
| 130 times                                    | 38.25 | 624      | times | 29.25 |  |  |  |  |
| Above rates are net-no additional discounts. |       |          |       |       |  |  |  |  |
| 7T42 A                                       | NUCTU | I IPPT 1 | NAG   |       |  |  |  |  |

TRANSCRIPTIONS
Electrical transcriptions accepted at regular program rates. Not restricted to certain hours.
Transcription library services available—rates on request TALENT

Rates on request.

Contract and Other Requirements

No periods sold in bulk for resale.

All contracts subject to cancellation unless service starts within 30 days. All contracts subject to station's approval and governmental regulation.

Nation reserves right to refuse or discontinue any service for reasons satisfactory to station.

All ardiers subject to conditions of this station's standard form of contract.

standard form of contract.

Personnel Pres. & Gen'l Mgr.—Stanley E. Hubbard.

Yice-Pres. & Treas.—Kenneth M. Hance.

Sales Manager—Ray C. Jenkins.

Sales Promotion Manager—Sam L. Levitan.

Representatives

Edward Petry & Company, Inc.

#### KUOM

Owned and operated by the University of Minnesota.

Wave—Power—Time 5,000 watts. 389.6 meters; 770 kilocycles. Divides time with WCAL (days only). Does not sell time.

WCCO
(Established 1924)

## COLUMBIA OWNED



Rates effective August 20, 1944. (Card No. 17.)
Owned and operated by Columbia Broadcasting System, Inc.
Business Office and Studio—625 Second Ave., So.,
Minneapolis 2, Minn., Main 1202.
Other Studios—Hotel Lowry, St. Paul 9, Minn.,
Cadar 7666. After office hours, Midway 2355.
Transmitter—Anoka, Minn.
Wavs—Power—Time
Operating power—50,000 watts.
361.4 meters; 830 kilocycles.
Licensed to operate full time on national cleared channel. Operates on Central War Time.
Agency Commission
18% on nel time charges to agencies recognized by station; no cash discount. Bills rendered weekly.

|            | Prog       | rams——      | *N          | 6W2               |
|------------|------------|-------------|-------------|-------------------|
|            |            | Before      | After       | Before            |
|            | 6:00 p.m.  | 6:00 p.m.   | 6:00 p.m.   | 6:00 p.m.         |
| 1 hour     | 6 min.     | 9 min.      |             |                   |
| 1/2 hour   | 3 min.     | 4:30 min.   | 2:24 min.   | 3:36 min.         |
| 1/4 hour   | 2:30 min.  | 3:15 min.   |             | 2:36 min.         |
| 10 minutes | 1:50 min.  | 2:20 min.   | 1:28 min.   | 1:52 min.         |
| 15 minutes | 1:10 min.  | 1:25 min    | 56 sec.     | 1:08 min.         |
| (*) Maxir  | num openii | ng commerc  | ial: 25 sec | onds for t        |
| minute ne  | ws progra  | ms, 40 see  | conds for   | 10 <b>min</b> ute |
| or longer  |            |             |             |                   |
| (†) No m   | iddle com: | mercial per | mitted on   | 5 minute          |
| news prog  |            |             |             |                   |
| CENTEDA    | I. BROAT   | OMITSAN     | TIME R.     | ATES              |

GENERAL BROADCASTING TIME RATES
Without Talent
Net time rates after deduction of all applicable disits.
week rates apply within any seven consecutive

Per week rates apply within and days.
Weekly rates based on consecutive weeks of uninterrupted broadcasting.

CLASS "A"

(6:30 p.m. to 10:00 p.m. week days; 6:00
p.m. to 10:00 p.m. Sundays)

|            |        |         | oo p.m. |         | 8)      |        |
|------------|--------|---------|---------|---------|---------|--------|
|            |        |         |         |         | *5 days |        |
| One hour:  |        |         |         |         |         |        |
| 1-12 wks   | 600.00 | 1200.00 | 1620.00 | 2160.00 | 2700.00 | 2880.0 |
| 13-25 wks  | 570.00 | 1020.00 | 1377.00 | 1836.00 | 2295.00 | 2448.0 |
| 26-51 wks  | 541.50 | 969.00  | 1308.15 | 1744.20 | 2180.25 | 2325,6 |
| 52 weeks   |        |         |         |         | 2065.50 |        |
| Half hour  |        |         |         |         |         |        |
| 1-12 wks   |        | 720.00  | 972.00  | 1296.00 | 1620.00 | 1728.0 |
| 13-25 wks  |        | 666.00  |         |         | 1377.00 |        |
| 26-51 wks  |        | 632.70  |         |         | 1308.15 |        |
| 52 weeks   |        | 599,40  |         |         | 1239.30 |        |
| Quarter he |        | 000.10  |         | 0011-1  |         |        |
| 1-12 wks   |        | 480.00  | 648.00  | 864 00  | 1080.00 | 1159.0 |
| 13-25 wks  |        | 456.00  |         | 777.60  | 945.00  |        |
| 26-51 wks  |        | 433.20  |         | 738.72  |         |        |
| 52 weeks   |        | 410.40  | 539.46  | 699.84  |         |        |
| 52 WEEKS   | 210.00 |         | ASS "B  |         | 000.00  | 501.2  |
|            |        |         |         |         |         |        |

(5:30 p.m. to 6:30 p.m. week days: 1:00 p.m.

| to 6:      | :00 p.m. | Sunda  | ys; 10;<br>daily | 00 p.ni. | to 10:  | 30      |
|------------|----------|--------|------------------|----------|---------|---------|
| One hour:  |          | ν.μ    | i. Gaily         | ,        |         |         |
|            | 400.00   | 000 00 | 1000 00          | 1440.00  | 1000 00 | 1000 00 |
| 1-12 wks   |          |        | 1030.00          | 1440.00  | 1500.00 | 1020.00 |
| 13-25 wks  |          | 740.00 | 945.00           | 1224.00  | 1530.00 | 1632.00 |
| 26-51 wks  |          | 703.00 | 897.75           | 1162.80  | 1453.50 | 1550.40 |
| 52 weeks   |          | 666.00 | 850.50           | 1101.60  | 1377.00 | 1468.80 |
| Half hour  | :        |        |                  |          |         |         |
| 1-12 wks   | 240.00   | 480.00 | 648.00           | 864.00   |         | 1152.00 |
| 13-25 wks  | 240.00   | 456.00 | 599.40           | 777.60   | 945.00  | 1008.00 |
| 26-51 wks  | 228.00   | 433.20 | 569.43           | 738.72   | 897.75  | 957,60  |
| 52 weeks   |          | 410.40 | 539.46           | 699.84   | 850.50  | 907.20  |
| Quarter he |          |        |                  |          |         |         |
| 1-12 wks   |          | 320.00 | 432.00           | 576.00   | 720.00  | 768.00  |
| 13-25 wks  |          | 312.00 | 421.20           | 547.20   | 666.00  | 710.40  |
| 26-51 wks  |          | 296.40 | 400.14           | 519.84   | 632.70  |         |
| 52 weeks   |          | 280.80 | 379.08           |          | 599.40  |         |
| Ten minut  |          | 200.00 | 0.0.00           | 100110   | 000111  |         |
| 1-12 wks   |          | 256.00 | 345.60           | 460.80   | 576.00  | 614.40  |
| 13-26 wks  | 128.00   | 256.00 | 336.96           |          | 547.20  |         |
|            |          | 243.20 | 320.11           | 415.87   | 519.84  |         |
| 26-51 wks  |          | 230.40 | 303.26           |          |         |         |
| 52 weeks   |          | 230.40 | 303.20           | 393.98   | 492.40  | 020.31  |
| Pive minu  |          |        |                  | 000.00   | 840 00  | 004.00  |
| 1-12 wks   | 80.00    | 160.00 | 216.00           |          |         |         |
| 13-25 wks  |          | 160.00 | 216.00           |          |         |         |
| 26-51 wks  | 76.00    | 152.00 | 205.20           |          |         |         |
| 52 weeks   | 72.00    | 144.00 | 194.40           |          | 315.90  | 336.96  |
|            |          | CL     | ASS "C           |          |         |         |

(8:00 a.m. to 5:30 p.m. week days; 9:00 a.m. to 1:00 p.m. Sundays; 10:30 p.m. to 11:00 p.m. daily)

| One nour:        |                                       |
|------------------|---------------------------------------|
| 1-12 wks 300.00  | 600.00 810.00 1080.00 1350.60 1440.00 |
| 13-25 wks 292.50 | 570.00 729.00 945.00 1147.50 1224.00  |
| 26-51 wks 277.87 | 541.50 692.55 897.75 1090.12 1162.80  |
| 52 weeks 263.25  | 513.00 656.10 850.50 1032.75 1101.60  |
| Half hour:       |                                       |
| 1-12 wks 180.00  | 360.00 486.00 648.00 810.00 864.00    |
| 13-25 wks 180.00 | 351.00 461.70 599.40 729.00 777.60    |
| 26-51 wks 171.00 | 333.45 438.61 569.43 692.55 738.72    |
| 52 weeks 162.00  | 315.90 415.53 539.46 656.10 699.84    |
| Quarter hour:    |                                       |
| 1-12 wks 120.00  | 240.00 324.00 432.00 540.00 576.00    |
| 13-25 wks 120.00 | 240.00 315.90 421.20 513.00 547.20    |
| 26-51 wks 114.00 | 228.00 300.10 400.14 487.35 519.84    |
| 52 weeks 108.00  | 216.00 284.31 379.08 461.70 492.48    |
| Ten minutes:     |                                       |
| 1-12 wks 96.00   | 192.00 259.20 345.60 432.00 460.80    |
| 13-25 wks 96,00  | 192,00 259.20 336.96 421.20 437.76    |
| 26-51 wks 91,20  | 182.40 246.24 320.11 400.14 415.87    |
| 52 weeks 86.40   | 172.80 233.28 303.26 379.08 393.98    |
| Five minutes:    |                                       |
| 1-12 wks 60.00   | 120.00 162.00 216.00 270.00 288.00    |
| 13-25 wks 60,00  | 120.00 162.00 216.00 263.25 280.80    |
| 26-51 wks 57.00  | 114.00 153.90 205.20 250.09 266.76    |
| 52 weeks 54.00   | 108.00 145.80 194.40 236.92 252.72    |
|                  | CLASS "D"                             |
| (7:00 a.m.       | to 8:00 a.m. week days; 7:00          |
|                  |                                       |

a.m. to 9:00 a.m. Sundays) One hour: 1-12 wks 240.00 480.00 648.00 864.00 1080.00 1152.00

| 13-25 wks  | 240.00 | 456.00 | 599.40  | 777.60 |        | 1008.00 |
|------------|--------|--------|---------|--------|--------|---------|
| 26-51 wks  | 228.00 | 433.20 | 569.43  | 738.72 | 897.75 | 957.60  |
| 52 weeks   | 216.00 | 410.40 | 539.46  | 699.84 | 850.50 | 907.20  |
| Half hour  |        |        |         |        |        |         |
| 1-12 wks   |        | 288.00 | 388.80  | 518.40 | 648.00 | 691.20  |
| 13-25 wks  |        | 280.80 | 379.08  | 492.48 | 599.40 | 639.30  |
| 26-51 wks  |        | 266.76 | 360.13  | 467.86 | 569.43 | 607.39  |
| 52 weeks   | 129.60 | 252.72 | 341.18  | 443.23 | 539.46 | 575.42  |
| Quarter he |        |        |         |        |        |         |
| 1-12 wks   | 96.00  | 192.00 | 259.20  | 345.60 | 432.00 | 460.80  |
| 13-25 wks  | 96.00  | 192.00 | 259.20  | 336.96 | 421.20 | 437.76  |
| 26-51 wks  | 91.20  | 182.40 | 246.24  | 320.11 | 400.14 | 415.87  |
| 52 weeks   | 86.40  | 172.80 | 233, 28 | 303.26 | 379.08 | 393.9   |
| Ten minut  |        |        |         |        |        |         |
| 1-12 wks   | 76.80  | 153.60 | 207.36  | 276.48 | 345.E0 | 368,64  |
| 13-25 wks  | 76.80  | 153.60 | 207.36  | 269.57 | 336.96 | 359.42  |
| 26-51 wks  | 72.96  | 145.92 | 196.99  | 256.09 | 320.11 | 341.4   |
| 52 weeks   | 69.12  | 138.24 | 186.62  | 242.61 | 303.26 | 323.4   |
| Five minu  |        | 100101 | 200.00  |        |        |         |
| 1-12 wks   | 48.00  | 96.00  | 129.60  | 172.80 | 216.00 | 230.40  |
| 13-25 wks  | 48.00  | 96.00  | 129.60  | 172.80 | 216.00 | 230.40  |
| 26-51 wks  | 45.60  | 91.20  | 123.12  | 164.16 | 205.20 | 218.88  |
|            | 43.20  | 86.40  | 116.64  | 155.52 | 194.40 | 207.30  |
| 52 weeks   | 45.20  | 00.40  | 110.04  | 100.02 | 101.10 | 201.00  |
|            |        |        |         |        |        |         |

CLASS "E" (6:00 a.m. to 7:00 a.m. daily; 11:00 μ.m. to 12:00 midnight daily)

(5:00 8.m.,
(6:00 180.00 360.00 180.00 351.00 171.00 333.45 162.00 315.90 486.00 461.70 438.61 415.53 388.80 379.08 360.13 341.18 291.60 284.31 270.09 255.88 216.00 216.00 205.20 194.40 72.00 72.00 72.00 68.40 64.80 13-25 ks 26-51 ks 52 weeks 64... Ten minutes 1-12 ks 57.60 13-25 ks 57.60 13-25 ks 54.72 51.84 155.52 155.52 147.74 139.97 207.36 207.36 196.99 186.62 259.29 259.23 246.24 233.28

Ten minutes

1-12 wks 57.60 115.20 155.52 207.36 259.29 276.48

3-25 wks 57.60 115.20 155.52 207.36 259.29 269.57

8-51 wks 57.60 115.20 155.52 207.36 259.29 289.57

8-51 wks 54.72 109.44 147.74 196.99 246.24 256.09

12 weeks 51.84 103.68 139.97 186.62 233.28 242.61

Five minutes:

1-12 wks 36.00 72.00 97.20 129.60 162.00 172.80

3-26 wks 36.00 72.00 97.20 129.60 162.00 172.80

3-26 wks 36.00 72.00 97.20 129.60 162.00 172.80

3-26 wks 34.20 68.40 92.34 123.12 153.99 164.16

25 weeks 32.40 64.80 87.48 116.64 145.80 155.52

(\*) Days within any seven consecutive day period. Soven days per week prc rata of six day rate. Periods longer than one hour pro rata of one hour rate. Three-quarter hour—80% of hour rate. Ten minutes, if available, 80% of the 1-12 week 15 minute rate less applicable dollar volume and consecutive weeks discounts. Five minutes, if available, 50% of the 1-12 week 15 minute rate less applicable dollar volume and consecutive weeks discounts. Time periods not designate-1—rates on request. ANNOUNCEMENTS

All announcements under Classes "A." "B," "C,"

"D" and "E" regardless of their length or cost, may be combined for weekly frequency discounts, providing they are computed on the basis of days per week usage, and not times per week usage, and not with means and co

viding they are computed on the basis of days per week usage, and not times per week usage.

Starting time of announcements determines rate classification.

CLASS "A"

(6:29 p.m. to 10:00 p.m. week days; 5:59

p.m. to 10:00 p.m. Sundays)

1 day 2 days 3 days 4 days 5 days 6 days

25 words or 15 second transcriptions—station breaks:
1-12 wks 80:00 160.00 216.00 288.00 360.00 374.41

26-51 wks 76:00 152.00 205.20 268.76 333.45 355.68

52 weeks 72:00 144.00 194.40 252.72 315.90 336.95

CLASS "B, week days; 12:59

p.m. to 5:59 p.m. Sundays; 10:00 p.m. to

10:30 p.m. daily)

50 words or 20 second transcriptions—station breaks:
1-12 wks 52.50 105.00 441.75 180.00 236.25 252.00

26-51 wks 49.87 99.75 131.66 179.55 224.44 239.40

27-51 wks 49.87 99.75 131.66 179.55 224.44 239.40

28-51 wks 49.87 99.75 131.66 179.55 224.44 239.40

28-51 wks 65.00 130.00 175.50 234.00 292.50 312.00

13-25 wks 65.00 130.00 175.50 234.00 292.50 312.00

13-25 wks 61.75 123.55 166.72 222.30 270.93 288.99

52 weeks 58.55 117.00 157.55 224.30 292.55 312.00

13-25 wks 61.75 123.55 166.72 222.30 270.93 288.99

52 weeks 58.55 117.00 157.50 234.00 292.50 312.00

13-25 wks 61.75 123.55 166.72 222.30 270.93 288.99

52 weeks 58.55 117.00 157.50 294.00 192.00

26-51 wks 40.00 80.00 183.00 173.50 236.00 256.67 273.78

CLASS "C

1-12 wks 50.00 100.00 135.00 180.00 172.80

One minute—live or transcriptions—station breaks:
1-12 wks 50.00 100.00 135.00 180.00 125.00 122.00

13-25 wks 40.00 80.00 180.00 144.00 180.00 192.00

26-51 wks 38.00 76.00 192.60 136.80 171.00 182.40

11-12 wks 50.00 100.00 135.00 180.00 225.00 340.00

13-25 wks 47.50 95.00 100.00 135.00 180.00 225.00 340.00

13-25 wks 35.00 70.00 91.21.50 182.00 122.00 132.50 wks 45.00 90.00 121.50 182.00 172.80

One minute—live or transcriptions—station breaks:
1-12 wks 35.00 70.00 31.50 180.00 225.00 240.00

13-25 wks 35.00 70.00 31.50 180.00 225.00 316.00

13-25 wks 35.00 100.00 135.00 180.00 225.00 340.00

13-25 wks 35.00 70.00 31.50 180.00 225.00 316.00

13-25 wks 35.00 70.00 31.50 180.00 225.0

CLASS "E" to 6:59 a.m. da midnight daily) daily; 11:00 to

(5:59 a.m. to 6:5: 12:00 midnl words or 20 second -12 wks 25:00 50:00 -51 wks 25:00 50:00 -51 wks 23:75 47:50 weeks 22:50 45:00 ight daily)
iranscriptions—station breaks:
67.50 90.00 112.50 120.00
67.50 90.00 112.50 120.00
64.12 85.50 106.87 114.00
60.75 81.00 101.25 108.00

28-51 wks 23.75 a1.50 of 0.75 81.00 101.25 108.00 One minute—live: 1-12 wks 30.00 60.00 81.00 108.00 135.00 144.00 13.25 wks 30.00 60.00 81.00 108.00 135.00 144.00 13.25 wks 30.00 60.00 81.00 108.00 135.00 144.00 13.25 wks 28.50 57.00 76.95 102.60 128.25 128.25 134.00 52 weeks 27.00 54.00 72.90 97.20 121.50 129.60 One minute—transcribed: 1-12 wks 36.00 72.00 97.20 129.60 162.00 172.80 28.25 138.8 36.00 72.00 97.20 129.60 162.00 172.80 26.51 wks 36.00 72.00 97.20 129.60 162.00 172.80 26.51 wks 34.20 68.40 92.34 123.12 153.90 164.16 52 weeks 32.40 64.80 87.48 116.64 145.80 155.25 weeks 32.40 64.80 87.48 116.64 145.80 155.80 155.80 wks 36.00 72.00 97.20 129.60 162.00 172.80 26.51 wks 34.20 68.40 92.34 123.12 153.90 164.16 52 weeks 32.40 64.80 87.48 116.64 145.80 155.80 155.80 164.10 wks 36.00 72.00 97.20 129.60 162.00 172.80 26.51 wks 36.00 72.00 172.80 26.51 wks 36.00 72.00 129.60 162.00 172.80 26.51 wks 36.00 72.00 172.80 26.51 wks 36.00 72.00 172.80 26.51 wks 36.00 72.00 129.60 162.00 172.80 26.51 wks 36.00 72.00 172.80 26.51 wks 36.00 72.00 129.60 162.00 172.80 26.51 wks 36.00 129.60 129.60 162.00 172.80 26.51 wks 36.00 129.60 162.00 172.80 26.51 wks 36.00 172.80 26.51 wks 36.00 72.00 129.60 162.00 172.80 26.51 wks 36.00 129.60 129.60 129.60 129.60 129.60 129.60 129.60 129.60 129.60 129.60

#### MINNESOTA—Continued

#### Minneapolis-St. Paul—Cont'd W C C O-Continued

WCCO—Continued

DISCOUNTS

Application of Discounts

Programs and announcements may not be combined for any discount purposes. However, except as noted under weekly Frequency Discounts, all broadcasting under each section may be combined in computing discounts applicable to hroadcasting under that section. Interruptions necessitated by broadcasts of special events of importance will not affect discounts. All discounts apply to time charges only.

Discounts will be allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned.

Where more than one time classification is used, for programs first total up the gross one-day rates for the periods to be purchased and then deduct earned discounts, as follows:

(1) Peduct the applicable weekly frequency discount (10% from the gross for 3, 4 or 5 days per week),

(2) Deduct the applicable weekly dollar volume discount if contract is for 13 weeks or longer.

(3) Deduct consecutive weeks discount if applicable.

Weekly Frequency Discounts

Weekly Frequency Discounts

Weekly Frequency Discounts

Weekly Frequency Discounts on mixed station time—When an advertiser contracts for station time under General Broadcasting Time Rates in more than one time classification, the higher priced (on basis of one day gross rate) program periods carn frequency discounts for the lower priced periods but not vice versa.

Example 1: If an advertiser buys three Class "A"

versa. Example 1: If an advertiser buys three Class "A" 15 minute periods on Monday, Wednesday and Friday and three Class "B" 15 minute periods on Tuesday.

Thursday and Saturday, the rate is then the six day rate (20% discount from the gross) for the Class "B" periods and the three day rate (10% from the gross) on the Class "A" periods.

Example 2: An advertiser buys three 80 minute periods in Class "B" on Tuesday, Thursday and Saturday and three 15 minute periods in Class "A" on Monday, Wednesday and Friday. The rate is then the six day rate for the Class "A" periods (20% from the gross) and tho three day rate for the Class "B" periods (10% from the gross).

Weekly Dollar Volume Discount Weekly dollar volume discounts not applicable on schedules of less than 13 consecutive weeks of broadcasting. Advertisers using a schedule of 13 or more consecutive weeks are entitled to dollar volume discounts on all broadcasting at General Broadcasting. Time Rates. General announcements, although they may not be combined with programs of five minutes or more in length to cam any discounts, are subject to the following Dollar Volume Discounts separately. Contracted value of time or general announcements at gross rates:

Contracted value of time or general announcements at gross rates:

Less than 270.00 weekly.

270.00 or more but less than 450.00 wkly 2-1/2% 630.00 or more but less than 810.00 wkly 5% 630.00 or more but less than 810.00 wkly 5% 800.00 wkly 5% 990.00 or more but less than 810.00 wkly 7-1/2% 990.00 or more but less than 1,170.00 wkly 10% 1,170.00 wkly 10% 1,170.00 wkly 12.1/2% 1,170.00 or more weekly.

Discounts for Consecutive Weeks
Discounts for Consecutive Weeks
Discounts for eonsecutive weeks of broadcasting applicable to rates listed under General Broadcasting
Time Raies or Announcements after deducting applicable Dollar Volume Discount, if any.
Less than 26 weeks.

None
25 to 51 weeks.

5%
52 weeks

None

SPECIAL FEATURES
News-Leased wire service available-rates on re-

class makes it impossible to record musical broadcasts.

SERVICE FACILITIES

The station is equipped with facilities and personnel
to prepare and produce any type of program desired
by the advertiser and will furnish program ideas,
talent and prices on request.

Contract and Other Requirements
Contracts not accepted more than 60 days in advance
of initial program. Maximum length of contract one
year. All programs and advertising copy subject to
approval of station.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.
(Facilities available for handling vertical and lateral
cut records.)

Personnel General Manager—A. E. Joscelyn, Sales Promotion Manager—S. H. Kaufman, Representatives Radio Sales.

WDGY (Established 1923)

Raies effective January 1, 1942, (Card No. 12.)

Good and operated by WDGY Broadcasting Station.

Bessiess Office and Studios-Hotel Nicollet, Minneapolis 1, Minn., Br. 7777 and Mi. 6363.

Transmitter-5 miles west of Minneapolis on Wayzata Boulevard.

Wave—Power—Time
Operating power—5,000 watts to local sunset; 500
watts for one hour after local sunset.
265.5 meters; 1130 kilocycles.
Licensed to operate one hour after local sunset on clear channel. Operates on Central War Time.

Agency Commission
15% on net station charges for time service and production only to agencies recognized by station; no cash discount. No commission on political talks. All invoices mailed weekly. Bills due 10th of following month.

General Advertising
The following rates are for national advertising.
25% of the rate herein represents a charge for broadcasting facilities (i.e., time on the air) and 75% of such rate represents the station service and production cost. Talent is not included unless otherwise specified.
All discounts apply as earned, no discount being

wise specified.

All discounts apply as earned, no discount being allowed until earned under terms of contract.

CLASS "A"

(11:30 a.m. to 1:30 p.m. and 5:30 p.m. to sign-off week days and 12:00 noon to sign-off Sundays)

1 1/2 1/4 5 1 50 30 hr. hr. hr. min. min. wds. wds. 1 time..... 140.00 75:00 45:00 25:00 7.00 6.00 5.00

1 time..... 140.00 75.00 45.00 25.00 7.00 6.00 5.00 CLASS "B"

(9:00 s.m. to 11:30 s.m. 1:30 p.m. to 2:30 p.m. 4:00 p.m. to 5:30 p.m. week days and 5:00 s.m. to 12:00 noon Sundays)

1 time..... 90.00 50.00 35.00 20.00 6.00 5.00 4.00 CLASS "C"

(6:00 s.m. to 9:00 s.m. and 2:30 p.m. to 4:00 p.m. week days)

1 time..... 80.00 45.00 32.00 17.50 5.00 4.00 3.00

FREQUENCY DISCOUNTS
Applicable to programs:
13 to 25 times... 5% 104 to 155 times... 20%
26 to 51 times... 15% 260 to 312 times... 25%
52 to 103 times... 15% 260 to 312 times... 30%
PROGRAM DISCOUNTS
3 or 4 programs per week... 15%
5, 6 or 7 programs per week... 30%

ANNOUNCEMENT DISCOUNTS

ANNOUNCEMENT DISCOUNTS

Wherever fixed position is not required, announcement contracts follow the schedule of Frequency Discounts. Announcement contracts do not earn Program Discounts. Advertisers currently earning program discounts earn similar announcement discounts for supplementary schedules.

NET PROGRAM RATES

mentary schedules.

NET PROGRAM RATES
CLASS "A"
(11:30 a.m. to 1:30 p.m. and 5:30 p.m. to sign-off week days and 12:00 noon to sign-off

| Sunday                   | 8)        |           |         |
|--------------------------|-----------|-----------|---------|
| · ·                      |           | Per week- |         |
| One-quarter hour:        | 13 wks.   |           | 52 wks. |
| 3 times weakly           | 103.28    | 97.54     | 86.06   |
| 5 times weekly           | 133.88    | 126.00    | 110.25  |
| 6 times weekly           | 160.65    | 141.75    | 132.30  |
| One-half hour:           |           |           |         |
| 3 times weekly           | 172.13    | 162.57    | 143.44  |
| 5 times weekly           | 223,12    | 210.00    | 183.75  |
| 6 times weekly           | 267.75    | 236.25    | 220.50  |
| CLASS '                  |           |           |         |
| (9:00 a.m. to 11:30 a.m. | , 1:30 p. | m. to 2:  | 30      |
| p.m., 4:00 p.m. to 5:30  | D.m. wee  | k dava a  | nd      |
| R-00 am to 10-00         | Boom 61   | -d\       |         |

75.86 98.00 110.25

140.00 157.50 (This listing continued on next page)

## CORRECTION!

This is what happens when an ad is created by a copywriter long on words and short on arithmetic. Last month in these pages our ad stated that the combination of Mississippi Valley Network and the North Central Broadcasting System, Inc. offered exclusive and blanket coverage of the farm area which constitutes a market of \$7,039,223. That's where mental myopia insinuated itself into the ad copy. THE ACTUAL FIGURES SHOW THIS RURAL MAR-KET TO BE ONE OF

## OVER 7 BILLION DOLLARS

THREE-FOURTHS of all hogs, grain, cattle and poultry produced each year in the United States is direct from the area served by MVN. Mississippi Valley Network was established to blanket this territory wherein our 79 affiliated stations reach 1,600,000 farm radio families (urban families not counted).

## through 1 network

without paying Metropolitan rates you can now get Blanket Coverage of this RICH AGRICULTURAL MARKET

To merchandise and sell products most effectively to the exclusive rural audience consider one of the special farm features of MVN. Time is being optioned now for Sept. I starting date.

> For cost estimates and details contact any NCBS office.

## Mississippi Valley Network

North Central Broadcasting System,

New York 8 East 41st St. Lexington 2-6B92

JOHN W. BOLER, President St. Paul, Minnesota First National Bank Bldg. Cedar B579

Chicago, Illinois 360 North Michigan Ave. State 0361

#### Minneapolis-St. Paul-Cont'd W D G Y — Continued CLASS C. (6:00 a.m. to 9:00 a.m. and 2:30 p.m. to 4:00 p.m. week days)

|                   |         | Per week- |         |
|-------------------|---------|-----------|---------|
| One-quarter hour: | 13 wks. | 26 wks.   | 52 wks. |
| 3 times weekly    | 73.44   | 69.36     | 61.20   |
| 5 times weekly    | 95.20   | 89,60     | 78.40   |
| 6 times weekly    | 114.24  | 100.80    | 94.08   |
| One-half hour:    |         |           |         |
| 3 times weekly    | 103.28  | 97.54     | 86.07   |
| 5 times weekly    | 133.87  | 126.00    | 110.25  |
| 6 times weekly    |         | 141.75    | 132.33  |
| SPECIAL FE        | ATURE   | 3         |         |

News—24 hour leased wire service available; 10 minute periods daily at 6:00 a.m., 8:00 a.m., 10:00 a.m., 10:00 p.m. and 6:00 p.m. Rates include services of special newscaster. Rates on regumb.

WDGY Health Club-Musical exercises for women, 9:45 a.m. to 10:00 a.m., Monday through Friday-

74.5 a.m. to 10:00 a.m., Monday through Friday-rates on request.
Weather reports, time signals and announcements in connection with news flashes—rates on request.
Sporting and special events which are of public in-

Connection with news flashes—rates on request.

Norting and special events which are of public interest—rates on request.

RECORDED PROGRAMS AND ELECTRICAL

TRANSCRIPTIONS

Advertisers using electrically transcribed programs assume full responsibility for use of restricted numbers. No extra charge for use of transcription library.

TALENT

Station artists bureau has musical talent available, as well as dramatic and commercial copy artists.

Orchestras of any size.

REMOTE CONTROL

Service charge for programs originating outside of studios made at actual cost of lines and other production expense. Sound effects .50 each.

Mobile transmitter available.

Complete merchandising service available. Complete continuity service, and supervised production, gratis to advertisers.

continuity service, and supervised production, graits to advertisers.

Contract and Other Requirements

No contract accepted for more than one year. All contracts cancelled prior to expiration date will be short rated on basis of rate actually used under schedule of rates in effect when contract was executed. No periods sold in bulk for resale. Station reserves the right to refuse or discontinue any advertising program or announcements for reasons sufficient to liself. All quotations subject to prior sale, One program weekly necessary to keep contract in force. Contracts subject to all government regulations. Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Equipped to make continuous recordings and air checks. Equipped with portable recording equipment for 33-1/3 and 78 r.p.m.

for 35-1/5 and re-orsonnel General Manager-George W. Young. Commercial Manager-Lee L. Whiting. Production Manager-John T. MacKnight.

Representatives William G. Rambeau Company.

**WLB**We understand that the call letters for this station have been changed to:

#### KUOM

WLOL (Established 1940)



Rates effective June 15, 1944. (Card No. 5.)
Owned and operated by The Independent Merchants
Broadcasting Company.
Business Office and Studio—1730 Hennepin Ave.,
Minneapolis 3, Minn., Atlantic 0406 (Cedar 8579
St. Paul).
Tranamitter—2508 Myrtle Ave., St. Paul, Minn.
Wave—Power—Time
Operating power—1,000 watts.
225.6 meters; 1330 kilocycles.
Licensed to operate full time on regional channel.
Operates on Central War Time.
Operating schedule: Sundays 7:30 a.m. to 12:30 a.m.;
week days 6:00 a.m. to 12:30 a.m.
Agency Commission
15% to recognized agencies; no cash discount. Bills
due and payable as billed.
General Advertising
For combination rates see Mutual Broadcasting System
and North Central Broadcasting System (Key
Market Group).
20% discount for run of schedule on all station time
in excess of five minutes.
The following rates are for national advertising.
CLASS "A"

(6:00 p.m. to 10:00 p.m.)
1 til. 13 til. 25 til. 52 til. 104 til.

|   | (6:00    | p.m. to | 10:00 p.n  | n.)    |         |  |  |  |
|---|----------|---------|------------|--------|---------|--|--|--|
|   | 1 t1.    | 13 ti.  | 26 ti.     | 52 tî. | 104 ti. |  |  |  |
| 1 hour                                    | 200.00   | 180.00  | 170.00     | 160.00 | 150.00  |  |  |  |
| 1/2 hour                                  | 120.00   | 108.00  | 102.00     | 96.00  | 90.00   |  |  |  |
| 1/4 hour                                  | 80.00    | 72.00   | 68.00      | 64.00  | 60,00   |  |  |  |
| 5 minutes                                 | 50.00    | 45.00   | 42.50      | 40.00  | 37.50   |  |  |  |
|   |          | CLASS   | B          |        |         |  |  |  |
|   |          |         | ., 4:30 p. |        |         |  |  |  |
| p.m., 10:00 p.m. to 10:30 p.m. week days; |          |         |            |        |         |  |  |  |
| 9   | :00 a.m. | to 6:00 | p.m. Sur   | days)  |         |  |  |  |
| 1 hour                                    | 100.00   | 90,00   | 85,00      | 80.00  | 75.00   |  |  |  |

| CLASS "C"                     |            |                |           |          |  |  |  |
|-------------------------------|------------|----------------|-----------|----------|--|--|--|
| (6:00 a.m. to 1               |            |                | m. to 4:  | 80       |  |  |  |
| p.m., 10:30 p.m. to sign-off) |            |                |           |          |  |  |  |
| 1 ti.                         | 13 ti.     | 26 ti.         | 52 ti.    | 104 (I.  |  |  |  |
| 1 hcur 89.00                  | 72.00      | 68.00          | 64.00     | 60.00    |  |  |  |
| 1/2 hour 48.00                | 43.25      | 40.75          | 38.50     | 38.00    |  |  |  |
| 1/4 hour 32,00                | 28.75      | 27.25          | 25.50     | 24,00    |  |  |  |
| 5 minutes 20,00               | 18.00      | 17.00          | 16.00     | 15.00    |  |  |  |
| WEEKLY FI                     | REQUEN     |                | RATES     |          |  |  |  |
|                               | CLASS      | '' <b>A</b> '' |           |          |  |  |  |
|                               |            |                | Per week  |          |  |  |  |
|                               |            | 3 tl.          | 5 ti.     | 6 ti.    |  |  |  |
| 1 hour                        |            | 480.00         | 700.00    | 800.00   |  |  |  |
| 1/2 hour                      |            | 288.00         | 420.00    | 480.00   |  |  |  |
| 1/4 hour                      |            |                | 280.00    | 323.00   |  |  |  |
| 5 minutes                     |            | 120.00         | 175.00    | 200.00   |  |  |  |
| •                             | CLASS      | "B"            |           |          |  |  |  |
| 1 hour                        |            | 240.00         | 350.00    | 400.00   |  |  |  |
| 1/2 hour                      |            | 144.00         | 210.00    | 240.00   |  |  |  |
| 1/4 hour                      |            | 96,00          | 140.00    | 160.00   |  |  |  |
| 5 minutes                     |            | . 60.00        | 87.50     | 100.00   |  |  |  |
| 0                             | CLASS      | .,C.,          |           |          |  |  |  |
| I hour                        |            | 156.00         | 227.50    | 260.00   |  |  |  |
| 1/2 hour                      |            | 96.00          | 140.00    | 160.00   |  |  |  |
| :/4 hour                      |            | 62.50          | 91.00     | 104.00   |  |  |  |
| 5 minutes                     |            |                | 56.75     | 64.00    |  |  |  |
|                               | Discou     | nts            |           |          |  |  |  |
| Three, five and six           | times w    | reckly rat     | es subjec | t to the |  |  |  |
| following discounts           | on cont    | racts:         |           |          |  |  |  |
| 13 weeks                      |            |                |           | 10%      |  |  |  |
| 26 weeks                      |            |                |           | 15%      |  |  |  |
| 52 weeks                      |            |                |           | 20%      |  |  |  |
| AN                            | NOUNCE     | EMENTS         |           |          |  |  |  |
|                               |            | ting ma        | ll or con | nducting |  |  |  |
| contests not accept           | able.      |                |           |          |  |  |  |
|                               | CLASS      |                |           |          |  |  |  |
| (6:00                         | p.m. to    | 10:00 p.       | m.)       |          |  |  |  |
| 100 words or 1 mi             | nute elect | tricai tra:    | scription | 20.00    |  |  |  |
| 50 words or stati             | on breaks  |                |           | 13.00    |  |  |  |

| Discounts                                |          | 27-4   |
|--|----------|--------|
| Less than 12 times                       |          | Net    |
| 13 to 25 times                           |          | 0 %    |
| 26 to 49 times                           |          | 10%    |
| 50 to 99 times                           |          | 15%    |
| 100 to 299 times                         |          | 20%    |
| 300 or more times                        |          | 25 %   |
| All frequency discounts are dependent    | upon eci | mpla.  |
| All treduency discounts are dependent    | apon cci | 441/14 |
| tion of entire contracted schedule withi | n one le | ar.    |
| SPECIAL FEATURES                         |          |        |
| Time signals, weather and temperatur     | a renort | e 01   |

news flashes take regular announcement rates with report service words included in word count.

report service words included in word count.

POLITICAL

One time rate applies, "egardless of frequency.

TRANSCRIPTIONS

No extra charge for electrical transcriptions provided by advertiser.

SERVICE FACILITIES

Any type of program leaired by the advertiser is available. Program ideas, lists of talent and rates for special production on request.

contract and Other Requirements
Beer and light wine advertising accepted. No hard
liquor accounts accepted
Rates apply to all classes of accounts. All programs
and transcriptions are subject to approval of the station management.

Closing Time
All contracts should be closed as far in advance of initial program as possible to facilitate production.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Persennel

Pres. & Gen'l Mgr.-E. S. Mittondorf. Sales Manager-Fred F. Laws.

The Nation's Eighth Market NATIONAL REPRESENTATIVE - JOHN E. PEARSON CO.

Representatives



#### MINNESOTA—Continued

#### Minneapolis-St. Paul—Cont'd WMIN (Established 1936)



Rates effective October 1, 1943. (Card No. 3.)
Owned and operated by the WMIN Broadcasting Co. Owned and operated by the WMIN Broadcasting Co. Main Business Office and Studio—1287 St. Anthony Ave., St. Paul 4, Minn., Nestor 5501.
Minneapolis Offices and Studios—Hodgson Bidg., Minneapolis 2. Minn., Atlantic 6293.
Transmitter—St. Anthony at Syndicate Ave., St. Paul 4, Minn.

#### Wave-Power-Time

ave—rowsr—lime
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:05 a.m., 18
hours daily.

hours daily.

Agency Commission
15% to recognized advertising agencies; no cash discount. Bills rendered and due weekly unless otherwise specified; final due date 10th of following month. No commission on political talks.

#### General Advertising Rates include music copyright fees.

|                 | CLASS       |             |          |          |
|-----------------|-------------|-------------|----------|----------|
| (6:             | 00 p.m. to  | 10:00 p.m.  | . )      |          |
| Maximum two     | programs pe | r wcek (no  | addition | nai dis- |
| counts). 1 t    | i. 13 ti.   | 26 ti.      | 52 tt.   | 104 ti.  |
| 1/2 hour 45.0   | 00 42.75    | 40.50       | 38.25    | 36.00    |
| 1/4 hour 30.0   | 00 28.50    | 27.00       | 25.50    | 24.00    |
| 10 minutes 22.5 | 50 21.25    | 20.00       | 19.00    | 18.00    |
| 5 minutes 15.0  | 00 14.25    | 13.50       | 12.25    | 12.00    |
| *Three or more  | programs b  | roadcast in | any one  | week:    |
|                 |             | Per         |          |          |
|                 | 2 +4        | 4 11        | E +4     |          |

|     |          | Per week- |         |        |        |  |
|-----|----------|-----------|---------|--------|--------|--|
|     |          | 3 ti.     | 4 ti.   | 5 ti.  | 6 ti.  |  |
| 1/2 |          | 115.00    | 150.00  | 180.00 | 200,00 |  |
| 1/4 | hour     | 75.00     | 95.00   | 112.50 | 125.00 |  |
| 10  | minutes  | 55,00     | 68.50   | 80.00  | 90.00  |  |
| 5   | minutes  | 37.50     | 47.50   | 56.50  | 63.00  |  |
|     |          | CLASS     | "B"     |        |        |  |
|     | /8.00 1- | 0.00 -    | - 10.00 |        |        |  |

#### (6:00 a.m. to 6:00 p.m.; 10:00 p.m. to

| Maximum two progr   |           |            | addition |         |
|---------------------|-----------|------------|----------|---------|
|                     | 13 ti.    | 26 tl.     | 52 t1.   | 104 tl. |
| 1/2 hour 36.00      | 34.25     | 32.50      | 30.50    | 28.75   |
| 1/4 hour 24.00      | 22.75     | 21.50      | 20.50    | 19.00   |
| 10 minutes 17.00    | 16.00     | 15.50      | 14.50    | 13.50   |
| 5 minutes 12.00     | 11.50     | 11.00      | 10.00    | 9.50    |
| "Three or more prog | rains bro | nadcast in | any one  | week:   |
|                     |           | ——Per      | week     |         |
|                     | 3 ti.     | 4 tl.      | 5 ti.    | 6 ti.   |
| 1/2 hour            | 90.00     | 120.00     | 140.00   | 155.00  |
| 1/4 hour            | 65 00     | 99 50      | 05.00    | 105 00  |

|     | hour               |         | 120.00      | 140.00    | 155.00 |
|-----|--------------------|---------|-------------|-----------|--------|
| 1/4 | hour               | 65.00   | 82.50       | 95.00     | 105.00 |
|     | minutes            |         | 57.00       |           | 78.50  |
|     | minutes            |         |             |           | 52,50  |
| (*  | ) Rates for th     | ree or  | more pros   | rams per  | week   |
| 511 | bject to following | ng addi | ltional dis | counts fo | r con- |
| se  | cutive weekly se   | rvice:  |             |           |        |
| 13  | weeks              |         |             |           | 5.0%   |

## 26 weeks...... 52 weeks

## 

announcement rates are not subject to frequency discounts.

SPECIAL FEATURES

News of the Hour (18 times daily) scheduled on staggered basis starting at 7:00 a.m.: Announcements—10 weekly, preceding or following news, 70 words, six daily, Monday through Saturday and four Sunday—125.00 per week; 30 weekly, middle of news, 30 words, five daily, 3 days weekly and four daily, 3 days weekly and three Sunday—110.00 per week.

News of the Moment: 18 times daily every hour on half hour, 7:30 a.m. to 11:30 p.m., staggered schedule, sponsorship 40 periods weekly, 70 word commercials, six daily, Monday through Saturday, and four Sunday—125.00 ner week.

Frequency Discounts

| Frequency Discounts                           |        |
|---|--------|
| 13 Weeks                                      | 5%     |
| 26 Weeks                                      | 10%    |
| 39 weeks                                      | 15%    |
| 52 weeks                                      | 200    |
| 1400 Club-participation program-rates on re-  | 2070   |
| Tion Citto participation program rates on re- | luent. |
| Time Signals-rates on request.                |        |
| DOI 1TTCAT                                    |        |

Political and all talking broadcasts will be billed at one time, Class "A" rates.

TALENT

Rates on request.
SERVICE FACILITIES
Complete merchandising service available to advertisers.

Complete merchandising service available to advertisers.

Centract and Other Requirements
Advertising of light wine and beer accepted.
No contract for a period longer than one year.
No periods sold in bulk for resale.
All orders subject to conditions of this station's standard form of contract. In case of termination for breach of contract, or in case of cancellation by advertiser, programs already rendered shall be paid for at station's public rate for the number of performances rendered.
Rates are for time and facilities of the station only. Talent is extra. All programs must conform to the standards of the station and the regulations of the Federal Communications Commission. All contracts subject to station's approval. Station reserves the right to refuse or discontinue all advertising for reasons satisfactory to the station.

Closing Time
All continuity must be submitted to the station at least 24 hours in advance, and subject to the station's approval.

That's the theme of this month's exploitation of our own and the BLUE Network\* MATINEES!

#### We're using

- √ Newspaper ads
- √ Film-ad trailers
- √ Outdoor signs
- √ Direct-by-mail
- √ Spot Announcements

. . . on account we are out after the 12 M. to 6 P.M. audience too!

#### We thought you'd be interested.

\*Becoming the American Broadcasting Company June 15th.



#### MINNEAPOLIS-ST. PAUL MINNESOTA

THE BLUE NETWORK of the American Broadcasting Co. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for
vertical and interal cut recordings.
All transcriptions from advertisers are to be shipped
direct to WMIN, 1287 St. Anthony Ave., St. Paul 4,
Minn.

Personnel
Pres. & Gen'l Mgr.—Edward Hoffman.
Assistant Manager—Frank M. Devaney.
Commercial Manager—Samuel N. Nemer.

Representatives
Forjoe & Company.

#### WTCN



Rates effective December 1, 1944. (Card No. 17.) Owned and operated by Minnesota Broadcasting Cor-

poration.
Business Office—Wesley Temple Bldg., Minneapolis,

Distincts Omce—Wesley Temple Bidg., Minneapolis, Minn., Studio—Wesley Temple Bidg., Minneapolis, Minn., St. Paul Studios—Dispatch Bidg., St. Paul, Minn. Transmitter—Snelling Ave. and Ramsey County Road B.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights.
234.4 meters; 1280 kilocycles.
Operates on Central War Time,
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% on net station time allowed recognized agencies; no cash discount. Bills payable by 15th of month following service unless otherwise specified.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Network) and Dairyland Network.

CLASS "A"

contract.
Station reserves the right to refuse or discontinue
any advertising program or announcement for reasons
sufficient to itself. Contracts are subject to all government regulations.
Staff announcers furnished without extra charge excepting when assigned on specific demand of advertiser.

vertiesr.

Closing Time
Contracts must be closed at least two weeks in advance of starting date to permit listing in newspaper.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Vertical and lateral equipment.

Personnel
Vice-Pres & Gen'i Mgr.—C. T. Hagman.
Sales Manager—F. Van Konynenburg.

Representatives
Free & Peters, Inc.

#### MOORHEAD

(Clay County)

KVOX (Established 1987)



Rates effective June 1, 1940.

Rates effective June 1, 1940.

Owned and operated by KVOX Broadcasting Co.
Business Office and Studio—Comstock Hotel, Moorhead, Minn., telephone 3-1523.

Transmitter—Moorhead, Minn.

Wave—Power—Time
Operating power—250 watts.
2239 meters; 1340 kilocycles.
Licensed to operate unlimited time, Operates on Central War Time.
Operating schedule: Sundays 8:00 s.m. to 12:00 midnight; week days 6:30 s.m. to 12:00 midnight.

Agency Commission
15% on station time only to recognized agencies; no cash discount. All bills rendered and due weekly.

General Advertising
For combination rates see Mutual Broadcasting System and North Central Broadcasting System (Red River Valley Group).
The following rates are for national advertising and do not include music copright fees.

#### **NORTHFIELD**

(Rice County)

WCAL
(Established 1921)

Owned and operated by St. Olaf College.

Wave-Power-Time

Operating power—5,000 watts.
389.6 meters; 770 kilocycles.
Divides time with station WLB (days only).

Does not sell time.

#### ROCHESTER

(Olmsted County)



Rates effective July 1, 1944. Owned and operated by the Southern Minnesota Broadcasting Company. Business Office—100 First Avenue Bldg., Rochester,

Minn.
Studios—100 First Avenue Bldg., Rochester, Minn.,
and Seykors Bldg., Owatonna, Minn.
Transmitter—Cascade Township, Olmsted County.

Wave—Power—Time
Operating power—250 waits.
223.9 meters; 1340 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Agency Commission
15% on net station time charge including time on
the sir and service and production charge only to
agencies recognized by station; no cash discount. No
commission on talks.
General Advertising
For combination rates see National Broadcasting
Company (Basic Supplementary). Affiliated with
Northwest Network and Southern Minnesota Network.
CLASS "A"
(12:00 noon to 1:00 p.m. and 6:00 p.m. to
10:30 p.m. daily)

1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.

| 1 hr. 1/2 hr. 1/4 hr. 10 min.       | 5 min. |
|-------------------------------------|--------|
| 1 time, 80.00 48.09 32.00 24.00     | 16.00  |
| 26 times., 76.00 45.60 30.40 22.80  | 15.20  |
| 52 times., 74.00 44.40 29.60 22.20  | 14.80  |
| 65 times. 72.00 43.20 28.80 21.60   | 14.40  |
| 130 times., 68.00 40.80 27.20 20.40 | 13.60  |
| 156 times., 64.00 38.40 25.60 19.20 | 12.80  |
| 260 times., 60.00 36.00 24.00 18.00 | 12.00  |
| 312 times. 56.00 33.60 22.40 16.80  | 11.20  |
| 468 times 54.00 82.40 21.60 16.20   | 10.80  |
| 624 times. 52.00 31.29 20.80 15.60  | 10.40  |
| CLASS "B"                           |        |
| CLASS B                             |        |

CLASS "B"
(7:00 a.m. to 12:00 noon and 1:00 p.m. to 1:00 1:

23.40 CLASS (All other 24.00 22.80 22.20 21.60 20.40 19.20 18.00 16.80 16.20 1 time... 40.00 26 times. 38.00 52 times. 37.00 65 times. 34.00 130 times. 34.00 156 times. 32.00 260 times. 32.00 312 times. 28.00 468 times. 27.00 624 times. 26.00

ANNOUNCEMENTS
CLASS "A"
(6:00 p.m. to 10:30 p.m. and 12:00 noon to 1:00 p.m.)

|     | 1       | .00 wds. | 80 wds.   |      | 1     | 00 wds. | 80 wds |
|-----|---------|----------|-----------|------|-------|---------|--------|
| 1   | time    | 8.00     | 6.00      | 156  | times | 6.40    | 4.80   |
| 26  | times., | 7.60     | 5.70      | 260  | times | 6.00    | 4.50   |
| 52  | times   | 7.40     | 5.55      | 312  | times | 5.60    | 4.20   |
| 65  | times   | 7.20     | 5.40      | 468  | times | 5.40    | 4.05   |
| 130 | times   | 6.80     | 5.10      | 634  | times | 5.20    | 3,90   |
|     |         |          | CLASS     | ."В, | •     |         |        |
|     |         | (        | All other | tin  | ne)   |         |        |
| 1   | time    | 6.00     | 4.00      | 156  | times | 4.80    | 3, 20  |
| 26  | times   | 5.70     | 8.80      | 260  | times | 4.50    | 3.00   |
| 52  | times   | 5.55     | 8.70      | 312  | times | 4.20    | 2.80   |
| 65  | times   | 5.40     | 8.60      | 468  | times | 4.05    | 2.70   |
| 130 | times   | 5.10     | 8.40      | 624  | times | 8.90    | 2.60   |
|     |         |          |           |      |       |         |        |

65 times. 5.40 8.60 468 times. 4.05 2.70 130 times. 5.10 8.40 634 times. 2.90 2.60 TALENT

Rates on request.

REMOTE CONTROL

Line charges and remote control pick-ups are extra.

SERVICE FACILITIES

Services of the station program department are available without additional cost to broadcasters and advertisers. Program ideas will be prepared and submitted by station production department on request.

Contract and Other Requirements

Talent is not included unless otherwise specified. Program rates are for the time facilities of the station only; additional charges for talent and service, depending upon type of program. Programs to be given from one of the station atudos in Rochester. Publicity talks accepted only when subject is of public interest and service in the opinion of the station director. Manuscript must be submitted for approval. Talks may be delivered by advertiser's representative or by station announcer without additional charge. All contracts subject to government regulations. Station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to itself. All programs must conform to the standards of the station. Where advertiser arranges his own program, it must be submitted a reasonable time in advance for director's approval.

Closing Time

Manuscripts should be submitted ten days in advance. Contracts abould be closed two weeks in advance to insure publicity listing.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personel

ST. CLOUD KFAM (Established 1988)



Rates effective July 1, 1942. (Card No. 3.)
Owned and operated by The Times Publishing Cc.
Business Office and Studio—St. Cloud, Minn., telephone 3330-31.
Transmitter—Military
West of St. Cloud.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

For combination rates see National Broadcasting Company (Basic Supplementary). Affiliated with Northwest Network. Rates include music copyright fees.

CLASS "A"

(12:00 noon to 1:00 p.m., 6:00 p.m. to 10:15 p.m. week days, and 12:00 noon to 6:00 p.m.

|     |       |       | Sunu    | .ys)    |         |        |
|-----|-------|-------|---------|---------|---------|--------|
|     |       | l hr. | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
| 1   | time  | 75.00 | 45.00   | 30.00   | 18.00   | 12.00  |
| 26  | times | 71.25 | 42.75   | 28.50   | 17.10   | 11.40  |
| 52  | times | 69.38 | 41.63   | 27.75   | 16.65   | 11.10  |
| 65  | times | 67.50 | 40.50   | 27.00   | 16.20   | 10.80  |
| 130 | times | 63.75 | 38.25   | 25.50   | 15.30   | 10.10  |
| 156 | times | 60.00 | 36.06   | 24.00   | 14.40   | 9.60   |
| 260 | times | 56.25 | 33.75   | 22.50   | 13.50   | 9.00   |
| 312 | times | 52.50 | 31.56   | 21.00   | 12.60   | 8.40   |
| 468 | times | 50.63 | 30.38   | 20.25   | 12.15   | 8.10   |
| 624 | times | 48.75 | 29.25   | 19.50   | 11.70   | 7.80   |
|     |       |       | CLASS   | "B"     |         |        |

(9:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. week days, and 9:00 a.m. to 12:00 noon Sundays) 24.00 22.80 22.20 21.60 20.40 19.20 18.00 16.80 time...
times
times
times
times
times
times
times
times 60.00 57.00 55.50 54.00 51.00 48.00 45.00 42.00 36.00 34.20 33.30 32.40 30.60 28.80 27.00 25.20 24.30 23.40 9.50 9.03 8.79 8.55 8.68 7.60 7.13 6.65 13.78 13.41 13.05 12.33 11.60 10.88 10.15 9.79 9.43 26 52 65 130 156 260 312 468 times 16.20 15.60 624 times 39.00 CLASS "C"

(6:00 a.m. to 9:00 a.m., 10:15 p.m. to 13:00

|     | midnigh | it week |         | 7:00 a.:<br>days) | m. to 9:0 | 10    |
|-----|---------|---------|---------|-------------------|-----------|-------|
| 1   | time    | 50.00   | 80.00   | 20.00             | 12.00     | 8.00  |
| 26  | times   | 47.50   | 28.50   | 19.00             | 11,40     | 7.60  |
| 52  | times   | 46.25   | 27.75   | 18.50             | 11.10     | 7.40  |
| 65  | times   | 45.00   | 27.00   | 18.00             | 10.80     | 7.20  |
| 130 | times   | 42.50   | 25.50   | 17.00 .           | 10.20     | 6.80  |
| 156 | times   | 40.00   | 24.00   | 16.00             | 9.60      | 6.40  |
| 260 | times   | 37.50   | 22,50   | 15.00             | 9.00      | 6,00  |
| 312 | times   | 35.00   | 21.00   | 14.00             | 8.40      | 5.60  |
| 468 | times   | 33.75   | 20.25   | 13.50             | 8,10      | 5.40  |
| 624 | times   | 32.50   | 19.50   | 13.00             | 7.80      | 5, 20 |
|     |         |         | ******* |                   |           |       |

ANNOUNCEMENTS

|      |              | -Class    |           | Class    | B—      |
|------|--------------|-----------|-----------|----------|---------|
|      |              | 100 wds.  | 30 wds.   | 100 wds. | 80 wds. |
| 1    | time         | . 8.00    | 6.00      | 6, 00    | 4.00    |
| 26   | times        |           | 5.70      | 5.70     | 3,80    |
| 52   | times        | 7.40      | 5.55      | 5.55     | 8.70    |
| 65   | times        | 7.20      | 5.40      | 5.40     | 3.60    |
| 130  | times        | 6.80      | 5,10      | 5.10     | 3.40    |
| 156  | times        | 6.40      | 4.80      | 4.80     | 3.20    |
| 260  | times        | 6.00      | 4.50      | 4.50     | 8.00    |
| 312  | times        | 5.60      | 4.20      | 4.20     | 2.80    |
| 468  | times        | . 5.40    | 4.05      | 4.05     | 2,70    |
| 624  | times        | 5.20      | 3.90      | 3.90     | 2.60    |
|      |              | Cl        | 838 "C"   | Class    | "D"     |
| 1    | time         |           | 3.00      | 5.00     | 3.50    |
| 26   | times        |           | 2,85      | 4.75     | 8.33    |
| 52   | times        | 3.70      | 2.78      | 4.63     | 8.24    |
| 65   | times        |           | 2.70      | 4.50     | 8.15    |
| 130  | times        |           | 2.55      | 4.25     | 2.98    |
| 156  | times        | . 3.20    | 2.40      | 4.00     | 2.80    |
| 260  | times        |           | 2.25      | 3.75     | 2.68    |
| 312  | times        |           | 2.10      | 3.50     | 2.45    |
| 468  | times        |           | 2.03      | 3.38     | 2.86    |
| 624  | tlmes        |           | 1.95      | 3.25     | 2,28    |
|      | s ''A''—6:00 | p.m. to 1 | 0.15 р.т. | daily.   |         |
| Clas | s ''B''12:00 | noon to   | 1:00 p.m. | daily.   |         |
| C1   |              |           | 17:00 50  | ስም 1 ·ሰበ |         |

Class "C"—6:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:15 p.m. to sign-off daily.
Class "D"—12:00 noon to 8:00 p.m. Sundays. SPECIAL FEATURES

News, time signals and market reports--rates on re-

Quest.

POLITICAL

One time single rate, cash with order.

TRANSCRIPTIONS
Rates on request.
TALENT
Rates and details on request.
REMOTE CONTROL
Facilities for remote control broadcasts available—rates on request.

SERVICE FACILITIES

Program and announcement rervice available without added cost. Merchandising service at cost.

Contract and Other Requirements

ontract and Other Requirements
Maximum length of contract, one year. Bates queted
are for time only.

All advertising is subject to the terms of licenses
held by the station, and to all federal, state and
municipal laws and regulations now in force, or which
may be enacted in the future. Programs prepared by
advertiser or agency are subject to the approval of
the station management both as to artists and to
program content.

Closing Time

Contracts should be closed two weeks in adv. make printed program schedules and publicity.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables. Persennel

General Manager—Fred Schilplin, Executive Secretary—Lucile Miller.

Representatives

ST. PAUL

See Minneapolis-St. Paul.

#### MINNESOTA—Continued

#### VIRGINIA

(St. Louis County)

#### WHLB

Rates effective January 1, 1945.

owned and operated by the Head of the Lakes Broadcasting Company.
Business Office and Studio—WHLB Bldg., Virginia.

Minn. Transmitter-Virginia, Minn.

Wave—Power—Time
Operating power—250 watts.
219.0 meters; 1370 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission 15% to recognized advertising agencies on net charges for station time; no cash discount. All bills rendered and due weekly in advance.

General Advertising
For combination rates see Arrowhead Network. Affiliated with Northwest Network.

NOTE:—WHLB, Virginia, and WMFG, Hibbing, are sold as one unit only to all national advertisers. For combination rates see listing of WMFG, Hibbing, Minn.

SPECIAL FEATURES

Minn.
SPECIAL FEATURES
News: Leased wire service available.
REMOTE CONTROL
Facilities available—rates on request.

POLITICAL
Accepted at regular rates; payable in advance. No agency commission allowed.

TRANSCRIPTIONS
Electrical transcriptions accepted.

TALENT
Any type of talent desired by advertiser is available. Charges for studio programs and talent are governed by type of presentation and will be quoted on request.

by type of presentation and will be quoted on request.

Contract and Other Requirements

Rates quoted are for the facilities of the station only; musical, dramatic and other talent charges are in addition to time rates. If for any reason the advertiser does not use number of programs specified in contract within allotted time, he agrees to pay the schedule of rates in effect on date of his contract for the number of programs broadcast.

Staff announcers serve all advertisers without additional charge. No contract accepted for longer than one year. All broadcasting programs are subject to the approval of station management and any program submitted may be revised or rejected, and any contract for broadcasting may be cancelled by management upon two weeks' written notice without incurring any liability therefor. Station reserves the right to cancel, postpone, or advance time of advertiser's program if it interfers with broadcasting or public message or announcements of sectional or national interest.

Mechanical Program Equipment

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Manager—O. H. Peterson. National Sales Manager—H. E. Westmoreland.

Representatives
George P. Hollingbery Company.

#### WILLMAR (Kandiyohi County)

KWLM (Established 1940)



Rates effective January 1, 1944. (Card No. 3.)

Owned and operated by the Lakeland Broadcasting Company.
Business Office and Main Studio—War Memorial Auditorium, Willmar, Minn.
Other Studios—Montevido, Redwood Falls, Minn.
Transmitter—One mile north of the business district, Willmar, Minn.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel. Operaties on Central War Time.
Operating schedule: Sundays 7:30 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

night; week days o to a.m. to recommendate.

Agency Commission
15% to recognized advertising agencies; no cash discount. Commission applies to time and talent where actual talent rates have been quoted by the station.

All bills due and payable when billed.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries), Mutual
Broadcasting System (Basic Supplementaries), North
Central Broadcasting System (Minnesota Group) and
Dairyland Network.
The following rates are for national advertising and
include music copyright fees.

GENERAL BROADCASTING
CLASS "A"
(12:00 noon to 1:00 ptm. and 6:00 p.m. to
10:00 p.m. week days; 12:00 noon to 10:00

| p.m. Sundays) |         |        |        |        |        |         |
|---------------|---------|--------|--------|--------|--------|---------|
|               |         | 1 t1.  | 13 t1. | 26 t1. | 52 t1. | 104 t1. |
| 1             | hour    | 84.00  | 79.80  | 75.60  |        | 67.20   |
|               | hour    |        | 47.78  | 45.36  | 42.84  | 40.32   |
|               | hour    | 33.60  | 31.92  | 30.24  | 28.56  | 26.88   |
|               | minutes | 25, 20 | 23.94  | 22.68  | 21,42  | 20.16   |
| - 5           | minutes | 16.80  | 15.96  | 15.12  | 14.28  | 13.44   |

WEEKLY RATES

Three times weekly:

CLASS "A"
(12:00 noon to 1:00 p.m. and 6:00 p.m. to
10:00 p.m. week days; 12:00 noon to 10:00
p.m. Sundays)

|     |         | 13 wks. | 26 wks. | 39 wks. | 52 wks. |
|-----|---------|---------|---------|---------|---------|
| 1   | hour    | 201.60  | 187.50  | -173.38 | 161.28  |
| 1/2 | hour    | 120.96  | 112.50  | 104.04  | 96.77   |
| 1/4 | hour    | 80.64   | 76.21   | 69.37   | 64.51   |
|     | minutes |         | 56.26   | 52.02   | 48.38   |
|     | minutes |         | 37.50   | 34.70   | 32.26   |
|     |         | PPATO   | ****    |         |         |

(6:00 a.m. to 12:00 noon and 1:00 p.m. to

| 6:00 p.m. week days) |               |        |        |        |       |  |
|----------------------|---------------|--------|--------|--------|-------|--|
| 1                    | hour          | 115.20 | 107.14 | 100.27 | 92.16 |  |
| 1/2                  | hour          |        | 64.27  | 59.30  | 55.29 |  |
| 1/4                  | hour          | 46.56  | 43.54  | 39.65  | 36.86 |  |
| 10                   | minutes       | 36.96  | 32.11  | 29.76  | 27.65 |  |
| 5                    | minutes       | 23.04  | 21.41  | 19.82  | 18.43 |  |
| Five                 | times weekly: |        |        |        |       |  |

CLASS "A"
(12:00 noon to 1:00 p.m. and 6:00 p.m. to
10:00 p.m. week days; 12:00 noon to 10:00
p.m. Sundays)

| 1   | hour    | 316.50 | 297.60 | 278.70 | 259.80 |
|-----|---------|--------|--------|--------|--------|
| 1/2 | hour    | 187.98 | 176.64 | 165.30 | 153.96 |
| 1/4 | hour    | 123.72 | 116.16 | 108.60 | 101.04 |
| 10  | minutes | 91.60  | 85.92  | 80.26  | 76.98  |
|     | minutes |        | 55.68  | 51.90  | 48.00  |
|     |         | OT AGG | ****** |        |        |

CLASS "B" (6:00 a.m. to 12:00 noon and 1:00 p.m. to

| 1   | hour          | 160.50  | 152.70  | 146.10     | 136.50 |
|-----|---------------|---------|---------|------------|--------|
| 1/2 | hour          | 84.30   | 79.80   | 75.90      | 72.00  |
| 1/4 | hour          | 60.00   | 57.00   | 54.00      | 51.60  |
| 10  | minutes       | 42.90   | 40.20   | 37.50      | 35.70  |
|     | minutes       | 28.50   | 26.70   | 24.90      | 23.10  |
| Bix | times weekly: | Add 1/6 | of five | time rate. |        |

Seven times weekly; Add 2/6 of five time rate. ANNOUNCEMENTS

(All other time) one minute 8.00 5.70 5.40 5.15 30 words....... 4.00 3.80 3.60 3.40

SPECIAL FEATURES
Rates on request.
POLITICAL
Per quarter hour, 33.66.

TRANSCRIPTIONS

General advertising rates apply. Rates include use of transcription library service.
Instantaneous recording equipment available.

REMOTE CONTROL

Facilities available subject to extra charge for line and mechanical costs. Extra charges subject to agen-cy commission when included in station price quo-

SERVICE FACILITIES

Complete merchandising cooperation available tails on request.

Contract and Other Requirements
Right reserved to use a 30 second period preceding
each program for station identification or other announcements.

nouncements.

All programs are actually 30 seconds shorter in length than the stated time. No extra charge for presentation of advertiser's transcriptions.

Closing Time
Contracts close one week in advance of first broadcast; announcement copy 48 hours in advance; transcriptions and talks 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel Pres. & Mgr.--H. W. Linder.

Representatives
John E. Pearson Company.

WINONA (Winona County)

KWNO (Established 1938)



Raies effective March 1, 1945. Card received April 9, 1945. Owned and operated by Winona Radio Service. Business Office and Studio—216 Center St., Winona,

Minn. Transmitter—831 W. Sarnia St., Winona, Minn.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time. Operates on
Central War Time.
Operating schedule: Sunday 7:30 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies; cash discount ——. No discount on talent or service facilities.

| Count — No discount on talent or service facilities. | Count — No discount on talent or service facilities. | Count — No discount on talent or service facilities. | Count of the North Central Broadcasting System (Basic Supplementaries). Mutual Broadcasting System (Minnesota Group) and Dairyland Network. | CLASS "A" | CLASS "B" | CLASS "CLASS "CLASS

POLITICAL
Above rates apply.

RECORDED PROGRAMS
No extra charge for recorded or transcribed programs.

available to advertisers. Full details on request.

TALENT
Rates and information on request.

SERVICE FACILITIES
Full merchandising service available to advertisers at actual cost.

Contract and Other Requirements

ontract and Under Requirements
licer and wine advertising accepted. Station reserves
the right to reject or discontinuo any advertising for
reasons salisfactory to itself. All contracts subject to
present and future local, state and federal regulations.
Maximum contract, one year.

Closing Time
Programs should be submitted as far in advance as possible to insure proper production and publicity. All copy must be submitted at least 48 hours in advance for checking. Transcriptions should he submitted at least ten days in advance to allow for necessary replacements.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnei General Manager—L. L. McCurnin. Representatives None.

#### MISSISSIPPI

#### REBEL NETWORK

WJDX, Lamar Life Bldg., Jackson, Miss.

Comprised of: WJDX—Jackson, Miss, WAML—Laurel, Miss, WFOR—Hattiesburg, Miss.

Rates received March 12, 1945.

Wave—Power—Time See individual listings.

Agency Commission
15% on net station charge to recognized agencies;
no cash discount. Bills payable by 10th of following

General Advertising

| CLASS ''A' | CLASS ''A' | CLASS ''A' | (6:00 p.m. to 11:00 p.m. dally) | 1 hr. 1/2 hr. 1/4 hr. 5 mln. | 1 tlms. 180.00 | 108.00 | 72.00 | 37.00 | 13 tlms 171.00 | 102.60 | 68.40 | 35.15 | 26 tlms 162.00 | 97.20 | 64.80 | 33.05 | 2 tlms 152.60 | 91.80 | 61.20 | 31.45 | 100 tlms 144.00 | 86.40 | 57.60 | 29.60 | 100 tlms 144.00 | 86.40 | 57.60 | 29.60 | 100 tlms 182.60 | 1 min. 23.00 21.85 20.70 19.55 18.40 or more times 135.00 81.00 54.00 27.25 17.25 "B"
and Sunday morning)
40.00 22.00 1
38.00 20.90 1
36.00 19.80 1
34.00 18.70 1
32.00 17.60 1 30.00 16.50 11.25 15.00 Sunday soon to 6:00 p.m.)
84.00 56.00 79.80 53.20 75.60 50.40 71.40 47.60 67.20 44.80 noon to 84.00 79.80 75.60 71.40 67.20 (12:00 1 time. 140.00
13 times 133.00
26 times 126.00
52 times 119.00
100 times 112.00
260 or nore
times 105.00 19.00 18.05 17.10 28.02 26.55 25.07 23.59

63.00

(This listing continued on next page)

42.00

22.12

14.25

### REBEL NETWORK—Continued

SPECIAL FEATURES

News, sportscasts, weather signals, market quotations, etc.—rates and availabilities on request.

REMOTE CONTROL

No additional line charges when program originates within any member station. For remote control broadcast additional charge will be made for lines, equipment, operators, etc.

Contract and Other Requirements

Rates for station's facilities only.

All programs must conform to station's standards.

No contract accepted for more than one year.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Business Manager-Frank Gentry.

Representatives

George P. Hollingbery Company,

### **BILOXI-GULFPORT**

(Harrison County)

WGCM (Established 1929)



Rates effective July 1, 1943.

Owned and operated by WGCM Broadcasting Co. Business Office Address—P. O. Box 1032, Gulfport. Miss., Gulfport 1111. New Orleans Office—331 Balter Bldg., Rs. 5321. Studlos—Hewes-Martin Bldg., Gulfport, Miss. Transmitter—Arlington Heights, Gulfport, Miss.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time. Operates on Central
War Time.

operating schedule: Sundays 7:55 a.m. to 10:15 p.m.; week days 6:00 a.m. to 11:05 p.m. Agency Commission
15% to recognized advertising agencies on station time only.

Announcements. 6.00 5.70 5.40 5.10 (7:00 a.m. to 6:00 p.m.)

1 hour... 35.00 33.25 31.50 29.75 1/2 hour... 21.00 19.95 18.90 17.85 1/4 hour... 14.00 13.30 12.60 11.90 10 minutes 10.50 9.97 9.45 8.92 5 minutes 7.00 6.65 6.30 5.95 Announces nnounce-ments...... 3.50 3.32 3.15 (†) 250 or more times.

SPECIAL FEATURES
Weather reports, time signals, temperature reports, and special broadcasts—rates on request.

RECORDED PROGRAMS
Regular rates apply.
TALENT
Station can furnish special musical or dramatic talent at minimum cost.

at minimum cost.

REMOTE CONTROL

All necessary equipment for remote control broadcasts; line charge at cost.

SERVICE FACILITIES
The services of the station's production and program departments are available without additional charge.

Contract and Other Requirements

Rates quoted are for station facilities from main studic; talent is extra. Regular announcers serve all broadcasts without additional charge.

All broadcasting and all contracts are subject to station owner's approval and governmental regulations.

Closing Time Closing date 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
General Manager—Hugh O. Jones.
Production Manager—C. E. "Eddie" Vann.

Representatives Sears & Ayer, Inc.

## The National Authority

SRDS is the advertiser's principal source of facts necessary to good media selection.

### CLARKSDALE

w R O X

(Established 1944)



Rates effective May I, 1944. (Card No. 1.)

Owned and operated by Birney Imes, Sr. Business Office and Studio—321 Delta Ave., Clarksdaie, Miss.
Transmitter: 8/10 miles from business district, Clarksdale, Miss.

Wave-Power-Time

/ave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kliccycles.
Licensec to operate unlimited time.
Operating schedule: 6:30 s.m. to 10:30 p.m. daily;
Sundays 7:00 s.m. to 11:00 p.m.

Agency Commission

15% to recognized agencies on station time only. Bills due and payable on receipt.

General Advertising

| Proceedings |

RELIGIOUS
50% of one time rate.
POLITICAL
Per minute 1.00; minimum charge 5.00. Payable in advance.

REMOTE CONTROL

Facilities available at extra cost—rates on request.

TRANSCRIPTIONS
Transcription library service available—regular rates

Mechanical Program Equipment

Equipped to handle electrical transcriptions, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

General Manager—Bob McRaney. Station Manager—David M. Segal. Sales Manager—Arnold R. Controy.

Representatives Sears & Ayer, Inc.

### **COLUMBUS**

(Lowndes County)

WCBI (Established 1940)



Rates effective October 1, 1940. (Card No. 1.)

Owned and operated by Major Birney Imes, Jr.
Business Office and Studio—Gilmer Hotel, Columbus,
Miss.
Other Studios—Columbus Army Flying School, Mississippi State College for Women.
Transmitter—First and Main Sts., two blocks from business district. Columbus, Miss.

Wave-Power-Time

Cave—Power—Jims
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 10:30 p.m.;
Week days 6:00 a.m. to 10:45 p.m.

Agency Commission

15% to recognized advertising agencies on station time only; no cash discount. Bills rendered lat of month, due 15th of month.

month, due 15th of month.

General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.

Discounts allowed when either or both WELO, Tupelo and WRON, Clarksdale, Miss., are used.

The following rates are for national advertising.

1 ti. 13 ti. 26 ti. 52 ti. 150 ti. 300 ti.
1 hour..... 60.00 57.00 54.00 51.00 48.00 45.00
1/2 hour..... 36.00 34.20 32.40 30.60 28.80 27.00
1/4 hour.... 24.00 22.80 21.60 20.40 19.20 18.00
5 minutes 10.00 9.50 9.00 8.50 8.00 7.50

ANNOUNCEMENTS 1 ti. 13 tl. 26 tl. 52 tl. 150 tl. 300 tl.

I minute or 100 words 5.00 1/2 minute or 75 words.. 3.00 4.75 4.50 4.25 4.00 3.75 2.85 2.70 2.55 2.40 2.25 50% of one time rate.

POLITICAL
Per minute 1.00. Minimum charge 5.00. Payable in advance.

advance.

SPECIAL FEATURES

Time signals, athletic events, special events, newscasts, quiz show, shoppers special, gift club, victory club and special talent shows—rates on request.

TRANSCRIPTIONS
General advertising rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

tng equipment available.

REMOTE CONTROL
Facilities subject to exira charges for line and mechanical costs. Charges not subject to agency commission. Permanent line facilities available to WELO, Tupelo, Miss.
Pederal tax added to line charges. Fifty watt short wave portable relay transmitter svailable.
Permanent lines to WSGN, Birmingham, Ala.

SERVICE FACILITIES
Station maintains a complete merchandising, publicity and promotion department.

Closing Time
Contracts one week in advance of first broadcast. Announcement copy, transcriptions and talks close 24
hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for lateral and vertical cut recordings.

Personnel
General Manager—Bob McRaney.
Communication Manager—James Eatherton.

Representatives Sears & Ayer, Inc.

**GREENVILLE** 

(Washington County) WJPR (Established 1939)



Rates effective September 1, 1944.

Owned and operated by John R. Pepper.
Business Office and Studios—107 S. Popular, Greenville, Miss., telephone 1770.
Transmitter—One mile north of Greenville on Highway No. 1.

way No. ...

Wave—Power—Time
Operating power—250 wasts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time. Operates on
Certral War Time.
Operating schedule: 6:00 a.m. to 10:30 p.m.

Algency Commission
15% allowed to recognized advertising agencies; no cash discount. Bills due and payable upon receipt.

General Advertising

For combination rates see Mutual Broadcasting Sys-tem and Keystone Network. Italies are for commercial advertising; political and religious rates on request. Announcement contracts are accepted only with the understanding that programs take schedule preference.

| 1 ti. | 1 ti. | 26 ti. | 52 ti. | 100 ti. | 1 ti. | 26 ti. | 52 ti. | 100 ti. | 1 ti. | 26 ti. | 52 ti. | 100 ti. | 1 ti. | 26 ti. | 52 ti. | 100 ti. | 1 ti. | 26 ti. | 52 ti. | 100 ti. | 1 ti. | 100 ti. 3.75 2.25

TRANSCRIPTIONS
Transcription programs are accepted at no extra
charge. Transcribing facilities up to 16 inch discs—

Charge, transcripting factor to a product.

Talent requirements can be filled by station. All talent is subject to station approval.

REMOTE CONTROL Remote control facilities are available at extra cost. Rates on request.

Contract and Other Requirements

All advertising copy is subject to station's approval.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for both lateral and vertical cut recordings.

General Manager—Emmet H. McMurry. Sales Manager—Frank W. Baldwin.

Representatives None.

**GREENWOOD** (Leflore County)



Rates effective October 1, 1\$39.

Owned and operated by P. K. Ewing. Business Office and Studio-222 Howard St., Green-wood, Miss., telephone 1717. Transmitter—1-1/2 miles north of Greenwood, Miss.

Transmitter—1-1/2 injus north of Greenwood, Asies.

Wave—Power—Time
Operating power—250 wats,
241.9 meters; 1240 kilocycle.
Liconsed to operate full time. Operates on Central
War Time.
Operating schedule: 6:30 a.m. to 11:00 p.m.

### MISSISSIPPI—Continued

### GREENWOOD—Continued W G R M—Continued

Agency Commission
15% to recognized advertising agencies on station
time only; cash discount —. No commission on
taient. Invoices mailed 1st and 15th of each month.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southcentral Group) and Keystone
Network.

ork.
Include music copyright fees.
num time between programs to arrive at rate

| 1/2<br>1/4<br>5 | hourhour | 40.00<br>22.50 | 67.50<br>36.00<br>20.25<br>8.00 | 63.75<br>34.00<br>19.13<br>7.00 | 24 t1.<br>60.00<br>32.00<br>18.00<br>6.00 |
|-----------------|----------|----------------|---------------------------------|---------------------------------|---|
| _               |          | ISCOU          |                                 |                                 |   |
| 3               | months   |                |                                 | *******                         | 10%                                       |

6 times..... 12 times..... 24 times..... time.
times.
times. 12 times...... 24 times.....

SPECIAL FEATURES
Weather reports, time signals, temperature reports, and special broadcasts—rates on request.
Station can furnish special musical or dramatic talent at minimum cost.

RECORDED PROGRAMS
Regular time charges apply to recorded programs.
Not restricted to certain hours.

SERVICE FACILITIES
The services of the station's production and program departments are available without additional charge.

Contract and Other Requirements
Rates quoted are for station facilities from main
studic; talent is extra. Regular announcers serve all
broadcasts without additional charge.
All broadcasts, and all contracts, are subject to
station owner's approval and governmental regulations.

Personnel General Manager—F. C. Ewing.

Representatives

### HATTIESBURG (Forrest County)

WFOR (Established 1931)



Rates effective January 1, 1943.

twined and operated by Forrest Broadcasting Co.
Business Office and Studio—307 Hemphili, Hattlesburg, Miss., telephone 1866.
Transmitter—2-1/2 miles northwest of Hattlesburg, Miss.

Wave-Power-Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Central War Time. Operating schedule: 6:00 a.m. to 11:00 p.m.

Agency Commission

15% on net station charges only to advertising agen-cles; no cash discount. No cemmission on talent, lines, remote equipment or operator charges. Bills rendered 1st of month following broadcast; due 10th of month following broadcast.

General Advertising

For combination rates see National Broadcasting Company (Southeentral Group), Keystone Network, and Rebel Network. Following rates are for national advertising.

CLASS "A"

| (0:00 p.n    |       |         |         | K days | and all |      |  |  |
|--------------|-------|---------|---------|--------|---------|------|--|--|
| day Sundays) |       |         |         |        |         |      |  |  |
|              | 1     | 1/2     | 1/4     | 10     | 5       |      |  |  |
|              | hour  | hour    | hour    | min.   | min.    | (†)  |  |  |
| 1 time       | 60.00 | 36.00   | 24.00   | 18.00  | 12.00   | 6.00 |  |  |
| 13 times     | 57.00 | 34.20   | 22.80   | 17.10  | 11.40   | 5.70 |  |  |
| 26 times     | 54.00 | 32.40   | 21.60   | 16.20  | 10.80   | 5.40 |  |  |
| 52 times     | 51.00 | 30.60   | 20.40   | 15.30  | 10,20   | 5.10 |  |  |
| 100 times    | 48.00 | 28.80   | 19.20   | 14.40  | 9.60    | 4.80 |  |  |
| 260 or more  |       |         |         |        |         |      |  |  |
| times        | 45.00 | 27.00   | 18.00   | 13.50  | 9.00    | 4.50 |  |  |
|              |       | CLASS   | "B"     |        |         |      |  |  |
|              |       |         | ь       |        |         |      |  |  |
| (6:00        | a.m.  | to 6:00 | p. 201. | week d | ays)    |      |  |  |
| l time       | 35.00 | 21.00   | 14.00   | 10.50  | 7.00    | 3.50 |  |  |
| 13 times     |       | 19.95   | 13.30   | 9.97   | 6.65    | 3.32 |  |  |
| 26 times     | 31.50 | 18.90   | 12.60   | 9.45   | 6.30    | 3.15 |  |  |
| 52 times     | 29.75 | 17.85   | 11.90   | 8.92   | 5.95    | 2.98 |  |  |
| 100 times    | 28.00 | 16.80   | 11,20   | 8.40   | 5.60    | 2.80 |  |  |
| 260 or more  | 1     |         |         |        |         |      |  |  |
| times        | 26.25 | 15.75   | 10.50   | 7.88   | 5.25    | 2.63 |  |  |
| (†) Annou    | nceme | nts.    |         |        |         |      |  |  |
|              |       |         |         |        |         |      |  |  |

Rates on request.

REMOTE CONTROL

Line charges for programs originating outside of studios to be borne by advertiser.

Studios to be borne by advertiser.

Contract and Other Requirements

No contract will be accepted for more than one year.

All contracts for specified hours are taken subject to cancellation if government regulations interfere.

All programs must conform to station standards. The voicing of extravagant advertising claims or selling arguments will not be permitted. Rates for station facilities only.

Basic rates guaranteed only during original contract for specific number of broadcasts. Contracts cannot run more than one year from date of original order. Medical accounts accepted only on approval of station management. Talks accepted only when subject matter is of genuine public interest in opinion of station management.

Closing Time
Talent programs and recorded programs and talks two
weeks in advance. Announcements close one week in
advance. All proposals subject to prior booking of
time.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personnel Commercial Manager—C. J. Wright.

Representatives None.

JACKSON (Hinds County)

WJDX (Established 1929)



Rates received January 5, 1945.

naios received January 5, 1945.

Owned and operated by Lamar Life Insurance Co.

Business Office and Studio—Lamar Life Bidg., Jackson, Miss.

Transmitter—Near Tougaloo, 6 miles north of Jackson, Miss.

ave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights.
230.8 meters; 1300 kilocycles.
Licensed to operate on cleared regional channel.
Operates on Central War Time.
Operating schedule: Sunday 8:00 a.m. to 11:00 p.m.;
week days 7:00 a.m. to 11:00 p.m.

Agency Commission

gency commission
15% on net station charges allowed regular advertising agencles; no cash discount. No commission allowed on taient, lines, remote equipment or overator
charges. Bills payable by 10th of month following.
Invoices mailed 1st of each month following broadcast. Absolutely no deviation from this rule.

General Advertising

For combination rates see National Broadcasting Company (Southcentral Group), and Rebel Network. Discounts are not retroactive.

CLASS "A"

|     |       | (6:   | 00 p.m | . to 11 | :00 p.z | n.)   |       |       |
|-----|-------|-------|--------|---------|---------|-------|-------|-------|
|     |       | 1     | 13     | 26      | 52      | 100   | 150   | 300   |
|     |       | ti.   | ti.    | ti.     | ti.     | ti.   |       | ti.   |
| 1   | hour  |       | 114.00 |         |         |       |       |       |
| 1/2 | hour  |       | 68.40  |         |         |       |       |       |
| 1/4 |       | 48.00 |        |         |         |       |       |       |
| 5   | zoin. | 25.00 | 23.75  | 22,50   | 21,25   | 20.00 | 18.75 | 17.50 |
| 1   | minut | .0    |        |         |         |       |       |       |
| or  | less  | 15.00 | 14.25  | 13.50   | 12.75   | 12.00 | 11.25 | 10.50 |
|     |       |       |        |         |         |       |       |       |

CLASS "B"

|     |        |       | 00 p.m. |       |       |       |       |       |
|-----|--------|-------|---------|-------|-------|-------|-------|-------|
| 1   | hour   | 60,00 | 57.00   | 54.00 | 51.00 | 48.00 | 45.00 | 42.00 |
| 1/2 | hour   | 36.00 | 34.20   | 32.40 | 30.60 | 28.80 | 27.00 | 25.20 |
| 1/4 | hour   | 24.00 | 22.80   | 21.60 | 20.40 | 19.20 | 18.00 | 16.80 |
| 5   | min.   | 15.00 | 14.25   | 13.50 | 12.75 | 12.00 | 11.25 | 10.50 |
| ī   | minute |       |         |       |       |       |       |       |
| or  | less   | 10.00 | 9.50    | 9.00  | 8.50  | 8.00  | 7.50  | 7.00  |

SUNDAY RATES

Morning and evening, same as week days. Afternoon, one-half total of day and night rates.

SPECIAL DAYTIME ANNOUNCEMENTS

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP

Newscasts, sporicasts, weather reports, time signals, market quotations, etc.—rates and availability supplied on request.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT

All types of talent are available-rates on request.

Contract and Other Requirements

Raies are for station facilities only. For remote control broadcasts additional charge will be made for lines, control equipment, operation, etc. Talent is extra and cost varies, dependent upon type desired. The management will assist at all times in securing and arranging talent. Advertiser will be charged only with actual talent cost.

All programs must conform to station standards. The voicing of extravagant advertising claims or selling arguments will not be permitted.

No contract will be accepted for more than one year. All contracts for specified hours are taken subject to cancellation if government regulations interfere. Rates include music copyright fees. All proposals made subject to prior bookings.

Closing Time

Talent programs and recorded programs and talks close two weeks in advance. Announcements close one week in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut records.

Personnel

Director-Wiley Harris. National Sales Manager-Frank Gentry.

Representatives

George P. Hollingbery Company.

WJXN (Established 1945)

Rates effective March 1, 1945. Owned and operated by Ewing Broadcasting Co. Business Office and Studio—1200 North State St., Jackson, Miss., telephone 23657. Transmitter—One mile southeast of Jackson, Miss.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission gency Commission
15% to recognized advertising agencies on station
time only. No commission on talent. Cash discount
\_\_\_\_\_\_. Invoices mailed 1st and 15th of each month.

— Invoices mailed lst and 15th of each month.

General Advertising
For combination rates see Mutual Broadcasting Co.
Rates include charges by owners of music copyrights.

Maximum time between programs to arrive at rate
is one week. Service must be used within one month.

Additional discount of 15% applies on rates of each
station when WMIS. Natchez: WGRM, Greenwood,
Miss., and WJXN are contracted for on similar
broadcasts running concurrently for same account or
advertiser.

CLASS "A"

CLASS "A" (6:00 p.m. to 11:00 p.m.) 

|     |       | n -  | •   | 0.00  |      | SS    |        |     | 11.00 | \           |       |
|-----|-------|------|-----|-------|------|-------|--------|-----|-------|-------------|-------|
|     | ١.    | Be   | ore | 0 :00 | p.m. | 8110  | 81(6   | ) I | 11:00 | p.m.)       |       |
| 1   | - lu  | ur.  |     |       |      |       |        |     |       |             | 40.00 |
| 1/2 | be    | NII# |     |       |      |       |        |     |       | *********** | 25.00 |
|     |       |      |     |       |      |       |        |     |       |             |       |
| 1/4 | - 110 | our. |     |       |      |       |        |     |       |             | 15.00 |
| - 5 | m     | inu  | tes |       |      |       |        |     |       |             | 8.00  |
| 1   |       |      |     |       |      |       |        |     |       |             | 6.00  |
|     |       |      |     |       |      |       |        |     |       |             |       |
| 100 | W     | ords | or  | less  |      |       | ****** |     |       | ****        | 5.00  |
|     |       |      |     |       |      | 747 7 | ****   |     |       |             |       |
|     |       |      |     | REQU  |      |       |        |     |       |             |       |
| 1   | to    | 12   | tim | AS    | 7    | lat.  | 100    | tπ  | 149   | times       | 20%   |
|     |       |      |     |       |      |       |        |     |       | times       |       |
|     |       |      |     |       |      |       |        |     |       |             |       |
| 26  | to    | 51   | tim | es    | 10   | 1%    | 300    | or  | more  | times       | 30%   |
| 5.0 | to    | 99   | tim | es    | 1.5  | de    |        |     |       |             |       |
| 02  |       | vv   |     | VB    |      | , v   |        |     |       |             |       |
|     |       |      |     |       |      |       |        |     |       |             |       |

SPECIAL FEATURES
Weather reports, time signals, temperature reports, and special broadcasts—rates on request. POLITICAL Rates on request.

TALENT
Station can furnish special musical or dramatic talent at minimum cost.

RECORDED PROGRAMS
Regular time charges apply to recorded programs.
Not restricted to certain hours.

SERVICE FACILITIES
The services of the station's production and program departments are available without additional charge.

departments are available without additional charge.

Contract and Other Requirements

Rates quoted are for station facilities from main studio; taient is extra.

All broadcasts and all contracts are subject to station owners approval and government regulation.

General Manager-P. K. Ewing, Jr.

Representatives

## All this and advertising, too!

Rates and data on over 6,000 advertising media . . . with supplementary facts in the advertisements of more than 600 publications and radio stations.

### JACKSON—Continued WSL1 (Established 1938)



Rates effective September 1, 1943. Owned by Standard Life Insurance Company of the South. South. Business Office and Studios—Robert E. Lee Hotel, Jackson 114, Miss., P. O. Box 1847, telephone 3-2788.

Transmitter-High Street at Larson, Jackson, Miss.

Transmitter—High Street at Larson, Jackson, Jilas.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time. Operates on
Central War Time.
Operating schedule; 6:30 a.m. to 11:00 p.m.

Agency Commission
15% to recognized agencies on net charges for sta-tion time only; cash discount 2%. Bills payable 16th of month following service.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southcentral Group).
Rates include music copyright fees.

| (  | CLASS "A"<br>16:00 p.m. to 11:00 p.m. week days and<br>12:00 noon to 11:00 p.m. Sundays) |              |
|----|--|--------------|
| 1  | hour   | 90.0<br>55.0 |
| /4 | hour   | 34.0<br>17.0 |
| 1  | minute transcription   | 12.0<br>10.0 |
| vu | CLASS 'B'  | 10.0         |

|     | CLASS "B"                               |     |
|-----|---|-----|
|     | (Before 6:00 p.m. and after 11:00 p.m.) |     |
| 1   |   | 5.0 |
| /2  |   | 7.5 |
| /4  | hour 1                                  | 7.0 |
|     |   | 0.0 |
| ĭ   | minute                                  | 7.0 |
| 00  | words                                   | 6.0 |
| • • | FREQUENCY DISCOUNTS                     |     |
| 1   | to 12 times                             | Ne  |
| 13  | to 25 times                             | 5   |

| 26 to 51 times   | 10%   |
|--|-------|
| 52 to 99 times   | 15%   |
| 100 to 149 times   | 20%   |
| 100 (0 110 (11108  | /0    |
| 150 to 299 times   | 25%   |
|  | 200   |
| 300 or more times  | JU 70 |
| The state of the s |       |
| Discounts allowed retroactively on the number  | or of |
| to the state of the state of   | A     |
| broadcasts given within a year from date of  | Hitar |
|  |       |
| broadcast, Programs of five minutes or more c  | annot |
|  | .11.  |
| be combined with announcements to earn larger  | CIB   |
|  |       |

counts.

TALKS

Accepted only when of genuine public interest 1n opinion of management.

TALENT Extra. Rates on request

REMOTE CONTROL Additional special charges made for programs originating outside of studios.

TRANSCRIPTIONS Users assume full responsibility for broadcasting of restricted numbers.

SERVICE FACILITIES
stess include services of program department in
curing talent and arranging programs.

Securing taient and arranging programs.

Contract and Other Regulrements
Maximum contract one year. Medical accounts accepted only on approval. Right reserved to refuse or discontinue any advertising for reasons sufficient to station. Program subject to approval and right is reserved to make changes necessary to meet station's policies or government regulations. Contracts subject to cancellation by advertisers only by a written notice two weeks in advance, accompanied by a certified check for short rate to the date of last program.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
General Manager—L. M. Sepaugh.
Commercial Manager—Ed. Wilkerson.

Representatives Weed & Company.

### LAUREL (Jones County)

WAML (Established 1932)



Rates effective April 15, 1943. (Card No. 3.)

Owned and operated by New Laurel Radio Station,

Studio-312 Central Ave., Laurel, Miss., telephone

Transmitter-two miles south of city.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time. Operates on
Central War Time.
Operating schedule

Agency Commission 15% to recognized agencies on net station charges; no cash discount. No commission on talent, lines, remote equipment or operator charges. Bills rendered and payable 19th of month following. Invoices mailed ist of month following broadcast.

General Advertising
For combination rates see National Broadcasting
Company (Southcentral Group), Keystone Network,
and Rebel Network.
Rates include music copyright fees.

CLASS "A"
(6:00 p.m. to 11:00 p.m. dally)

60.00

| 1/2 hour 36.00  |
|---|
| 1/4 hour  |
| 5 minutes   |
| 1 minute or less  |
| CLASS "B" (11:00 p.m. to 6:00 p.m. week days and Sunday mornings) |
| 1 hour  |
| 1/2 hour 24.00  |
| 1/4 hour 16.00  |
| 5 minutes   |
| 1 minute or less 4.00   |
| Sunday: Afternoon rates are one-half the total of day             |
| and night rates.  |

and night rates.

DISCOUNTS

1 to 12 times. Net 100 to 149 times. 20%, 13 to 25 times. 5%, 150 to 299 times. 25%, 26 to 51 times. 10%, 300 or more times. 30%, 52 to 90 times. 15%, 25% to 290 times. 30%, 25% to 15% Special Davine Announcements 100 words or less when contracted for on weekly basis to be giren daily between 9.00 a.m., to 5.30 p.m. week days on regular announcement periods. Sponsor may designate either a.m. or p.m. hut not specific hour: two to 13 weeks, per week, 15.00; 13 or more weeks, per week, 15.00;

Transcription

TALKS
Talks accepted only when subject matter is of genuine public interest in opinion of station management.
TALENT
The management will assist in securing and arranging talent. Talent is charged at actual cost.

HEMOTE CONTROL
For remote courted broadcasts additional charge will be made for lines, control equipment, operation, etc.

oe made for lines, control equipment, operation, etc.

Contract and Other Requirements

No contract taken for more than one year. Broadcasts may be as frequent as desired. All programs
must conform to the station standards. The voicing
of extravagant advertising claims or selling arguments not permitted. Medical accounts accepted only
on approval of station management. Contracts for
specified hours are taken subject to cancellation for
government regulations interfere. All proposals made
subject to prior bookings. Rates guaranteed only during original contract for specified number of troatcasts.

1 hour.

Closing Time
Talent and recorded programs and talks close two
weeks in advance. Announcements close one week
in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for lateral and vertical cut recordings.

Personnel
President—D. A. Matison.
General Manager—Ward A. Coleman.

Representatives George 1'. Hollingbery Company.

### **McCOMB** (Pike County)

WSKB (Established 1939)

Rates effective May 1, 1944. (Card No. 6.)

Owned and operated by McComb Broadcasting Cor-poration, Box 111, McComb, Miss. Business Office and Main Studlo—McColgan Hotel, McComb, Miss.

Other Studios-Whitworth College, Brookhaven, Miss.

Transmitter-Pike County, Miss.

Wave—Power—Time
Operating power—250 watts.
243.9 meters: 1230 kilocycles.
Licensed to operate unlimited time. Operates on
Central War Time.
Operating schedule: 6:55 a.m. to 11:00 p.m.

Agency Commission 15% to advertising agencies recognized by station; no cash discount. Bills rendered 1st of each month; payable 10th.

General Advertising
Rates are for time only and include music copyright
fees. Talent and transcriptions furnished at additional cost.
Station reserves the right to accept or reject any
orders for less than 13 or 26 weeks.

|     | CLASS "A" (6:00 p.m. to 11:00 p.m. week days and |     |
|-----|--|-----|
|     | 12:00 noon to 12:00 midnight Sundays)            |     |
| 1   | hour 7   | 70. |
|     |  | 37. |
| 1/4 | hour   | ZŲ. |
| 5   | minutes  | じ.  |
| 1   | minute (preferred time)                          | 5.  |
|     |  |     |
| 1/2 | mInute   | •   |
|     |  |     |

CLASS "B" 5:00 p.m. week days and 6:00 12:00 noon Sundays) (6:00 a.m. to 6

| Anna and an anna an a |      |
|--|------|
|  | 27   |
| hour   | 15   |
| minutes  | 7    |
| minute   | 3    |
| minute (preferred time)                          | 4    |
| minute   | 2    |
|  | iour |

1 to 12 times. New 100 to 149 times. 20%
15 to 25 times. 5% 150 to 299 times. 25%
26 to 51 times. 10% 300 or more times. 30%
52 to 99 times. 15%

POLITICAL
One time Class "A" rates apply; no discount.

TRANSCEIPTIONS

Extra charges when special transcriptions or recordings are required—rates no request. Station is equipped to make special transcriptions of mituate announcements or full time programs—rates

TALENT
Extra charge for talent—rates on request.

Contract and Other Requirements
Advertising of distilled alcoholic beverages and questionable medicinal products not accepted.
Siation reserves the right to refuse or discontinue any advertising. All contracts are subject to station's approval and governmental regulations. Rates are for facilities of the station only. All talent and special transcribed programs extra.
Only contracts for 13 or more weeks can hold special positions. Station furnishes, without extra charge, one announcer on each 1/4 hour or 1/2 hour program. Where more than one announcer is required, an extra charge for each additional announcer is made.

Closing Time
Programs must be arranged three weeks in advance.
All cancellations or schedule changes must be approved by station one month in advance.
Typewriten copies of political and controversial talks must be presented 48 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Personnel General Manager-George Blumenstock.

Representatives
Pacific Coast—Gene Grant,

### MERIDIAN (Lauderdale County)

WCOC (Established 1926)

Rates effective January 1, 1938.

Owned and operated by Mississippi Broadcasting Co.,

Studio-Threefoot Bldg., Meridian, Miss., telephone 1042.

Transmitter—Highway 45, one and one-half miles from Meridian.

Wave—Power—Time
Operting power—1,000 watta
329.7 meters; 910 kilocycles.
Licensed to operate full time. Operates on Central
War Time.

Agency Commission 15% on broadcasting rates only to advertising agencies recognized by station owners; cash discount 2%—10 days from date of insoice. No commission or cash discount on talent.

General Advertising
For combination rates see Columbia Broadcasting
System (Southcentral Group).
Rates include music copyright fees.

MUSICAL PROGRAMS
Nighttime
(6:00 p.m. to 12:00 midnight)
On contract only, 1 pro-

|     |                  |          | tract only<br>per week |       |
|-----|------------------|----------|------------------------|-------|
|     |                  |          |                        |       |
|     |                  |          | 26 cons.               |       |
|     | 1 time           | weeks    | weeks                  | Wooks |
| 1   | hour 76.50       | 72.68    | 68,85                  | 65.03 |
| 1/2 |                  | 40.38    | 38.25                  | 36.13 |
| 1/4 |                  | 20.19    | 19.13                  |       |
|     | Daytin           |          |                        |       |
|     | (6:00 a.m. to    | 6:00 p.m | .)                     |       |
| 1   | hour 42.50       | 40.38    | 38.25                  | 36,13 |
| 1/9 | hour 21.25       | 20.19    | 19.13                  | 18.06 |
| 1/4 | heur 12.75       | 12.11    | 11.48                  | 10.84 |
|     | ANNOUNCE         | EMENTS   |                        |       |
|     | Nightt           | lme      |                        |       |
|     | (6:00 p.m. to 12 | :00 mtdn | ight)                  |       |
| 1.6 | minutes 21.25    | 20 19    | 19.13                  | 18,06 |
| 10  | MINUCUS 21.23    | 14 15    | 15.30                  | 14.45 |
| 5   | minutes 17.00    | 10.10    | 10.00                  | 14.40 |

| 10<br>5<br>3<br>2 | minutes | 17.00<br>12.75 | 20.19<br>16.15<br>12.11<br>9.69<br>6.46 | 19.13<br>15.30<br>11.48<br>9.18<br>6.12 | 18.06<br>14.45<br>10.84<br>8.67<br>5.78 |
|-------------------|---------|----------------|---|---|---|
|                   |         | Dayti          | me                                      |   |   |
|                   | (6:00 ■ | .m. to         | 6:00 p.m.)                              |   |   |
| 10                | minutes | 17.00          | 16.15                                   | 15.30                                   | 14.45                                   |
| 5                 | minutes | 12.75          | 12.11                                   | 11,48                                   | 10.84                                   |
| 3                 | minutes | 8.50           | 8.08                                    | 7.65                                    | 7.23                                    |
| 2                 | minutes | 5.53           | 5.25                                    | 4.98                                    | 4.70                                    |
| -                 |         | 9.40           | 0.00                                    | 9 A 6                                   | 9 90                                    |

### MISSISSIPPI—Continued

### MERIDIAN—Continued W C O C-Continued

W C O C—Continued

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer, not accepted.

The above quoted musical rates are for the facilities of the station only; talent is extra.

Preferred position governed by priority and availability on contract basis. No blanket contracts accepted. No contract basis. No blanket contracts accepted. No contract accepted for more than one year.

All contracts subject to cancellation unless program starts within 60 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. Contracts, unless otherwise agreed, subject to cancellation by a 30 day advance written notice accompanied by a certilied check for short rates to the date of cancellation.

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser, when required, in advance. No extra charge will be made when announcements are given by station announcer or staff.

All proposals subject to prior booking of time.

Closing Time
Closing date six weeks in advance of service if program is to be included in publicity releases. Final closing three weeks.
Contracts must be closed 30 days in advance to make newspaper announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

ersonnei Bianager-D. W. Gavin.

Representatives

**NATCHEZ** (Adams County)

WMIS (Established 1941)



Rates received March 20, 1944.
Owned and operated by Natchez Broadcasting Co.
Business Office and Studio-City Bank Bldg., 407
Franklin St., Natchez, Miss.
Transmitter—Highway 61, one mile north of business
district, Natchez, Miss.

/ave--Power--Time
Operating power--250 watta.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule; Sundays 9:00 a.m. to 10:00 p.m.;
week days 7:00 a.m. to 10:00 p.m.

Agency Commission 15% to recognized agencies on time only unless otherwise agreed; cash discount ——. Bills rendered first of month; due tenth of month.

General Advertising
For combination rates see Keystone Network.
Rates include music copyright fees.
Maximum time between programs to arrive at rate is

Maximum time between process on week. Service must be used within one month. Service must be used within one month. Additional discount of 15% applies on rates of each station when WGRM, Greenwood, WJXN, Jackson, Miss., and WMIS are contracted for on similar broad-broadcasts running concurrently for the same account

| OF  | advertiser. |       |       |        |        |
|-----|-------------|-------|-------|--------|--------|
| ٠-  | 4410101011  | 1 t1. | 6 t1. | 12 t1. | 24 t1. |
| 1   | hour        |       | 67.50 | 63.75  | 60.00  |
|     | hour        | 40.00 | 36.00 | 34,00  | 32,00  |
| 1/4 | hour        | 22.50 | 20.25 | 19.13  | 18.00  |
| 5   | minutes     | 9.00  | 8.00  | 7.00   | 6.00   |

| 3<br>6<br>12 | months        | 10 %<br>15 %<br>20 % |
|--------------|---------------|----------------------|
|              | ANNOUNCEMENTS |                      |

|    | (Nighttime and Sundays) |         |
|----|-------------------------|---------|
| 1  | time                    |         |
| 6  | times                   | 5.7     |
| 12 | times                   | 5.4     |
| 24 | times                   | 5.1     |
|    | (Before 6:00 p.m.)      | • • • • |
| 1  | time                    | 3.5     |
| Â  | times                   |         |
|    |                         |         |
|    |                         |         |
| 12 | times                   | 3.      |

SPECIAL FEATURES
Weather reports, time signals, temperature reports, and special broadcasts—rates on request.

POLITICAL
Political talks or announcements, per minute, 1.00; minimum charge 5.00. Talks and political broadcasts accepted only when subject matter is of genuine public interest in the opinion of the station management.

TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and light wines, not accepted. Contracts subject to cancellation by four weeks written notice accompanied by certified check at short rate to date of last pro-

Clesing Time
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks
close 24 hours in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for ver-tical and lateral cut recordings.

Personnel Manager-P. K. Ewing, Jr.

Representatives

### TUPELO

(Lee County)

WELO (Established 1944)



Owned and operated by Birney Imes, Jr.
Business Office and Studios—WELO Bldg., 212 S.
Spring St., Tupelo, Miss.
Transmitter—U. S. Highway No. 45, south of Tupelo,
Miss. Rates effective May 1, 1944. (Card No. 1.)

ave—Power—Time
Operating power—250 watta,
201.3 meters; 1490 kilocycles,
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 10:30 p.m.;
week days 6:00 a.m. to 10:30 p.m.

Agency Commission 15% to recognized agencies on national business only; no cash discount. Bills rendered on 1st of month, payable on 10th.

| 1/4           | hour<br>hour<br>minutes | 24.00 | 34.20<br>22.80<br>9.50 | 32.40<br>21.60<br>9.00 | 30.60<br>20.40<br>8.50 | 28.80<br>19.20<br>8.00 | 27.00<br>18.00<br>7.50 |
|---------------|-------------------------|-------|------------------------|------------------------|------------------------|------------------------|------------------------|
| ANNOUNCEMENTS |                         |       |                        |                        |                        |                        |                        |

1 minute or 100 words...... 5.00 4.75 4.50 4.25 4.00 3.75 1/2 minute or 75 words...... 3.00 2.85 2.70 2.55 2.40 2.25

SPECIAL FEATURES

Time signals, weather forecasts, newscasts, special events, quiz shows, athletic events, talent shows, etc.—rates on request.

RELIGIOUS Regular rates apply

POLITICAL
Per minute 1.00, Minimum charge 5.00. Payable tn advance.

REMOTE CONTROL

Extra charges for remote equipment, lines, engineers, and talent. Charges not subject to commission or discount. Nominal charge for wire services to WCB1, Columbus, Miss. Portable transmitter available.

TALENT

Musical and dramatic talent engaged for advertiser by station at minimum prices. Additional charge for dramatic productions.

TRANSCRIPTIONS
Regular rates apply. Rates include use of two transcription libraries.

SERVICE FACILITIES
Complete merchandising and publicity available.
Regular announcers serve all broadcasters without charge. The services of the station production department are at the disposal of broadcasters without charge.

Contract and Other Requirements
All contracts subject to cancellation by written notice accompanied by check at short rate.

Program rates are for use of facilities of station only; talent is extra.

Talks, political speeches, etc., accepted only when subject matter is, in opinion of station management, of genuine public interest. Complete manuscript must be submitted for station approval. All contracts subject to the station owner's approval and governmental regulations.

Closing Time Programs close one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
General Manager—Bob McRaney (Columbus, Miss.).
Station Manager—Gene Tibbett.
Sales Manager—Bob Evans.

Representatives Sears & Ayer, Inc.

### VICKSBURG

WQBC (Established 1931)



Rates effective September 3, 1944.

Owned and operated by Delta Broadcasting Co., Inc. Studio—Hotel Vicksburg, Vicksburg, Miss.
Transmitter—Two miles east of Vicksburg, Miss.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights.
211.3 meters; 1420 kilocycles.
Operates on Central War Time.

Agency Commission
15% to recognized advertising agencies; no cash discount. Commissions payable on station time and announcement rates only.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southcentral Group) and Keystone Network.

CLASS "A"
(6:00 p.m. to 11:00 p.m.)

| 1/2  | hour                             | 50.00 |
|------|----------------------------------|-------|
| 1/4  | hours                            |       |
|      | hour                             | 25.00 |
| 5    | minutes                          | 15.00 |
| 1    | minute or less                   | 6.00  |
|      | CLASS "B"                        |       |
|      | (7:00 a.m. to 6:00 p.m.)         |       |
| 1    | hour                             | 60.00 |
| 1/2  | hour                             | 82.00 |
|      |                                  |       |
| 1/4  | hour                             | 18.00 |
| 5    | minutes                          | 12.00 |
| ĭ    | minute or less.                  | 4.00  |
|      | minute of 1688                   | 2.00  |
|      | DISCOUNTS                        |       |
| 1 4  | o 12 times Net 100 to 149 times  |       |
|      | 0 12 times 146t 100 to 145 times | 2079  |
| 13 t | o 25 times 5% 150 to 299 times   | 25%   |
| 26 t | o 51 times 10% 300 or more times | 90 %  |
| 50 1 | 0 99 times 15%                   |       |
| 02 L | 0 00 1111100 1079                |       |
|      |                                  |       |

TRANSCRIPTIONS
Regular time charges apply to electrical transcriptions.

TALENT
Musical and dramatic talent engaged for advertiser
by station at minimum prices. Additional charge for
dramatic productions.

SERVICE FACILITIES
Regular announcers serve all broadcasters without The services of the station production department are at the disposal of broadcasters without charge.

Contract and Other Requirements
Program rates are for use of facilities of station only; talent is extra.

Talks, political speeches, etc., accepted only when subject matter is, in opinion of station management, of genuine public interest. Complete manuscript must be submitted for station approval. All contracts subject to the station owner's approval and governmental regulations.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
General Manager—O. W. Jones.

Representatives None.

## NETWORKS and GROUP LISTINGS



begin

on page 4 for U.S.

... at beginning Canadian listing for Canada

### MISSOURI

### CAPE GIRARDEAU

(Cape Girardeau County)

KFVS (Established 1925)



Rates effective January 1, 1945. (Card No. 8N.)

Owned and operated by Oscar C. Hirsch. Business Office and Studio—KFVS Radio Bldg., 324 Broadway, Cape Girardeau, Mo., telephone 2104 and 2105.

and 2105.

Transmitter—Three miles northwest of Cape Girar-deau, Mo., on U. S. Highway No. 61.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to eperate unlimited time. Operates on
Central War Time.
Operating schedule: Sundays 8:00 s.m. to 9:00 p.m.;
week days 6:30 s.m. to 10:00 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. Invokes rendered 1st of month and are due loth of following month.

General Advertising 13 26 52 104 156 312 minute or less 6.00 5.75 5.50 5.00 4.50 4.00 3.50

SPECIAL FEATURES
News: Leased wire service available—rates on request.
Sports events—availabilities and rates on request.

POLITICAL Regular one time rates apply.

RECORDED PROGRAMS RECORDED PROGRAMS

Regular time charges apply to recorded programs.

Not restricted to certain hours.

REMOTE CONTROL

Arrangements can be made to handle remote control programs, speeches, etc. In addition to station time, advertiser pays for additional expense involved.

advertiser pays for additional expense involved.

Contract and Other Requirements
Entertainment program rates are for use of facilities of station only; talent is extra. Rates apply only to programs produced in studies of station at Cape Girardeau.

Talks, political speeches, etc., accepted only when subject matter is, in opinion of station management, of genuine public interest. Complete manuscript must be submitted for station approval.

All contracts subject to cancellation unless program starts within 60 days. All contracts subject to the station owner's approval and governmental regulations. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to station. All proposals subject to prior booking of time. All programs must conform to the standards of the station; where advertiser prepares own program, same must be submitted for station approval, and not departed from without station's consent. Station does not assume or incur any liability of any kind or character which may be sustained by them as a result of breadcasting for clients.

Maximum length of contract one year.

Clesing Time

Clesing Time
Talent programs close one week in advance of broadcast, Political and announcements close 24 hours in
advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using both 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Personnel Manager-Owner-Oscar C. Hirsch.

Representatives
John E. Pearson Co.

**COLUMBIA** (Boone County)

KFRU (Established 1925)



Rates effective August 1, 1943. (Card No. 6.)

Owned and operated by Star-Times Publishing Co. Business Office and Studio-Ninth and Elm Sts., Columbia, Mo., telephone 4141.

Transmitter and other Studios-1200 E. Broadway, Columbia, Mo.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocytes.
Licensed to operate on local channel. Operates on
Central War Time.
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.;
week days 7:15 a.m. to 11:00 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. Invoices rendered first of month and are due lith of month following service.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Network),
Rates Licitude music copyright fees except ASCAP.

CLASS "A"
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 1:000 p.m.
1:01 13 ti. 26 ti. 52 ti. 10
1 hour... 60.00 57.00 54.00 48.00 2
2 hour... 36.00 34.20 32.40 28.80 4
4 hour... 24.00 22.80 21.60 19.20 5
5 mic... 12.00 11.40 10.80 9.60 1
1 niln... 5.00 4.75 4.50 4.00 3.50 0 words 4.50 4.25 4.00 3.50 0 words 3.50 3.35 3.15 2.80 100 ti. 45.00 27.00 18.00 1 t1.
1 hour... 60.00
1/2 hour... 36.00
1/4 hour... 24.00
5 mir... 12.00
1 min... 5.00
100 words 4.50
50 words 3.50

CLASS "B"

(Sign-on to 12:00 noon, 1:00 p.m. to p.m. and 10:00 p.m. to sign-off)

1 hour... 40.00 38:00 38:00 32:00 19:9

2 hour... 24:00 22:00 22:00 19:9

4 hour... 16:00 15:20 14:40 12:8

5 min... 8:00 7:20 64:00 18:00 1 to 6:00 32.00 19.20 12.80

WEEKLY FREQUENCY DISCOUNTS CLASS "A" (12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Per week for 13 wks. 109.25 76.00 One-half hour: 1 wk.
5 days weekly... 115,00
3 days weekly... 80,00
One-quarter hour:
5 days weekly... 60,00
3 days weekly... 45,00
Five minutes: 22,00 26 wks. 103.50 72.00 48.00 36.00 57.00 42.75 5 days weekly.... 32.00 3 days weekly.... 20.00

CLASS "B"
(Sign-on to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to sign-off)
One-half hour:
5 days weekly... 90.00 85.50 81.00 3 days weekly... 60:00 57:00 54:00 40:00 p.m. to sign-off)
6 days weekly... 48:00 57:00 43:20 32:40 57:00 p.m. to sign-off)
Five minutes:
5 days weekly... 48:00 34:20 32:40 51:00 p.m. to 6:00 p.m CLASS "B"

TALKS AND ADDRESSES
Talks of 15 minutes or less are accepted at regular rates and are subject to station approval. Two copies must be submitted 48 hours in advance.

ments.

Market reports, five minutes daily, Monday through
Saturday, per month 100.00. This rate is subject to
10% discount for 6 months, 20% discount for 12
months.

RECORDED PROGRAMS
Regular time charges apply. Not restricted to certain hours.

TALENT Rates on request.

REMOTE CONTROL
Where remote control programs are contracted for, all extra expenses for lines, personnel traveling expenses, etc., will be charged.

SERVICE FACILITIES
Rates include full services of the program department; announcer, securing talent, arranging and presenting programs.

Senting programs.

Contract and Other Requirements

Rates are based on the number of programs used within one year and are for station time only. Announcements and programs cannot be grouped for discount purposes.

No contract for longer than one year.
All advertising must be approved by management and must conform to government regulations.

Closing Time
Closing time for programs, one week in advance; for announcements. 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription using 33-1/8 and 78 r.p.m. double turntables
for vertical and lateral cut records.

ersonner President-Elzey Roberts. Station Manager-Foster H. Brown, Jr.

Representatives
John Blair & Company.

### HANNIBAL (Marior County)

KHMO



Rates effective October 1 1944. (Card No. 5.)

Owned and operated by the Courier-Post Publishing Company.

Business Office and Studio-102-1/2 S. Main St., Hannbal, Mo., telephone 3450.

Transmitter—1-1/2 miles west of Hannibal, Mo.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 8:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies providing bill rendered
1st of month is pald by 20th of that month; no cash 1st of mo

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network).

Rates apply to both local and national advertising. Quantity discounts retroactive on entire schedule as earned for broadcasting within one year of contract date. BM1, SESAC and ASCAP licenses.

te. BMI, SESAC and ASCAP licenses.

CLASS. "A"
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. to 10:00 p.m. Sun-lays)

1 1/2 1/4 10 5
hr. hr. hr. mln. mln.
1 time.... 80:00 48:00 32:00 28:00 16:00
3 times... 72:00 43:20 28:80 21:60 14:40
6 times... 68:00 40:00 27:20 20:40 13:60
9 times... 64:00 33:40 27:60 19:20 12:80
2 times... 64:00 33:40 27:20 20:40 13:60
9 times... 64:00 33:40 27:20 20:40 12:00
4 times... 52:00 31:20 20:80 15:60 10:46
3 times... 40:00 24:00 15:00 12:00 8:00
5 or more 8.00 7.20 6.80 6.40 6.00 5.20 4.00 256 or more times......

Each Run of Schedule
When an advertiser will use run of schedule programs to fill open time not required for regularly sponsored programs and allow station to change time of broadcast to nearest available period on any day, 20% discount will be allowed from above quoted time rates. This applies on programs of five minutes or more.

more.

SPECIAL FEATURES
News—availabilities and rates on req
Sports Events—rates on request.

POLITICAL
One time Class "A" rates apply; cash with order.
Copy 24 hours in advance of broadcast time.

TRANSCRIPTIONS
Transcribed programs are accepted for broadcast at any hour available.

REMOTE CONTROL Station can make any pick-up desired. Line rates on

TALENT

Rates on request.

SERVICE FACILITIES

Commercial program listings and display advertising for program clients at no sxtra charge.

Merchandising services available.

Centract and Other Requirements
Maximum length of contract one year from date of
first broadcast.
All copy must meet code and Federal Trade Com
mission requirements.

Closing Time
Ten days prior to starting date.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel
General Manager-Wayne W. Cribb.

Representatives
John E. Pearson Company.

### JEFFERSON CITY (Cole County)

KWOS

(Established 1937)

Rate card issued January 1, 1945. (Card No. 6.)
Owned and eperated by the News and Tribune.
Business Office and Studie—210 Monroe, Jefferson
City, Mo., telephone 4000.
Transmitter—St. Mary's Blvd., Jefferson City, Mo. (This listing continued on next page)

### MISSOURI—Continued

## JEFFERSON CITY—Continued

KWOS—Continued

ave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time. operating schedule: Sundays 8:00 a.m. to 12:00 p.m.; week days 6:00 a.m. to 12:00 midnight.

KCKN's "one and only"

Station break announcements (40 words or less) available at 50 word announcement rate.

FREQUENCY DISCOUNTS 

SPECIAL FEATURES
Special features including news and sports broadcasts daily except Sunday at regular card rates plus service charges.
News: Leased wire service available.

POLITICAL Per minute 1.75; payable in advance.

TRANSCRIPTIONS
Accepted for broadcast at any hour available.
Library service available.

Rates on request. All talent and special service charges to be paid by client through the station and are net. No commission or cash discounts.

REMOTE CONTROL Programs will be broadcast from any location outside of the station studios—rates on request.

### SERVICE FACILITIES

The services of station program department, staff announcers, and merchandising department are available to the advertiser without extra cost. Estimates for the complete production of program including continuity, talent, arrangements and presentation will be furbled on accurate talent, arrangement hished on request.

Contract and Other Requirements

The rates are for time only. Station does not assume or incur any liability of any

KCKN

JOPLIN

Personnel
President—Robert C. Goshorn
General Manager—R. L. Rose

Representatives Sears & Ayer, Inc.

Closing Time
Two weeks prior to starting date.

(Jasper County) WMBH (Established 1927)

kind or character which may be sustained by them as a result of broadcasting for client. No contract longer than one year.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for ver-tical and lateral cut recordings.

Rates issued June 1, 1942. (Card No. 11.) Owned and operated by Joplin Broadcasting Co. Business Office and Studio-Frisco Bldg., Joplin, Mo., telephone 330. Transmitter-1334 Roosevelt, Joplin, Mo.

Wave-Power-Time

ave—rower—ilme
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Operating schedule: Sundays 7:00 s.m. to 1:00 s.m.;
week days 6:00 a.m. to 1:00 s.m.

15% on net charges for station facilities to recog-nized advertising agencies; cash discount —. Bills due and payable 10th of month following service.

General Advertising

For combination rates see Mutual Broadcasting System. Rates include music copyright fees.

CLASS "A" CLASS 'A' ...

1:00 p.m. and 6:00 p.m. to ...

10:00 p.m.)

1 th. 13 th. 26 th. 52 th. 104 th. 260 th. 1

1 hour.... 75:00 71.25 67.50 63.75 60.00 55.25 1/2 hour.... 45:00 42.75 40.50 38.25 36.00 32.75 1/2 hour.... 25:00 23.75 22.50 21.25 20.00 18.75 5 mInutes 15:00 14.25 13.50 12.75 12.00 11.25 1 minute 10:00 9.50 9.00 8.50 8.00 75.05 0 words 7:00 6.25 6.30 5.95 5.60 5.25

CLASS "B"

CLASS 'B'.

(6:00 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to 1:00 a.m.)

1 hour..... 60.00 57.00 54.00 51.00 48.00 45.00

1/2 hour.... 35.00 33.25 31.50 29.75 28.00 28.25

1/4 hour... 20.00 19.00 18.00 17.00 18.00 15.00

5 minutes 12.00 11.40 10.80 10.20 9.80 9.00

1 minute 7.50 7.13 6.75 6.38 6.00 5.63

50 words... 6.00 5.70 5.40 5.10 4.80 4.50

Station breaks—One minute rate applies. Copy limited to 40 words or less except by special arrangement.

ment. FREQUENCY DISCOUNTS
On station time only and on minimum contract of 13 times: 

SPECIAL FEATURES
News: Leased wire service available—rates on request. RECORDED PROGRAMS

Rates and other information on TALENT
Rates on request.

REMOTE CONTROL
Telephone and remote control equipment available at
additional cost to above quoted prices. Estimates on
remote control furnished on request.

SERVICE FACILITIES Details on request

Details on request.

Contract and Other Requirements

Advertising of alcoholic beverages accepted after 9:30 p.m. week days.

Advertiser will be charged for talent, the amount being specified in the contract. All talent will be engaged by the station's staff, otherwise station reserves the right to refuse any talent that does not maintain the station's standard.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using either 33-1/3 or 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel General Manager—D. J. Poynor.

Representatives Sears and Ayer, Inc.

KANSAS CITY (Jackson County)

KCKN

Considered by the Mutual Broadcasting System, after local sunset, as their Kansas City, Mo., outlet. See listing under Kansas City, Kans.



### 24 HOURS A DAY

KCKN is the only Kansas City station broadcasting day and night -all night.

### "THIS IS MUTUAL"

At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.



The Voice of Greater Lansas City

HE sole object of KCKN's affections always has been, and is today, the Greater Kansas City market. It's a rich, fertile market-with nine

Leaving the surrounding thinly-spread farm

and small town market to others, KCKN, and

only KCKN, programs exclusively for city

listener tastes - for the concentrated sales

And so, without the rate penalty of outstate

coverage, you may tell and sell Greater Kansas

Phone or wire your nearest Capper office for

City's in-the-money, eager-to-buy listeners -

potential that is Greater Kansas City.

hundred million dollars of buying power.

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA ELLIS ATTEBERRY, MANAGER. KCKN, KANSAS CITY

### CAPPER PUBLICATIONS, Inc.

through KCKN.

availabilities.

NEW YORK 17: 420 LEXINGTON AVENUE SAN FRANCISCO 4: 1207 RUSS BUILDING

MOHAWK 4-3280 DOUGLAS 5220

CHICAGO 1: 160 NORTH MICHIGAN AVENUE CENTRAL 8977 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

## KANSAS CITY—Continued

KCMO (Established 1925)



### BASIC BLUE NETWORK



Rates effective December 15, 1943. (Card No. 11.) Owned and operated by KCMO Broadcasting Co. Business Office and Studio—Commerce Trust Bidg., Kansas City 6, Mo., Victor 0900. Transmitter—Hardesty and Washington Blvd., Kansas

Kansas City 6, Mo., Victor 0900.
Transmitter—Hardesty and Washington Bivd., Kansas City, Mo.
Wave—Power—Time
Operating power—5,000 watts.
202.7 meters; 1480 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule; Sundays 7:30 a.m. to 12:00 midnight; week days 5:00 a.m. to 1:00 a.m.

Operating selection: Solitary 1.23 a.m. to 1:00 a.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. Bills payable 10th of month following broadcast. Billing will be at card rates at frequency discounts as earned.

General Advertising
For combination rates see American Broadcasting Company. Inc. (Basic Network).

Time periods and announcements cannot be combined to earn frequency discounts.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)
1 ti. 13 ti. 26 ti. 65 ti. 130 ti. 260 ti.
1/2 hour... 144.00 136.80 122.40 108.00 86.40 72.00
1/4 hour... 86.40 82.08 73.44 64.80 51.84 43.20
10 minutes 64.80 61.56 55.08 48.60 38.88 32.40
5 minutes 43.20 41.04 36.72 32.40 25.92 21.60

5 minutes 43.20 41.04 86.72 \$2.40 25.92 CLASS "B"

(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

1/2 hour... 72.00 68.00 61.20 54.00 48.20

1/4 hour... 42.20 41.04 36.72 32.40 25.92

10 minutes 32.40 30.78 27.54 22.30 19.44

5 minutes 21.60 20.52 18.36 16.20 12.96

CLASS "C"

(12:00 midnight to 7:00 a.m.)

1/2 hour... 48.00 45.60 40.80 36.00 28.80

1/4 hour... 28.80 27.36 24.48 21.60 17.28

10 minutes 21.60 20.52 18.36 16.20 12.96

5 minutes 14.40 13.68 12.24 10.80 8.64

**ANNOUNCEMENTS** 

CLASS "A"
(6:00 p.m. to 10:30 p.m.)
1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti. tl minute or less....... 36.00 32.40 28.80 25.20 21.50 18.00 \*35 words...... 28.00 25.20 22.40 19.60 16.30 14.00

CLASS "B"
(7:00 a.m. to 6:00 p.m., and 10:30 p.m., to
12:00 midnight)

†1 minute or less.......... 20.00 18.00 16.00 14.00 12.00 10.00
\*35 words...... 14.00 12.60 11.20 9.80 8.40 7.00
CLASS "C"

(\*) 35 word station breaks preceding and following programs, guaranteed position. Time of sother announcements subject to change.

## WEEKLY RATES CLASS "A"

| (6:00 p.m. to      | 10:30 p. | m.)     |         |
|--------------------|----------|---------|---------|
| Six times weekly:  | 13 wks.  | 26 wks. | 52 wks. |
| 1/4 hour           | 388.80   | 311.04  | 259.20  |
| 10 minutes         | 291,60   | 233.28  | 194.40  |
| 5 minutes          | 162.00   | 155.52  | 129.60  |
| Five times weekly: |          |         |         |
| 1/4 hour           | 324.00   | 259,20  | 216.00  |
| 10 minutes         |          | 194.40  | 162.00  |
| 5 minutes          | 135.00   | 129.60  | 108.40  |
| CLASS              | "B"      |         |         |
| /# +00 A- # +00 -  |          |         |         |

CLASS 'B'
(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Six times weekly: 194.40 155.52 12
10 minutes 145.80 116.64 85 5minutes 97.20 77.76 6

Five times weekly: 121.50 97.20 8.80 5
5 minutes 121.50 97.20 8.80 5
5 minutes 121.50 97.20 8.80 5
5 minutes 121.50 97.20 8.80 5
CLASS 'C'
(12:00 midnight to 7:00 a.m.)

Six times weekly: 1/4 hour. 129.60 103.68 8
10 minutes 97.20 77.76 6
5 minutes 97.20 8.80 5
1/4 hour. 108.00 86.40 5
10 minutes 88.40 5

86,40 64.80 43.20

announcement rates; available 15 or 30 minute strips; station breaks available between 5:00 a.m. and 7:00 a.m.; regular weekly strip rates apply to station time only; per week (15 minute strip) 20:00; per week (30 minute strip), 30:00. Incle Ezra (C. E. Kemp) available on other program periods—rates on request.

Anne Hayes, Director, Home Economics Bureau: 11:45 a.m. to 12:06 noon, Monday through Friday; maximum participation 1 minute at one and one-half times card rates, less frequency discounts.

Melody Baliroom with James Coy: 2:30 p.m. to 4:30 p.m., Monday through Friday; available 15 or 30 minute strips; station breaks available between 2:30 p.m. and 4:30 p.m.; regular weekly atrip rates apply to station time only; per week (15 minute strip) 25:00; per week (30 minute strip) 35:00.

Spotlighting Sports with Scores, featuring Walt Lochman: 6:10 p.m. to 6:15 p.m. and 10:15 p.m. to 10:30 p.m., Monday through Saturday; regular weekly strip rates apply to station time only.

POLITICAL
One time station rates apply. No frequency discounts allowed. Cash in advance.

RECORIED PROGRAMS
Transcription library service is available—rates on request.

request.
Equipped to record programs off the line for de-layed broadcasts—rates on request.

TALENT

Rates on request.
All talent and special service charges to be paid by client, through the station, and are net. No commission or cash discount.

REMOTE CONTROL

Programs which are troadcast from points outside the studios are subject to special charges.

studios are subject to special charges.

Contract and Other Requirements
Rates are guaranteed for the term of contract, including extension or renewal for similar and consecutive service within one year from starting date of
original contract. When maximum frequency discounts
have been earned they shall apply on renewals for
continuous broadcasting on announcements three or
more times weekly, on time periods one or more times
weekly.

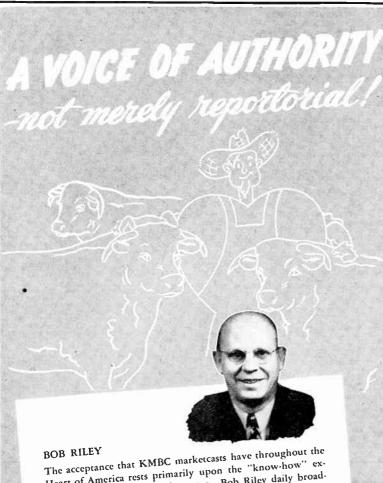
Closing Time
All contracts should be closed as far in advance of initial program as possible to facilitate production.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for ver-tical and lateral cut "ecordings.

Personnel ersonnet Program Director—James Coy. Business Manager—Clarence E. Breazeal. Gen'l & Sales Mgr.—E. K. (Joe) Hartenbower.

Representatives John E. Pearson Co.





Heart of America rests primarily upon the "know-how" experience of a full-time marketcaster. Bob Riley daily broadcasts direct from studios in the Kansas City Livestock Building. Farm Bureau heads have time and again said this of KMBC's

"Your station is the station to which farmers listen for market reports."

"I wish to call attention to the fact that your farm service program is rendering a real wartime essential to the farm folks of this county. I could list a bost of larger and efficient cattlemen who arrange their farmwork and chores to be able to take advantage of your market reports and timely

factual farm broadcasts daily. "I believe that no other farm program is received with as much enthusiasm by the farmers of this county as KMBC Market Reports and programs."

"Station KMBC has been one of the most aggressive Missouri stations in the development of programs primarily for farm people. It consistently carries news, reports and information of much value in keeping farm families well informed."

For over five years KMBC has been granted by the Kansas City livestock interests the exclusive right to broadcast official market reports direct from America's largest livestock building. Just another reason why KMBC is first with those who produce foodstuffs just as it is first in food advertising among Heart of America radio stations. Inquire of Free & Peters, Inc., for possible availabilities on Bob Riley's marketcasts!

FREE & PETERS, INC.

### MISSOURI--Continued

### KANSAS CITY—Continued KMBC (Established 1921)



Rate card dated November 15, 1943, (Card No. 22,) Owned and operated by Midland Broadcasting Company, Inc.

Business Office and Studios—Pickwick Hotel, Tenth and McGee Sts., Kansas City 6, Mo., Harrison 2650.

Transmitter-50th and Belinder Road, Johnson County, Kans.

### Wave-Power-Time

Operating power-5,000 watts.

306.1 meters; 980 kilocycles.

Licensed to operate unlimited time. Operates on Contral War Time.

Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 5:30 a.m. to 12:00 midnight.

Agency Commission 15% allowed to recognized agencies on station time only; no eash discount. Invoices payable 10th of month following broadcast. Billing will be at card rates earned unless otherwise arranged.

### General Advertising

For combination rates see Columbia Broadcasting System (Basic Network).

All time rates are guaranteed for term of contract including extension or renewal contracts for similar and consecutive service within one year from effective commencement date of original contract; or at buyer's option contract may provide for automatic 52 weeks renewal at end of each 13 weeks unless buyer gives four weeks' notice of cancellation, effective at end of such 13 week period, provided, however, new or changed terms and conditions which station may publish in its rate earli from time to time shall automatically apply to such automatic renewals. When maximum frequency discounts have been earned they shall apply on renewals for continuous broadcasting of five or more times weekly. Talent and other charges are guaranteed only for period of contract ordered firm.

CLASS "A"

are guaranteed only for period of contract ordiffrm.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

1 tl. 13 tl. 26 tl. 52 tl. 17

1/4 hour 120.00 114.00 108.00 102.00 tl.

(12:00 non to 1:00 p.m.; 5:30 p.m. to 6:00 p.m.; 10:30 p.m. to 10:45 p.m.; 12:00 noon to 6:00 p.m. Sundays)

1/4 hour 72.00 68.40 64.80 61.20 tl.

CLASS "C"

(9:30 a.m. to 12:00 noon; 1:00 p.m. to 5:30 p.m.; 10:45 p.m. to 11:00 p.m.)

1/4 hour 60.00 57:00 54.00 51.00 4

I/4 hour 60.00 57.00 54.00 51.00 CLASS "D" (11:00 p.m. to 11:30 p.m.; 6:00 a.m. to 9:30 a.m.) 1/4 hour 48.00 45.60 43.20 40.80

1/4 hour 48.00 45.60 43.20 40.80 38.40 CLASS "E"

(11:30 p.m. to 6:00 a.m.)
1/4 hour 36.00 33.20 32.40 80.60 28.80
1/2 hour or longer periods will earn grouped discounts. For example: 52 one-half hour periods (104 quarter hour) will earn 20% discount; 5 minutes at quarter hour rates less 25%, time subject to change on 24 hours' notice, must be firm for minimum 13 times to earn the 25%.

Twenty seconds is taken at the end of every program period for station identification.

### ANNOUNCEMENTS

Station breaks limited to 30 words. Electrical transcriptions not over 1/4 minute a 30 word rates. Over 100 words may be ordered pro rata at 100 word rates. All announcements subject to program changes without liability to station.

CLASS "A" (5:59 p.m. to 10:31 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 260 ti.

1 minute tran-1 minute tran-seription. 60.00 57.00 54.00 51.00 48.00 100 words..., 50.00 47.50 45.00 42.50 40.00 30 words..., 30.00 28.50 27.00 25.50 24.00 CLASS "B"

(11:59 a.m. to 1:01 p.m.; 5:29 p.m. to 5:59 p.m.; 10:31 p.m. to 10:46 p.m.)

1 minute transeription. 36.00 34.20 32.40 30.60 28.80 27.00 100 words... 30.00 28.50 27.00 25.50 24.00 22.50 30 words... 18.00 17.10 16.20 15.30 14.40 13.50 CLASS "C"

(9:29 a.m. to 11:59 a.m.; 1:01 p.m. to 5:29 p.m.; 10:46 p.m. to 11:01 p.m.)

1 minute transeription. 30:00 28:50 27:00 25:50 24:00 22:50 100 words... 25:00 23:75 22:50 21:25 20:00 18:75 30 words... 15:00 14:25 13:50 12:75 12:00 11:25 CLASS "D"

(5:59 a.m. to 9:29 a.m.; 11:01 p.m. to 11:31 p.m.)

1 minute transeription... 24.00 22.80 21.60 0 words.... 20.00 19.00 18.00 0 words.... 12.00 11.40 10.80 20.40 17.00 10.20 Cl.ASS "E"

(11:31 p.m. to 5:59

I minute transcription.. 18.00 17.10 18.20 15.30 14.40 100 words.... 15.00 14.25 13.50 12.75 12.00 30 words.... 9.00 8.55 8.10 7.65 7.20 (This listing continued on next page)

### KANSAS CITY—Continued

### K M B C-Continued

DISCOUNTS

Programs and announcements may not be combined to earn discounts but they may be combined in com-puting annual rebate.

Annual Rebate: 52 consecutive weeks broadcasting earns an additional rebate of 52 times 10% of the lowest net time billing of any one week, during contract year. Time only.

### SERVICE FEATURES

Contracts acceptable on basis firm order, 13 weeks minimum, and subject to cancellation thereafter on 30 days' notice prior to expiration of any 13 week cycle.

News Sponsorship—Station reserves complete control over news and placement number and length of sponsor's announcements.

Copy limitations—5 minute newscasts, 150 words; 7 minute newscasts, 200 words; 10 minute newscasts, 225 words.

Sponsorship quoted Monday through Saturday unless otherwise indicated,

Early Farm Edition: About 6:00 a.m., 10 minutes, 90.00.

Coffee-Cup Edition: 7:15 a.m., 10 minutes, 200.00. Coffee-cup Final, approximately 8:30 a.m., 5 minutes mid-morning, mid-afternoon, 5 minutes, 130.00; 7 minutes, 150.00. Noon Dinnerbell Edition, 10 minutes, 240.00; Dinnerbell Final Edition, 10 minutes, 260.00. Evening Editions, 6:00 p.m. or 9:30 p.m., 10 minutes, 360.00; 5:45 p.m. (instead of 6:00 p.m.), 10 minutes 270.00.

p.m., 10 minutes 27.0.00. Service charges not.

Tomorrow's Headlines Edition, 11:00 p.m.; Midnight Edition, 5 minutes, 90.00; 10 minutes, 120.00. Sunday News Package, 7:15 a.m., 10 minutes; midmorning, 10 minutes, 12:00 noon, 10 minutes; midafternoon, 5 minutes; 2:30 p.m., 10 minutes; 2:30 p.m., 10 minutes; 2:30 p.m., 10 minutes

Add to above for news service. 5 or 7 minutes, 36.00; 10 minutes or Sunday package, 48.00.

Services of Erie Smith, John Cameron Swayze, John Farmer, or other specified news reporter, extra; rates on request.

Sportscast: Follows evening News strip only, 5 minutes, 240.00; 5:55 p.m., 190.00. Add for news service 36.00.

Services of Sam Molen, or other specified sports reporter, extra. Rates on request. Same general conditions apply to Sportscasts as to Newscasts.

Newscasts or Sportscasts available three times per week at 1/2 weekly prices, plus 10%; subject to move or cancellation by station on two weeks' notice if strip is ordered by single sponsor.

strip is ordered by single sponsor.

Live Stock Markets—Sponsorship, with Bob Riley.

Official markets of Kansas City Live Stock Interests,
direct from Live Stock Exchange Building. Approximately five minutes. Monday through Friday morning, per week 80.00; during Dinnerbell Round-up
(including Saturdays), per week 160.00. Sponsor
identification at beginning, and 150 words commercial at close by station announcer.

Farm Counsellor Talks-with Phil Evans-approxi-mately 10 minutes, Monday through Friday, 90,00 same conditions as for 6:00 a.m. News sponsorship, services of Phil Evans extra.

Feed Lot Chats—with Phil Evans; during Dinner-bedd Round-up; approximately five minutes. Monday through Friday. Maximum commercial, 150 words; five times weekly, per week 150.00; three times week-ly, per week 09.00; two times weekly, available only if three times sold, per week 66.00. Services of Phil Evans extra.

Grain and Produce Market—with Phil Evans, during Dinnerbell Round-up; approximately five minutes, Monday through Friday. Same general conditions as for Newscasts, except rate, per week, 120.00. Services of Phil Evans, extra.

Farm Program—Daily except Sunday. Exact time of all farm service features subject to change by station. KMBC Early Birds—In addition to regular rates the following special participation rates are offered:

1/4 hour program periods—6 days weekly; 5:30 a.m., to 6:00 a.m. 90.00; 6:00 a.m. to 6:45 a.m. 120.00; unspecified talent 50.00 extra; 3 days weekly, 5:30 a.m. to 6:00 a.m. 50.00 extra; 3 days weekly; 5:30 a.m. to 6:00 a.m. 50.00; 6:00 a.m. to 6:45 a.m. 77.00; unspecified talent 30.00 extra.

0:40 a.m. 77.00; unspecified talent 30.00 extra. Specified talent—rates on request. Minimum contract, time subject to change, 4 weeks. Minimum contract, not subject to change, 13 weeks.

Sales Talks—Maximum 200 words, day and time subject to change by station; 8 times weekly, 5:30 a.m. to 6:00 a.m., per week 72.00; 6:00 a.m. to 6:45 a.m., per week 96.00; 3 times weekly, 5:30 a.m. to 6:00 a.m., per week 39.60; 6:00 a.m. to 6:45 a.m., per week 52.80. Minimum contract, four weeks.

KMBC Dinnerbell Round-up—12:00 noon to 1:00 p.m. Newscast, Livestock Markets, Grain and Produce Markets and Feed Lot Chats available for sponsorship (as listed). Announcements op to one minute at. Class "B" rates.

KMBC Happy Kitchen — Co-sponsorship program, Saturday. Same sponsorship conditions as for news-mum 400 words commercial copy and mention on all other days; competitive accounts not accepted:

 
 1 time
 weekly, per week...
 48.00
 35.00
 38.00

 2 times
 weekly, per week...
 19.20
 70.00
 161.20

 3 times
 weekly, per week...
 129.60
 105.00
 234.60
 If station changes program time buyer will be noti-fied, whereupon buyer may cancel, effective after the last broadcast before date of change.

One 200 word announcement by statton announcer acceptable in each unsponsored program, per broadcast, 40.00. Frequency discounts as earned. Contracts expire automatically when program is sponsored.

Happy Home with Caroline Ellis; same rates and data as for Happy Kitchen apply.

KMBC Food Scout—10 minutes, Monday through Saturday. Same sponsorship conditions as for newscasts, except maximum copy, 300 words. Per week 150.00 plus remote charge per week 50.00; services Food Scout, extra. All service charges net. Time and Other Service Announcements—daily including Sunday, by the week; 30 words at 30 word announcement rates. Recorded time announcements or sound effects not acceptable.

POLITICAL

### POLITICAL

No frequency discounts. No agency commissions. Strictly net. Terms, eash with order.

TRANCENPTIONS
Transcription programs are subject to change by station by deleting recorded material and substituting local material.

TALENT

local material.

TALENT

All talent will be engaged and paid by the station unless oherwise agreed in writing.

### Contract and Other Requirements

All talent will be engaged and paid by the station unless oberwise agreed in writing.

Contract and Other Requirements

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

Station's acceptance of orders provides that all conditions and provisions of rate card shall take precedence over any conditions in buyer's order at variance therewith.

Contracts must specify number of broadcasts, or weeks and time, and unless otherwise indicated will be subject to change by station, or cancellation by buyer, on two weeks' written notice.

If buyer cancels, short rate will apply, but if station moves buyer's schedule and cannot supply acceptable time, buyer will pay short rate only beyond the frequency classification then current.

The buyer's order, upon acceptance by station, becomes a contract which is not cancellable, nor subject to change by buyer, prior to starting date.

Station reserves the right to refuse any order or any material submitted for broadcasting without itability.

Contracts shall specify product or products which may be advertised. No other product may be advertised without written approval by station.

Programs and announcements will be prepared or edited by an authorized representative of the station is obligated to furnish buyer copy of revised script and/or continuity only if script and/or continuity for buyer is received by station at least one week prior to date of broadcast.

Failure to broadcast programs ordered by buyer, if, due to technical breakdowns, fires, strikes, or other causes beyond control of station is unable to offer an acceptable substitute program period, buyer will not be obligated to pay for time thus lost; however, station shall have no further Itability. During periods of national emergency, station reserves the right to cancel any contract by giving written notice but no shall have no further Itability. During periods of national emergency, station reserves the right to cancel any contract by giving written notice of contract by station. If station is una

### Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables. Pick-ups for both lateral and vertical cut recordings.

President—Arthur B. Church.
Managing Director—Karl Koerper.
Vice-l'res, in charge of Sales—Sam H. Bennett.
Dir. of Press Relations and Promotion—E. P. J. Shurlck.

### Representatives

Free & Peters, Inc.

## WDAF (Established 1922)

Rates effective March 1, 1945. (Card No. 16.) Owned and operated by Kansas City Star Company.
Business Office and Studio—1729 Grand Ave., Kansas
City 17, Mo., Harrison 1200. Transmitter—82nd and Mission Road, Johnson County, Kans.

AAIIS.

Wave—Power—Time

Operating power—5,000 watts.
491.8 meters; 610 kilocycles.

Operates on Central War Time.

Operating schedule: Sunday 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies if paid by
the 15th of the month following service; no cash discount. No commission on talent. Invoices mailed 1st
of month.

of month.

General Advortising
For combination rates see National Broadcasting
Company (Basic Network).

Right reserved to change rates any time on 60 days'
written notice. In which event advertiser may adjust
his schedule if he so desires.

Time discounts may be earned only when minimum
of one program or announcement per week is used.
Announcement and program rates may not be combined to earn frequency discounts.

CLASS "A"

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

11. 13 tl. 26 tl. 52 tl. 100 tl. 300 tl.

1/2 hour... 1242.00 205.70 181.50 157.30 133.10 121.00

1/4 hour... 133.20 113.20 99.90 86.60 73.30 66.60

1 minute 86.60 73.60 65.00 56.30 47.60 43.30

30 words. 34.60 29.40 26.00 22.50 19.00 17.80

### CLASS "B"

(12:00 noon to 1:00 p.m.; 5:00 p.m. to 6:00 p.m. and 12:00 noon to 6:00 p.m. Sundays)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti.

1/2 hour... 161.30 137.10 121.00 104.80 88.70 80.70 1/4 hour... 88.80 75.50 66.60 57.70 48.80 44.40 1 minute 57.80 49.10 43.40 37.60 31.80 28.90 30 words.. 23.00 19.60 17.30 15.00 12.70 11.50

### CLASS "C"

(6:00 a.m. to 12:00 roon; 1:00 p.m. to 5:00 p.m. week days and 10:30 p.m. to 12:00 mid-night daily)

1/2 hour.... 121.00 102.90 90.80 78.70 66.60 60.50 1/4 hour.... 66.60 56.60 50.00 43.30 36.60 33.30 1 minute 43.30 36.80 32.50 28.10 23.80 21.70 words.. 17.30 14.70 13.00 11.20 9.50 8.70

words... 17.00 12.70 13.00 11.20 9.50 8.70 When a specified time is guaranteed for one minute or 30 word announcements, 50% extra is charged, 15 second transcribed announcements at 30 word rate. Guaranteed announcement position is subject to program changes which might eliminate time allotted for announcement.

### SPECIAL FEATURES

Time and announcements at guaranteed announcement

### POLITICAL

Regular rates apply. Non-commissionable and must be paid for in advance.

### RECORDED PROGRAMS

Not restricted to certain hours. Recorded library services available at cost.

### TALENT

Rates on request.

### REMOTE CONTROL

Additional costs for remote control on request.

### Contract and Other Requirements

Advertising of alcoholic beverages not accepted. Maximum contract one year from first broadcast.

Contracts may be cancelled or terminated only by giving station written notice two weeks in advance and paying rate earned for time used.

Station reserves the right to change the rates at any time on 60 days' written notice, in which event the advertiser may adjust his schedule if he so desires. advertiser may adjust his schedule in he so desires. All programs are subject to approval and may be disapproved without incurring any liability therefor. User agrees that time contracted for is subject to a 20 second period between programs which may be retained by the station for identification or other use.

The station reserves the right to use the time allotted to the user whenever, in the judgment of the station, such action may become necessary to serve the public interest. In the event of such cancellation the station will not require payment from advertiser for contracted program time nor will the station be required to pay any part of talent, transcription or other program costs.

other program costs.

The station does not assume or incur any liability of any kind or character, either by reason of statements made over Station WDAF or for injuries or socidents to performers, entertainers, speakers or other talent, or the officers, agents, servents or employees of the user while on the premises of station or any remote control point, and the user, as a part of the consideration of the execution of agreements does expressly agree to indemnify and save the station harmless from all loss, cost or damage of whatsoever kind or nature which may be sustained by it as a result thereof.

The existing will not be reaponable for the loss of

The station will not be responsible for the loss of valuables or property of the user, or his officers, agents, employees, performers, entertainers or other talent while on the premises.

The station will not be responsible for verbal agreements of any kind made with or by its representatives. The failure to broadcast any program for the user due to the default or neglect of the user, shall not release the user from any payment of the regular rates for such program.

The station shall not be liable for the failure to broadcast the program of the user because of acts of God or causes beyond the cortrol of the station.

Rates cover station time only. Cost of talent or any other expense in connection with program additional. All talent and performers for the user's programs will be furnished by the station acting as the user's agent, and when requested by the user, the station will assist, as user's agent, in arranging programs. The cost of furnishing performers and talent will be paid for by the user at the then existing standard scale of rates at which talent or performers may be secured by the station.

### Closing Time

All talks must be made from manuscript and submitted to the station for approval 24 hours before broadcast.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Director—Dean Fitzer.
Assistant Director—V. S. Batton,
Sales Representatives—Gardner Reames.

### Branch Offices

Chicago: L. I. Weishar.

## New York: Allan W. Creel.

Representatives Edward Petry & Company.



## Meet KWK's Rush Hughes — Heard Twice Daily on Kansas City's WHB

Out here in Missouri, where people Out here in Missouri, where people have to be "shown", folks know a good thing when they see and bear it! That's why Rush Hughes, with his "Song and Dance Parade", has a 4.9 Hooperating, mornings in St. Louis ... and has already earned a Commission of the same of the sa 4.7 in Kansas City with the same type of show, afternoons. And he's getting more popular every week! They *like* him in Missouri ... and out in Kansas, too!

WHB exploited his programs with extensive "plug" announcements, and a two-month showing of 24-sheet posters throughout Greater Kansas City. In six months on the air over WHB Rush Hughes has become a "top name" throughout the Kansas City area, producing spectacular results for sponsors such as General Baking (Bond Bread). Let us tell you more about it, and about availabilities on these two WHB shows.

You'll like doing business with WHB, - "thestation-with-agency-point-of-view", where advertisers are clients who must get their money's worth in results If you want to sell the Kansas City market, WHB is your happy medium



### For WHB Availabilities, 'Phone DON DAVIS at any of these "SPOT SALES" offices:



KANSAS CITY . . . . . Scarritt Building . . . . . HArrison 1161 NEW YORK CITY . . . 400 Madison Avenue . . . ELdorado 5-5040 CHICAGO . . . . 360 North Michigan . . . . FRAnklin 8520 HOLLYWOOD . . Hollywood Blvd. at Cosmo . . HOllywood 8318 SAN FRANCISCO . . . . . 5 Third Street . . . . EXbrook 3558

### KEY STATION for the KANSAS STATE NETWORK

Kansas City Wichita • Salina • Great Bend • Emporia Missouri Kansas Kansas Kansas

### MISSOURI—Continued

### KANSAS CITY—Continued

WHB (Established 1922)



CLASS "A"
(6:00 p.m. to 10:30 p.m.
1 hr. 1/2 hr.
e. 260,00 158,00
1es. 234,00 140,40
1es. 221,00 132,60
1es. 298,00 124,80
1es. 195,00 117,00
1es. 182,00 109,20
1es. 186,00 101,40
1es. 156,00 33,60
143,00 85,80
CLASS "B" CLASS 52.00 46.80 44.20 41.60 39.00 36.40 33.80 31.20 28.60 times... times... times... times... times... times... times... daily) 1/4 hr. 45.00 40.50 5 m1n. 26.00 23.40 22.10 times. 110.50 104.00 97.50 91.00 84.50 78.00 71.50 times.. times.....  $\frac{46.80}{42.90}$ 

CLASS "A"
(5:59 p.m. to 10:31 p.m. daily)
One minute live or transcribed:
1 time. 40.00 104 times...
13 times. 35.00 156 times...
26 times. 34.00 208 times...
39 times. 32.00 300 times...
Thirty words: 28.00 26.00 21.00 22.00 

Closing Time
Final closing time for publicity one week in advance.
Electrical transcriptions should be delivered to studios
at least two weeks in advance to permit checking and
shipments of replacements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for ver-tical and lateral cut recordings.

## KANSAS CITY—Continued

KANSAS CITY—Continued

W H B—Continued

News Broadcasts: Eight times daily at 6:15 a.m., 7:00 a.m., 8:00 a.m., 10:00 p.m., 12:00 noon, 1:00 p.m., 3:00 p.m. and 5:00 p.m. Time may be changed if advertiser desires. Details on request. Sports Broadcasts Sponsorship available by special arrangement. Details on request. Play-by-play reports on baseball and football also available. Mary Jane on Petticoat Lane: Women's participation program, 11:30 a.m., to 12:00 noon broadcasts alternated Monday through Friday. Approximately 250 words, written by advertiser or agency, with special "lead in" prepared by Mary Jane. Participation: 1 time. 25:00 104 times. 19:00 13 times. 23:00 156 times. 18:00 26 times. 22:00 208 times. 17:00 30 times. 21:00 300 times. 16:00 52 times. 21:00 300 times. 16:00 52 times. 20:00 50 times. 16:00 52 times. 21:00 300 times. 16:00 52 times. 20:00 The study of the

TALENT
Additional charges are made for talent, special continuity service and special announcers—rates on request.

guest.

SERVICE FACILITIES

Services of merchandising director, continuity department, program department, publicity department and staff announcers are given without additional charge in arranging and presenting programs. Merchandising department correlates newspaper, out-door and direct-mail campaigns with radio broadcasts.

Types of service available and other details on request.

Ouest.

Unit Plan of Merchandising Service available. For every dollar of station time contracted, the advertiser is entitled to one unit of merchandising assistance without charge. Whenever the size of the contract for station time is not sufficient to provide the number of units of merchandising desired by the advertiser, the station will furnish the additional necessary service at small extra cost.

Following are the types of service and their unit value:

Following are the types of service and their unit value:

1. Supply advertiser with wholesale and retail dealer lists of specific classifications, such as grocers, drug stores, etc., in primary area. Per classification list, 50 units.

2. Mail out letters and/or printed matter to the trade, station to furnish its own letterheads, if desired, and to furnish mimeographing, addressing, enclosing, sealing and mailing. Advertiser to pay postage and furnish printed matter. Per piece, 1 unit.

3. Make cross-section surveys of the retail trade, such as checking the sale, distribution, and standing of advertiser's product, and competitive products, in local trading area. (Advertiser to pay necessary traveling expenses for personal calls more than 20 miles from station) (a) By personal contact, per call, 5 units; (b) By telephone, per call, 2 units.

4. Introduce advertiser's salesmen to key buyers such as department stores, chain stores and wholesalers. Per call, 50 units.

5. Arrange for use of window display. (Advertiser to furnish material.) Per display distributed, 10 units.

6. Distribute counter display and cards. (Advertiser to furnish material.) Per display distributed, 10 units.

6. Distribute counter display and cards. (Advertiser to furnish material.) Per display distributed, 10 units.
7. Make personal calls on jobbers, chain store buyers, department store buyers and leading retailers informing them of future campaign and how they will benefit by it. Per cail, 10 units.
8. Arrange acdition of program for important local outlets. (Advertiser to pay any necessary talent costs.) Per person attending audition, 10 units. In no case does the station agree to solicit or take orders for the advertiser's product.
Additional charges made for programs originating outside of WHB central studios.
Contract and Other Requirements
Advertising of hard alcoholic beverages not accepted. Wine, beer and laxative advertising accepted. Rates are for station time and services of station organization only. Price quotations permitted. Talent is extra. All contracts are subject to the laws, rules and regulations of the United States, Kansas City and the State of Missouri and other regulatory bodies as well as the rules of the Federal Communications. Commission. All programs, announcements and other material subject to the approval of the station. Station does not assume or incur any liability of any kind or character, either by reason of statements made over the station or for injuries to performers, entertainers, speakers or other talent, or the officers, agents, or employees of the client while on the premises of station or any remote control point. Clients expressly agree to save station harmless from all loss, cost or damage of whatsoever kind or nature which may be sustained by it as a result of broadcasting for said clients.

Clients expressly agree to save station harmless from all loss, cost or damage of whatsoever kind or nature which may be sustained by it as a result of broadcasting for said clients.

Clients expressly size to the order and and inquiries.

Personnel
Pres. & Com'l Mgr.—Don. Davis.
Vice-Pres. & Gen'l Mgr.—John T. Schilling. Representatives
Spot Sales, Inc.--(Don Davis).

### -FM STATIONS-K M B C-(FM)

Rates received December 8, 1944. Owned and operated by the Midland Broadcasting

Company.

Business Office—Pickwick Hotel, Kansas City, Mo.

Studios—Power & Light Building, Kansas City, Mo.

Transmitter—Power & Light Bildg., Kansas City, Mo.

Transmitter—Power & Light Bldg., Kansas City, Mo. Wave—Power—Time Operating power—1,500 waits. 46,500 kilocycles. Operates on Central Time. Operating schedule: Sundays all day; 12:00 noon to 12:00 midnight week days. General Advertising Commercial and sustaining programs of KMBC broadcast concurrently over KMBC—FM. Regular rates of KMBC apply at no extra cost. Personnel

President-Arthur B. Church.

## KOZY—(FM) (Established 1942)



Rates effective May 1, 1944. (Card No. 3.)
Owned and operated by Commercial Radio Equipment

Owned and operated by Commercial Radio Equipment Company.

Business Office and Studio—Porter Bidg., Linwood and Broadway, Kansas City, Mo., Logan 6920.

Transmitter—Porter Bidg., Linwood and Broadway, Kansas City, Mo.

Wave—Power—Time
Operating power—400 watts.
Frequency 44906 kilocycles.
Operates on Central Time.
Operating schedule: Week days 3:00 p.m. to 9:00 p.m.

Agency Commission
15% to recognized agencies.
General Advertising
(3:00 p.m. to 9:00 p.m. week days)
1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 260 tl.
1 hour..... 50:00 47.50 45.00 42.25 40.00 37.50
1/2 hour..... 30:00 28.50 27.00 25.50 24.00 22.50
1/4 hour.... 20:00 19:00 18:00 17:00 16:00 15:00
One minute tran-1/4 hour..... 20.00 19.00 One minute transcription.. 10.00 9.50 50 words or 8.00 9.00 8.50 7.50

|      |                      | 3 ti   | mes per w | eek     |
|------|----------------------|--------|-----------|---------|
|      |                      | 3 mos. |           | 12 mos. |
| 1    | hour                 | 45.00  | 41.50     | 39.00   |
| 1/2  |                      |        | 25.50     | 24.00   |
| 1/4  | hour                 |        | 17.00     | 16.00   |
| 1    | minute transcription |        | 7.50      | 7.00    |
| 50   | words or less        |        | 3.75      | 3.50    |
|      |                      |        | mes per w | eek     |
|      |                      | 3 mos. |           | 12 mos  |
| 1    | hour                 | 41.50  | 39.00     | 87.50   |
| 1/2  | hour                 |        | 24.00     | 22.50   |
| 1/4  |                      |        | 16.00     | 15.00   |
| -′ î | minute transcription | 7.50   | 7.00      | 6.50    |
| 50   |                      |        | 3.50      | 3.2     |
| 00   | TDANCODID            |        | 0.00      | 0.2     |
|      |                      |        |           |         |

3.75 3.25 3.25

Library service available—rates on request.

Contract and Other Requirements
All contracts subject to any FCC regulations which may apply at present or in the future. No contracts for longer than two years will be accepted. No time solid for resale.

Personnel
General Manager—Everett L. Dillard.
Station Director—Elizabeth Whitehead.

### POPLAR BLUFF

(Butler County)

KWOC (Established 1938)



Rates effective April 1, 1942.

Rates effective April 1, 1942.

(Numed by A. I., McCarthy, O. A. Tedrick and J. H. Wolpers.

Business Office and Studio—1801 N. Main St., Poplar Bluff, Mo., telephone 1310.

Transmitter—1801 N. Main St., Poplar Bluff, Mo. Wave—Power—Time
(Operating power—250 watts.
22:3.9 meters; 1340 kilocycles.

Licensed to operate unlimited time. Operates on Central War Time.

Operating schedule: Sundays 8:00 a.m. to 7:00 p.m.; week days 7:00 a.m. to 7:00 p.m.;

Agency Commission
15% to recognized agencies on net station time; cash discount 2%—10th of following month. No discount on talent unless otherwise arranged.

General Advertising
The following rates are for national advertising and include music copyright fees.

ANCAP, BMI and SESAC performance licenses.

CLASS "A"
(11:30 a.m. to 1:38 p.m. and 6:00 p.m. to 7:60 p.m.)
1 ti. 13 ti. 26 ti. 52 ti. 78 ti. 100 ti. 1 hour..... 50.00 47.50 45.00 42.50 40.00 37.50 1/2 hour.... 30.00 28.51 27.50 25.50 24.00 22.50 1/2 hour.... 30.00 14.2i 13.50 12.75 12.00 11.25 5 minutes 7.50 7.12 6.75 6.38 6.00 5.63 CLASS "B"
(All other time)
1 hour.... 40.00 38.00 58.00 34.00 32.00 80.00 1/2 hour... 12.00 11.40 10.80 10.20 9.60 9.00 1/4 hour... 12.00 11.40 10.80 10.20 9.60 9.00 5 minutes 6.00 5.76 5.20 5.10 4.80 4.50 STRIP RATES

CLASS "A"
(11:30 a.m. to 1:30 p.m. and 6:00 p.m.

Per week
Per week
13 wks. 26 wks. 52 wks.

|                     |         | Per week- |         |
|---------------------|---------|-----------|---------|
| Three times weekly: | 13 wks. |           | 52 wks. |
| 1 hour              | 105.00  | 97.50     | 90.00   |
| 1/2 hour            | 63.00   | 58.50     | 54.00   |
| 1/4 hour            | 31.50   | 29, 25    | 27.00   |
| 5 ininutes          | 15.75   | 14.64     | 13.50   |
| Five times weekly:  |         |           |         |
| 1 hour              |         | 120.00    | 100.00  |
| 1/2 hour            |         | 75.00     | 62.50   |
| 1/4 hour            |         | 37.50     | 31.25   |
| 5 minutes           |         | 20.00     | 18.75   |
| CLASS               | "B"     |           |         |

CLASS "B"
(All other time)
Class "A" rates less 20%.
Note: For six times weekly strip rate, add 1/5; for seven times weekly, add 2/5 of the five time weekly rate.

seven times weekly, add 2/5 of the five time we rate.

ANNOUNCEMENTS
CLASS 'A'
(11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 7:00 5.m.)

1 time. 4.00 3.50 3.00
13 times. 3.80 3.32 2.85
26 times. 3.60 3.15 2.70
39 times. 3.40 2.98 2.55
52 times. 3.40 2.98 2.55
52 times. 3.20 2.80 2.40
78 times. 3.00 2.63 2.25
104 times. 2.80 2.45 2.10
104 times. 2.80 2.45 2.10
208 times. 2.60 2.28 1.95
312 times. 2.60 2.28 1.95
500 times. 2.20 1.92 1.65
1,000 times. 2.20 1.92 1.65
1,000 times. 2.00 1.75 1.50
1,500 times. 1.60 1.40 1.20
CLASS 'A' rates less 20%
POLITICAL 

CLASS 'B'
Class 'A' rates less 20%
Class 'A' rates less 20%
Optimized
One time rates apply on all political talks; payable in advance. No frequency discounts.

SPECIAL F2ATURES
Time signals, temperature, live stock market, cotton market reports—rates on request.
News—Leased wire service available—rates on request.

TRANSCRIPTIONS
Transcription library service available at regular

Transcription library service available at regular rates.

TALENT
Rates on request. All talent and special service charges to be paid by client through the station and are net; no commission or discount.

REMOTE CONTROL
Programs broadcast from points outside the studio are subject to special charges to be paid by dient.

SERVICE FACILITIES
Station offers the service of its program department, announcers and merchandising department at no extra cost. In the case of extra merchandising expense, client will be billed with same.
Contract and Other Requirements
No contract accepted for longer than one year. Standard AAAA rules and conditions applicable to all contracts. All contracts subject to acceptance of management and must conform to station policy and government regulations.
Discounts, in case of cancellation, allowed only as earned.

earned.

Clesing Time
All contracts should be closed as far in advance of
the initial program as possible to facilitate proper
production.

production.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel Gen'l & Com'l Mgr.—P. H. Cunningham. Representatives
John E. Pearson Company.

## ST. JOSEPH (Buchanan County)

(Buchanan County)

KFE Q

(Established 1923)

Rates effective January 1, 1945. (Card No. 7-A.)
Owned and operated by KFEQ, Inc.
Studio—2nd floor, Schneides, Bidg., 7th and Felix
Sts., St. Joseph 8, Mo.
Transmitter—5-1/2 miles northeast of St. Joseph, Mo.
Wave—Power—Time
Operating power—5,000 watts.
441.2 meters; 680 kilocycles.
Licensed to operate full time. Operates on Central
War Time.
Operating schedule: Sundays 700 a more to Contral

War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% on station time charges allowed to recognized
advertising agencies; no cash discount. No commission on talent or line charge. Bills payable 15th of
month following service unless otherwise specified.

### MISSOURI—Continued

### ST. JOSEPH—Continued K F E Q-Continued

break 10.00 9.00 8.50 8.00 7.50 7.00 6.50 CLASS "B" (6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. week days, 7:00 s.m. to 6:00 p.m. to 8:00 p.

CLASS "A"
(12:00 noon to 1:00 p.m. week days and 6:00 p.m. to 10:00 p.m. daily)

|                   | Per week for- |          |          |         |  |  |
|-------------------|---------------|----------|----------|---------|--|--|
| One hour;         | 13 wks.       | 26 wks.  | 39 wks.  | 52 wks. |  |  |
| 8 times           | 240.00        | 225.00   | 210.00   | 195.00  |  |  |
| 5 times           | 875.00        | 350.00   | 325.00   | 300.00  |  |  |
| 6 times           | 420.00        | 390.00   | 860.00   | 330.00  |  |  |
| One-half hour:    |               |          |          |         |  |  |
| 3 times           | 144.00        | 135.00   | 126.00   | 117.00  |  |  |
| 5 times           | 225.00        | 210.00   | 195.00   | 180.00  |  |  |
| 6 times           | 252.00        | 234.00   | 216.00   | 198.00  |  |  |
| One-quarter hour: |               |          |          |         |  |  |
| 3 times           | 96.00         | 90.00    | 84.00    | 78.00   |  |  |
| 5 times           | 150.00        | 140.00   | 130.00   | 120.00  |  |  |
| 6 times           | 168.00        | 156.00   | 144.00   | 132.00  |  |  |
| Five minutes:     |               |          |          |         |  |  |
| 3 times           | 48.00         | 45.00    | 42.00    | 89.00   |  |  |
| 5 times           | 75.00         | 70.00    | 65.00    | 60.00   |  |  |
| 6 times           | 84.00         | 78.00    | 72.00    | 66.00   |  |  |
|                   | CLASS         | "B"      |          |         |  |  |
| (6:00 a.m. to 1   | 2:00 no       | on and 1 | :00 p.m. | to      |  |  |
| 6:00 p.m. week    | days 7.       | 00 am    | 0 8.00 0 | m       |  |  |

6:00 p.m. week days, 7:00 a.m. to 6:00 p.m.

| Sundays, and I                                      | 0:00 g | ı.m. to | sign-off | daily)     |  |
|---|--------|---------|----------|------------|--|
| One hour:   | -      |         | •        |            |  |
| 3 times   | 192.00 | 180.    | 00 168   | .00 156.00 |  |
| 5 times   | 300.00 |         |          |            |  |
| 6 times   |        |         |          |            |  |
| One-half hour:                                      | 000.00 | 010     | 200      | .00 201.00 |  |
|   | ***    |         |          |            |  |
| 3 times   |        |         |          |            |  |
| 5 times   | 180.00 | ) 167.  | .00 154  | .00 141.00 |  |
| 6 times   | 200.00 |         |          |            |  |
| One-quarter hour:                                   |        |         | 1.0      | 100.00     |  |
| 3 times   | 76.00  | 71.     | .00 66.  | .00 61.00  |  |
| 5 times   | 120.00 | 112     | 00 104   |            |  |
| 6 times   | 135.00 |         |          |            |  |
| Five minutes:                                       | 100.01 |         |          | ,00 100.00 |  |
| 8 times   | 89.00  | 36.     | .00 33.  | .00 80.00  |  |
| 5 times   | 60.00  | 55.     | 00 50    | .00 45.00  |  |
| 6 times   | 66.00  |         |          | .00 48.00  |  |
|   |        | FICAL   |          | .00        |  |
| Conv must be filed 24 house in advance of basedoort |        |         |          |            |  |

Copy must be filed 22 nous.... Regular rates apply. TALENT 24 hours in advance of broadcast.

Rates on request.
REMOTE CONTROL

REMOTE CONTROL

Rates on request.
TRANSCRIPTIONS
Programs not restricted to certain hours. Library service available. Regular rates apply.
SERVICE FACILITIES
Merchandising service available—details on request, Any merchandising or promotional activity which entails actual expense on the part of station will be billed at cost.

tails actual expense on the part of station will be billed at cost.

Contract and Copy Requirements.

Advertising contracts with station are not assignable, nor are any periods sold in bulk for resale.

Advertising of sicoholic beverages, other than beer and wine, not accepted.

Right reserved to refuse or discontinue any advertising. Right also reserved to use the time allotted to advertiser for other purposes whenever required by law, or whenever, in the judgment of station, such action may become necessary or proper to broadcast news events of general interest, or to serve the public interest, or to cler time for network programs. In the event of such appropriation of advertiser's time, other time of equal value and which is mutually agreeable will be made available. Programs and announcements cannot be combined to earn lower frequency discounts. Day and night programs may be combined to earn frequency discounts. Programs hold priority over announcements.

Times quoted are subject to prior sale and network requirements.

Advertiser agrees that time contracted for its subject

Programs hold priority over announcements. Times quoted are subject to prior sale and network requirements.

Advertiser agrees that time contracted for is subject to a 20 second interval between programs which may be retained by station for identification or other use. Right reserved to limit length and frequency of programs or announcements.

Unless otherwise specified and agreed upon, contracts are not subject to gancellation until two weeks after starting date.

Station will not be held responsible for loss of valuables or property of the advertiser, or its officers, agents, employees, performers, entertainers or other talent while on the premises.

Failure to broadcast any program due to advertiser's negligence shall not release advertiser from payment of the regular rates for same.

In the event program is not broadcast due to weather conditions, strikes, fires, breakage in facilities or equipment, or from any other cause not due to the fault or neglect of station, same shall not constitute a breach of agreement, but said program may be broadcast at some other period satisfactory to both parties involved.

Programs, talks and announcements are subject to approval of station management without objection or liability, except political broadcasts, which must be in accordance with F.C.C. regulations.

Closing Time One full business day before scheduled broadcast

One full business tander of time.

One full business tander of the full business tande

for vertical and lateral cut recordings,
Personnel
President—Barton Pitts.
National Advertising Manager—Glen G. Griswold.
Promotion Manager—J. Ted Branson.
Program Director—Harry H. Packard.
Representatives
Headley-Reed Company.

### ST. LOUIS KFUO

Owned and operated by Evangelical Lutheran Church, Missouri Synod. Office—801 De Mun Ave., St. Louis 5, Mo./ave—Power—Time Operating power—5,000 watts to sunset at Denver. 352.9 meters; 850 kilocycles.

Wave-Power-T

Does not sell time.

KMOX

(Established 1925)

# COLUMBIA OWNED



Rates effective August 20, 1944. (Card No. 18.)

Owned and operated by Columbia Broadcasting System, Inc.
Business Office and Studio—401 S. 12th Blvd., St.
Louis 2, Mo., Central 8240.
Transmitter—15 miles south of St. Louis, Mo.

Wave—Power—Time
Operating power—50,000 watts.
267.9 meters; 1120 kilocycles.
Licensed to operate on cleared national channel. Operating schedule: Sundays 6:00 a.m. to 1:00 a.m.;
week days 5:00 a.m. to 1:30 a.m.

week days 5:00 a.m. to 1:30 a.m.

Agency Commission
15% allowed on net time charges to advertising agencies recognized by station; no cash discount. Invoices rendered weekly.

General Advertising
For combination rates see Columbia Broadcasting System (Basic Network).

Rates include music copyright fees.
Programs not furnished by, but presented in the studios of KMOX are subject to production charge.

Length of commercial copy:

Programs

\*New Bactore\*

|            | Pmg        | rams        | *N          | 6W 6      |
|------------|------------|-------------|-------------|-----------|
|            | After      | Before      |             | Before    |
|            | 6:00 p.m.  | 6:00 p.m.   | 6:00 p.m.   |           |
| 1 hour     | 6 min.     | 9 min.      |             |           |
| 1/2 hour   | 3 min.     | 4:30 min.   | 2:24 min.   | 3:36 min  |
| 1/4 hour   | 2:30 min,  | 3:15 min.   | 2 min.      | 2:36 min  |
| 10 minutes | 1:50 min.  | 2:20 min.   | 1:28 min.   | 1:52 min  |
| †5 minutes | 1:10 min.  | 1:25 min.   | 56 sec.     | 1:08 min  |
| (*) Maxir  | num openi  | ng commer   | cial: 25 se | conds fo  |
| 5 minute   | news progr | rams, 40 se | conds for   | 10 minute |
| or longer  | programs.  |             |             |           |
| (†) No m   | iddle comi | nercial per | mitted on   | 5 minute  |
| DAWS DOOR  | rom s      | _           |             |           |

GENERAL BROADCASTING TIME RATES
(Without Talent)
Net time rate after deduction of all applicable discounts.

Net time rate after deduction of all applicable discounts.

For week rates apply within any seven consecutive days.

Weekly rates based on consecutive weeks of uninterrupted broadcasting.

CLASS "A"

(7:00 p.m. to 10:30 p.m. week days; 6:00 p.m. to 10:30 p.m. week days; 6:00 p.m. to 10:30 p.m. week days; 6:00 p.m. to 10:30 p.m. sundays)

One hour: \*1day \*2 days \*3 days \*4 days \*5 days \*8 days 1:-12 wks 575.00 1150.00 1552.50 2070.00 2587.50 2780.00 26:51 wks 518.94 928.62 1253.64 1671.52 2089.40 2228.70 252 weeks 491.62 879.75 1187.66 1258.55 1979.43 2111.40 Half hour:

1-12 wks 345.00 890.00 931.50 1242.00 1552.50 1656.00 13-25 wks 338.37 638.25 838.35 1055.70 1319.62 1407.60 26:51 wks 319.55 606.34 786.43 1002.91 1253.64 1337.22 26.51 wks 302.73 574.42 754.51 950.13 1187.66 1268.22 40 201.00 201.00 282.00 1035.00 1104.00 26.51 wks 319.55 52 weeks 302.73 Quarter hour: 1-12 wks 230.00 13-25 wks 230.00 26-51 wks 218.50 52 weeks 207.00 460.00 621.00 828.00 1035.00 1104.00 437.00 574.42 745.20 905.62 966.00 415.15 545.70 707.94 860.34 917.70 393.30 516.98 670.68 815.06 869.40

CLASS "B

| (6:0      | 0 p.m. | to 7:0   | 0 p.m.                                  | week d  | ays: 1: | 00      |
|-----------|--------|----------|---|---------|---------|---------|
|           | p.m    | . to 6:0 | 0 p.m.                                  | Sundays | 1       |         |
| One hour: |        |          | • |         | •       |         |
| 1-12 wks  |        | 766.66   | 1035.00                                 | 1380,00 | 1725 00 | 1840 00 |
| 13-25 wks | 373.75 | 709.16   | 905.62                                  | 1173.00 | 1466.25 | 1584 00 |
| 26-51 wks | 355.06 | 673.70   | 860 34                                  | 1114.35 | 1305 04 | 1495 90 |
| 52 weeks  |        | 638.24   | 815 08                                  | 1055.70 | 1310 69 | 1407 80 |
| Half hour | :      |          | 010.00                                  | 1000.10 | 1010.02 | 1401.00 |
| 1-12 wks  |        | 460.00   | 621.00                                  | 828 00  | 1035.00 | 1104.00 |
| 13-25 wks |        | 437.00   | 574.42                                  | 745.20  | 905.62  | 966.00  |
| 26-51 wka |        | 415.15   | 545.70                                  | 707.94  |         |         |
| 52 Weeks  |        | 393.30   | 516.98                                  | 670.68  | 815.06  | 917.70  |
| Quarter h |        | 000.50   | 010.50                                  | 010.00  | 919.00  | 869.40  |
| 1-12 wks  |        | 306.66   | 414.00                                  | 552.00  |         |         |
| 13-25 wks |        | 298.99   | 403.65                                  |         | 690.00  | 736.00  |
| 26-51 wks |        |          |   | 524.40  | 638.25  | 680.00  |
| 52 weeks  |        | 284.04   | 383.47                                  | 498.18  | 606.34  | 646.76  |
| JZ WEGES  | 138.00 | 269.09   | 363,28                                  | 471.96  | 574.42  | 612 72  |

CLASS "C"
(9:00 s.m. to 6:00 p.m. week days; 10:30
p.m. to 11:00 p.m. daily)
\*1 day \*2 days \*3 days \*4 days \*5 days \*6 days

0 230.00 310.50 414.00 517.50 5 0 230.00 302.74 403.65 491.62 5 218.50 287.60 383.47 467.04 4 1 207.00 272.47 383.28 442.48 4 CLASS "D" 10 9:00 a.m. week days; 8:00 10 1:00 p.m. Sundays)

(7:00 a.m.

One hour: 1-12 wks 192.00 384.00 518.40 192.00 374.40 492.48 182.40 355.68 467.86 172.80 336.96 443.23 691.20 639.36 607.39 575.42 864.00 777.60 738.72 699.84 13-25 wks 26-51 wks 26-51 Wks 52 weeks Half hour: 1-12 wks 13-25 wks 26-51 wks 115.00 115.00 109.25 103.50 230.00 230.00 218.50 207.00 310.50 302.74 287.60 272.47 414.00 403.65 383.47 363.28 517.50 491.62 467.04 442.46 13-25 26-51 wks 52 weeks 103.5-Quarter hour: 1-12 wks 77.00 13-25 wks 77.00 -6-51 wks 73.15 -eks 69.30 ter hour:
2 wks 77.00 154.00 207.90 277.20 348.50 8
5 wks 77.00 154.00 207.90 270.27 387.84 3
1 wks 73.15 148.30 197.50 256.76 820.95 8
veeks 69.30 138.60 187.11 243.24 304.06 8
CLASS "E"
(11:00 p.m. to 12:00 midnight daily; 5:30 a.m. to 8:00 a.m. Sundays)
hour:

8:00 a.m. Sundays)

One hour:

1-12 wks 172.50 345.00 485.75 821.00 776.25

13-25 wks 172.50 3345.00 485.75 821.00 776.25

13-25 wks 163.87 319.55 420.34 545.70 883.60

52 weeks 155.25 302.73 89.21 516.98 628.76

Half hour:

1-12 wks 103.55 207.00 279.45 372.60 485.75

13-25 wks 103.55 207.00 279.45 372.60 445.75

26-51 wks 98.32 198.65 258.84 345.12 442.34

26-51 wks 98.32 198.65 258.84 345.12 420.34

20-24 20

Quarter hour:

1-12 wks 69.00 138.00 186.00 248.00 310.00 331.00
13-25 wks 69.00 138.00 186.00 248.00 300.235 322.72
26-51 wks 69.00 138.00 186.00 248.00 302.25 322.72
26-51 wks 65.55 131.10 176.70 235.60 287.14 306.58
52 weeks 62.10 124.20 187.40 235.00 287.14 306.58
52 weeks 62.10 124.20 187.40 232.00 272.02 290.45
CDars within any seven consecutive day period.
Seven days per week per rata to six day rate.
All rates in excess of one hour are in exact proportion to one hour rate.
Three-quarter hour—80% of hour rate; ten minutes, if available—80% of the 1-12 week quarter hour rate loss applicable dollar volume and consecutive weeks discounts; five minutes, if avilable—50% of the 1-12 week quarter hour rate less applicable dollar volume and consecutive weeks discounts.
Time periods not designated—rates on request.
ANNOUNCEMENTS
All announcements under Classes "A," "B," "C,"
"I)," and "E," regardless of their length or cost, may be combined for weekly frequency discounts, providing they are computed on the basis of days, per week usage, and not times per week usage. Starting time of announcements determines rate classification.

CLASS "A"
(6:59 p.m. to 10:20 p.m.

| Compared | Compared

### ST. LOUIS—Continued K M O X-Continued

| I day 2 days 3 days 4 days 5 days 6 days  1 minute live or transcribed: 1-12 wks 30.00 60.00 81.00 108.00 135.00 144.00 13-25 wks 30.00 60.00 81.00 108.00 135.00 144.00 13-25 wks 30.00 60.00 81.00 108.00 135.00 144.00 26-51 wks 28.50 57.00 76.95 102.60 128.25 136.80 NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 18. Figures shown are net rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as earned, in accordance with interpretation of Rate Card 18. PARTICIPATING ANNOUNCEMENT PROGRAMS No further discounts. Participating announcement programs cannot be combined with other service for further discounts. | _            |               |                |           |          |
|--|--------------|---------------|----------------|-----------|----------|
| I day 2 days 3 days 4 days 5 days 6 days I minute live or transcribed: 1-12 wks 30.00 60.00 81.00 108.00 135.00 144.00 26-51 wks 28.50 57.00 76.95 102.60 128.25 136.80 52 weeks 27.00 54.00 72.90 97.20 121.50 129.60 NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 18. Figures shown are net rate after deduction of applicable weekly dollar volume discount and discount for conscentive weeks use, applicable only as earned, in accordance with interpretation of Rate Card 18. PARTICIPATING ANNOUNCEMENT PROGRAMS No further discounts, Participating announcement programs cannot be combined with other service for further discounts.   |              |               | - Per week -   |           |          |
| 1-12 wks 30.00 60.00 81.00 108.00 135.00 144.00 26-51 wks 30.00 80.00 81.00 108.00 135.00 144.00 26-51 wks 28.50 57.00 76.95 102.60 128.25 136.80 26-51 wks 28.50 57.00 76.95 102.60 128.25 136.80 NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 18. Figures shown are net rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as earned, in accordance with interpretation of Rate Card 18. PARTICIPATING ANNOUNCEMENT PROGRAMS No further discounts, Participating announcement programs cannot be combined with other service for further discounts.   |              | day 2 days    | 3 days 4 days  |           | 6 days   |
| 13-25 wks 30.00 60.00 81.00 108.00 135.00 144.00 26-51 wks 28.50 57.00 76.95 102.60 128.25 136.80 52 weeks 27.00 54.00 72.90 97.20 121.50 129.60 NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 18. Figures shown are net rate after deduction of applicable weekly dollar volume discount and discount for conscentive weeks use, applicable only as earned, in accordance with interpretation of Rate Card 18. PARTICIPATING ANNOUNCEMENT PROGRAMS No further discounts, Participating announcement programs cannot be combined with other service for further discounts.   |              |               |                |           |          |
| 13-25 wks 30.00 60.00 81.00 108.00 135.00 144.00 26-51 wks 28.50 57.00 76.95 102.60 128.25 136.80 52 weeks 27.00 54.00 72.90 97.20 121.50 129.60 NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 18. Figures shown are net rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as sarned, in accordance with interpretation of Rate Card 18. PARTICIPATING ANNOUNCEMENT PROGRAMS No further discounts, Participating announcement programs cannot be combined with other service for further discounts.   | 1-12 wks 30  | .00 60.00     | 81.00 108.00   | 135.00    | 144.00   |
| 26-51 wks 28.50 57.00 76.95 102.80 128.25 136.80 NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 18. Figures shown are net rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as earned, in accordance with interpretation of Rate Card 18. PARTICIPATING ANNOUNCEMENT PROGRAMS No further discounts, Participating announcement programs cannot be combined with other service for further discounts.   | 13-95 wks 30 | 00 60.00      | 81.00 108.00   | 135.00    | 144.00   |
| 52 weeks 27.00 54.00 72.90 97.20 121.50 129.60 NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 18. Figures shown are net rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as sarned, in accordance with interpretation of Rate Card 18. PARTICIPATING ANNOUNCEMENT PROGRAMS No further discounts, Participating announcement programs cannot be combined with other service for further discounts.   | 26-51 wks 98 | 50 57 00      | 76 95 102 60   | 128.25    | 136,80   |
| NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 18. Figures when are net rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as earned, in accordance with interpretation of Rate Card 18. PARTICIPATING ANNOUNCEMENT PROGRAMS No further discounts, Participating announcement programs cannot be combined with other service for further discounts.   | 59 weeks 97  | 00 54 00      | 72 90 97 20    | 121.50    | 129.60   |
| reference. It is not to be considered as an offer of facilities and is subject to Rate Card 18. Figures shown are net rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as sarned, in accordance with interpretation of Rate Card 18. PARTICIPATING ANNOUNCEMENT PROGRAMS No further discounts, Participating announcement programs cannot be combined with other service for further discounts.  |              |               |                |           |          |
| of facilities and is subject to Rate Card 18. Figures shown are net rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as earned, in accordance with interpretation of Rate Card 18. PARTICIPATING ANNOUNCEMENT PROGRAMS No further discounts, Participating announcement programs cannot be combined with other service for further discounts.  |              |               |                |           |          |
| shown are net rate after deduction of applicable weekly dollar volume discount and discount for conscentive weeks use, applicable only as sarned, in accordance with interpretation of Rate Card 18.  PARTICIPATING ANNOUNCEMENT PROGRAMS No further discounts, Participating announcement programs cannot be combined with other service for further discounts.   |              |               |                |           |          |
| weekly dollar volume discount and discount for con-<br>scentive weeks use, applicable only as earned, in<br>accordance with interpretation of Rate Card 18.<br>PARTICIPATING ANNOUNCEMENT PROGRAMS<br>No further discounts, Participating announcement<br>programs cannot be combined with other service for<br>further discounts.   |              |               |                |           |          |
| scentive weeks use, applicable only as earned, in accordance with interpretation of Rate Card 18. PARTICIPATING ANNOUNCEMENT PROGRAMS No further discounts, Participating announcement programs cannot be combined with other service for further discounts.   |              |               |                |           |          |
| scentive weeks use, applicable only as earned, in accordance with interpretation of Rate Card 18. PARTICIPATING ANNOUNCEMENT PROGRAMS No further discounts, Participating announcement programs cannot be combined with other service for further discounts.   | weekly doll  | ar volume di  | scount and di  | scount fo | or con-  |
| accordance with interpretation of Rate Card 18. PARTICIPATING ANNOUNCEMENT PROGRAMS No further discounts, Participating announcement programs cannot be combined with other service for further discounts.   | scoutive we  | eks use an    | nlicable only  | as eart   | ned. In  |
| PARTICIPATING ANNOUNCEMENT PROGRAMS No further discounts, Participating announcement programs cannot be combined with other service for further discounts.   | accurre no   | with intermed | ation of Bate  | Cord 1    | 0        |
| No further discounts, Parlicipating announcement<br>programs cannot be combined with other service for<br>further discounts.   | accordance   | with interpre | tation of have | Card      | O.       |
| programs cannot be combined with other service for further discounts.  | PARTICIP.    | ATING ANN     | OUNCEMEN       | T PROU    | RAMS     |
| programs cannot be combined with other service for further discounts.  | No further   | r discounts.  | Participating  | annour    | ncement  |
| further discounts.   | Drograms C   | annot he com  | bined with o   | ther serv | tice for |
|  |              |               | .,,,,,,,       |           |          |
|  |              |               |                |           | -11      |
| The following rates are subject to agency commissions  |              |               |                |           |          |

KMOX Country Journal-5:30 a.m. to 7:00 a.m.

| Class "E" rates apply.                         |       |                  | 26 or    |
|--|-------|------------------|----------|
| Participations:                                | 1 ti. | 13 ti.           | more t1. |
| 100 words live or 40 seconds<br>transcriptions | 28.00 | 22.00            | 16.00    |
| One minute live or tran-<br>scribed            |       | 33.00<br>Service |          |

Journal, prepared and presented by the KMOX Farm Director—three times weekly 150.00; six times week-

Journal, prepared and presented to the property of the boundary 250.00; kMOX Magic Klitchen: Fifteen minute participating program—50 word live announcement (daily) plus opening, middle and closing announcements on one complete sponsorship day per week, participation 200.00 new meek

Connecte sponsor.

200.00 per week.

The Woman's Hour—Monday through Saturday-dayline:

1 minute live or transcribed:

Per week.

| 1-12 wks<br>13-25 wks<br>26-51 wks | 1 day<br>50.00<br>50.00<br>47.50 | 2 days<br>100.00<br>100.00<br>95.00 | 3 days<br>135.00<br>135.00<br>128,25 | 4 days<br>180.00<br>180.00<br>171.00 | 5 days<br>225.00<br>225.00<br>213.75 | 6 days<br>240.00<br>240.00<br>228.00 |
|------------------------------------|----------------------------------|-------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| 52 weeks                           | 45.00                            | 90.00                               | 121.50                               | 162.00                               | 202.50                               | 216.00                               |
| Not avai                           |                                  |                                     | ENT P                                | ACKAG                                | ES                                   |                                      |

ANNOUNCEMENT PACKAGES

Not available.

DISCOUNTS

Application of Discounts

Programs and announcements may not be combined for any discount purposes. However, except as noted under Weekly Frequency Discounts, all broadcasting under each section may be combined in computing discounts applicable to broadcasting under that section. Interruptions necessitated by broadcasting of special events of importance will not affect discounts. All discounts apply to time charges only. Discounts will be allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned.

Where more than one time classification is used for programs, first total up the gross one-day rates for the periods to he purchased and then deduct earned discounts, as follows:

(1) Deduct the applicable weekly frequency discount (10% from the gross for 3, 4 or 5 days per week; 20% from the gross for 6 or more days per week; 20% from the gross for 6 or more days per week; 20% from the gross for 13 weeks or longer.

(3) Deduct consecutive weeks discount if applicable. Weekly Frequency Discounts

Weekly Frequency discounts on mixed station time under General Broadcasting Time Rates in more than one time classification or in units of unequal cost, the higher priced (on basis of one day gross rate) program periods earn frequency discounts for the lower priced periods but not vice versa.

Example 1: If an advertiser buys three Class "A" 15 minute periods on Monday, Wednesday and Friday and three Class "B" 15 minute periods on Tuesday, Thursday and Saturday, the rate is then the six day rate (20% discount from the gross) for the Class "B" periods and the three day rate (10% from the gross) on the Class "A" on Tuesday, Thursday and Saturday and three 15 minute periods in Class' "B" on Tuesday, Thursday and Saturday and three does not be class "A" on Tuesday, Thursday and Saturday and three does not consecutive weeks of broad
Example 2: An advertiser buys three 60 minute periods "B" periods (20% from the gross) and the t

| Less t | than  | 260.00 | ) we | ekiy. |      |          |      |         |
|--------|-------|--------|------|-------|------|----------|------|---------|
| 260.0  | 00 or | more   | but  | less  | than | 430.00   |      | 2-1/2%  |
| 430.0  | 00 or | more   | but  | loss  | than | 605.00   | wkly | 5%      |
| 605.0  | or 00 | more   | but  | less  | than |          |      | 7-1/2%  |
|        |       | more   |      |       |      | 950.00   |      |         |
| 950.   | 00 or | more   | but  | less  | than | 1,120,00 | wkly | 12-1/2% |
|        |       |        |      |       |      |          |      |         |
| 1,120. | 00 or | more   | wee  | kly   |      |          |      | 15%     |

REMOTE CONTROL

Programs originating outside the studios are subject to special charges.

SERVICE FACILITIES

The station is equipped with facilities and personnel to prepare and produce any type of program desired by the advertiser and will furnish program ideas, talent and prices on request.

Contract and Other Requirements

Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, one year. All programs and advertising copy subject to approval of station.

Programs not furnished by but presented in the studies of KMOX are subject to a production charge.

Mechanical Program Equipment

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
General Sales Manager-Wendell B. Campbell.

Representatives Radio Sales.

KSD (Established 1922) NETWORK 3 BASIC NBC

Rates effective November 1, 1943. (Card No. 19.) Owned and operated by the St. Louis Post-Dispatch.
Business Office—1111 Olive St., St. Louis 1, Mo.,
Main 1111.
Offices and Studio—Post-Dispatch Bldg., St. Louis 1,
Mo., Main 1111.
Transmitter—Post-Dispatch Bldg., St. Louis, Mo.

### wave-Power-Time

ave—power—ine
Operating power 5,000 watts days; 1,000 watts nights.
515.5 meters; 550 kilocycies.
Licensed to operate full time on cleared regional
channel. Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 12:50 a.m.;
week days 5:30 a.m. to 12:30 a.m.

Agency Commission

15% on station time charges to recognized agencies.

### General Advertising

oneral Advertising
For combination rates see National Broadcasting
Company (Basic Network).
Basic rates include charges for time only.
Discounts will apply to announcements as well as
regular broadcasting periods, but must be on a sepsrate contract.

CLASS "A".

### CLASS "A"

### (6:00 p.m. to 10:30 p.m. daily)

| 240.00 | 228.00                              | 216.00  | 204.00   | 192.00  | 180,00   |
|--------|-------------------------------------|---|--|---|--|
| 140.00 | 133.00                              | 126.00  | 119.00   | 112.00  | 105.00   |
|        |                                     |   |  |   |  |
| 65.00  | 61.75                               | 58.50   | 55.25  | 52.00   | 48.75  |
|        |                                     |   |  |   |  |
| 55.00  | 52.25                               | 49.50   | 46.75  | 44.00   | 41.25  |
|        |                                     |   |  |   |  |
| 45.00  | 42.75                               | 40.50   | 38.25  | 36.00   | 33.75  |
|        | 400.00<br>240.00<br>140.00<br>65.00 | 400.00 380.00<br>240.00 228.00<br>140.00 133.00<br>65.00 61.75<br>55.00 52.25 | 400.00     380.00     360.00       240.00     228.00     216.00       140.00     133.00     126.00       65.00     61.75     58.50       55.00     52.25     49.50 | 400.00 380.00 360.00 340.00<br>240.00 228.00 216.00 204.00<br>140.00 133.00 128.00 119.00<br>65.00 61.75 58.50 55.25<br>55.00 52.25 49.50 46.75 | 1 ti. 3 ti. 26 ti. 52 ti. 100 ti.<br>400.00 380.00 380.00 340.00 320.00<br>240.00 228.00 216.00 204.00 192.00<br>140.00 133.00 126.00 119.00 112.00<br>65.00 61.75 58.50 55.25 52.00<br>55.00 52.25 49.50 46.75 44.00<br>45.00 42.75 40.50 38.25 36.00 |

### CLASS "B" (9:00 a.m. to 6:00 p.m. week days; 9:00 a.m. to 1:00 p.m. Sundays: 10:30 p.m. to 11:00

|       |          |         |        | k days  |         |        | -      |
|-------|----------|---------|--------|---------|---------|--------|--------|
|       |          |         |        |         |         |        |        |
| 1     | hour     | 200.00  | 190.00 | 180.00  | 170.00  | 160.00 | 150.00 |
|       | hour     |         |        |         |         |        |        |
|       | hour     | 70.00   | 66.50  | 63.00   | 59.50   | 56.00  | 52.50  |
| 1 m   | inute or |         |        |         |         |        |        |
| le    | 88       | 32.50   | 30.88  | 29,25   | 27.63   | 26.00  | 24.38  |
| 100   | words or |         |        |         |         |        |        |
| le    | 88       | 27.50   | 26.13  | 24.75   | 23.38   | 22.00  | 20.63  |
| *50 v | vords or |         |        |         |         |        |        |
| le    | 88       | 22.50   |        | 20.25   | 19.13   | 18.00  | 16.88  |
|       |          |         | CLASS  |         |         |        |        |
|       | (1       | 1:00 p. | m. to  | 9:00 a. | m. dail | y)     |        |

133.33 126.67 120.00 113.33 106.67 100.00 80.00 76.00 72.00 68.00 64.00 60.00 46.67 44.33 42.00 39.67 37.33 35.00 1/2 hour... 1/4 hour... 1 minute or less...... 100 words or 21.67 18.34 17.42 16.50 words or 15.00 14.25 13.50 12.75 12.00 11.25 CLASS "A-1"

| (1:00 p.)    |        |        |        |        | p.m. t | t o    |
|--------------|--------|--------|--------|--------|--------|--------|
|              | 11:0   | 0 p.m. | Sunda  | ys)    |        |        |
| 1 hour       |        |        |        |        |        |        |
| 1/2 hour     | 160.00 | 152.00 | 144.00 | 136.00 | 128.00 | 120.00 |
| 1/4 hour     | 93.33  | 88.66  | 84.00  | 79.33  | 74.66  | 70.00  |
| 1 minute or  |        |        |        |        |        |        |
| less         | 43.33  | 41.16  | 39,00  | 36.83  | 34.66  | 32.50  |
| 100 words or |        |        |        |        |        |        |
| less         | 36.66  | 34.83  | 33.00  | 31.16  | 29.33  | 27.50  |
| 50 words or  |        |        |        |        |        |        |
| less         | 30.00  | 28.50  | 27.00  | 25,50  | 24.00  | 22.50  |
| (*) Time     |        |        |        |        |        |        |
|              |        |        |        |        |        |        |

News Broadcasts — Leased wire service—rates on

News Broadcasts — Leased wire service—rates on request.
Other feature and special program dates on request.
RECORDED PROGRAMS
Regular time charges apply to electrical transcriptions. No restricted to certain hours. No extra charge for broadcasting electrical transcriptions.
TALENT
Choice of local talent available—rates on request.

REMOTE CONTROL

The cost of installing and leasing special tereprions or telegraph wires for transmission and the furnishing, installation and operation of necessary equipment for remote control shall be borne by the adver-

ing, Installation and operation of necessary equipment for remote control shall be borne by the advertiser.

Contract and Other Requirements.

The raies quoted are for the facilities of the station only; nuisical, dramatic, and other talent charges are in addition to the time rates.

If for any reason the advertiser falls to use the number of programs or announcements contracted for within the time specified, he agrees to pay the schedule of rates in effect on the date of his contract for the number of program. Or announcements actually used. In no event are contracts to exceed one year from date of first broadcast, and the schedule of rates in effect on the date of the oregulation protection given beyond a period of one year from the date of first broadcast.

All announcements or programs ordered by the advertiser or his agent during a period of one year from the date of contract are to earn discounts as shown on the rate card in effect at the date of the contract.

All broadcasting programs or announcements are subject to the approval of the station management and any program or announcement may be revised or rejected, and any contract for broadcasting may be cancelled by the management of station upon written notice without incurring any liability therefor.

Advertisers must furnish two weeks' written notice in event of cancellation of program contracts for in the event any broadcasting project contracts.

In the event any broadcasting period contracted for in the advertiser and the advertiser agrees to accept the substitute and to pay on demand the regular rates for such periods the same as if the program had been fully supplied and given.

If no broadcast is used on a KSD contract within 30 days from its date it will be cancelled.

All programs must conform to the present or future standards of the station and be in compliance with the laws of the United States and the rules and regulations of the Feder..] Communications Commission.

regulations of the Feder... Communications Commission.
Station reserves the right to cancel, advance the titue of, or postpone the program of any advertiser without any liability against the station for talent engaged if it interferes with the broadcasting of public nessages or announcements which the station management may decide to be of sectional or national importance.

In the event it is necessary, for any reason, to make a change in the time of an advertiser's series of broadcasts, station assumes no responsibility for any part of the expense involved in changing publicity which advertises the program, or in publicizing the new time.

All contracts are made subject to interference by

broadcasts, station assumes no responsibility for any part of the expense involved in chansing publicity which advertises the program, or in publicizing the new time.

All contracts are made subject to interference by strikes, weather conditions, or other unavoidable conditions beyond the control of the station and no responsibility will be assumed beyond the cancellation of the charges for the time involved.

The advertiser warrants that all matter supplied may be broadcast by the station without liability of any kind; that none of it will infringe the trace-mark or copyright or other rights of any person; and that the advertiser will defend, indemnify and sare harmless the Pulitzer Publishing Company, its employees and agents from all liability, loss or damage, including attorneys' fees in connection with any and all claims or suits arising by reason of the broadcasting of any matter furnished by it or its clients or list or their artists or employees, whether such claims or suits are well-grounded or not.

The Pulitzer Publishing Company does not assume any financial or other re-ponsibility for damages or losses sustained in any way as a result of statements made over station, nor fcr losses, injuries or accidents to property, performers or employees of the advertiser while on the premises of the Pulitzer Publishing Company, its employees and agents harmless from all liability, loss or damage including attorneys' fees in connection with any claims for damage or losses sustained by it as a result of the use of station KSD under the contract. In addition the advertiser shall be not accompany, and the advertiser apress to save the Pulitzer Publishing Company, its employees and agents harmless from all liability, loss or damage including attorneys' fees in connection with any claims for damage or losses sustained by its as a result of the use of station KSD under the contract. In addition the advertiser approved by the matter broadcast shall be submitted to the station for approval and shall have been approved b

### Closing Time

The advertiser agrees to submit his entire program in detail for approval at least 24 hours in advance.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

General Manager—George M. Burbach. Sales Manager—Edward W. Hamilin.

### Representatives

Free & Peters, Inc.

### MISSOURI—Continued

### ST. LOUIS—Continued

KWK (Established 1927)

Rates effective September 1, 1943.

Owned and operated by Thomas Patrick, Incorporated, Business Office and Studio—Hotel Chase, St. Louis, Mo., Rossedale 3210.
Transmitter—Broadway & Logan St., St. Louis, Mo.

### Wave-Power-Time

Operating power 5,000 watts days; 1,000 watts nights. 217.4 meters; 1380 kilocycles. Licensed to operate on regional channel full time. Operates on Central War Time. Operates schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

### Agency Commission

15% on station time only to advertising agencies recognized by station; no cash discount. Payments must be made on or before the 15th of month for programs broadcast during the month previous. When credit is not definitely established, cash weekly or monthly in advance.

### General Advertising

For combination rates see Mutual Broadcasting System.

GENERAL BROADCASTING RATES
Time discounts on card rates apply to total number
of broadcasts for the same aponeor in one year under
the same (and/or renewals) contracts and apply on
the weekly billing of station time only. No time
discounts on talent or line charges, Announcements
and programs cannot be combined to secure benefit
of additional discounts.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days; 12:30
p.m. to 10:30 p.m. Sundays)

1 tt. 26 tt. 52 tt. 100 tt. 200 tt. 260 tt.

1 hour... 340.00 323.00 306.00 289.00 272.00 255.00

1/2 hour... 200.00 190.00 180.00 170.00 160.00 150.00

1/4 hour... 115.00 109.25 103.50 97.75 92.00 86.25 CLASS "B"

(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m. week days; 10:00 a.m. to 12:30 p.m. Sundays)

1 hour.... 187.50 178.12 168.75 159.38 150.00 140.62 hour.... 100.00 95.00 90.00 85.00 80.00 75.00 four... 100.00 95.00 90.00 85.00 80.00 75.00 hour... 55.00 52.25 49.50 46.75 44.00 41.25 minutes 40.00 38.00 36.00 34.00 32.00 30.00 CLASS "C"

(All other time)

1 hour... 100.00 95.00 90.00 85.00 80.00 75.00 1/2 hour... 55.00 52.25 49.50 46.75 44.00 41.25 1/4 hour... 33.00 31.35 29.70 28.05 26.40 24.75

### ANNOUNCEMENTS

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days; 12:30 p.m. to 10:30 p.m. Sundays)

minute.... 55.00 52.25 49.50 46.75 44.00 41.25 words..... 33.00 31.35 29.70 28.05 26.40 24.75 CLASS "B"

(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m. week days; 10:00 a.m. to 12:30 p.m. Sundays)

1 minute.. 27.50 26.12 24.75 23.38 22.00 100 words... 22.00 20.90 19.80 18.70 17.60 50 words... 16.50 15.67 14.85 14.03 13.20 CLASS "C"

(All other time)

1 minute. 16.50 15.67 14.85 14.03 100 words... 15.00 14.25 13.50 12.75 50 words... 13.20 12.54 11.88 11.22 SPECIAL FEATURES

Rush Hughes—10:00 a.m. to 12:00 noon daily and 6:15 p.m. to 7:00 p.m. daily. hJB—8:00 a.m. to 8:45 a.m. daily and 3:00 p.m. to 4:45 p.m. daily. 4:45 p.m. daily. Rates on request.

RECORDED PROGRAMS

Regular time charges apply.

TALENT

Program ideas and talent rates on request. REMOTE CONTROL

Facilities for remote control broadcasts are available at expense of advertiser.

### Contract and Other Requirements

ontract and Other Requirements
Advertising of alcoholic beverages, other than beer
and wine, not accepted.
All periods offered subject to prior sale.
Maximum length of contract one year. All programs
and advertising copy subject to station's approval and
governmental, state and Federal Communications.
Commission regulations. The station reserves the right
to refuse or discontinue any broadcasting.
All proposals subject to prior booking of time.

Contracts must be closed two weeks in advance to make proper announcements. Final closing date, one week in advance.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Pres. & Gen'l Mgr.—Robert T. Convey. General Sales Manager—V. E. Carmichael.

### Representatives

Paul H. Raymer Company.

### KXQK



Rates effective May 1, 1944.

Owned and operated by Star-Times Publishing Co. Business Office and Studio-Star-Times Bldg., 12th and Delmar, St. Louis, Mo., Chestnut 3700. Transmitter-Madison, Ill.

Wave—Power—Time
Operating power—5,000 watts.
476.2 meters; 630 kilocycles.
Licensed to operate full time on regional channel.
Operates on Central War Time.
Operating schedule: 20 hours daily except Sunday.

Operating schedule: 20 hours using vacces.

Agency Commission
15% on station time only to advertising agencies recognized by station; no cash discount. No commission on program costs, production, line charges or talent.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Notwork).

Announcements and programs cannot be combined to secure benefit of additional discount.

GENERAL BROADCASTING TIME RATES
Without talent—Gross
CLASS \*\*\* CLA

| 260 ti. |
|---------|
| 14 000  |
|         |
| 255.00  |
| 150.00  |
| 86.25   |
| 67.50   |
| 48.75   |
| -0.10   |
| 41.25   |
|         |
| 26,25   |
|         |
| )       |
|         |
| 127.50  |
| 75.00   |
| 41.25   |
| 83.75   |
| 26.25   |
|         |
| 20.65   |
|         |
| 13.15   |
|         |
|         |
| 90.00   |
|         |

1/2 hour.... 60.00 57.00 54.00 1/4 hour.... 35.00 33.25 31.50 10 minutes 30.00 28.50 27.50 5 minutes 20.00 19.00 18.00 minute or less..... 17.50 16.65 15.75 14.90 14.00 13.15

less..... 17.50 16.65 15.75 14.90 14.00 13.15 50 words or less..... 12.50 11.90 11.25 10.65 10.00 9.85 SPECIAL FEATURES

News Service: Available for sponsorship at regular rates plus charge for service—rates on request.

Market Reports—rates on request.

TRANSCRIPTIONS

Regular rates apply on transcriptions and recorded programs.

TALENT

Talent available for every type of program. Talent not included in program rates—rates on request.

REMOTE CONTROL

Programs originating outside the studios subject to charges for lines, engineering, etc.

Mechanical Program Equipment
Equipment Equipment and the studios subject to charges for lines, and 78 r.p.m. turntables.

Personnel Manager—C. L. Thomas.
Sales Manager—V. N. Springgate.

Representatives
John Blair & Company.

### WEW

(Established 1921)

Rates effective August 1, 1940. (Card No. 5.) Owned and operated by St. Louis University.
Business Office and Studio—3642 Lindell Blvd., St.
Louis, Mo., Franklin 5665.
Transmitter—3642 Lindell Blvd., St. Louis, Mo.

Transmitter—3642 Lindell Blvd., St. Louis, Mo.

Wave—Power—Time
Operating power—1,000 watts.
388.6 meters; 770 kilocycles.
Operates on Central War Time.
Operating schedule: January 6.00 a.m. to 6:00 p.m.;
February 6:00 a.m. to 6:45 p.m.; March 6:00 a.m. to
7:00 p.m.; April 6:00 a.m. to 7:30 p.m.; May 6:00
a.m. to 8:00 p.m.; June 6:00 a.m. to 8:30 p.m.;
July 6:00 a.m. to 8:30 p.m.; June 6:00 a.m. to
8:00 p.m.; September 6:00 a.m. to 7:15 p.m.; October 6:00 a.m. to 6:30 p.m.; November 6:00 a.m. to
5:45 p.m.; December 6:00 a.m. to 5:45 p.m.

Agency Commission
15% on net charges for station facilities to recognized advertising agencies; no cash discount. No commission on program costs, production charges or talent.

General Advertising

| ener | ai Agvei | นเรเกต |        |        |        |         |        |
|------|----------|--------|--------|--------|--------|---------|--------|
|      |          | 1 ti.  | 13 ti. |        | 52 ti. | 100 t1. | 300 (1 |
| 1    | hour     | 112.50 | 106.90 | 101.25 | 95.65  | 90.00   | 78.75  |
|      | hour     |        | 64.15  | 60.75  | 57.40  | 54.00   | 47.25  |
|      | hour     |        | 42.75  | 40.50  | 38,25  | 36.00   | 31.50  |
|      | minutes  |        | 32.05  | 30.40  | 28.70  | 27.00   | 23.65  |
|      | minutes  |        | 21,40  | 20,25  | 19.15  | 18.00   | 15.75  |
|      | minute   |        | 8.90   | 8.45   | 8.00   | 7.50    | 6.60   |
| 1/2  | minute   | 7.50   | 7.18   | 6.75   | 6.88   | 6.00    | 5.70   |
|      |          |        |        |        |        |         |        |

POLITICAL

Rates on request.

RECORDED PROGRAMS
Regular time charges to apply to recorded progrms.
Not restricted to certain hours. Transcription library services available—rates and details on request.

listantaneous recording equipment available.

TALENT

TALENT

REMOTE CONTROL

Station is equipped to handle remote control broadcasts. Advertisor must pay all charges for telephone lines and any other charges involved.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Persennel General Manager—N. (Nick) Pagliara.

Representatives
John E. Pearson Company.

### WIL (Established 1022)



Rates effective January 1, 1945.

Owned and operated by the Missouri Broadcasting Corporation. Business Office and Studio—Melbourne Hotel, St. Louis 8, Mo., Jefferson 8403. Transmittem—Grand and Lindell Bivd., St. Louis, Mo.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time. Operates on Central
War Time.

Licensed to operate full time. Operates on Central War Time.
Operating schedule: Monday through Friday 7:00 a.m. to 11:00 p.m.; Saturdays 7:00 a.m. to 2:30 a.m.; Sundays 8:30 a.m. to 11:00 p.m. to 2:30 a.m.; Sundays 8:30 a.m. to 11:00 p.m. to 2:30 a.m.; Sundays 8:30 a.m. to 10:00 p.m. to station time only provided payment is made before the 15th of the month following broadcast; no cash discount. All invoices payable at face when rendered. Short rate billing rendered when frequency rate is not earned.
General Advertising
Rates include music copyright fees.
To earn rates quoted, contracts must be completed within 12 months.
Amountements and programs cannot be grouped for

Rates include music copyright fees,
To earn rates quoted, contracts must be completed within 12 months.
Announcements and programs cannot be grouped for discount purposes.

ENTERTAINMENT PROGRAMS

CLASS 'A'
(7:00 a.m. to 8:30 a.m.; 6:00 p.m. to 11:00 p.m. sundays, and preceding and following Special Features)

1 ti. 28 ti. 76 ti. 151 ti. 6\* ti. 6\* ti. 15 ti. 6\* ti. 16\* ti

Rates on request; payable in advance,
RECORDED PROGRAMS AND ELECTRICAL
TRANSCRIPTIONS
Regular station time rates apply day and night.
REMOTE CONTROL
Wire and mechanical facilities for remote control
lines and operator charges are not included in station
rates. They are payable in advance by the advertiser.

rates. They are payable in advance by the advertiser.

Contract and Copy Requirements
Rates include station time, services of station's production department, use of available studio facilities, and use of station's transcribed musical libraries. Talent fees and broadcast material for exclusive use of contracting advertiser extra. All continuity and commercial copy must comply with station's requirements as well as regulations of the Federal Trade Commission and Federal Communications Commission. Station reserves right to refuse or discontinue any (This listing continued on next page)

### MISSOURI—Continued

### ST. LOUIS—Continued W I L-Continued

MIL—Continued

material contrary to these requirements or regulations. In case of special events, station reserves right to change broadcast time of any program or announcement and agrees to substitute other mutually satisfactory time for that taken. Should advertiser fall to furnish material for any portion of contract, station may prepare or substitute same to best of its ability. All contracts are made subject to interference by strikes, weather conditions, or any circumstances beyond control of the station. All contracts subject to station's approval. No contract exceeding one year's duration accepted.

Closing Time
Copy of all broadcast material must be submitted to station at least 24 hours before broadcast time. Copy of all written broadcast material must be left with station as a permanent record.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Personnel

for vertical and Personnel President—L. A. Benson.
Commercial Manager—Kenneth M. Parke.
Vice-President—C. W. Benson.
Vice-President—W. Benson.
William G. Rambeau Company.

## **SEDALIA** KDRO (Established 1939)

1 min. 3.20 3.04 2.88 (\*) 3.00 1 min. 4.00 1 time.... 13 times... 26 times... 52 times... 78 times... time. 4.00
times. 3.80
times. 3.60
times. 3.40
times. 3.20
times. 2.80
times. 2.60
times. 2.40
times. 1.80 2.72 2.56 2.40 2.24 2.08 2.04 1.92 1.80 1.68 1.56 2.40 2.25 2.10 1.95 1.80 1.25 1,000 times...... 1.80 1.25 1.44 1.00

(\*) One-half minute or less.
RECORDED PROGRAMS
Regular time charges apply. Not restricted to certain

nours.

SPECIAL FEATURES

Musical Clock: Mornings (full hour)—popular and
swing music, correct time checks every five minutes,
news bulletins, bits of philosophy and morning

news bulletins, bits of philosophy and chatter.
Swing Serenade: Afternoons (One-half hour).
1940 Club: Evenings (full hour).
Listener request and special announcement programs:
Dally except Sunday. Available for sponsorship by half-hour, quarter-hour periods or one-minute announcements. nouncements.

News: Leased wire services avilable—rates and details

Sporis—rates and details on request.

POLITICAL

One time rate on all political announcements—payable in advance.

TALENT

Rates on request. REMOTE CONTROL
Station is equipped to handle remote control broadcasts. All installation, wire, service and mechanical charge, to be paid by clients. No commission or cash discounts.

charge, to e paid by chems. We commission or easi discounts.

TRANSCRIPTIONS

Transcribed and recorded popular and swing music, listener requests by mail. Library of selections available at no extra charge.

SERVICE FACILITIES

An artist's scruce is maintained to supply all types of talent for programs and entertainment. Merchandlsing department staff announcers and program department are available to client without charge. Estimates for complete production of program on reducest.

Contract and Other Requirements

Station does not assume or incur any liability of any

kind or character which may be sustained by them as a result of broadcasting for client. All contracts subject to the station owner's approval and government regulations. No contract longer than one year, All proposals subject to prior booking. All programs must conform with the standards of the station.

must conform with the standards of the station.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using both 33-1/3 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel
General Manager—Phoebe Trout.
Promotion Manager—Milton J. Hinlein.
Representatives The Walker Company.

### SPRINGFIELD

(Greene County)



Rates effective May 1, 1944.
Owned and operated by Springfield Broadcasting Cc
Business Office and Studio — 508 St. Louis St
Springfield, Mo., telephone 1360.
Transmitter—Highway 13, Northwest of Springfield,
Mo.

Wave—Power—Time
Operating power—5,000 watts.
238.1 meters; 1260 kilocycles.
Licensed to operate full time on regional channel.
Operation on Central War Time.
Operating achedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.
Agency Commission
1570 allowed on time charges to advertising agencies recognized by station; no cash discount.
General Advertising

120 words ls or 16,00 15.00 14,00 13.00 12.00 10.00 9.00

less 16.00 15.00 14.00 13.00 12.00 CLASS "B" (All other time)
1 hr 80.00 76.00 72.00 68.00 64.00 1/2 hr 45.00 42.75 40.00 37.50 35.00 1/4 hr 28.00 26.50 55.00 22.50 20.00 5 min 15.00 14.00 13.00 12.00 11.00 120 works 5 min 15.00 120 words or less 10.00

120 words or less 10.00 9.50 9.00 8.50 7.50 7.00 6.50 POLITICAL

One time rate applies; no frequency discounts. Psyable in advance.

6.50

TALENT

able in advance.

Raies on request.

TALENT

Programs, wire and mechanical charges for remote pick-ups available—rates on request.

Contract and Other Requirements
Rates are for station time only.

No contract accepted for more than one year, All contract time must be used within one year from date of contract to earn maximum frequency discounts.

All contracts subject to approval by station. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to itself. All contract made subject to interference by strikes, weather conditions, or other unavoidable casualities beyond station's control, and no responsibility will be assumed by station beyond cancellation of charges for time involved. Rates are not retroactive on existing station contracts.

Personnel
General Manuger--J. Gordon Wardell.
Representatives
George P. Hollingbery Company.

KTTS (Established 1942)

COLUMBIA AFFILIATE

Rates effective November 1, 1943. (Card No. 2.)
Owned and operated by the Independent Broadcasting
Company.
Business Office and Studio—Chamber of Commerce
Bilds., Walnut and Jefferson Sts., Springfield, Mo.,
telephone 4303.
Transmitter—Chamber of Commerce Bilds., Springfield, Mo.

Wave—Power—Time
Operating power—250 waits.
214.2 meters; 1400 kilocycles.
Licensed to operate full time.
Operating schedule: Monday through Saturday, 6:30
a.m. to 12:05 a.m.; Sundays 7:00 a.m. to 12:05 a.m.
Agency Commission
15% on net station time only to recognized advertising agencies; no cash discount. Bills rendered and
payable on the 1st of each month.

General Advertising
For combination rates see Mutual Broadcasting System and Columbia Broadcasting System (Basic Supplementary Group).
The following rates are for national advertising.
ASCAP, BMI and SESAC licenses.
CLASS "A"

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

1 hr. 1/2 hr. 1/4 hr. 5 min. (†)
1 time... 75.00 45.00 26.25 15.00 6.00
13 times.. 71.25 42.75 25.00 14.25 5.70
26 times.. 67.50 40.50 23.75 13.50 5.40
52 times.. 63.75 38.10 22.25 12.75 5.10
104 times.. 56.25 33.85 19.75 11.25 4.50
156 times.. 50.00 30.00 17.50 10.00 4.00
260 times.. 45.00 27.00 15.75 9.00 3.60
CLASS "B"

(Sign-on to 12:00 noor, 1:00 p.m. to 8:00 (†) 6.00 5.70 5.40 5.10 4.50

5.00 4.75 4.50 4.25 3.75 8.40

CLASS "A"
(12:00 noon to 1:00 p.m. and 6:00 p.m. to
10:00 p.m.)
e-half hour: 1 wk. 13 wks. 26 wks. 52
days weekly... 144,00 136,80 129,60 1
days weekly... 100.00 35,00 90.00 One-half hour:
5 days weekly...
3 days weekly...
5 days weekly...
3 days weekly... 40.00 25.00 38.00 23.75

5 days weekly... 40.00 38.00 38.00 32.00 3 days weekly... 25.00 23.75 22.50 20.00 CLASS "B"

(Sign-on to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to sign-off)
One-half hour:
5 days weekly... 12.50 106.85 101.25 90.00 3 days weekly... 75.00 71.25 67.50 60.00 One-quarter hour:
5 days weekly... 12.50 106.85 101.25 90.00 3 days weekly... 45.00 42.75 40.50 36.00 Fire minutes:
5 days weekly... 40.00 57.00 54.00 48.00 3 days weekly... 30.00 28.50 27.00 24.00 3 days weekly... 30.00 19.00 18.00 16.00 Chain break anneonents British and Somethies of the sign of the

or cash discount.

Contract and Other Requirements
All programs, talks and announcements are subject to the approval of the station without objection or liability. The station reserves the right to require written copies of continuity 24 hours preceding broad-next.

ilability. The station reserver the right to require written copies of continuity 24 hours preceding broadcast.

Facilities engaged by the client are for the exclusive use of that client and may not be assigned or transferred to any other party without the written consent of the station.

All service rendered by the station is subject to the terms of any and all licenses held by the station and also to all federal, state, and municipal laws and regulations now or hereafter is force.

The station does not assume or incur any liability of any kind or character, either by reason of statements made over the station or for injuries or accidents to performers, entertainers, speakers or other taient or the officers, agents, servants, or employees of the client while on the preasises of the station or any remote control point, and the client, as part of the consideration of the execution of agreements does expressly agree to indemnify and save the station harmless from all loss, cost or damage of whatsoever kind or nature which may be sustained by it as a result thereof.

Station will not be responsible for oral agreements of any kind made with or by its representatives. The station does not agree unqualifiedly to render service as scheduled. If service is postponed due to weather conditions, strikes, fires, breakage in facilities or equipment, or other causes, the station will provide another period of equal suitability for such

provide allower period of edus status into the service.

Mechanical Program Equipment by electrical transcription, using 33-1/8 and 78 r.p.m. turntables for vertical an alers out recordings personnel General Managor—O. Pearson Ward.

Representatives Sears & Ayor, Inc.

KWTO

### **BLUE NETWORK STATION**



Rates effective January 1, 1044.

Owned and operated by Ozarks Broadcasting Co.
Business Office and Srudio — 598 St. Louis St.,
Springfield, Mo., telephone 1364.

Trausmitter—James River Road, south of Springfield,
Mo.

(This listing continued on page 195)



From the day a soldier goes to war, he is dependent on paper. His records are packed in it; his cartridges are wrapped in it; his shoes are lined in it; his letters are written on it.

His barracks are built with paper wallboard, paper roofing, paper insulation. He shoots at paper targets, eats from paper plates, drinks from paper cups. His battles are planned, his orders are issued, on paper.

You may not have to pinch your pennies, but now is the time to pinch paper and see that it does its part in the war. Paper has become so much a part of our lives that we hardly notice the way we waste it—much less the way we use it.

Paper is our soldier's indispensable ally — we have no more right to deprive him of it than we have to take away his gun.



## STANDARD RATE & DATA SERVICE

### SPRINGFIELD—Continued K W T O-Continued

ave—Power:—Time
Operating power 5.000 watts days; 1,000 watts nights.
535.7 meters; 560 kilocycles.
Licensed to operate on regional channel. Operates on
Central War Time.
Operating schedule: Sundays 6:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 12:00 midnight.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries).
Programs of 15 minutes or more have priority over
announcements, or five minute programs.
ASCAP, SESAC and BMI licenses.

less 15.00 14.00 13.00 12.00 10.00 9.00 8.00 (5:00 a.m. to 5:59 p.m. dally)

1 hr 120.00 110.00 100.00 95.00 85.00 75.00 65.00 1/2 hr 70.00 65.00 60.00 55.00 52.50 45.00 37.50 1/4 hr 75.00 35.00 32.50 30.00 27.50 25.00 25.00 5min 25.00 22.50 20.00 17.50 16.00 15.00 13.75 1 minute or less 12.00 11.00 10.00 9.00 8.00 7.50 6.50 (†) 260 or more times.

SPECIAL FEATURES

Merchandising service participating programs and announcements on run of schedule basis, minimum contract, one month, 5:00 a.m. to 5:59 p.m., one 120 word or less announcement daily, six weekly, flat, per month 225.00. No further discounts.

One time rate applies; no frequency discounts. Payable in advance.

TALENT Rates on request.
Contract and Other Requirements
Rates are for station time only.
Mechanical Program Equipment
Complete transcription facilities available.

Personnel
Pres. & Gen'l Mgr.—R. D. Foster.
National Nales Manager—Leslie L. Kennon.
Program Director—Ralph Nelms.

**MONTANA** 

Z NET

Comprised of:
KGIR—Butte, Mont. KPFA—Helens, Mont.
KRBM—Bozeman, Mont.

Agency Commission
15% to recognized agencies on net station time charges; no cash discount.

conarges; no cash discount.

General Advertising
For combination rates see National Broadcasting
Company (North Mountain Group).

Advertisers using KFPY, Spokane, Wash, or KXL,
Portland, Orc., in conjunction with the network are
allowed a 5% discount from the rates of these sattions; when both stations are used a 10% discount
applies.

Programs may originate in either Butte, Helene

applies.
Programs may originate in either Butte, Helena, or Bozeman, Mont.
PLAN 1

(Programs cleared at source)
All agency or advertiser prepared programs and announcements on transcription must be cleared at the scene and come under this rate. All programs and announcements originated by Z Bar Net using no music or other copyrighted material or using Public Domain music come under this rate. Agency must accept all responsibility and liability on the clearance of music and other material on any and all transcribed programs and announcements on any and all other programs and announcements over which it exercises control.

 1/2
 hour
 52.10

 1/4
 hour
 26.05

 5
 minutes
 20.00

 1
 minute
 100 words or 30 word chain break
 11.30

PLAN 2

(ASCAP Programs)

(Programs cleared at source)

Representatives
John E. Pearson Company.

P. O. Box 1956, Butte, Mont.

Rates effective October 1, 1941.

Wave—Power—Time See individual listings.

TRANSCRIPTIONS

Regular time charges apply; no time restrictions.

Cut-in announcements on pre-prepared transcribed shows, each (net, per station) 5.25. Copy limit 250 words per 1/4 hour program when given by station announcer. If different cut-in announcements are to be made at each station this rate applies at each point where cut-in announcements must be made.

TALENT
Regular union rates apply. Rehearsed and available eight piece dance orchestra, six piece concert group, six piece old-time group.

REMOTE CONTROL
Arrangements made at actual cost.

SERVICE FACILITIES
Merchandising tie-in of any kind available at cost. Line Charges
Rates shown include line charges. Permanent lines
are maintained.

Rates shown include line charges. Permanent lines are maintained.

Contract and Other Requirements
Advertising of alcoholic beverages accepted.
Preferred positions governed by priority and availability on contract basis. All time subject to change for clearance for special outstanding programs or programs originating at distant points on which time cannot be changed. In case of change of time for any broadcast a courtesy announcement will be made at each station affected concerning the change. In all cases the move of any program will be as slight as possible and will usually follow the special outstanding programs which occupies the previous achedule. All broadcasting programs of every description are subject to the approval and censorship of the station directors without objection or liability. The advertiser agrees to protect and indemnify the company against any and all liability, loss or expense arising from claims for libel, slander, infringement of trade-marks, trade names or program titles, violations of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of any material or program furnished by the advertiser or the advertiser's agency. Forwarding of an order is construed as acceptance of all rates and conditions under which service is sold. Failure to make order correspond with rate card is regarded as a clerical error and broadcast is made and charged for on terms of schedule in force without further notification.

Mechanical Program Equipment

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
Managing Director—Ed Craney.
Eastern Sales Manager—Wythe Walker.
Western Sales Manager—Tracy Moore.

Representatives
East—The Walker Company.
West Coast—Pacific Northwest Broadcasters.

### **BILLINGS**

(Yellowstone County)

KGHL (Established 1928)



Rates effective September 1, 1944. (Card No. 6.)
Owned and operated by the Northwestern Auto Supply Company, Inc.
Business Office and Studio—Fifth Ave. and North
Broadway, Billings, Mont.
Transmitter—Seven miles west of Billings, Mont.

Transmitter—Seven miles west of Billings, Mont.

Wave—Power—Time
Operating power—5,000 watts.
379.7 meters; 790 kilocycles.
Licensed to operate full time. Operates on Mountain
War Time.
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.;
week days 6:00 a.m. to 11:00 p.m.

Agency Commission
15% on net charges to recognized agencies; no cash discount. No commission on talent or production charges. Bills are payable 10th of month.

tional minute.

TRANSCRIPTIONS Rates on request.
Transcription library service available—rates and details on request.

Available a prevailing musicians' scale.
Live and transcription talent cost available on request.

REMOTE CONTROL

Remote controls at extra charge.
SERVICE FACILITIES
Services of production department and staff announcers included without charge.

Contract and Other Requirements
Rates do not include taient. All acceptable accounts are subject to the same rates.
All programs, announcements and talks are subject to approval of ritation management. Station sells all time subject to change for NBC or outstanding local civic programs. In case of change of time, a courtesy announcement will be made. All contracts are made for the exclusive use of the contractor. Combination rates not permissible on programs and announcements.
Closing Time
All talent programs close one week in advance of broadcast. All programs announcements and talks close 48 hours in advance of broadcast. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.
Personnel
President—C. O. Campbell.
General Manager—Franz Robischon.
Station Manager—Franz Robischon.
Station Manager—V. Braunberger.
Representatives
The Katz Agency, Inc.

### BOZEMAN

(Galiatin County)

KRBM (Established 1939)



Owned and operated by KRBM Broadcasters.
Business Office and Studio—Bozeman, Mont.
Transmitter—Bozeman, Mont.
Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kthocycles.
Licensed to operate unlimited time. Operates on
Mountain War Time.
Operating schedule: Sundays 10:00 a.m. to 10:30
p.m.; week days 7:30 a.m. to 11:00 p.m.
General Advertising
For combination rates sec American Broadcasting
Company, Inc., (North Mountain Group) and National
Broadcasting Company (North Mountain Group).
Also sold in combination with KGIR, Butte, Mont.,
and KPFA, Helens, Mort, For combination rates
see Z Net at beginning of state.
Personnel
Estiern Sales Managara, Watth Wart

see E 190. at Calabrase Withe Walker.
Personnel Eastern Sales Manager—Withe Walker.
Western Sales Manager—Tracy Moore.
Representatives
East—The Walker Company.
West Coast—Pacific Northwest Broadcasters.

### BUTTE (Silver Bow County)

KGIR (Established 1929)



Rates effective October 1, 1941. Owned and operated by KGIR, Inc.
Business Office and Studio—Butte, Mont., telephone
22-3-44.
Transmitter—Butte, Mont.

Wave—Power—Time
Operating power—5.000 wats.
219 meters; 1370 kilocycles.
Licensed to operate full time on cleared regional cliannel. Operates on Mounthin War Time.
Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized agencies on net station time charges; no cash discount.

General Advertising

For combination rates see American Broadcasting Company, Inc. (North Mountain Group), National Broadcasting Company (North Mountain Group) under network and group listings and Z Net beginning of

network and group listings and Z Net beginning of state.

KPFA, Helena, and KRBM, Bozeman, are available as bonus stations whenever KGIR is purchased. Statior's programs and announcements broadcast simultaneously over KPFA, Helena, KRBM, Bozeman, and KGIR, Butte.

Advertisers using KFPY, Spokane, Wash., or KXL, Portland, Ore., in conjunction with this station and the Z Net are allewed a 1% discount from this station's rate; when both KFPY and KXL are used in addition to this station and the Z Net a 10% discount applies.

Programs may originate in either Butte or Helena,

Programs may originate in either Butte or Helena, Mont.

### PLAN I

(Programs cleared at source)

(Programs cleared at source)
All agency or advertiser prepared programs and announcements on transcription must be cleared at the scene and come under this rate. All programs and announcements originated by Z. Net using no music or other copyrighted material or using Public Domain music come under this rate. Agency must accept all responsibility and lisbility on the clearance of music and other material on any and all transcribed programs and announcements on any and all other programs and announcements over which it exercises control.

|     | hour                                | 52.10<br>26.05 |
|-----|-------------------------------------|----------------|
| - 5 | minutes                             | 20.00<br>11.30 |
|     | (This shallow south and an area and |                |

(This listing continued on next page)

# Programs originated at one of studies of Z Bar Net containing copyrighted material not cleared at source but for which Z Bar Net is licensed (studie production, remote production, musical program made up from transcription library). Z Bar Net accepts full responsibility and liability for musical content of all programs in this classification. 1/2 hour. 60.00 1/4 hour. 30.00 5 minutes 23.00 1 minute 13.00 Announcements made only between programs: two or more announcements never run together; 100 words constitute a minute; 30 words constitute a chain break. No announcement participation programs avail-

### MONTANA—Continued

### BUTTE—Continued K G I R-Continued

PLAN 2

(ASCAP Programs)

Programs originated at one of studios of Z Bar Net containing copyrighted material not cleared at source but for which Z Net is licensed (studio production, remote production, musical program made up from transcription library), Z Net accepts full responsibility and liability for musical content of all

| sponsibility and liability for musical content | cof all |
|--|---------|
| programs in this classification.               |         |
| 1/2 hour                                       | 60.00   |
| 1/4 hour                                       |         |
| 5 minutes                                      |         |
| 1 minute                                       |         |
|  |         |
| Announcements made only between programs:      |         |
| niore announcements never run together; 100    | ) words |
| constitute one minute.                         |         |
| No announcement participation programs are     | avail-  |
| able.  |         |
|  |         |

### SPECIAL FEATURES

News: 12:30 p.m., 6:00 p.m. and 9:00 p.m.
Time Signal: 12:00 noon; 100 words daily except
Sunday; one minute rate applies.
Closing Grain Quotations: 2:00 p.m.; 100 words daily
except Sunday; one minute rate applies.

TRANSCRIPTIONS

Regular time charges apply; no time restrictions. Cut-in announcements on pre-prepared transcribed shows, each (net per station) 5.25. Copy limit 250 words per 1/4 hour program when given by station announcer. If different cut-in announcements are to be made at each station this rate applies at each point where cut-in announcements must be made.

### TALENT

ltegular union rates apply. Rehearsed and available eight piece dance orchestra, six piece concert group, six piece old time group,

REMOTE CONTROL

Arrangements made at actual cost.

SERVICE FACILITIES

Merchandising tie-in of any kind available at cost. Contract and Other Requirements

Merchandising tie-in of any kind available at cost. Sontract and Other Requirements

Advertising of alcoholic bevorages accepted.

Irreferred positions governed by priority and availability on contract basis. All time subject to change for clearance for special outstanding programs or programs originating at distant points on which time cannot be changed. In case of change of time for any proadcast a courtesy announcement will be made at each station affected concerning the change. In all cases the move of any program will be as slight as possible and will usually follow the special outstanding program which occupies the previous schedule. All broadcasting programs of every description are subject to the approval and censorship of the station directors without objection or liability. The advertiser agrees to protect and indemnify the company against any and all liability, loss or expense arising from claims for libel, slander, infringement of trade-marks, trade names or program titles violations of rights of pulvacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of any material or program furnished by the altertiser or the advertiser's agency.

Povvarding of an order is construed as acceptance of all rates and conditions under which service is sold. Failure to make order correspond with rate card is regarded as a clerical error and broadcast is made and charged for on terms of schedule in force without further notification.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r p.m. double turntables.

Managing Director—Ed. Craney. Eastern Sales Manager—Wythe Walker, Western Sales Manager—Tracy Moore.

### Representatives

East—The Walker Company, West Coast—Pacific Northwest Broadcasters.

## GREAT FALLS

KFBB (Established 1921)



Rates effective July 1, 1944.

Owned and operated by Buttrey Broadcast, Inc. Studio-First National Bank Bldg., Great Falls, Mont., telephone 4377.
Transmitter—4-1/2 miles west of Great Falls, Mtn.

### Wave-Power--Time

Operating power—5,000 watts.
229 meters; 1310 kilocycles.
Licensed to operate full time on regional channel.
Operatos on Mountain War Time.
Operatos schedule: Sundays 8,000 a.m. to 11:30 p.m.;
week days 6,00 a.m. to 11:30 p.m.

### Agency Commission

15% to recognized agencies on net charges for station time: no cash discount. No commission on talent charges, Bills rendered monthly and are payable 10th of month.

### General Advertising

For combination rates see Columbia Broadcasting System (Mountain Group) and Columbia Pacific Network (Supplementary Stations). The following rates are for national advertising.

## CLASS "A"

|    | (14.00 | 110011 (0 | I.IU D. | m. and o | .оо р.ш. | 10    |
|----|--------|-----------|---------|----------|----------|-------|
|    |        |           | sign-   | off)     |          |       |
|    |        | I hr.     | 1/2 hr. | 1/4 hr.  | 5 min.   | (*)   |
| 1  | time   | 100.00    | 60.00   | 40.00    | 20.00    | 13.00 |
| 13 | times  | 95.00     | 57.00   | 38.00    | 19.00    | 12.50 |
| 26 | times  | 90.00     | 54.00   | 36.00    | 18.00    | 12.00 |
| 52 | times  | 85.00     | 51.00   | 34.00    | 17.00    | 11.50 |
| 04 | times  | 75.00     | 48.00   | 32.00    | 16.00    | 11.00 |
| 56 | times  | 70.00     | 45.00   | 30.00    | 15.00    | 10.50 |
|    | times  | 65.00     | 42.00   | 28.00    | 14.00    | 10.00 |
|    |        |           | CLASS   | "B"      |          |       |

|     | (7:00  | a.m. | to 12:00   |          | 1:15 p.m. | to    |
|-----|--------|------|------------|----------|-----------|-------|
|     |        |      | 8:00       | p.m.)    |           |       |
| 1   | time   | 70.0 | 0 45.0     | 0 30.00  | 15.00     | 10.00 |
| 13  | times  | 65.0 | 0 42.0     | 0 28.00  | 14.25     | 9.50  |
| 26  | times  | 60.0 | 0 39.0     | 0 26.00  | 13.50     | 9.00  |
| 52  | times  | 55.0 | 0 36.0     | 0 24.00  |           | 8.50  |
| 104 | tinies | 50.0 | 0 33.0     | 0 22.00  |           | 8.00  |
| 156 | times  | 45.0 | 0 30.0     | 0 20.00  |           | 7.50  |
| 312 | times  | 40.0 | 0 27.0     |          |           | 7.00  |
|     | *) One |      | ite or 100 |          | 20.00     | 1.00  |
|     |        |      |            | on long) | flat.     | 10.00 |

Rates on request.

SPECIAL FEATURES
Time signals and special features—rates on request.

TALENT
Artists' services and program cost on request.

Artists' services and program cost on request.

Contract and Other Requirements

All programs, talks and announcements subject to approval of station management, which reserves the right to refuse or cancel any broadcasts for any reasons sufficient to itself.

Maximum length of contract one year. Contracts cancelled by client or agency prior to expiration date, short rated on basis of rate actually earned. All time subject to change for network or outstanding local or civic programs. Time contracted for is for the use of contractor only.

Machanical Program Englances

### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

### Personnel

General Manager-J. P. Wilkins.

Representatives
Weed & Company.

### HELENA

(Lewis and Clark County)

## KPFA (Established 1937)



Owned and operated by the Peoples Forum of the Air. Business Office and Studio—1306 Eleventh Ave., Helena, Mont. Transmitter—1306 Eleventh Ave., Helena, Mont. Wave—Power—Time

'ave--Power--Time
Operating power--250 watts.
241.9 meters; 1210 kilocycles.
Licensed to operate full time on local channel. Operates on Mountain War Time.
Operating schedule: 8:00 a.m. to 12:00 midnight.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (North Mountain Group) and National
Broadcasting Company (North Mountain Group).
Also sold in combination with KGIR, Butte, Mont.,
and KRBM, Bozeman, Mont. For rates and data
see Z Net at beginning of state.

Personnel
Eastern Sales Manager—Wythe Walker,
Wostern Sales Manager—Tracy Moore.

### Representatives

The Walker Company.
West Coast—Pacific Northwest Broadcasters.

### KALISPELL

(Flathead County)

KGEZ (Established 1927)

Rates effective July 1, 1943. (Card No. 6.) Owned and operated by Donald C. Treloar.
Business Office and Studio—203 First Avenue East,
Kalispell, Mont.
Other Studios—1236 Fourth Avenue East, Kalispell,
Mont.
Transmitter—2-1/2 miles south of Kalispell on Highway 93.

way 93.

Wave--Power-Time
Operating power-100 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel. Operates on Mountain War Time.
Operating schedule: 7:00 a.m. to 10:00 p.m.

### Agency Commission

15% to recognized agencies on time cost; no cash discount.

### General Advertising

eneral Advertising
(11:30 a.m. to 1:30 p.m. and 5:30 p.m. to
9:00 a.m.)

1 13 26 52 104 156 312
11. t1. t1. t1. t1. t1. t1.
1 hour... 20.00 19.00 18.00 17.00 16.00 15.00 15.00
1/2 hour... 12.50 12.00 11.50 11.00 10.50 10.00 10.00
1/4 hour... 7.50 7.25 7.00 6.75 6.50 6.25 6.00
5 ininutes 5.00 4.80 4.60 4.40 4.20 4.00 4.00

5 Inlinutes 5.00 4.80 4.00 9.40 9.20 9.00 1.00 (7:00 a.m. to 11:30 s.m. to 13:00 p.m. to 5:30 p.m. to 6:30 p.

ANNOUNCEMENTS (All hours daily)

| Call | | Call | | Call | Cal 2.50 12 mos. 48.00 84.00 120.00 9 mos. 51.00 89.25 127.50

SPECIAL FEATURES
Market quotations, news, time signals, participation programs—rates on reouest. POLITICAL Rates on request.

RECORDED PROGRAMS
Library service and transcriptions available at regular rates. TALENT

Rates on request,

REMOTE CONTROL
Remote on sports, etc.—rates on request.
SERVICE FACILITIES
Merchandising services and tie-ins available at cost.

Merchandising services and tie-ins available at cost. Contract and Other Requirements
All programs subject to approval.

Beer and wine advertising only accepted. Time sold subject to clunge for any network or special outstanding civic programs; in such case, courtesy announcement made, and program moved to follow immediately after cleared time. All contracts are for exclusive use of contractor only.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
Owner and Gen'l Mgr.-Don Treloar.

Representatives

### MILES CITY

(Custer County)

KRJF

(Established 1941)

Raies effective September 1, 1941. (Card No. 1.)

Owned and operated by Star Printing Company.

Business Office and Studio—P. O. Box 1015, Miles

City, Mont.

Transmitter—1-1/4 miles southeast of business dis
trict, Miles City, Mont.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time. Operates on Mountain

War Time.
Operating schedule: Sundays 10:00 a.m. to 9:00 p.m.;
week days 7:00 a.m. to 10:00 p.m.

Agency Commission
15% to recognized agencies provided payment is made
within 10 days following statement; no cash discount.
No commission on talent.

General Advertising
For combination rates see Keystone Network.

CLASS "A"
(11:30 a.m. to 1:00 p.m. and 5:30 p.m. to
7:00 p.m.)

37.50 20.00 10.50 9.25 7.00 3.75 6.25 5.00 3.75 2.50 1.00

POLITICAL
Payable in advance.
Class "A".—Per minute 1.50; minimum charge 7.50.
Class "B".—Per minute 1.25; minimum charge 6.25.
RELIGIOUS
Rates on request.

Rates on request.

Contract and Other Requirements

The use of all broadcasting privileges shall conform with the station's rules and governmental regulations.

Contract renewals subject to rates in effect at time of renewal. No contract accepted for a period longer than one year. All programs, talks and announcements subject to approval of station management, which reserves the right to refuse or cancel all or any broadcasts for reasons sufficient to itself.

Closing Time
Copy for political broadcasts must be submitted 12
hours in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel General Manager—W. F. Flinn. Representatives None.

### **MISSOULA**

(Missouls County)

KGVO (Established 1931)



Rates effective April 1, 1941. (Card No. 9.)

Owned and operated by Mosby's, Inc. Studio-132 W. Front St., Missoula, Mont., telephone 2155.

2155.
Transmitter—Four miles west of Missoula, Mont., on Highway No. 10.

### Wave-Power-Time

Operating power 5,000 watts days; 1000 watts nights. 232.6 meters; 1290 kilocycles. Licensed to operate unlimited time. Operates on Mountain War Time. Operating schedule; Sundays 8:30 a.m. to 11:00 p.m.; week days 6:45 a.m. to 12:00 midnight.

### Agency Commission

15% on station time only; no cash discount. Payment date 1st of month following broadcast.

date 1st of month following broadcast.

General Advertising
For combination rates see Columbia Broadcasting
System (Mountain Group) and Columbia Pacific Network (Supplementary Stations).
Advertiser in all cases is held responsible for clearance of copyright on any and all material contained
in his program for broadcasting over station.

The following rates are for national advertising, but
do not include music copyright fees.

Program Time: One-half hour, 29-1/2 minutes; onequarter hour 14-1/2 minutes; 10 minutes, 9-1/2
minutes; 5 minutes, 4-1/2 minutes.

### CLASS "A" (6:00 p.m. to 12:00 midnight)

| 1/2<br>1/4 |         | 1 t1,<br>24.00<br>16.00 |         | 26 ti.<br>21.60<br>14.40 | 52 t1.<br>20.40<br>13.60 | 156 ti.<br>19.20<br>12.80 | 312 ti.<br>18.00<br>12.00 |
|------------|---------|-------------------------|---------|--------------------------|--------------------------|---------------------------|---------------------------|
| 10         | minutes |                         | 11.40   | 10.80                    | 10.20                    | 9.60                      | 9.00                      |
| 5          | minutes | 8.00                    |         | 7.20                     | 6.80                     | 6.40                      | 6.00                      |
|            |         |                         | CLASS   | "B"                      |                          |                           |                           |
|            |         | (10:00                  | a.m. to | 6:00                     | p.m.)                    |                           |                           |
| 1/2        | hour    | 18.00                   | 17,10   | 16.20                    | 15.30                    | 14.40                     | 13.50                     |
| 1/4        | hour    | 12,00                   | 11.40   | 10.80                    | 10.20                    | 9.60                      | 9.00                      |
| 10         | minutes | 9.00                    | 8.55    | 8.10                     | 7.65                     | 7.20                      | 6.75                      |
| 5          |         | 6.00                    | 5.70    | 5.40                     | 5.10                     | 4.80                      | 4.50                      |
|            |         |                         | CLASS   | C.,                      |                          |                           |                           |
|            |         | / R + n n               | am to   | 10.00                    | a m 1                    |                           |                           |

1/2 hour..... 12.00 11.40 10.80 1/4 hour..... 8.00 7.60 7.20 10 minutes 6.00 5.70 5.40 5 minutes 4.00 3.80 3.60 10 10:80 10.20 10 10.80 10.20 30 7.20 6.80 70 5.40 5.10 80 3.60 3.40 daytime, 15% mmercial limit 20%

### ANNOUNCEMENTS

|    |         |        | CLASS    | A      |         |         |         |
|----|---------|--------|----------|--------|---------|---------|---------|
|    | (6:     | 00 p.1 | m. to 12 | :00 m  | idnight | .)      |         |
|    |         | 1 ti.  | 13 ti.   | 26 ti. | 52 ti.  | 156 ti. | 312 ti. |
| 60 | seconds | 6.75   | 6.42     | 6.08   | 5.74    | 5.40    | 5.07    |
|    | seconds |        |          |        |         |         | 3.38    |
|    |         |        | CLASS    | "B.,   |         |         |         |
|    | (       | 10:00  | a.m. to  | 6:00   | p.m.)   |         |         |

Live or electrical transcription (E. T. limit in "seconds"): 150 words or 60 5 07 4.82 4.58 4 31 4.06 3.80 seconds...... 5.07 4.82 4.56 100 words or 30 seconds...... 3.38 3.21 3.04 50 words or 15 2.87 2.70 2.53

50 words or 15 seconds...... 2.25 2.14 25 word (live) announce-ment....... 1.50 1.43 2.03 1.91 1.80 1 89 1.28 1.20 1.13

...uu 1.43 1.35 CLASS 'C' (6:00 a.m. to 10:00 'seconds'): 150 words or 60 seconds...... 3.20 a.m.) (E, T. limit in

seconds...... 2.25 2.14 2.02 1.91 50 words or 15 seconds ...... 2.70 2.53 1.80 1 69 50 words or 15 seconds,...... 1.50 1.42 25 word (live) announce-ment........ 1.00 .95 1.42 1.35 1.28 1.20 1.13 .90 .85 .80 .75

SPECIAL FEATURES Musical Clock Program: 7:30 a.m. to 9:00 a.m.—regular rates apply. "Calling All Women"—11:45 a.m. to 12:00 noon, regular announcement rates plus 50%.

## TALKS Charged at announcement rates.

### Rates on request.

RECORDED PROGRAMS
No extra charge—details on request.
Instantaneous recording equipment available.
REMOTE CONTROL
Rates and other information on request.

Kates and other information on request.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted.

Maximum length of contract, 12 months.

Forwarding of an order is construed as acceptance of all rates and conditions under which service is sold. Failure to make order correspond with rate card is regarded as a clerical error and broadcast is made and charged for on terms of schedule in force without further notification.

## Closing Time Program service, five days in advance. Announcements one day in advance.

## Mechanical Program Equipment

## Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Pres. & Mgr.-A. J. Mosby,

### Representatives

Weed & Company.

### SIDNEY

(Richland Center)

KGCX (Established 1926)



Rates received September 16, 1943.

Owned and operated by E. E. Krebsbach.
Studio—Sidney, Mont.
Transmitter—Four miles north of Sidney, Mont.

Wave—Power—Time
Operating power—1, 100 watts.
202.7 meters; 1480 kilocycles.
Licensed to operate unlimited time on regional channel. Operates on Mountain War Time.

### Agency Commission 15% to recognized agencies on net charges; no cash discount.

General Advertising
For combination rates see Keystone Network.
The following rates are for national advertising, but
do not include music copyright fees.

CLASS "A"
(11:30 a.m. to 1:30 p.m. and 6:00 p.m. to
8:00 p.m.)

| 1/2<br>1/4<br>5 | hour hour hour minutes                                    | 20.00<br>10.00                 | 13 ti.<br>27.50<br>17.50<br>7.50<br>4.50 | 52 ti.<br>25.00<br>15.00<br>6.50<br>4.00 |
|-----------------|---|--------------------------------|--|--|
| 1/4             | CLASS (All other thour hour hour hour hour hour hour hour | 28.00<br>15.00<br>7.50<br>5.00 | 25.00<br>13.00<br>6.25<br>4.50           | 20.00<br>11.50<br>5.00<br>3.75           |

|    |        |      | **** |      |      | F.7  |      |    |      |
|----|--------|------|------|------|------|------|------|----|------|
|    |        |      | CLAS | :S " | Α    |      |      |    |      |
|    | (11:30 | a.m. | 1:30 | p.m. | and  | 6:00 | p.m. | to |      |
|    |        |      | 8:00 | p.m. | .)   |      |      |    |      |
| 00 | words. |      | <br> |      | 4.50 | 0    | 4.00 |    | 3.15 |
| 50 | words. |      |      |      | 2.50 | 0    | 2.00 |    | 1.65 |
|    |        |      | ~~   |      |      |      |      |    |      |

|    | CLASS "B" (All other time) |              |              |
|----|----------------------------|--------------|--------------|
|    | words 2.80                 | 2.50<br>1.50 | 2.00<br>1.25 |
| อบ | Words                      | 1.50         | 1.20         |

RECORDED PROGRAMS
Regular time charges apply to recorded programs.
Not restricted to certain hours.
Electrically transcribed programs of any type can be furnished—prices on request.

REMOTE CONTROL
Complete station and portable equipment for remote control broadcasts.

control brundcasts.

Contract and Other Requirements
All contracts are for exclusive use of contracting party and cannot be used by two or more firms or organizations. All broadcasting programs of every description are subject to the approval of the station management, without objection liability.

Forwarding of an order is construed as an acceptance of all rates and conditions under which service is sold. Failure to make order correspond with rate card is regarded as a clerical error and broadcast is made and charged for on terms of schedule ir. force without further notification.

Nervice of program, publicity and operating staff ir. securing talent, arranging, presenting and publishing programs are included without extra charge.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double dual speed tables.

## Personnel Gen'l. Com'l & Station Mgr.-E. E. Krebsbach,

### Representatives North Central Broadcasting System.

### **NEBRASKA**

### FREMONT

(Dodge County)

### KORN

(Established 1939)

Rates effective March 1, 1945. Card received March 9, 1945.

Owned and operated by the Nebraska Broadcasting Corporation.

Corporation.

Business Office and Studios—Pathfinder Hotel, Fremont, Nebraska, telephone 1060-61.

Transmitter—Located on East 16th Street, Fremont,

Transmitter—Located on East 16th Street, Fremon, Nobraska.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight,
Agency Commission
15% to recognized agencies on net charges for station
time; no cash discount. No commission on talent and
remote charges. Bills are due and payable when
rendered.
Ganeral Advertising

Rates and detail on request.

REMOTE CONTROL

Facilities available for remote control broadcasts.

Complete information on request.

Contract and Other Reguirsments

No contract accepted for more than one year of service.

Rates are subject to above

service.

Raies are subject to charge without notice.

Failure by advertiser to complete schedule will necessitate a readjustment of raite on basis of number used.

Rates and contracts are subject to change at any time to conform to Federal Communication Commission regulations.

In the conformation of the

Representatives Sears & Ayer, Inc.

### **GRAND ISLAND**

(Hall County)

KMMJ (Established 1925)



### **BLUE NETWORK STATION**



Rates effective October 1, 1944.

Owned and operated by KMMJ, Inc.
Business Office and Studie—Grand Island, Nebr.
Transmitter—Phillips, Netraska.

Wave—Power—I ine
Operating power—1,000 waits.

do meters; 750 kilocycles.

Licensed to operate on cleared national channel. Operates in Central War Time.
Operating schedule: Sundars 8:00 a.m. to sundown; week days sunrise to sundown.

Agency Commission
15% to recognized advertising agencies; no cash discount. All net charges for station time. Invoice; mailed and due monthly, Ne discounts on line charge.

General Advertising
For combination rates scr American Broadcasting
Company, Inc. (Basic Supplementaries).

Nebraska state I aws prohibit use of ASCAP music.

1 ti. 13 ti. 25 ti. 52 ti. 104 ti. 280 ti
1 hour... 100.00 95.00 90.00 85.00 80.00 75.00
1/2 hour... 60.00 67.00 14.00 51.00 48.00 45.00
1/4 hour... 40.00 38.00 36.00 34.00 32.00 30.00
10 minutes 30.00 28.50 27.00 25.50 24.00 22.50
5 minutes 20.00 19.80 18.00 17.00 16.00 15.00
1 minutes
or less 10.00 9.50 9.00 8.50 8.00 7.50 5 minute or less 10.00 9.50 9.00 8.50 8.00 STRIP RATES 7.50

Per week for 52 wks. 52 wks. 0 108.00 90.00 0 81.00 67.50 0 54.00 45.00

sponsored.

TALENT

A complete staff of talent to furnish single acts or combination, including brase band, novelty groups, oppular band, Hawaiiar, Bohemian band, and all hill-billy combinations—rates on request. Commissionable to recognized agencies.

REMOTE CONTROL.

Facilities available for remote control broadcasts. Complete information on request.

### **NEBRASKA**— -Continued

### GRAND ISLAND—Continued K M M J-Continued

POLITICAL
One time rates apply; cash with order. Must be submitted, together with waiver, to station 24 hours prior to broadcast.
RELIGIOUS
General rates apply; accepted at discretion of the management. Cash in advance.

General rates apply; accepted at discretion of the management. Cash in advance.

TRANSCRIPTIONS

Transcription library service available at no additional cost. Transcribed programs and announcements accepted at no additional cost.

Complete instantaneous recording equipment—rates on request.

Contract and Copy Requirements
Contracts accepted, but time not assigned, more than 60 days in advance of initial program or announcement. Maximum length of contract one year. Contracts must be renewed two weeks prior to expiration date, otherwise time will be released for sale. Announcements may be moved for programs of five minutes or longer. All programs and advertising copy subject to approval of station, and station reserves the right to refuse or discontinue any program or announcements for reasons satisfactory to itself. Reasel of time not permitted.

Resale of time not permitted.

Closing Time
All contracts should be closed as far in advance of initial program as possible to facilitate production.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
President—Don Searle.
General Manager—Wick Heath.
Ass't Gen'l Mgr. & Com'l Mgr.—Bill Martin.
Regional Sales Manager—Rex Lathen.

Representatives
Headley-Reed Company.

### **HASTINGS** (Adams County)

### KHAS

Rates effective March 1, 1941.

Rates effective March 1, 1941.

Owned and operated by The Nebraska Broadcasting Company.

Business Office and Studto—906-1/2 W. Second St., Hastings, Nebr.

Hasting, Nebr.

Transmitter—906-1/2 W. Second St., Hastings, Nebr.

Wave—Power—Time

Operating power—250 watts.
243.9 meters; 1230 kilocycles.

Licensed to operate full time on local channel. Operation on Central War Time.

Operating schedule: Sundays 8:30 a.m. to 9:00 p.m.; week days 6:30 a.m. to 10:00 p.m.

Agency Commission

15% to recognized advertising agencies; cash discount—— Bills rendered monthly.

General Advertising

For combination rates see Keystone Network.

The following rates are for national advertising and include music copyright fees.

(After 6:00 p.m.)

|                        | 1 ti.             | 13 ti.      | 26 ti. | 52 t1. | 100 ti. |  |  |  |  |  |
|------------------------|-------------------|-------------|--------|--------|---------|--|--|--|--|--|
| 1 hour                 |                   | 76.00       | 72.00  | 68.00  | 64.00   |  |  |  |  |  |
| 1/2 hour               | 48.00             | 45.60       | 43,20  | 41.80  | 38.40   |  |  |  |  |  |
| 1/4 hour               | 32.00             | 30.40       | 28.80  | 27.20  | 25.60   |  |  |  |  |  |
| 10 minutes             | 24.00             | 22.80       | 21.60  | 20.40  | 19.20   |  |  |  |  |  |
| 5 minutes              | 16.00             | 15.20       | 14.40  | 13.60  | 12.80   |  |  |  |  |  |
|                        | ()                | Before 6:00 | p.m.)  |        |         |  |  |  |  |  |
| 1 hour                 |                   | 47.50       | 45.00  | 42.50  | 40.00   |  |  |  |  |  |
| 1/2 hour               |                   | 28.50       | 27.00  | 25.50  | 24.00   |  |  |  |  |  |
| 1/4 hour               |                   | 19.00       | 18.00  | 17.00  | 16.00   |  |  |  |  |  |
| 10 minutes             | 15.00             | 14.25       | 13.50  | 12.75  | 12.00   |  |  |  |  |  |
| 5 minutes              | 10.00             | 9.50        | 9.00   | 8.50   | 8.00    |  |  |  |  |  |
| WEEKLY FREQUENCY RATES |                   |             |        |        |         |  |  |  |  |  |
| (Seven day periods)    |                   |             |        |        |         |  |  |  |  |  |
|                        | (After 8:00 p.m.) |             |        |        |         |  |  |  |  |  |
|                        |                   |             |        |        |         |  |  |  |  |  |

| (After 6:00 p.m.) |                 |            |            |            |              |  |  |  |  |  |
|-------------------|-----------------|------------|------------|------------|--------------|--|--|--|--|--|
|                   | (2              | itter e:on |            |            |              |  |  |  |  |  |
|                   |                 |            |            | ek for:    |              |  |  |  |  |  |
|                   | se times wkly:  | 13 wks.    | 26 wks.    | 39 wks.    | 52 wks.      |  |  |  |  |  |
| 1                 | hour            | 192.00     | 172.80     | 163.20     | 153.60       |  |  |  |  |  |
| 1/2               | hour            | 115.20     | 103.62     | 97.92      | 92.16        |  |  |  |  |  |
| 1/4               | hour            | 76.80      | 69.12      | 65.28      | 61.44        |  |  |  |  |  |
| 10                | minutes         | 57.60      | 51.84      | 48.96      | 46.08        |  |  |  |  |  |
| 5                 | minutes         | 38.40      | 34.56      | 32.64      | 80.72        |  |  |  |  |  |
|                   |                 | efore 6:00 |            | 02.01      | 00.12        |  |  |  |  |  |
| 1                 | hour            | 120.00     | 108.00     | 102.00     | 96.00        |  |  |  |  |  |
| 1/2               | hour            | 72.00      | 64.80      | 61.20      | 57.60        |  |  |  |  |  |
| 1/4               | hour            | 48.00      | 43.20      |            |              |  |  |  |  |  |
|                   |                 |            |            | 40.80      | 38.40        |  |  |  |  |  |
| 10                | minutes         | 36.00      | 32.40      | 30.60      | 28.80        |  |  |  |  |  |
| 5                 | minutes         | 24.00      | 21.60      | 20.40      | 19.20        |  |  |  |  |  |
|                   |                 | fter 6:00  | p.m.)      |            |              |  |  |  |  |  |
|                   | times weekly:   |            |            |            |              |  |  |  |  |  |
| 1                 | hour            | 280.00     | 252.00     | 238,00     | 224.00       |  |  |  |  |  |
| 1/2               | hour            | 172.80     | 155.52     | 146.88     | 138,24       |  |  |  |  |  |
| 1/4               | hour            | 115.20     | 103.68     | 97.92      | 93.26        |  |  |  |  |  |
| 10                | minutes         | 86.40      | 75.86      | 73.44      | 69.12        |  |  |  |  |  |
| Š                 | minutes         | 57.60      | 51.84      | 48.96      | 46.08        |  |  |  |  |  |
|                   |                 | efore 6:00 |            | 10.00      | 10.00        |  |  |  |  |  |
| 1                 |                 | 180.00     |            | ***        | ***          |  |  |  |  |  |
|                   | hour            |            | 162.00     | 153.00     | 144.00       |  |  |  |  |  |
| 1/2               | hour            | 108.00     | 97.20      | 87.48      | 78.74        |  |  |  |  |  |
| 1/4               | hour            | 72.00      | 64.80      | 58.32      | <b>52.49</b> |  |  |  |  |  |
| 10                | minutes         | 54.00      | 48.60      | 45.90      | 43.20        |  |  |  |  |  |
| 5                 | minutes         | 36.00      | 32.40      | 31.60      | 28,54        |  |  |  |  |  |
| Six               | times weekly, a | idd one-s  | ixth of th | ne five ti | me rate.     |  |  |  |  |  |
| Seve              | n times weekly  | , add tw   | o-sixths   | of the f   | lve time     |  |  |  |  |  |
|                   |                 | ,          |            | L          |              |  |  |  |  |  |

|      | ANNOUNCEMENTS     |          |         |         |      |         |        |  |  |  |
|------|-------------------|----------|---------|---------|------|---------|--------|--|--|--|
|      | (After 6:00 p.m.) |          |         |         |      |         |        |  |  |  |
|      |                   | 1 ti.    | 13 ti.  | 26 ti.  |      | 100 ti. | 800 #1 |  |  |  |
| 30   | words             |          | 3.80    | 3.60    | 3.40 | 3.20    | 3.00   |  |  |  |
| 60   | words             |          | 4.75    | 4.50    | 4.25 | 4.00    | 8.75   |  |  |  |
| 100  | words             |          | 5.70    | 5.40    | 5.10 | 4.80    | 4.50   |  |  |  |
|      | minute tr         |          |         | 0.10    | 0.10 | 1.00    | 1.00   |  |  |  |
| 0110 | minimuco ci       | WIIDCITE | ,-      |         |      |         |        |  |  |  |
| ti   | on                | 8.00     | 7.60    | 7.20    | 6.80 | 6.40    | 6.00   |  |  |  |
|      |                   | (Be      | fore 6: | 00 p.m. | .)   |         |        |  |  |  |
| 30   | words             | 2.65     | 2.52    | 2.40    | 2.27 | 2.15    | 2.03   |  |  |  |
| 60   | words             | 3.35     | 3.17    | 3.00    | 2.87 | 2.70    | 2.57   |  |  |  |
| 100  | words             | 4.00     | 3.80    | 3.60    | 3.40 | 8,20    | 3.00   |  |  |  |
| One  | minute tr         | anscri   | D-      |         |      |         | 0.00   |  |  |  |
|      | on                | 5.00     | 4.75    | 4.50    | 4.25 | 4.00    | 3.75   |  |  |  |

p.m.: Per week...... 50.00 45.00 42.50

Rates on request.

REMOTE CONTROL

Per half hour 15.00; per quarter hour 8.00, plus telephone line rental and installation; payable in advance.

TALENT

TRANSCRIPTIONS
Complete transcription library service available.
SERVICE FACILITIES
A merchandising man is available for dealer calls and confidential surveys.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer
and light wines, not accepted. No contract accepted
for longer than one year. All programs subject to
approval by station management. All contracts are
subject to present and future state and federal regulations

lations.

Closing Time

Contracts close one week in advance of first broadcast; announcement copy, transcriptions and talks 24
hours in advance.

Personnel Manager-Duane L. Watts.

Representatives Cox & Tanz,

### **KEARNEY** (Buffalo County)

### KGFW



No contract accepted for more than one year or service.
Rates subject to charge upon 30 days' written notice.
All contracts are subject to present and future state and federal regulations. All contracts and programs subject to approval of station management.
Mechanical Program Equipment Equipment to nandle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.
Personnel President—Lloyd C. Thomas.
Manager—E. Anson Thomas.
Representatives
Sears & Ayer, Inc.

## LINCOLN

(Lancaster County)

KFAB (Established 1924)



Rates effective June 15, 1944. Rates effective June 15, 1944.

Owned and operated by the KFAB Broadcasting Co.

Business Office and Main Studios—Sharp Bldg.,

Lincoln I, Nebr.

Executive Offices and Omaha Studios—620 Farnam

Bldg., Omaha 2, Nebr.

Transmitter—17th and Holdredge, Lincoln, Nebr.

### Wave—Power—Time

Operating power-10,000 watts.
270.3 meters; 1110 kilocycles.
Licensed to operate full time on cleared national channel. Operates on Central War Time,
Operating schedule: 5:00 a.m. to 12:00 midnight week days; 7:00 a.m. to 12:00 midnight Sundays.

### Agency Commission

15% allowed on net time charges to advertising agencies recognized by station; no cash discount. Bills rendered monthly.

### General Advertising

For combination rates see Columbia Broadcasting System (Basic Network).

System (Basic Network).

BMI and SESAC licenses.
Rates include music copyright fees.
Programs not furnished by, but presented in the studies of KFAB are subject to a production charge.
Length of commercial copy:

### GENERAL BROADCASTING TIME RATES

(Without Talent)
Not time rates after deduction of all applicable discounts.
Per week rates apply within any seven consecutive days.
Weekly rates based on consecutive weeks of uninterrupted broadcasting.

CLASS "A" (6:30 p.m. to 10:00 p.m. daily)

Per week
1 day 2 days 3 days 4 days 5 days 6 days

One to twelve weeks: 1 hr. 225.00 455.00 1/2 hr. 185.00 270.00 384.50 486.00 607.50 6048.00 1/4 hr. 90.00 180.00 243.00 324.00 405.00 432.00 5 min. 45.00 90.00 121.50 162.00 202.50 218.00 Thirteen to twenty-live weeks:

1 hr. 213.75 882.50 516.38
1/2 hr. 181.63 249.75 328.05
1/4 hr. 90.00 171.00 224.78
5 min. 45.00 90.00 118.46 688.50 413.10 291.60 157.95 860.63 516.38 354.38 192.38 5 min. 45.00 90.00 116.40 101.60
1 hr. 203.06 363.38 490.66 654.08
1/2 hr. 125.05 237.28 311.65 392.45
1/4 hr. 85.50 162.45 213.54 277.02
5 min. 42.75 85.50 112.54 150.05 Fifty-two weeks:
1 hr. 192.38 344.25 464.74 619.65 774.57 826.20
1/2 hr. 118.47 224.78 295.25 371.79 464.74 495.72
1/4 hr. 81.00 153.90 202.30 262.44 318.94 340.20
5 min. 40.50 81.00 106.61 142.16 173.14 184.68 CLASS "B"

(11:45 a.m. to 1:15 p.m. week days; 6:00 p.m. to 6:30 p.m., and 10:00 p.m. to 10:30 p.m. daily; 11:45 a.m. to 6:30 p.m. Sundays) One to twelve weeks:
1 hr. 150.00 800.00 405.00 540.00
1/2 hr. 90.00 180.00 243.00 324.00
1/4 hr. 60.00 120.00 162.00 216.00
5 min. 30.00 60.00 81.00 108.00 Thirteen to twenty-five weeks:

1 hr. 146.25 277.50 354.38
1/2 hr. 90.00 171.00 224.78
1/4 hr. 60.00 117.00 157.95
5 min. 80.00 60.00 81.00 459.00 291.60 205.20 105.30 Twenty-six to fifty-one w
1 hr. 198.94 263.63
1/2 hr. 85.50 162.45
1/4 hr. 57.00 111.15
5 min. 28.50 57.00 

### CLASS "C"

(7:00 a.m. to 11:45 a.m. daily; 1:15 p.m. to 6:00 p.m. week days; and 10:30 p.m. to 11:00 p.m. daily)

One to twelve weeks:
1 hr. 112.50 225.00 803.75 405.00
1/2 hr. 67.50 135.00 182.25 243.00
1/4 hr. 45.00 90.00 121.50 182.00
5 min. 22.50 45.00 60.75 81.00 5 min. 22.50 45.00 60.75 81.00 98.72 105.80 5 min. 22.50 45.00 60.75 81.00 98.72 105.80 60.75 81.00 98.72 105.80 60.75 81.00 98.72 105.80

(This listing continued on page 200)

## Meet Our New GENERAL MANAGER!



The Board of Directors of KFAB on April 1st announced the appointment of Harry Burke, formerly of WOW at Omaha, as the new general manager of KFAB with executive offices in Omaha.

Harry Burke, KFAB'S new general manager, brings a wealth of radio experience to KFAB. Starting his radio career at WJAG, Norfolk, Nebraska, Harry has been associated with WOW at Omaha for the past 13 years. He has served as program director, sales manager, and assistant general manager of that organization.

For 17 years Harry has been working and living with the people who make up the Midwestern radio audience. Under his able supervision, KFAB will continue to render the same fine services to the people living in the vast 200 county area served by the BIG FARMER STATION.



### NEBRASKA—Continued

### LINCOLN—Continued K F A B—Continued

|           |           |           | GUI    |           | u       |         |
|-----------|-----------|-----------|--------|-----------|---------|---------|
|           |           |           |        | week      |         |         |
| _         |           | *2 days   |        | *4 days   | *5 days | *6 days |
| Twenty-s  |           | fty-one t |        |           |         |         |
|           | 104.21    | 203,06    | 266.92 | 336.66    | 408.79  | 436.05  |
| 1/2 hr.   | 64.13     | 125.05    | 164.48 | 213.54    | 266.92  | 277.02  |
| 1/4 hr.   | 42.75     | 85.50     | 112.54 | 150,05    | 182.76  | 194.94  |
| 5 min.    | 21.38     | 42.75     | 57.71  | 76.95     | 93.78   | 100.04  |
| Fifty-tw  | o weeks   | :         |        |           |         |         |
| 1 hr.     | 98.72     | 192.38    | 252.87 | 318.94    | 387.28  | 413.10  |
| 1/2 hr.   | 60.75     | 118.47    |        | 202.30    | 252.87  | 262.44  |
| 1/4 hr.   | 40.50     | 81.00     | 106,61 | 142.16    | 173.14  | 184.68  |
| 5 min.    | 20.25     | 40.50     | 54.68  | 72.90     | 88.85   | 94.77   |
|           |           |           | ss "n  |           | 00.00   | 0 2     |
|           | (11:00    |           |        | s.m. da   | (lv)    |         |
| One to tw | elve we   | eks:      |        |           | ,       |         |
| 1 hr.     | 75.00     | 150.00    | 202,50 | 270.00    | 337.50  | 360.00  |
| 1/2 hr.   | 45.00     | 90.00     | 121.50 | 162.00    | 202.50  | 216.00  |
| 1/4 hr.   | 30.00     | 60.00     | 81.00  | 108.00    | 135.00  | 144.00  |
| 5 min.    | 15.00     | 30.00     | 40.50  | 54.00     | 67.50   | 72.00   |
| Thirteen  | to twen   |           |        | 02.00     | 0,,,,,  |         |
| 1 hr.     | 75.00     | 146.25    | 192.38 | 249.75    | 303.75  | 324.00  |
| 1/2 hr.   | 45.00     | 90.00     | 118.46 | 157.95    | 192.38  | 205.20  |
| 1/4 hr.   | 30.00     | 60.00     | 81.00  | 105.30    | 131.63  | 140.40  |
| 5 min.    | 15.00     | 30.00     | 40.50  | 54.00     | 67.50   | 72.00   |
| Twenty-s  | ix to fif |           |        | 0-100     |         |         |
| 1 hr.     | 71.25     | 138.94    | 182.76 | 237.26    | 288.56  | 307.80  |
| 1/2 hr.   | 42.75     | 85.50     | 112.54 | 150.05    | 182.76  | 194.94  |
| 1/4 hr.   | 28.50     | 57.00     | 76.95  | 100.04    | 125.05  | 133.38  |
| 5 min.    | 14.25     | 28.50     | 38.48  | 51.30     | 64.13   | 68.40   |
| Fifty-two | weeks     | :         |        | 0 - 7 - 7 |         |         |
| 1 hr.     | 67.50     | 131.63    | 173.14 | 224.78    | 273.38  | 291.60  |
| 1/2 hr.   | 40.50     | 81.00     | 106.61 | 142.16    | 173.14  | 184.68  |
| 1/4 hr.   | 27.00     | 54.00     | 72.90  | 94.77     | 118.47  | 126.36  |
| 5 min.    | 13.50     | 27.00     | 36.45  | 48.60     | 60.75   | 64.80   |
| (4) D.    |           |           |        |           |         |         |

(\*) Days within any seven consecutive day period. Seven days per week pro rata to six day rate. All rates in excess of one hour are in exact proportion to one hour rate; three-quarter hour rate is the minute, if available, 80% of quarter-hour rate. Time periods not designated—rate on request.

Time periods not designated—rates on request.

ANNOUNCEMENTS
All announcements under Classes "A," "B," "C," and "D" of one minute length or less may be combined for weekly frequency discounts provided they are computed on the basis of days per week usage, and not times per week usage. Starting time of announcements determines rate classifications.

One minute or less live or transcribed announcements.

CLASS "A" delivery delivery delivery.

|                                 |           | CDWGG    |           |         |         |        |  |  |  |
|---------------------------------|-----------|----------|-----------|---------|---------|--------|--|--|--|
| (6:29 p.m. to 10:00 p.m. daily) |           |          |           |         |         |        |  |  |  |
|                                 |           |          |           |         |         |        |  |  |  |
|                                 | 1 day     | 2 days   | 3 days    | 4 days  | 5 days  | 6 dava |  |  |  |
| 1 to 12 wks                     | 25.00     | 50.00    |           |         | 112.50  | 120.00 |  |  |  |
| 13 to 25 wks                    | 25.00     |          |           |         |         | 117.00 |  |  |  |
| 26 to 51 wks                    |           |          |           |         |         | 111.00 |  |  |  |
| 52 weeks                        | 20. IU    | 45.00    |           | 81.00   |         |        |  |  |  |
| J2 WOORS                        |           |          |           | 91.00   | 98.72   | 105.30 |  |  |  |
|                                 |           | CLASS    | "B"       |         |         |        |  |  |  |
| (11:44 a                        | m. to     | 1:15     | o.m. w    | ek da   | vs: 5:5 | 9      |  |  |  |
| p.m. to                         | 3:29 n    | m. sno   | 1 10:00   | n m     | to 10:3 |        |  |  |  |
| p.m. dail                       | v · 11 ·4 | 1 om     | to 8 . 20 |         | undaya  |        |  |  |  |
| 1 to 12 wks                     |           |          | 45.00     |         |         | 80.00  |  |  |  |
| 13 to 25 wks                    |           |          |           |         |         | 80.00  |  |  |  |
| 26 to 51 wks                    |           |          |           |         |         |        |  |  |  |
|                                 |           |          |           |         |         |        |  |  |  |
| J2 W 00E8                       | 15.00     | 30.01    |           | 54.00   | 67.50   | 72.00  |  |  |  |
|                                 |           | CLASS    | C.,       |         |         |        |  |  |  |
| (5:00 a.n                       | . to 1    | 1:44 a.r | n. daile  | v: 1:15 | nm t    | ٥      |  |  |  |
| 5:59 p.n                        | weet      | days     | and       |         | p.m. t  |        |  |  |  |
| Cide pin                        |           | :00 p.m  |           |         | р.щ. с  | •      |  |  |  |
| 1 to 12 wks                     |           |          | 37.80     | 50.40   | 63.00   | 67 00  |  |  |  |
| 13 to 25 wks                    |           | 00.00    | 01.00     | 50.40   |         | 67.20  |  |  |  |
| 98 to 51 wks                    |           |          | 35.01     | 50.40   | 63,00   | 67.20  |  |  |  |
|                                 |           |          |           |         |         |        |  |  |  |

|     |             | 10.00    | 20.00   | 30.01    | 21.00   | 33.00   | 03.09    |
|-----|-------------|----------|---------|----------|---------|---------|----------|
| 52  | weeks       | 12.60    | 25.20   | 34.02    | 45.36   | 56.70   | 60.48    |
|     |             |          | CLASS   | D.,      |         |         |          |
|     |             |          |         |          |         |         |          |
|     | (11         | :00 p.r  | n. to 1 | :00 a,n  | n. dail | 7)      |          |
| 1   | to 12 wks   | 10.00    | 20.00   | 27.00    | 36.00   | 45.00   | 48.00    |
| 13  | to 25 wks   | 10.00    | 20.00   | 27.00    | 36.00   | 45.00   | 48.00    |
| 26  | to 51 wks   | 9.50     | 19.00   | 25.65    | 34.20   | 42.75   | 45.60    |
| 52  | weeks       | 9.00     | 18.00   | 24.30    |         |         | 43.20    |
| N   | OTE: Thi    |          |         |          | rely fo |         |          |
|     |             |          |         |          |         |         | Ottrotte |
| re  | ference. F  | igures   | shown   | are net  | rates   | after ( | deduc-   |
| tie | on of appli | icable 1 | weekiy  | dollar ' | volume  | discour | it and   |
| 44  | scount for  | 000000   |         | maalaa . |         | -1112-  |          |
|     |             |          |         |          |         |         |          |

PARTICIPATING ANNOUNCEMENT PROGRAMS
Participating announcement programs cannot be combined with other service for further discounts.

Jessie Young Homemakers Program—9:15 s.m. to
9:45 s.m., and 1:45 p.m. to 2:00 p.m. week days.
Participation six days per week?

| A BILLICIPALION SIA MAJE POI WOOK.             |        |
|--|--------|
| 1 to 12 weeks, per week                        | 90.00  |
| 13 to 25 weeks, per week                       | 75.00  |
| 26 to 51 weeks, per week.                      | 71.25  |
| 52 weeks, per week                             | 67.50  |
| General Sales Taiks-Available only on run of   | sched- |
| ule basis, six days per week, in Class "C" and | "'D"   |
| hours:   | _      |

| nours:       |          |                               |       |
|--------------|----------|-------------------------------|-------|
| 1 to 12 we   | eks. per | week                          | 90.00 |
| 13 to 25 we  | eks. per | week                          | 75.00 |
| 26 to 51 we  | eks. per | week                          | 71 25 |
| 52 weeks, pe | er week  |                               | 67.50 |
| These rates  | commiss: | ionable to recognized agenci- | 88.   |

Announcement Packages
Not available.

Announcement Packages

Not available.

DISCOUNTS

All program and announcement rates quoted herein are net time rates after deduction of all applicable discounts subject to published rate card—6-44. Application of Discounts: Programs of nive minutes or more and general announcements may not be combined for any discount purposes. However, except as noted under Weekly Frequency Discounts; all broadcasting under each section may be combined in computing discounts applicable to broadcasting under that section. Interruptions necessitated by broadcasts of special events of importance will not affect discounts. All discounts apply to time charges only. Discounts will be allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned.

Where more than one time classification is used, first total up the gross one-day rates for the periods to

purchased and then deduct earned discounts, as

follows:

(1) Deduct the applicable weekly frequency discount.

(2) Deduct the applicable weekly dollar volume discount from the count of the count

one day gross rates) program periods earn frequency discounts for the lower priced periods but not vice versa.

Example 1: If an advertiser buys three Class "A" 15 minute periods on Monday, Wednesday and Friday and three Class "B". If minute periods on Tuesday, Thursday and Saturday, the rate is then the six day rate (10% discount from the gross) for the Class "A" periods.

Example 2: An advertiser periods. Thursday and Saturday and Saturday and the Class "A" on Example 2: An advertiser buys three 60 minute periods in Class "A" on advertiser buys three facts in the periods. Thursday and Saturday and three 15 minute periods in Class "A" on Monday, Wednesday and Friday, the rate is then the six day rate for the Class "A" periods and the three day rate for the Class "B" periods.

Weekly dollar volume discounts not applicable on schedules of less than 13 consecutive weeks of broadeasting. Advertisers using a schedule of 13 or more consecutive weeks are entitled to dollar volume discounts on all broadcasting at General Broadcasting Time Rates. General announcements, although they may not be combined with programs of five minutes or more in length to carn any discounts are subject to the following Dollar Volume Discounts separately. Contracted value of time or general announcements at gross rates:

| at gros | 3S 1 | raies: |      |       |      |        |        |         |
|---------|------|--------|------|-------|------|--------|--------|---------|
| Less th | າຂກ  | 100.0  | 0 we | ekly. |      |        |        | None    |
| 100,00  | OL   | more   | but  | less  | than | 170.00 | weekly | 2-1/2%  |
| 170,00  | or   | more   | but  | less  | than | 235.00 | weekly | 5%      |
| 235.00  | or   | niore  | but  | less  | than | 305.00 | weekly | 7-1/2%  |
| 305.00  | Or   | more   | but  | less  | than | 370.00 | weekly | 10%     |
| 370.00  | or   | more   | but  | less  | than | 440.00 | weekly | 12-1/2% |
| 440.00  | or   | more   | wee  | kly   |      |        |        | 15%     |

Discounts for Consecutive Weeks
Discounts for consecutive weeks of broadcasting Time
cable to rares listed under General Broadcasting Time
Rates or general announcements after deducting applicable dollar volume discount, if any:
Less than 26 weeks.

None
26 to 51 weeks.

10%

SPECIAL FEATURES

News: Leased wire service available,
POLITICAL

Will be billed at the regular card rates, Cash or certified check required with order, Manuscripts must be cleared with the station 24 hours in advance of broadcast.

RELIGIOUS
Accepted only with cash in advance,

TRANSCRIPTIONS
Commissionable to recognized agencies at the fol-

lowing rates: Electrical Transcriptions:

| 17180       |               |          |             | יע      |          |
|-------------|---------------|----------|-------------|---------|----------|
|             | Speed         |          |             |         | Double   |
|             | 78 or 33-1/3  |          | 9.00        |         |          |
|             | 33-1/3        |          |             |         |          |
| 5 minutes,  | each          |          |             |         | 6.00     |
|             | (6 on 1 pla   |          |             |         |          |
|             |               |          |             |         |          |
| 2 minutes,  | each          |          |             |         | 5.00     |
| 2 minutes   | (12 on 1 pla  | atter at | 1 8088      | ion), p | er       |
| platter .   |               |          | *********** |         | 36.00    |
| l minute, e | each          |          |             |         | 4.00     |
| l minute (  | 12 on 1 side  | at 1 s   | ession),    | per sic | de 24.00 |
| Above pric  | es for Linco  | in or    | Omaha       | studio  | cutting. |
| Extra char. | ge for produc | ction—r  | ates on     | reques  | t. Out-  |
| side studio | s-rates on r  | equest.  |             | •       |          |
| Current rul | ling of Amer  | lean F   | adaratio    | n of M  | usioiens |

Current ruling of American Federation of Musicians makes it impossible to record musical programs.

Transcription library services available.

TALENT. PRODUCTION CHARGES

Commissionable to recognized agencies at the follow-

Commissionable to recognized agencies at the rollow-ling rates:
Run of staff talent as available: 15 minutes, 10.00;
10 minutes, 7.50; 5 minutes, 5.00.
News service charge: 15 minutes 10.00; 10 minutes
7.50; 5 minutes 5.00.
Transcription libraries available. Service charge, including board announcer, 15 minutes, 7.50; 10
minutes, 6:25; 5 minutes, 5.00. Commissionable to
agencies. Nebraska state laws prevents use of ASCAP
minute.

music.
Transcribed programs or announcements—accepted at regular time rates.

REMOTE CONTROL
Programs originating outside of the Omaha or Lincoln studios are subject to special charges.

SERVICE FACILITIES
The station is equipped with facilities and personnel to prepare and produce any type of program desired by the advertiser and will furnish program ideas, talent and prices on request.

Contract and Other Regulrements

ontract and Other Requirements
Contracts not accepted more than 60 days in advance
of initial program. Maximum length of contract, 52
weeks. Contracts must be renewed two weeks prior to
expiration date, otherwise time will be released for
sale. Announcements may be moved for programs of
five minutes or longer. All programs and advertising
copy subject to approval of station, KFAB reserves
the right to refuse or discontinue any program or
announcement scheduled for reasons satisfactory to itself. Resale of station time not permitted.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
General Manager—Harry Burke (Omaha).
National Sales Manager—Robert Dooley (Omaha).
Station Manager—Earl Williams (Lincoln).
Regional Sales—R. L. Stufflebam (Lincoln).
Representatives
Paul H. Raymer Company.

KFOR



Rates effective December 1, 1944. (Card No. 2.)
Owned by Cornbett Broadcasting Corporation.
Operated by the Central States Broadcasting System.
Studio—Stuart Bldg., Lincoln, Nebr.
Other Studios—Omaha National Bank Bldg., Omaha
2, Nebr.
Transmitter—Lincoln, Nebr.
Wave—Power—Time
Operating power—250 watts.
231.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel. Operating schedule: 6:30 a.m. to 12:00 midnight.
Agency Commission
15% to recognized advertising agencies on net time and taient charges; no cash discount. Bills are due and payable when rendered.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Mutual Broadcasting System.
When KFOR is used concurrently with KOLL for similar units of time, a 15% additional discount will be allowed on the net rate for KFOR service.
The following rates are for general advertising.
CLASS "A"
(6:00 p.m. to 10:30 p.m.)

|   | CLASS  |   |  |  |
|---|--|---|--|--|
| (6  | :00 p.m. to  | 10:30 p.m.)   |  |  |
| 11  | nr. 1/2 hr.  | 1/4 hr.   | 5 min.                                       | (*)  |
| 1 time 125.   |  | 31,25   |  | 12.50  |
| 26 times 118.   |  | 29.69   | 19.00  | 11.88  |
| 52 times 112.   |  | 28.13   | 18.00  | 11.25  |
| 104 times 106.  | 25 53.15   | 26.56   | 17.00  | 10.63  |
| 156 times 100.  | 00 50.00   | 25.00   | 16.00  | 10.00  |
| 312 times 93.   | 75 46.90   | 23.44   | 15.00  | 9.88   |
| 468 times 87.   | 50 43.75   | 21.88   | 14.00  | 8.75   |
| 624 or more   |  |   |  |  |
| times 81,   | 25 40.65   | 20.31   | 13.00  | 8.13   |
|   | CLASS  | "B"   |  |  |
| (6:30 a.m.  | to 6:00 p.n  | o. and 10:30  | 0 p.m. to                                    | ,  |
|   | 6:30 a   |   | -  |  |
| 1 time 62   | 50 31.25   | 15 50   | 10.00  | 6.25   |
|   |  | 15.50   |  |  |
| 26 times 59.  |  |   | 9.50   | 5.94   |
| 26 times 59.<br>52 times 56.  | 40 29.69<br>25 28.13   | 14,73   |  |  |
| 26 times 59.<br>52 times 56.<br>104 times 58.   | 40 29.69<br>25 28.13<br>15 26.56   | 14,73<br>13.95<br>13.18                                     | 9,50   | 5.94   |
| 26 times 59.<br>52 times 56.<br>104 times 58.<br>156 times 50.  | 40 29.69<br>25 28.13<br>15 26.56   | 14,73<br>13.95  | 9.50<br>9.00                                 | 5.94<br>5.63                                 |
| 26 times 59.<br>52 times 56.<br>104 times 58.<br>156 times 50.<br>312 times 46.   | 40 29.69<br>25 28.13<br>15 26.56<br>00 25.00<br>90 23.44                         | 14,73<br>13.95<br>13.18                                     | 9,50<br>9,00<br>8,50                         | 5.94<br>5.63<br>5.81                         |
| 26 times 59.<br>52 times 56.<br>104 times 58.<br>156 times 50.<br>312 times 46.<br>468 times 43.                              | 40 29.69<br>25 28.13<br>15 26.56<br>00 25.00<br>90 23.44                         | 14,73<br>13.95<br>13.18<br>12.40<br>11.63                   | 9.50<br>9.00<br>8.50<br>8.00                 | 5.94<br>5.63<br>5.81<br>5.00                 |
| 26 times 59. 52 times 56. 104 times 58. 156 times 50. 312 times 46. 468 times 43. 624 or more                                 | 40 29.69<br>25 28.13<br>15 26.56<br>00 25.00<br>90 23.44<br>75 21.88             | 14,73<br>13.95<br>13.18<br>12.40<br>11.63<br>10.85          | 9,50<br>9,00<br>8,50<br>8,00<br>7,50<br>7,00 | 5.94<br>5.63<br>5.81<br>5.00<br>4.69<br>4.38 |
| 26 times 59. 52 times 56. 104 times 58. 156 times 50. 312 times 46. 468 times 43. 624 or more times. 40.                      | 40 29.69<br>25 28.13<br>15 26.56<br>00 25.00<br>90 23.44<br>75 21.88<br>65 20.31 | 14,73<br>13.95<br>13.18<br>12.40<br>11.63<br>10.85          | 9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.00 | 5.94<br>5.63<br>5.81<br>5.00<br>4.69<br>4.38 |
| 26 times 59. 52 times 56. 104 times 58. 156 times 50. 312 times 46. 468 times 43. 624 or more times. 40. (*) One min          | 40 29.69<br>25 28.13<br>15 26.56<br>00 25.00<br>90 23.44<br>75 21.88<br>65 20.31 | 14,73<br>13.95<br>13.18<br>12.40<br>11.63<br>10.85          | 9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.00 | 5.94<br>5.63<br>5.81<br>5.00<br>4.69<br>4.38 |
| 26 times 59. 52 times 56. 104 times 58. 156 times 50. 312 times 46. 468 times 43. 624 or more times. 40. (*) One minior less. | 40 29.69<br>25 28.13<br>15 26.56<br>00 25.00<br>90 23.44<br>75 21.88<br>65 20.31 | 14,73<br>13.95<br>13.18<br>12.40<br>11.63<br>10.85<br>10.08 | 9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.00 | 5.94<br>5.63<br>5.81<br>5.00<br>4.69<br>4.38 |

SPECIAL FEATURES
News and weather reports take regular rates plus
production charge. Regular rates apply to time

production charge. Regular rates apply to time signals.

Contract and Other Requirements
Resale of time not permitted. All programs, transcriptions and announcements are subject to approval of station management.

Station reserves the right to reschedule any commercial period, subject to advertiser's approval of substitute position.

Rebates and discounts are accumulative for one year only, which is the maximum length of any contract. Announcements and programs cannot be combined to earn greater frequency discount. All rates guaranteed for one year from date of first broadcast with or without interruption.

Closing Time

All contracts should be closed as far in advance of initial program as possible to facilitate production.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. double turntables.

Personnel

General Manager—Gordon Gray (Omaha).

Manager—Meivin Drake.

Personnel
General Manager—Gordon Gray (Omaha).
Manager—Melvin Drake.
Representatives
Edward Petry & Company, Inc.

NORFOLK (Madison County)

WJAG (Established 1922)



Rates effective January 1, 1945.
Card received January 8, 1945.
Cand neceived January 8, 1945.
Owned and operated by Norfolk Daily News.
Business Office—527 Norfolk Ave., Norfolk, Neb.
Studio—Hotel Norfolk, Norfolk, Neb.
Transmitter—located on W. Roenigstein Ave.—1-1/2
Transmitter—located on W. Roenigstein Ave.—1-1/2
Wave—Paws—I main studios in Norfolk.
Wave—Paws—1,000 watts.
Operating power—1,000 watts.
Licensed to operate daytime. Operates on Central War Time.

Time.

Operating schedule: Sundays 9:00 s.m. to 5:15 p.m.; week days—January and February 7:30 s.m. to 6:00 p.m., March 7:15 s.m. to 6:00 p.m., April to August 6:30 s.m. to 6:00 p.m., September 7:15 s.m. to 6:00 p.m., October to December 7:30 s.m. to 6:00 p.m., Agency Commission 15% to recognized advertising agencies; no cash discount. No discount on taient and line charges. Bills due 10th of month following service.

General Advertising

The following rates are for national advertising and include ASCAP fees and other copyright charges.

(Before 11:85 s. m. and after 1:95 p.m.)

|     | (Delote II's)  | a. m. | and arte | or 1:05 | D.m.)  |         |
|-----|----------------|-------|----------|---------|--------|---------|
|     |                | 1 tl. | 13 ti.   | 26 ti.  | 52 ti. | (*)     |
| 1   | hour           | 80.00 | 72.00    | 68.00   | 64.00  | 60.00   |
| 1/2 | hour           | 48.00 | 43.20    | 40.80   | 38.40  |         |
| 1/4 | hour,          | 32.00 | 28.80    | 27.20   | 25.60  | 24.00   |
|     | minutes        |       | 21.60    | 20.40   | 19.20  | 18.00   |
|     | minutes        |       | 14.40    | 13.60   | 12.80  | 12.00   |
|     | minute (100 wo |       |          |         |        |         |
|     | or less        |       | 7.20     | 6.80    | 6.40   | 6.00    |
|     | *) 104 or more |       |          |         |        |         |
| For | noon rates, 1  | 1:55  | .m. to   | 1:05    | p.m.,  | consult |
|     |                |       |          |         |        |         |

SUNDAY NEWSCASTS

### NORFOLK—Continued

| $\mathbf{W}$ | J | A | G | -Con | tinı | ıed |
|--------------|---|---|---|------|------|-----|
|              |   |   |   |      |      |     |

| STRIP RATES   |
|---|
| Per week  |
| hr, hr, hr, min, min, wds,  |
| 3 times 160,00 96,00 64,00 48,00 32,00 21,60  |
|   |
| 5 times 266,70 160,00 106,70 80,00 53,00 32,00 6 times 298,00 180,00 119,20 89,40 59,60 36,00 |
|   |
| 7 times 347,00 210.00 139.00 101.00 69.50 42.00   |
| (*) One minute or less.   |
| DISCOUNTS   |
| The following discounts apply to weekly strip rates:  |
| .3 weeks 10% 52 weeks 20%   |
| 26 weeks 15%  |
| SALES SERIVCE   |
| One daily sales talk, six days a week;  |
| 1 minute, per month   |
| 2 minutes, per month  |
| 3 minutes, per month  |
| DISCOUNTS   |
| The following discounts apply to monthly sales  |
|   |
| service talks:  |
| 13 weeks  |
| 26 weeks  |
| SPECIAL FEATURES  |
| Rates on request.   |
| POLITICAL   |
| Available on request.   |
| TALENT  |
| Rates on request.   |

Rates on request.
REMOTE CONTROL

REMOTE CONTROL

Rates on request.

Closing Time
24 hours in advance. Earlier closing will facilitate
production and publicity. Maximum contract one year.

Mechanical Program Equinment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables, either
vertical or lateral.

Personnel
Manager—Art Thomas.

Representatives
The Walker Company.

### NORTH PLATTE

(Lincoln County) KODY (Established 1930)



Rates effective December 13, 1943.
Owned and operated by WOW, Inc.
Business Office and Studio—1521 W. 12th St., North
Tlutte, Nebr., telephone 382.
Transmitter—1521 W. 12th St., North Platte, Nebr.
(ave-Power—Time)
Operating power—250 waits,
241.9 meters; 1240 kilocytes,
Licensed to operate full time. Operates on Central
War Time.

Operating schedule: 6:00 a.m. to 12:00 midnight dally.

daily.

Agency Commission

15% to recognized advertising agencies; no cash discount. Commission does not apply on talent.

General Advertising

For combination rates see National Broadcasting Company and Keystone Network.

Rates include music copyright fees on present contract arrangement.

CLASS "A"

|      |              |       | CLASS   | A      |        |         |        |
|------|--------------|-------|---------|--------|--------|---------|--------|
|      |              | 00:0) | p.m. to | 11:00  | p.m.)  |         |        |
|      |              | 1 ti. | 13 ti.  | 26 tl. | 52 11. | 104 ti. | 260 ti |
| 1    | hour         | 80,00 | 76.00   | 72.00  |        | 64.00   | 60.00  |
| 1/2  | hour         |       | 42.75   | 40.50  |        | 36.00   | 33.73  |
| 1/4  | hour         | 25.00 | 23.75   | 22.50  | 21.25  | 20.00   | 18.73  |
| One  | minute       |       |         |        |        |         |        |
|      | less)        | 8.00  | 7.60    | 7.20   | 6.80   | 6.40    | 6.0    |
| Chal | n break      | 8.00  |         |        |        |         |        |
|      |              |       | CLASS   | 13     |        |         |        |
|      |              | (7:00 |         | 6:00   | p.m.)  |         |        |
|      | hou <b>r</b> |       |         | 45.00  | 42.50  | 40.00   | 37.5   |
| 1/2  | hour         |       |         | 27.00  |        | 24.00   | 22.50  |
|      | hour         | 18.00 | 17.10   | 16.20  | 15.30  | 14.40   | 13.5   |
|      | minute       |       |         |        |        |         |        |
|      | r less)      | 5.00  | 4.75    | 4.50   | 4.25   | 4.00    | 3.7    |
| Chai | n break      | 5.00  |         |        |        |         |        |
|      |              |       | CIAGG   | 11000  |        |         |        |

| 1/2                 | hour     | 30.00 | 28.50   | 27.00   | 25.50 | 24.00 | 22.50    |  |
|---------------------|----------|-------|---------|---------|-------|-------|----------|--|
| 1/4                 | hour     | 18.00 | 17.10   | 16.20   | 15.30 | 14.40 | 13.50    |  |
| One                 | minute   |       |         |         |       |       |          |  |
| (0                  | r less)  | 5.00  | 4.75    | 4.50    | 4.25  | 4.00  | 3.75     |  |
| Cha                 | in break | 5.00  |         |         |       |       |          |  |
|                     |          |       | CLASS   | c.,     |       |       |          |  |
|                     | (Before  | 7:00  | a.m. an | d atfer | 11:00 | p.m.) |          |  |
| - 1                 | hour     | 30.00 | 28.50   | 27.00   | 25.50 | 24,00 | 22.50    |  |
| 1/2                 | hour     | 20.00 | 19,00   | 18.00   | 17.00 | 16.00 | 15.00    |  |
| 1/4                 | hour     | 10,00 | 9.50    | 9.00    | 8,50  | 8,00  | 7.50     |  |
| One                 | minute   |       |         |         |       |       |          |  |
| ((                  | or less) | 3.00  | 2.85    | 2.70    | 2.55  | 2.40  | 2.25     |  |
| Cha                 | in break | 3.00  |         |         |       |       | ******** |  |
| SPECIAL FEATURES    |          |       |         |         |       |       |          |  |
| WEEK DAY NEWSCASTS  |          |       |         |         |       |       |          |  |
| (Six days per week) |          |       |         |         |       |       |          |  |
| (10.00              |          |       |         |         |       |       |          |  |

|  | .00 22.50 |
|--|-----------|
|  | .00 15.00 |
| 1/4 hour 10.00 9.50 9.00 8.50 8          | .00 7.50  |
| One minute                               |           |
| (or less) 3.00 2.85 2.70 2.55 2          | .40 2.25  |
| Chain break 3.00                         |           |
| Chain break 3.00 SPECIAL FEATURES        |           |
| WEEK DAY NEWSCASTS                       |           |
| (Six days per week)                      |           |
| (10:00 p.m.)                             |           |
| One minute (open or close) weekly        | 40.00     |
| One minute (open and close) weekly)      | 80.00     |
| Full sponsorship-open (1) middle (1) cl  |           |
| (1) weekly                               |           |
| (5:30 p.m.)                              |           |
| One minute weekly                        | 40.00     |
| (12:30 p.m.)                             |           |
| One minute (open or close) weekly        | 40.00     |
| ()ne minute (open and close) weekly      | 80.00     |
| Full sponsorship-open (1) middle (1) cl  | ose       |
| (1) weekly                               | 100.00    |
| (7:30 a.m.)                              |           |
| One minute (open or close) weekly        | 25.00     |
| One minute (open and close) weekly       | 50.00     |
| Full sponsorship-open (1) intddle (1) cl | 0.0       |
| (1) Weekly                               |           |
| (6:00 a.m.)                              |           |
| One minute (open or close) weekly        | 20.00     |
| One minute (open and close) weekly       |           |
| Full sponsorship—open (1) middle (1) el  |           |
| (1) weekly                               |           |
| (1) WOODLY                               | 30.00     |

| (12:00 noon)                               |
|--|
| One minute (open or close)                 |
| (10:00 a.m.)                               |
| One minute (open and close)                |
| (3:30 p.m.)                                |
| Full sponsorship-open (1) middle (1) close |
| (1)  |
| (10:00 p.m.)                               |
| One minute (open or close)                 |
| One minute (open and close)                |
| Full sponsorship—open (1) middle (1) close |
| (1)  |
| Full sponsorship all Sunday newscasts      |
| TRANSCRIPTIONS                             |
| Transcription library service evallable    |

ranscription library service available TALENT

Transcription library services available.
TALENT
Rates and requirements on request.
REMOTE CONTROL
Itemote control production will be made at cost of extra facilities involved, subject to the approval of the technical stuff.
Contract and Other Requirements
All programs at the rates will include station facilities, announcers and selected transcription music from station studios.
Preferred position governed by priority and availability on contract basis. No contract accepted for longer than one year. All contracts subject to the station owner's approval and government regulations. The production staff or station owners reserve the right to cancel or refuse any advertising for reasons satisfactory to themselves.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.
Personnel
President—John J. Gillin, Jr.
General Manager—John Alexander.
Program Director—Joe DI Natale.
Representatives
John Blair & Company.

MARKET

### **OMAHA**

(Deuglas County)

KBON

Rates effective April 1, 1945. (Card No. 3.) Owned and operated by Inland Broadcasting Cc. B.isiness Office and Studio—2027 Dodge St., Omaha, Nebr., Jackson 8282.

Transmitter-2027 Dodge St., Omaha, Nebr.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Operaties on Central War Time.
Operating schedule; Sundays 8:00 a,m, to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on station time only; no
cash discount. No commission on talent. Bills due
and payable when rendered.

General Advertising
For combination rate: see Mutual Broadcasting System. Rates include music copyright fees, announcers engineers on duty.

|     |         |        | CLASS   | <b>A</b> |        |         |         |
|-----|---------|--------|---------|----------|--------|---------|---------|
|     |         | (6:00  | p.m. to | 10:30    | p.m.)  |         |         |
|     |         | . :1.  | (3 t1.  | 26 ti.   | 52 ti. | 156 ti. | 260 ti. |
| 1   | hour    | 110.00 | 82.50   | 80.00    | 77.50  | 75.00   | 72.50   |
| 1/2 | hour    | 70.00  | 52.50   | 50.50    | 48.50  | 46.50   | 44.50   |
| 1/4 | hour    | 40.00  | 30.00   | 28.50    | 27.00  | 25 50   | 24.00   |
| 10  | minutes | 35.00  | 26.25   | 25.00    | 23.75  | 22.50   | 21.25   |
| 5   | minutes | 25.00  | 23.75   | 22.50    | 21.25  | 20 00   | 18.75   |
| - 1 | minuto  | or cha | in      |          |        |         |         |
|     | break   | 9.00   | 8.50    | 8.00     | 7.50   | 7.00    | 6.50    |

1/2 minute or less..... 7.00 6.75 6.50 6.25 6.00 (This listing rentinued on next page)

National Representatives

SPOT SALES, Inc.

Concentrated Oskland HARRISON Coverage 3 9 D G E WASHIN Low Rates OTTAWATT DOUGLAS COUNCIL OMAHA Promotion BLUFFS MCNTGOME MILLS Helps ANCASTER Waverly SELL a market equal to 1 0 E the buying power of the entire state of Nebraska.

The KBON listening area covers 17 counties including the potent Omaha & Council Bluffs Metropolitan area. Caunties beyond are In the Heart regularly represented KBON'S mail response. OF THE RICH, CENTRAL General Manager PAUL R. FRY MISSOURI VALLEY

### NEBRASKA—Continued

## OMAHA—Continued

CLASS "B"

(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)

1 hour.... 65:00 p.m. and after 10:30 p.m.)

1/2 hour.... 40:00 3.00 28:00 26:00 24:00 22:00

1/4 hour... 25:00 18:75 17:25 15:75 14:25 12:75

10 minutes 20:00 15:00 13:75 12:50 11:25 10:00

5 minutes 15:00 13:75 12:50 11:25 10:00

5 minutes 15:00 13:75 12:50 11:25 10:00

172 minute or chain break... 6:00 5:50 5:00 4:50 4:00 3:50

1/2 minute or less... 4:00 3:75 2 FA SPECIAL FEATURES

SPECIAL FEATURES
News, time signals, sports, special events, participations—rates and details on request.
TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service.
REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs.

Extra charges not subject to agency commission.
TALENT
Rates on request.

Rates on request.

SERVICE FACILITIES

Merchandising service available on cooperative basis.

Program service available without extra charge.

Contract and Other Requirements
All contracts subject to present and future state and federal regulation. All programs subject to station's

federal regulation. All programs subject approval.

Retroactive discount allowed on continuous time used.

Notices of cancellation of contract must be given in writing to station two weeks prior to cancellation date and contracts cancelled before completion are payable at once at the short rate.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel
General Manager—Paul R. Fry.
Representatives
Spot Sales, Inc.

KOIL (Established 1925)



Rates effective December 1, 1944, (Card No. 2.)
Owned and operated by Central States Broadcasting
Company.
Business Offices and Main Studios—Omaha National
Bank Bldg., Omaha 2, Nebr.
Other Studios—Stuart Bldg., Lincoln 2, Nebr.
Transmitter—Council Bluffs, Iowa.

Wave—Power—Time
Operating power—5,000 watts.
232.6 meters; 1290 kilocycles.
Licensed to operate full time. Operates on Central

War Time. Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% allowed to recognized advertising agencies on
net time and talent charges; no cash discount. Bills
are due and payable when rendered.

General Advertising
For combination rates see Columbia Broadcasting
System (Basic Network).
When KFOR is used concurrently with KOIL for
similar units of time, a 15% additional discount
will be allowed on the net rate for KFOR service. The following rates are for general advertising.

of the ...the best in service to listeners and to advertisers RADIO STATION INC. OMAHA, NEBRASKA

590 KC \* NBC \* 5000 WATTS

Established April 2, 1923

OWNER AND OPERATOR OF

NBC in NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L MGR.

JOHN BLAIR & CO., REPRESENTATIVES

10:30 p.m.)
1/4 hr. 5 min.
52:50 36:75
49:88 34:91
47:25 33:08
44:63 31:24
29:40 (6:00 1 hr. 1 time. 210.00 26 times 199.50 52 times 188.00 104 times 178.50 156 times 185.03 312 times 157.50 468 times 147.00 624 or more times.... 136.50 CLASS .m. to 1/2 hr 105.00 68.25 CLASS 6:00 p.m 11:00 p 1/2 hr. 34.13 23.89 "B" 1. and 10:30 p.m. 13.65 (7:00 a.m. to 1.) 1/4 hr. 26.25 24.94 23.63 22.31 21.00 5 min. 18.38 17.46 16.54 15.62 14.70 1 time. 105.00 26 times 99.75 52 times 94.50 104 times 89.25 156 times 84.00 312 times 78.75 468 times 73.50 624 or more 10.50 9.98 9.45 8.93 8.40 7.88 7.35 49.88 47.25 44.63 42.00 39.38 36.75 19.69 18.38 ...17.08 11.95 6.83 (11:00 52.50 49.88 47.25 44.63 42.00 39.38 36.75 1 time.. 26 times 52 times 104 times 156 times 312 times 468 times 9.18 8.72 8.26 7.80 7.34 6.89 6.43 312 tilmes 39.38 19.69 9.84 6.89 3.94 668 times 39.38 19.69 9.84 6.89 3.94 668 times 36.75 18.38 9.18 6.43 3.68 624 or more tilmes... 31 70.68 8.53 5.97 3.41 (\*) One minute electrical transcription or 100 words or less.

News and weather reports take regular rates plus production charge.

Regular rates apply for time signals.

Regular rates apply for time signals.

Polly the Shopper: 10.45 s.m. te 11:00 s.m. and 1:30 p.m. to 1:45 p.m. Monday through Friday, Minimum three times per week, net 10.00 per participation.

Contract and Other Requirements

Resale of time not permitted. All programs, transcriptions and announcements are subject to approval of station management.

Station reserves the right to reschedule any com-9.84

striptions and announcements are subject to approval of station management. Station reserves the right to reschedule any commercial period, subject to advertiser's approval of substitute position. Rebates and discounts are accumulative for one year only, which is the maximum length of any contract. Announcements and programs cannot be combined to earn greater frequency discount. All rates guaranteed for one year from date of first broadcast with or without interruption.

Closing Time
All contracts should be closed as far in advance of initial program as possible to facilitate production. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel General Manager—Gordon Gray.
Sales Manager—W. O. Edholm.

Representatives
Edward Petry & Company, Inc.

## KOWH (Established 1922)

(Established 1922)

Rates effective May 1, 1939. (Card No. 1.)

Owned and operated by Omaha World-Herald

Business Office and Studio-World-Herald Bldg.

Omaha, Nebr., telephone AT 2228.

Transmitter—60th and Girard Sts., Omaha, Nebr.

Wave—Power—Time

Operating power—500 watts.

454.5 meters; 660 kilocycles.

Licensed to operate days only. Operates on Central

War Time.

Operating schedule: Sundays 7:00 s.m. to local sunset; week days 6:00 s.m. July 9:00 p.m.

February 7:00 p.m. August 8:30 p.m.

March 7:30 p.m. September 7:30 p.m.

April 8:00 p.m. Cotober 6:45 p.m.

May 8:30 p.m. November 6:00 p.m.

June 9:00 p.m. December 6:00 p.m.

Agency Commission

Agency Commission
15% to recognized advertising agencies on net charge
for station time; no eash discount. Bills due and payable when rendered. able when rendere General Advertising

for station time; no cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries).
The following rates are for national advertising.
Retroactive discount silowed on continuous time actually used. Contracts cancelled before completion become payable at once at the short rate.

(After 6:00 p.m.)
Rates are double those listed below.

(All other time)

1 13 26 52 100 150 300

11 1 hour.... 100.00 50.00 47.50 45.00 42.50 40.00 37.50

11/4 hour.... 60.00 30.00 28.50 27.00 25.50 24.00 25.50

11/4 hour.... 88.00 18.00 17.10 16.20 15.30 14.00 13.50

11/4 hour.... 88.00 18.00 17.10 16.20 15.30 14.00 13.50

10 minutes 30.00 15.00 14.25 13.50 12.75 12.00 11.5

5 minutes 30.00 15.00 14.25 13.50 12.75 12.00 11.5

6 minutes 30.00 15.00 14.25 13.50 12.75 12.00 12.5

7 minutes 30.00 15.00 14.25 13.50 12.74 7.00 6.56

2 minutes 15.00 7.50 7.13 6.75 6.38 6.00 5.62

One minute or 125

words.... 10.00 5.00 4.75 4.50 4.25 4.00 3.75

Applicable to pregram of the words... 10.00 5.07

Applicable to program of the sevent Sunday takes a weekly rate of five times weeks takes a weekly rate of four and one-half times the daily rate. Use of same period five times weeks takes a weekly rate of four and one-half times the daily rate. Use of same period five times weeks takes a weekly rate of four and one-half times the daily rate. The above based on total times ordered.

FECCIAL FEATURES

For rates covering local retail merchants only, weather reports, time signals, consult station management.

TALENT

TALENT

Talent and special announcers supplied at actual cost. (This listing continued on next page)

## OMAHA—Continued KOWH—Continued

KOWH—Continued

REMOTE CONTROL

Programs originating outside of studies or requiring special production are subject to additional charge.

SERVICE FACILITIES

Services of program and continuity departments and staff announcers are provided without extra charge. Merchandising service available on cooperative basis. Contract and Other Requirements

Contracts limited to one year. All contracts subject to present and future state and rederal regulation. Station reserves the right to discontinue or refuse any advertising program for reasons satisfactory to itself except in cases governed by federal regulations. Mechanical Porgram Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
Manager—Bernard C. Corrigan.
Representatives
George P. Hollingbery Company.

WOW (Established 1923)



Rates effective September 1, 1941. (Card No. 4.)
Operated by Radio Station WOW, Inc.
Business Office and Studio—17th and Farnam Sts.,
Omaha 2, Nebr., Webster 3400.
Transmitter—56th and Kansas Ave., Omaha, Nebr.

wave—Power—Time
Operating power—5,000 watts.
508.5 meters; 590 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Central War Time.
Operating schedule: 20 hours daily.

Agency Commission
15% on time rates only. No discount for talent to agency. Bills due and payable when rendered.

Agency Commission
15% on time rates only. No discount for talent to agency. Bills due and payable when rendered.

General Advertising
For combination rates see National Broadcasting Company (Basic Network).
The following rates apply to general advertising.
CLASS 'A'

(6:00 p.m. to 11:00 p.m. daily)
1tt. 13tt. 28 tt. 52 tt. 104 tt. 280 tt.
1 hour... 340.00 323.00 306.00 289.00 272.00 255.00
1/2 hour... 175.00 168.25 157.50 148.75 140.00 131.25
1/4 hour... 95.00 90.25 85.50 80.75 76.00 71.25
5 minutes 65.00 61.75 85.50 55.25 52.00 48.75
1 minute 25.00 23.75 22.50 21.25 20.00 18.75
25 word chain breaks, 25.00 net.

(7:90 a.m. to 6:00 p.m. week days and 1:00 p.m. to 6:00 p.m. week days and 1:00 p.m. to 6:00 p.m. week days and 1:00 1/2 hour... 160.00 152.00 144.00 138.00 128.00 120.00
1/2 hour... 100.00 95.00 90.00 85.00 80.00 75.00
1/4 hour... 65.00 61.75 85.50 55.25 52.00 48.75
5 minutes 40.00 38.00 38.00 34.00 32.00 30.00
1 minute 15.00 14.25 13.50 12.75 12.00 11.25
25 word chain break, 15.00 net.

CLASS 'C'
(11:00 p.m. to 7:00 a.m. week days and before 1:00 p.m. Sundays)
1 hour... 100.00 95.00 90.00 85.08 80.00 75.00
1/2 hour... 55.00 52.25 49.50 46.75 44.00 41.25
1/4 hour... 55.00 1.4.25 13.50 12.75 12.00 11.25
25 word chain break, 15.00 net.

ADDITIONAL DISCOUNTS

When an advertiser on a national spot basis is using three or more quarter hour strips per week (minimum of fire quarter hours per strip) on a non-contiguous or contiguous schedule, he will be entitled to one half of the half hour rate for each individual quarter hour period. In figuring frequency discounts on the above basis the three quarter hours per strip) on a non-contiguous or contiguous schedule, he will be entitled to one half of the half hour rate for each individual quarter hour period. In figuring frequency discounts on the above basis the three quarter hours per strip) on a non-contiguous or contiguous schedule, he will be entitled to one half of the half hour rate for each individual quarter hour period. In figuring frequency discounts o

No extra charge for broadcast of electrical transcriptions.

TALENT

Arrangements for all types of talent made at cost.

REMOTE CONTROL

Facilities for remote pick-up outside of studios. Expenses of such pick-ups charged at cost. Mobile unit available, equipped with short wave transmitter and portable transcribing equipment.

Contract and Other Requirements
All charges for talent additional to time rates.
Advertising of alcoholic beverages not accepted. Station reserves right if necessary to reschedule any commercial period. If rescheduling is not acceptable, advertiser reserves option to cancel immediately. Station reserves the right to approve or reject all commercial and non-political programs and cancel all programs which are of objectionable character.

Closing Time
Closing date of program service two weeks in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Pres. & Gen'l Mgr.—John J. Gillin, Jr.

Representatives
John Blair & Company.

Representatives
John Blair & Company.

### SCOTTSBLUFF (Scotts Bluff County)

KGKY (Established 1930)



Rates effective November 1, 1939.

Rates effective November 1, 1939.

Owned and operated by the Hilliard Company.

Business Office and Studio-1517 Broadway, Scottsbluff, Nebr., telephone 856.

Transmitter—South Broadway, Scottsbluff, Nebr.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.

Licensed to operate full time on local channel. Operates on Mountain War Time.
Operating schedule: Sundays 10:00 a.m. to 8:15 p.m.; week days 6:15 a.m. to 10:00 p.m.

Agency Commission
15% to all recognized advertising agencies; no cash discount. Commission does not apply on talent. All programs to be on a cash basis unless otherwise agreed upon by management. Invoices are mailed 1st of the month.

General Advertising
For combination rates see Columbia Broadcasting System, Inc.

The following rates apply to national advertising.

5 minutes.
25 word station breaks.
ANNOUNCEMENTS
CLASS "A"
(12:00 noon to 1:00 p.m., 5:00 p.m. to 10:00
p.m. week days and all day Sundays)
100 words.
60 words. CLASS "B"
(6:30 a.m. to 12:00 noon and 1:00 p.m. to 5:00 p.m. week days)
) words...

5:00 p.m. wows -...

100 words 2.50
FREQUENCY DISCOUNTS
Applicable to all station time except station breaks and combination rates:
13 times 55%
26 times 15%
100 times 225% 

RECORDED PROGRAMS
Regular time charges apply to recorded programs.
Not restricted to certain hours.
REMOTE CONTROL
Practically any arrangements can be made for remote control programs.

Contract and Other Requirements
Rates are for station time. Talent is extra.

Closing Time
Arrangements for programs must be made one week in
advance. Talent programs close one week in advance.

advance. Fairnt programs close one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel
Manager—L. L. Hilliard.
Assistant Manager—R. M. Stewart.

### **NEVADA**

LAS VEGAS

KENO
(Established 1940)



### **BLUE NETWORK STATION**



Rate card dated September 15, 1940. (Card No. 1.)

|     | SPOT ANNOUNCEMENTS              |      |
|-----|---------------------------------|------|
| One | minute electrical transcription | 5.00 |
| 100 | words                           | 4.50 |
| 75  | words                           | 4.00 |
| 50  | words                           | 3.50 |
| 35  | words                           | 3.00 |
|     | DISCOUNTS                       |      |
| 13  | times                           | 5%   |
| 26  | times                           | 10%  |
| 52  | times                           | 15%  |
| 104 | times                           | 20%  |
|     | SPECIAL FEATURES                |      |

News-regular rates apply. POLITICAL Rates on request.

TRANSCRIPTIONS
Regular advertising rates apply.
Transcription library service available.

Transcription library service available.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs; not subject to agency commission.

SERVICE FACILITIES

Program, advertising, continuity and announcing staff available to advertisers.

Contract and Other Requirements

All contracts subject to cancellation by two weeks' written notice accompanied by certilled check at short rate to date of last program.

Closing Time

written notice accompanied by certified check at short rate to date of last program.

Closing Time
Contracts close one week in advance of first broadcast. Announcements and transcriptions close 24 hours in advance. Talks 48 hours is advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for lateral cut recordings.

Personnei
Manager—Maxwell Keich.
Representatives
None.

**RENO** (Washoe County) KOH (Established 1928)



Rates effective October 1, 1943. (Card No. 11.)

Rates effective October 1, 1943. (Card No. 11.)

Owned and operated by The McClatchy Broadcasting Company of Nevada.

NOTE: Address correspondence to P.O. Box 2271, Reno, Nev.
Business Office and Studio—143 Stevenson St., Reno, Nev., telephone 5106.

Transmitter—Sparks, Nev.

Wave—Power—Time
Operating power—1,000 watts.
476.2 meters; 630 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Pacific War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

Agency Commission

15% on net station time to accredited advertising agencies; no cash discount. This applies only to national business originating outside of Reno.

General Advertising
For combination rates see National Broadcasting Company. Incorporated (Pacific Coast Network).

Any four of the following stations may be combined on the same schedule to eart 10% discount: KFBK, Sacramento: KWG, Stockton: KMJ, Fresno; KERN, Bakersfield; KOH, Reno, Nev. For further discounts on combination of all five stations, see listing of McClatchy Beelins.

The following rates are for general advertising.

CLASS "A"

(6:00 p.m. to 10:00 p.m.)

1 ht. 1/2 ht. 1/4 ht. 10 min. 5 min.

(6:00 1 hr. 1 times. 80.00 13 times 78.00 52 times 74.00 65 times 72.00 130 times 70.00 156 times 68.00 260 times 64.00 321 times 60.00 468 times 58.00 624 times 56.00 1.)
10 min.
24.00
23.40
22.80
22.20
21.60
21.00
20.40
19.20
18.00 13.05 16 80 (7:00 a.m. to 6

33.60 22.40 18.80 CLASS 33.60 p.m. and 10:00 p.m. to 11:00 p.m. to 11:00 p.m. to 12:00 p.m. 23.40 15.60 11.70 22.80 15.20 11.40 22.20 14.80 11.10 21.60 14.40 10.80 21.00 14.00 10.50 20.40 13.60 10.20 19.20 12.30 9.60 18.00 12.00 9.00 17.20 11.60 8.70 16.80 11.20 8.40 CLASS "C" 30 8.m. and affer 11:00 p.m.) 1 time. 40.00
13 times 39.00
26 times 38.00
52 times 37.00
65 times 36.00
156 times 34.00
260 times 32.00
312 times 30.00
468 times 29.00
624 times 28.00 CLASS
(6:00 a.m. to 7:00 a.m.
time... 30.00 18.00
3 times 29.25 17.55
times 28.50 17.10
2 times 27.75 16.65
times 27.00 16.20
5 times 26.25 15.75
5 times 25.50 15.30
0 times 24.00 14.40
2 times 22.50 13.50
5 times 21.75 13.05
4 times 21.70 12.60
CLASS 11:00 p.
8.10
7.90
7.70
7.50
7.30
7.10
6.90
6.50
6.10
5.90
5.70 and affer 6.10 5.95 5.80 5.65 5.50 5.35 5.20 4.90 4.60 4.45 29.25 17.55 10.55
28.50 17.10 10.25
27.75 16.65 10.00
27.00 16.20 9.70
26.25 15.75 9.45
25.50 15.30 9.20
24.00 14.40 8.65
22.50 13.50 8.10
21.75 13.05 7.85
21.00 12.60 7.55
(11:00 p.m. to 6:30 s.m.)
quest.

Ra:es on request.

ANNOUNCEMENTS

Announcements broadcast at times adjacent to higher rate classification will take higher rate.

### **NEVADA**—Continued

### **RENO—Continued**

K O H-Continued CLASS "A"

|     | (6:00 p.m. to 10:00 p.m.)               |        |         |
|-----|---|--------|---------|
|     |   | l min. | 35 wds. |
| 1   | time                                    | 7.00   | 5.00    |
| 13  | times                                   | 6 80   | 4.85    |
| 26  |   |        | 4.85    |
| 52  |   | 6.45   | 4.60    |
| 65  |   |        |         |
|     | times                                   | 6.30   | 4.50    |
| 130 |   |        | 4.35    |
| 156 | times                                   | 5.90   | 4.20    |
| 260 |   | 5.60   | 4.00    |
| 312 | times                                   | 5.25   | 3.75    |
| 468 | times                                   |        | 3.60    |
| 624 | times                                   |        | 3.50    |
|     | *************************************** | 1.00   | 0.00    |

|     |       |      |        | CLA      | 88 '     | 'B'' |       |      |    |      |
|-----|-------|------|--------|----------|----------|------|-------|------|----|------|
|     | (7:00 | a.m. | to     |          | p.m.     |      | 10:00 | p.m. | to |      |
| 1   | time  |      |        |          |          |      |       | 5.00 |    | 3.00 |
| 13  | times |      |        | ******** | ******** |      |       | 4.85 |    | 2.95 |
|     |       |      |        |          |          |      |       |      |    | 2.85 |
| 52  | times |      |        |          |          |      |       | 4.60 |    | 2.80 |
| 65  | times |      |        |          |          |      |       | 4.50 |    | 2.75 |
| 130 | times |      |        |          |          |      |       | 4.35 |    | 2.60 |
| 156 | times |      |        |          |          |      |       | 4.20 |    | 2.55 |
| 260 | times |      |        |          |          |      |       | 4.00 |    | 2.40 |
|     |       |      |        |          |          |      |       |      |    | 2.25 |
| 468 | times |      | ****** |          |          |      |       | 3 60 |    | 2.15 |
| 624 | times | L    |        |          |          |      |       | 3.50 |    | 2 10 |

|     | CLASS "C"                            | 0.00      | 2.10 |
|-----|--------------------------------------|-----------|------|
|     | CLASS                                |           |      |
|     | (6:00 a.m. to 7:00 a.m. and after 11 | :00 p.m.) |      |
| 1   | time                                 | 3.00      | 2.00 |
|     | times                                |           | 1.95 |
|     | times                                |           | 1.90 |
| 52  | times                                | 2.60      | 1.85 |
| ě.  | times                                | 9.75      | 1.80 |
|     |                                      |           | 1.75 |
| 100 | times                                |           |      |
| 190 | times                                | 2.55      | 1.70 |
| 260 | times                                | 2.40      | 1.60 |
| 312 |                                      | 2 25      | 1.50 |
| 468 | times                                |           | 1.45 |
| 624 | timas                                | 2.10      | 1.40 |

CLASS "D" (11:00 p.m. to 6:00 a.m.)

Rates on request. DISCOUNTS

Two or more program units of 15 minutes or more broadcast on the same day for the same spunear within the same time bracket may be combined to earn one-half hour, or one hour rates, whichever applies. Such programs may be scheduled contiguously at the station's option. Discounts allowed retroactively on the number of broadcasts given in one year.

Day and night programs or day and night announcements may be combined to determine rate earned. Announcements cannot be combined with programs of five minutes or more to determine rate earned.

Interruptions in an advertiser's schedule necessitated by the broadcasting of special events of importance will not affect the advertiser's right to discount. If an advertiser is required by the station to relinquish the time or times specified in his contract and the contract is cancelled for this reason, the rate of discount to which the advertiser would otherwise be entitled will not be prejudiced.

titled will not be prejudiced.
All discounts apply to time charges only.

If a contract runs without interruption heyond 52 consecutive weeks, the advertiser will continue to earn the discount established during the preceding year.

SPECIAL FEATURES

News Periods: Station time plus 20% of net news and service fee.

### POLITICAL

Regular one time rates apply. No discounts. All political broadcasts cash in advance. Combination rates available. Manuscripts must be submitted 24 hours in advance of broadcast time.

TALENT Rates on request.

### REMOTE CONTROL

Additional charges are made for programs originating outside of the station studios.

### TRANSCRIPTIONS

Transcription library services available at additional cost-rates on request.

### SERVICE FACILITIES

Services of station's staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event the client specifies a particular announcer or except where a fee is required by any governing labor organization. Additional charges are made for programs requiring special production.

### Contract and Other Requirements

ontract and Utner requirements
All programs subject to acceptance by station management, and must conform to station policies and
government regulations. No contracts accepted for
longer than one year. Contracts subject to cancellation unless program starts within 30 days.
Management reserves the right to reject or discontinue any advertising program.

### Closing Time

All talks must be submitted in manuscript form prior to 12:00 noon preceding broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for both lateral and vertical cut recordings.

### Personnel

Manager-Robert Stoddard.

### Representatives

Paul H. Raymer Company.

### **NEW HAMPSHIRE**

KEENE (Cheshire County) WKNE (Established 1927)



Rates effective May, 1944. (Card No. 12.)

Owned and operated by WKNE Corporation.

Business Office and Studio—WKNE Bidg., 17 Dunbar
St., Keene, N. H., telephone 2080.

Transmitter—Stanhope Ave., Keene, N. H.

Wave—Power—Time
Operating power—5,000 watts.
232.8 neters; 1290 kilocycles.
Licensed to operate unlimited time. Operates on
Eastern War Time.

Agency Commission
15% on net station time only to recognized advertising agencies; no cash discount. No commission or quantity discounts on talent, lines, etc.

tising agencies; no cash discount, for commission equantity discounts on talent, lines, etc.

General Advertisine

NOTE: Just as this issue was going to press we received a new rate card (No. 13), effective April 1, 1945. Complete changes will be announced on the first rate bulletin to this issue.

For combination rates see Columbia Broadcasting System (Basic Supplementary Group) and Columbia New England Network.

ANCAP, BMI and SESAC licenses.

The following rates are for national advertising. Contiguous rates granted on non-contiguous programs—details on request.

Frogram and announcement contracts may not be combined to earn higher discounts.

Special discount when WKNE is used in conjunction with WTRY, Troy, N. Y. or WSYR, Syracuse, N. Y. CLASS A.

(12:00 noon to 1:00 p.m., 6:00 p.m. to 10:00 p.m. Sundarys)

1 1 13 ti. 26 ti. 52 ti. 104 ti. 260 ti.

|            |          | 2000   | 150)   |        |         |         |
|------------|----------|--------|--------|--------|---------|---------|
|            | l ti.    | 13 ti. | 26 ti. | 52 ti. | 104 ti. | 260 ti. |
| 1 hour     | 100.00   | 90.00  | 85.00  | 80.00  | 75.00   | 70.00   |
| 1/2 hour   | 60.00    | 54.00  | 51.00  | 48.00  | 45.00   | 42.00   |
| 1/4 hour   | 40.00    | 36.00  | 34.00  | 82.00  | 80.00   | 28,00   |
| 5 minutes  | 20.00    | 18.00  | 17.00  | 16.00  | 15.00   | 14.00   |
| 1 minute   | 10.00    | 9.00   | 8.50   | 8.00   | 7.50    | 7.00    |
| 1/2 minute | or stati | on     |        |        |         |         |
| break      | 8.00     | 7.20   | 6.80   | 6.40   | 6.00    | 5.60    |
|            |          |        |        |        |         |         |

CLASS B. 0.00 p.m. to 6:00 p.m. to 6:00 p.m. to 6:00 p.m. to 6:00 p.m. to 8:00 p.m.

|     | hour    | 60.00    | 54.00 | 51.00 | 48.00 | 45.00 | 42.00 |
|-----|---------|----------|-------|-------|-------|-------|-------|
| 1/2 | hour    | 36.00    | 33.00 | 31.00 | 29.00 | 27.00 | 24.00 |
| 1/4 | hour    | 24.00    | 23.00 | 22.00 | 21.00 | 19.00 | 17.00 |
| 5   | minutes | 12.00    | 11.00 | 10.00 | 9.00  | 8.00  | 7.00  |
| 1   | minute  | 7.00     | 6.50  | 6.00  | 5.50  | 5.00  | 4.50  |
| 1/2 | minute  | or stati | on    |       |       |       |       |
| bı  | reak    | 5.00     | 4.70  | 4.40  | 4.10  | 3,80  | 8,50  |

reak...... 5.00 4.70 4.40 4.10 3.80 NPECIAL STRIP RATES CLASS "A" (12:00 noon to 1:00 p.m. 6:00 p.m. to 10:00 p.m. daily and 6:00 p.m. to 10:00 p.m. Sundays)

| 1,01,00           |          |           |           |
|-------------------|----------|-----------|-----------|
|                   | ——I      | er week f | <b>DF</b> |
| One hour:         | 13 wks.  | 26 wks.   | 52 wks.   |
| 3 times weekly    | 207.00   | 194.00    | 167.00    |
| 5 times weekly    |          | 806.00    | 261.00    |
| 6 times weekly    | . 860.00 | 333.00    | 279.00    |
| One-haif hour:    |          |           |           |
| 3 times weekly    | 121.00   | 113.00    | 96.00     |
| 5 times weekly    | 194.00   | 180.00    | 153.00    |
| 6 times weekly    | 209.00   | 193.00    | 160.00    |
| One-quarter hour; |          |           |           |
| 3 times weekly    | 77.00    | 72.00     | 61.00     |
| 5 times weekly    | 126.00   | 117.00    | 99.00     |
| 6 times weekly    | 133.00   | 122.00    | 101.00    |
| Five minutes:     |          |           |           |
| 3 times weekly    | 34.00    | 32.00     | 26.00     |
| 5 times weekly    | 58.00    | 54.00     | 45.00     |
| 6 times weekly    |          | 55.00     | 46.00     |
|                   | "B"      |           |           |
|                   |          |           |           |

(6:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to sign-off daily; 8:00 a.m. to 6:00 p.m. and 10:00 p.m. to sign-off Sundays)

| One hour:                  | 13 wks.  | 26 Wks.  | 52 wks. |
|----------------------------|----------|----------|---------|
| 3 times weekly             | . 121.00 | 113.00   | 97.00   |
| 5 times weekly             | 194.00   | 185.00   | 171.00  |
| 6 times weekly             | 218.00   | 206.00   | 188.00  |
| One-half hour:             |          |          | -00.00  |
| 3 times weekly             | . 69.00  | 64.00    | 55.00   |
| 5 times weekly             | 104.00   | 99.00    | 88.00   |
| 6 times weekly             | 114.00   | 109.00   | 93.00   |
| One-quarter hour:          |          | 200.00   |         |
| 3 times weekly             | 44.00    | 41.00    | 85.00   |
| 5 times weekly             | 72.00    | 68.00    | 59.00   |
| 6 times weekly             | 80.00    | 74.00    | 61.00   |
| Five minutes:              |          |          | 92.00   |
| 3 times weekly             | . 26.00  | 25.00    | 23.00   |
| 5 times weekly             | 32.00    | 31.00    | 29.00   |
| 6 times weekly             |          | 35.00    | 33.00   |
| DISCOU                     |          | 00.00    | 00.00   |
| Multiple Announcement Dis  |          |          |         |
| 2 announcements daily (min |          | weekly). | 10%     |
| 3 announcements daily (min |          |          | 15%     |
| 4 announcements daily (min |          | weekly). | 200     |
| 5 announcements daily (min | Imum 30  | weekly). | 25%     |
|                            |          |          |         |

TRANSCRIPTIONS

Rates on request. Rates on request.

Commercial rates apply.

TALENT

Rates on request.

REMOTE CONTROL Line charges and remote control pick-ups ara extra.

SERVICE FACILITIES
The station artists bureau, production, and merchandising departments are available to advertisers.

dising departments are available to advertisers.

Contract and Other Requirements
All proposals subject to prior booking of time.

No hard liquor advertising accepted.
All contracts accepted subject to the station's right to cancel or offer another time upon 28 days' notice.

U. S. government programs have priority in war-time.

No contests in spot announcements. Announcements at breaks adjacent to higher classification are charged at rate of higher classification. NAB code observed, subject to station amendments.

Solving Time
Closing date for inclusion in general publicity and printed announcements is 14 days before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using vertical or lateral 33-1/3 and 78 r.p.m. turntables.

Personnel
President—H. C. Wilder.
Vice-Pres. & Gen'i Mgr.—David Carpenter.
Commercial Manager—Richard Bath.

Representatives
Headley-Reed Company.
Boston—Bertha Bannan,

## **LACONIA**

(Belknan County)

## WLNH



Rates effective April 1, 1943. (Card No. 8.)
Owned and operated by the Northern Broadcasting
Company.
Business Office and Studio—Masonic Temple Bldg.,
Laconia, N. H., telephone 501.
Transmitter—Sanbornton, N. H.
Wave—Power—Time
Operating power—250 profits

Operating power—250 watts.

223.9 meters; 1340 kilocycles.

Licensed to operate unlimited time. Operates on
Eastern War Time.

Operating schedule: 7:00 a.m. to 12:00 midnight.

### Agency Commission

15% on time only to recognized advertising agencies; no cash discount,

### General Advertising

For combination rates see Yankee Network, Mutual Broadcasting System, and Keystone Network.

Music copyright fees are not included in rates.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days; I:00 p.m. to 11:00 p.m. Sundays)

| 1/4 | hour<br>hour<br>minutes<br>words<br>words | 36.00<br>24.00 | 13 ti.<br>57.00<br>34.20<br>22.80<br>11.40<br>5.70<br>4.27 | 26 ti.<br>54.00<br>32.40<br>21.60<br>10.80<br>5.40<br>4.05 | 52 ti.<br>51.00<br>30.60<br>20.40<br>10.20<br>5.10<br>8.82 | 104 t1,<br>48,00<br>28,80<br>19,20<br>9,60<br>4,80<br>8,60 | 208 t1.<br>45.00<br>27.00<br>18.00<br>9.00<br>4.50<br>8.87 |  |
|-----|---|----------------|--|--|--|--|--|--|
|     |   |                |  |  |  |  |  |  |

### SPECIAL FEATURES News: Leased wire service available.

Time Signals: 30 word commercial and signal at 30 word rate.

"Home Half Hour"—participation feature; regular discounts apply; one time 4.00.

POLITICAL

One time card rates apply.

REMOTE CONTROL Facilities available at cost,

### Contract and Other Requirements

contract and Other Requirements

Hard liquor advertising not accepted; mait beverage
and wine advertising subject to approval.

All contracts and broadcasting material subject to
approval and government regulations. Right reserved
to discontinue or refuse any advertising.

The station does not assume or incur any liability
of any kind or character which may be sustained by
them as a result of broadcasting for a client.

No contract accepted for longer than one year. Preferred position governed by priority and availability.
Contracts are not transferable. Time allotted to advertiser may be taken by station for broadcasting
other programs or events which, in the judgment of
the station, are of greater sorvice or value to the
public; every effort made to notify sponsor in advance
and arrange satisfactory substitute time.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for lateral and vertical cut recordings.

### Personnel

Manager-Martin B. Avery. Program Manager-Sherwin Greenlaw.

### Representatives

Miss Bertha Bannan.

### MANCHESTER

(Hillsboro County)

## WFEA (Established 1932)



Rates effective March 1, 1945. (Card No. 6.)

Rates effective March 1, 1945. (Card No. 6.)
Owned and operated by New Hampshire Broadcasting
Company.
Business Office and Studio—Hotel Carpenter, Manchester, N. H., telephone 4656-57.
Transmitter—Merrimack, N. H.
(ave—Power—Time
Operating power—5,000 waits.
219 meters; 1370 kilocycles.
Licensed to operate on regional channel. Operates or.
Eastern War Time.

Eastern War Time.

Agency Commission

15% to recognized advertising agencies on net charges
for station time; no cash discount. Commission does
not apply on program charges. Bills due and payable
on the 10th of month following broadcast.
General Advertising
For combination rates see Yankee Network, National
Broadcasting Company (Basic Supplementaries) and
New England Regional Network (Supplementary Stations).

Announcements adjacent to higher time classifications are charged at the rate of the higher classification.

| -         |          | CLASS     | ''A''      |         |       |
|-----------|----------|-----------|------------|---------|-------|
|           | (6:00    | p.m. to 1 | 0:30 p.m.  | .)      |       |
|           | 1 hr.    | 1/2 hr.   | 1/4 hr.    | 5 min.  | (*)   |
| 1 time    | 100.00   | 60.00     | 40.00      | 20.00   | 10.00 |
| 13 times  | 95.00    | 57.00     | 38.00      | 19.00   | 9.50  |
| 26 times  |          | 54.00     | 36.00      | 18.00   | 9.00  |
| 52 times  | 85.00    | 51.00     | 34.00      | 17.00   | 8.50  |
| 104 times | 80.00    | 48.00     | 32.00      | 16.00   | 8.00  |
| 260 times | 75.00    | 45.00     | 30.00      | 15.00   | 7.50  |
| 500 times |          | *******   |            |         | 7.00  |
|           |          | CLASS     | B.,        |         |       |
| (8:00     | a.m. to  | 6:00 p.m. | and 10:    | 30 p.m. | to    |
| •         |          | 12:00 mid | night)     | -       |       |
| l time.   | 50,00    | 30.00     | 20.00      | 10.00   | 5.00  |
| 13 times  | 47.50    | 28.50     | 19.00      | 9.50    | 4.75  |
| 26 times  | 45.00    | 27.00     | 18.00      | 9.00    | 4.50  |
| 52 times  | 42.50    | 25.50     | 17.00      | 8.50    | 4.25  |
| 104 times |          | 24,00     | 16.00      | 8.00    | 4.00  |
| 260 times |          | 22.50     | 15.00      | 7.50    | 3.75  |
| 500 times |          |           | *******    | ******* | 3.00  |
|           |          | CLASS     | C.,        |         |       |
| (Befor    | e 8:00 a | m. and a  | fter 12:00 | midnigh | t)    |
| 1 tlme.   |          | 21.00     | 14.00      | 7.00    | 3.50  |
| 13 times  | 33.25    | 19,95     | 13.30      | 6.65    | 3,33  |
| 26 times  | 31.50    | 18.90     | 12,60      | 6.30    | 3,15  |
| 52 times  | 29.75    | 17.85     | 11,90      | 5.95    | 2,98  |
| 104 times | 28.00    | 16.80     | 11.20      | 5.60    | 2.80  |
| 260 times |          | 15.75     | 10.50      | 5.25    | 2.63  |
| 500 times |          |           |            |         | 2 45  |

104 times 28.00 16.80 11.20 5.60 2.80
260 times 26.25 15.75 10.50 5.25 2.35
200 times 26.25 15.75 10.50 5.25 2.35
2.45
(\*) Announcements—I minute or less.

DISCOUNTS
Quantity discounts apply to total broadcasts in each classification for the same sponsor within any consecutive 12 months' period.

POLITICAL
Payable in advance—rates and details on request.

THANSCRIPTIONS

Library service available—details on request.

Contract and Other Requirements
No contracts accepted for longer than one year.

Contract subject to approval of station management. The station management reserves the right to refuse or discontinue any program or series of programs for reasons satisfactory to itself.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

General Manager—Melvin C. Green.

Station Manager—Caleb Paine.

Station Manager—Caleb Paine.

Station Manager—Wilbert Markle.

Representatives

The Katz Agency, Inc.

## WMUR (Established 1941)



Rates effective June 1, 1943. (Card No. 4.)
Owned and operated by The Radio Voice of New
Hampshire, inc.
Business Office and Studio—1819 Elm St., Manchester, N. H.
Transmitter—On western bank of Merrimack River
at Manchester, N. H.

Transmitter—On western bank of Merrimack River at Manchester, N. H.

Wave—Power—Time
Operating power 5,000 waits days; 1,000 waits nights.
491.8 meters; 610 kilocycles.
Licensed to operate full time on regional channel.
Operating schedule: Sundays 8:00 a.m. to 11:30 p.m.;
week days 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on station time only; no cash discount. Bills rendered weekly, payable 10th of month following service.

General Advertising
NOTE: Just as this issue was going to press we received a rew rate card (No. 5), effective April 1.
1945. Complete changes will be announced on the first rate bulletin to this issue.
For combination rates see American Broadcasting Company, Inc. (Basic Notwork).

CLASS "A"

(6:00 p.m. to 10:00 p.m.)
1 1/2 1/4 10 5
hr. hr. min. min. (\*) min. (†)
1 tl. 100.00 60.00 40.00 30.00 20.00 10.00 9.00 6.00
26 tl. 85.00 51.00 34.00 25.50 17.00 8.75 7.75 5.00
52 tl. 80.00 48.00 32.00 24.00 16.00 8.25 7.25 4.75
511 of more
times 70.00 42.00 28.00 21.00 14.00 7.25 6.25 4.25 or more mes 70.00 42.00 28.00 21.00 14.00 7.25 6.25 4.25

CLASS 'B'

(8:00 a.m. to 6:00 p.m. and 10:00 p.m. to sign-orf)

1 1/2 1/4 10 5

1 1/1 1/0 5

1 1/1 10 5

26 ti. 45.00 27.00 18.00 13.50 9.00 5.50 4.50 3.25 52 ti. 42.50 25.50 17.00 12.75 8.50 5.25 4.55 3.25 13.1 or niner

times 37.50 22.50 15.00 11.25 7.50 4.75 3.75 2.50 CLASS

(Before 8:00 a.m.)

1 ti. 35.00 21.00 14.00 16.50 7.00 4.50 3.50 2.50 6.11 31.50 19.00 12.50 9.00 6.00 4.00 3.00 2.55 52 11. 29.15 17.75 12.00 9.00 6.00 4.00 3.00 2.55 10.1 12.80 18.50 19.50 6.00 4.00 3.00 2.55 11. 12.80 18.50 19.50 6.00 4.00 3.00 2.55 11. 12.80 18.50 18.50 5.50 3.75 2.75 2.00 11.1 28.00 18.75 11.25 8.50 5.50 3.75 2.75 2.00 11.1 28.00 18.75 11.25 8.50 5.50 5.50 3.75 2.75 2.00 3.11 or niner

103 ti. 28:00 16:75 11:25 8:50 5.50 3:75 2:75 2:00 311 or more times 26:25 15:75 10:50 8:00 5:25 3:50 2:50 2:00 Where announcement times fail on Class divisions, audience trends decides Class.

(\*) One minute in news or network tie-in.

(f) Fory words or less.

News: Leased wire service available, local reports—rates on request.

Participation Programs

Julie Blake: 8:30 s.m. to 8:45 s.m. daily, also, Loveliness, inc., 2:00 p.m. to 2:15 p.m. daily; 1-1/2 minutes of advertising discussion restricted to noncompetitive accounts. Regular one minute in news or network tie-in rates apply.

Rates include one station announcer; additional talent—rates on request.

rates include one station announcer; additional talent—rates on request.

TRANSCRIPTIONS
Transcription library service available.
REMOTE CONTROL
Line and rental charges extra. Short wave equipment available.

SELVICE FACULTIES

Line and rental charges extra. Short wave equipment available.

SERVICE FACILITIES

Services of program production and recording department available.

Contract and Other Requirements

Advertising of alcoholic beverages, other than light wines and beer, not accepted.

Renewal contracts continue at rate, based on earned frequency discounts, in effect at time of renewal except where there has been a change in base rate.

All contracts subject to station management's approval, to government regulations and network priority. All material must conform to the station's standards. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. Maximum contract term is one year.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Station Manager—Hervey Carley.

for vertical and acceptance of the Personnel Station Manager—Hervey Carter. Representatives Weed & Company. New England—Robert C. Foster.

### MT. WASHINGTON

-FM STATIONS

## W M T W-(FM)

Castaniance 1970;
Rates effective March 1, 1942. (Card No. 8.)
Owned and operated by The Yankee Network, Inc.
Business Office and Studio—21 Brookline Avenue,
Boston 15, Mass. Commonwesith 0800.
Transmitter—aton Mt. Washington, New Hampshire

Transmitter—atom Mt. Washing ave—Power—Time Operating power—5,000 watts. Frequency—43940 kilocycles.

Operating schedule: Sundays 10:30 a.m. to 10:00 p.m.; week days 6:00 a.m. to 10:00 p.m.

Operating schedule: Suindays 10:30 a.m. to 10:00 p.m.; week days 6:00 a.m. to 10:00 p.m. gency Commission 15% to recognized agencies on net station time only. No cash discount, Charges for facilities are payable immediately after each

broadcast.

General Advertising
For combination rates see Yankee Network.
Time sold in conjunction with W43B, Boston, blass.
The following rates are for national advertising.

|       | (6:00 p.m. to 11:00 p.m.)                  |       |
|-------|--|-------|
| 1 1   |  | 80.00 |
| 3/4 t | nour                                       | 24.00 |
| 1/2   |  | 18.00 |
|       |  | 12.00 |
|       | minutes                                    | 6.00  |
| •     | (8:00 a.m. to 6:00 p.m.)                   | 0.00  |
| 1 t   | hour                                       | 15.00 |
|       | hour                                       | 12.00 |
|       | hour                                       | 9.00  |
|       | hour                                       | 6.00  |
|       | minutes                                    | 8.00  |
| ٠.    | ANNOUNCEMENTS                              | 0.00  |
| 125 w | rords or one minute transcription:         |       |
|       | ter 6:00 p.m                               | 8.00  |
|       | fore 6:00 p.m.                             | 1.50  |
|       | ord announcement between programs:         | 2.00  |
|       | ter 6:00 p.m                               | 8.00  |
|       | fore 6:00 p.m.                             | 1.50  |
|       | DISCOUNTS                                  |       |
| Time  | discounts apply to total broadcast in each | clas- |

Time discounts apply to total broadcast in each classification for the same sponsor within the current

elfication for the same year.

Less than 26 times...Net 104 to 155 times 10%
26 to 51 times. 5% 156 or more ti. 12-1/2%
72 to 103 times. 7-1/2%
Programs including special features running continuously for 52 consecutive weeks earn an additional rebate of 12-1/2%, based on the lowest billing for any one week.

TALENT
Rates on request. No time discounts, Staff organist
10.00 per broadcast of one-balf hour or less.
REMOTE CONTROL
Rates on request

REMOTE CONTROL
Rates on request.
SERVICE FACTLITIES
Production department plans and produces program ideas or produces programs planned by clients or agencies.

Contract and Other Requirements

No contract accepted for longer than one year. No blanket contracts accepted. Preferred position governed by priority and availability on contract basis. Sixsing Time

Closing time

Closing date for inclusion in general publicity and printed announcements is 14 days before broadcast, we chancal Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Representatives

Edward Perry & Company, Inc.

### PORTSMOUTH

(Rockingham County)

WHEB (Established 1932)



Rates effective February 1, 1945. (Card No. 9.)
Owned and operated by WHEB, Inc.
Business Office and Studio—LaFayette Road, U. S.
Highway No. 1, Portsmouth, N. H., telephone 2670.
Other Studios—Boston, Mass., Durham, N. H.
Transmitter—LaFayette Road, U. S. Highway No. 1,
Portsmouth, N. H.
Wave—Power—Time
Operating power—1,000 watts.
400 meters; 750 kilocycles.
Licensed to operate days on cleared national channel.
Operating schedule: Sundays 8:00 a.m. to one hour
after sunset; week days 7:30 a.m. to one hour after
sunset;

sunset.

Agency Commission

15% to recognized advertising agencies; no cash discount. All invoices rendered monthly; payable net. Short rate billing if frequency rate unearned. General Advertising

For combination rates see Yankee Network and Mutual Broadcasting System.

Rutes for time only; talent is extra.

| CLASS 'A' | CRASS 'A' | CRAS 208 t1. 80.00 48.00 32.00 312 ti. 75.00 45.00 30.00 10.00 9.50 9.00 8.50 8.00 7.50 or less

vs. 1088 10.00 9.50 8.00 8.50 CLASS "B" (Sign-on to 6-00 p.m.)
1 hour... 50.00 47.50 45.00 42.50 1/2 hour... 30.00 28.50 27.00 25.50 1/4 hour... 20.00 19.00 19.00 17.00 10 minutes 15.00 14.25 13.50 12.75 5 minutes 10.00 9.50 3.00 8.50 1 minutes 0 or less 40.00 24.00 16.00 12.00 8.00

minute or less 5.00 4.75 4.50 4.25 SUNDAY RATES (1.00 p.m. to 6.00 p.m.) hour... 75.00 71.25 67.50 63.75 hour... 30.00 42.75 40.50 38.25 hour... 30.00 42.75 40.50 38.25 hour... 22.50 21.38 20.25 19.13 minutes 15.00 14.25 13.50 12.75 minute 60.00 36.00 24.00 18.00 12.00 I hour. 1/2 hour.... 1/4 hour.... 10 minutes minute or less 7.50 7.13 6.75 6.38

4.00 3.75

SPECIAL FEATURES
News: Leased wire services available at the following

Transcribed library services available.

Rates on request. REMOTE CONTROL
Arrangements can be made for remote control broadcasting at actual additional cost. Mobile unit available.

casting at actual additional cost. Mobile unit available.

POLITICAL
The Class "A" rates apply on all time, Cash in advance. Copy must be in 48 hours in advance.
Contract and Other Requirements
The editorial content of all broadcasts is subject to the approval of station management. Station management reserves the right to accept or reject commercial copy in the event advertiser does not submit copy acceptable to the station and if for such reason the contract should be cancelled, the advertiser agrees to be short rated for the number of times used. Contract renewals subject to rates in effect at time of renewal. Dual sponsorship not permitted.
Closing Time
Programs close one week in advance of broadcast. Copy for local commercial programs or announcements must be received 24 hours in advance. Copy for Sunday and Monday programs or announcements must be received 24 hours in advance. Talks, special programs must be submitted one week in advance. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Nation Manager—Bert Georges.

roy vertical and lateral cut record
Personnel
S'a110n Manager—Bert Georges.
Commercial Manager—Keith F'sel
Production Manager—Dal Wyant.
Representatives
Roston—Bertha Bannan.
The Walker Company.

### **NEW JERSEY**

## ASBURY PARK (Monmouth County)

### WCAP



Rates effective November 15, 1944. (Card No. 7.) Owned and operated by Radio Industries Broadcast Company.

Business Offices and Studios-4-6-8-10-12 Broadwalk, North Promenade, Asbury Park, N. J., Asbury North Prot Park 1911.

Transmitter-West Bangs Ave., Whiteaville Neptune, N. J.

### Wave-Power-Time

Vave—Power—Time
Operating power—500 waits.
229.1 meters; 1310 kilocycles.
Licensed to operate part time on regional channel.
Operates on Eastern War Time.
Divides time with stations WCAM and WTNJ.
Operating schedule: Sunday 8:00 a.m. to 10:15 a.m.,
12:30 p.m. to 3:00 p.m., 8:00 p.m. to 12:00 midnight. Monday 11:33 a.m. to 2:00 p.m. to 12:00 midnight. Wednesday 11:30 a.m. to 2:00 p.m., 8:00 p.m. to 12:00 midnight.

### Agency Commission

15% on net station time to recognized advertising agencies; no cash discount. Charges for facilities are payable immediately after each broadcast.

### General Advertising

The following rates are for national advertising and include music copyright fees.

Actual time is: 1 hour, 59:20 minutes; 3/4 hour, 44:20 minutes; 1/2 hour, 29:30 minutes; 1/4 hour, 14:30 minutes; 5 minutes, 4:50 minutes; 5 minutes, 4:50 minutes, 6 minute

### CLASS "A"

(8:00 p.m. to 11:00 p.m. week days; Sunday afternoon)

| 1/2<br>1/4<br>10 | hour<br>hour<br>hour<br>minutes<br>minutes | 60.00<br>40.00<br>30.00 | 13 t1.<br>95.00<br>57.00<br>38.20<br>28.50<br>19.00 | 26 ti.<br>90.00<br>54.00<br>36.00<br>27.00<br>18.00 | 52 ti.<br>85.00<br>51.00<br>34.00<br>25.50<br>17.00 | 300 ti.<br>75.00<br>45.00<br>80.00<br>22.50 |
|------------------|--|-------------------------|---|---|---|---|
|                  |  |                         |   |   |   |   |

### CLASS "B" (Before \$:00 p.m.)

| 1/2 | hour<br>hour<br>hour<br>minutes |       | 71.25<br>42.75<br>28.50<br>21.38 | 67.50<br>40.50<br>27.00<br>20.70 | 63.75<br>38.25<br>25.50<br>19.13 | 60.00<br>86.00<br>24.00<br>18.00 | 56.28<br>33.78<br>32.50<br>16.88 |
|-----|---------------------------------|-------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| 5   | minutes                         | 15.00 | 14.25                            | 13.50                            | 12.75                            | 12.00                            | 11.20                            |

3 or more programs wkly. (minimum 52 times) 10% 6 or more programs wkly. (minimum 100 times) 20%

### ANNOUNCEMENTS

CLASS "A"

(8:00 p.m. to 11:00 p.m. week days; Sunday afternoon)

| words<br>words | 10.00 | 18 ti.<br>9.45<br>8.31 | 26 tl.<br>9.00<br>7.87 | 8.00 | 300 tl.<br>7.50<br>6.55 |
|----------------|-------|------------------------|------------------------|------|-------------------------|
|                |       |                        |                        |      |                         |

CLASS "B"

(Before 8:00 p.m.)
120 words.... 8.75 8.81 7.87 7.43
35 words.... 7.50 7.12 6.75 6.37

SPECIAL FEATURES

News: Leased wire service available—rates on request, Time signals and other special features—rates on request. TOT 1010 4 T

| 1/4 | hour | 60,00 |
|-----|------|-------|
|-----|------|-------|

### TRANSCRIPTIONS

Regular time charges apply to recorded programs.

### TALENT

Rates on request. All rates quoted include rehearsal.

REMOTE CONTROL

Complete facilities available. Extra charge for lines and equipment, depending on distance and facilities desired.

### SERVICE FACILITIES

Production department, sales and merchandising de-partment available to advertisers.

### Contract and Other Regulrements

onfract and Unner requirements
Advertising of alcoholic beverages, other than beer
and light-wines, not accepted.
All contracts, programs and copy subject to station
amangement's approval and governmental regulations.
Station management reserves right to eliminate, without notice, all programs or portions thereof not in
accordance with station policy or public interest.

### Closing Time

Talent programs close one week in advance, Announcement copy required two days prior to broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables. Personnel

Commercial Manager-V. N. Scholes.

### Representatives

Spot Sales, Inc.

### ATLANTIC CITY

(Atlantic County)

## WBAB (Established 1939)



Rates effective April 15, 1941.

Owned and operated by Press-Union Publishing Co.
Business Office—1900 Atlantic Ave., Atlantic City,
N. J.

Studio and Transmitter—Absecon Blvd. and Beach
Thoroughfare, Atlantic City, N. J.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Operating schedule: 7:00 a.m. to 12:05 a.m.

Agency Commission
15% to recognized advertising agencies; cash discount
2% if paid by 10th of month. Invoices rendered
monthly. Bills due and payable within 30 days.

monthly. But any any positions of the following rates see Columbia Broadcasting For combination rates see Columbia Broadcasting System (Basic Supplementary Group). The following rates are for national advertising and include music copyright fees.

### CLASS "A"

(8:00 p.m. to 11:00 p.m. week days and 2:00

|     |         | 1 ti.  | 13 ti. | 26 ti. | 52 ti. | 100 ti. | 300 t1. |
|-----|---------|--------|--------|--------|--------|---------|---------|
| 1   | hour    | 100.00 | 95.00  | 90.00  | 85.00  | 80,00   | 75.00   |
|     | hour    | 60.00  | 57.00  | 54.00  | 51.00  | 48.00   | 45.00   |
|     | hour    | 35.00  | 33.25  | 31.50  | 29.75  | 28.00   | 28.25   |
| 5   | minutes |        | 14.25  | 13.50  | 12.75  | 12.00   | 11.25   |
| 1   | minute  | 7.50   | 7.15   | 6.75   | 6.40   | 6.00    | 5.65    |
| 1/2 | minute  | 5.63   | 5.36   | 5.06   | 4.80   | 4.50    | 4.24    |
|     |         |        | CLASS  | "B"    |        |         |         |

CLIASS BY (All other time) (All other time) (All other time) (1/2 hour... 60.00 57.00 54.00 51.00 48.00 1/2 hour... 35.00 33.25 31.50 29.75 28.00 1/4 hour... 20.00 19.00 18.00 17.00 18.00 5 minutes 10.00 9.50 9.00 8.50 8.00 1 minute 4.00 3.80 3.60 3.40 3.20 1/2 minute 3.00 2.85 2.70 2.55 2.40

## SPECIAL WEEKLY RATES

## CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and 2:00 p.m. to 11:00 p.m. Sundays) One hour: 1 wk. 13 wks. 26 wks. 39 wks. 3 ti. wkly. 285.00 256.60 242.25 228.00 5 ti. wkly. 475.00 427.50 403.75 380.00 6 ti. wkly. 570.00 513.00 424.50 456.00

One-half hour: 3 ti. wkly. 171.00 5 ti. wkly. 285.00 6 ti. wkly. 342.00 One-quarter hour: 3 ti. wkly. 99.75 5 ti. wkly. 166.25 6 ti. wkly. 199.50

Five minutes:
3 ti. wkly.
5 ti. wkly.
6 ti. wkly. 42.75 71.25 85.50 38.50 64.15 76.95 32.10 53.45 64.15

### CLASS "B" (All other time)

One hour: (All 3 ti. wkly. 171.00 5 ti. wkly. 285.00 6 ti. wkly. 342.00 153.90 256.50 807.80 145.35 242.25 290.70 136.80 228.00 273.60 One-half hour: 3 ti. wkly. 99.75 5 ti. wkly. 166.25 6 ti. wkly. 199.50 79.80 133.00

One-quarter hour: 3 ti. wkly. 57.00 5 ti. wkly. 95.00 6 ti. wkly. 114.00 Five minutes: 3 ti. wkly. 28.50 5 ti. wkly. 47.50 6 ti. wkly. 57.00 24.25 40.40 48.45

Rates for frequencies from 300 to 1,000 times on

request. SPECIAL FEATURES
Rates for time signals, weather reports (on 7 day
basis only) and athletic events available on request.
News Service—rates on request.

TRANSCRIPTIONS
Complete transcription library service available.
Regular rates apply. Instantaneous recording equipment available.

## REMOTE CONTROL Complete facilities for remote pick-ups at minimum

cost.

SERVICE FACILITIES
Service of program, advertising and continuity departments, as well as announcing and operating staff are available to the advertiser.

Complete merchandising service available—details on

request.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted.
All rates are for station time only. Talent and/or remote charges additional. No contract accepted for a period longer than one year. All contracts and advertising copy subject to station approval. Station reserves the right at all times to cancel contracts or to reject copy if not in conformity with federal regulations or with station policy. All contracts cancelled by advertiser before date of expiration subject to any short rate accruing to the date of cancellation.

tion. Station reserves the right to change the time of any broadcast which might interfere with special programs of particular public interest. Foreign language programs accepted.

Closing Time
Contracts close 24 hours in advance of first broadcast when feasible.

Announcements, transcriptions and talks close 24 hours in advance.
Copy of all political speeches or interviews involving controversial subjects must be submitted to station at least 24 hours in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Representatives Headley-Reed Company

## WFPG (Established 1940)



### **BLUE NETWORK STATION**



Rates effective October 4, 1943, (Card No. 3.)

Owned and operated by the Neptune Broadcasting Corporation.

Business Office and Studio—Steel Pier, Atlantic City, N. J., telephone 5-2188.

Transmitter—Steel Pier, Atlantic City, N. J.

Wave—Power—Times
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time on local channel. Operating schedule: 6:55 s.m. to 1:00 s.m.

Agency Commission
15% on net station time to accredited advertising agencies; no cash discount.

agencies; no cash discount.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries).
Also sold in combination with WJPA, Washington,
Pa., WSTV, Steubenville, Ohio, and WKNY, Kingston, N. Y.—rates on request.

The following rates are for national advertising.

CLASS "A"
(6:00 p.m. to 11:00 p.m.)
11t. 13 tt. 28 tt. 52 tt. 100 tt. 300 tt.
1 hour...... 70.00 66:50 63.00 59.50 58.00 52.50
1/2 hour...... 40.00 38.00 38.00 34.00 32.00 30.00
1/4 hour...... 22.50 21.38 20.25 19.13 18.00 16.88
5 minutes 11.00 10.45 9.90 9.35 8.80 8.25

CLASS "B"

CLASS 'B'.

(7:30 a.m. to 6:00 p.m. daily and 11:00 p.m. to 1:00 a.m. week days)

hour..... 42.50 40.38 38.25 36.13 33.00 2 hour.... 28,00 26.60 25.20 23.80 22.40 1.400 11.400 13.30 12.60 11.90 11.20 minutes 6.00 5.70 5.40 5.10 4.80 ANNOUNCEMENTS

CLASS "A".

(6:00 p.m. to 11:00 p.m.)

1 13 26 52 100 300

ti. ti. ti. ti. ti. ti. ti. (\*)

100 words... 7.00 6.65 6.30 5.95 5.60 5.25 4.90

50 words... 5.00 4.75 4.50 4.25 4.00 3.75 3.50

ov words... 5.00 4.75 4.50 4.25 4.00 5.25 4.90 CLASS 'B''

(7:30 a.m. to 8:00 p.m. daily and 11:00 p.m. to 1:00 a.m. week days)

100 words... 5.00 4.75 4.50 4.25 4.00 3.75 3.50 (\*) 300 to 1,000 times. Station breaks (35 words maximum)—same as 50 word rate.

News: Leased wire service available—rates on request.
Sports program commentaries, time signals—rates on request.

request.

POLITICAL
Regular rates apply; payable in advance.
TRANSCRIPTIONS
Regular rates apply and include use of transcription library service. Instantaneous recording equipment available.

TALENT Rates and details on request.

REMOTE CONTROL

Facilities available—rates on request,

SERVICE FACILITIES

Rates include station announcer and program director. When more than one announcer is requested, advertiser is expected to pay for additional men. Sound effects gratis except for unusual effects which require additional time and labor.

Contract and Other Requirements
All programs must conform to the standards of station; where advertiser or agency prepare own program same must be submitted for station's approval 24 hours in advance and not departed from without station's consent.

station's consent.

Advertisers must comply with all present and future Pure Food and Drug laws, and all copyrights controlling music.

Station has right to reject any copy or account where nature of business is already represented on station.

station.
All announcements and time contracted for must be used within a period of 12 months.
Programs not furnished but presented in the studios are subject to a production charge.

Closing Time
Contracts close 48 hours in advance of first broadcast. Announcement copy and talks close 24 hours
in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
President—John J. Laux.
Manager—Eddie E. Kohn.

Representatives
The Friendly Group.

### BRIDGETON

(Cumberland County)

## WSNJ (Established 1937)

Rates effective October 1, 1939, (Card No. 5.)

(Established 1937)
Rates effective October 1, 1939, (Card No. 5.)
Owned and operated by the Eastern States Broadcasting Corporation.
Business Office and Studio—Bridgeton, N. J., Bridgeton 1600.
Transmitter—Bridgeton, N. J.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time.
Operating schedule: 7:00 a.m. to 8:00 p.m.

Agency Commission
15% on net time charges only; no cash discount.
General Advertising
For combination rates see Keystone Network.
The following rates are for national advertising and
include music copyright fees.

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 300 ti.
1 hour..... 50.00 47.50 45.00 42.50 40.00 37.50
1/2 hour..... 80.00 28.50 27.00 25.50 24.00 22.50
1/4 hour..... 80.00 17.10 16.20 15.30 14.40 13.50
10 minutes 13.00 17.10 16.20 15.30 14.40 13.50
10 minutes 9.00 8.55 8.10 7.65 7.20 6.75
1 minute 4.00 3.50 3.00 2.50 2.25 2.00
COMBINATION GROUP RATES

Available on request.
SPIECIAL FEATURES

Available on request.

SPECIAL FEATURES

Time signals, news service—rates on request.
RELIGIOUS AND POLITICAL

Time signals, news service—assuments of the programs of the programs.

RELIGIOUS AND POLITICAL
Rates on request.

RECORDED PROGRAMS
Transcription library services available—rates and details on request.

TALENT

Available at prevailing local rates.

REMOTE CONTROL
Complete facilities for remote pick-up at minimum cost. Permanent wire facilities connect WSNJ.
Bridgeton and WFIL, Philadelphia.

SERVICE FACILITIES
Continuity writers for special programs available.
Merchandising service on programs of sufficient size to warrant. Rates on request. The program director, musical director and other staff members will assist in the building of programs.

Closing Dates
All commercial copy must be filed at least 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using both 33-1/3 and 78 r.p.m. double turn-

tion,

Personnel
General Manager—Paul Alger. Representatives
Thomas F. Clark Company, Inc.

### **CAMDEN**

(Camden County) WCAM

### (Established 1926)

Rates received January 21, 1948.

(Established 1926)

Rates received January 21, 1948.

Owned and operated by the Municipality of Camden, N. J., Business Office—18th floor, City Hall, Camden, N. J., Business Office—18th floor, City Hall, Camden, N. J., Transmitter—Civic Center, Camden, N. J. Transmitter—Civic Center, Camden, N. J.

Wave—Power—Time
Operating power—500 waits.
229.0 meters; 1310 kilocycles.
Operates on Eastern War Time.
Divides time with stations WYNJ and WCAP.
Operating schedule: Sunday 10:15 am. to 12:30 p.m. and 3:00 p.m. to 5:00 p.m.; Monday 10:30 a.m. to 11:30 a.m. 2:00 p.m. to 11:30 a.m. 2:00 p.m. to 12:00 p.m. to 5:00 p.m. to 5:00 p.m. to 5:00 p.m. to 12:00 p.m. to 5:00 p.m. and 9:00 p.m. to 12:00 midnight; Tuesday 2:00 p.m. to 5:00 p.m.; Friday 10:30 a.m. to 11:30 a.m. 2:00 p.m. to 5:00 p.m. and 9:00 p.m. to 12:00 midnight.

Assency Commission
15% allowed to recognized agencies on net charges for station time only: no cash discount.

General Advertising
The following rates are for national advertising and include music copyright fees.
(Nighttime week base and the station of the control of the control of the station of the control of the station of the control of the co

| I                            | ess than   |        |        |
|------------------------------|------------|--------|--------|
|                              | 13 tl.     | 13 ti. | 26 ti. |
| 1 hour                       |            | 105.00 | 90.00  |
|                              |            |        |        |
| 1/2 hour                     | 60.00      | 52.50  | 45.00  |
| 1/4 hour                     | 30.00      | 26.25  | 22.50  |
| (Daytime wee                 |            |        |        |
|                              |            | 80 AA  |        |
| I hour                       | 84.00      | 72.00  | 60,00  |
| 1/2 hour                     | 42.00      | 36.00  | 30.00  |
| 1/4 hour                     | 21.00      | 18.00  | 15.00  |
| ANNOUNCE                     |            | 10.00  | -0.00  |
| Run of schedule: 1 ti.       |            | 00.41  | FO 41  |
|                              |            | 26 ti. | 52 ti. |
| 50 words 3.00                | 2.85       | 2.70   | 2.55   |
| Guaranteed position and pre- | eferred an | ots:   |        |
| 50 words 5.00                |            | 4.25   | 4.00   |
|                              |            |        |        |
| One minute electrical tran   | scription  | OF 100 | words, |
| plus 50% of basic rate.      |            |        |        |
| TALEN                        | יוינ       |        |        |
| D-A                          | 1.4        |        |        |

Rates on request.

REMOTE CONTROL

Rates on request.
Contract and Other Requirements
Rates are for station facilities only.
All contracts subject to executive approval and government regulations.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personnel Diseases C. F. Conne.

Personnel
Managing Director—C. E. Onens.

Representatives
Mack Radio Sales Company.

### JERSEY CITY

(Hudson County)

WHOM (Established 1930)



Rates effective October 1, 1944. (Card No. 8.)
Owned and operated by New Jersey Broadcasting
Corporation.

Studios (main)-2870 Hudson Blvd., Jersey City, N. J. Other Studios-29 W. 57th St., New York 19, N. Y., Plaza 3-4204.

Transmitter—Foot of Washington St., Jersey City, N. J.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights.
202.7 motors; 1480 kilocycles.
Licensed to operate full time. Operates on Eastern

Operating schedule: 6:30 a.m. to 12:00 midnight.

### Agency Commission

15% to recognized advertising agencies on net time charges only; no cash discount. Bills due and payable 10th of following month.

### General Advertising

The following rates are for national advertising.

The following rates are for national advertising.

CLASS "A"

(6:00 p.m. to 10:00 p.m. week days and 1:00
p.m. to 10:00 p.m. week days and 1:00
p.m. to 10:00 p.m. woundays)

1ti. 13 ti. 26 ti. 52 ti. 104 ti. 260 ti.
1 hour... 200.00 190.00 180.00 170.00 160.00 150.00
1/2 hour... 110.00 104.50 99.00 93.50 88.00 82.50
1/4 hour... 60:00 57.00 54.00 51.00 48.00 45.00
5 minutes 35.00 33.25 31.50 29.75 28.00 26.25

### CLASS "B"

CLASS 'B'.

(Before 6:00 p.m. and after 10:00 p.m. week days and before 1:00 p.m. and after 10:00 p.m. Sundays)

1 hour... 125.00 118.75 112.50 108.25 100.00 1/2 hour... 65.00 61.75 58.50 55.25 52.00 1/4 hour... 35.00 33.25 31.50 29.75 28.00 5 minutes 20.00 19.00 18.00 17.00 18.00

DISCOUNTS
An additional discount of 5% off the net billing is allowed on that portion of the schedule running 52 consecutive weeks.

### ANNOUNCEMENTS

CLASS "A"
(6:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. Sundays)

| One minute or less:      |                    |
|--------------------------|--------------------|
| 1 time 15.0              | 00 300 times 11.25 |
| 13 times 14.5            |                    |
| 26 times 18.0            | 0 750 times 9.75   |
| 52 times 12.7            | 5 1,000 times 9.00 |
| 104 times 12.6           |                    |
| One-half minute or less: |                    |
| l time 13.6              | 00 300 times 9.75  |
| 13 times 12.5            | 35 500 times 9.10  |
| 26 times 11.7            | 0 750 times 8.45   |
| 52 times 11.0            | 5 1,000 times 7.80 |
| 104 times 10.4           | 10                 |
| CLAS                     | 88 ''B''           |

(Before 6:00 p.m. and after 10:00 p.m.) One minute or less;

|     | time            |       | 300   | times | 7.50 |
|-----|-----------------|-------|-------|-------|------|
|     | times           |       |       | times | 7.00 |
|     | times           |       | 750   | times | 6.50 |
|     | times           |       | 1,000 | times | 6.00 |
| 104 | times           | 8.00  | -     |       |      |
| One | -haif minute or | less: |       |       |      |
|     | time            |       | 300   | times | 6.00 |
| 13  | times           | 7.60  | 500   | times | 5.60 |
| 26  | times           | 7.20  |       | times | 5.20 |
| 52  | times           | 6.80  | 1,000 | times | 4.80 |
|     | times           |       |       |       |      |
|     |                 |       |       |       |      |

SPECIAL FEATURES
Special programs from various communities in New
Jersey; participation limited to local firms in each
city. Per announcement 5.00.
News, sports, and other special features—rates and
details on request.

POLITICAL Regular rates plus 75%.

TALENT
Vocalists and musicians are available fer presentation of musical shows. Talent charges on request.

REMOTE CONTROL
Complete remote pick up equipment.
TRANSCRIPTIONS

TRANSCRIPTIONS

No extra charge for use of transcriptions.

SERVICE FACILITIES

Services of production department, announcing staff and technical staff are included without charge.

Contract and Other Requirements

Contract and Other Requirements

Maximum length of contract 52 weeks. Discounts retroactive as earned. All programs and announcements subject to compliance with FCC rules and regulations and must conform to standards of station. Copy prepared by advertiser must have station's approval in advance. Station reserves the right to refuse or discontinue any program or announcement schedule for reasons satisfactory to itself. All programs subject to change of time upon 28 days' notice. Rates are for station time only and do not include talent or special announcers.

Mechanical Program Equipment
Equipment Equipment beginning the program of the program

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

President—Gardner Cowles, Jr.
General Manager—Craig Lawrence.
Commercial Manager—J. M. Compter.
National Sales Manager—H. T. Enn
57th St., New York 19, N. Y.
Representatives Enns. Jr., 29 W.

The Katz Agency, Inc.

## A DIME A DAY

## Keeps you makin' hay!

The cost of an extra copy of Standard Rate & Data Service is less than a dime a day . . . mighty little to pay for the convenience and satisfaction it brings . . . for the slide-rule speed and accuracy it gives to budgeting, scheduling, buying and numerous other advertising operations.

Small potatoes indeed compared to the time you save and the boost you give your personal production when an extra copy of Standard Rate & Data Service is always on your deak or in your brief case . . . a part of your operating or selling kit.

As a subscriber, you are entitled to extra copies of any section for \$20 a year each . . . or extra copies of the complete Service for \$32 a year.



For Extra Copies Write to Circulation Department



## STANDARD RATE & DATA SERVICE

333 N. Michigan Avenue Chicago 1, Illinois

### **NEW JERSEY—Continued**

### NEWARK

WAAT
(Established 1920)



Rates effective August 1, 1944. (Card No. 16.) Owned and operated by the Bremer Broadcasting Corporation.

Executive Offices and Studio—Hotel Sheraton, 15 Hill St., Newark 1, N. J.

Transmitter—Kearny, N. J.

Wave—Power—Time

Operating power—1.000 watts.
309.3 meters; 970 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time.

War Time.
Operating schedule: 24 hours daily.
gency Commission

15% on time charges only to recognized agencies; no cash discount. Bills payable weekly in advance of

service. General Advertising

|           |         |                                     | _          |          |         |
|-----------|---------|-------------------------------------|------------|----------|---------|
| (6:00     |         | 7:00 a.m                            |            | 00 p.m.  | to      |
|           |         | 12:00 mid                           | night)     | _        |         |
| Per week: | l hr.   | 1/2 hr.                             | 1/4 hr.    | 10 min.  | 5 min.  |
| l time    | 75.00   | 45.00                               | 30.00      | 24.00    | 15.00   |
| 3 times   | 187.50  | 112.50                              | 75.00      | 60.00    | 37.50   |
| 5 times   | 275 00  | 165 00                              | 110.00     | 88 00    | 55.00   |
| 6 times   | 300.00  | 45.00<br>112.50<br>165.00<br>180.00 | 120.00     | 98.00    | 60.00   |
|           |         |                                     |            |          |         |
|           |         | nidnight                            | to 6:00 i  | ı.m.)    |         |
| Per week  | :       |                                     |            |          |         |
| 1 time    | 45.00   | 27.00                               | 18.00      | 14.40    | 9.00    |
|           |         | 67.00                               |            |          |         |
| 5 times   | 165.00  | 98.00                               | 88.00      | 52 80    | 33.00   |
| 8 times   | 180.00  | 108.00                              | 72.00      | 57 80    | 36.00   |
| o times   | 200,00  | 100,00                              | 12.00      | 01.00    | 30.00   |
|           |         |                                     |            |          |         |
|           |         | IPATION                             |            |          |         |
|           |         | :—7:30 a.:                          | m. to 7:4  | 5 a.m.:  |         |
| Per week: |         |                                     |            |          | 1/4 br. |
|           |         |                                     |            |          |         |
| 6 times   | 1       |                                     |            |          | 325.00  |
| Nighttime | Frolic: | 9:05 p.m                            | . to 10:00 | p.m.,    |         |
| Home To   | wn Frol | ics: 8:00                           | a.m. to    | 9:00 a.  | m. and  |
| 1:00 p.m. | to 3:00 | p.m.                                |            |          |         |
|           |         | inute per                           | dode       |          |         |
| They meet |         | -                                   |            | 1/4 hr.  | 10 min. |
| C Week    | •       |                                     |            | 1/4 111. | IU min. |
|           |         |                                     |            |          |         |
|           |         |                                     |            |          | 240.00  |
|           |         | —5:00 р.                            |            |          |         |
| 3 times   |         |                                     |            | 205.00   | 162.50  |
| 6 times   | ******  |                                     |            | 325.00   | 260.00  |
|           |         |                                     |            |          |         |
|           |         | kly Time                            |            |          |         |
| 13 weeks  |         |                                     |            |          | 5%      |

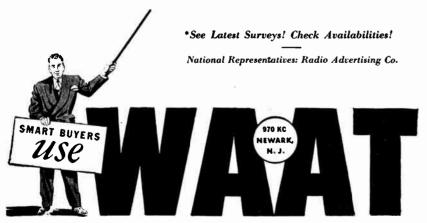
| CLASS "B"                           | (12:00 midnight to 7:00 a.m.)                           |
|-------------------------------------|---|
| n. to 7:00 a.m. and 11:00 p.m. to   | 1 minute transcription or 125 words 5.00                |
| 12:00 midnight)                     |   |
| hr. 1/2 hr. 1/4 hr. 10 min. 5 min.  | Frequency Discounts                                     |
| 5.00 45.00 30.00 24.00 15.00        | 101 to 200 times  |
| 7.50 112.50 75.00 80.00 37.50       | 201 to 300 times 10%                                    |
| 5.00 165.00 110.00 88.00 55.00      | 301 to 500 times  |
| 0.00 180.00 120.00 96.00 60.00      | 501 to 1500 times                                       |
|                                     | 1501 or more times                                      |
| CLASS "C"                           | POLITICAL AND SPECIAL EVENTS                            |
| :00 midnight to 6:00 a.m.)          | One time rates plus 50%.                                |
| .vo mranght to 0.00 a.m.)           | TALENT  |
| 5.00 27.00 18.00 14.40 9.00         | Service for talent subject to AFRA rates.               |
| 2.50 67.00 45.00 36.00 22.50        | REMOTE CONTROL  |
| 5.00 98.00 66.00 52.80 33.00        | Facilities for handling programs originating outside    |
| 0.00 108.00 72.00 57.60 36.00       | of studios; rates for outside pick-ups on request.      |
| 0.00 100.00 12.00 31.00 30.00       | TRANSCRIPTIONS  |
| <del></del>                         | Complete recording facilities available.                |
| RTICIPATION FEATURES                | SERVICE FACILITIES                                      |
| porter-7:30 a.m. to 7:45 a.m.:      | Artists' bureau and program department available.       |
| 1/4 hr.                             | Contract and Other Requirements                         |
| 205,00                              | Copy must be submitted and approved 24 hours in         |
| 325.00                              | advance.  |
|                                     | Advertiser will be charged with cost of programs ar-    |
| rolle: 9:05 p.m. to 10:00 p.m.,     | ranged by station, subject to advertiser's require-     |
| Frolics: 8:00 a.m. to 9:00 a.m. and | ments and approval. Advertiser's contract shall in-     |
| 3:00 p.m.                           | dicate maximum amount to be expended. Right re-         |
| 10 minute periods.                  | served to climinate without notice or consent all parts |
| 1/4 hr. 10 min.                     | of programs contrary to station's policy. Program       |
| 187.50 150.00                       |   |
| 300.00 240.00                       | material subject to federal, state or municipal de-     |
| Yours-5:00 p.m. to 7:30 p.m.:       | cisions, laws and regulations, now and hereafter        |
|                                     | made and in force.                                      |
|                                     | Closing Time  |
| 325.00 260.00                       | One week in advance of broadcast.                       |
| Weekly Time Discounts               | Mechanical Program Equipment                            |
|                                     | Equipped to handle programs by electrical transcrip-    |
| 10%                                 | tion, using 33-1/3 and 78 r.p.m. double turntables      |
| 15%                                 | for lateral and vertical cut recordings.                |
| ANNOUNCEMENTS                       | Personnel   |
| 00 a.m. to 12:00 midnight)          |   |
| ranscription or 125 words 20.00     | Exec. Vice-Pres. & Gen'l Mgr.—Irving R. Rosenhaus.      |
| s of 35 words 12.50                 | Vice-Pres. & Sales DirA. B. Schillin, Victor A.         |
|                                     | Bennett,  |
|                                     | Representatives   |
|                                     | Radio Advertising Company.                              |
|                                     |   |

# It's a Fact!\*

(7:0 1 minute tr Station breaks

**WAAT** delivers

more listeners per dollar in America's 4<sup>TH</sup> Largest Market than any other stationincluding all 50,000 watters!\*



Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City. Indianapolis, Rochester. Denver. Atlanta. Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

WHBI

(Established 1922)

Rates effective July 1, 1938.

Owned and operated by May Radio Broadcasting Corp. Business Office and Studio-100 Shipman St., Newark,

N. J. Transmitter-Newark, N. J.

Accession of the Control of the Cont

Agency Commission 15% to recognized advertising agencies on time cost only; no cash discount.

General Advertising

Tal Advertising CLASS "A"

(12:30 p.m. to 8:30 p.m. Sundays; 8:00 p.m. to 10:00 p.m. Mondays)

1 tl. 13 tl. 28 tl. 5

2 hour. 350.00 332.50 315.00 22

2 hour. 1210.00 199.50 189.00 12

3 hour. 140.00 133.00 126.00 11

5 minutes. 87.50 83.12 78.75 10

(7:00 a.m. to 10:00 a.m. 9:00 p.m. to 12:00 midnight Sundays; 2:00 p.m. to 5:00 p.m.

1 hour. 200.00 190.00 180.00 16

4 hour. 200.00 190.00 180.00 16

5 minutes. 50.00 176.00 72.00 6

5 minutes. 50.00 17.50 45.00 6

CLASS "C"

(12:00 midnight to 7:00 a.m. Sundays and 1/2 hour...... 1/4 hour...... 5 minutes...

50.00 47.50 45.00 CLASS "C" it to 7:00 a.m. Sundays and Mondays) . 120.00 123.50 117.00 (12:00 midnight 

quest.

REMOTE CONTROL

l'aclifites are available for remote control broadcasts.

Programs originating outside of regular studios are subject to line charges in addition to time cost.

Contract and Other Requirements
All programs and electrical transcriptions are subject to approval of the station management.
No blanket contracts accepted. No contract accepted for more than one year. Program and continuity subject to station acceptance.
Rates do not include talent.

Closing Time
Closing date one week prior to first broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrpt-tion, using 33-1/3 and 78 r.p.m double turntables.
Equipped for lateral and vertical cut discs.

Personnel Pres. & Gen'l Mgr.-James L. Shearer. Representatives None.

DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO

### PATERSON

(Passaic County)

WPAT (Established 1941)

Rates effective May 1, 1944. (Card No. 3.)

Owned and operated by North Jersey Broadcasting Company, Inc.
Main Office and Studio—7 Church St., Paterson 1, N. J., Armory 4-3400,
Other Offices and Studios—1501 Broadway, New York 18, N. Y., Pennsylvania 6-2945.
Transmitter—Hepburn Road and Broad St., Clifton, N. J.

Wave—Power—Time
Operating power—1,000 waits.
322.6 meners; 930 kilocycles.
Licensed to operate daytime on regional channel.
Operating schedule: Sunrise to local sunset.

Agency Commission
15% to recognized agencies on net station time
charges; no cash discount. Bills due and payable
weekly after broadcasts.

weekly after broadcasts.

General Advertising
Programs and announcements may not be combined for any discount purposes. Music copyright licenses ASCAP and BMI.
Per week: 1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min. 1 day 140,00 84,00 56,00 45,00 28,00 2 days... 280,00 168,00 112,00 90,00 58,00 3 days... 378,00 226,80 151,20 121,50 75,60 4 days... 504,00 302,40 201,60 162,00 100,80 5 days... 630,00 378,00 252,00 202,50 128,00 6 days... 672,00 403,20 268,80 216,00 134,00 Sun, only 175,00 105,00 70,00 58,25 35,00

request. Participating announcements or programs—rates on

request.

Bob Bright's Bandstand: 3:00 p.m. to 4:30 p.m.

Helen Taylor—"Luncheon with Helen": 12:05 p.m.

Bob Bright's Definition.

Helen Tsylor—"Luncheon with Helen": 12:05 p.m. to 1:00 p.m.

"Hi, Neighbor": 11:05 a.m. to 12:00 noon.

Peter Arnell—"Say It with Music": 2:05 p.m. to 2:55 p.m.

TALENT

Rates on request.
TRANSCRIPTIONS
Transcription library containing musical material of every type available to advertisers. Instantaneous recording equipment available—rates on request.
REMOTE CONTROL.
Complete facilities for handling programs originating outside of studios—rates on request.

SERVICE FACILITIES
Artists' bureau, production, publicity and public relations department available to advertisers.
Contract and Other Requirements
No contracts accepted for longer than one year. All programs and advertising copy subject to approval of station.
Contracts not accepted many in the programs of station.

of station. Contracts not accepted more than 60 days in advance of initial program.

Closing Time
All copy must be submitted at least 48 hours in advance of broadcast time.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel
President—James V. Cosman.
Vice-Pres. & Gen'l Mgr.—Sidney J. Flamm.

Representatives
Chicago—Howard H. Wilson Company.
New York 18—Metropolitan Area—A. Lewis King,
1501 Broadway.

## RED BANK

### WBRB

Rates effective March, 1933.

Nates effective March, 1933.

Owned and operated by Monmouth Broadcasting Company, Inc.

Business Office and Studio—63-65 Broad St., Red Bank, N. J.

Transmitter—63 Broad St., Red Bank, N. J.

Transmitter—63 Broad St., Red Bank, N. J.

Wave—Power—Time
Operating power—100 wasts.
241.9 meters; 1240 kilocycles.
Operates on Eastern War Time.
Operating schedule: Monday 9:00 s.m. to 11:00 a.m. and 7:00 p.m. to 9:00 p.m.; Tuesday 4:00 p.m. to 7:00 p.m. to 7:00 p.m. to 8:00 p.m. to 7:00 p.m.; Wednesday 5:00 p.m. to 8:00 p.m. to 7:00 p.m.; Friday 9:00 a.m. to 11:00 a.m. and 5:00 p.m. to 7:00 p.m.; Friday 9:00 a.m. to 11:00 a.m. and 1:00 p.m. to 12:00 midnight; Saturday 5:00 p.m. to 7:00 p.m.

Agency Commission 15% on net charges for station facilities to recognized advertising agencies; no cash discount. No commission on program costs or production charges.

General Advertising

|     |          | (Nig.                                   | nttime)   |         |         |
|-----|----------|---|-----------|---------|---------|
|     |          |   | 1 ti.     | 13 wks. | 26 wks. |
| 1   | hour     |   | 80.00     | 73,00   | 68.00   |
| 1/2 |          |   |           | 49.00   | 44.00   |
| 1/4 |          | *************************************** |           | 29.00   | 24.00   |
|     |          | (Da                                     | ytime)    |         |         |
| 1   | hour     |   | 65.00     | 59.00   | 52.00   |
| 1/2 | hour     |   | 40.00     | 34.00   | 27.00   |
| 1/4 |          |   |           | 23.00   | 16.00   |
|     | ANNO     | UNCEMEN                                 | TS AND TA | LKS     |         |
| Not | accepted | after 8:30                              | p.m.      |         |         |
| 1 n | ninute   |   | 3.00      | 2.25    | 1.75    |
| 2 r | ninutes  |   | 5.00      | 4.00    | 3.00    |
|     |          | TA                                      | LENT      |         |         |
|     |          |   |           |         |         |

One hour 50.00 to 500.00; one-half hour 25.00 to 200.00.

Contract and Other Requirements
Station management will accept sponsored programs
only if their quality meets station's standards.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel Sales Manager—John C. Bird.

Representatives Forioe & Company.

### TRENTON (Mercer County)

WTNJ (Established 1928)



itates effective January 1, 1940.

Owned and operated by WOAX, Inc. Business Office and Studio-416 Believe Ave., Trenton. N. J. Trenton S149.

Transmitter-Lincoln Highway No. 1, one mile south of Morristtlie, Pa.

of Morrisville, Pa.

Wave—Power—Time
Operating power—500 watts.
229 meters; 1310 kilocycles.
Operates on Eastern War Time.
Operating schedule: Sundays 5:00 p.m. to 8:00 p.m.
Week days except Saturday 7:00 a.m. to 10:30 a.m.
and 5:00 p.m. to 8:00 p.m.; Saturdays 7:00 a.m. to
10:30 a.m. and 4:00 p.m. to 8:00 p.m.

Agency Commission
15% to recognized advertising agencies on net charges
for station time; no cash discount. Bills due and
payable weekly after broadcast.

### General Advertising

|      | (6:00 p.m. to sign-off)                  |       |
|------|--|-------|
| . 1  | hour                                     | 72.50 |
| 1/2  | hour                                     | 42.50 |
| 1/4  | hour                                     | 27.50 |
| 5    | minutes                                  | 13.75 |
| ĭ    |  | 6.75  |
| T    | minute                                   | 0.70  |
|      | (7:00 a.m. to 6:00 p.m.)                 |       |
| 1    | hour                                     | 42.50 |
| 1/2  | hour                                     | 25.00 |
| 1/4  |  |       |
|      | hour                                     | 16.75 |
| 5    | minutes                                  | 9.75  |
| 1    | minute                                   | 4.50  |
|      | FREQUENCY DISCOUNTS                      |       |
| 1    |  | * ~   |
|      | to 26 tlmes                              | 5%    |
| 27   |  | 10%   |
| 53   | to 104 times                             | 15%   |
| 105  | to 156 times                             | 20%   |
| 157  | to 312 times                             | 25%   |
| -01  |  | 20 /0 |
|      | STRIP RATES                              |       |
| Six  | 1/4 hours per week across the board: min | imum  |
| cont | ract 13 weeks. No frequency discounts,   |       |
| Ever |  | 16.00 |
|      |  |       |
| Day  | [1me                                     | 63.75 |

Daytime 65.75

POLITICAL

Class "A" rate plus 50% applies. Less than 15 minutes not sold and no discounts apply. Copy must be furnished in advance of broadcast.

SPECIAL FEATURES

Time signals, weather reports, news—rates on request. Musica: clock: 7:00 a.m. to 8:00 a.m. daily. One minute announcements, six days weekly, per month 75.00. No frequency discounts.

"Saille Brent Goes Shopping": Participating noncompetitive (morning), six days weekly, per month 75.00. No frequency discounts.

REMOTE CONTROL
Facilities are available for remote control broadcasts.

casts.

SERVICE FACILITIES

Merchandising and advertising services available.

Supporting advertising will be arranged. Rates and details on request.

TRANSCRIPTIONS
Regular rates apply.

Regular rates apply.

Contract and Other Requirements
Rates are for station time only. The station, at its
discretion, reserves the right to refuse or to discontinue any program which is not in compliance with
the laws of the United States, the State of New
Jorsey, or regulations of the Federal Communications
Commission or the Federal Trade Commission.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel Vice-Pres. & Gen'l Mgr.—F. J. Wolff. Representatives None.

WTTM (Established 1941)



Naies effective August 1, 1944.

Owned and operated by Trent Broadcast Corporation.

Business Office and Studio—35 W. State St., Trenton, N. J., Trenton 2-7127.

Transmitter—Yardley, Pa., four miles northwest of Trenton, N. J.

Wave—Pewer—Time

Operating power—1.000 wat's.
326.1 melers; 920 kilucycles.
Licensed to operate full time. Operates on Eastern War Time.

Agency Commission

15% to recognized agencies.

General Advertising

For combination rates see National Broadcasting Company (Basic Supplementaries).

CLASS "A"

(6:00 p.m. to 10:00 p.m. week days and 2:00 p.m. to 10:00 p.m. Sundays)

1 ti. 13 tl. 26 tl. 52 tl. 100 tl. 300 tl. 1 hour... 150.00 142.50 135.00 127.50 120.00 112.50 1/2 hour... 90.00 85.50 81.00 76.50 72.00 67.50 1/4 hour... 60.00 57.00 54.00 51.00 48.00 45.00 5 minutes 30.00 28.50 27.00 25.50 24.00 22.50 CLASS "B"

(All othe: time)

1 hour... 100.00 95.00 90.00 85.00 80.00 1/2 hour... 60.00 57.00 54.00 51.00 48.00 5 minutes 20.00 18.00 18.00 17.00 16.00

ANNOUNCEMENTS

One minute or less:

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and 2:00 p.m. to 10:30 p.m. Sundays)
1 tl. 26 tl. 52 tl. 100 tl. 390 tl.
ch. 16:00 15:20 14:40 13:60 12:80 CLASS "B"

(Before 6:00 p.m. and after 10:30 p.m. week days; before 2:00 p.m. and after 10:30 p.m. Sundays)
ch. S.00 7.60 7.20 6.80 6.40

POLITICAL.

One time nighttime rate applies.

TRANSCRIPTIONS Library service available.

TALENT

Rates on request.

REMOTE CONTROL

Facilities available -rates and details on request, SERVICE FACILITIES

Services of announcing and operating staff, program, advertising and continuity departments are available. Complete merchandising service available.

Contract and Other Requirements

Advertising of airculuite becarages, other than beer and light wines, not accepted. Contracts cancelled by advertiser before date of extratton subject to short rate. No contract accepted for a period longer than one year.

one year.

Contracts and copy subject to approval of station, Station reserves the right at all times to cancel contracts or to reject copy if not in conformity with federal regulations or with station policy. Station reserves the right to change the of broadcast which might interfere with special programs of particular public interest. Existing contract rates not affected until expiration of contract.

Closing Time

Contracts close one week in advance of first broad-cast. Copy for political speeches or interviews in-volving controversial subjects must be submitted to station at least 24 hours in advance. Announcement copy closes 24 hours in advance of broadcast. Tran-scriptions close 48 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1,3 and 78 r.p.a. double turntables for vertical and lateral cut recordings.

Personnel

Station Manager-Paul Alger.

Representatives Spot Sales, Inc.

## ZAREPHATH

WAWZ



Owned and operated by Pillar of Fire, Alma White College.

Wave—Power—Time

/ave—Power—Time
Operating power—5,000 watts to local sunset; 1,000 watts thereafter.
217.4 meters; 1380 kilocycles.
Operating schedule: Sundays 6:40 a.m. to 9:00 a.m., 11:00 a.m. to 12:30 p.m. 3:00 p.m. to 4:30 p.m and 7:00 p.m. to 8:30 p.m.; week days except Tuesdays and Saturdays 6:00 a.m. to 9:04 a.m. and 6:00 p.m. to 7:30 p.m.; Tuesday and Saturdays 7:30 a.m. to 9:00 a.m., and 6:00 p.m. to 7:30 p.m. Shares time with station WBNX. Schedule on request.

Does not sell time.

### **NEW MEXICO**

### ALBUQUERQUE

(Bernalillo County

### KGGM

Rates effective February 15, 1945.
Owned and operated by New Mexico Broadcasting Co.
Business Office Address—Box 1388, Albuquerque,
N. Mex., telephone 4544.
Studio—Kimo Theatre Bidg., Albuquerque, N. Mex.
Transmitter—Rio Grande River Delta, West of Albuquerque.

buquerque.

Deuten, West of Alweve-Power-Time
Operating power-1,000 watts.
238.1 meters; 1280 kilocycles.
Licensed to operate full time. Operates on Mountain
War Time.
Operating calcade.

war lime.

Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% on station time to recognized agencies. No commission on political time. Bills due and payable when

mission on political time. Bills due and payable when rendered.

General Advertising
For combination rates see Columbia Broadcasting System (Mountain Group).

ASCAP, BMI and SESAC licenses.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and 12:00 noon to 10:30 p.m. Sundays)

1 1/2 1/4 5 1 min.

1 1/2 1/4 5 1 min.

1 1/2 1/4 5 1 min.

1 1 1/2 1/4 5 1 min.

1 1 1/2 1/4 5 1 min.

1 1 1/2 1/4 5 1 min.

2 1 1/2 1/4 5 1 min.

2 1 1/2 1/4 5 1 min.

2 1 1/2 1/4 5 1 min.

3 1 1/2 1/4 5 1 min.

4 1 1/2 1/4 5 1 min.

5 1 1.25 10.00 20 20 25.00 15.00 12.50 10.50 1

CLASS "B"
(Before 6:00 p.m. and after 10:80 p.m. week days; before 12:00 noon and after 10:80 p.m. Sundays)

|     |       | . 1      | 1/2   | 1/4   | 5     | 1 min. |      |      |
|-----|-------|----------|-------|-------|-------|--------|------|------|
|     |       | hr.      | hr.   | hr.   | min,  | trans. | (*)  | (†)  |
| 1   | time  |          |       | 20,00 |       | 7.50   | 6,50 | 5.50 |
| 13  | times | 47.50    | 28.50 | 19.00 | 11.87 | 7.13   | 6.18 | 5.23 |
| 26  | times | 45.00    | 27.00 | 18.00 | 11.25 | 6.75   | 5.85 | 4.95 |
| 52  | times | 42.50    | 25.50 | 17.00 | 10.62 | 6.38   | 5.53 | 4.68 |
| 104 | times | 40.00    | 24.00 | 16.00 | 10.00 | 6.00   | 5.20 | 4.40 |
| 156 | times |          | 22.50 |       | 9.37  | 5.63   | 4.88 | 4.13 |
| 260 | times | 35.00    | 21.00 | 14.00 | 8.75  | 5.25   | 4.55 | 3.85 |
| 312 | times |          | 19.50 |       | 8.12  | 4.88   | 4.23 | 3.58 |
| (*  | 100   | words o  |       |       | 0     | *.00   |      | 0.00 |
| (1  | ) Cha | in break |       |       |       |        |      |      |
|     |       |          |       |       |       |        |      |      |

### SPECIAL FEATURES

SPECIAL FEATURES

Women's Club of the Air: 8:00 a.m. to 12:00 noon, Monday through Saturday. Available in 1/4 hour periods or for announcement participation. Spanish program: 6:15 a.m. to 7:00 a.m., Monday through Saturday. Available in 1/4 hour periods or for announcement participation.

News: Lessed wire service available. 20% production charge.

Women's Club of the Air and Spanish programs carry a talent charge.

Farm reports, weather reports, etc.—rates on request.

TRANSCRIPTIONS

TRANSCRIPTIONS

### SERVICE FACILITIES

Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

Production and continuity department at advertiser's service at no additional cost.

Contract and Other Requirements

Advertising of alcoholic beverages restricted to light wines and beer.

All programs subject to station approval.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical or lateral cut recordings.

Personnel
Manager—G. C. Hoffmann.

Representatives
Taylor-Howe-Snowden Radio Sales.

## KOB (Established 1920)

Rates effective December 15, 1942. (Card No. 3.)

Owned and operated by Albuquerque Broadcasting Co. Business Office and Studio—420 W. Gold Are., Albuquerque, N. Mex., telephone 4411.

Transmitter—8-1/2 miles north of Albuquerque at Alameda, N. Mex.

/ave—Power—Time
Operating power—50,000 watts days; 25,000 watts
nights.
389.6 meters; 770 kilocycles.
Licensed to operate unlimited time. Operates on
Mountain War Time.
Operating schedule: 6:00 s.m. to 12:00 midnight.

Agency Commission
15% on net station time to recognized advertising agencies; no cash discount.

agencies; no cash discount.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (South Mountain Service) and National Broadcasting Company (Mountain Group).

Announcements are accepted with the understanding
that programs take precedence, and that announcements scheduled for periods later sold for programs
may be re-scheduled by the station at equally advantageous periods.

Rates for periods longer than one hour are in exact
proportion to the corresponding one hour rate.

CLASS "A"

15.00 14.25 13.50 12.75 12.00 11.25 CLASS °C' (12:00 noon to 6:00 p.m. Sundays) 120.00 114.00 108.00 102.00 96.00 90.00 70.00 68.50 63.00 55.50 58.00 52.50 40.00 38.00 36.00 34.00 32.00 30.00 22.50 21.38 20.25 19.13 18.00 16.88

CLASS "D" (6:00 a.m. to 7:00 a.m.)
Two-thirds of Class "B" rates.

ANNOUNCEMENTS

CLASS "A"

1 min 18.00 17.10 16.20 15.30 14.40
1/2 min 12.00 11.40 10.80 10.20 9.60
Chain break (30
words) 12.00 11.40 10.80 10.20 9.60 9.00 8.40

CLASS "B"

(Before 6:00 p.m. week days and to 12:00 noon Sundays)

1 min 9:00 8.55 8.10 7.65 7.20 1/2 min 6:00 5.70 5.40 5.10 4.80 (Chain break (30 words) 6:00 5.70 5.40 5.10 4.80

0.70 5.40 5.10 CLASS "C"

(12:00 noon to 6:00 p.m.

1 min 13.50 12.82 12.15 11.47 1/2 min 9.00 8.55 8.10 7.65 Chain break (30 words) 9.00 8.55 9.00 cm. 10.80 7.20 6.30

Chain break (30 words) 9.00 8.55 8.10 7.65 7.20 6.7 500 or more times—5% additional discount.

TRANSCRIPTIONS
Accepted during regular broadcasting periods.

TALENT

TALENT
Rates on request.

REMOTE CONTROL

Additional charges are made for programs originating outside of the station's studies.

SERVICE FACILITIES

Services of station's program department, staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event client specifies a particular announcer.

Contract and Other Requirements
Advertising of sleoholic beverages, other than beer and wine, not accepted.

No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts subject to card rates and regulations.

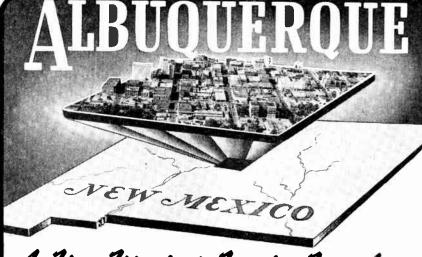
Individual contracts subject to card rates and regulations.

Acceptable accounts subject to the same rates.
All contracts are subject to cancellation by either party on 15 days' written notice.

Time of broadcast subject to change to accommodate network broadcasts subject to change to accommodate network broadcasts. Independent announcements may be moved to other periods if available on 24 hours' notice. All facilities furnished in accordance with the terms of station's standard contract form.

Closing Time
Closing Time
Closing date is two weeks in advance of initial program. Mechanical Program Equipment
Equipped to landle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel Manager-Frank Quinn. Representatives Free & Peters, Inc.



# 1s New Mexico's Major Market

1260 KC. - 1000 WATTS, FULL TIME - COLUMBIA AFFILIATE

POPULATION' BUYING POWER" RETAIL SALES'

73.327

141% OF TOTAL STATE POPULATION

\$90,265  $27\frac{1}{4}\%$  of total state income

\$40,580  $22\frac{8}{10}\%$  of total state Retail sales

\* Source: U. S. Bureau of Census and O. P. A.
\*\* In thousands (000 omitted). Source: Sales Management

KVSF

In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major mar-

ket at low cost. Affiliated with KGGM and the Columbia Broadcasting system.

REPRESENTED NATIONALLY BY

TAYLOR-HOWE-SNOWDEN RADIO SALES **NEW YORK** CHICAGO DALLAS AMARILLO

### **CARLSBAD**

(Eddy County)

KAVE (Established 1936)

Rates effective September 15, 1944. Nates elective september 15, 1942.

Owned and operated by the Carlsbad Broadcasting Corporation.

Business Office and Studio—800 S. Canal St., Carlsbad, N. Max., telephone 244.

Transmitter—In Lalluerta, a suburb north of city.

Transmitter—In LaHuerta, a suburb north of city.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kllocycles.
Licensed to operate unlimited time. Operates on Mountain War Time.

Agency Commission
15% to recognized advertising agencies on station time; no cash discount.

General Advertising

| F'or | combination rates see Keystone Network.      |        |
|------|--|--------|
|      | (6:00 p.m. to 11:00 p.m. daily)              |        |
| 1    | hour   | 60.00  |
| 1/2  | hour   | 36.00  |
| 1/4  | hour   | 24.00  |
| 5    | minutes                                      | 11,00  |
| 1    | minute transcription                         | 7.00   |
| 1/2  | minute transcription                         | 6.00   |
| 100  | words  | 6.00   |
| 50   | words or less                                | 5.00   |
|      | (6:00 a.m. to 6:00 p.m. and after 11:00 p.m. |        |
| - 1  |  |        |
|      | hour   | 35.00  |
| 1/2  |  | 21.00  |
| 1/4  | hour   | 14.00  |
| 5    | minutes                                      | 7.50   |
| 1    | minute transcription                         | 3.50   |
| 1/2  | minute transcription.                        | 3.00   |
| 100  | words,                                       | 3.50   |
| 50   | words or less                                | 2.50   |
|      | DISCOUNTS                                    |        |
| Eac  | h renewal or extension of a contract earns   | sppli- |

Each renewal or extension of a contract earns applicable discounts, provided, however, that cumulative discounts are applicable only when an order is continued without interruption beyond the time specified in the original contract.

Discounts on gross rates for number of periods under contract not to exceed one year's duration.

1 time. Net 104 times. 20%
13 times. 5% 156 times. 25%
26 times. 10% 260 times. 35%
52 times. 15%

TALENT
Artist's service is available for selection of talent and building of program.

REMOTE CONTROL
Additional charges are made for programs originating outside the studio.

SERVICE FACILITIES

Merchandising and publicity department are part of the regular service. Extra costs, when required, billed at net cost.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 83-1/3 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel
General Manager-Norman B. Loose.

Representatives
Howard H. Wilson Company.

### **CLOVIS** (Curry County)

## KICA (Established 1933)



Rates effective January 1, 1944. Owned and operated by DeWitt Landis.
Business Office and Studios — Fourth and Main,
Clovis, N. M., P. O. Box 111, tel. 3.
Transmitter—Clovis, N. M.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time. Operates on Mountain War Time.

Agency Commission

15% on station time and talent to recognized agen-cies; no cash discount. No commission or discount on political broadcasts. Bills for gross charges rendered monthly and payable within 20 days.

General Advertising
For combination rates see Keystone Network and
Mutual Broadcasting System.

GENERAL BROADCASTING

| 1 hour   | (8:00 p.m. to 11:00 p.m.)              |
|----------|--|
|          |  |
|          |  |
|          | BS,                                    |
|          | e transcription                        |
| 2 minute |  |
|          |  |
|          |  |
|          | .m. to 6:00 p.m. and after 11:00 p.m.) |
|          |  |
|          |  |
|          |  |
|          | 98                                     |
| 1 minute | transcription                          |
| 2 minute | transcription                          |
|          |  |
|          |  |
| 0 words  | or less                                |

### DISCOUNTS

Each renewal or extension of contract earns applicable discounts, provided that cumulative discounts are applicable only when an order is continued without interruption beyond the time specified in the original contract.

Discounts on gross rates for number of periods under contract not to exceed one year's duration.

1 to 12 times. Net 100 to 149 times. 20% 13 to 25 times. 5% 150 to 259 times. 25% 26 to 51 times. 30% 52 to 99 times. 33%

TRANSCRIPTIONS

Five minutes or longer at regular rates. Sound effects records take transcription rates; other sound effects POLITICAL Rates on request.

Rates on request.

REMOTE CONTROL

Facilities for programs originating outside the studios available at extra charge—rates on request.

### SERVICE CHARGES

Artists' rervice is available for selection of talent and building of program. Merchandising and publicity available without extra charge. Extra services, when required, billed at net cost.

### Contract and Other Requirements

Rates are for station time only. Services of studio personnel included. All advertising accepted subject to management's approval. All contracts subject to the conditions of the standard AAAA contract form. Price quoting permitted.

### Closing Time

Closing time depends on type of program. Generally one week is desired for musical or dramatic programs.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

### Personnel

General Manager-R. B. McAlister.

### Representatives

Spot Sales, Inc.

### **HOBBS**

(Lea County)

## KWEW (Established 1938)

Rates effective January 1, 1945. (Card No. 2.) Card received January 8, 1945.

Owned and operated by W. E. Whitmore. Studios—Hobbs, N. M. Transmitter—Hobbs, N. M.

Wave—Power—Time
Operating power—100 watts.
201.3 moters; 1490 kilocycles.
Licensed to operate unlimited time. Operates on
Mountain War Time.
Operating schedule: 7:00 a.m. to 9:15 p.m.

Agency Commission
15% to recognized agencies; no cash discount. No commission on talent.

General Advertising
For combination rates see Keystone Network

| 1   | hour                                     | 50 0 |
|-----|--|------|
| 1/2 | hour                                     | 99 5 |
| 1/4 |  | 34.0 |
| 1/3 | 11041                                    | 20.0 |
| . 0 | minutes                                  | 10.0 |
| •1  | minute (transcription)                   | 6.0  |
| 100 | words                                    | 9 5  |
| 50  | words                                    | 2.5  |
| ~~~ | \ Mantenana and administration           | 2.0  |
|     | ) Maximum one minute announcement 100 wo | ras- |
| 80  | ditional words take next higher rate.    |      |
|     |  |      |
|     | FREQUECY DISCOUNTS                       |      |

| T. IT TO T                      | 20 L             |            | OUNTS     |          |              |
|---------------------------------|------------------|------------|-----------|----------|--------------|
| Frequency discounts             | must             | be         | without   | interrur | tion.        |
| during one year.  1 to 12 times | Net<br>5%<br>10% | 100<br>200 | to 199 to | imes     | 20 %<br>25 % |
| 00 10 00 11000000               | /-               |            |           |          |              |

SPECIAL FEATURES
Time Signals, Sporting Events, Shopping Hour, Farm
Flashes, Market Reports—rates on request.

TALENT
Talent furnished for all types of programs—rates on request.

SERVICE FACILITIES
Service of program director, announcers, and con-tinuity department without charge.

REMOTE CONTROL
Remote control facilities at regular station rate plus
line and installation charges.

Contract and Other Requirements
Advertising of alcoholic beverages restricted to light
wines and beer.
All contracts subject to conditions of standard AAAA
contract form, and station approval.

Closing Time Ten days before broadcast.

Personnel Manager-W. E. Whitmore.

Representatives None.

### LAS YEGAS

(San Mignel County)

KFUN (Established 1941)



Rates received November 19, 1941.

Rates received November 19, 1941.

Owned and operated by Southwest Broadcasters, Inc. Business Office and Studio—P. O. Box 710, Las Vegas, N. M.

Transmitter—1/2 mile east of business district, Las Vegas, N. M.

Wave—Power—Time
Operating power—250 waits.
243 9 meters; 1230 ktlocycles.
Licensed to operate full time on local channel. Operaties on Mountain War Time.
Operating schedule: Sundays 11:00 a.m. to 7:00 p.m.; week days 7:00 a.m. to 9:00 p.m.

Agency Commission 15% to recognized agencies on station time only; cash discount 2%. Bills rendered last of month; due 10th of month.

General Advertising
The following rates are for national advertising and
include music copyright fees.
Foreign language programs accepted. Talent available.
for Spanish programs.

|     | I ti.        | 12 ti. | 24 tl. | 48 ti. | 78 ti.  |
|-----|--------------|--------|--------|--------|---------|
|     | hour 45.00   | 37.50  | 30.00  | 22.50  | ******* |
| 1/2 | hour 27.00   | 22.50  | 18.00  | 13.50  | ******  |
| 1/4 | hour 18.00   | 16.20  | 14.40  | 12.60  | 10.80   |
| 5   | minutes 9.00 | 8.10   | 7.20   | 6.30   | 5.40    |
|     |              |        |        |        |         |

| FREQUENCY RATES | Rates per period when contracted for a frequency of three or five times per week: | 1/4 hour: | 12 tt. | 24 tt. | 48 tt. | 78 tt. | 158 tt. | 16 tt. | 25 tt. | 26 tt. | 26 tt. | 26 tt. | 27 tt. | 27 tt. | 28 tt. | 28

SPECIAL FEATURES
Time signals and announcements at preferred times, regular rates plus 10%.
News, sports and all special programs—rates on request.

TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.

POLITICAL Minimum time five minutes, per minute 1.50 flat.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and light wines, not accepted. Contracts subject to cancellation by two weeks written notice accompanied by certified check at short rate to date of last program. Rates subject to change without notice. In order to earn a frequency rate, the only announcements considered are those which have been evenly distributed over an elapsed period of 28 days.

Closing Time
Contracts close two weeks in advance of first broadcast. Announcement copy, transcriptions and talks
close 24 hours in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for ver-tical and lateral cut recordings

Personnel Station Manager—E. N. Thwaites.

Representatives
William G. Rambeau Company.

### ROSWELL (Chaves County)

KGFL (Established 1927)



Rates effective January 1, 1945. (Card No. 5.)
Card received January 8, 1945.
Owned and operated by KGFL, Inc.
Business Office and Studio-Roswell, N. M., telephone 288.
Transmitter-Roswell, N. M.
Wave-Power-Time
Operating power-100 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited lime. Operates on Mountain War Time.
Operating schedule: 6:30 a.m. tc 3:00 p.m.

### **NEW MEXICO—Continued**

### ROSWELL—Continued K G F L-Continued

Agency Commission

15% to recognized agencies; no cash discount. No commission on talent.

General Advertising

| For | combination rates see Keystone Network.    |       |
|-----|--|-------|
| 1   |  | 60.00 |
| 1/2 | hour                                       | 37.50 |
| 1/4 | hour                                       | 25.00 |
| 5   | minutes                                    | 12.00 |
| •1  | minute (transcription)                     | 7.50  |
| 100 | words                                      | 4.00  |
| 50  | words.                                     | 3.00  |
| (*  | ) Maximum one minute announcement or       |       |
| 150 | ords-additional words take next higher rat |       |
|     |  | ٠.    |
|     | DISCOUNTS                                  |       |

SPECIAL FEATURES

Time signals, sporting events, shopping hour, farm flashes, market reports—rates on request.

TALENT

Talent furnished for all types of programs-rates on request.

REMOTE CONTROL Regular station rate plus line and installation charge.

SERVICE FACILITIES Service of programs director, announcers, and continuity department without charge.

Contract and Other Requirements

Advertising of alcoholic beverages restricted to light wines and becr. Rates quoted are for station time only. All contracts subject to conditions of standard AAAA contract form, and station approval.

Closing Time

Ten days before broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription.

Personnel

Manager-W. E. Whitmore,

Representatives

None

## SANTA FE (Santa Fe County)

### KVSF

Rates effective February 15, 1945.
Rates received February 9, 1945.
Owned and operated by the New Mexico Broadcasting

Company.

Business Office and Studio-759 Cerrilos Road, Santa
Fe, N. M., telephone 2020.

Transmitter-759 Cerrilos Road, Santa Fe, N. M.

Wave—Power—Time

Operating power—100 watts.

223.9 meters; 1340 kilocycles.
Licensed to operate full time. Operates on Mountain
War Time.

Operating schedule: 7:00 a.m. to 11:00 p.m.

Agency Commission

15% to recognized advertising agencies. No commission on political time. Bills due and payable when rendered.

General Advertising

For combination rates see Columbia Broadcasting System (Mountain Group). ASCAP, BMI, and SESAC licenses.

(All time)

1 1/2 1/4 5 1 min. hr. hr. hr. mln. trans. 1 times. 38.00 22.80 15.20 9.50 7.13 26 times. 38.00 21.60 14.40 9.00 6.75 52 times. 34.00 20.40 13.60 8.50 6.38 104 times. 32.00 19.20 12.80 8.00 6.00 156 times. 30.00 18.00 12.00 7.50 5.63 260 times. 30.00 18.00 12.00 7.50 5.63 260 times. 28.00 16.80 11.20 7.00 5.25 312 times. 28.00 16.80 11.20 7.00 5.25 312 times. 28.00 16.80 10.40 6.50 4.88 (\*) 100 words or less. (\*) Chain break. (\*) 6.00 5.70 5.40 5.10 4.80 4.50 4.20 3.90

SERVICE FACILITIES
News Broadcasts—20% production charge.
Spanish Program—talent charge.

TRANSCRIPTIONS
Library services available.
REMOTE CONTROL

Remote control facilities extra-rates on request.

Contract and Other Requirements

No liquor advertising accepted.

Rates are for station time only, including services of studio personnel and program material. All advertising subject to acceptance by the management.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Station Manager-1van Head,

Representatives

Taylor-Howe-Snowden Radio Sales.

### TUCUMCARI

(Quay County)

### KTNM

(Established 1941)
Rates effective December 1, 1943, (Card No. 2.) Owned and operated by Krasin-Krutzner Broadcasting Company.
Business Office and Studio—Tucuncari, N. M.
Transmitter—1-1/2 miles S. E. of business district,
Tucumcari, N. M.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Operates on Mountain War Time.
Operating schedule: Sundays 10:00 a.m. to 7:15 p.m.;
week days 7:00 a.m. to 7:15 p.m.

Agency Commission
15% to recognized agencies; eash discount—
rendered 1st of month; due 10th of month.

DISCOUNTS

DISCOUNTS

13 to 26 times.
26 to 39 times.
39 to 52 times.
52 or more times. 10% 15% 20% 25%

TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges subject to agency commission.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and light wines, not accepted. Contracts subject to cancelaition by two weeks' written notice accompanied by certified check at short rate to date of last program.

Contracts close one week in advance of first broad-cast. Announcement copy, transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for lateral cut recordings.

Personnel Station Manager-Lester Q. Krasın.

Representatives Cox & Tanz.

### **NEW YORK**

### ALBANY (Albany County)

WABY (Established 1933)



Rates effective January 1, 1944. (Card No. 5.)

Owned and operated by Adirondack Broadcasting Company, Inc.

Business Office and Studio—Radio Centre, Albany, N. Y.

Other Studios—Troy Hotel, Troy, N. Y.

Transmitter—Braintree St., Town of Colonie, N. Y.

Wave—Power—Time

Operating power—250 watts.

214.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.

Agency Commission

1570 on national accounts to recognized advertising agencies; no cash discount. Invoices mailed weekly or monthly, as agency requests, due and payable on receipt. Commission applies on net charge for station time. No commission or cash discount on talent charges, wire costs, traveling expenses of artists, etc. General Advertising

For combination rates see Mutual Broadcasting System. The following rates are for national advertising and include music copyright fees.

(6:00 p.m. to 1:00 a.m.)

1 hour. 160.00 152.00 144.00 136.00

1/2 hour. 96.00 91.20 86.40 81.60

1/4 hour. 60.40 57.00 54.00 51.00

5 minutes. 30.00 28.50 27.00 25.50

(7:20 a.m. to 6:00 p.m.)

1 hour. 80.00 76.00 72.00 68.00

1 hour. 80.00 14.25 13.50 12.75

WEEKLY FREQUENCY DISCOUNTS

Applicable on basic rate for spot advertising only. Five or more times weekly:

1 hour. 40% 42% 45% 50% 1/2 hour. 22.76 31% 835% 50% 1/2 hour. 22.71.27% 28% 30% 45%

ANOUNCEMENTS

One nituate transcriptions and station break anouncements of 35 words or less charged at 100 word rates.

(6:00 p.m. to 1:00 a.m.)

raies. (6:00 p.m. to 1:00 a.m.)

100 words (max.) 12:60 11:97 11:34 (7:00 a.m. to 6:00 p.m.)

100 words (max.) 6:30 5:99 5:67 5.36 SERVICE FEATURES

RECORDED PROGRAMS

Regular rates apply on transcribed programs.

TALENT

Talent of all type available, booked through station Artists' Bureau.

REMOTE CONTROL

Fully equipped to handle broadcasts from remote points. Remote broadcasts at regular station rates plus line charge.

Contract and Other Requirements

Altertising of alcoholic beverages, other than beer and wine, not accepted.
All contracts, programs and copy subject to station management's approval and governmental regulations. Preferred position governed by priority and availability on contract basis. No contracts accepted for a period longer than one year.

period longer than one year.

Closing Time
Talent programs and talks close one week in advance
of broadcast.
Announcements and recorded programs close 48 hours
in advance. Publicity and program listings close
two weeks in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel
Gen'l Mgr. & Dir.—Harold E. Smith.
Representatives
J. P. McKinney & Son.

WOKO (Established 1924)



Rates effective January 1, 1945. (Card No. 9.)
Card issued January 1, 1945.
Card received January 17, 1945.
Curd and operated by WOKO, Inc.
Business Office and Studio—Radio Centre, Albany,
N. Y., telephone 4-4193.
Other Studios—Troy Hotel, Troy, N. Y.
Transmitter—Central Avenue, opposite Tremont St.,
Albany, N. Y.
Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights.
205.5 meters; 1466 kilocycles.
Licensed to operate on cleared regional channel. Operating schedule: Week days and Sundays from
6:00 a.m. to 2:00 a.m.
Agency Commission
15% on national accounts to recognized agencies; no
cash discount. Invoices mailed weekly or monthly,
due and payable on receipt. Commission applies on
net charge for station time. No commission or cash
discount. Invoices mailed weekly or monthly,
due and payable on receipt. Commission applies on
net charge for station time. No commission or cash
discount. Invoices mailed weekly or monthly,
due and payable on receipt. Commission applies on
net charge for station time. No commission or cash
discount on talent, wire costs, traveling expenses of
artists, etc.
General Advertising
For combination rates see Columbia Broadcasting
System (Basic Network).
The following rates are for national advertising and
include music copyright fees. All station time sold
subject to priority rights held by Columbia Broadcasting System.

(8:00 p.m. to 1:00 a.m.)

1 hour.... 175.00 166.25 157.50 148.75 140.01 131.25
1/2 hour.... 175.00 33.25 31.50 29.75 28.00 26.25
5 minutes 35.00 39.75 94.50 89.25 84.00 78.75
1/4 hour... 70.00 65.50 63.00 59.50 56.00 52.50
5 minutes 35.00 33.25 31.50 29.75 28.00 26.25
5 minutes 17.50 16.63 15.75 14.88 14.00 13.13
(\*) 260 or more times.

ANNOUNCEMENTS

One minute transcriptions and station break announcements of 35 words or less charged at 100 word rates.

(\*) 200 or more times.

SPECIAL FEATURES

Musical Clock: Before 9:00 a.m. week days. 300.00
per hour per week; half hour pro rata, net, plus
announcer fee.

Other special features—rates on request.

RECOR

per nour per announcer fet.
Other special features—rates on request.
RECORDED PROGRAMS
Regular time charges apply to recorded programs.
Programs are not restricted to certain hours.
TALENT

REMOTE CONTROL

Equipped and prepared to handle programs by remote control broadcasts. Charged at regular station rates plus line charges.

Advertising of alcoholic beverages, other than beer and wine, not accepted.

The Columbia Broadcasting System holds prority right over all station time.

Preferred position governed by priority and availability on contract basis. No contract accepted for a period longer than one year. All contracts, programs and copy subject to station management's approval and governmental regulations.

(This listing continued on payt page)

### ALBANY—Continued W O K O-Continued

Closing Time
Talent programs and talks close one week in advance
of broadcast. Announcements and recorded programs
close 48 hours in advance of broadcast.
Publicity and program listings close two weeks in

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

General Manager—Harold E. Smith. Assistant Manager—Deuel Richardson.

Representatives
J. P. Mckinney & Son.

### WTRY

Considered by the Blue Network Company as their Troy-Albany-Schenectady outlet. See listing under Troy, N. Y.

### AUBURN (Cavuga County)

WMBO (Established 1927)



Rates effective January 1, 1940.
Owned by the Auburn Publishing Company.
Operated by WMBO, Inc. Affiliated with the Auburn Citizen Advertiser.
Business Ohice and Studio--141 Genessee St., Metcalf Bidg., Auburn, N. Y., Auburn 433.
Transmitter--Corner York and Division Sts., Auburn, N. Y.

N. 1.

Wave—Power—Time
Operating power—250 watts.
223.9 moters; 1340 kilocycles.
Licensed to operate unlimited time. Operates on
Eastern War Time.

Agency Commission 15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on talent or other program charges. All bills are net and payable 10th of month following service rendered.

and payable 10th of month rotocome

General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.

(6:60 p.m. to 11:00 p.m. week days and all day Sundays)

1 the 12 th 12 th 12 th 12 th 13 th 14 th 15 th 15 th 16 52 t1. 72.00 43.20 25.60 12.80 1 hour 90.00
1/2 hour 54.00
1/4 hour 32.00
5 thinutes 16.00
1 minute transcription 8.10
(6:00 a.m. to 6:00 p.m.
1 hour 30.00
1/2 hour 36.00 7.70 7.29 6.48 and 11:00 p.m. to week days) 57.00 54.00 34.20 32.40

| 1/4 | hour             | 24.00    | 22.80      | 21.60 | 20.40 |
|-----|------------------|----------|------------|-------|-------|
|     | minutes          | 12.00    | 11.40      | 10.80 | 10.20 |
| 1   | minute tran-     |          |            |       |       |
|     | scription        | 5.50     | 5.23       | 4.95  | 4.13  |
|     | ANN              | OUNCE    | MENTS      |       |       |
|     | (6:00 p.m. to 11 |          |            | and   | all   |
|     |                  | lay Sund | avs)       |       |       |
| 100 | words            |          |            | 7.29  | 6.48  |
| 50  | words            | 6.00     | 5.70       | 5.40  |       |
| 35  |                  |          | 4.75       | 4.50  | 4.25  |
|     | (6:00 a.m. to 6  | :00 p.m. | and 11:00  | p.m.  | to    |
|     | 12:00 m          | idnight  | week days: | )     |       |
| 100 | words            |          | 5.70       | 5.40  | 5,10  |
| 50  |                  | 5,00     | 4.75       | 4.50  |       |
|     |                  |          | 2 00       | 2 80  | 2 40  |

REMOTE CONTROL
Equipped and prepared to handle programs, broadcast by remote control.

Contract and Other Requirements
Musical program period rates are for the facilities
of the stamon only; talent extra. All contracts subject to station owner's approval and governmental
regulations.

regulations.
Closing Time
Closing date for continuity on musical programs is once week in advance of initial program. Announcements, talks and recorded programs close 48 hours in advance of broadcast.

Mechanical Program Equipment
Equipped to bandle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personnel
Gen'l & Prom. Mgr,—Froderick L. Keesee.

Representatives.

Representatives
Thomas F. Clark Co., Inc.

### **BATAVIA**

(Genesee County)

WBTA (Established 1941)

Rate card issued August 17, 1944. (Card No. 3.)

Owned and operated by the Batavia Broadcasting Corporation.

Business Office and Studio—90 Main St., Batavia.

N. Y., telephone 715-716.

Transmitter—Creek Road, Batavia, N. Y.

### Wave—Power—Time

/ave—Power—IIme
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.
Operating schedule: Sundays 9:00 a.m. to 11:00 p.m.;
week days 7:00 a.m. to 11:05 p.m.

### Agency Commission

55% to recognized advertising agencies on net charges for station time; no cash discount. No commission on talent or line charges.

### General Advertising

For combination rates see Mutual Broadcasting System. The following rates are for national advortising and include music copyright fees.

### CLASS "A"

(Sign-on to 11:30 a.m. and 1:30 p.m. to

|     |         |       |       | ) D.m.    |           |       |       |       |
|-----|---------|-------|-------|-----------|-----------|-------|-------|-------|
| 1   | hour    | 35.00 | 34.00 | 33.00     | 32,00     | 31,00 | 30.00 | 29,00 |
| 1/2 | hour    | 21.00 | 20.40 | 19.80     | 19.20     | 18.60 | 18.00 | 17.40 |
| 1/4 | hour    | 14.60 | 14.20 | 13.90     | 13.60     | 13.30 | 13.00 | 12.70 |
| 5   | minutes | 7.00  | 6.75  | 6.50      | 6.25      | 6.00  | 5.75  | 5.50  |
| 1   | minute  | 4.50  | 4.30  | 4.10      | 3.90      | 3.70  | 3.50  | 3.30  |
|     |         | N 111 | TAIDS | 12 E2 A 5 | ים (זיזיד | 0     |       |       |

SPECIAL FEATURES News-rates on request.

|     | POLITICAL            |     |
|-----|----------------------|-----|
| No  | frequency discounts. |     |
| 1   | hour                 | 50. |
|     | hour                 | 30  |
| 1/4 | hour                 | 18  |
| 5   | minutes              | 9   |
| 100 | words                | 3   |

RELIGIOUS Talks on controversial subjects not accepted.

TALENT

Talent for musical, dramatic, and special feature broadcasts at actual cost. Station will furnish any type of local talent available—rates on request. Rates do not include artists' services.

REMOTE CONTROL

Programs can be broadcast from any location outside of station—rates on request.

TRANSCRIPTIONS

Transcription library service available. Electrical transcriptions accepted for broadcast at any hour available.

### Centract and Other Requirements

Contract and Other Requirements
Advertising of alcoholic beverages accepted.
Quantity discounts apply on each classification only.
Announcements and programs cannot be combined to secure quantity discounts, Quantity discounts apply on periods or announcements used consecutively within 12 months. Station time rates include services of announcer. All program matter subject to existing federal, state, and municipal regulations. Fifty-six days' written notice for cancellation of contract.

Mechanical Program Equipment
Equipment to haveling programs by electrical transcrip-

ton, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Sales Manager—F. R. MacLaughlin. Station Manager—Carl Switendick. Program Director—Louise Gagnon.

Representatives

Sears & Ayer, Inc.

### BINGHAMTON

(Broome County)

WNBF (Established 1927)



Rates effective July 1, 1942. (Card No. 6.)

Owned and operated by Wylle B. Jones Advertising Agency.
Business Office and Studio—Arlington Hotel, Binghamton, N. Y., telephone 2-3461.
Now York Office—366 Madison Ave., Murray Hill 2-5767.

Transmitter-Binghamton, N. Y., R.D. 2.

Wave—Power—Time
Operating power—5,000 watts.
232.6 meters; 1250 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time.

Agency Commission
15% to recognized advertising agencies on net charges
for station time; no cash discount. No commission on
talent. Bills due when rendered. Invoices mailed lat

General Advertising
For combination rates see Columbia Broadcasting
System (Basic Supplementary Group).

CJASS "A"
(6:00 p.m. to 11:00 p.m.)
1 3/4 1/5 1/4 10
hr. hr. hr. hr. min. (\*) min. min. | hr, hr, hr, hr, hr, min, min, less than | 26 ii, 150,00 120,00 | 90,00 | 60,00 | 45,00 | 30,00 | 26 ii, 148,25 | 117,00 | 87,75 | 58,50 | 43,87 | 29,25 | 52 ii, 138,75 | 11,00 | 83,25 | 55,50 | 41,82 | 27,75 | 104 ii, 135,00 | 103,00 | 81,60 | 54,00 | 40,50 | 27,00 | 156 ii, 131,25 | 105,00 | 78,75 | 52,50 | 39,37 | 26,25 | 260 | ii, 127,55 | 102,00 | 78,15 | 100 | 38,25 | 25,50 | 312 ii, 120,00 | 96,00 | 78,10 | 31,00 | 38,20 | 24,00 | 424 ti

CLASS "B" (All other time) | CAll other time | CAll other Less than
26 tl. 90.00 72.00 52...
26 tl. 87.75 70.20 52.65 35.1v
39 tl. 85.50 68.40 51.70 34.20 25.6
52 tl. 83.25 66.0 49.55 33.30 24.6
104 tl. 81.00 64.80 48.60 32.40 24.6
156 tl. 76.50 61.20 47.25 31.50 23.7
260 tl. 76.50 61.20 45.50 30.60 22.
121 tl. 72.00 57.60 43.10 28.80 21.
624 tl.
1248 tl.
(\*) One minute or less.

ANNOUNCEMENTS

\*\*Transparents\* take one minute
\*\*Transparents\* take one minute
\*\*Transparents\* take one minute

All announcements take one minute rate.

Announcements of 35 words or less will be accorded position at network breaks.

POLITICAL

### One time rate applies. RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certait hours. No service charge. No phonograph records permitted at any time.

TALENT

Rates on request. REMOTE CONTROL

Station maintains complete facilities for remote con-trol broadcasts. Line charges, installations, rentals, etc., at expense of advertiser. These charges pay-able in advance.

### SERVICE FACILITIES

The services of the production department are at the disposal of the broa-deaster using the station without charge for engaging at owest prices musicians and performers. Program ideas, continuities, etc., prepared and submitted to advertiser without charge by station production department. Station is equipped to assist in merchandising radio advertising programs. Details on request.

Contract and Other Requirements

Blanket contracts not accepted. Maximum length of contract one year. All contracts and programs subject to station appreval and government regulations. Station reserves the right to refuse or discontinue any advertising.

Closing Time

Talent programs close two to four weeks in advance of broadcast. Announcements, talks and recorded programs close one week in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for both vertical and lateral cut recordings.

Gen l, Merch. - Prom. ligr.-Cecil D. Mastin.

Representatives

John Blair & Company.

### BROOKLYN

For Brooklyn stations see listing under New York City.

BUFFALO (Erie County)

WEEN (Establish



Rates effective October 1 1941.

Owned and operated by WBEN, Inc. (The Buffalo Evening News). Studio-Hotel Statler, Euffalo 2, N. Y., Cleveland 6400.

6400. Transmitter-Grand Island, N. Y.

Wave—Power—Time
Operating power—5,000 watts.
322.6 meters; 930 kalocycles.
Licensed to operate full time. Operates on Eastern
War Time. War Time. Operating schedule: Sunday 9:00 a.m. to 12:00 mid-night; week days 6:40 a.m. to 1:00 a.m.

Agency Commission
15% to recognized agencies on net charges for station
time; no cash discount. No commission on program
charges. Bills due and payable when rendered.

### **NEW YORK—Continued**

### BUFFALO—Continued W B E N-Continued

General Advertising

For combination rates see National Broadcasting Company (Basic Network).
The following rates are for national advertising and include music copyright fees.

| (7:45 p.m. to 10:30<br>1 hr. 1/2 hr. 1 | p.m.)  | (*)     | (†)   |
|--|--------|---------|-------|
| l time 320.00 192.00                   | 128.00 | 65.00   | 30.00 |
|  | 124.80 | 63.38   | 29.25 |
|  | 121.60 | 61.75   | 28.50 |
|  |        |         |       |
|  | 118.40 | 60.13   | 27.75 |
|  | 115.20 | 58.50   | 27.00 |
|  | 112.00 | 56.88   | 26.25 |
|  | 108.80 | 55.25   | 25.50 |
|  | 102.40 | 52.00   | 24.00 |
| 312 times 240.00 144.00                | 96.00  | 48.75   | 22.50 |
| (6:30 p.m. to 7:45                     | p.m.)  |         |       |
| l time 250.00 150.00 100.09            | 82.50  | 65.00   | 20.00 |
| 13 times., 243.75 146.25 97.50         | 80.44  | 63,38   | 19.50 |
| 26 times 237.50 142.50 95.00           | 78.38  | 61.75   | 19.00 |
| 52 times., 231.25 138.75 92.50         | 76.31  | 60.13   | 18.50 |
| 104 times., 225.00 135.00 90.00        | 74.25  | 58.50   | 18.00 |
| 156 times., 218.75 131.25 87.50        | 72.19  | 56.88   | 17.50 |
| 208 times 212.50 127.50 85.00          | 70.13  | 55.25   | 17.00 |
| 260 times 200.00 120.00 80.00          | 66.00  | 52.00   | 16.00 |
| 312 times 187.50 112.50 75.00          | 61.88  | 48.75   | 15.00 |
| (6:00 p.m. to 6:30 p.m. and            | 10:30  | p.m. te | n     |
| 11:00 p.m.)                            | 10.00  | p.111.  | •     |
| l time 100.00 60.00                    | 45.00  | 40.00   | 15.00 |
| 13 times 97.50 58.50                   | 43.88  | 39.00   | 14.63 |
| 26 times 95.00 57.00                   | 42.75  | 38.00   | 14.25 |
| 52 times 92.50 55.50                   | 41.60  | 37.00   | 13.88 |
| 104 times 90.00 54.00                  | 40.50  | 36.00   | 13.50 |
| 156 times                              | 39.38  | 35.00   | 13.13 |
| 208 times                              | 38.25  | 34.00   | 12.75 |
| 260 times 80.00 48.00                  | 36.00  | 32.00   | 12.00 |
| 312 times 75.00 45.00                  | 33.75  | 30.00   | 11.25 |
| 512 times 10.00 \$5.00                 | 00.10  | 50.00   | 11.20 |
| (9:00 a.m. to 6:00 p.m. and            | 11:00  | p.m. to | 0     |
| 11:15 p.m.)                            |        |         | -     |
|  |        |         |       |

|     | (9:00 a. | m. to 6 | :00 p.1  | n. and | 11:00 | p.m. to | 0     |
|-----|----------|---------|----------|--------|-------|---------|-------|
|     |          |         | 11:15    | p.m.)  |       |         |       |
| 1   | time     | 125.00  | 75.00    | 50.00  | 25.00 | 20.00   | 12.50 |
| 13  | times    | 121.88  | 73.13    | 48.75  | 24.38 | 19.50   | 12.19 |
| 26  | times    | 118.75  | 71.25    | 47.50  | 23.75 | 19.00   | 11.88 |
| 52  | times    | 115.63  | 69.38    | 46,25  | 23.13 | 18.50   | 11.56 |
| 104 | times    | 112.50  | 67.50    | 45.00  | 22.50 | 18.00   | 11.25 |
| 156 | times    | 109.38  | 65.63    | 43.75  | 21.88 | 17.50   | 10.94 |
| 208 | times    | 106.25  | 63.75    | 42.50  | 21.25 | 17.00   | 10.63 |
| 260 | times    | 100.00  | 60.00    | 40.00  | 20.00 | 16.00   | 10.00 |
| 312 | times    | 93,75   | 56.25    | 37.50  | 18.75 | 15.00   | 9.38  |
|     |          |         |          |        |       |         |       |
|     |          | ( A     | all othe | r time | )     |         |       |

| (All other time)   |        |         |       |       |         |       |      |  |  |
|--|--------|---------|-------|-------|---------|-------|------|--|--|
| 1  | time   | 50.00   | 30.00 | 20.00 | 15.00 - | 12.50 | 7.50 |  |  |
| 13   | times  | 48.75   | 29.25 | 19.50 | 14.63   | 12,19 | 7.31 |  |  |
| 26   | times  | 47.50   | 28.50 | 19.00 | 14.25   | 11.88 | 7.13 |  |  |
| 52   | times  | 46.25   | 27.75 | 18.50 | 13.88   | 11.56 | 6.94 |  |  |
| 104  | times  | 45.00   | 27.00 | 18.00 | 13.50   | 11.25 | 6.75 |  |  |
| 156  | times  | 43.75   | 26.25 | 17.50 | 13.13   | 10.94 | 6.56 |  |  |
| 208  | times  | 42.50   | 25.50 | 17.00 | 12.75   | 10.63 | 6.38 |  |  |
| 260  | times  | 40.00   | 24.00 | 16.00 | 12.00   | 10.00 | 6.00 |  |  |
| 312  | times  | 87.50   | 22.50 | 15.00 | 11.25   | 9.38  | 5.63 |  |  |
| <ul> <li>(*) One minute electrical transcription.</li> </ul> |        |         |       |       |         |       |      |  |  |
| - i  | 1 75 m | ords or | lace  |       | ,       |       |      |  |  |

### DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

tion. Two or more program units of 15 minutes or more broadcast on the same day for one sponsor within th same rate bracket may be combined to earn the 1/hour, 3/4 hour or one hour rate, whichever applied All programs so combined into larger units to ear a lower rate may be scheduled contiguously at the option of the station on 28 days' notice.

### SPECIAL FEATURES

Clint Buehlman: A mustcal clock program broadcast from 6:00 a.m. to 9:00 a.m. Monday through Saturday, with 15 minute news broadcasts at 6:00 a.m., 7:00 a.m., 8:00 a.m. and 9:00 a.m.; remaining three 1/4 bours in each one hour period available for sponsorablp at following rate—six quarter hours week-

1/4 nours in vesses and the property of the product of the property 150.00. Sally Work: An afternoon program for products sold to women. One-half hour daily, Monday through Friday. Limited to eight participations daily, 150 words of copy. Per participation, 15.00 flat. Bob Smith Show: 12:45 p.m. to 1:30 p.m., Monday through Friday. May be combined with straight announcements for frequency discounts. Live and transcribed one minute announcements, each 25.00, less usual frequency discounts.

### TRANSCRIPTIONS

Electrical transcriptions made exclusively for broad-casting are acceptable when recording quality and program content meet station standards. No service charge and no time restrictions.

### TALENT

Rates and other information on request. Station pipe organ available from main studios as a solo instrument or in combination with voice or instrumental groups.

### REMOTE CONTROL

All remote broadcasts are subject to all telephone iine costs and other incidental expenses.

### Contract and Other Requirements

ontract and Other Requirements
Advertising of alcoholic beverages, other than beer,
not accepted.
Services of the station program department in arranging and presenting programs are included without
extra charge.
Station does not allow secret rates, rebates or agreements affecting rates.

All programs must be high quality in content and performance and are subject to approval in advance by the station director.

Closing Time
Closing date two weeks in advance of initial program.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Station Director—C. Robert Thompson. Commercial Manager—Frank W. Kelly.

Representatives
Edward Petry & Company, Inc.

## WBNY (Established 1935)



Rates effective January 1, 1944.

Owned and operated by Roy L. Albertson.
Business Office and Studio—485 Main St., Buffalo.
N. Y., Madison 4000.
Transmitter—154 E. Eagle St., Buffalo, N. Y.
Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Eatsern

War Time.

Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 1:00 a.m.

Agency Commission

15% to recognized agencies on net charges for station time only. No commission on talent. All bills due and payable when rendered.

General Advertising

The following rates are for national advertising.
(6:00 p.m. to 11:00 p.m. week days and all
day Sundays)

|                               |                       | 1      | 1/2     | 1/4   | 5     |       |      |  |
|-------------------------------|-----------------------|--------|---------|-------|-------|-------|------|--|
|                               |                       | hr.    | hr.     | hr.   | min.  | (*)   | (†)  |  |
| 1                             | time                  | 170.00 | 100.00  | 70.00 | 35.00 | 15.00 | 7.50 |  |
| 13                            | times                 | 165,00 | 97.00   | 68.00 | 84.00 | 14.25 | 7.15 |  |
| 26                            | times                 | 160.00 | 94,00   | 66.00 | 33.00 | 13.50 | 6.75 |  |
| 52                            | times                 | 155.00 | 91.00   | 64.00 | 32.00 | 12.75 | 6.35 |  |
| 104                           | times                 | 150.00 | 88.00   | 62.00 | 31.00 | 12.00 | 6.00 |  |
| 208                           | times                 | 145.00 | 85.00   | 60,00 | 30.00 | 11.25 | 5.70 |  |
|                               | (7:00                 | 8.m.   | to 6:00 | p.m.  | week  | davs) |      |  |
| 1                             | time                  | 105.00 | 65.00   | 45.00 | 35.00 |       | 7.50 |  |
| 13                            | times                 | 102.00 | 63.00   | 43.00 | 34.00 |       | 7.15 |  |
| 26                            | times                 | 99.00  | 61.00   | 41.00 | 33.00 | 13.50 | 6.75 |  |
| 52                            | times                 | 96.00  | 59.00   | 39.00 | 32.00 | 12.75 | 6.35 |  |
| 104                           | times                 | 93.00  | 57.00   | 37.00 | 31.00 | 12.00 | 6.00 |  |
| 208                           | times                 | 90.00  | 55.00   | 35.00 | 30.00 | 11.25 | 5.70 |  |
| (*) One minute transcription. |                       |        |         |       |       |       |      |  |
| (1                            | (†) 25 words or less. |        |         |       |       |       |      |  |

SPECIAL FEATURES News Broadcasts—rates on request.

BECORDED PROGRAMS
Regular time charges apply. Transcriptions may be use at any hour.
TALENT

Rates on request.

REMOTE CONTROL
Arrangements can be made upon request to station.
SERVICE FACILITIES
The services of the production department are at the disposal of advertisers using the station at no extra cost. Program ideas, continuities, etc., are prepared and submitted to advertisers without obligation.

and submitted to advertisers without obligation.

Contract and Other Requirements
All contracts are subject to the station owner's approval and governmental regulations. Station absolutely reserves the right to refuse or discontinue any and all advertising for reasons satisfactory to the management. All programs must conform to the standards of the station.

Maximum length of contract one year. No advertising can be scheduled on less than 24 hours' notice.

Mechanical Program Equipment
Equipped to handle all electrically transcribed programs, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel
General Manager—Roy L. Albertson.
Commercial Director—Virginia C. Fyda.

Representatives None.

## WEBR (Established 1924)



Rates effective October 1, 1943. Name and operated by WEBB, Inc.
Business Office and Studio—23 North St., Buffale 2,
New York, Lincoln 7133.
Fransmitter—Larkin Terminal Bldg., Buffale, N. Y.

### #ave---Power---Time

Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time. Operates on Eatsern
War Time.
Operating schedule; Sundays 8:30 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

### Agency Commission

15% to recognized advertising agencies on net charges for station time. No commissions on program charges. Rates otherwise are net, bills being due and payable 10th of month following that in which broadcasting is done.

General Advertising

For combination rates see Mutual Broadcasting System. CLASS "A"

| (6:00 p.m. to 11:00 p.m.)       |        |        |        |        |        |        |        |  |
|---------------------------------|--------|--------|--------|--------|--------|--------|--------|--|
|                                 | 1      | 13     | 26     | 39     | 52     | 104    | 156    |  |
|                                 | ti.    | ti.    | ti.    | ti.    | ti.    | ti.    | t1.    |  |
| l hr                            | 175.00 | 170.00 | 165.00 | 162.00 | 160.00 | 155.00 | 150.00 |  |
| 1/2 hr                          | 105,00 | 102.50 | 100.00 | 97.50  | 95.00  | 92.00  | 90.00  |  |
| 1/4 hr                          | 70.00  | 68.00  | 66.50  | 65.00  | 63.00  | 61.00  | 60.00  |  |
| 10 min                          | 52.50  | 51.50  | 50.00  | 48.75  | 47.25  | 45.50  | 44.50  |  |
| 5 min                           | 37.50  | 36.50  | 35.75  | 34.75  | 33.75  | 32,50  | 31.75  |  |
| 1 min                           | 15.00  | 14.75  | 14.25  | 14.00  | 13.50  | 13.00  | 12.75  |  |
| 25 wds                          | 12.50  | 12.25  | 12.00  | 11.75  | 11.50  | 11.00  | 10.75  |  |
| Rates for 260 times on request. |        |        |        |        |        |        |        |  |
| CLASS "B"                       |        |        |        |        |        |        |        |  |
|                                 |        |        |        |        |        |        |        |  |

(9:00 a.m. to 6:00 p.m.) 87.50 85.50 83.00 81.50 79.00 76.00 52.50 51.50 50.00 48.52 47.50 45.50 35.00 34.50 33.00 32.50 31.50 30.50 26.00 25.50 24.50 24.00 23.50 22.50 17.50 17.00 16.75 16.25 15.75 15.25 7.50 7.30 7.10 6.90 6.75 6.50 4.50 4.40 4.30 4.20 4.10 3.90 1 hr 1/2 hr 1/4 hr 10 min 5 min 1 min 25 wds Rates for 260 times on reque

Rates for 260 times on request.

CLASS 'CC'

CLASS 'CC'

(11:00 p.m. to 9:00 a.m.)

1 hr 55.00 53.50 55.50 51.00 49.50 48.00 46.50

1/2 hr 33.00 32.50 31.50 30.75 29.75 28.75 28.00

1/4 hr 22.00 21.50 21.00 20.50 19.75 19.25 18.75

10 min 16.50 16.00 15.75 15.50 15.00 14.50 14.00

5 min 11.00 10.75 10.50 10.25 10.00 9.50 9.25

1 min 4.50 4.40 4.30 4.20 4.10 3.90 3.80

25 wds 2.50 2.45 2.40 2.35 2.25 2.20 2.10

Rates for 260 times on request.

\*\*Time to Chat"—Women's daily feature limited to non-competitive sponsors. Participations limited to 125 words, live copy only:

1 13 26 39 52 104 156 260

1 13 26 39 52 104 156 260

\*\*Talent Young You

Services of station program department in arranging and presenting programs are included without extra charge.

charge.

Contract and Other Requirements
Discounts ablowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year.

Mechanical Program Equipment
Equipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Station Director—Cyril B. King.
Commercial Manager—William Doerr, Jr.
Representatives
Weed & Company.

## WGR (Established 1922)



Rates effective June 1, 1944. (Card No. 18.) Owned and operated by the Buffalo Broadcasting Cor-

Owned and operated by the Buffalo Broadcasting Corporation.

Business Office and Studio—Rand Bldg., Buffalo 8, N. Y., Washington S100.

Transmitter—Hamburg, N. Y.

Wave—Power—Time

Operating power—5,000 watts to local sunset; 1,000 watts thereafter.

545.5 meters; 550 kilocycles.

Licensed to operate full time. Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.

War Time.
Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.;
week days 6:00 a.m. to 1:00 a.m.
Agency Commission

15% on net station time allowed to recognized adver-tising agencies; no cash discount. Bills mailed first of each month for service rendered during preceding month and are payable in 10 days. No discounts or commission on talent.

### Ceneral Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network) and Columbia Broad-casting System (alternate on Basic Network).

casting System (alternate on Basio Network).

(6:30 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sundays)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 260 ti. 1
1 hour.... 300.00 285.00 270.00 255.00 240.00 225.00
1/2 hour.... 180.00 171.00 162.00 153.00 144.00 135.00
1/4 hour... 120.00 114.00 108.00 102.00 96.00 90.00
10 minutes 90.00 85.50 81.00 76.50 72.00 67.50
5 minutes 60.00 57.00 54.00 51.00 48.00 45.00
1 minute 45.00 42.75 40.50 38.25 86.00 38.75
100 words or less (Chain breaks
30 words) 30.00 28.50 27.00 25.50 24.00 22.50

30 words) 30.00 28.50 27.00 25.50 24.00 CLASS "B"

(6:00 p.m. to 6:30 p.m. week days, 4:00 p.m. to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily

1/2 hour.... 100.00 95.00 90.00 85.00 80.00 1/4 hour.... 60.00 57.00 54.00 51.00 48.00

10 minutes 25.50 49.87 47.25 44.62 42.00 5 minutes 45.00 42.75 40.50 38.25 36.00 1 minute 30.00 28.50 27.00 25.50 24.00 words or less (Chain breaks) words) 15.00 14.25 13.50 12.75 12.00 11.25

#### **BUFFALO—Continued**

BUFFALO—Continued

WGR—Continued

CLASS "C"

(9:00 a.m. to 6:00 p.m. week days, 9:00 a.m. to 4:00 p.m. Sundays and 11:00 p.m. to signoff daily)

1tt. 13 tt. 28 tt. 52 tt. 100 tt. 260 tt. 1 hour... 125.00 118.75 112.50 108.25 100.00 98.75

1/2 hour... 75.00 71.25 67.50 68.75 60.00 56.25

1/4 hour... 50.00 47.50 45.00 42.50 40.00 37.50

10 minutes 37.50 35.62 33.75 31.87 30.00 28.12

5 minutes 25.00 28.75 22.50 21.25 20.00 18.75

1 minute 15.00 14.25 13.50 12.75 12.00 11.25

100 words or less (Chain breaks
30 words) 12.50 11.87 11.25 10.62 10.00 9.88

DISCOUNTS

On program service of five minutes or more for three or four times per week an additional 5% will be granted and on similar service for five or more times per week an additional 10% will be granted. This is to be figured on net after time discount. See above schedules "A." "B." "C."

Program service of five minutes or longer and announcements of one minute or less cannot be added together in arriving at discounts. Each service must be computed separately.

News, "Musical Clock," weather and temperature reports, sports events, time signals, and other special features—rates on request.

POLITICAL

Considered as general advertising and so charged.

TRANSCRIPTIONS

Regular time charges apply to transcription programs. Transcriptions are permitted at all hours, Transcription service available—rates and details on request.

TALENT

Talent costs vary with program service involved and are quered at times of permitting.

tails on request.

TALENT
Talent costs vary with program service involved and are quoted at time of negotiation.

REMOTE CONTROL
Complete facilities for handling programs originating outside of the studies, including portable recording facilities.

SERVICE FACILITIES
Program department available to advertisers.

Contract and Other Requirements
Rates do not include talent. Services of announcer
are included without extra charge.
All orders for advertising subject to the station's
approval as to continuities, music, program arrangements, etc.

Closing Time
Talent and transcription programs close three days
in advance of program.
Announcements and talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for both lateral and vertical cut recordings.

Personnel
Executive Vice-President—I. R. Lounsberry.
Director of Sales—John A. Bacon. National Representatives Free & Peters, Inc.

## WKBW (Established 1925)

Rates effective March 1, 1944. (Card No. 17.)
Owned and operated by Buffalo Broadcasting Corp.
Business Office and Studio—Band Bidg., Buffalo 3,
N. Y., Washington 3100.
Transmitter—Hamburg, N. Y.
Vave—Power—Time
Operating power—50,000 watts.
197.4 meters; 1520 kilocycles.
Licensed te operate full time. Operates on Eastern
War Time.
Operating schedules Sunday 2020. Rates effective March 1, 1944. (Card No. 17.)

Operating power—50,000 watts.

197.4 meters; 1520 kilocycles.

Licensed te operate full time. Operates on Eastern War Time.

Operating schedule; Sundays 8:30 a.m. to 12:00 midnight; week days 8:30 a.m. to 1:05 a.m.

Agency Commission

15% on net station time allowed to recognized advertising agencles; no cash discount. Bills mailed first of each month for service rendered during preceding month and are payable in 10 days. No discount or commission on talent.

General Advertising

For combination rates see Columbia Broadcasting System (Basic Network).

CLASS "A"

(6:30 p.m. to 10:30 p.m. Sundays)

(6:30 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sundays)

1/2 hour... 240:00 22:00 216:00 240:00 230:00 300:00 1/2 hour... 240:00 22:00 216:00 240:00 230:00 300:00 1/2 hour... 240:00 22:00 216:00 240:00 123:00 130:00 1/2 hour... 240:00 22:00 216:00 240:00 123:00 130:00 10 minutes 80:00 17:00 17:20 180:00 123:00 130:00 10 0 10 minutes 80:00 17:00 17:00 180:00 163:00 100:00 100 words or less (chain brease 30 words) 40:00 38:00 38:00 38:00 38:00 38:00 38:00 48:00 45:00 17:4 hour... 160:00 152:00 144:00 123:00 130:00 p.m. COLASS "B"

(6:00 p.m. to 6:30 p.m. week days, 12:00 noon 10 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily)

1 hour... 267:00 253:00 240:00 227:00 213:06 200:00 1/4 hour... 160:00 152:00 144:00 136:00 128:00 120:00 1/4 hour... 160:00 152:00 144:00 136:00 138:00 120:00 1/4 hour... 160:00 152:00 144:00 136:00 138:00 120:00 1/4 hour... 160:00 152:00 144:00 136:00 128:00 120:00 1/4 hour... 160:00 152:00 144:00 136:00 128:00 120:00 1/4 hour... 160:00 152:00 144:00 136:00 128:00 120:00 1/4 hour... 100:00 152:00 144:00 136:00 128:00 120:00 1/4 hour... 100:00 152:00 140:00 120:00 88:00 80:00 110:00 mords or less (chain breaks 30 words) 27:00 25:50 24:00 23:00 21:50 20:00 1/4 hour... 20:00 100:00 180:00 180:00 180:00 180:00 180:00 180:00 180:00 180:00 180:00 180:00 180:00 180:00 180:00 180:00 180:00 180:00 180:00 180:

minute 22.00 20.90 19.80 18.70 17.50 16.50 10 words or less (chain breaks 30 words) 17.50 16.62 15.75 14.87 14.00 18.12

On program service of five minutes or more for three or four times per week an additional 5% will be granted and on similar service for five or more times per week an additional 10% will be granted. This is to be figured on net after time discount. See above schedules "A," "B," "C."
Program service of five minutes or longer and announcements of one minute or less cannot be added together in arriving at discounts. Each service must be computed separately.

SPECIAL FEATURES
News, "Music on Parade," weather and temperature reports, sports events, time signals, and other special features—rates on request.

POLITICAL
Considered as general advartising and so charged.
TRANSCRIPTIONS
Regular time charges apply to transcription programs. Transcriptions are permitted at all hours.
Transcription library services available—rates and details on request.

TALENT
Talent costs vary with program service involved and are quoted at time of negotiation.

Complete facilities for handling programs originating outside of the studies, including portable recording facilities. SERVICE FACILITIES

Program department available to advertisers.

Contract and Other Requirements

Rates do not include talent. Services of announcer are included without extra charge.

All orders for advertising subject to the station's approval as to continuities, music, program arrangements, etc.

Talent and transcription programs close three days in advance of program.

Announcements and talks close 24 hours in advance.

Machanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turntables for both vertical and lateral cut recordings.

Personnet

Executive Vice-President—I. B. Lounsberry. Director of Sales—John A. Bacon.

Representatives

Free & Peters, Inc.

**ELMIRA** (Chemung County)

WENY
(Established 1989)



Rates effective July 1, 1942. (Card No. 2.) Owned and operated by Elmira Star-Gazette, Inc. Business Office and Studio—Mark Twain Hotel, Elmira, N. Y. Transmitter—Schulyer Ave., two miles southeast of Elmira.

Wave-Power-Time

Operating power—250 watts.
243.9 metera; 1230 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time. War Time. Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.; week days 7:30 a.m. to 1:00 a.m.

Agency Commission
15% to recognized advertising agencies on ticharge only; no cash discount. Payment date, 10th each month.

General Advertising
For combination rates see National Broadcasting Company and Mutual Broadcasting System.

| Company | Comp 

SPECIAL FEATURES

Newscasts, time signals, temperature and weather reports—rates on request.
Rates for sports events and special features furnished on request. on request. Full news wire service available.

TRANSCRIPTIONS

Accepted at regular rates. Complete sound effects and transcription library service available at ressonand transcri-able charge.

REMOTE CONTROL

Complete facilities for program pick-ups remote from studios. Extra charge for lines and equipment, depending on distance and facilities desired.

SERVICE FACILITIES

Regular merchandising service includes assistance to salezmen, personal calls on trade, trade letters, on minimum 26 time program series. All special merchandising service at actual cost.

Contract and Other Requirements

ontract and Other Requirements
No alcoholic beverage advertising accepted.
All time sold subject to priority rights held by
Mutual Broadcasting System.
Time charge includes use of studio facilities and
services of continuity, program and publicity departments. Talent charge is additional.
All contracts, programs and copy subject to station
management's approval and governmental regulations.
Station management reserves right to eliminate, without notice, all programs or portions thereof not in
accordance with station policy or public interest.

Closing Time

Talent programs close one week in advance. An-nouncement copy required two days prior to broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 88-1/3 and 78 r.p.m. turntables for lateral and vertical cut recordings.
Full recording facilities.

Personnel

Manager-Dale L. Taylor.

Representatives

J. P. McKinney & Son.

#### FREEPORT

(Nassau County)

WGBB (Established 1924)

Rates effective February 15, 1941. (Card No. 2.)

Owned and operated by Harry H. Carman. Studio—44 S. Grove St., Freeport, N. Y., Freeport 2418. Transmitter—215 Bedelf St., Freeport, N. Y.

Wave—Power—Time

Wave—Power—Time
Operating power—100 watts.
241.9 meters; 1240 kilosycles.
Operates on Eastern War Time.
Operating schedule: Sunday 9:00 a.m. to 6:00 p.m.;
Monday 9:00 p.m. to 12:00 midnight; Tuesday 1:00
p.m. to 4:00 p.m. and 7:00 p.m. to 9:00 p.m.;
Wednesday 9:00 a.m. te 8:00 p.m. and 8:00 p.m. to
12:00 midnight; Thursday 7:00 p.m. to 9:00 p.m. to
12:00 midnight; Thursday 7:00 p.m. to 9:00 p.m.
Agency Commission
15% to recognized agencies on net station time. A cash discount of 2% allowed when payment is made by 10th of the month following broadcast.

General Advertising

ENTERTAINMENT PROGRAMS
Actual time is 30 seconds less than time indicated.

CLASS "A"

(9:00 a,m, to 6:00 p,m, Sunday)

| (8.00 8.0         | 4. W 0.VL |            |           |               |
|-------------------|-----------|------------|-----------|---------------|
| 1 t1.             | 13 ti.    | 26 ti.     | 39 tl.    | 52 t1.        |
| 1 hour 85.00      | 80.75     | 76.50      | 74.87     | 72.25         |
| 1/2 hour 45.00    | 42.75     | 40.50      | 39.37     | 38.25         |
| 1/4 hour 25.00    | 23.75     | 22.50      | 21.87     | 21.25         |
| 10 minutes 18.00  | 17.10     | 16.20      | 15.75     | 15.80         |
| 5 minutes 12.50   | 11.87     | 11.25      | 10.94     | 10.62         |
| 5 minutes 12.00   | CLASS     | "B"        | 10.00     |               |
| 48.00             |           |            |           |               |
| (7:00             | p.m. to   | 10:30 p.m. |           |               |
| 1 hour 60.00      | 57.00     | 54.00      | 52.50     | 51.00         |
| 1/2 hour 35.00    | 33.25     | 31.50      | 80.62     | <b>29.</b> 75 |
| 1/4 hour 20.00    | 19.00     | 18.00      | 17.50     | 17.00         |
| 10 minutes 16.00  | 15, 20    | 14.40      | 14.00     | 13.60         |
| 5 minutes 10.00   | 9.50      | 9.00       | 8.75      | 8.50          |
|                   | CLASS     | c          |           |               |
| (9:00 a.m. to     |           |            | 0 p.m. to | ,             |
| 12:00             | midnight  |            |           | •             |
|                   | 42.75     | 40.50      | 89.87     | 38.25         |
|                   | 23.75     | 22.50      | 21.87     | 21.25         |
| 1/2 hour 25.00    |           |            |           |               |
| 1/4 hour 15.00    | 14.25     |            | 18.12     | 12.75         |
| 10 minutes 12.50  |           |            | 10.94     | 10.62         |
| 5 minutes 8.50    | 8_07      |            | 7.44      | 7.22          |
| Rates for period  | s longer  | than one   | hour in   | exact         |
| proportion to the | correspon | ding one h | our rate. |               |
| FREQ              | UENCY     | DISCOUNT   | 87        |               |
|                   |           |            |           |               |

| for station t<br>counts for p<br>basis only.                | ime fac<br>program              | ilities. Tir<br>time are          | mes and<br>applicab             | frequen                        | ey dis-                        |
|---|---------------------------------|-----------------------------------|---------------------------------|--------------------------------|--------------------------------|
|   | ANN                             | OUNCEM                            | DTLTD.                          |                                |                                |
| l minute:<br>Class "A"<br>Class "B"<br>Class "C"            | 1 t1.<br>8.50<br>6.50<br>5.00   | E3 t1.<br>8.07<br>6.17<br>4.75    | 26 ti.<br>7.65<br>5.85<br>4.50  | 89 tl.<br>7.44<br>5.69<br>4.37 | 52 t1.<br>7.22<br>5.52<br>4.25 |
| 1/2 minute:<br>Class "A"<br>Class "B"<br>Class "C"<br>(This | 4.75<br>8.75<br>8.00<br>listing | 4.51<br>8.56<br>2.85<br>continued | 4.27<br>3.87<br>2.70<br>on mext | 4.16<br>8.28<br>2.62<br>page)  | 4.04<br>8.19<br>2.55           |

#### **NEW YORK—Continued**

#### FREEPORT—Continued

W G B B—Continued

| FREQUENCY DISCOUNTS                                    |
|--|
| 3 to 6 announcements weekly 5%                         |
| 7 to 13 announcements weekly 7-1/2%                    |
| 14 to 20 announcements weekly 10%                      |
| 20 or more announcements weekly 12-1/2%                |
| Exact time for announcements is not guaranteed and     |
| is subject to change for sponsored programs or station |
| features. Station will notify advertiser 24 hours in   |
| advance of change in time and if not acceptable to     |
| advertiser a pro rata reduction will be allowed for    |
| announcements not given.                               |

#### SPECIAL FEATURES

SPECIAL FEATURES

Dance Music "\* is Carter"—Sunday between 3:00 p.m. and 4:00 p.m.; 15 minutes including station transcription service, 35:00.

Discounts: 13 times 5%; 26 times 10%; 52 times 15%. Frequency discounts apply when combined with number of programs earning discount. Announcement participation limited to one minute. 12.50. The same time and frequency discounts apply.

News—Rates on request.

Time Signals—30 weekly, 60:00. No frequency discount. Copy limited to 20 seconds.

POLITICAL One time Class "A" rate applies. No frequency discount.

discount.

TALENT

Musical and dramatic talent engaged for advertiser by station at minimum prices.

TRANSCRIPTIONS
Regular time and announcement rates apply.
Transcription library scrvice available—rates on request.

quest. REMOTE CONTROL
Facilities for handling programs originating outside of regular studios at additional special charges. Remote control charges to be paid by advertisers when required in advance.

SERVICE FACILITIES
The services of the station production department are at the disposal of broadcasters without charge.

The services of the station production department are at the disposal of broadcasters without charge.

Contract and Other Requirements
Advertising of alcoholic bevorages, other than beer and light wines, not accepted.

Program rates are for use of facilities of station only; talent is extra. Ratos apply to programs produced in studios of station. Regular announcers serve all broadcasters without charge.

Talks, speeches, etc., accepted only when subject matter is, in opinion of station management, of general public interest. Complete manuscript must be submitted for station approval. All contracts subject to station owner's approval and governmental regulations. Station reserves right to refuse or discontinue any advertising for reasons astisfactory to station. Maximum length of contract accepted, one year.

All programs must conform to the standards of the station; where advertiser prepares own program, same to broadcast, and not departed from without station's consent.

Preferred position on program schedules governed by priority and availability on contract basis.

Closing Time
Closing date is ten days preceding starting date.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for lateral cut recordings.

Representatives

#### **GLOVERSVILLE**

(Fulton County)

WENT (Established 1944)



Rates effective July 1, 1944. (Card No. 1.)

Rates effective July 1, 1944. (Card Nv. 1.)

Owned and operated by the Sacandaga Broadcasting Corporation.

Business Office and Studios—Radio Center, 8 W. Fulton St., Gloversville, N. Y., telephone 4900.

Transmitter—Harrison Street extension, Gloversville, N. Y.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time on local channel. Operating schedule: Sundays 8:00 a.m. to 12:05 a.m.; week days 6:45 a.m. to 12:05 a.m.

Agency Commission

15% on net time charges for station time to recognized advertising agencies; no cash discount. Invoices due and payable when rendered. Accounts rendered weekly or monthly, as requested.

General Advertising
For combination rates see Columbia Broadcasting System and Mutual Broadcasting System.

The following rates are for national advertising but do not include music to the station of the station of the stational advertising but do not include music to the stational advertising but do not include music to the stational advertising but do not include music to the stational advertising but do not include music to the stational advertising but do not include music to the stationary to the stational advertising but do not include music to the stationary to the stational advertising but do not include music to the stationary to the station

| do not include mus | ic copyri | ght fees. |           | _      |
|--------------------|-----------|-----------|-----------|--------|
|                    | CLASS     | "A"       |           |        |
| (6:00 p.m. to 1    | 2:00 mld  | night was | k dava er | nd.    |
| 12:00 noon to      | 12:00 1   | nidnight  | Sundavel  |        |
| 1 ti.              | 13 ti.    | 26 tl.    | 39 ti.    | 52 ti. |
| 1 hour 60.00       | 57.00     | 54.00     | 51.00     | 48.00  |
|                    |           |           |           |        |
| 1/2 hour 36.00     | 34.20     | 32.40     | 30.60     | 28.80  |
| I/4 hour 24.00     | 22.80     | 21.60     | 20.40     | 19,20  |
| 5 min. 12.00       | 11.40     | 10.80     | 10.20     | 9.60   |
|                    | CLASS     | "B"       |           |        |
| (12:00 midnight    |           | p.m. weel | k dava ar | nd.    |
| 12:00 midnig       |           |           | Sundays)  | iu     |
|                    |           |           |           |        |
| I hour 40.00       | 38.00     | 36.00     | 34.00     | 32.00  |
| 1/2 hour 24.00     | 22.80     | 21.60     | 20.40     | 19.20  |
| 1/4 hour 15.00     | 14.25     | 13.50     | 12.75     | 11.00  |
| 5 min. 7.50        | 7.10      |           |           |        |
| э ши. г.эо         | 1.10      | 6.70      | 6.30      | 5.90   |

ANNOUCEMENTS CLASS "A"
(6:00 p.m. to 12:00 midnight week days and 12:00 noon to 12:00 midnight Sundays)
1 ti. 13 ti. 26 ti. 39 ti. 52 ti. 100 ti. 1 minute (maximum) 8.00 7.60 7.20 6.80 6.40 6.00

(maximum) 8.00 7.60 7.20 6.80 6.40 50 words (maximum) 6.00 5.70 5.40 5.10 4.80 CLASS "B" (12:00 midnight to 6:00 p.m. week days and 12:00 midnight to 12:00 noon Sundays) 1 uninute

(maximum) 5.00 4.75 4.50 4.25

(maximum) 5.00 4.75 4.50 4.25 4.00 3.75 50 words (maximum) 3.00 2.85 2.70 2.55 2.40 2.25 SPECIAL FEATURES

Transcribed announcements accepted at normal rates for time period.

Weather reports, sports events, news programs and other unusual features—rates on request.

TALENT

Rates on request for talent groups. Specified talent 15% of time charge, individual performer.

REMOTE CONTROL

Complete facilities for broadcasting programs originating outside studios. Regular rates plus line charges apply. 4.00 3.75

#### TRANSCRIPTIONS

TRANSCRIPTIONS
Regular rates apply.
Contract and Other Requirements
Advertising of alcoholic beverages, other than beer
and while, not accepted.
Maximum length of contract one year. Production and
talent charges are in addition to station charges.
Management reserves the right to cancel without notice any portion or all of any announcement or program which conflicts with station pulley or public
interest

Management or protice any portion or all of any announcement or program which conflicts with station policy or public
interest.

Closing Time
Talent programs close one week in advance of broadcast day; announcements, talks, or recorded programs
48 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for
latoral recordings.

Personnel
President—George F. Bissell.
General Manager—Dale Robertson.
Commercial Manager—Bill Ewing.

Representatives

Spot Sales, Inc.

#### **ITHACA**

(Tompkins County)

WHCU (Established 1921)



Rates effective December 1, 1942.
Owned and operated by Cornell University.
Business Office and Studio-Ithaca Savings Bank
Bidg., Ithaca, N. Y.
Transmitter-Forest Home, N. Y., near Ithaca.

Wave—Power—Time
Operating power—1,000 watts.
344.8 moters; 870 kilocycles.
Licensed to operate on clear channel during daytime
only. Operates on Eastern War Time.
Operating schedule: 6:30 a.m. to sundown, New Orleans time

Operating schedule. 3.35 m.m.; February 7:45 p.m.; March 8.15 p.m.; April 8:30 p.m.; Mag 8:45 p.m.; April 8:30 p.m.; August 8:45 p.m.; September 8:00 p.m.; October 7:30 p.m.; November 7:00 p.m.; December 7:00 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. Commission on time charges only.

Giscount. Commission on time charges only.

General Advertising

For combination rates see Columbia Broadcasting

System (Basic Supplementary Group).

The following rates are for national advertising and
include music copyright fees.

Columbia Broadcasting System holds priority right
on all station time.

| on an station time               |                |           |            |         |
|----------------------------------|----------------|-----------|------------|---------|
|                                  | CLASS          | "A"       |            |         |
| (After 5:00 p.m                  | , daily        | and all   | day Sund   | av)     |
| 1 ti.                            | 26 ti.         | 52 ti.    | 100 ti.    | 300 ti. |
| 1 hour 125.00                    | 118.75         | 112.50    | 106.75     | 100.00  |
| 1/2 hour 75.00                   | 71.25          | 67.50     | 63.75      | 60.00   |
| 1/4 hour 50.00                   | 47.50          | 45.00     | 42.50      | 40.00   |
| 10 minutes 37.50                 | 35.63          | 33.75     | 31.88      | 30.00   |
| 5 minutes 25.00                  | 23.75          | 22.50     | 21.25      | 20.00   |
|                                  | CLASS          | "B"       |            |         |
|                                  | a.m. to        | 2:30 p.1  | m )        |         |
| 1 hour 75.00                     | 71.25          | 67.50     | 63.75      | 60.00   |
| 1/2 hour 45.00                   | 42.75          | 40.50     | 38.25      | 36.00   |
| 1/4 hour 30.00                   | 28.50          | 27.00     | 25.50      | 24.00   |
| 10 minutes 22.50                 | 21.38          | 20.25     | 19.13      | 18.00   |
| 5 minutes 15.00                  | 14.25          | 13.50     | 12.75      | 12.00   |
|                                  | CLASS          | "C"       | 14.15      | 12.00   |
|                                  |                | -         |            |         |
|                                  |                |           | 04.00      |         |
|                                  | 51.30          | 45.60     | 34.20      | 28.50   |
| 1/2 hour 34.20<br>1/4 hour 22.80 | 30.78          | 27.36     | 20.52      | 17.10   |
|                                  | 20.52<br>15.39 | 18.24     | 13.68      | 11.40   |
|                                  |                | 13.68     | 10.26      | 8.55    |
|                                  | 10.26          | 9.12      | 6.84       | 5.70    |
|                                  |                | EMENTS    |            |         |
|                                  | CLASS          | .,V.,     |            |         |
| (After 5;00)                     | p.m. and       |           |            |         |
| 1                                | 26             | 65        | 130 26     |         |
| , ti.                            | ti.            | ti.       | ti. ti     |         |
| 1 minute 10.00                   | 9.00           |           | 8.00 - 7.5 |         |
| 35 words 6.00                    | 5.50           | 5,00      | 4.75 - 4.5 | 0 4.00  |
|                                  | CLASS          | "B"       |            |         |
| ( )                              | All other      |           |            |         |
| 1 minute 8.00                    | 7.25           |           | 6.50 6.2   | 5 6.00  |
| 35 words 5.00                    | 4.50           | 4,25      | 4.00 3.7   |         |
|                                  |                | EATURE    |            |         |
| Time signals, wea                | ther rep       | ports, te | mperature  | reports |
| and automobile roa               | d repor        | ts-rates  | on reque   | Bt.     |
| Minimum contract,                | three :        | months.   | _          |         |

RECORDED PROGRAMS
Regular time charges apply to recorded programs.
Not restricted to certain hours. No service charge.
TALENT

Not restricted to certain hours. No service charge.

TALENT

Rates on request.

REMOTE CONTROL

Station maintains complete facilities for remote control broadcasts. Line charges, installations, rentals, etc., at expense of advertiser. These charges payable in advance.

SERVICE FACILITIES

The services of the production department are at the disposal of the advertiser using the station without charge for engaging at lowest prices musicians and performers. Program ideas, continuities, etc. prepared and submitted to advertiser without charge by station production department.

Station is equipped to assist in merchandising radio advertising programs. Details on request.

Contract and Other Requirements
All time sold subject to priority for network commercials.

No contract accepted for a period longer than one year. The station reserves the right to retue or discontinue any advertising for reasons satisfactory to station management.

It for any reason advertiser fails to use full amount of contract time as specified, advertiser is to pay short rate in effect on date of cancellation.

All programs are subject to station policy and regulations of the Pederal Communications Commission.

Closing Time

Closing Time
Talent and transcription programs close three days
in advance of program.
Announcements and talks close 24 hours in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for both vertical and lateral cut recordings.

Personnel
General Manager-Michael R. Hanna.

Representatives Howard H. Wilson Company.

#### **JAMESTOWN**

(Chautaugus County)

WJTN (Established 1924)



Rates issued April 1, 1945. (Card No. 6.)

Owned and operated by the James Broadcasting Co.,

Owned and operated by the James Broaucasting Co., Inc.

Business Office and Studio—Hotel Jamestown, Jamestown, N. Y., telephone 7-151.

Transmitter—Jones and Gifford and Hallock Sts., two miles west of husiness district.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Anancy Commission

Agency Commission
15% to recognized agencies on net time charges;
no cash discount.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries).

Company, Inc. (Hasic Supplementaries).

CLASS "A"

(6:00 p.m. to 11:00 p.m.)

1 13 26 50 100 150 260

tt. tl. tt. tt. tt. tt. tt. tt.

1 hour.... 80.00 76.00 72.00 68.00 64.00 60.00 56.00

1/2 hour.... 48.00 45.60 43.20 40.80 38.40 36.00 33.60

1/4 hour.... 30.00 28.50 27.00 25.50 24.00 22.50 21.00

10 minutes 24.00 22.80 21.60 20.40 19.20 18.00 16.80

5 minutes 15.00 14.26 13.50 12.76 12.00 11.26 10.50

5 minutes 15.00 14.26 13.50 12.76 12.00 11.26 10.50 CLASS "B"

(Before 6:00 p.m. and after 11:00 p.m.)
1/2 hour... 40.00 38.00 36.00 34.00 32.00 30.00 28.00 1/2 hour... 24.00 22.80 21.60 20.40 19.20 18.00 18.80 16.80 14.4 hour... 15.00 14.25 13.50 12.75 12.00 11.25 10.50 10 minutes 12.00 11.40 10.80 10.20 9.60 9.00 8.40 5 minutes 7.50 7.13 6.75 6.38 6.00 5.63 5.25 ANNOUNCEMENTS

CLASS 'A'

1 minute... 8.00 7.60 7.20 6.80 6.40 6.00 5.60 35 words... 6.00 5.70 5.40 5.10 4.80 4.50 4.20 CLASS "B"

5.00 4.75 4.50 4.25 4.00 3.75 3.50
4.00 3.80 3.60 3.40 3.20 3.00 2.80 1 minute.. 35 words....

SPECIAL FEATURES
News, sports crents, weather and temperature reports, time signals—rates on request.

TALENT Rates and details on request.

REMOTE CONTROL.
Line charges and remote control pick-ups-rates on

request.

request.

Contract and Other Requirements

If for any reason advertiser fails to use full amount
of contract time as specified, advertiser is to pay
short rate in effect on date of cancellation.

All programs are subject to regulations of the Federal Communications Commission.

All contracts accepted subject to the station's right
to cancel or offer another time upon 28 days' notice.

All orders for advertising subject to the station's
approval as to continuities, music, programs, arrangements, etc.

tion, using 33-1/3 and 78 r.p.m. turntables.

Personnel
Manager—Dayton S. Wilkins,

Representatives
William G. Rambeau Company.

## KINGSTON

(Ulster County)

WKNY
(Established 1939)



Rates effective February 1, 1943, (Card No. 4.) Owned and operated by the Kingston Broadcasting Corporation.

Corporation.

Business Office and Studio—Broadway Theatre Bidg., 601 Broadway, Kingston, N. Y., Kingston 4500.

Transmitter—Uister Township, Ulster County, N. Y. Wave—Power—Tima
Operating power—250 watts.
201.3 nucters; 1490 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Agency Commission
15% silowed to recognized advertising agencies; no cash discount. Bills payable weekly in advance.
General Advertising
For combination rates see Mutual Broadcasting System.
Also sold in combination with WJPA, Washington, Pa., WSTV, Steuberville, Ohio, and WFPG, Atlantic City, N. J.—rates on request.
Rates are for staton time only.

CLASS "A"
(6:00 p.m. to 10:30 p.m. week days: 1:00

|     |                             |         | 10:30 p |        |       |       | 0      |  |  |  |
|-----|-----------------------------|---------|---------|--------|-------|-------|--------|--|--|--|
|     | p.m. to 10:30 p.m. Sundays) |         |         |        |       |       |        |  |  |  |
|     |                             | 1 ti.   |         |        |       |       |        |  |  |  |
| 1   | hour                        | 80.00   | 76.00   | 72.00  | 68.00 | 64.00 | 60.00  |  |  |  |
| 1/2 | hour                        | 48.00   | 45.60   | 43.20  | 40.80 | 38.40 | 36.00  |  |  |  |
| 1/4 | hour                        | 30.00   | 28.50   | 27.00  | 25.50 | 24.00 | 22.50  |  |  |  |
| 10  | minute                      | a 23,00 | 21.85   | 20.70  | 19.55 | 18.40 | 17.25  |  |  |  |
| 5   | minute                      | s 15.00 | 14.25   | 13.50  | 12.75 | 12.00 | -11.25 |  |  |  |
|     |                             |         | 07 100  | 447311 |       |       |        |  |  |  |

|     |                  |       | CLASS | "B"   |       |       |       |  |  |  |  |
|-----|------------------|-------|-------|-------|-------|-------|-------|--|--|--|--|
|     | (All other time) |       |       |       |       |       |       |  |  |  |  |
|     | hour             |       | 38.00 | 36.00 | 34.00 | 32.00 | 30.00 |  |  |  |  |
| 1/2 | hour             | 24,00 | 22,80 | 21.60 | 20.40 | 19.20 | 18.00 |  |  |  |  |
| 1/4 | hour             | 15.00 | 14.25 | 13.50 | 12.75 | 12,00 | 11.25 |  |  |  |  |
| 10  | minutes          | 11.20 | 10.64 | 10.08 | 9.52  | 8.96  | 8.40  |  |  |  |  |
| 5   | minutes          | 7.00  | 6.65  | 6.30  | 5.95  | 5.60  | 5.25  |  |  |  |  |
|     |                  | AN    | NOUNC | EMEN  | TS    |       |       |  |  |  |  |
|     |                  |       |       |       |       |       |       |  |  |  |  |

|     |                 | Cl   | 888 "A" | Class '    |      |
|-----|-----------------|------|---------|------------|------|
|     |                 | (*)  | (†)     | (*)        | (†)  |
| 1   | time            | 7.00 | 4.00    | 3.60       | 2.00 |
| 13  | times           | 6.65 | 3.80    | 3.42       | 1.90 |
| 26  | times           | 6.30 | 8.60    | 3.24       | 1.80 |
| 52  | times           | 5.95 | 3.40    | 3.06       | 1.70 |
| 100 | times           | 5.60 | 3.20    | 2.88       | 1.60 |
|     | times           |      | 8.00    | 2.70       | 1.50 |
| 500 | times           | 4.90 | 2,80    | 2.52       | 1.40 |
|     | times           |      | 2.60    | 2.34       | 1.30 |
|     | "A"-6:00 p.m    |      |         | week days; | 1:00 |
| D.m | . to 10:30 p.m. | Sun  | days.   |            |      |

p.m. to 10:30 p.m. Sundays.

Class "B"—All other time.

(\*) One minute or 125 words.

SPECIAL FEATURES

News: Leased wire service available.

Time signals, weather reports and athletic events.

-rates on request.

Copy must be submitted 24 hours in advance of broadcast.

TALENT

TALENT
Rates on request. Operating and announcing staff available.

available.

REMOTE CONTROL

Facilities available at cost—rates on request.

TRANSCRIPTIONS

Libraries available—details on request.

SERVICE FACILITIES

Program. advertising, merchandising and continuity departments available.

departments available.

Contract and Other Requirements
Station reserves the right to eliminate without notice
or consent all parts of programs which it may consider contrary to its policy or interests. Program
material is subject to federal regulations now and
hereafter made and in force.

Maximum contract one year. Existing contract rates
not affected until expiration of contract. Contracts
and copy subject to approval. All contracts cancelled
by advertiser before date of expiration subject to any
short rate accruing to date of cancellation. Right reserved to change time of any broadcast which might
interfere with special programs of particular public
interest.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turnitables, for lateral cut recordings.

President-John J. Laux. Manager-Lou Steketee.

Representatives
The Friendly Group.

#### MIDDLETOWN

(Orange County)

WALL

(Established 1942)

Rates effective May 1, 1942. (Card No. 1.) Rates effective May 1, 1942. (Card No. 1.)

Owned and operated by Community Broadcasting Corp.

Business Office and Studio—14 South St., Middletown, N. Y.

Transmitter—239 Monhagen Ave., Middletown, N. Y.

Avev—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.

Licensed to operate full time on Iocal channel.
Operates on Eastern War Time.
Operates on Eastern War Time.
Operating schedule: Sundays 9:00 a.m. to 9:05 p.m.;

week days 8:00 a.m. to 11:00 p.m.

Agency Commission

15% to recognized agencies on time charges only;
no cash discount. No time discount or commission
on line charges or talent. Bills rendered weekly;
due in advance of each broadcast.

General Advertising

For combination rates see Keystone Network.
Following rates are for national advertising and include music copyright fees. ASCAP. BM1. and
SESAC licenses.

|                | CLASS '   |           |         |         |
|----------------|-----------|-----------|---------|---------|
| (7:00          | p.m. to 1 | 1:00 p.m. |         |         |
| 1 wk.          | 13 wks.   | 26 wks.   | 39 wks. | 52 wks. |
| 1 hour 60.00   | 57.00     | 54.00     | 51.00   | 48,00   |
| 1/2 hour 36.00 | 34.20     | 32.40     | 30.60   | 28.80   |
| 1/4 hour 21.00 | 19.95     | 18.90     | 17.85   | 16.80   |
| 5 minutes 9.00 | 8.55      | 8.10      | 7.65    | 7.20    |
|                | CLASS '   | 'B''      |         |         |
| (11:00 a.m. to |           |           | 00 p.m. | to      |
| 7:00 p.m. wee  | k days; 1 | 11:00 a.m | , to 7: | 00      |
|                | p.m. Sund | lava)     |         |         |

5 minutes 7.20 6.85 6.45 6.10

CLASS 'C''

(6:00 a.m. to 11:00 a.m., 2:00 p.m. to 5:00 p.m. and 11:00 p.m. to 12:00 midnight week days; 6:00 a.m. to 11:00 a.m. and 11:00 p.m. to 12:00 midnight Sundays)

1 hour... 36:00 34:20 32:40 30:60 1/2 hour... 21:60 20:55 19:45 18:35 1/4 hour... 13:20 12:55 11:85 11:20 5 minutes 6:00 5.70 5.40 5.10 FREQUENCY DISCOUNTS

10 % 15 % 3 times weekly... 6 times weekly... ANNOUNCEMENTS Class 

FREQUENCY DISCOUNTS 13 weeks... 26 weeks... 39 weeks... 52 weeks... 5% 10% 15% 20%

quest.

TRANSCRIPTIONS
Library service available at no extra charge—regular rates apply.

BRIVICE FACILITIES
Program ideas, lists of talent and prices furnished on request.

on request.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and light wine, not accepted.

Contracts must be fuilfiled in their entirety.

Programs and announcements subject to approval.

Commercial broadcasts subject to atrict compilance with all requirements, rules and regulations imposed by state and federal laws.

Time discounts apply only to total number of broadcasts for the same sponsor.

Closing Time
Contracts close one week in advance of first broadcast; talks and announcements close 48 hours in advance; transcriptions 24 hours in advance.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for lateral cut recordings. Instantaneous recording equip-ment available.

Personnel

Station Manager-T. F. Allon

Representatives None.

#### NEWBURGH

(Orange County)

WGNY
(Established 1933)



Rates effective September 1, 1944.
Owned and operated by WGNY Broadcasting Co.
Business Office and Studto—161 Broadway, Newburgh,
N. Y. Newburgh 4600.
Other Studios—Middletown, N. Y.
Transmitter—Newburgh, N. Y.

Operating power—1,000 watts to local sunset.

245.9 meters; 1220 kilocycles.
Licensed to operate full daytime on cleared channel.
Operates on Eastern War Time.
Operating schedule: Sign-on to 7:00 a.m.; sign-off
at the following times: January 5:45 p.m.; February
6:30 p.m.; March 7:00 p.m.; April 7:30 p.m.; May
8:15 p.m.; June 8:30 p.m.; July 8:30 p.m.; August
8:00 p.m.; September 7:15 p.m.; October 6:15 p.m.;
November 5:45 p.m.; December 5:30 p.m.

#### Agency Commission

15% to recognized advertising agencies on net receipts for station time only; cash discount 2%. Payments due upon receipt of invoice.

Canaral Advartising

Rates include music copyright fees.

| Δħ  | CAP and  | DMI   | 11000.00 |        |        |         |         |
|-----|----------|-------|----------|--------|--------|---------|---------|
|     |          | 1 ti. | 13 tL    | 26 ti. | 52 tl. | 104 ta. | 312 tl. |
| 1   | hour     | 60.00 | 57.00    | 54.00  | 48.00  | 45.00   | 42.00   |
| 1/2 | hour     | 36.00 | 34.2     | 32.40  | 28.80  | 27.00   | 25.20   |
| 1/4 | hour     | 22.00 | 20.90    | 19.80  | 17.60  | 16.50   | 15.40   |
| 10  | minutes  | 16.00 | 15.20    | 14.90  | 12.80  | 12.00   | 11.20   |
| 5   | minutes. |       | 9.50     | 9.00   | 8.00   | 7.50    | 7.00    |
|     | F        | REQU  | ENCY     | DISCO  | DUNTS  |         |         |
|     |          |       |          |        |        |         |         |

Special events, time signals, par rates on request.

Rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Facilities are available for remote control broadcasts.

Programs originating outside of the regular studies are subject to line charges in addition to time cost.

#### Contract and Other Requirements

All programs and electrical transcriptions are sub-ject to approval of the station management. No contracts accepted for more than one year. Pro-grams and continuity subject to station acceptance. Price mentions and amount of advertising permitted are specified in contracts.

One week in advance of first broadcast.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Manager-Harold W. Cassill.

Representatives

None.

#### NEW YORK CITY

#### COLUMBIA BROADCASTING SYSTEM

485 Madison Ave., New York City, For complete data, see matwork listing at front of book.

#### NATIONAL BROADCASTING COMPANY, INCORPORATED

RCA Bidg., 30 Rockefeller Plaza, New York City. For complete data, see network listings at front of

WABC (Established 1924)

# COLUMBIA OWNED



Rates effective August 20, 1944. (Card No. 17.) Owned and operated by the Columbia Broadcasting

System, Inc.

Business Office and Studio—485 Madison Ave., New
York 22, N. Y., Wickershan 2-2000.

Transmitter—Columbia Island. New Rochelle, N. Y.

York 22, N. 1.

Transmitter—Columbia Island, New Rochelle, N. 1.

Wave—Power—Time
Operating power—50,000 watts.
340.9 meters; 880 kilocycles.
Licensed to operate full time on cleared national channel. Operates on Eastern War Time.
Operating schedule: Sundays 6.00 a.m. to 2:00 a.m.;
week days 5:00 a.m. to 2:00 a.m.
Agency Commission
15% to recognized advertising agencies on net time and participation charges only; no cash discount.
Bills rendered weekly.
General Advertising
For combination rates see Columbia Broadcasting
System (Basic Network).
Length of commercial copy:

——Programs——After Before
After Before
6:00 p.m. 6:00 p.m. 6:00 p.m.

| After | Before | After | Before | County | After | Before | County | After | Before | After | Before | County | County

(†) No middle commercial permitted on a minute new apprograms.

GENERAL BROADCASTING RATES

Without talent

Net time rates after deduction of all applicable discounts

Per week rates apply within any seven consecutive days.

Weekly rates based on consecutive weeks of uninterrupted broadcasting.

#### **NEW YORK—Continued**

#### NEW YORK CITY—Continued W A B C—Continued

CLASS "A"
(7:00 p.m. to 11:00 p.m. daily)

|            | ******  | p       |         | p       |                   |
|------------|---------|---------|---------|---------|-------------------|
|            |         |         | — Per   | week -  |                   |
| -          | *1 day  | *2 days | *3 days | *4 days | *5 days *6 days   |
| One hour:  | _       |         |         | -       |                   |
| 1-12 wk 1  | 1350,00 | 2700,00 | 3645.00 | 4860.00 | 6075.00 6480.00   |
| 13-25 wk 1 | 282.50  | 2295.00 | 3098.25 | 4131.00 | 5163.75 5508.00   |
| 26-51 wk 1 | 218.38  | 2180.25 | 2943.34 | 3924.45 | 4905, 56 5232, 60 |
| 52 weeks 1 | 154.23  | 2065.50 | 2788.43 | 3717.90 | 4647.38 4957.20   |
| Half hour  |         |         |         |         |                   |
|            |         | 1690 00 | 2127 00 | 2016 00 | 3645.00 3888.00   |
|            |         |         |         |         | 3098.25 3304.80   |
|            |         |         |         |         | 2943.34 3139.56   |
|            |         |         |         |         | 2788.43 2974.32   |
| Quarter ho |         | -010.70 |         |         |                   |
|            |         | 1000 00 | 1459.00 | 1044.00 | 2430.00 2592.00   |
|            |         |         |         |         | 2126,25 2268.00   |
|            |         |         |         |         | 2019.94 2154.60   |
| 52 weeks   |         |         |         |         | 1913.63 2041.20   |
| 32 WOOKS   | 280.00  | 923.40  | 1215.78 | 1914.04 | 1913.03 2041.20   |
|            |         | CL.     | A88 "B  | ••      |                   |

|            |        | CL      | ם ממב          |                   |                  |         |  |  |  |
|------------|--------|---------|----------------|-------------------|------------------|---------|--|--|--|
| (6:00      |        |         | p.m.<br>0 p.m. | week da<br>Sunday |                  | 00      |  |  |  |
| One hour:  |        |         |                | -                 |                  |         |  |  |  |
| 1-12 wk 1  | 000.00 | 2000.00 | 2700.00        | 3600.00           | 4500.00          | 4800.00 |  |  |  |
|            |        |         |                | 3060.00           |                  |         |  |  |  |
|            |        |         |                | 2907.00           |                  |         |  |  |  |
|            |        |         |                | 2754.00           |                  |         |  |  |  |
| Half hour: |        |         |                |                   |                  |         |  |  |  |
| 1-12 wks   | 600.00 | 1200.00 | 1620.00        | 2160.00           | 2700.00          | 2880.00 |  |  |  |
|            |        |         |                | 1944.00           |                  |         |  |  |  |
| 26-51 wks  |        |         |                |                   |                  |         |  |  |  |
|            |        |         |                | 1749.60           |                  |         |  |  |  |
|            |        | 1020,00 | 1010.00        | 11 15.00          | 2000.00          | 2200.20 |  |  |  |
| Quarter ho |        |         |                |                   |                  |         |  |  |  |
| 1-12 wks   |        |         |                | 1440.00           |                  |         |  |  |  |
| 13-25 wks  |        |         |                | 1332.00           |                  |         |  |  |  |
| 26-51 wks  | 380.00 | 741.00  | 974.70         | 1265.40           | 1581.75          | 1641.60 |  |  |  |
| 52 weeks   | 360.00 | 702.00  | 923.40         | 1198.80           | 1498.50          | 1555,20 |  |  |  |
| Ten minut  |        |         |                |                   |                  |         |  |  |  |
| 1-12 wks   |        | 640,00  | 864.00         | 1152.00           | 1440.00          | 1536.00 |  |  |  |
| 13-25 wks  | 320.00 | 624.00  | 842.40         | 1094.40           | 1332.00          | 1420.80 |  |  |  |
| 26-51 wks  | 304.00 | 592.80  | 800.28         | 1039.68           | 1265.40          | 1849.76 |  |  |  |
| 52 weeks   | 288,00 | 561.60  | 758.16         | 984.96            | 1198.80          | 1278.72 |  |  |  |
| Five minu  |        |         |                |                   |                  |         |  |  |  |
|            |        | 400.00  | 540.00         | 720.00            | 900.00           | 960.00  |  |  |  |
| 13-25 wks  |        | 400.00  | 540.00         |                   |                  |         |  |  |  |
| 26-51 wks  |        | 880.00  | 513.00         | 702.00<br>666.90  | 877.50<br>833.63 | 936.00  |  |  |  |
| 52 weeks   |        |         |                |                   |                  | 889.20  |  |  |  |
| DZ WOOKS   | 180.00 | 360.00  | 486.00         | 631.80            | 789.75           | 842.40  |  |  |  |
| CLASS "C"  |        |         |                |                   |                  |         |  |  |  |

## (9:00 a.m. to 6:00 p.m. week days; 9:00 a.m. to 12:00 noon Sundays; 11:00 p.m. to

|            |         | 11:15   | p.m. d  | aily)   |         |         |
|------------|---------|---------|---------|---------|---------|---------|
| One hour:  |         |         | -       | -       |         |         |
| 1-12 wks   | 675.00  | 1350.00 | 1822.50 | 2430.00 | 3037.50 | 3240.00 |
| 13-25 wks  | 658,13  | 1282.50 | 1640.25 | 2126.25 | 2581.88 | 2754 00 |
| 26-51 wks  |         |         |         |         | 2452.79 |         |
| 52 weeks   |         |         |         |         | 2823.69 |         |
| Half hour  |         |         |         |         |         |         |
| 1-12 wks   |         | 810 00  | 1098 50 | 1458 00 | 1822,50 | 1944 00 |
| 13-25 wks  | 405.00  |         |         |         | 1640.25 |         |
| 26-51 wks  | 884.75  | 750.26  |         |         | 1558.24 |         |
| 52 weeks   | 864.50  | 710.78  |         |         | 1476.23 |         |
| Quarter he |         | 110.18  | 031.50  | 1210.18 | 1410.23 | 1011.01 |
| 1-12 wks   |         | 540.00  | 729.00  | 070 00  | 1215.00 | 1006.00 |
|            |         |         |         |         |         |         |
| 13-25 wks  |         | 540.00  |         |         | 1154.25 |         |
| 26-51 wks  |         | 513.00  |         |         | 1096.54 |         |
| 52 weeks   |         | 486.00  | 639.70  | 852.93  | 1038.83 | 1108.08 |
| Ten minut  |         |         |         |         |         |         |
| 1-12 wks   |         | 432,00  |         |         |         | 1036.80 |
| 13-25 wks  |         | 432.00  |         | 758.16  | 947.70  | 984.96  |
| 26-51 wks  | 205, 20 | 410,40  | 554.04  | 720,25  | 900.82  | 935.71  |
| 52 weeks   | 194.40  | 888.80  | 524.88  | 682.34  | 852.93  | 886.46  |
| Five minu  | tes:    |         |         |         |         |         |
| 1-12 wks   | 135.00  | 270.00  | 864.50  | 486.00  | 607.50  | 648.00  |
| 13-25 wks  | 135.00  | 270.00  |         |         |         | 631.80  |
| 26-51 wks  | 128.25  | 256.50  |         |         | 577.13  | 600.21  |
| 52 weeks   | 121.50  | 243.00  |         |         | 546.75  | 568.62  |
| OL HOULD   | 121.00  | 210.00  | 020.00  | 101.10  | 010.10  | 000.04  |

#### CLASS "D"

#### (7:45 a.m. to 9:00 a.m. and 11:15 p.m. to

|            |        | 12:00 m | idnight | daily)  |         |         |
|------------|--------|---------|---------|---------|---------|---------|
| One hour:  |        |         | -       |         |         |         |
| 1-12 wks   | 500.00 | 1000 00 | 1350.00 | 1000 00 | GOED OO | 9400 00 |
| 13-25 wks  |        |         |         |         |         |         |
|            | 500.00 |         | 1282.50 |         |         |         |
| 26-51 wks  | 475.00 |         | 1218.38 |         |         |         |
| 52 weeks   | 450.00 | 877.50  | 1154.25 | 1498.50 | 1771.88 | 1890.00 |
| Half hour  | :      |         |         |         |         |         |
| 1-12 wks   | 300.00 | 600.00  | 810.00  | 1080.00 | 1350.00 | 1440.00 |
| 13-25 wks  | 300.00 | 600,00  | 789.75  | 1026.00 | 1282.50 | 1832.00 |
| 26-51 wks  | 285.00 |         |         |         | 1218.38 |         |
| 52 weeks   |        |         |         |         | 1154.25 |         |
| Quarter he |        | 0.00    | 110.10  | 020.10  | 1104.20 | 1100.00 |
| 1-12 wks   |        | 400.00  | 540.00  | 720.00  | 900.00  | 960.00  |
|            |        |         |         |         |         |         |
| 13-25 wks  |        |         |         | 702.00  | 877.50  | 936.00  |
| 26-51 wks  |        |         |         |         | 833.63  | 889.20  |
| 52 weeks   | 180.00 | 360.00  | 486.00  | 631.80  | 789.75  | 842.40  |
| Five minu  | ites:  |         |         |         |         |         |
| 1-12 wks   | 100.00 | 200.00  | 270.00  | 360.00  | 450.00  | 480.00  |
| 13-25 wks  | 100.00 | 200.00  | 270.00  | 360.00  | 450.00  | 480.00  |
| 26-51 wks  | 95.00  |         |         | 342.00  | 427.50  | 456.00  |
| 52 weeks   | 90.00  |         |         | 324.00  | 405.00  | 432.00  |
| OZ WCCES   | 00.00  | 100.00  | A10.00  | 024.00  | 100.00  | 204.00  |

#### CLASS "E"

#### (12:00 midnight to 5:80 a.m.)

(12:00 midnight to 5:80 a.m.)

Rates on request.

(\*) Days within any seven consecutive day period. Seven days per week pro rate of six day rate. Periods longer than one hour pro rate of one hour rate. Three-quarter hour—80% of hour rate. Ten minutes, if available, 80% of the 1-12 week 15 minute rate less applicable dollar volume and consecutive weeks discounts. Five minutes, if available, 50% of the 1-12 week 15 minute rate less applicable dollar volume and consecutive weeks discounts.

Time periods not designated—rates on request. NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 17. Figures shown are not rate after deduction of applicable weekly dollar volume discount and discount for con-

secutive weeks use, applicable only as earned, in accordance with interpretation of Rate Card 17. PARTICIPATING ANNOUNCEMENT PROGRAMS All announcements under Participation Announcement Programs, regardies of their length or cost, may be combined for weekly frequency discounts, providing they are computed on the basis of days per week usage, and not times per week usage.

|           |          |            | Per     | week - |        |        |
|-----------|----------|------------|---------|--------|--------|--------|
|           | 1 day    | 2 days     |         | 4 days | 5 days | 6 days |
| A. Reveil | lle Swee | theart:    |         |        |        |        |
| 1-12 wks  | 45.00    | 90.00      | 121,50  | 162.00 | 202.50 | 216.00 |
| 13-25 wks | 45.00    | 90.00      | 121.50  | 162.00 | 202.50 | 216.00 |
| 26-51 wks | 42.75    | 85.50      | 115,43  | 153.90 | 192.38 | 205.20 |
| 52 weeks  | 40.50    | 81.00      | 109.35  | 145.80 | 182.25 | 194,40 |
| B. Arthu  | r Godfr  | <b>өу:</b> |         |        |        |        |
| 1-12 wks  | 80.00    | 160.00     | 216.00  | 288.00 | 360,00 | 384,00 |
| 13-25 wks | 80.00    | 160.00     | 216.00  | 288.00 | 360.00 | 384.00 |
| 26-51 wks | 76.00    | 152.00     | 205.20  | 273.60 | 342.00 | 364.80 |
| 52 weeks  | 72.00    | 144.00     | 194,40  | 259.20 | 324.00 | 345.60 |
| C. Phil ( | Cook:    |            |         |        |        |        |
| 1-12 wks  | 150.00   | 800,00     | 405,00  | 540.00 | 675.00 | 720.00 |
| 13-25 wks | 150.00   | 300.00     | 405.00  | 540.00 | 658.13 | 702.00 |
| 26-51 wks | 142.50   | 285.00     | 384.75  | 513.00 | 625,23 | 666,90 |
| 52 weeks  | 135.00   | 270.00     | 364.50  | 486.00 | 592.32 | 631.80 |
| D. Marga  | aret Arl | en:        |         |        |        |        |
| 1-12 wks  | 150.00   | 300,00     | 405.00  | 540.00 | 675,00 | 720.00 |
| 13-25 wks | 150.00   | 300.00     | 405.00  | 540.00 | 658.13 | 702.00 |
| 26-51 wks | 142.50   | 285.00     | 384.75  | 513.00 | 625.23 | 666,90 |
| 52 weeks  | 135.00   | 270.00     | 364.50  | 486.00 | 592.32 | 631.80 |
| E. Person | nally, I | 's Off t   | he Reco | rd:    |        |        |
| 1-12 wks  | 90,00    | 180.00     | 243.00  | 324.00 | 405,00 | 432.00 |
| 13-25 wks | 90.00    | 180.00     | 243.00  | 324.00 | 405.00 | 432.00 |
| 26-51 wks | 85.50    | 171.00     | 230.85  | 307.80 | 384.75 | 410.40 |
| 52 weeks  | 81.00    | 162.00     | 218.70  | 291.60 | 364.50 | 388.80 |
|           |          |            |         |        |        |        |

# ANNOUNCEMENT PACKAGES Not available.

ANNOUNCEMENT PACKAGES

Not available.

DISCOUNTS

Application of Discounts

Programs and announcements may not be combined for any discount purposes. However, except as noted under Weekly Frequency Discounts, all broadcasting under each section may be combined in computing discounts applicable to broadcasting under that section. Interpretions necessitated by broadcasts of special events of importance will not affect discounts. All discounts apply to time charges only.

Discounts will be allowed currently on non-cancellable contracts. On other contracts discounts will be due and payable as earned.

Where more than one time classification is used, first total up the gross one-day rates for the periods to be purchased and then deduct earned discounts, as follows:

(1) Deduct the applicable weekly frequency discount (10% from the gross for 3, 4 or 5 days per week);

(2) Deduct the applicable weekly frequency discount (100 contract is for 13 weeks or longer.

(2) Deduct the applicable weekly dollar volume discount if contract is for 13 weeks or longer.

Weekly Frequency Discounts

TALENT
Lists of talent and prices on request.
Musicians and announcer costs—rates on request.

REMOTE CONTROL

Programs originating outside of the studios are subject to special charges.

TRANSCRIPTIONS
Instantaneous reference recordings, per 15 minute unit or less, net, each 5.00. Current ruling of the American Federation of Musicians makes it impossible to record musical broadcasts.

SERVICE FACILITIES

The station is equipped to prepare any type of program desired by the advertiser and will furnish program ideas, lists of talent and rates on request. Contract and Other Requirements

Local WABC contracts cannot be combined with CBS network contracts. Contracts not accepted for more than 60 days in advance of initial program. Maximum length of contract one year.

All programs and advertising copy subject to approval of station.

Bates listed apply to 2017

or station.

Rates listed apply to all classes of acceptable accounts and advertising.

Personnel General Manager—Arthur Hull Hayes.

#### WRRR

Owned and operated by Peoples Pulpit Association.

Wave-Power-Time

Operating power—1,000 watts, 225.6 meters; 1330 kilocycles. Divides time with stations WHAZ, WFAB, and WEVD. Not a commercial station.

## WBNX (Established 1927)



Rate card dated December 1, 1944. (Card No. 8.) Owned and operated by WBNX Broadcasting Co., Inc. Business Office and Main Studio—260 E. 161st St., New York 51, N. Y., Melrose 5-0333.

Transmitter—Carlstadt, N. J.

Wave—Power—Time
Operating power—5,000 watts.
217.4 meters; 1880 kilocycles.
Operates on Eastern War Time. Divides time with station WAWZ.
Operating schedule: Sunday 9:00 a.m. to 11:00 a.m., 12:30 p.m. to 3:00 p.m., 4:30 p.m. to 7:00 p.m. and 8:30 p.m. to 12:00 midnight. Monday to Saturday, inclusive, 9:00 a.m. to 6:00 p.m. and from 7:30 p.m. to 12:00 midnight.

Agency Commission 15% on net charges for station time to recognized agencies; no cash discount. No commission on talent.

General Advertising
The following rates are for national advertising and
include music copyright fees.
Retroactive discounts allowed on contracts renewed
without laterruption; limited to one renewal within

# CLASS "A" (7:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. Sundays)

|     |       | р.ш. ю | 10.00 p. | ui, Dunua | ys)    |        |
|-----|-------|--------|----------|-----------|--------|--------|
|     |       | 1 hr.  | 1/2 hr.  | 1/4 hr.   | 5 min. | 1 min. |
| 1   | time  | 242.00 | 134.50   | 75.25     | 43.00  | 21.50  |
|     |       | 229.75 | 127.75   | 71.50     | 40.75  | 20,50  |
| 26  | times | 217.75 | 121,00   | 67.75     | 38.75  | 19.25  |
| 52  | times | 193.50 | 107.50   | 60.25     | 34.50  | 17,25  |
| 104 | times | 181,50 | 100.75   | 56.50     | 32, 25 | 16.25  |
| 260 | times | 163.25 | 90.50    | 59.75     | 29.00  | 14.50  |
| 312 | times | 157.25 | 87.25    | 49.00     | 28.00  | 14.00  |
|     |       |        |          |           |        |        |

# CLASS "B" (9:00 a.m. to 7:00 p.m. week days; after 10:00 p.m. daily and 9:00 p.m. to 1:00 p.m.

|     |       |        | Sunda   | 78)     |        |        |
|-----|-------|--------|---------|---------|--------|--------|
|     |       | 1 hr.  | 1/2 hr. | 1/4 hr. | 5 min. | 1 min. |
| 1   | time  | 134.50 | 15.25   | 43.00   | 32.25  | 16.25  |
| 13  | times | 127.75 | 71.50   | 40.75   | 30.75  | 15.25  |
| 26  | times | 121.00 | 67.75   | 38.75   | 29.00  | 14,50  |
| 52  | times | 107.50 | 60.25   | 34.50   | 25.75  | 13.00  |
| 104 | times | 100.75 | 56.50   | 32.25   | 24.25  | 12.00  |
| 260 | times | 90.50  | 50.75   | 29.00   | 21.75  | 11.00  |
| 312 | times | 87.25  | 49.00   | 28.00   | 21.00  | 10.50  |
|     |       |        |         |         |        |        |

SPECIAL FRATURES News: Leased wire service available. Time Signals: 20 seconds maximum— -rates on request.

# Rates on request.

Services of orchestra, organist, special or foreign language announcers, actors, vocalists available—rates on request.

TRANSCRIPTIONS
Transcription library services avadetails on request. services available—rates and

Contract and Other Requirements
Maximum length of contract one year.
Rates include station time only; talent is extra.
No period sold in bulk for resale. Renewals contracts subject to rates in effect at time of renewal.
The station, at its discretion, reserves the right to refuse or discontinue any program which it may consider contrary to its policy or interest without notice or consent.

Closing Time
Closing date four weeks in advance of services if program is to be included in publicity releases.

Mechanical Program Equipment by electrical transcription, using 33-1/3 and 78 r.p.m. turntables. Recording equipment available for use at studios or at remote points for rebroadcast.

#### Personnel

General Manager-Wm, I. Moore,

Representatives Forjoe & Company,

# **NEW YORK CITY—Continued**

WBYN (Established 1941)

Rates effective May 1, 1944.

Owned and operated by WBYN, Incorporated. Business Office and Studio-1 Nevins St., Brooklyn 17, N. Y., Triangle 5-3300. Transmitteer-Greenpoint, Brooklyn, N. Y.

#### Wave-Power-Time

Operating power—1,000 watts days; 500 watts nights. 209.8 meters; 1430 kilocycles. Licensed to operate full time. Operates on Eastern War Time.

#### Agency Commission

15% to recognized advertising agencies on time charges only; no cash discount. Bills payable weekly following broadcast. Local retail discount of 25% on time charges to strictly bonafide retailers offering goods or service at outlets owned by themselves and entirely located within 50 miles of Brooklyn, N. Y. Retail discount does not apply to spot announcements.

### General Advertising The following rates are for national advertising.

|   |           | CLASS    | "A"       |           |        |
|---|-----------|----------|-----------|-----------|--------|
|   |           |          | .m. weel  | r days at | nd     |
|   | 9:00 a.m. | to 11:00 | p.m. Su   | ndays)    |        |
| P | er week:  | 1 hr.    | 1/2 hr.   | 1/4 hr.   | 5 min. |
| 1 | time      | 200.00   | 110.00    | 60.00     | 30.00  |
| 3 | times     | 500.00   | 300.00    | 160.00    | 75.00  |
| 6 | times     | 900.00   |           | 280.00    | 130.00 |
| - |           | CLASS    | B.,       |           |        |
|   |           |          |           | days; 11: | 00     |
|   | p.m. to   | 12:00 mi | dnight da | ily)      |        |
| 1 | time      | 125.00   | 75.00     | 43.75     | 18.75  |
| 3 | times     | 337.50   | 131.25    | 125.00    | 43.75  |
| ĕ | times     |          | 375.00    | 218.75    | 81.25  |

#### CLASS "C"

WEEKLY VOLUME DISCOUNTS

(12:00 midnight to 9:00 a.m.)
Rates on request.

| .The following discounts, computed on gross t      |        |
|--|--------|
| for time, are applicable only to contracts for for | our or |
| more consecutive weeks of broadcasting:            |        |
| Less than 125.00 weekly No                         | one    |
| 125.00 or more but less than 175.00 weekly 2-      | 1/2%   |
| 175.00 or more but less than 250.00 weekly 5       | %      |
| 250.00 or more but less than 375.00 weekly 7-      | 1/2%   |
| 375.00 or more but less than 500.00 weekly 109     | %      |
| 500.00 or more but less than 600.00 weekly 12-     | 1/2%   |
| 600.00 or more weekly 159                          | * - /U |
| OUV.UU UI MUIT WEEKIY 13;                          |        |

| CONSECUTIVE WEEK DISCOUNTS Discounts for consecutive weeks of broadcasting ar in addition to dollar volume discounts, if any: Less than 13 weeks | • |
|--|---|
| 13 to 25 weeks   |   |

| 13 to 25 weeks. 28 to 51 weeks. 52 weeks Weekly dollar volume and consecutive week apply to station break announcements. | 10 %<br>15 % |
|--|--------------|
| SPOT ANNOUNCEMENTS<br>(6:00 p.m. to 11:00 p.m. week days and<br>a.m. to 11:00 p.m. Sundays)                              | 9:00         |

| Station br<br>1 minut<br>1/2 minut | e (100 | words)                        | 15.00<br>10.00 |
|------------------------------------|--------|-------------------------------|----------------|
|                                    | e (100 | (All other time) words)words) |                |

SPECIAL FEATURES
News: Lessed wira service—rates on request.
Time signals, service flashes, racing results, and run
of schedule announcements—rates on request.

POLITICAL Regular rates plus 50%.

TRANSCRIPTIONS
Regular rates apply.

TALENT
Rates do not include talent costs. Talent costs on request.

REMOTE CONTROL facilities available for handling programs of outside of studios—rates on request.

SERVICE FACILITIES
Station maintains a complete artists' bureau and program department available to advertisers.

Contract and Other Requirements
Rates subject to change without notice. The advertiser will be charged with the cost of programa arranged by the station subject to the advertiser's requirements and approval. The advertiser's contract shall indicate the maximum amount to be expended. Station reserves the right to eliminate without notice or consent all parts of programs which it may consider contrary to its policy or interests. All program material is subject to federal, state or municipal decisions, now and hereafter made and in force.

Clesing Time
One week in advance of first program. All commercial copy must be submitted and approved 24 hours in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical tran-scription, using 38-1/3 and 78 r.p.m. double turn-tables for vertical or lateral cut recordings.

Personnel
General Manager—William Norins.



Rates effective March 1, 1944. (Card No. 11.) Owned and operated by the National Broadcasting Company, Inc.
Business Office and Studio—RCA Bidg., 30 Rocke-feller Plaza, New York 20, N. Y., Circle 7-8300.
Transmitter—Port Washington, Long Island, N. Y.

Transmitter—Port Washington, Long Island, N. Y.

'ave—Pewer—Time
Operating power—50,000 watts,
454.5 meters; 660 kilocycles.
Licensed to operate full time on cleared channel.
Operates on Eastern War Time.
Operating schedule: Sunday 8:00 a.m. to 1:00 a.m.;
week days 6:39 a.m. to 1:00 a.m.

Agency Cosmission
15% to secognized advertising agencies on net charges
for station time; no cash discount. No commission on
program charges. Bills due and payable when
rendered.

General Advertising
For combination rates see National Broadcasting
Company (Basic Network);
Commitments made prior to March 1, 1944, will be
completed at the rates called for by such commitments. Hut advertisers may elect to substitute me
contracts effective at any time after March 1, 1944,

at these rates for the unexpired portion of such commitments. Otherwise, rates in effect immediately preceding March 1, 1944, will apply to extensions of said commitments for any period or periods up to and including February 28, 19-5, for the same series continuously used. Rates effective March 1, 1944, are applicable to all new broadcast series ordered on and after March 1, 1944. The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be prejudiced if he is required by the station to relinquish the time or times specified in his contract and the contract is cancelled. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

## GENERAL BROADCAST ADVERTISING

| GENERAL BEGADCAST ADVENTIGHT                 |  |
|--|--|
| (Gross Rates)                                |  |
| CLASS "A"                                    |  |
| (6:00 p.m. to 10:30 p.m.)                    |  |
| 1 hour                                       |  |
| 1/2 hour 720.00                              |  |
| 1/4 hour                                     |  |
| 1/1 4041                                     |  |
|  |  |
| 5 minutes                                    |  |
| CLASS "B"                                    |  |
|  |  |
| (12:00 noon to 6:00 p.m. Sundays only)       |  |
| 1 hour                                       |  |
| 1/2 hour 540.00                              |  |
| 1/4 hour                                     |  |
| 10 minutes                                   |  |
| 5 minutes 180.00                             |  |
|  |  |
| CLASS "C"                                    |  |
| (10:30 p.m. to 11:15 p.m. and 9:00 a.m.      |  |
| to 6:00 p.m., exclusive of Sunday affernoon) |  |
| 1 hour 600.00                                |  |
|  |  |
|  |  |
|  |  |
| 10 minutes 200.00                            |  |
| 5 minutes 120.00                             |  |
| (This listing continued on next page)        |  |

# "Twenty-four ...for Underwood<sup>?</sup>

The steadfast chant of the Alabama delegation in behalf of their favorite son at the 1924 Democratic convention is still remembered and

# "Twenty-eight ...for WFAS?

Is another example of loyalty. Out of a total of 14,536 customers interviewed by a public utility, 28.5%—or 4,090 of them—answered "yes" to the question "Have you heard our Company's Radio Programs over Station WFAS recently?"

It's a fact: by any test, WFAS proves West-chester audience; personal interviews, as used by this client; telephone coincidental (a copy of our Crossley is available on request); or simply by contract renewals, for some of our advertisers have been with us for more half a dozen years.

WFAS is necessary to cover the Westchester market!

# 1230 KC.

WESTCHESTER BROADCASTING CORP.

250 W.

ROGER SMITH HOTEL, WHITE PLAINS, N. Y. Represented by HEADLEY-REED CO., New York, N. Y.

#### NEW\_YORK—Continued

#### **NEW YORK CITY—Continued** W E A F-Continued CLASS "D"

| (11:15 p.r                          | n. to 12:00 midnig                            |                   |     |
|-------------------------------------|---|-------------------|-----|
| 1/2 hour<br>1/4 hour<br>10 minutes. |   | 400<br>240<br>160 | .00 |
| (12:00 m                            | CLASS "E<br>idnight to sign-off<br>7:00 a.m.) |                   |     |
| 1/2 hour<br>1/4 hour<br>10 minutes  |   |                   | .00 |

DISCOUNTS AND REBATES
Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

wheel Dollar Volume Discounts

Weekly Dollar Volume Discounts

For eight or more consecutive weeks, payable currently on firm qualifying contracts or as contracts become firm. All concurrent local contracts for the same advertiser at the rates listed above may be combined for determining the rate of the Dollar Volume Discount. Contracted value of local time at gross rates:

Less than 240.00 mackly.

| Less t  | han  | 240.00 | we  | ekly. |      |          |      |         |
|---------|------|--------|-----|-------|------|----------|------|---------|
|         |      | more   |     |       |      |          |      | 2-1/2%  |
|         |      | more   |     |       |      | 720.00   |      |         |
|         |      |        |     |       |      |          |      | 7-1/2%  |
|         |      |        |     |       |      | 1,200.00 |      |         |
| 1,200.0 | 0 or | more   | but | less  | than | 1,440.00 | wkly | 12-1/2% |
| 1,440.0 | 0 or | more   | wee | kly   |      |          |      | 15%     |

| 26 to 38 consecutive weeks                           |
|--|
| 39 to 51 consecutive weeks                           |
| 52 or more consecutive weeks                         |
| Rebates on gross billing of each series will be paid |
| for 26, 39 or 52 consecutive weeks of broadcasting   |
| and on any continuation thereafter, so long as there |
| is no lapse. The rebate will be due and payable cur- |
| rently only on firm portions of qualifying contracts |
| or as contracts become firm for 26, 39 or 52 con-    |
| secutive weeks.                                      |

Secutive weeks.

An expansion of the same series, or the substitution of a new series representing an increased weekly expenditure, shall be entitled to the relates established by the original series. Otherwise, each additional series shall establish separate rebute years. Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebates. Gross billing after deduction of percentage discounts, if any, shall be subject to advertising agency commission of 15%. From the rebate, if any, the station shall deduct the excess agency commission previously allowed.

### ANNOUNCEMENTS AND COOPERATIVE PROGRAMS

Announcements

"New York's Station of Distinctive Features"

# **ENGLISH-JEWISH-ITALIAN**

These are the three major language factors in the great Metropolitan New York Market.

WEVD has proven a most effective selling medium in this combined market.

79% of national and local advertisers have renewed their contracts on WEVD every year since 1938.

For consistent selling power WEVD has no equal in the Metropolitan New York Market.

Send for complete

WHO'S WHO ON WEVD

Henry Greenfield, Managing Director

V . E . V . D 117-119 WEST 46th ST., NEW YORK 19, N. Y.

Cooperative Programs

Mary Margaret McBride—Monday through Friday; commercial continuity prepared by program director from material furnished by client; transcriptions not acceptable. Five participations weekly, gross, per week 275.00, less 10% for 52 consecutive weeks. Program charge, net, per week 150.00.

Adelaide Hawley—Monday through Saturday; commercial continuity prepared by program director from material furnished by client. Transcriptions not acceptable.

Less than 25.10.

TRANSCRIPTIONS
Accepted at regular rates.

REMOTE CONTROL
Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

SERVICE FACILITIES
Advisory services of the station's program department and staff engineers in arranging and presenting programs are included without charge. Announcers are available at prevailing A.F.R.A. rates.

available at prevailing A.F.R.A. rates.

Contract and Other Requirements
All acceptable accounts are subject to the same rates.

No periods are sold in bulk for resale. All programs are subject to approval of the station.

Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations.

Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set saide for network use. Independent announcements may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

ager upon 23 nouse.

Closing Time
Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for lateral and vertical cut recordings.

Representatives
National Broadcasting Company, Inc. (Spot Sales),
Spot Sales Manager—J. V. McConnell.

#### WEVD

Rates effective January 1, 1943. (Card No. 15.) Owned and operated by Debs Memorial Radio Fund, Inc.

Inc.
Business Office and Studio-117-119 W. 46th St.,
New York 19, N. Y., Bryant 9-2360.
Transmitter-Maspeth, Long Island, N. Y.

Wave-Power-Time

Operating power—5,000 watts. 229 meters; 1310 kliocycles. Operates on Eastern War Time. Operating schedule—

Agency Commission
15% to recognized agencies for station time only;
eash discount 2%—10th of month.

General Advertising
Rates include music copyright fees.
One hour programs constitutes 58 minutes; one-half hour programs, 29 minutes; one-quarter hour programs, 14 minutes.

| Class ''A''          | Class "B"    | Class"C"   | Class "D" |
|----------------------|--------------|------------|-----------|
| 1 hour 450.00        | 250.00       | 180.00     | 120.00    |
| 1/2 hour 275.00      | 175.00       | 100.00     | 65.00     |
| 1/4 hour 170.00      | 100.00       | 60.00      | 40.00     |
| 5 minutes 100.00     | 55.00        | 30.00      | 20.00     |
| 1 minute 45.00       | 20.00        | 12.50      | 10.00     |
| 1/2 minute 25.00     | 12.00        | 7.50       | 6.00      |
| Class "A"-11:00 a.m  | n. to 3:00 p | .m. Sunda: | y8.       |
| Class "B"- 6:00 p.n  | a. to 11:00  | p.m.       |           |
| Class "C" - 8:00 a.m | i. to 6:00 p | .m. week   | lays.     |
| Class "D"- 7:00 a.n  | n. to 8:00   | a.m. and 1 | 1:00 p.m. |
| to 12:00 midnight.   |              |            |           |
| ERECTIE              | vay nica     | OTTATE     |           |

| Frequency discounts on periods:  |                             |         |
|----------------------------------|-----------------------------|---------|
| 13 wks                           | <ol> <li>26 wks.</li> </ol> | 52 wks. |
| l weekly                         | 5%                          | 10%     |
| 2 or 3 weekly 5%                 | 10%                         | 15%     |
| 4 or 5 weekly 10%                | 15%                         | 20%     |
| 6 or 7 weekly 15%                | 20%                         | 25%     |
| Frequency discounts on announcer | ments:                      |         |
| 1 daily                          | 5%                          | 10%     |
| 2 or 3 daily 5%                  | 10%                         | 15%     |
| 4 or 5 daily 10%                 | 15%                         | 20%     |
| 6 or more daily 15%              | 20%                         | 25%     |
| RUN OF STATION                   | TIME                        |         |

Run of station time, 30% discount.

POLITICAL Extra 25%.

TALENT
Available at nominal cost—rates on request.

RECORDINGS AND TRANSCRIPTIONS
Available without extra charge.

Available without extra charge.

Contract and Other Requirements
Advertising of alcoholic beerages, other than beer and light wine, not accepted.

All programs and continuity subject to approval of radio station. No periods sold in bulk for resale. Staff announcers and program department services in arranging and presenting program included in the time rates (except the service of foreign language continuity). Facilities for properly rehearsing programs are furnished by the station.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral cut recordings.

Personnel
Managing Director—Henry Greenfield.

Representatives None.

#### **NEW YORK CITY—Continued** WHN

(Established 1922)

Rates effective December 1, 1941. (Card No. 10.)

Rates effective December 1, 1941. (Card No. 10.)
Owned and operated by the Marcus Loew Booking
Agency, 1540 Broadway, New York 19, N. Y.
Business Offices and Main Studios—1540 Broadway
at 45th St., New York City, Bryant 9-7800.
Transmitter—East Rutherford, N. J.
Wave—Power—Time
Operating power—50,000 watts.
285.7 meters; 1050 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time.
Operating schedule: 6:00 s.m. to 2:00 s.m.
Agency Commission

Agency Commission
15% to recognized advertising agencies on net station
time charges; no cash discounts. Bills due and payable when rendered.

Instantaneous recording equipment available—request.

SERVICE FACILITIES

Artists' bureau, production, publicity and public relations departments available to advertisers at reasonable rates. Services of staff announcers are available at a fee which is required by the governing labor organization.

Contract and Other Requirements

No contracts accepted for longer than one year. No bianket contracts accepted.

Preferred position governed by priority and availability on contract basis. No periods sold in bulk for resale. All programs are subject to approval of the station.

resale. station.

station.

Closing Time
Advertising copy must be submitted at least 72 hours in advance. No contracts accepted without order.

Closing date for inclusion in general publicity is 10 days before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turntables for lateral and vertical cut recordings.

Personnel
Director—Herbert L. Pettey.
Director of Sales—Bertram Lebhar, Jr. Representatives
Chicago—William G. Rambeau Company.
New England—Bertha Bannan.

WINS (Established 1924)



Rates effective January I, 1944. (Card No. 19.) Owned and operated by Hearst Radio, Inc. Business Office and Studio—28 W. 44th St., New York 18, N. Y., Bryant 9-6000.
Transmitter—Lyndhurst, N. J. Wave—Power—Time
Operating power—10,000 watts.
297 meters; 1010 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time. Operating schedule: 6:00 a.m. to 12:00 midright.

Agency Commission

15% to recognized advertising agencies on time
charges only; no cash discount. All invoices rendered
weekly, payable at face, when rendered. Short rate
billing rendered if frequency rate is not earned.

billing rendered if frequency rate is not earned.

General Advertising
In order to earn net rates quoted, contracts must be completed within 12 months.

Local retail discount 25% on time charges only.

(6:00 a.m. to 12:00 midnight)

1 wk. 13 wks. 26 wks. 39 wks. (1)

1 hour 300.00 285.00 270.00 255.00 240.00

1/2 hour 180.00 171.00 162.00 153.00 140.00

1/4 hour 120.00 114.00 108.00 102.00 96.00

1/0 min. 90.00 86.00 81.00 75.00 67.00

5 min. 60.00 57.00 54.00 51.00 48.00

1 minute transcription or 100 words station break 30.00 28.00 26.00 24.00

1/2 minute transcription or 50 words station break 23.00 21.00 19.00 17.00 15.00

(1) 52 or more weeks.

WEEKLY FREQUENCY RATES 

(1) 52 or more weeks.

DOLLAR VOLUME DISCOUNTS
Less than 200,00 weekly.
200,00 to 399,00 weekly.
400,00 to 599,00 weekly.
800,00 or over weekly.

SDECIAL FRATULES

TALENT Rates on request. REMOTE CONTROL
Remote control broadcasts available on expense basis.
TRANSCRIPTIONS

Transcription library service available.

SERVICE FACILITIES

Merchandising service available to advertiser at cost. Contract and Other Requirements

No contracts accepted for a period longer than one year. Contract renewals subject to rates in effect at time of renewal.

Station reserves the right to eliminate without notice or consent all parts of programs considered contrary to its policy or interest. All programs subject to federal, state and municipal laws, decisions and regulations now and hereafter made and in force.

Closing Time

Programs close one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted 72 hours in advance for review by program director. Releases for general publicity inclusion must be submitted 10 days prior to broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings. Personnel

General Manager-Willard Schroeder. Sales Manager-J. Trevor Adams, Jr. Representatives

Paul H. Raymer Company.

WJZ (Established 1921)



#### **BLUE NETWORK OPERATED**



Rates effective September 1, 1943. (Card No. 10.)
Owned and operated by the American Broadcasting
Company, Inc.
Studio-RCA Bidg., 31 Rockefeller Plaza, New
York 20, N. Y., Circle 7-5700.
Transmitter-Lodi, Bergen County, N. J.
Wave-Power-Time
Operating power-50,000 watts.
389.6 meters; 770 kilocyces.
Licensed to operate full time on cleared channel,
Operates on Eastern War Time.
Operating schedule: 24 hours daily.
Agency Commission
15% to recognized advertising agencies on net charges
for station time; no cash discount. No commission on
program charges. Bills cue and payable when rendered.

#### **NEW YORK—Continued**

#### **NEW YORK CITY—Continued** W J Z-Continued

any continuation thereafter so long as there is no lapse in schedule. The rebate will be due and payable currently only on firm qualifying contracts or as contract becomes firm for 13, 26, 39 or 52 consecutive weeks.

able currently only on firm qualifying contracts or as contract becomes firm for 13, 28, 39 or 52 consecutive weeks.

Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebate.

ANNOUNCEMISTA AND PARTICIPATION
FEATURES

Announcements and participation features may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

Announcements

The position of announcements between programs is not guaranteed in relation to adjacent programs, and station management will not be required to notify advertisers of any changes in adjacent programs. The following per announcement rates are based on the number of uses within a 12 month period.

One minute transcriptions or 125 words live:

1 to 10 to 25 to 50 to 100 to 150 to
91t. 24 ti. 49 ti. 99 ti. 149 ti. 249 ti. (†)
Class "A"
time 180.00 158.00 152.00 144.00 138.00 128.00 120.00
Class "B"
time 120.00 117.00 114.00 108.90 102.00 98.00 90.00
Class "D"
time 80.00 78.00 78.00 78.00 88.00 64.00 80.00
Class "B"
time 54.00 52.00 50.00 48.00 45.00 42.00 40.00
Class "B"
time 54.00 52.00 50.00 48.00 45.00 42.00 40.00
Class "B"
time 54.00 52.00 50.00 48.00 45.00 42.00 40.00
Class "B"
time 54.00 52.00 50.00 48.00 45.00 42.00 40.00
Class "B"
time 54.00 52.00 50.00 48.00 45.00 42.00 40.00
Class "B"
time 54.00 52.00 50.00 48.00 45.00 42.00 40.00
Class "B"
time 54.00 52.00 50.00 48.00 45.00 42.00 40.00
Class "B"
time 54.00 52.00 50.00 48.00 45.00 42.00 40.00
Class "B"
time 54.00 52.00 50.00 48.00 45.00 42.00 40.00
Class "B"
time 54.00 52.00 50.00 48.00 45.00 42.00 40.00
Class "B"
time 54.00 52.00 50.00 48.00 45.00 42.00 40.00
Class "B"
time 54.00 52.00 50.00 48.00 45.00 42.00 40.00 Class 'E' .

time 54.00 52.00 50.00 48.00 45.00 42.00 40.00 Class 'F' .

time 27.00 25.00 25.00 24.00 23.00 22.00 21.00

Chain Breaks
Fifteen second transcriptions or 25-35 words live:
1 to 10 to 25 to 50 to 100 to 150 to
9 ti. 24 ti. 49 ti. 99 ti. 149 ti. 249 ti. (†)

Class "B" 20.00 19.00 18.00 17.00 16.00 15.00 14.00 (†) 250 or more times. For purposes of determining what frequency rate an advertiser earns, announcements and chain breaks are divided into three groups as follows: Group I—Class "A," Group II—Class "B," "C," "D," and "E," and Group III—Class "F,"

The frequency rate for announcements or chain breaks depends upon the total number used or ordered firm in any one group within any 12 month period. The lowest frequency rate earned in any group will apply to the other groups.

Announcements and chain breaks in the same group may be combined to determine the frequency rate for both.

for both.

All announcement participations of less than five minutes may be combined with any announcements and/or chain breaks used in Group II in order to determine the frequency rate for both.

Plan No. "II" of Nancy Craig and Alma Kitchell may be counted as three announcements per week.

Special Participation Features
"Breakfast in Bediam"—with Ed. East, 7:00 a.m. to 7:45 a.m., Monday through Saturday.

Announcements (talent included; fully commissionable):

**Breaking in** The **Junior Time** Buyer



#### SENIOR TIME BUYER:



When selecting a New York station, always line it up with the product to be advertised.

#### JUNIOR TIME BUYER:

Do you mean that different stations appeal to different groups of listeners?



That's it. For instance, some stations can deliver a non-duplicated market of adults with a taste for better products.

Is there such a station in the New York City trading area?

#### SENIOR



Yes, it so happens that WLIB is just such a station, and they have all the figures to prove it. And besides, they can show that housewives are 75% of their total audience.

#### JUNIOR:

And can we get full coverage an a low cost per listener basis fram WI.IB as well?

Yes, you'll find that WLIB's coverage map and Hooperatings prove that.

I'm glad of that, because I listen to WL1B and I love their music.

I always catch WI.IB's "Luncheon Musicate" show from 12:00 to 12:55 p. m. Sunday myself.

NEWS AND THE POPULAR CLASSICS WITH A BLEND OF THE MODERN



Clear Channel-1190 On Your Dial

l to 10 to 25 to 50 to 100 to 150 to 9 ti. 24 ti. 49 ti. 99 ti. 149 ti. 249 ti. (†)
l min 72.00 70.00 68.00 65.00 61.00 57.00 54.00
l/2 min 48.00 47.00 46.00 43.00 41.00 38.00 36.00
(†) 250 or more times.
Time signals and weather reports on Breakfast in Bedlam available—rates on request.
Electrical transcriptions accepted at discretion of station management.

Electrical transcriptions accepted at discretion of station management.
Galen Drake's "Sunrise Salute": 6:00 a.m., to 7:00 a.m., Monday through Saturday, in combination with "Housewives Protective League." 1:30 p.m. to 2:00 p.m., Monday through Friday, 600.00 per week, fully commissionable; no further discounts. Six participations a week, four morning, two afternoon first week; three and three on alternating weeks.
Sunrise Salute: Six participations a week 450.00, fully commissionable; no further discounts. Less than six participations 80.00 each. Transcriptions acceptable on "Sunrise Salute" only.
"Alma Kitchell-—Woman's Exchange": 12:35 p.m. to 1:00 p.m. Monday and Tuesday: 12:35 p.m. to 1:55 p.m. Wednesday, Thursday and Friday—
Electrical transcriptions not accepted.

Plan "I"—Based on individual participation as fol-

| OW  | в: |      |        |        |
|-----|----|------|--------|--------|
| 1   |    | 9    | times  | 125.00 |
| 10  | to | 24   | times. | 121.88 |
| 25  | to |      | times  |        |
| 50  | to |      | times  |        |
| 00  | to |      | times  |        |
| 50  | to | 249  | times  | 100.00 |
| 250 | OF | more | times  | 98 75  |
|     |    |      |        |        |

Plan "II"—Five participations per week—three major and two minor mentions one week and two major and three minor mentions on alternate weeks; sold in

| units of t | wo weeks.   |                       |         |
|------------|-------------|-----------------------|---------|
| 2 to 12 d  | consecutive | weeks                 | 875.00  |
| 13 to 25 c | consecutive | weeks                 | 856.25  |
|            |             | weeks                 |         |
|            |             | weeks.                |         |
|            |             | ve weeks              |         |
|            |             | an of Tomorrow": 8:30 | a.m. to |
|            |             | through Friday-       |         |
| Electrical | ******      | and not accomted      |         |

| State | Stat

| 100 to 149 times                             | 127.50 |
|--|--------|
| 150 to 249 times                             |        |
| 250 or more times                            | 112.50 |
| Plan "II"-Five participations per week-three | maior  |
| and two minor mentions one week and two maj  |        |
| three minor mentions on alternate weeks; s   |        |
| units of two weeks.                          |        |
| 2 to 12 consecutive weeks.                   | 450.00 |
| 13 to 25 consecutive weeks                   | 497 BO |
| 26 to 38 consecutive weeks                   |        |
| 39 to 51 consecutive weeks                   | 100.00 |
|  |        |

TALKS
Lectures and Educational Talks are not accepted between 6:00 p.m. and 12:00 midnight except by special arrangement.

TRANGEMENT

arrangement.
TRANSCRIPTIONS
Accepted at card rates.
REMOTE CONTROL
Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.
Contract and Other Requirements

requiring special production.

Contract and Other Requirements
All acceptable accounts are subject to the same rates.
No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts. All programs are subject to approval of the station.

Services of the station's program department and staff engineers in arranging and presenting programs are included without extra charge. Services of staff announcers are available free of charge except where client selects a particular staff announcer or except where a fee is required by any governing labor organization. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set aside for network use. Closing Time
Closing attended in time set aside for network use. Closing Time Closing the program material must be arranged one week in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using S3-1/S and 78 r.pm. turntables for vertical and lateral cut recordings.

Personnel
Manager—John McNeil.

Sales Manager—Robert I. Garvar

Personnel
Manager—John McNeil.
Sales Manager—Robert I. Garver.
Program Director—John Hade.
Sales Promotion Manager—Duncan Miller.
Representatives
Blue Network Spot Sales.

## **NEW YORK CITY—Continued**

WLIB

(Established 1942)

Ratos effective April 1, 1942. (Card No. 1.) Card revised February 1, 1943. Owned and operated by WLIB, Inc. Business Office and Studio - 850 Flatbush Ave., Brooklyn 25, N. Y., Buckminster 7-5900. Transmitter-Newtown Creek, Brooklyn, N. Y.

Transmitter—Newtown Creek, Brooklyn, N. Y.

Wave—Power—Time
Operating power—1,000 watts.
252.1 moters; 1190 kilocycles.
Licensed to operate on clear channel, full daytime
to one hour after local sunset.
Operates on Eastern War Time.
Agency Commission
15% to recognized agencies on time charges only; no
cash discount. Bills payable when rendered.
General Advertising

| General Adv             | ertisina  | -        |           |          |         |         |
|-------------------------|-----------|----------|-----------|----------|---------|---------|
|                         |           |          | —Per v    | reek-    |         |         |
|                         | I ti.     | 3 ti.    | 5 ti.     |          | ti.     | 7 ti.   |
| 1 hour                  | 125.00    | 337.50   | 546.75    | 637      | .50     | 700.00  |
| 1/2 hour                | 75.00     | 202.50   | 328.00    | 382      | .50     | 420.00  |
| 1/4 hour                | 50.00     | 135.00   | 218.75    | 258      | .00     | 280.00  |
| 10 min.                 | 40.00     | 108.00   | 175.00    | 204      | .00     | 224.00  |
| 5 min.                  | 25.00     | 67.50    |           |          | .50     | 140.00  |
|                         | Fre       | quency ] | Discounts | 1        |         |         |
| 13 weeks                |           | 5%       | 39 week   | rs       |         | 15%     |
| 26 weeks                |           | 10%      | 52 week   | 8        |         | 20%     |
|                         |           |          | EMENT     | 3        |         |         |
| Announcen<br>discounts. | nent rate | s are s  | not subje | et to    | any     | further |
|                         | 1 ti.     | 25 tl.   | 50 ti. 1  | 00 tl. 1 | 150 ti. | (*)     |
| l minute o              | r         |          |           |          |         |         |
| 100 word                |           | 8.00     | 7.50      | 7.00     | 6.50    | 6.00    |
| 1/2 minute              | or        |          |           |          | 00      | 3,00    |
| 50 word:                | 8 5.00    | 4.50     | 4 25      | 4 00     | 3 75    | 3 50    |

50 words. 5.00 4.50 4.25 4.00 3.75 3.50 (\*) 250 or more times.

SPECIAL FEATURES

Time signals, service dashes, station breaks, news reports, local services, combination packages and tie-up or promotional features—rates on request.

POLITICAL AND TALENT

POLITICAL AND TABLE.

Rates on request.
TRANSCRIPTIONS
Library service-regular rates apply; not restricted to certain hours.
REMOTE CONTROL

to certain hours.

REMOTE CONTROL

Rates on request.

SERVICE FACILITIES

Complete program department available to advertisers.

Contract and Other Requirements

No contract accepted for more than one year.

All programs subject to existing federal, state or municipal decisions, laws and regulations and any that night be enacted in the future.

The advertiser will be charged with the cost of programs arranged by the station, subject to advertiser's requirements and approval. The advertiser's contract shall indicate the maximum amount to be expended. Station reserves the right to eliminate without notice or consent all parts or programs which it may consider contrary to its policy or interests.

Closing Time

One week before broadcast. All copy must be submitted for approval at least 24 hours before broadcast.

cast. cast.

Personnel
Pres. & Gen'l Mgr.—Elias 1. Godofsky.
Vice-Pres. & Sales Mgr.—Robert M. Scholle.
Representatives
Chicago and Hollywood—Forjoe & Company.

## WMCA (Established 1925)

|   | (7:30 a.m. to ( | 3:00 p.m. ' | week day | в, 7:30 а. | m,     |
|---|-----------------|-------------|----------|------------|--------|
|   | to 2:00 p.m. S  | unday and   | 10:30 n  | m to 11:   | 30     |
|   |                 | p.m. da     |          |            |        |
| 1 | time            | 325.00      | 195.00   | 130.00     | 65.00  |
| 2 | times           | 618.00      | 371.00   | 247.00     | 124.00 |
| 3 | times           | 878.00      | 527.00   | 351.00     | 176.00 |
| 4 | times           | 1.105.00    | 663.00   | 442.00     | 221.00 |
| 5 | times           | 1.300.00    | 780.00   | 520.00     | 260.00 |
| в | times           | 1.463.00    | 878.00   | 585.00     | 293.00 |
| 7 | times           | 1,593.00    | 956.00   | 637.00     | 319.00 |
|   |                 | CLASS       | C.,      |            | 010,00 |
|   | (11:30          | p.m. to     | 7:30 a.1 | n.)        |        |
| 1 | tlme            | 260.00      | 156.00   | 104.00     | 52.00  |
| 2 | times           | 494.00      | 296.00   | 198.00     | 99.00  |
| 3 | times           | 702.00      | 421.00   | 281.00     | 140.00 |
| 4 | times           | 884.00      | 530.00   | 354.00     | 177.00 |
| 5 |                 | 1.040.00    | 624.00   | 416.00     | 208.00 |
| в |                 | 1.170.00    | 702.00   | 468.00     | 234.00 |
| 7 |                 | 1.274.00    | 764.00   | 510.00     | 255.00 |

DOLLAR VOLUME DISCOUNTS

The following weekly discounts, computed on gross weekly billing for time, apply only to contracts for four or more consecutive weeks of broadcasting.

Less than 250.00 weekly.

250.00 or more but less than 350.00 wkly 2-1/2% 350.00 or more but less than 750.00 wkly 7-1/2% 750.00 or more but less than 1,000.00 wkly 17-1/2% 1,000.00 or more but less than 1,200.00 wkly 12-1/2% 1,200.00 or more but less than 1,200.00 wkly 12-1/2% 1,200.00 or more but less than 1,500.00 wkly 12-1/2% 1,500.00 or more weekly.

WEEKLY DISCOUNTS
Discounts for number of weeks of broadcasting are in addition to dollar volume discounts, if any. Discount

| Less than<br>13 to 25<br>26 to 38<br>39 to 51 | earned within one year. 13 consecutive weeks | 5%<br>10%<br>12-1/2% |
|---|--|----------------------|
| 52 weeks                                      | ***************************************      | 15%                  |

SPOT ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m. week days and 2:00

|      |        |         |         |          | Sunuaya)    |           |
|------|--------|---------|---------|----------|-------------|-----------|
| 1    | minute | station | break.  | *******  |             | 60.00     |
| 1/2  | minute | station | break.  |          |             | 35.00     |
| 1    | minute | run of  | schedu  | le       |             | 35.00     |
| 1/2  | minute | run of  | schedu  | ìe       |             | 20.00     |
|      |        |         | All oth |          |             |           |
| 1    | minute |         |         |          |             | 35.00     |
| 1/2  | minute | station | break.  | ******** |             | 20.00     |
| 1    | minute | run of  | schedu  | le       |             | 20.00     |
| 1/2  | minute | run of  | schedu  | 16       |             | 12.50     |
| Min  | imum o | f 10 r  | in of   | schedu   | le announce | ments per |
| weel | r niar | he comb | ined w  | ith et   | etton breek | announce. |

week; may be combined with station break announce-ments; inscried in sustaining programs at station's discretion.

Dollar volume and weekly discounts apply to all time charges, including announcements.

SPECIAL FEATURES

Time signals and service flashes—rates on request.

TRANSCRIPTIONS Electrically transcribed programs (five minutes or longer) accepted at all hours at regular rates.

TALENT

WMCA maintains a c-inplete artists' bureau and program department which is available to advertisers. Services of announcers, actors, and vocalists subject to AFRA reactors. The REMOTE CONTROL Facilities available for handling programs originating outside of studies; rates for outside pick-ups on request.

SERVICE FACILITIES

outside of studios; rates for outside pick-ups on request.

SERVICE FACILITIES

Station maintains a complete program production department which is available to advertisers.

Contract and Other Requirements

Advertising of alcoholic beverages accepted.

Rates do not include telent costs.

The advertisers will be charged with the cost of the program which will be granged by the station subject to the advertiser's requirements and approval. The advertiser's contract skall indicate the maximum amount to be expended. Station reserves the right to eliminate without notice or consent all pairs of programs which it may consider contrary to its policy or interests. All program material is subject to federal, state or municipal decisions, laws and regulations, now and hereafter made and in force.

now and hereafter made and in force.

Closing Time
One week in advance of broadcast. All commercial
copy must be submitted and approved 24 hours in
advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for
lateral or vertical recordings.

Personnel
President—Nathan Straus.
General Manager—Charles Stark.
Representatives
Weed & Company.



NEW YORK

record-breaking record jockey!

The radio personality who conducted remote broadcasts with 42 "name" bands in one year-more, as far as we know, than any other similar star-

was STEVE ELLIS!

The radio personality who performed (for a gigantic Marine Corps Ball) the "greatest job of one-man production, announcing, and emceeing in 1943"--

was STEVE ELLIS!

The radio personality who did that top-flight all-night emceeing job on a New York network key station-

he, too, was STEVE ELLIS!

That's why the star WMCA called in to conduct its colorful and varied record show, "The Music Box" (9:30-11:30 am, Mon.-Sat.)-

is STEVE ELLIS!

WMCa And that's why-in 3 months-Ellis is almost sold out! But a few participations are still available. Call Circle 6-2200 or Weed & Company for further facts and figures-today.

#### **NEW YORK CITY—Continued** WNEW

(Established 1934)



Rates effective January 10, 1944. (Card No. 23.)
Operated by Greater New York Broadcasting Corporation.
Business Office and Main Studio—501 Madison Ave..
New York 22, N. Y., Plaza 3-3300.
Transmitter—Kearny, N. J.
Wave—Fower—Time
Operating power—10,000 watts.
265.5 meters; 1130 kilocycles.
Operates on Eastern War Time.
Operating power—10,000 watts.
15% to complete advertising agencies on time cost only to coccede advertising agencies on time cost only to complete adver 

3 ti. 6 ti. .... 1,147.50 1,899.00 688.50 1.134.00 1 hour......

| 1/2 11/01                         | 000.00 1,104.00    |
|-----------------------------------|--------------------|
| 1/4 hour                          | 459.00 756.00      |
| 10 minutes                        | 382.50 630.00      |
| 5 minutes                         |                    |
| CLASS "B"                         | 200101 21210       |
| (12:01 a.m. to 6:59 a.r           | n. daily)          |
| 1 hour                            |                    |
|                                   |                    |
| 1/2 hour                          |                    |
| 1/4 hour                          | 255.00 420.00      |
| 10 minutes                        |                    |
| 5 minutes                         |                    |
|                                   | 130.10 200.90      |
| WEEKLY DOLLAR VOLUMI              |                    |
| The following discounts, comput   | ed on gross weekly |
| billing for time, are applicable  |                    |
| six or more consecutive weeks of  |                    |
| 750.00 or more but less than 1,   |                    |
|                                   |                    |
| 1,000.00 or more but less than 1, |                    |
| 1,250.00 or more but less than 1  | .500.00 12-1/2%    |
| 1.500.00 or more                  | 15%                |
| CONSECUTIVE WEEK I                | DISCOUNTS          |
| Discounts for consecutive weeks   |                    |
|                                   |                    |

CUNSECULIVE CONTROL OF Less than 26 weeks. None
26 to 38 weeks 5%
39 to 51 weeks 10%
5 weeks 10%
6 Weeks 10%
7:00 a.m. to 10:00 a.m. 11:30 a.m. to 5:30
p.m. 7:30 p.m. to 12:00 midnight week days
and 7:00 a.m. to 12:00 midnight week days
1 minute. 50.00
50 words 50.00
1 minute. 30.00
1 minute. 30.00

|     | its, if any.      |         |
|-----|-------------------|---------|
| 51  | times             | 5%      |
| 101 | times             | 7-1/2%  |
| 151 | times             | 10%     |
| 201 | times             | 12-1/2% |
| 251 | times             | 15%     |
|     | or more times     |         |
|     | SPECIAL PRACTIBES | ** N    |

SPECIAL FEATURES

Make Believe Ballroom—Daily except Sunday from 10:00 s.m. to 11:30 s.m. and 5:30 p.m. to 7:30 p.m.; participating sponsorship available in 15 minute periods only on 3 or 6 time a week basts. Minimum contract 13 weeks.

3 times weekly.

650.00 times weekly.

Discounts

050.00
Discounts
1,087.50 

Other programs—rates on request. Closing Time

Closing Time
Program copy must be in one week before broadcast.
Copy for local commercial programs or announcements must be in 24 hours before broadcast. Copy
for Sunday and Monday programs and announcements
must be received before 10:00 a.m. Saturday.
Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-

tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

# WNYC (Established 1924)

Owned and operated by the City of New York, the Municipal Broadcasting System.

Executive Offices and Studios—2500 Municipal Bldg., New York 7, N. T., Worth 2-5600.

Transmitter— Greenpoint Avenue and East River, Brooklyn, N. Y.

(ave.—Power—Time)

wave—Fower—17me
Operating power—1,000 watts.
361.4 meters; 830 kilocycles.
Personnel
Director—M. S. Novik.
Does not sell time.

#### WOR

(Established 1922)

(Established 1922)

Rate card issued November 1, 1943.
Owned and operated by Bamberger Broadcasting Service, Inc.

Business Office and Studio—1440 Broadway, New York 18, N. Y., Pennsylvania 6-8600.

Transmitter—Carteret, N. J.

Wave—Power—Time
Operating power—50,000 watts.
422.3 meters; 710 kilocycles.
Licensed to operate full time on clear channel. Operates on Eastern War Time.
Operating schedule: 24 hours daily.
Agency Commission
15% on net time to recognized advertising agencies; no cash discount. Hills due and payable weekly foliowing each broadcast.
General Advertising
For combination rates see Mutual Broadcasting System.
Minimum contract eight weeks except for broadcasts of seasonal products, store sales or irregular cases and selected sation-tested programs broadcast by station for at least 13 weeks.
Minimum time sold five minutes, or 35 word time announcement.
Maximum length of program commercial (including copy devoted to contests and offers);

1 hour.

6 minutes
1 hour.

9 minutes
1/4 hour.
2-1/2 minutes
3 iniutes
4-1/2 minutes
5 minutes.
1-3/4 minutes
5 minutes.
1-3/4 minutes
1-3/4 minutes
1-3/4 minutes
Program must conclude 30 seconds before start of following program.
1 hour.
1 hour.
1 hour.
1 1-200.00
1/2 hour.
1 1-200.00
1/2 hour.
1 200.00

| 1/2 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100

ANNOUNCEMENTS

ANNOUNCEMENTS

Specified positions, subject to removal for larger units of time, etc. Subject to regular weekly discounts on time when announcements are purchased for four or more consecutive weeks, but not subject to annual rebate.

rebate. (6:00 p.m. to 10:30 p.m.)

1 minute. 150.00
35 words 110.00
(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to
12:00 midnight)

(\*) (†)

Announcements next to special features and sporting events—rates on request.

(2:00 s.m. to 5:45 s.m.)

Per announcement

PARTICIPATION PROGRAMS

Beatty: Monday through Friday: five week-

Bessie Beatty: Monday through Friday; five week-ly 500,00.

Martha Deane: Monday through Friday, five week-ly 450,00.

Breakfast with Dorothy and Dick: Monday through Saturday; 6 weekly 600,00; 3 weekly 300,00; 2 week-ly 250,00; 1 weekly 125,00.

Brunch with Dorothy and Dick: Sundays only 125,00.

Alfred McCann: Monday through Friday; five week-ly 400,00.

SPECIAL FEATURES

#### SPECIAL FEATURES

News: Leased wire service available in regular 15 minute periods; commercial copy limited to 2-1/2 minutes for each 15 minute period. Rates on request. Time Signals: Limited to sponsor identification; available only to clock and watch advertisers; subject to weekly discounts and annual rebates; day signals, per week 750.00; evening signals, per week 1,500.00.

TRANSCRIPTIONS 

Studios and master recordings—rates on request.

#### TALENT

Rates on request.
Sound effects equipment, per man hour for rehearsal and broadcast 7.00,
Wurlitzer Organ and Hammond Organs available without extra charge by arrangement.
Music in WOR library available only at a rental charge.

REMOTE CONTROL Program handled from any point. Rates for remote control on request.

SERVICE FACILITIES

Services of station artists bureau and program de-partment available in arranging and presenting pro-grams—rates on request. Closing Time

Two weeks in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Presonnel
President—Theodore C. Streibert.
Vice-Pres. in charge of Sales—R. C. Maddux.
Sales Manager—Eugene S. Thomas.

Saies Manager-Eugene S. Thomas.

Branch Offices
Chicago-Tribune Tower, Superior 5110.
Boston-914 Statler Bidg., Liberty 0825.
San Francisco-Edward S. Townsend Company.
Los Angeles-Edward S. Townsend Company.

#### w o v (Established 1926)

Rates effective February 14, 1944. (Card No. 6A.) Rates effective February 14, 1944. (Card No. 6A.)
Owned and operated by Wodam Corporation.
Business Office and Studio—730 Fifth Ave., New
York 19, N.Y., Circle 5-7979.
Transmitter—Carlstadt, N. J.
Wave—Power—Time
Operating power—5,000 watts.
234.4 meters; 1280 kilocycles.
Licensed to operate full time. Operates on Eastern
War Time.
Operating schedule: 6:30 a.m. to 12:00 midnight,
except from 6:00 a.m. Sundays to 6:00 a.m. Mondays.
Agency Commission

Agency Commission
15% on net time charges to agencies recognized by
the station; no cash discount. Invoices rendered week15, payable at face when rendered. Short rate billing
rendered if frequency rate is not earned.

rendered if requency is a substitute of the contract of the completed within one year.

GENERAL BROADCASTING
CLASS "A"

CLASS "A"

(10.00 p.m.)

|     |       | (6:00  | p.m. to | 10:00 p.n | n.)     |        |
|-----|-------|--------|---------|-----------|---------|--------|
|     |       | 1 hr.  | 1/2 hr. | 1/4 hr.   | 10 min. | 5 min. |
| 1   | time  | 250.00 | 150.00  | 90.00     | 60.00   | 45.00  |
| 26  | times | 156.24 | 93.75   | 57.25     | 37.50   | 28.63  |
| 52  | times | 140.62 | 84.39   | 51.54     | 33.75   | 25.77  |
| 104 | times | 133.60 | 80.16   | 48.96     | 32.07   | 24.48  |
| 156 | times | 126.92 | 76.14   | 46.52     | 30.47   | 23.26  |
| 208 | times | 120.58 | 72.33   | 44.20     | 28.95   | 22.10  |
| 260 | times | 108.56 | 65, 25  | 39.90     | 26.11   | 19.95  |
| 312 | times | 97.72  | 58.74   | 35.92     | 23.50   | 17.96  |
|     |       |        |         |           |         |        |

(This listing continued on page 226)

BONUS FOR ADVERTISERS

# WNEW GIVES YOU MORE LISTENERS

# per set tuned in than the average of all other New York stations!

Before you buy time in New York—look at these four highly important facts!

- 1. WNEW covers 3,500,000 radio homes in America's Number One Market.
- 2. For every 100 of these radio homes tuned to 1130 on the dial, WNEW delivers an average of 180 listeners—ten more than the average of all other New York stations!
- 3. At first glance, that might not seem like an awful lot to crow about—but with a 3.0 rating, it means 10,500 additional listeners for each quarter-bour!
- 4. AND WNEW has an average rating of 3.0 for its entire program schedule, from 9:00 a.m. to 9:00 p.m., seven days a week! Now remember! We didn't pull these figures out of a hat. Pulse, Inc. will back them up.

These BONUS LISTENERS are yours when you use WNEW. Their existence proves:

- (a) WNEW "delivers more for your advertising dollar", and . . .
- (b) WNEW programs inspire real listener interest, listener loyalty, and listener confidence. In short, WNEW programs are the kind that build sales!



Constant

Standard

Service

means

usership of

Rate & Data

continuous

exposure

of your

message

to the

who decide

where time

is to be

bought.

men

sales

#### **NEW YORK—Continued**

#### **NEW YORK CITY—Continued** W O V—Continued

(7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 7:00 a.m.) 1/4 hr. 80.00 50.00 45.00 42.75 40.61 38.58 34.82 31.34 10 min, 50.00 31.25 28.13 26.72 25.38 24.11 21.75 19.58 7:00 a 1/2 hr. 125.00, 78.12 70.31 66.80 63.46 60.29 54.28 48.85

DISCOUNTS

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within one year.

Announcements and programs cannot be combined to earn larger discounts.

Contiguous Rates: One advertiser may combine programs of 15 minutes or more in length if such products occur on the same day to earn a rate based on the combined length of these broadcasts.

Discounts in the above cases shall be figured as one program.

ANNOUNCEMENTS

# 260 times...... 301 or more times..... 11.25 One-half minute electrical transcription or live: Service announcements (75 words) sold only in ac-cordance with weekly rate and at a minimum of six days a week—no fixed position:

Class "A"—6:00 p.m. to 10:00 p.m. Class "B"—7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 7:00 a.m.

#### Discounts

Applicable to service announcements:
2 strips (12 times) 15% 4 strips (24 times) 25%
3 strips (18 times) 20% 5 strips (30 times) 30% SPECIAL FEATURES

"1280 Club"—Mondays through Saturdays, from 7:30 p.m. to 10:00 p.m. Participating sponsorship available to non-competitive products for a minimum of three broadcasts weekly in 10 or 15 minute periods only—except when "1280 Club" precedes or follows news features, when a minimum of 10 minutes is available. "1280 Club" broadcasts cannot be combined with other breadcasts to earn a greater frequency discount.

10 minutes:
3 times weekly 195.00 175.00 186.25 157.50 148.75
5 times weekly 300.00 255.00 242.25 229.50 217.25
6 times weekly 850.00 300.00 285.00 270.00 255.00

"Morning Bugle"—Mondays through Saturdays from 9:00 a.m. to 10:00 a.m. Participating sponsorably available to non-competitive products for a minimum of three broadcasts weekly in 10 or 15 minute periods only. "Morning Bugle" broadcasts cannot be combined with other broadcasts to earn a greater frequency discount.

10 minutes: 3 times weekly 140.00 115.00 110.00 105.00 100.00 5 times weekly 200.00 175.00 186.25 157.50 148.75 6 times weekly 225.00 200.00 190.00 180.00 170.00

Announcements in "Morning Bugle":

1 ti. 26 ti. 52 ti. 156 ti. 260 ti. (†)

Per ann...... 15.00 14.25 13.50 12.75 12.00 11.25
(†) 301 or more times.

(†) 301 or more times. "People Know Everything": Monday through Saturday: 5 minutes at 8:25 a.m., 6:25 p.m., 7:25 p.m., 8:25 p.m. and 9:25 p.m. Sold only in accordance with the weekly rate and at a minimum of six days a week. Cannot be combined with other broadcasts to earn a greater frequency discount.

1 wk. 13 wks. 26 wks. 89 wks. 52 wks. ..... 225.00 200.00 190.00 180.00 170.00

220.00 200.00 190.00 180.00 170.00

2 strips (12 times) 5% 4 strips (24 times) 15% 3 strips (18 times) 10% 5 strips (30 times) 20% News: Leased wire service available at regular time charges.

Rates on request. TRANSCRIPTIONS
Regular rates apply. Transcription library service available at no extra cost. Equipment available for instantaneous recordings in studios, off-the-air line, or from "air" broadcast.

or from "sir" broadcast.

TALENT AND SERVICE
Rates on request. If client desires to furnish own
program talent, same must be acceptable to station.

REMOTE CONTROL

Details on request.

SERVICE FACILITIES
Station maintains a complete artists' bureau and program department. Merchandising departments available to all advertisers at cost.

Closing Time
Program copy must be in one week before broadcast. Copy for local commercial programs or announcements must be in 24 hours before broadcast.
Copy for Monday programs and announcements must
be received before 10:00 a.m. Saturday.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 or 78 r.p.m. double turntables for either lateral or vertical cut recordings.

Personnel
General Manager—Ralph N. Weil.
Sales Manager—Ralph Nardella.

Representatives
John E. Pearson Company.

WQXR (Established 1934)



Rates effective April 1, 1943. (Card No. 9.) Owned and operated by The New York Times.

Owned and operated by The New York Times.

Business Office and Studio—730 Fifth Ave., New York City, Circle 5-5566.

Transmitter—Maspeth, Long Island, N. Y.

Wave—Power—Time
Operating power—10,000 watts.
192.3 meters; 1560 kilocycles.
Licensed to operate full time on clear channel. Operates on Eastern War Time.

Agency Commission
15% to recognized advertising agencies; no cash discount.

General Advertising

GENERAL BROADCASTING TIME RATES (Without talent)

CLASS "A"

(6:00 p.m. to 10:00 p.m.)

1 ti. 13 wks. 26 wks. 39 wks. 52

1 hour. 400.00 380.00 360.00 340.00 30

1/2 hour. 240.00 228.00 216.00 204.00 18

1/4 hour. 160.00 152.00 144.00 136.00 12

10 min... 120.00 114.00 108.00 102.00 0

5 min... 80.00 76.00 72.00 68.00 6

10 min... 120.00 114.00 108.00 102.00 90.00 6 min... 80.00 76.00 72.00 68.00 60.00 CLASS 'B''

(5:00 p.m. to 6:000 p.m. week days; 1:00 p.m. to 101.00 p.m. sundays; 10:00 p.m. to 102.00 p.m. week days; 8:30 a.m. to 1:00 p.m. Sundays; atter 11:00 p.m. dally) to 102.00 p.m. to 1:00 p.m. to 102.00 p.m. to 102.00 p.m. to 102.00 p.m. week days; 8:30 a.m. to 1:00 p.m. Sundays; atter 11:00 p.m. dally) to 102.00 p.m. to 102.00 p.m. to 102.00 p.m. week days; 8:30 a.m. to 1:00 p.m. Sundays; atter 11:00 p.m. dally) to 102.00 p.m. to 102.00 p.m. to 102.00 p.m. week days; 8:30 a.m. to 1:00 p.m. Sundays; atter 11:00 p.m. dally) to 102.00 p.m. to 102.00 p.m.

28.00 20.00

TALENT Subject to AFRA rates. RECORDED PROGRAMS
Sponsors supplying transcriptions assume full responsibility for broadcasting restricted numbers.

REMOTE CONTROL Rates on request.

SERVICE FACILITIES
Service of programing department available in arranging and presenting programs.
Contract and Other Requirements

Right reserved to refuse, discontinue or modify any appasored programs which, in the station's opinion, conflict with their policy.

Mechanisal Program Equipment

Equipped to bandle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables with vertical and lateral pick-ups.

President—John V. L. Hogan.
Executive Vice-President—Elliott M. Sanger.
Vice-President, Sales—Hugh K. Boice.
epresentatives

Chleago-Adam J. Young, Jr., Incorporated,

#### **NEW YORK CITY—Continued** WWRI.

#### WOODSIDE

#### (Established 1926)

Rates effective August 1, 1938. (Card No. 7.) Owned and operated by the Long Island Broadcasting Corporation.

Studio-41-30 58th St., Woodside, New York, N. Y., Newton 9-3300.

Transmitter-Woodside, Long Island, N. Y.

Wave—Power—Time
Operating power—250 watts,
187.5 meters; 1600 kilocycies,
Operates on Eastern War Time.

Agency Commission
15% to all recognized advertising agencies on net
time charges only; no cash discount.

General Advertising
Local retail discount: 15% on time charges only to
bonafide retailers offering goods or services to the
consumer at outlets owned by themselves.

(Nighttime)

|      | (MIRUTTIME)                                  |       |
|------|--|-------|
| 1    | hour   | 80.00 |
| 1/2  | hour   | 45.00 |
| 1/4  | hour   | 27.50 |
|      |  |       |
| 5    | minutes                                      | 16.00 |
|      | (Daytime)                                    |       |
| 1    | hour   | 75.00 |
| 1/2  | hour   | 40.00 |
|      |  |       |
| 1/4  | hour   | 25.00 |
| 5    | minutes                                      | 14.00 |
|      | Sundays)                                     |       |
| 1    | hour   | 85.00 |
|      |  |       |
| 1/2  | hour   | 48.00 |
| 1/4  | hour   | 30,00 |
| - 5  | minutes                                      | 18.00 |
|      |  |       |
|      | DISCOUNTS                                    |       |
| Dise | counts on card rates apply only to the total | num - |
|      |  |       |

| 5 minutes                                       | 18.00  |
|---|--------|
| DISCOUNTS                                       |        |
| Discounts on card rates apply only to the total | num-   |
| ber of broadcasts for the same sponsor in one   | в уеаг |
| under the same (and/or renewed) contracts.      | -      |
| 1 to 12 weeks                                   | Net    |
| 13 to 25 weeks                                  | . 10%  |
| 26 to 38 weeks                                  | . 15%  |
| 39 to 52 weeks                                  |        |
| FREQUENCY DISCOUNTS                             | /•     |
|   | 100    |
| 3 times weekly                                  |        |
| 6 times weekly                                  | . 20%  |
| ANNOUNCEMENTS                                   |        |
| Limited to 100 words:                           |        |
| English, 8:00 a.m. to 6:00 p.m. daily except    |        |
| Sunday  | 5.00   |
| English, nighttime and Sunday                   | 6.00   |

| German, Russian, Spanish, Hungarian,       |        |
|--|--------|
| Czechoslovak, and others-8:00 a.m. to 6:00 |        |
| p.m. daily except Sunday                   | 6.00   |
|  |        |
| Nighttime and Sunday                       | 7.50   |
|  |        |
| Discounts on Announcements                 |        |
| 13 to 25 weeks                             | 10%    |
|  |        |
| 26 to 38 weeks                             | . 15%  |
|  |        |
| 39 to 52 weeks                             | . 2070 |
| Frequency Discounts                        |        |
| 2 times machin                             |        |
|  | 100    |

TRANSCRIPTIONS
Transcription library service available.

TALENT
Station has available talent and casts for all types of programs. Pipe organ in studio.

REMOTE CONTROL
Programs originating from points outside of regular
studios are subject to a special charge for lines,
technicians and announcers, Rates for remote control
broadcasts on request

Contract and Other Requirements

Advertising of alcoholic beverages not accepted.

Artists services are not included in the rates.

All programs and continuity subject to approval of program department. Continuity service free.

The right to eliminate all programs which may be considered contrary to station policy is reserved by station.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double turntable.

Personnel
Pres. & Gen'l Mgr.—W. H. Reuman.
Com'l & Ass't Mgr.—E. Dick. Representatives None.

- FM STATIONS

#### W A B C-(FM)



Rates effective April 1, 1942. (Card No. 1.) Card received April 13, 1942.

Owned and operated by The Columbia Broadcasting System, Inc.

Business Office and Studio—485 Madison Ave., New York 22, N. Y., Wickersham 2-2000.

Transmitter-

Wave—Power—Time
Operating power—3,000 watts.
Frequency—46700.
Operates on Eastern War Time.
Operating schedule: Mondays through Fridays 4:45
p.m. to 11:15 p.m., Saturdays 3:30 p.m. to 11:15
p.m., Sundays 3:00 p.m. to 11:15 p.m.

General Advertising
Programmed in conjunction with WABC.

Representatives Radio Sales.

## WBAM--(FM) (Established 1941)

Rates received April 29, 1941. wned and operated by Bamberger Broadcasting Service, Inc.

Business Office and Studio—1440 Broadway, New York, N. Y., Pennsylvania 6-8600.

Sales Offices—Tribune Tower, Chicago, Ill.; 80 Federal St., Boston, Mass., and Russ Bldg., San Francisco. Calif.

Operating power—10,000 watts. Frequency—47100 kilocycles. Operating schedule: 5:00 p.m. to 11:00 p.m.

#### Agency Commission

15% to recognized agencies on net time only; no cash discount. Bills payable weekly immediately following each broadcast.

#### General Advertision

The following rates are for national advertising. Minimum time sold five minutes, or 35 word time

announcement.

Program must conclude 30 seconds before end of period contracted for to allow for switching and station identification.

| 1                 | hour |      |      | p.m.) | 100.00                  |
|-------------------|------|------|------|-------|-------------------------|
| $\frac{1/2}{1/4}$ | hour | <br> | <br> |       | 60.00<br>40.00          |
| 1<br>1/2          | hour | <br> | <br> | p.m.) | 50.00<br>30.00<br>20.00 |

oz weeks. 10%
The rebate will be due and payable only at the end of each 26, 39 or 52 weeks of consecutive service and after payment therefor.

#### FREQUENCY DISCOUNTS

|                 | for eight or more consecutive weeks. |  |  |  |  |  |  |
|-----------------|--------------------------------------|--|--|--|--|--|--|
|                 | week                                 |  |  |  |  |  |  |
|                 | week 10% week 15%                    |  |  |  |  |  |  |
| Minimum length  | of contract eight weeks (subject to  |  |  |  |  |  |  |
| FCC regulations |                                      |  |  |  |  |  |  |

#### ANNOUNCEMENTS

| 35 word announcements between 6:00 p.m. and   |      |
|---|------|
| p.m. in guaranteed positions following sustain                                      | aing |
| programs:   |      |
| 1 or 2 per week, each   | 5.00 |
| 3, 4 or 5 per week, each  |      |
| 6 or more per week, each  |      |
| 35 word announcements in guaranteed positions, cept next to news, before 6:00 p.m.: |      |
| 1 or 2 per week, each   | 3 00 |
| 3, 4 or 5 per week, each  | 2.00 |
| 6 or more per week, each  | 1.50 |
| One minute announcements before 6:00 p.m. in hour programs, when available;         | 1/4  |
| 1 to 5 per week, each   | 6.00 |
| 6 per week, each  | 5.00 |

#### SPECIAL FEATURES

News Service: Available in regular 15 minute periods; commercial copy limited to 2-1/2 minutes for each 15 minute period-rates on request.

Time Signals: Limited to sponsor identification; available only to clock and watch advertisers; six times per day and one 50 word commercial the seventh time, per week 80.00.

#### TRANSCRIPTIONS

#### TALENT

Rates on request.
Sound effects equipment, per man, per hour for re-hearsal and broadcast 5.00.
Music in WOR library available only at a rental

#### REMOTE CONTROL

Programs handled from any point. Rates for remote control on request.

#### SERVICE FACILITIES

Services of station artists bureau and program de-partment available in arranging and presenting pro-grams.

#### Closing Time

Two weeks in advance.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

#### **NIAGARA FALLS**

(Niagara County)

#### WHLD

(Established 1940)

Rates effective May 1, 1940. (Card No. 2.) Owned and operated by Niagara Falls Gazette Publishing Company.

Business Office and Studios-Niagara Hotel, Niagara Falls, N. Y.

Transmitter-3-1/2 miles northeast of business district.

#### Wave-Power-Time

Operating power—1.000 watts.
232.6 meters; 1290 kilocycles.
Licensed to operate days. Operates on Eastern War
Time.
Operating achedule: Sundsys 9:00 a.m. to local sunset; week days 7:00 a.m. 10 local sunset.

#### Agency Commission

15% on station time charges allowed to recognized agencies; no cash discount. No commission on talent or remote control charges. Bills rendered 1st of month due 10th of month.

| 1<br>13<br>26<br>39<br>52<br>104 | I Advertising time times times times times times | 71.25<br>67.50<br>63.75<br>60.00<br>56.25 | 1/2 hr.<br>40.00<br>38.00<br>36.00<br>34.00<br>32.00<br>30.00 | 1/4 hr.<br>24.00<br>22.80<br>21.60<br>20.40<br>19.60<br>18.40 | 5 min.<br>12.50<br>11.85<br>11.25<br>10.60<br>10.00<br>9.35 |  |
|----------------------------------|--|---|---|---|---|--|
| 156                              | times<br>times<br>times                          | 58.25<br>52.50<br>48.75                   | 30.00<br>28.00<br>26.00                                       | 18.40<br>17.20<br>16.00                                       | 9.35<br>8.75<br>8.10  |  |

| 00 11-0-   |        | 67.50     | 36.00   | 21.60   | 11.25   |
|------------|--------|-----------|---------|---------|---------|
| 26 times   |        |           |         |         |         |
| 39 times   |        | 63.75     | 34.00   | 20.40   | 10.60   |
| 52 times   |        | 80.00     | 32.00   | 19.60   | 10.00   |
| 104 times  |        | 58.25     | 30.00   | 18,40   | 9.85    |
| 156 times  |        | 52.50     | 28.00   | 17.20   | 8.75    |
| 312 times  |        | 48.75     | 26.00   | 16.00   | 8.10    |
| 91         | PECIAL | THE EVENT | T DAT   | r a     |         |
| 5.         | PECIAL | AACIE     | TA LAND | EO      |         |
|            |        |           | er week | ror—    |         |
| One hour:  | 1 wk.  | 13 wks.   | 26 wks. | 39 wks. | 52 wks. |
|            |        |           |         |         |         |
| 3 ti. wkly | 219.25 | 197.25    | 175.50  | 153.50  | 131.50  |

| 5    | ti.  | wkly,    | 356.25   | 320.50   | 285.00   | 249.25 | 213.75 |
|------|------|----------|----------|----------|----------|--------|--------|
| 6    | ti.  | wkly.    | 416.25   | 374.50   | 333.00   | 291.25 | 249.75 |
| One  | -hal | f hour:  |          |          |          |        |        |
| 3    | ti.  | wkly.    | 117.00   | 105.25   | 93.50    | 81.75  | 70.00  |
| 5    | ti.  | wkly.    | 190.00   | 171.00   | 158.00   | 133.00 | 114.00 |
| 6    | ti.  | wkly.    | 222.00   | 199.75   | 177.50   | 155.25 | 133.00 |
| One  | -qui | arter ho |          |          |          |        |        |
| 3    | ti.  | wkly.    | 70.00    | 63.60    | 56.00    | 49.00  | 42,00  |
| 5    | ti.  | wkly.    | 114.00   | 102.50   | 91.00    | 79.75  | 68.25  |
| 6    | ti.  | wkly.    | 133.00   | 119.75   | 106.50   | 93,00  | 79.75  |
| Five | e mi | nutes:   |          |          |          |        |        |
| 3    | ti.  | wkly.    | 36.25    | 31.75    | 29.00    | 25.50  | 21.75  |
| 5    | ti.  | wkly.    | 59,25    | 53.25    | 47.25    | 41.25  | 35.50  |
| 6    | ti.  | wkly.    | 69.00    | 62.00    | 55.00    | 48.25  | 41.25  |
| One  | mir  | ute (6   | or 7 day | a weekly |          |        |        |
| 1    | dal  | ly       | 6.00     | 3.93     | 3.60     | 3.30   | 3.00   |
| 2    | dai  | ly       | 5.70     | 3.70     | 3.42     | 3.14   | 2.85   |
|      |      | ore dly  | 7. 5.40  | 3.50     | 3.24     | 2.97   | 2.70   |
|      |      |          | 4 37310  | *****    | פווווגיד |        |        |

SPECIAL FEATURES
News rates on request. Temperature reports, time signals and special events—rates on request.

TALENT

Rates on request. SERVICE FACILITIES
Program and production departments maintained.

REMOTE CONTROL Rates on request.

Rates on request.

Contract and Copy Requirements
 Advertising of alcoholic beverages, other than heer
 and wine, not accepted.

Rates are for station time only. Station reserves
 the right to refuse or discontinue any advertising for
 reasons satisfactory to itself. All programs and advertisers' copy must conform to station standards. No
 contracts accepted for more than one year. Where
 lower rates are earned during life of contract, such
 additional discounts shall be retroactive and paid as
 earned at the end of each period. Program sponsors
 may purchase additional announcements during life
 of contract at frequency discounts earned by pro gram. Contracts are not subject to cancellation be fore date of expiration upon less than two weeks'
 written notice and are subject to any adjusted rate
 accruing to the date of the rancellation.

Closing Time

Closing Time
Contracts close one week in advance of first broadcast; announcement copy and transcriptions close 24
hours in advance; talks close 72 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Station Manager—Earl C. Hull.
Commercial Manager—Richard G. Robbins.

Representatives Headley-Reed Company.

# Advertisers' Indexes

in SRDS read like the Who's Who in publishing and radio.

#### **NEW YORK—Continued**

#### **OGDENSBURG**

(St. Lawrence County)

WSLB (Established 1940)



Rates effective October 1, 1944, (Card No. 3.)

Rates effective October 1, 1944. (Card No. 3.)
Owned and operated by St. Lawrence Broadcasting
Corporation.
Business Office and Studio—2315 Knox St., Ogdensburg, N. Y.
Transmitter—2315 Knox St., Ogdensburg, N. Y.
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.
Operating schedule: 7:00 a.m. to 12:00 midnight.
Agency Commission
15% on net station time to recognized advertising agencies previded payment is made 15th of month following date of service. Cash discount 2%—10 days, net 30. Invoices mailed monthly. No discount on talent unless specified.
General Advertising
For combination rates see Mutual Broadcasting System.
(7:00 a.m. to 12:00 midnight)
(7:00 a.m. to 12:00 midnight)
(1:15tt. 26tt. 50tt. 100tt. 150tt.

|   | hour     |      | 13 ti.<br>38.00 | 26 t1,<br>36.00 | 50 ti.<br>84.00 | 100 tl.<br>32.00 | 150 ti.<br>30,00 |
|---|----------|------|-----------------|-----------------|-----------------|------------------|------------------|
|   | hour     |      | 28.50           | 27.00           | 25.50           | 24.00            | 22.50            |
|   | hour     |      | 19.00           | 18.00           | 17.00           | 16.00            | 15.00            |
|   | minutes  |      | 9.50            | 9.00            | 8.50            | 8.00             | 7.50             |
| 1 | minute o |      |                 |                 |                 |                  |                  |
|   | less     | 5.00 | 4,75            | 4.50            | 4.25            | 4.00             | 3.75             |
|   |          | CDE  | CTAT 1          | CT A TO T       | DEG             |                  |                  |

SPECIAL FEATURES
Leased wire services available.
TRANSCRIPTIONS
Transcription library services available. Regular rates

TALENT
Variety of local talent available at prevailing local rates. Staff announcers at local talent rate if extra service is required.

REMOTE CONTROL

Remote pick-ups at actual cost.

SERVICE FACILITIES

Merchandising department available.

Closing Time

Contracts close two weeks in advance of first broadcast; announcement copy and talks close 24 hours in advance; transcriptions 48 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. turntables for lateral cut recordings.

Personnel

Station Manager—Harold J. Frank.

Commercial Manager—Joseph R. Brandy.

Representatives

The Walker Company.

#### OLEAN

(Cattaraugus County) WHDL (Established 1928)



Hates effective January 1, 1945. (Card No. 10.)
Owned and operated by WHDL, Inc. (Affiliated with
the Olean Times-Herald.)
Business Office and Main Studio—601-619 Exchange
Nat'l Bank Bidg., Olean, N. X., telephone 4149.
Transmitter—Town of Allegany, N. Y.
Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
Operating schedule: 7:00 a.m. to 12:05 a.m.
Agency Commission
15% on net charges for station time to recognized
advertising agencies; no cash discount. No discounts
on political, talent and line charges. Charges for
station time are payable the 10th of month following
broadcast. From retroactive discounts, if any, station
will deduct any excess commissions previously allowed.
General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementarics) and Keystone
Notwork.
Rates for programs longer than one hour are in exact

CLASS "A"
(6:00 p.m. to 10:00 p.m. week days and
Sunday afternoon) \*120 words.... 6.00 5.70 5.40 5.10 4.80 †40 words.... 5.00 4.75 4.50 4.25 4.00

CLASS "B"
(All other times) (All other times)

1 13 26 52 100 250

1 13 26 52 100 250

1 11. ti. ti. ti. ti. ti.

\*120 words... 5.00 4.75 4.50 4.25 4.00 3.75

†40 words... 4.00 3.80 3.60 3.40 3.20 3.00

(\*) Or one minute transcription.

(\*) Or 20 second transcription.

SPECIAL FEATURES

Time signals, weather and temperature reports, sports events, and other special features—rates on request.

TALKS

One time rate applies; no discounts.

POLITICAL

One time rate spiles; no discounts.

REMOTE CONTROL

Complete facilities for program pick-ups remote from studios—rates on request.

Iosing Time

Closing date of second a time of the control of the

closing Time
Closing date of general publicity, two weeks in ad-

Vance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Presonnei
President—E. B. Fitzpatrick.
Station Manager—Thomas L. Brown.
Representatives
J. P. McKinney & Son.

#### **PLATTSBURGH**

(Clinton County)

WMFF (Established 1934)



#### **BLUE NETWORK STATION**



Rates effective January 1, 1942.

Owned and operated by Plattsburgh Broadcasting Corp.

Corp.

Business Offices and Studio—Radio Center, Plattsburgh, N. Y., telephone 1600.

Transmitter—Boynton Ave., Plattsburgh, N. Y.

Wave—Power—Time

Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel. Operaties on Eastern War Time.
Operating schedule: Sundays 8:00 s.m. to 12:00 midnight; week days 7:00 s.m. to 12:00 midnight.

Agency Commission
15% on net charges for station time. No commission
on program charges. Bills due and payable 10th of
each month.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries) and Keystone

Network.
The following rates are for national advertising.
Music copyright fees are not included in rates. (6:00 p.m. to 11:00 p.m.)

| 1   | hour    | 75.00 | 71,25   | 67.50 | 63,75 | 60,00 | 56.25 |
|-----|---------|-------|---------|-------|-------|-------|-------|
| 1/2 | hour    | 45.00 | 42.75   | 40.50 | 38.25 | 36.00 | 33.75 |
| 1/4 | hour    | 80.00 | 28.50   | 27.00 | 25.50 | 24.00 | 22.50 |
| 5   | minutes | 15.00 | 14.25   | 13.50 | 12.75 | 12.00 | 11.25 |
|     |         | (8:00 | a.m. to | 6:00  | p.m.) |       |       |
| 1   | hour    | 50.00 | 47.50   | 45.00 | 42.50 | 40.00 | 37.50 |
| 1/2 | hour    | 30.00 | 28.50   | 27.00 | 25.50 | 24.00 | 22.50 |
| 1/4 | hour    | 20.00 | 19.00   | 18.00 | 17.00 | 16.00 | 15.00 |
| 5   | minutes | 10.00 | 9.50    | 9.00  | 8.50  | 8.00  | 7.50  |
|     |         | AN    | NOUNC   | EMEN  | ST    |       |       |

ANNOUNCEMENTS
(After 6:00 p.m.)
100 words.... 8.00 7.60 7.20 6.80
50 words.... 6.00 5.70 5.40 5.10 8.00 4.50 (Before 6:00 p.m.)
5.00 4.75 4.50 4.25
3.00 2.85 2.70 2.55

SPECIAL FEATURES
One minute transcriptions accommodated at 100 word rate and station break announcements accommodated at 50 word rate. Time or weather reports same basis. TALENT

Rates on request.

REMOTE CONTROL
Complete facilities for handling programs originating outside of studios.

Ing outside of studios.

SERVICE FACILITIES

Gratis service confined to pre-announcements or brief previews of program of quarter hour or longer, and telephone calls to dealers and/or distributors within local exchange limits.

Letters to trade on station stationery written at cost of same plus postage and fee for typist. Moderate charge for personal calls on dealers and distributors within limits of Plattaburgh and suburbs or for distributing display material within same limits. No calls made outside of city.

Contract and Other Requirements

Advertising of alcoholic beverages accepted.

Closing Time

Closing Time
Talent programs, one week in advance of initial broadcast.
Announcements, talks or recorded programs close 48 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel Sec'y & Gen'l Mgr.—George F. Bissell. Representatives
Spot Sales, Inc.

#### **POUGHKEEPSIE**

(Dutchess County)

WKIP (Established 1940)



Rates effective March 1, 1945. (Card No. 4.) Card received February 9, 1945.

Owned and operated by Poughkeepsie Newspapers,

Owned and operated by roughacepase the line.

Business Office and Studio — The Nelson House, Poughkeepsie, N. Y., telephone 6800.

Transmitter—The Nelson House (Center of Business District).

Wave—Power—Time
Operating power—250 watts.
208.9 meters: 1450 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.
Operating schedule: Sunday 8:00 s.m. to 12:00 midnight.
Agency Commission
15% to recognized advertising agencies: cash discount

Agency Commission
15% to recognized advertising agencies; cash discount
none. Bills rendered 1st of month and are due and
payable immediately following each broadcast.

payable immediately losses.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries).
Rates include music copyright fees.

CLASS "A"

|     | ,        | CLASS  | Α        |            |        |
|-----|----------|--------|----------|------------|--------|
|     | (6:00 p. | m. to  | 11:00 p. | m.)        |        |
|     |          | 1 hr.  | 1/2 hr.  | 1/4 hr.    | 5 min. |
| 1   | †ime     | 70.00  | 42.00    | 28.00      | 14.00  |
| 13  | times    | 66.50  | 39.90    | 26,60      | 13.30  |
| 26  | times    | 63.00  | 37.80    | 25.20      | 12.60  |
| 52  | times    | 59.50  | 35.70    | 23.80      | 11,90  |
| 104 | times    | 56.00  | 33,60    | 22.40      | 11.20  |
| 260 | times    | 52.50  | 31.50    | 21.00      | 10.50  |
| 312 | times    | 49.00  | 29,40    | 19.60      | 9,80   |
| 520 | times    | 45.50  | 27.30    | 18.20      | 9.10   |
|     | (        | CLASS  | "B"      |            |        |
|     |          | m. and |          | 11:00 p.m. | .)     |
| 1   | time     |        |          |            | 10.00  |

| CLASS "B" |               |        |       |     |       |             |       |
|-----------|---------------|--------|-------|-----|-------|-------------|-------|
|           | Before        | 6:00 g | o.m.  | and | after | 11:00 p.m.) |       |
| 1         | time          |        | . 50. | .00 | 30.00 | 20,00       | 10.00 |
| 13        | times         |        | . 47. | 50  | 28.50 | 19.00       | 9.50  |
| 26        | times         |        | . 45. | 00  | 27.00 | 18.00       | 9.00  |
| 52        | times         |        | . 42. | 50  | 25.50 | 17.00       | 8,50  |
| 104       | times         |        | . 40  | .00 | 24.00 | 16.00       | 8.00  |
| 260       | times         |        | . 37. | .50 | 22.50 | 15.00       | 7.50  |
| 312       | times         |        | . 35. | .00 | 21.00 | 14.00       | 7.00  |
| 520       | times         |        | . 32. | 50  | 19.50 | 13.00       | 6.50  |
|           | ANNOUNCEMENTS |        |       |     |       |             |       |

CLASS ''A''

|     | (6:00 p.m. to 11:0        | 00 p.m.)        |      |
|-----|---------------------------|-----------------|------|
| 100 | words or one minute:      |                 |      |
| 1   | time 7.00 104             | times           | 5.60 |
| 13  | times 6.65 260            | times           | 5.25 |
| 26  | times 6.30 312            | times 4         | 1.90 |
| 52  | times 6.00 520            | times 4         | 1.55 |
| 50  | words or one-half minute: |                 |      |
| 1   | time 6.00 104             | times           | 4.80 |
| 13  | times 5.70 260            |                 |      |
| 26  | times 5.40 312            | times           | 4.20 |
| 52  | times 5.10 520            | times :         | 3.90 |
|     | CLASS "B                  | •               |      |
|     |                           | ter 11:00 p.m.) |      |

100 words or one minute:

| т.  | t1me              | D. UU | PU1   | t1mes         | 4.00    |
|-----|-------------------|-------|-------|---------------|---------|
|     | times             |       |       | times         | 3.75    |
|     | times             |       |       |               |         |
| 52  | times             | 4.25  | 520   | times         | 3.25    |
| 50  | words or one-half | min   | ute:  |               |         |
| 1   | time              | 4.00  | 104   | times         | 3.20    |
|     | times             |       |       |               |         |
| 26  | times             | 3.60  | 312   | times         | 2.80    |
| 52  | times             | 3.40  | 520   | times         | 2.60    |
| Sta | tion break annou  | nceme | nts   | limited to 35 | words   |
| and | l take 50 word re | te R  | un of | Schedule An   | nounce- |

and take 50 word rate. Run of Schedule Announce-ments: Regular rates less 10%; time subject to change at station's discretion.

SPECIAL FEATURES
News: Leased wire services available at regular rates
plus 2.00 per broadcast for each 15 minute period;
1.00 per broadcast for each 5 minute period.
POLITICAL
One time rate applies.

TRANSCRIPTIONS
General advertising rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

TALENT

Rates on request. REMOTE CONTROL
Remote control facilities subject to extra charges for line and mechanical costs—rates on request.

for line and mechanical costs—rates on request.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted.

Rates are for station time only.

Contracts (unless otherwise agreed) are subject to cancellation by written notice accompanied by certified check at short rate to date of last program. Two weeks' advance notice required. No contract accepted for longer than one year. Preferred position governed by priority and availability on contract. All contracts subject to station approval and government regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

Earmed rates determined by total number of broadcasts for the same sponsor during any 12 month period. No rebates allowed on previous contracts.

Closing Time

Closing Time

casing 11ms Contracts close two weeks in advance of first broad-cast. Announcements and talks close 72 hours in ad-vance of broadcast. Transcriptions close 24 hours in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turntables for lateral cut recordings.

Personnel
General Manager—H. W. Cassill.
Station & Com'l Mgr.—Bruff W. Olin, Jr.

Representatives
Headley-Reed Company.

#### ROCHESTER

(Monros County) WHAM (Established 1922)



Rates received August 1, 1944.
Owned and operated by Stromberg-Carlson Company.
Studio-111 East Ave., Rochester 4, N. Y., Stone 1862.
Transmitter-Victor, N. Y.

#### Wave-Power-Time

Operating power—50,000 watts. 254.2 meters; 1180 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Operating schedule: Sundays 7:58 a.m. to 12:30 a.m.; Monday through Friday 6:30 a.m. to 12:30 a.m.; Saturday 6:30 a.m. to 1:00 a.m.;

#### Agency Commission

15% on net charges for station time to recognized agencies; no cash discount. Bills payable ten days from date of invoice.

#### General Advertising

For combination rates see National Broadcasting Company (Basic Network). The following rates are for national advertising and include music copyright fees.

|     | 16:00 p.m                               |         |          | daily)     | 704.41  |
|-----|---|---------|----------|------------|---------|
|     |   | I ti.   | 26 t1.   | 52 ti.     | 104 tl. |
| 1   | hour                                    | 400.00  | 380.00   | 360.00     | 340.00  |
| 1/2 | hour                                    | 240.00  | 228.00   | 216.00     | 204.00  |
| 1/4 | hour                                    | 160.00  | 152.00   | 144.00     | 136.00  |
| *10 | minutes                                 | 120.00  | 114.00   | 108.00     | 102.00  |
| *5  | minutes                                 | 80.00   | 76.00    | 72.00      | 68.00   |
| - 3 | 111111111111111111111111111111111111111 | 80.00   | 10.00    | 12.00      | 08.00   |
|     | (12:00 noon to                          | 6:00    |          | days only  |         |
| 1/2 | hour                                    | 160.00  | 152.00   | 144.00     | 136.00  |
| 1/4 | hour                                    | 107.00  | 101.65   | 96.30      | 90.95   |
| *10 |   | 80.00   |          |            | 68.00   |
| *5  | minutes                                 | 53.50   |          |            | 45.48   |
| 3   | mmucos                                  | 33.00   | 30.00    | 40.10      | 90.70   |
|     | (8:00 a.m. to 6:                        | 00 p.m. | week day | ys and 11: | 00      |
|     | p.m. to                                 | 12:00 n | aidnight | daily)     |         |
| 1   | hour                                    | 200.00  | 190.00   | 180.00     | 170.00  |
| 1/2 | hour                                    | 120.00  | 114.00   | 108.00     | 102.00  |
| 1/4 |   | 80,00   |          |            | 68.00   |
| *10 | minutes                                 |         |          |            | 51.00   |
| *5  |   | 40.00   |          | 36.00      | 34.00   |
| ~ 3 | minutes                                 | 40.00   | 30.00    | 30.00      | 34.00   |
|     | (12:00 midn                             | ight to | 8:00 a.n | a. daily)  |         |
| 1   | bour                                    | Ī33.50  | 126.83   | 120.15     | 113.48  |
| 1/2 | hour                                    | 80.00   |          |            | 68.00   |
| 1/4 | hour                                    | 53.50   |          |            | 45.48   |
| *10 |   | 40.00   |          | 36.00      | 34.00   |
| *5  |   |         | 25.41    | 24.08      | 22.74   |
|     | minutes                                 |         |          |            | 44.14   |
|     |   |         |          |            |         |

#### ANNOUNCEMENTS

| (6:00 p.m. to  |       | 52 ti. | 104 ti. |
|--|-------|--------|---------|
| I min, (100 words) 50.00   |       | 45.00  | 42.50   |
| 25 words (15 second<br>transcription) 33.00                      | 31.35 | 29.70  | 28.05   |
| (8:00 a.m. to<br>1 min, (100 words) 27.50<br>25 words (15 second |       | 24.75  | 23.38   |
| transcription) 22,00   | 20.90 | 19,80  | 18.70   |
| (10:30 p.m. to<br>1 min.(100 words) 22.00<br>25 words (15 second |       | 19.80  | 18.70   |
| transcription) 16.50   | 15.68 | 14.85  | 14.03   |
|  |       |        |         |

Strip rate: Fifteen minutes, before 9:00 a.m., Monday through Saturday, per week 175.00. Minimum contract 13 weeks.

#### SPECIAL FEATURES

"Women Only"—9:00 a.m. to 9:30 a.m., Monday, through Friday. Available for one minute participation—rates and details on request.
Time and weather reports, plus 100 words of commercial copy, Monday through Saturday—rates and details on request.

#### REMOTE CONTROL

All special technical facilities, including outside pick-ups, or wire lines, traveling expenses, etc., are to be paid by advertiser.

#### Contract and Other Requirements

Advertising of alcoholic beverages not accepted. All contracts subject to approval of station management and government regulations. The station reserves the right to retuse or discontinue any advertising for reasons satisfactory to station management. No blanket contracts accepted.

#### Closing Time

Copy of all talks must be submitted to studios at least two days before time of presentation.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using  $33\cdot1/3$  r.p.m. double turntables for vertical and lateral cut recordings.

#### Personne

Vice-President in charge of broadcasting—William Fsy.
General Manager—John H. Lee.
Commercial Manager—J. W. Kennedy, Jr.
Promotion Director—Truman Brizee.

#### Representatives

George P. Hollingbery Company.



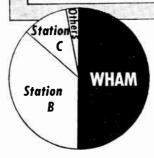
Your Western New York Salesman

REPORT BY CROSSLEY, INC., FOR ROCHESTER, N. Y.

THE RADIO AUDIENCE BY STATIONS

AUGUST 5-NOVEMBER 30

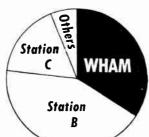
TECHNIQUE - TELEPHONE COINCIDENTAL



#### Morning

8:00 A.M.—12 NOON MONDAY-FRIDAY

| WHAM      | <br>50.1% |
|-----------|-----------|
| Station B |           |
| Station C |           |
| Others    |           |



WHAM

Station

Station

### Afternoon

12 NOON---6:00 P.M. MONDAY-FRIDAY

| WHAM      | 33.7% |
|-----------|-------|
| Station B | 43.0% |
| Station C | 17.2% |
| Others    | 6.1%  |



6:00 P.M.—10:30 P.M. MONDAY-SUNDAY

| WHAM      | 43.0% |
|-----------|-------|
| Station B | 37.1% |
| Station C | 15.2% |
| Others    |       |

Plus Coverage of all of Western New York
50,000 Watts... Clear Channel... 1180 On The Dial... Basic NBC

National Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

#### **NEW YORK—Continued**

#### ROCHESTER—Continued

WHEC (Established 1922)



Rates effective June 1, 1941. (Card No. 14.)

Owned and operated by WHEC, Inc.
Business Office and Studio-40 Franklin St., Rochester 4, N. Y.. Stone 1320.

Transmitter—Mt. Read Blvd., Rochester. N. Y.

Wave—Power—Time
Operating power—1,000 watts to local sunset; 500

watts thereafter.
205.5 meters; 1460 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: 6:30 a.m. to 12:30 a.m.
Agency Commission
15% on net station time only to recognized advertising agencies, provided payment is made on or before the 15th of the month following broadcast; invoices mailed monthly unless otherwise specified. Occash discount. No discount or commission on talent or cost involved for remote control broadcasts unless otherwise specified.
General Advertising
For combination rates see Columbia Broadcasting System (Basic Network).

The following rates are for national advertising and include music copyright fees.

(6:00 p.m. to 11:00 p.m.)
1 th. 13 th. 26 th. 52 th. 100 th.

|             | (6:00 p.m.  |           | p.m.)                          |         |
|-------------|-------------|-----------|--------------------------------|---------|
|             |             | 3 tl. 26  | <ol> <li>ti. 52 ti.</li> </ol> | 100 ti. |
| l hour 17   | 75.00 - 166 | 3.25 157. | 50 148.75                      | 140.00  |
| 1/2 hour 10 | 05.00 99    | 0.75 94.  | 50 89.25                       | 84.00   |
| 1/4 hour 7  | 70.00 6€    | 3.50 63.4 | 00 59.50                       | 56.00   |
| 5 minutes 3 | 35.00 33    | 3.25 31.  | 50 29.75                       | 28.00   |
| (9:00 a.r   | n. to 6:00  | p.m. and  | 11:00 p.m.                     |         |
|             | 7:          | 00 a.m.)  |                                |         |
| 1 hour 10   | 00.00 98    | 5.00 90.0 | 00 85.00                       | 80.00   |
| 1/2 hour (  | 65.00 61    | .75 58.   | 50 55.25                       | 52.00   |
|             |             | 3.25 31.  |                                | 28.00   |
|             |             | 00 10     |                                | 16.00   |

5 minutes 20.00 19.00 18.00 17.00 16.00
ANNOUNCEMENTS OR TRANSCRIPTIONS
Two minute rates are 1-1/2 times the one minute
rate; three minute rates are twice the one minute

| (6:00 p.m. to 11:00 p.m.)                  |        |
|--|--------|
| 1 minute                                   | 20.00  |
| (9:00 a.m. to 6:00 p.m.)                   |        |
| 1 minute                                   | 11,00  |
| (11:00 p.m. to 7:00 a.m.)                  |        |
| 1 minute                                   | 9.00   |
| No quantity discounts.                     |        |
| CHAIN BREAK ANNOUNCEMENTS                  |        |
| (6:00 p.m. to 11:00 p.m.)                  |        |
| 35 words                                   | 18.00  |
| (9:00 a.m. to 6:00 p.m.)                   |        |
| 35 words                                   | 10.00  |
| (11:00 p.m. to 7:00 a.m.)                  |        |
| 35 words                                   | 8.00   |
| No quantity discounts.                     |        |
| SPECIAL FEATURES                           |        |
| Musical Clock-7:00 a.m. to 9:30 a.m. daily | except |

Sunday; available on weekly rotating basis in 15

| 30 | minutes           | 110.00 |
|----|-------------------|--------|
| 15 | minutes           | 75.00  |
| -5 | minutes           |        |
| J  | minutes.          | 50.00  |
|    | (Daytime)         |        |
| 30 | minutes           | 75.00  |
| 15 | minutes           | 50.00  |
| .5 | minutes           | 35.00  |
| U  | RECORDED PROGRAMS | 35.00  |
|    |                   |        |

RECORDED PROGRAMS

Transcription library available at the following additional charge for 15 minute periods: Days 10.00; nights 15.00.

TALENT

Rates on request.

REMOTE CONTROL

Station maintains facilities for remote control broadcasts. Charges for lines and additional special equipment will be billed at actual cost.

SERVICE FACILITIES

All charges quoted include cost of station facilities, station time, services of continuity, program and publicity departments, provided there is no extra expense for special equipment, or other charges not generally included in a program. Such additional charge for special service will be based on type desired and actual expense involved.

Service of the control of the contr

The maximum contract accepted is for one year. Closing Time

Closing Time

The closing date on all publicity is one week in advance. Spot commercial copy must be submitted not less than one week in advance. Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Vice-President—Clarence Wheeler.

General Manager—G. O. Wilg.

Commercial Manager—Le Moine C. Wheeler.

Representatives

J. P. McKinney & Sons.

## WSAY (Established 1936)

Rates received November 9, 1939.

Owned and operated by the Brown Radio Service and Laboratories.

Business Office and Studios — 328 E. Main St., Rochester, N. Y., Stone 702.

Transmitter—328 E. Main St., Rochester, N. Y.

Transmitter—328 E. Main St., Rochester, N. Y. Waves—Power—Time
Operating power—250 watts.
(C.P. 1,000 watts; 1370 kilocycles.)
241.9 meters; 1240 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:30 a.m.;
Monday through Friday 6:30 a.m. to 12:30 a.m.;
Saturday 6:30 a.m. to 1:00 a.m.

Agency Commission
15% to recognized advertising agencies.

General Advertising
For combination rates see Mutual Broadcasting System.
The following rates are for national advertising.
NOTE: New rates will become effective when operating power is changed to 1,000 watts.

|     |       |        | BOG 50 A, |            |        |         |
|-----|-------|--------|-----------|------------|--------|---------|
|     |       |        | CLASS     | "A"        |        |         |
|     |       | (6:00  | p.m. to   | 11:00 p.m  | .)     |         |
|     |       | 1 ti.  | 13 ti.    | 26 ti.     | 52 ti. | 101 ti. |
| 1   | hour  | 160.00 | 152.00    | 144.00     | 136.00 | 128.00  |
| 1/2 | hour  | 90.00  | 85.50     | 81.00      | 76.50  | 72.00   |
| 1/4 | hour  | 60.00  | 57.00     | 54.00      | 51.00  | 48.00   |
| 5   | min.  | 30.00  | 28.50     | 27.50      | 25.50  | 24.00   |
| 100 | words | 16,00  | 15.20     | 14.40      | 13.60  | 12.80   |
|     |       |        | CLASS     | "B"        |        |         |
|     |       | 10.00  |           |            |        |         |
|     |       | (9:00  | a.m. to   | 6:00 p.m.) |        |         |
| I   | hour  | 90,00  | 85.50     | 81.00      | 76.50  | 72.00   |
| 1/2 | hour  | 56.00  | 53.20     | 50.40      | 47.60  | 44.80   |
| 1/4 | hour  | 30.00  | 28.50     | 27.00      | 25.50  | 24.00   |
| 5   | min.  | 18.00  | 17.10     | 16.20      | 15.30  | 14.40   |
| 100 | words | 8.80   | 8.36      | 7.92       | 7.48   | 7 04    |

Rates for the following special features on request: Games and special events, weather report service, time signal service, temperature reports, participation programs. Mutual co-operative programs available at above time rates plus program charges for Rochester market.

TALENT

Rates on request.

REMOTE CONTROL

Line costs plus service charge—rates on request.

Contract and Other Requirements

All rates are for station time only, talent is extra.

All programs must conform to the standards of the station, subject to approval of management.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables.

Personnel

Capacil Management

Personnel
General Manager—Gordon P. Brown.
Sales Manager—Elmer Walz.
Representatives
Joseph Hershey McGillvra, Inc.

#### -FM STATIONS-

## WHFM-(FM) (Established 1939)

(Established 1939)

Rates effective May 15, 1941, (Card No. 1.)

Owned and operated by Stromberg-Carlson Co.

Business Office and Studio—Sheraton Hotel, 111 East

Ave., Rochester 4, N. Y.

Transmitter—Rochester Gas and Electric Corp., 89

East Ave., Rochester, N. Y.

Wave—Power—Time

Operating power—3,000 watts.

Frequency—45100 kilocycles.

Licensed to operate full time.

Operating schedule: Sundays 12:00 noon to 11:15

p.m.; week days 8:00 a.m. to 11:15 p.o.

The Kodak City...

(This listing continued on next page)

# Here's The Picture In ROCHESTER

# STATION LISTENING INDEX - ROCHESTER, N. Y.

| MORNING INDEX   | WHEC | STATION<br>B | STATION<br>C<br>105 | All Others |
|---|------|--------------|---------------------|------------|
| 8:00-12:00 A.M.<br>Monday through Friday              | 47.7 | 23.0         | 17.7                | 7.0        |
| AFTERNOON INDEX 12:00-6:00 P.M. Monday through Friday | 46.6 | 31.3         | 19.0                | 3.1        |
| EVENING INDEX   | 42.8 | 41.6         | 13.0                | 2.6        |

MIDWINTER REPORT Oct. 1944 thru Feb. 1945

Authority—C. E. HOOPER, INC. "Station Listening Index"





#### ROCHESTER—Continued W H F M—(FM)—Continued

Agency Commission 15% to recognized agencies on station time only; no cash discount. Bills rendered 10th of each month; due ten days after date.

General Advertising

The following rates are for national advertising and include music copyright fees.

| (6:00 p.m. to 11:00 p.m.)               |       |
|---|-------|
|   | 0.00  |
|   | 8.00  |
|   | 6.00  |
|   | 4.00  |
| 5 minutes 1                             | 2.00  |
| (9:00 a.m. to 6:00 p.m.)                |       |
|   | 00.08 |
|   | 4.00  |
| 0/1 11001                               | 8.00  |
|   |       |
|   | 2.00  |
| 5 minutes                               | 6.00  |
| ANNOUNCEMENTS                           |       |
| 125 words or 1 minute transcription:    |       |
| After 6:00 p.m                          | 6.00  |
| Before 6:00 p.m                         | 3.00  |
| 30 word announcements between programs: |       |
| After 6:00 p.m.                         | 6.00  |
| Before 6:00 p.m.                        | 3.00  |

DISCOUNTS 

one week. TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL,
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission or time discounts.

Rates on request.

Closing Time
Contracts close one week in advance of first broad-

cast.
Announcement copy closes 48 hours in advance.
Transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnei Vice-Pres. in charge of broadcasting & Gen'l Mgr.— William A. Fay.

Representatives None.

#### SARANAC LAKE

(Essex and Franklin Counties)

#### WNBZ

Rates effectivo May 15, 1938. (Card No. 1.)

Owned and operated by Up-State Broadcasting Corp.
Business Office and Studio—14 Broadway, Saranac
Lake, N. Y.

Transmitter—3 Olive St., Saranac Lake, N. Y.

Wave—Power—Time
Operating power—100 watts.
227.3 metors; 1320 kilocycles.
Licensed to operate days. Operates on Eastern War

Time. Operating schedule: 8:00 a.m. to local sunset.

Agency Commission
15% to recognized advertising agencies on net charges
for station time only; no cash discount. No commission on talent. Bills payable 10 days from date of
invoice. General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries) and Keystone

Company, Inc. (Basic September 1)
Network.
The following rates are for national advertising.

1 th. 13 th. 26 th. 104 th. 1 hour. 25.00 23.75 22.50 21.25 1/2 hour. 15.63 14.85 14.07 13.29 1/4 hour. 9.75 9.27 8.78 8.30 5 minutes 5.50 5.22 4.85 4.67 1 minute. 2.50 2.37 2.25 2.12 PREMOTE CONTROL

Closing Time
All program material must be arranged one week in advance. No changes within one day preceding broad-

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 or 78 r.p.m. double turntables for lateral cut recordings.

Personnel
Pres. & Gen'l Mgr.—John F. Grimes.
Program Director—Albert C. Bagdasarian.
Chief Engineer—H. Berwind Williams.

Representatives
Thomas F. Clark Company, Inc.

#### **SCHENECTADY**

(Schenectady County) WGY

(Established 1922)



Rates effective April 1, 1944. (Card No. 11.) Owned, operated and programmed by the General Electric Co.

Business Office and Main Studio—1 River Road, Schenectady 5, N. Y., Schenectady 3, 2-121.

Transmitter—South Schenectady, N. Y. (three miles

from city.)

from city.)

Wave—Power—Time
Operating power—50,000 watts.
370.4 moters; 810 kilocycles.
Licensed to operate full time on cleared channel.
Operates on Eastern War Time.
Operating schedule: Sunday 8:00 a.m. to 1:00 a.m.;
week days 6:00 a.m. to 1:00 a.m.

Operating schedule: Sunday 8:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:00 a.m.

Agency Commission

15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on program charges. Bills due and payable when rendered.

General Advertising
Commitments made prior to the effective date of the card will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time attractive at the rates of the unexpired portion of such commitments on the eard for the unexpired portion of such commitments on the effection rates in effect immediately preceding April 1, 1944, will apply to extensions of said commitments for any period or periods up to and including March 31, 1915, for the same series continuously used. Rates on the card are applicable to all new broadcast series ordered on and after the effective date of the card. The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be prejudiced if he is required to relinquish the time or times specified in his contract and the contract is cancelled for this reason. For combination rates see National Broadcasting Company (Basic Network).

The following rates include music copyrights from whom this station has blanket licenses.

Rates for periods longer than one hour are in exact

music copyrights from whom who have in exact proportion to the corresponding one hour rate.

GENERAL BROADCAST ADVERTISING (Gross Rates)

(Gross Rates)

(6:00 p.m. to 10:30 p.m.)

|             | (6.00 p.m. to 10.30 p.m.)   |        |
|-------------|---|--------|
| 1           | hour  | 420.00 |
| $1/\hat{2}$ | hour  | 252.00 |
|             |   | 168.00 |
| 1/4         | hour  |        |
| •10         | minutes   | 140.00 |
| •5          | CLASS "B"   | 84.00  |
|             | CLASS "B"   |        |
|             | (12:00 noon to 6:00 p.m. Sundays only)  |        |
| 1           | hour  | 315.00 |
| 1/2         |   | 189.00 |
|             |   | 126.00 |
| 1/4         |   |        |
| *10         | minutes   | 105.00 |
| *5          | CLASS "C"   | 63.00  |
|             | CLASS "C"   |        |
|             | (10:30 p.m. to 11:15 p.m. and 9:00 a.m. t   | LO.    |
|             | 6:00 p.m., exclusive of Sunday afternoon)   | -      |
| 1           |   | 210.00 |
|             |   | 126.00 |
| 1/2         |   | 84.00  |
| 1/4         | hour  | 84.00  |
| *10         | minutes   | 70.00  |
| °5          | minutes   | 42.00  |
|             | minutes   |        |
|             | (11:15 p.m. to 12:00 midnight and 7:00 a.m  | ۵.     |
|             | to 9:00 a.m.)   |        |
|             |   | 140.00 |
| 1           |   | 84.00  |
| 1/2         | hour  |        |
| 1/4         | hour  | 56.00  |
| *10         | minutes   | 47.00  |
| *5          | minutes   | 28.00  |
| -           | CLASS "E"   |        |
|             | (12:00 midnight to 7:00 a.m.)   |        |
| 1           |   | 105.00 |
|             |   | 63.00  |
| 1/2         |   | 42.00  |
| 1/4         | hour  |        |
| *10         |   | 85.00  |
| *5          | minutes   | 21.00  |
| - (         | *) Available only in restricted periods.  |        |
| •           | DISCOUNTS AND REPATES   |        |
| An          | plicable only to rates for local broadcasting ier Class "A." "B," "C." "D," and "E. | Hatad  |
| AV.         | Direatio Oilly to rates in local prosecutivity                                      |        |
|             |   |        |
|             | der Class "A." "B," "C," "D," and "E. Weekly Dollar Volume Discounts                |        |

"B," "C," "D," and "E" may be combined for determining the rate of the Dollar Volume Discount. Discounts effective from heginning of service only on firm contracts or as contracts become firm.

Discounts effective from heighning of service only on firm contracts or as contracts become firm.

ANNOUNCEMENTS AND COOPERATIVE
FEATURES
Frequency rates are based on number used during a 12 month period, specified in advance, and become effective from beginning of service only on firm contracts or as contracts become firm. Cooperative Features and daytime announcements may be combined to earn lower frequency lates.

Announcements
(6:00 p.m. to 10:30 p.m.)
1 to 10:30 p.m. to 10:30 p.m.)
1 minute... 50.00 47.50 45.00 42.50 40.00 37.50 (10:30 p.m. to 11:15 p.m. and 7:00 a.m. to 6:00 p.m.)
1 minute... 25.00 23.75 22.50 21.25 20.00 18.75 Cooperative Features
Arallable to non-competitive producers and manufacturers in food products, home equipment and fashion fields. Commercial continuity prepared by program director from material supplied by client. Household Chats—Afternoon, 1/4 hour daily except Saturday and Sunday:

Per particlpation.... 25.00 23.75 22.50 21.25 20.00 18.75 Pergram and talent cost 5.00 p.st per particlpation..... 25.00 23.75 22.50 21.25 20.00 18.75 Program and talent cost 5.00 p.st per particlation.

Per partici-pation..... 25.00 23.75 22.50 21.25 20.00 18.75 Program and talent cost 5.00 net per participation.

Station Break Announcements: Live station breaks limited to 25 words or less; transcribed station breaks limited to 15 seconds or less;

REMOTE CONTROL
Additional charges are made for programs originating outside of the station's studios, and for programs requiring special productios.

Contract and Other Requirements
All acceptable accounts are subject to the same rates
in their respective categories.
No periods are sold in bulk for resale. Advertisers
cooperating in group broadcasts are required to make
individual contracts, subject to card rates and regulations. All programs are subject to approval of the
station.

lations. All programs are subject to approval of the station. Services of the station's program department, staff announcers and staff engineers in arranging and presenting programs are included without extra charge, excepting in the event client specifies a particular announcer, or except where a fee is required by any governing labor organization. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set aside for network use. Independent and service announcements and station breaks may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

Closing Time
Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date. No changes within two days preceding broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for
vertical and lateral cut recordings.

vertical and Persennel
Station Manager—Kolin Hager.
Programs—A. O. Coggeshall.
Sales—A. G. MacDonald.
Sales Promotion—K. A. Kempton.

Representatives
National Broadcasting Company, Inc.

# WSNY

Rates effective March 1, 1944. (Card No. 2.)

Mates effective March 1, 1944. (Card No. 2.)
Owned and operated by Western Gateway Broadcasting Corporation.
Business Office and Studio—Plaza Theetre Bidg.,
Schenectady, N. Y., telephone 8-8822.
Transmitter—Campbell Road, near Rice Road, Town of Rotterdam. N. Wave—Power—Time
Operating power—250 waits.
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m. to 12:05 a.m.; week days 6:45 a.m. to 12:05 a.m.

Agency Commission 15% to recognized agencies on net station time charges only. No cash discount. Bills due and payable when rendered.

General Advertising
The following rates are for local and national advertising. Rates include charges by owners of music copyrights. ASCAP, BMI and SESAC licenses.

ASCAP, BMI and SESAC licenses.

(7:00 p.m. to 10:00 p.m. week days and 5:00 p.m. to 11:00 p.m. Sundays)

1 18 26 52 104 280 520

1 1 18 26 52 104 280 520

1 1 14 0:00 183.00 126.00 119.00 112.00 1105.00 98.00

1/2 hr 84.00 79.80 75.80 71.40 67.20 52.00 58.80

1/4 hr 55.00 58.20 50.40 47.80 42.00 39.20

10 min 40.00 38.00 38.00 34.00 32.00 30.00 28.00

5 min 28.00 26.80 25.30 23.80 22.40 21.00 19.60

1 min 14.00 18.30 12.60 11.90 11.20 10.55 9.80

85 wds 7.00 6.68 6.90 5.95 5.60 6.25 4.99

# How do you do it?



Question asked continually by users is, "How do you do it?" . . . meaning, "How can Standard Rate & Data Service publish accurate listings of rates and data for over 6,000 publications, radio stations, and transportation advertising operators every month?"

Answer is good organization plus 25 years practice

#### Highlights of key operations are:

1. Monthly press run of forms is sufficient to provide proof sheets for all publications, radio stations, and transportation advertising media listed in the Service.

2. Proof sheets are mailed immediately with proof notices to each medium requesting that listing be examined

carefully and changes marked thereon if any

are necessary.



3. Proof sheets returned marked for changes go to composing room for



revision. Each month approximately one-half of all advertising media alter their listings . . . changes ranging from minor alterations to complete revision.

4. Revised listings are proofread to

insure that medium's instructions have been followed accurately. All proof sheets are filed as evidence of authenticated listing.



Ninety per cent of all proofs are returned each month. Assumption is that ten per cent not returned require no changes.

5. SRDS policy of placing all media



advertising near regular listings often necessitates re-making entire forms to create these "spotlight" positions.

O. Large number of operations involved requires strict adherence to closing dates.

lock-up and printing s c h edules for each section of the Service.



6. Important changes in listings occuring between issues go to composing room immediately on receipt for setting type . . . and to presses and



mailing department for printing and mailing Rate Bulletins as often as the volume of such listing changes warrants.

8. Users of the Service sometimes ask why certain listings do not include full information on rates and data. Answer to this and other questions regarding listings is that Standard Rate & Data Service reports only such data as media authorize . . . follows media instructions as closely as possible . . . assumes no responsibility beyond that of presentation of rate card data they provide each month for regular listing paragraphs.

#### **NEW YORK—Continued**

#### SCHENECTADY—Continued W S N Y-Continued

CLASS "B"

(6:00 p.m. to 7:00 p.m., 10:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 5:00 p.m.

|           | 1                | 13    | 26    | 52     | 104   | 260   | 520   |
|-----------|------------------|-------|-------|--------|-------|-------|-------|
|           | ti.              | ti.   | ti.   | ti.    | ti.   | ti.   | ti.   |
| 1 hr      | 105.00           | 99.75 | 94.50 | 89.25  | 84.00 | 78.75 | 73.50 |
| 1/2 hr    | 63.00            | 59.85 | 56.70 | 53, 55 | 50.40 | 47.25 | 44.10 |
| 1/4 hr    | 42.00            | 89.90 | 87.80 | 85.70  | 88.60 | 21.50 | 29.40 |
| 10 min    | 80.00            | 28.50 | 27.00 | 25.50  | 24.00 | 22.50 | 21.00 |
| 5 min     | 21.00            | 19.95 | 18.90 | 17.85  | 16.80 | 15.75 | 14.70 |
| 1 min     | 10.50            | 9.97  | 9.45  | 8.92   | 8.40  | 7.87  | 7.85  |
| \$5 wds   | 5.25             | 4.99  | 4.72  | 4.46   | 4.20  | 8.94  | 3.67  |
|           |                  |       |       |        |       |       |       |
| CLASS "C" |                  |       |       |        |       |       |       |
|           | (All other time) |       |       |        |       |       |       |
|           |                  |       |       |        |       |       |       |

1 hr 70.00 68.50 68.00 59.50 56.00 1/2 hr 42.00 39.90 37.80 85.70 88.60 1/4 hr 28.00 26.60 25.20 28.80 22.40 10 min 20.00 19.00 18.00 17.00 16.00 5 min 14.00 18.80 12.60 11.90 11.20 1 min 7.00 6.65 6.80 5.95 5.60 85 wds 8.50 8.82 8.15 2.97 2.80

STRIP RATES
Daily except Sunday, including News On-the-Hour,
Musical Clocks, Announcements, Time Signals,
Weather Reports, Participating Programs, etc., rates
on request.

POLITICAL TALKS
Regular rates apply. No quantity discounts.

ELECTRICAL TRANSCRIPTIONS
No extra charge for regular transcription library service. Instantaneous recording equipment available.

Facilities subject to extra charges for line and mechanical costs.

SERVICE FACILITIES
Complete production and acripting staffs at disposal of advertiser. Station maintains merchandising service.

service.

Centract and Other Requirements

Station will accept no hard liquor advertising. Station reserves privilege of cancelling advertiser's contract on 28 days' notice. Station reserves privilege of offering advertiser other satisfactory time on 28 days' notice.

Classing Time

At advertiser's convenience so long as service can possibly be provided by station,

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using \$3-1/\$\$ and 78 r.p.m. double turn-tables for lateral cut recordings.

ersonnel
Vice-Pres. & Gen'l Mgr.—George R. Nelson. Representatives
New York—Helen Wood.
New England—Robert C. Foster, Boston.

-FM STATIONS-

# WBCA—(FM) (Established 1941)



Rates effective September 10, 1941. (Card No. 1.)
Owned and operated by Capitol Broadcasting Co., Inc.
Business Office and Studio-408 State St., Schenectady 5, N. Y., Schenectady 3-1423.
Transmitter—Atop Mount Pinnacle, New Scotland,
N.Y., 21 miles south of Schenectady, N. Y.
Wave—Pewer—Time
Operating power—1,000 watts.
Frequency—44700 kilocycles.
Licensed to operate full time.
Daylight Saving Time observed.
Actual operating schedule: 8:00 a.m. to 12:00 midnight.
Agency Commission 15% to recognized agencies on
net station time only. No cash discount. Bills rendered after broadcast; due when randered.
General Advertising
For combination rates see Mutual Broadcasting System.
The following rates are for both local and national
advertising. Rates include charges by owners of music
copyrights.

(6:00 p.m. to 11:00 p.m.) Rates effective September 10, 1941. (Card No. 1.)

| 1           | hour   | (6:00                                   |               |     | 11:00            |           |        | 50. |
|-------------|--------|---|---------------|-----|------------------|-----------|--------|-----|
| <b>3</b> /4 |        |   |               |     |                  |           |        | 40. |
| 1/2         | hour   |   | *********     |     |                  |           |        | 80  |
| 1/4         | hour   |   |               |     |                  |           |        | 20  |
| 5           | minut  | BB                                      |               |     |                  | - <b></b> |        | 10  |
| (           | 6:00 e | .m. to                                  | 6:00<br>12:00 | p.m | . and<br>inight) | 11:00     | p.m. t | 0   |
| 1           | hour   |   |               |     |                  | ·         |        | 25. |
| 3/4         | hour   |   |               |     |                  |           |        | 20. |
| 1/2         | hour   | *************************************** |               |     |                  |           |        | 15. |
| 1/4         | bour   |   |               |     |                  |           |        | 10  |
| - 5         | minut  | BB                                      |               |     |                  |           |        | 5.0 |
| _           |        | <b>A</b>                                | JONN          | NC. | EMEN             | TS        |        | 0.  |

ANNOUNCEMENTS
(After 6:00 p.m.)
125 words or one minute transcription.
30 word announcement between programs.
5.00
30 word announcement between programs.
5.00
30 word announcement between programs.
2.50
30 word announcement between programs.
2.50
Discounts apply to total broadcasts in each classification for the same sponsor within the current year.
Less than 26 times.
84 104 to 155 times.
10%
26 to 51 times.
5% 156 or more
52 to 103 times.
7-1/2% times.
12-1/2%
Programs including announcements running continuously for 52 consecutive weeks earn an additional rebate of 12-1/2%, based on the lowest billing for any one week.
(This listing analysis

#### SYRACUSE—Continued W F B L—Continued

WFBL—Continued

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical coats. Extra charges not subject to agency commission or time discounts.

TALENT
Rates on request. No time discount.

SERVICE FACILITIES
Sales, merchandising and production department available.

avaliance.

Closing Time
For inclusion in general publicity and printed announcements, 10 days before broadcast. Contracts close two weeks in advance. Announcement copy and talks close five hours in advance. Transcriptions close 12 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.

Personnel
Station Manager-Leonard L. Asch.

## WGFM—(FM) (Established 1940)



Owned and operated by General Electric Company. Business Office and Studio—1 River Road, Schenec-tady 5, N. Y. Transmitter—New Scotland, N. Y.

Transmitter—New Scotland, N. Y.

Wave—Power—Time
Operating power—
Frequency—48500 kilocycles.
Licensed to operats full time.
Operating schedule: 5:00 p.m. to 11:00 p.m., Monday through Friday; 12:00 noon to 11:00 p.m. Saturday and Sunday.

Does not sell time.

Does not sell time.

#### **SYRACUSE**

(Onondaga County)

WAGE (Established 1941)



Rates effective December 1, 1948.

Owned and operated by WAGE, Inc.
Business Office and Studio—Loew Bldg., Syraouse 2,
New York.
Transmitter—Three miles northwest of business district, 1/2 mile from city limits, Syraouse, N. Y.

ave—Power—Time
Operating power—1,000 watts.
488.9 meters; 620 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
Operates chedule: Sundays 8:00 a.m. to 1:00 a.m.;
week days 6:00 a.m. to 1:00 a.m.

Operates on securing schedule: Sundays 8.00 a.m.

Agency Commission
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered monthly and are due when rendered.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Network).

The following rates are for national advertising. Rates include charges by owners of music copyrights.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)
1 1/2 1/4 5
hour hour hour min. (\*) (†)
1 time... 220.00 132.00 88.00 88.00 25.00 18.00
18 times... 220.00 125.40 88.00 86.00 25.00 18.00
18 times... 220.00 125.40 88.00 86.00 25.00 18.00
18 times... 220.00 125.00 88.00 88.00 25.00 16.00
18 times... 220.00 125.00 88.00 80.00 80.00 125.00 16.00
18 times... 220.00 125.00 85.00 100 10.80 125.00
18 times... 220.00 105.00 70.40 80.00 10.80 125.00
18 times... 220.00 105.00

110.00 104.50 99.00 98.50 88.00 82.50 79.75 77.00 74.25 71.50 68.75 44.00 41.80 89.60 87.40 85.20 88.00 81.90 80.80 29.70 28.60 87.50 19.00 18.25 17.85 16.40 15.40 14.45 14.00 18.50 12.50 12.50 66.00 62.70 59.40 56.10 52.80 49.50 47.85 46.20 44.55 42.90 41.25 12.50 11.75 11.15 10.50 9.90 9.25 9.00 8.70 8.40 8.00 7.75 3.00 7.85 7.45 7.00 6.60 6.20 6.09 5.80 5.40 5.15

| =            |         | CLASS   | C.,     |           |      |        |
|--------------|---------|---------|---------|-----------|------|--------|
|              | (11:00  | p.m. 1  | 7:00    | B. DL.)   |      |        |
| 1 time       | 55.00   | 88.00   | 23.00   | 10.00     | 6.00 | 4.00   |
| 15 times     | 52.25   | 31.85   | 20.90   | 9.15      | 5.85 | 3.90   |
| 26- 51 ti.   | 49.50   | 29.70   | 19.80   | 8.65      | 5.60 | 3.70   |
| 52- 64 tl.   | 46.75   | 28.05   | 18.70   | 8.15      | 5.25 | 3.50   |
| 65-129 ti.   | 44.00   | 26.40   | 17.60   | 7.70      | 4.95 | 3.30   |
| 180-155 ti.  | 41.25   | 24.75   | 16.50   | 7.25      | 4.65 | 2.10   |
| 156-259 ti.  | 89.90   | 28.95   | 15.95   | 7.00      | 4.50 | 2.00   |
| 260-811 ti.  | 28.50   | 28.10   | 15.40   | 6.75      | 4.85 | 1.90   |
| 312-467 tl.  | 87.15   | 22.80   | 14.88   | 6.50      | 4.20 | 2.80   |
| 468-628 tl.  | 85.75   | 21.45   | 14.80   | 6.25      | 4.00 | 2.70   |
| 624 or more  | 84.40   | 20.65   | 18.75   | 6.00      | 8.90 | 2.60   |
| (*) One min  | ute ele | etrical | transcr | iption or | 100  | words. |
| (t) Fifty wo |         |         |         |           |      |        |

CT.ARR "D"

The Timekeeper-participating program-7:00 a.m. to

|     | e.m., monusy prough | Opposite Contract |           |         |
|-----|---------------------|-------------------|-----------|---------|
|     |                     |                   | Per week- |         |
|     |                     | 12 wks.           | 16 wks.   | 52 wks. |
| 1/4 | hour                |                   | 180.00    | 120.00  |
|     | bour                |                   |           |         |
| 10  | minutes             | 105.00            | 98,00     | 90.00   |
|     | minutes             | 70.00             | 65.00     | 60.00   |
| -   |                     |                   |           |         |
| 1   | minute              | 25.00             | 82.50     | 20.00   |

#### ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Bates include use of transcription library service. Instantaneous recording equipment available.

#### Closing Time

Contracts close two weeks in advance of first broad cast. Announcement copy, transcriptions and talk close 24 bours in advance.

#### Contract and Other Requirements

contract and Other Requirements

Contracts subject to cancellation by written notice accompanied by certified check at short rate to date of iast program. Discounts allowed retroactively on the number of broadcast given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor within the same time bracket, may be combined to earn the 1/2 hour. S/4 hour or one hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option, on 28 days notice. All contracts subject to the conditions of the standard NAB and AAAA constract.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for vertical and lateral out recordings.

Station Manager-William T. Las

#### Representatives

Edward Petry & Company, Inc.

WFBL (Established 1922)



Rates effective April 1, 1940, (Card No. 3-A.) Owned and operated by The Onondaga Radio Broad-casting Corp., Inc. Business Office and Studio—483 S. Warren St., Syra-cuse 2, N. Y. Transmitter—Syracuse. New York.

Wave—Power—Time Cperating power—5,000 watts. 215.8 meters; 1880 kilocycles. Licensed to operate full time on regional channel. Operates on Eastern War Time.

Agency Commission
15% on time charges. No commission on talent. Payment due on or before ten days from invoice date.
No cash discount.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basio Network).
Rates include fees charged by owners of music copyrights.

Tights.

(6:00 p.m. to 10:30 p.m.)

1 36 52 150 250 800

1 t. tl. tl. tl. tl. tl. tl. tl.

1 hr. 225.00 218.75 203.50 191.05 112.00 105.00 98.00

1/4 hr. 140.00 123.00 128.00 119.00 112.00 105.00 98.00

1/4 hr. 90.00 85.50 81.00 76.50 72.00 67.50 85.00

5 min. 50.00 47.50 45.00 42.50 40.00 87.50 55.00

\*1 min. 80.00 28.50 27.00 25.50 24.00 28.50 51.00

\*1/2 min. 20.00 19.00 18.00 17.00 18.00 18.00 14.00

(8:29 a.m. to 5:59 p.m.)
1 hr. 110.00 104.50 99.00 95.50 85.00
1/2 hr. 70.00 62.50 63.00 59.50 68.00
1/4 hr. 45.00 42.75 40.50 38.25 36.00
5 min. 25.00 23.75 22.50 31.25 20.00
1 min. 15.00 14.25 18.50 12.75 12.00
1/2 min. 10.00 9.50 9.00 8.56 8.00 82.50 77.00 52.50 49.00 33.75 31.50 18.75 17.50 11.25 19.50 7.50 7.00

ELECTRICAL TRANSCRIPTIONS
Accepted for all hours at regular rates.
Recording equipment available.

TALENT Rates on application. BEMOTE CONTROL

If program originates outside of studio, add
charge will be made for remote control services additional SERVICE FACILITIES

Service of program, advertising and continuity departments, announcing and operating staff, are included without charge.

#### Contract and Other Requirements

Blanket contracts not accepted. Maximum length of contract one year. All contracts and programs subject to station approval and government regulations. Station reserves right to refuse or discontinue any advertising.

#### Mechanical Program Equipment

Equipped to handle program by electrical transcription, using double turn-tables.

#### Personnel

Commercial Manager—Charles F. Phillips. Promotion Manager—R. G. Souls.

#### Representatives

Free & Peters, Inc.

WOLF (Established 1940)



Rates effective October 1, 1944. (Card No. 3.) Owned and operated by The Civic Broadcasting Corp. Business Office and Studios—Chimes Building, Syracuse, New York, Syracuse 2-7211.

Transmitter—Van Rensselaer and Kirkpatrick Streets, Syracuse, New York,

/ave—Power—Tims
Operating power—250 watts
201.3 meters; 1490 kilocycles.
Operates on Eastern War Time.
Actual operating schedule: 6:00 a.m. to 2:00 a.m.

Agency Commission
15% on time only to recognized advertising agencies. Net cash 10 days from date of invoice. No
agency discount on political programs except to
agencies who are placing commercial schedules in
Syracuse currently.

Syracuse currently.

General Advertising
For combination rates see Mutual Broadcasting System.
CLASS "A"

(6.00 p.m. to 11:00 p.m. week days and 6:00
p.m. to 10:31 p.m. Sundays)

1 tl. 13 ti. 26 ti. 52 ti. 150 ti. 250 ti.
1 hour... 90.00 120.00 115.00 110.00 105.00 100.00
1/2 hour... 90.00 72.00 68.00 66.00 68.00 60.00
1/4 hour... 60.00 48.00 45.00 44.00 42.00 40.00
1/4 hour... 60.00 24.00 22.50 22.00 21.00 18.00
1 minute 12.00 12.00 12.00 11.00 11.00 10.00
20 seconds 8.00 8.00 8.00 7.50 6.50
CLASS "B"

(9:00 a.m. to 6:00 p.m. week days; 8:00
a.m. to 12:00 noon and 10:31 p.m. to signoff Sundays)
1 hour... 75.00 60.00 \$7.50 55.00 52.50 50.00
1/2 hour... 45.00 86.00 86.00 83.00 83.00 00.1
1/4 hour... 24.00 25.00 25.50 25.00 50.00
1/4 hour... 24.00 12.00 11.25 11.00 10.50 9.00
1 minutes 12.00 12.00 11.25 11.00 10.50 9.00
1 minutes 6.00 6.00 6.00 5.50 5.50 5.50 5.00
20 seconds 4.56 4.50 4.50 4.00 4.00 8.50

CLASS C''

(6:00 a.m. to 9:00 a.m. and 11:00 p.m. to sign-off week days)

1 hour.... 50.00 40.00 31.00 37.00 35.00 1/2 hour.... 30.00 24.00 21.50 22.00 21.00 1/4 hour.... 20.00 16.00 12.00 15.00 14.00 5 minutes 10.00 8.00 -7.50 7.50 7.00 1 minute 4.00 4.00 -0.00 4.00 3.75 20 seconds 3.00 3.00 -0.00 3.00 2.56

CLASS , D., (12:00 noon to 6:00 p.m. Sundays) Two-thirds of Class "A" rales apply.

SPECIAL FEFTURES
Service Announcements: 35 word Time Signals, including service information, as available. TALENT

Rates on request.

ELECTRICAL TRANSCRIPTIONS Accepted at all times.

REMOTE CONTROL

If program originates outside of studio, additional charge will be made for service.

SERVICE FACILITIES
Service of program, continuity, advertising and merchandising departments available.

Contract and Other Requirements
Discounts will be allowed on all contracts completed

Discounts will be allowed on all contracts complessed within one year.

Blanket contracts not accepted. Maximum length of contract one year. All contracts and programs subject to station approval and government regulations. Station reserves right to refuse or discontinue any advertising as program.

tising or program. Mechanical Program Requirement Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turn-tables for lateral and vertical cut recordings.

Personnel President—T. S. Marshall.

Representatives
The Walker Company.

#### SYRACUSE—Continued WSYR



Rates effective February 1, 1945. (Card No. 12.) Card received March 5, 1945.

Owned and operated by the Central New York Broad-casting Corporation.

Business Offices & Studios—Syracuse-Kemper Bldg. Syracuse, N. Y., telephone 3-7111. Transmitter-Valley Drive in City of Syracuse.

Wave—Power—Time
Operating power—5,000 watts,
326.3 meters; 570 kilocycles.
Licensed to operate on cleared regional channel, unlimited time. Operates on Eastern War Time.
Operating schedule: 6:00 a.m. to 1:00 a.m.

Agency Commission gency Commission
Agency commission 15% on net station time only to recognized advertising agencies. Payment due ten days after invoice date. No commission or discounts on lines, but allowed on talent, when so quoted.

General Advertising
For combination rates see listing of National Broad-casting Commany (Basic Network),
nates include charges by owners of music copyrights.

Program contracts and announcement contracts may not be combined to earn higher discounts. Contiguous rates granted on non-contiguous programs—details on request.

ectal discount when WSYR is used in conjunction th WTRY, Troy, N. Y., WELI, New Haven, Conn., WKNE, Keene, N. H.

WKNE, Keene, N. H.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

1 ti. 13 ti. 28 ti. 52 ti. 104 ti. 260 ti.
hour.... 260.00 247.00 234.00 221.00 208.00 195.00
hour.... 156.00 148.20 140.40 132.60 124.80 117.00

minutes 52.00 49.40 48.80 44.20 41.60 39.00

Table 1. September 2.00 49.40 48.80 44.20 41.80 89.00 CLASS "B"

(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:30 p.m.)

1 hour.... 130.00 123.50 117.00 110.50 104.00 97.50 1/2 hour... 78.00 74.10 70.20 66.30 62.40 58.50 1/4 hour... 52.00 49.40 46.80 44.20 41.60 39.00 5 minutes 26.00 24.70 23.40 22.10 20.80 19.50 CLASS "C"

(11:30 p.m. to 7:00 a.m. week days and 11:30 p.m. to 11:00 a.m. Sundays)

50% of Class "B" rates.

ANNOUNCEMENTS

CLASS "A"
(6:00 p.m. to 10:80 p.m.)
1 tt. 52 tt. 104 tt.
30.00 28.50 27.00
20.00 19.00 18.00 260 ti. CLASS 'B' (7:00 a.m. to 6:00 p.m. an

19.00 18.00 19.00 18.00 18.00 p.m. and 10:30 p.m. to 11:30 p.m.) 15.00 14.25 10.00 press

1 minute...... 25-35 words..... Announcements Announcements at breaks adjacent to higher time classification charged at rate of higher classification.

# WHO IS AMERICA'S FAVORITE RADIO SINGER?

 Bob Hope calls him "Bub". Broadway calls him "The Groaner". Hollywood affectionately dubs him, "The Little Guy" and gives him an Oscar. But radio listeners call Bing Crosby, "Matchlessly The Best," as they demonstrated in the 1945 Syracuse Area Radio Leadership Study.\*

This may get us torn limb from limb by enraged bobby-sockers. But facts are facts and this impartial, authoritative, CPA-certified study shows that it's Bing over The Voice, 16 to 1!

Bing's popularity, year after year throughout America, is not due to ballyhoo or the pipe-dreams of publicity. He gives his audiences what they like: Talent, artistry, and honest performance.

Of course, Bing Crosby's great show is heard over the Syracuse Area's leading station, WSYR. So are the shows of six other stars voted in the first ten by this study which brought responses from one in every twentyeight radio homes in the area.

Seven out of the top ten singers on WSYR. Man, that's leadership!

And naturally WSYR, as a station, leads too. The study shows that at night, for example, WSYR leads the second station better than 2 to 1. The table below tells the full story of station leadership in this rich, Central New York market.

|             | NIGHT | DAYTIME | DAY & NIGHT<br>Combined | (City of<br>Syracuse only) |
|-------------|-------|---------|-------------------------|----------------------------|
| <b>WSYR</b> |       | 32.15   | 39.98                   | 38.57                      |
| 2nd STATION |       | 28.62   | 26.78                   | 34.76                      |
| 3rd STATION |       | 23.34   | 17.91                   | 15.28                      |
| 4th STATION |       | 9.79    | 8.88                    | 10.78                      |
| OTHERS      | 6.03  | 5.06    | 5.55                    | 0.60                       |

\*(Copies of study on request.)

REPRESENTATIVES: PAUL H. RAYMER COMPANY

Station WSYR, Syracuse Associated with WTRY, WELL, WKNE

urday: 1 minute announcement only 56.00 57 News: Leased wire service available -request. TRANSCRIPTIONS
Transcription library service available—details on request.
Recorded facilities available. POLITICAL Regular rates apply. TALENT
Rates on request. Staff announcers at talent rates if extra service is required. REMOTE CONTROL
Complete facilities for remote pick-ups at actual SERVICE FACILITIES Merchandising service on recesst. Merchandising service on recesst.

Contract and Other Requirements

No hard liquor advertising accepted.

All proposals subject to prior booking of time offered.

All contracts accepted subject to the station's right to cancel or offer another satisfactory time on 28 jays' notice.

No contests in spot announcements.

Closing Time

Closing date of general publicity two weeks in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical recordings.

Personnel

President—H. C. Wilder. ersonnel
President—H. C. Wilder.
Vice-President—E. H. Vadeboncoeur.
Commercial Manager—Wm. R. Alford, Jr.

#### TROY

Hepresentatives
Paul H. Raymer Company.

(Rensselser County) WHAZ (Established 1922)

flates effective December 1, 1942. (Card No. 3.) Owned and operated by Rensselser Polytechnic Insti-

tute.
Business Office and Studio—Russell Sage Laboratory,
Konseelaer Polytechnic institute, Troy, N. Y., Troy
6810, Extension St.
Transmitter—Hensselaer Polytechnic Institute, Troy,
New York.
Wave—Power—Time
Operating power—1,000 watts.
225.6 meters; 1330 kilocycles.

Uperates on Eastern War Time.
Divides time with stations WBBR and WEVD.
Operating schedule: Mondays 6:00 p.m. to 12:00 midnight.

Agency Commission Agency commission 15% on net charges for station facilities to recognized advertising agencies. No cash discount. Bills payable upon receipt of invoice. facilities to recognize the facilities to recognize the facilities to read the facilities and facilities and facilities are for national advertising.

MUSICAL PROGRAMS

85.00
65.00

| 1 hour                                      | . 85.00 |
|---|---------|
| 3/4 hour                                    |         |
| 1/2 hour                                    | 45.00   |
| 1/4 hour                                    |         |
| ANNOUNCEMENTS                               |         |
| Station breaks (50 words or less'           | 8.75    |
|   | er word |
| 51 to 100 words                             |         |
| 100 to 200 words                            | 00      |
| 200 to 300 words                            |         |
| 300 to 400 words                            |         |
| TRANSCRIPTIONS                              |         |
| For more than 10 minutes—see musical progra |         |
| 10 minutes                                  |         |
| 5 minutes                                   | . 20.00 |
| FREQUENCY DISCOUNTS                         | 15.00   |
| On contract basis only.                     |         |
|   |         |
|   | 15%     |
| 26 times 10% 52 or more times               | 20%     |
| TALKS                                       |         |
| Ten minutes or less charged same sate as 15 |         |

Ten minutes or less charged same rate as 15 minute musical program. Subject to approval. TALENT Rates on application.

Services on application.
SERVICE FACILITIES
Services of station srtists bureau, station program director, and announcers in securing, arranging talent and presenting programs are included without programs.

Contract and Other Requirements
Charges shown for station time only; talent is ex-

Charges shown for station time only; talent is extra.

All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director. The management of station reserves the right to reject any material without giving reason therefor.

No contract will be accepted for longer than one year. All contracts subject to cancellation unless program starts within 80 days. All contracts subject to station approval and governmental regulations. The station reserves the right to refuse or discontinue any advertising for reasons estifactory to the station. Closing Time

Complete manuscript must be submitted for station's approval one week in advance.

Mechanical Program Equipment

Equipped to bandle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turn-tables.

Personnel

Personnel

Promotion Manager—W. J. Williams.

Representatives None.

#### TROY-Continued

WTRY
(Established 1940)



#### **BLUE NETWORK STATION**



Ratos effective April 1, 1945. (Card No. 5A.) Card received February 19, 1945.

Owned and operated by the Troy Broadcasting Company, Inc.
Business Office and Studio-Proctor Theater Building, Troy, N. Y., Troy 2100.
Transmitter-Colonic Township.

Wave—Power—Time
Operating power—1,000 watts,
306.1 meters; 980 kilocycles.
Licensed to operate full time on cleared regional Operates on Eastern War Time.

Agency Commission

15% to recognized advertising agencies; no cash discount. All bills due when rendered. No commission or discounts on talent, lines, etc.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network). Special discount applies when WTRY is used in conjunction with WSYR, Syracuse, N. Y., WELL, New Havon, Conn., and WKNE, Keen, N. H. The following rates apply to national and local advertising.

The following rates apply to manufacture environments contracts and announcements contracts may not be combined to earn higher discounts.

Contiguous rates granted on non-contiguous programs—details on request.

## Without Talent-Gross

| CLASS | "A" |
|-------|-----|
|       |     |

|           | (6:00                                  | p.m. to                                 | 10:30 p.m                 | ı.)     |        |  |  |  |  |  |
|-----------|--|---|---------------------------|---------|--------|--|--|--|--|--|
|           |  | 1 hr.                                   | 1/2 hr.                   | 1/4 hr. | 5 min. |  |  |  |  |  |
| 1         | time                                   | . 160.00                                | 96.00                     | 64.00   | 82.00  |  |  |  |  |  |
| 13        | times                                  |   | 91.20                     | 60.80   | 80.40  |  |  |  |  |  |
| 26        | times                                  | 144.00                                  | 86.40                     | 57.60   | 28.80  |  |  |  |  |  |
| 52        | times                                  |   | 81.60                     | 54.40   | 27.20  |  |  |  |  |  |
| 104       | times                                  |   | 76.80                     | 51.20   | 25.60  |  |  |  |  |  |
| 260       | times                                  |   | 72.00                     | 48.00   | 24.00  |  |  |  |  |  |
|           | CLASS "B"                              |   |                           |         |        |  |  |  |  |  |
|           | (7:00 a.m. to 6:00 p.m., 10:80 p.m. to |   |                           |         |        |  |  |  |  |  |
|           | 11:80 p.m.)                            |   |                           |         |        |  |  |  |  |  |
| 1         | time                                   |   | 48.00                     | 32.00   | 16.00  |  |  |  |  |  |
| 13        | times.                                 | 76.00                                   |                           |         |        |  |  |  |  |  |
|           | times                                  |   | 45.60                     | 80,40   | 15.20  |  |  |  |  |  |
| 26        | times                                  |   | 43.20                     | 28,80   | 14.40  |  |  |  |  |  |
| 52        | times                                  | 68.00                                   | 40.80                     | 27.20   | 18,60  |  |  |  |  |  |
| 104       | times                                  | 64.00                                   | 38.40                     | 25.60   | 12.80  |  |  |  |  |  |
| 260       | times                                  |   | 36.00                     | 24.00   | 12.00  |  |  |  |  |  |
| CLASS "C" |  |   |                           |         |        |  |  |  |  |  |
|           | (11:30 p.m. to 7:00 m.m.)              |   |                           |         |        |  |  |  |  |  |
| 50%       | 50% of Class B rates.                  |   |                           |         |        |  |  |  |  |  |
|           | ANNOUNCEMENTS                          |   |                           |         |        |  |  |  |  |  |
|           | A                                      |   |                           |         |        |  |  |  |  |  |
| 260       | times(11:30<br>of Class B              | . 60.00<br>CLASE<br>) p.m. to<br>rates. | 36.00<br>"C"<br>7:00 m.m. | 24.00   |        |  |  |  |  |  |

CLASS "A"

|    | (0:00         | p.m. w   | 10:80 p.m. | .)      |         |
|----|---------------|----------|------------|---------|---------|
|    |               | 1 ti.    | 52 ti.     | 104 ti. | 260 tl. |
| 1  | minute        | 21.00    | 19.95      | 18.90   | 16.80   |
| 35 | words         | 14.00    | 13.30      | 12.60   | 11.20   |
|    |               | CLASS    | "B"        |         |         |
|    | (7:00 a.m. to | 6:00 p.m | . and 10:3 | 0 p.m.  | to      |
|    |               | 11:30 p  |            | •       |         |
| 1  | minute        | 10.50    | 9.95       | 9.45    | 8,40    |
| 85 | words         | 7.00     | 6.65       | 6.30    | 5.60    |
|    |               | CTARR    | "C"        |         |         |

CLASS "C"

(11:30 p.m. to 7:00 a.m.)

50% of Class "B" rates.
Announcements at breaks adjacent to higher time classifications are charged at rate of higher classification.

SPECIAL FEATURES

Timekeeper: Before 9:00 a.m. Monday through Sat-urday.
Women's Matinee: Afternoon, Monday through Friday.
The following rates apply to either the Timekeeper and Women's Matinee programs.

| and wonten a matrice progr |            |          |         |
|----------------------------|------------|----------|---------|
|                            | ]          | Per Week |         |
|                            | 13 wks.    | 26 wks.  | 52 wks. |
| 15 minutes                 |            | 90.00    | 80.00   |
| 10 minutes                 |            | 67.50    | 60.00   |
| 5 minutes                  |            | 46.80    | 41.60   |
| 1 minute                   | 32.00      | 31.50    | 25.60   |
| News: Leased wire service  | available. |          |         |

PULITICAL BROADCASTS
Discounts do not apply to political broadcasts.

Details on request.

TRANSCRIPTIONS AND RECORDINGS
Available at cost. Transcription library s
available.

REMOTE CONTROL
Remote pick-up facilities available at cost.

Remote pick-up facilities available at cost.

SERVICE FACILITIES

Merchandising service available.

Contract and Other Requirements

No hard liquor advertising accepted. Time not available for resale. All proposals subject to prior booking of time.

Station reserves right to cancel contract or offer other satisfactory time on 28 days' notice. No contests in announcements.

Mechanical Program Equipment
Transcription equipment available

Personnel
President—H. C. Wilder.
Station Manager—William A. Riple.

Representatives
Paul H. Raymer Company.

#### **UTICA**

(Oneida County)

WIBX (Established 1925)



Rates effective January 1, 1945. (Card No. 3.)

Owned and operated by WIBX, Inc.
Business Office and Studio-First National Bank
Building, Utics, New York, telephone 2-2191.
Transmitter—Schuyler Streel, Town of Marcy. New

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles

Operating power—250 kilocycles.

143.9 meters; 1230 kilocycles.

Licensed to operate unlimited time.
(iperates on Eastern War Time.
Operating schedule: Sundays 7:45 a.m. to 12:05 a.m.;
week days 6:30 a.m. to 1:05 a.m.
Agency commission
Agency commission 15% to recognized advertising
agencies. Commission applies to station time only
No cash discount.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).
ASCAP. SESAC. and BMI licenses.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and 1:00
p.m. to 11:00 p.m. week days and 1:00
p.m. to 11:00 p.m. Sundays)

1th. 26 ti. 52 ti. 104 ti.

|     |          |       |       | l t    |       | 26 ti. | 52 t  | i. 1 | 04 ti. |  |
|-----|----------|-------|-------|--------|-------|--------|-------|------|--------|--|
| 1   | hour     | ٠     |       | . 125. | 00    | 118.75 | 112.5 | 0 1  | 106.25 |  |
| 1/2 |          |       |       |        | 00    | 71.25  | 67.5  | Ó    | 63.75  |  |
| 1/4 | hour     |       |       | . 50.  | 00    | 47.50  | 45.0  | 0    | 42.50  |  |
| 10  | min      | ites. |       | 40.    | 00    | 38.00  | 36.0  | 0    | 34.00  |  |
| 5   |          |       |       |        | 00    | 28.50  | 27.0  | 0    | 25.50  |  |
| _ 1 |          |       |       |        |       | 19.00  | 18.0  | 0    | 17.00  |  |
| Cha | in br    | reak  | 8     |        |       | 17.10  | 16.2  | 0    | 15.30  |  |
|     |          |       |       | CLA    | 88 '' | в.,    |       |      |        |  |
| (   | (7:00    | 8.1   | n. to | 6:00   | p.m.  | week   | days: | 8:00 |        |  |
| 8   | a.m.     | to    | 1:00  | p.m.   |       | after  | 11:00 | р.ш. |        |  |
|     | Sundays) |       |       |        |       |        |       |      |        |  |
|     |          |       |       |        |       |        |       |      |        |  |

68.60 42.50 34.00 25.50 21.26 12.75 10.85

|      | -                               | —Per we   |        |
|------|---------------------------------|-----------|--------|
|      | _                               | 3 ti.     | 6 ti.  |
|      | hour                            |           | 200.00 |
| 1/2  | hour                            | 100.00    | 150.00 |
|      | hour                            |           | 100.00 |
|      | minutes                         | 65.00     | 85.00  |
| 5    | minutes                         | 45.00     | 65.00  |
| 1    | minute                          | 20.00     | 30.00  |
| Cha. | in breaks                       | 17.50     | 25.00  |
| (°)  | 5% discount, 26 weeks; 10% disc | count. 52 | weeks. |
|      | DOI IMICAL                      |           |        |

(\*) 5% discount, 26 weeks; 10% discount, 52 weeks. POLITICAL
Basic one time rate applies; no discounts. No political announcements accepted.

\*\*SPECIAL FEATURES\*\*

Elizabeth Odames Household Chats — Mondays, Wednesdays and Fridays—rates on request. Musical Clock—Monday through Saturday, 8:30 a.m. to 8:55 a.m. Music, poetry, philosophy—rates on request.

Trading Post Program—two times weekly—rates on request.

News: Leased wire service available.

Time signals, weather reports, etc.—details on request.

The Wizard and The Witch of Quiz," and other children's features—rates on request.

TALENT

Details on request.

Details on request.

REMOTE CONTROL

Details on request.

Details on request.

Merchandising services available. Details on request.

Closing Time
Closing date for inclusion in general publicity and printed program announcements is ten days in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for lateral and vertical recordings.

Personnel

Personnel
Pres. & Gen'l Mgr.—Margaret Potter Bowen.

Pres. & Gen'l Bigr.—Diargaret Fotter Lowe Representatives New York—Heien Wood. Chicago—Virgil Reiter & Company. Pacific Coast—Walter Biddick Co. Boston and New England—Bertha Bannan.

#### WATERTOWN

(Jefferson County)

WATN (Established 1941)



Rates effective June 15, 1942. (Card No. 2.)

Rates effective June 15, 1942. (Card No. 2.)

Owned and operated by the Watertown Broadcasting Corporation.

Business Office and Studios—Trust Company Bldg., Watertown, New York, telephone 2424.

Transmitter—Trust Company Bldg., Watertown, N. Y.

Wave—Power—Time
Operating power—250 watts.

241.9 meters; 1240 kitlocycles.

Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m. to 10:15 p.m. Week days 7:00 a.m. to 11:15 p.m.

Agency Commission
Agency commission 15% to recognized agencies on net station time. No cash discount.

General Advertising
For combination rates see Mutual Broadcasting System (Basic Supplementary Group).

The following rates are for national advertising.

GENERAL BROADCASTING RATES
(Without talent)
CLAPS "A"

(6:00 p.m. to 10:30 p.m.)
111 13:1 92:4 80:4 104:4 1280.4

|     |         | 1 t1.  | 13 tL    | 26 ti. | 52 t1. | 104 tl. | 260 tl. |  |
|-----|---------|--------|----------|--------|--------|---------|---------|--|
| 1   | hour    | 100.00 | 95.0₺    | 90.00  | 85.00  | 80.00   | 75,00   |  |
| 1/2 | hour    | 60.00  | 57.0¢    | 54.00  | 51,00  | 48.60   | 45.00   |  |
| 1/4 | hour    | 40.00  | 38.00    | 36.00  | 34.00  | 32.00   | 30.00   |  |
| 10  | minutes | 30.00  | 28.5€    | 27.00  | 25.50  | 24.00   | 22,50   |  |
| 5   | minutes | 20.00  | 19.00    | 18.00  | 17,00  | 16.00   | 15.00   |  |
| 1   | minute  | 10.00  | 9.50     | 9.00   | 8.50   | 8.00    | 7.50    |  |
| 50  | words   | 5.00   | 4.75     | 4.50   | 4.25   | 4.00    | 8.75    |  |
|     |         |        | CLASS    | "B"    |        |         |         |  |
|     |         |        | All othe | r time | )      |         |         |  |
| 1   | bour    | 60.00  | 57.00    | 54.00  | 51.00  | 48.00   | 45.00   |  |
| 1/2 | hour    | 36.00  | 84.20    | 82.40  | 30.60  | 28.80   | 27.00   |  |
| 1/4 | hour    | 24.00  | 22.80    | 21.60  | 20.40  | 19.20   | 18.00   |  |
| 10  | minutes | 18.00  | 17.10    | 16.20  | 15.30  | 14.40   | 13.50   |  |
|     |         |        |          |        |        |         |         |  |

10 minutes 18.00 17.10 16.20 15.30 14.40 13.50 5 minutes 12.00 11.40 10.80 10.20 9.60 9.00 1 minute 6.00 5.70 5.40 5.10 4.80 4.50 50 words... 3.00 2.85 2.70 2.55 2.40 2.35 Time signals, service fieshes, station breaks, packages, participations—rates on request.

TRANSCEPTIONS

Recording equipment available.

TALENT

Rates on request.

Rates on request.
REMOTE CONTROL

Rates on request.

Closing Time
Continuity must be submized 72 hours in advance for review by procram department.

Mcclanical Program Equipment
Equipmed to handle programs by electrical transcription, using 33-1/3 and 75 r.p.m. double turn-tables for lateral and vertical cuv recordings.

President-G. Harry Righter. Representatives

Sears & Ayer, Inc.



Hates effective October 1, 1942. (Card No. 2.)

Owned and operated by the Watertown Daily Times.
Business Office and Studic—Hotel Woodruff. Watertown, New York.

Traismitter—Outer Ives 8t., four miles from business
district. Watertown. N. T.

Wave—Power—Line
Operating power—1,000 watts.
37:9.9 meters; 790 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
Operating schedule: Sundass 8:00 a.m. to 12:00 midnight.
Anency Commission
1:% to recognized agencies con station time only. No
cash discount. Bills due when rendered.
General Advertising.
General Advertising.
For combination rates see Columbia Broadcasting
System (Basic Supplementary Group).

The following and SESAC ricenses.

(8:00 p.m. 12:00 midnight)
1 time... 12:00 p. 72:00 48:00 42:00 fundinght.

1 time... 12:00 07:20 d 48:00 42:00 fundinght.
1 time... 12:00 07:20 midnight)
1 time... 12:00 07:20 d 48:00 42:00 fundinght.
26 times. 10:20 63:80 3:20 21:80 10:80 5:10
104 times. 10:20 63:80 3:20 21:80 10:80 5:10
104 times. 10:20 63:80 3:20 21:80 10:80 5:10
104 times. 10:20 63:80 3:20 21:80 10:20 5:10
104 times. 96:00 57:60 28:40 19:20 9:60 4:80
260 times. 90:00 57:60 28:40 19:20 9:60 4:80
300 or more

Times...... 84:00 50:40 28:80 16:80 8:40 4.20 104 times... 260 times... 300 or more times..... 84.00 50.40 28.60 16.80 (7:00 a.m. to 8:00 p.m.) (7:00 a.m. to 8:00 p.m.) (7:00 45.00 28.00 14.00 76.00 45.60 26.80 13.30 12.00 68.00 40.80 23.30 11.90 60.00 36.00 21.00 10.50 8.40 1 time... 13 times. 26 times. 52 times. 104 times. 260 times. 300 or more times... 4.00 8.80 3.60 8.40

available. REMOTE CONTROL
Facilities for handling programs outside of studies available. Rates on request.
TALENT

Rates on request.

Rates on request.

NERVICE FACILITIES

Station maintains a program jepartment which is available to advertisers.

Closing Time (contracts close one week it advance of broadcast. All commercial copy must be submitted and approved 48 hours in advance. Transcriptions close 24 hours in advance: talks close 48 hours in advance.

Mechanical Program Equipment Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and interal cut recordings.

Personnel
Station Manager—Thomas E. Martin.
Cummercial Manager—Louis Baiff. Jr.

Representatives
Weed & Company.

#### **NEW YORK—Continued**

#### WHITE PLAINS

(Westchester County)

WFAS



Rates effective March 22, 1943, Owned and operated by the Westchester Broadcastins

Rates effective March 22, 1943,

Owned and operated by the Westchester Broadcasting Corporation.

Business Office and Studio—Roger Smith Hotel White Plains, N. Y., White Plains 6400.

Transmitter—Roger Smith Hotel. White Plains, N.Y.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Operates unlimited time on Eastern War Time.

Agency commission
Agency commission 15% on facilities charge allowed to recognized advertising agencies. Cash discount 2%.
—15 days. All charges for facilities payable on receipt of invoice.

General Advertising
For combination rates see Keystone Network.

1 hour..... 50.00 87.00 84.00 81.00 28.00 25.00 20.00 1/2 hour.... 85.00 22.50 22.50 21.00 19.50 18.00 1/4 hour.... 25.00 17.00 16.00 15.00 14.00 18.00 10 minutes 15.00 17.00 16.00 15.00 14.00 18.00 10 minutes 15.00 17.00 16.00 15.00 14.00 18.00 1/2 minutes 6.00 5.00 4.00 3.75 8.25 8.00 1/2 minutes 6.00 2.50 2.50 20 1.60 6.00 5.50 1 minutes 6.00 5.00 4.00 3.75 8.25 8.00 1/2 minutes 6.00 2.50 2.50 20 1.60 1.50 ELECTRICAL TRANSCRIPTIONS
Transcription library service available—details on request.

TALENT
Full talent and program building and production facilities. Rates for talent and programs requiring special production on request.

SERVICE FACILITIES
Facilities for building special programs.

quest. SERVICE FACILITIES
Facilities for building special programs.

Facilities for building special programs.

Closing 1 mme
Continuity must be submitted at least 24 hours before time of broadcast.

Closing date for commercial schedules: with press listing, two weeks in advance; without press listing.

48 hours in advance.

Mochanical Program Equipment
Equipment is advanced by the programs of the pr

#### NORTH CAROLINA

TOBACCO NETWORK, THE

Business Office—P. O. Box 1150, Raieigh, N. C., telephone 6411.

Comprised of:

WFNC—Fayetterille WRAL—Raieigh
WGTM—Wilson
WGTO—Greesville
Rates effective November 1, 1944. (Card No. 3.)

Wave—Power—Time See individual listings.
Operates on Eastern War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Ageney Commission
15% of net station time to accredited advertising agencies; no cash discount. No commission on talent, program or production charges.
General Advertising
For combination rates see Mutual Broadcasting System.
Rates are for time only. Cost of talent and special facilities extra.

(6:00 n.m. to 10:30 n.m. wweek days and

#### ASHEVILLE

(Buncombe County)

WISE (Established 1989)



Bates received January 1, 1948.

Owned and operated by Radio Station WISE, Inc.
Business Office and Studios—Langren Hotel, Asheville, North Carolina, telephone 1213.

Transmitter—Atop Langren Hotel, Asheville, N. C.

Wave—Power—Time
Operating power—250 watta.
(100% modulation.)
243.9 meters; 1230 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 6:30 s.m. to 1:00 s.m.

Agency Commission
Agency commission 15%; no cash discount.

General Advertising
For combination rates see listings of National Broad-casting Company (Southeastern Group), Mutual Broadcasting System and Daniel Boone Regional Broacesting system and Paints Double Street CLASS 'A' (6:00 p.m. to 11:00 p.m.)

|     |               | 1       | 1/2   | 1/4      | 5      |      |  |  |  |  |
|-----|---------------|---------|-------|----------|--------|------|--|--|--|--|
|     |               | hr.     | hr.   | hr.      | min.   | (*)  |  |  |  |  |
| 1   | time          | 80.00   | 48.00 | 82.00    | 16.00  | 8.00 |  |  |  |  |
| 13  | times         | 76.00   | 45.50 | 80.50    | 15.25  | 7.50 |  |  |  |  |
| 26  | times         | 72.00   | 43.00 | 28.75    | 14.50  | 7.25 |  |  |  |  |
| 39  | times         | 70.00   | 42.00 | 27.75    | 13.75  | 7.00 |  |  |  |  |
| 52  |               | 68.00   | 41.00 | 27.00    | 18.50  |      |  |  |  |  |
|     | times         |         |       |          |        | 6.75 |  |  |  |  |
| 104 | times         | 66.00   | 40.00 | 26.50    | 13.00  | 6.50 |  |  |  |  |
| 156 | times         | 64.00   | 88.50 | 25.50    | 12.75  | 6.40 |  |  |  |  |
| 260 | times         | 60.00   | 86.00 | 24.00    | 12.00  | 6.00 |  |  |  |  |
| 624 | times         |         |       |          |        | 5,59 |  |  |  |  |
|     |               | 7 4 5 5 | "B"   |          |        | -,   |  |  |  |  |
|     |               | CLASS   |       |          |        |      |  |  |  |  |
|     |               | s.m. to |       | p.m.)    |        |      |  |  |  |  |
| 1   | time          | 47.00   | 28.00 | 18.00    | 10.00  | 5.00 |  |  |  |  |
| 13  | times         | 44.50   | 26.50 | 17.00    | 9.50   | 4.75 |  |  |  |  |
| 26  | times         | 42.50   | 25.00 | 16.25    | 9.00   | 4.50 |  |  |  |  |
| 39  | times         | 41.00   | 24.00 | 16.00    | 8.75   | 4.40 |  |  |  |  |
| 52  | times         | 40.00   | 23.75 | 15.25    | 8.50   | 4.25 |  |  |  |  |
| 104 | times         | 38.00   | 22.50 | 15.00    | 8.25   | 4.15 |  |  |  |  |
| 156 | tlmes         | 37.75   | 22.25 | 14.50    |        |      |  |  |  |  |
| 260 | times         |         |       |          | 8.00   | 4.00 |  |  |  |  |
| 624 | times         | 85.25   | 21.00 | 13.50    | 7.50   | 8.75 |  |  |  |  |
|     | times         |         |       |          | ****** | 8,65 |  |  |  |  |
| - ( | ) One minute, | or 100  | words | or less. |        |      |  |  |  |  |
|     | DISCOUNTS     |         |       |          |        |      |  |  |  |  |
|     |               |         |       |          |        |      |  |  |  |  |

DISCOUNTS

Additional discount of 5% is allowed when fire or more announcements or programs are used per week. Announcements and programs cannot be combined to obtain a lower rate. Announcement discounts do not apply to program advertisers. No discounts on straight merchandising talks. All programs and announcements must run consecutively.

POLITICAL BROADCASTS
Cash in advance. Copy must be submitted 24 bours in advance.

ELECTRICAL TRANSCRIPTIONS
One minute electrical transcriptions are accepted at
the 160 word announcement rate.
No charge for transcription except music royalties.

No charge for transcription except music royalties.

REMOTE CONTROL

Portable equipment is available for remote broadcasts at special charges. Rates on request.

SERVICE FACILITIES

The services of the station staff and announcers in rehearsing and presenting programs are available without extra charge.

By appointment auditions on high-fidelity monitoring equipment can be arranged at the studios for advertiser's dealers.

#### Contract and Other Requirements

Rates are for facilities of station only; talent is

extra.
All contracts for exclusive use of contracting parties,
Time cannot be guaranteed. Maximum length of contract, one year.
All contracts cancellable unless program starts within 30 days. All programs and advertising copy subject to approval. Errors in commercial continuity will
be corrected as quickly as possible. Commercial continuity limited to 10% of program.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

General Manager—Harold H Thoms Commercial Manager—Kenneth Beachboard.

#### Representatives

Burn-Smith Company, Inc. Southeast—Harry E. Cummings.

# Use the advertisements

for facts about the market and the medium's influence. Use the listings for rates and other data. Their proximity makes this convenient.

# WWNC



Rates effective January 15, 1940. (Card No. 10-A.) Owned and operated by Asheville Citizen-Times Co. Business Office and Studio—14 O. Benry Asheville, North Carolina, telephone 5507.
Transmitter—9th floor. Flatiron Bldg.. Asheville, N.C.

Transmitter—9th floor. Flating Bidg., Asheville, N Wave—Power—Time Operating power—1.000 watts. 526.3 meters; 570 kilocycles. Licensed to operate full time on regional channel. Operates on Eastern War Time. Operating schedule: 6:30 a.m. to 12:05 a.m.

Operating schedule: 6:30 a.m. to 12:00 a.m.

Agency Commission
Agency commission 15% to recognized agencies. No
cash discount. Bills payable on the 10th.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Southeastern Group).
Rates include charges by owners of music copyrights
The following rates apply to general advertising.

The following rates apply to general advertising:

(6:00 p.m. to 12:00 midnight):

11. 18 ti. 26 ti. 52 ti. 104 ti. 260 ti.

1 hour... 125.00 118.75 112.50 106.25 109.00 98.75

1/2 hour... 75.00 71.25 67.50 68.75 60.00 56.25

1/4 hour... 45.00 42.75 40.50 38.25 36.00 38.75

minutes 20.00 19.00 18.00 17.00 18.00 15.00 ANNOUNCEMENTS

Station breaks or up to one minute, transcribed or live.

11ve. (6:00 p.m. to 12:00 midnight) 1 ti. 13 ti. 26 ti. 52 ti. 104 ti. (†) 100 words... 10.00 9.50 9.00 8.50 8.00 7.50 (6:30 a.m. to 6:00 p.m.) 100 worda.... 6:75 6.25 6.00 5.75 5.50 5.00 (†) 261 or more times.

SPECIAL FEATURES
Time signals, weather forecasts, etc.—rates on request.

TALENT Rates on request.

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., to be paid by the advertiser.

#### Contract and Other Requirements

No blanket contracts accepted. No contracts accepted for longer than one year. All contracts subject to cancellation unless program starts within 60 days. Advertising of alcoholio beverages other than legalized beer not accepted.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables. Continuous instantaneous recording equipment avail-

Personnel
Executive Director—Don S. Elias.
Commercial Manager—James A. Hagan.
Program Director—Lee Chadwick.

Representatives
The Katz Agency, Inc.

#### BURLINGTON

(Alamance County)

WBBB (Established 1942)



Rates effective September 1, 1944. (Card No. 2-N.) Owned and operated by Alamance Broadcasting Co.,

Ino.

Business Office and Studio-310-1/2 S. Main St.,
Burlington, N. C., telephone 2730.

Transmitter-West Front Street Extension, three
miles west of Burlington, N. C.

Wave-Power-Time

Operating power—1,000 watts days.
326.1 meters; 920 kilocycles.
Licensed to operate part time on regional channel.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m. to local
sunset. Week days 6:00 a.m. to local sunset.

Agency Commission

Agency commission 15% to recognized agencies on station time only. Cash discount 2% when paid in advance. Bills rendered monthly; due when rendered. General Advertising

For combination rates see Mutual Broadcasting Sys-tem and Keystone Network.

The following rates are for national advertising.

ASCAP, BMI and SESAC licenses. Rates include charges by owners of music copyrights.

1 ti. 13 ti. 26 ti. 52 ti.

|  | I t1.         | 13 U.     | 26 ti.     | 52 tl. |  |  |  |  |  |
|--|---------------|-----------|------------|--------|--|--|--|--|--|
| l hour                                       | 100,00        | 94.00     | 88.00      | 83.00  |  |  |  |  |  |
| 1/2 hour                                     | 60.00         | 56.00     | 53.00      | 50.00  |  |  |  |  |  |
| 1/4 hour                                     | 35.00         | 33.00     | 31,00      | 29.00  |  |  |  |  |  |
|  | es 12.00      |           | 10.00      | 9.50   |  |  |  |  |  |
| Five or m                                    | ore times per | week, 10% | additional | dis-   |  |  |  |  |  |
| count. Other frequency discounts on request. |               |           |            |        |  |  |  |  |  |
| ANNOUNCEMENTS                                |               |           |            |        |  |  |  |  |  |

|    |     |      |     |        |    | OUN |    |    |              |    |         |      |
|----|-----|------|-----|--------|----|-----|----|----|--------------|----|---------|------|
| 1  | m   | Loui | 6   | *****  |    |     |    |    |              |    |         | 6.00 |
| 61 | to  | 100  | 9   | ords   |    |     |    |    |              |    |         | 5.00 |
| 26 | to  | 6    | 9 ( | rords  |    |     |    |    |              |    | ******* | 4.00 |
| 1  | to  | 2    | 5 9 | ords   |    |     |    |    | ************ |    |         | 3.00 |
| Fu | rth | er   | di: | counti | of | 5%  | on | 26 | times        | or | more.   |      |

#### NORTH CAROLINA—Cont'd

#### **BURLINGTON—Continued**

#### W B B B--Continued

POLITICAL TALKS
folitical copy must be submitted before broadcast.
Payable in advance. Political advertising subject to approval.

to approval.

SPECIAL FEATURES

Weather forecast, time signals and leased wire news
service. Rates on request.

TRANSCRIPTIONS
Regular rates apply. Add 3% to rates for transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical custs. Extra charges not subject to agency commission.

Closing Time
Contracts close two weeks in advance of first broadcast. Announcement copy, transcriptions and talks
close 24 hours in advance.

Mechanical Program Equipment Equipped to handle programs by electrical trancrip-tion, using 33-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel General Manager-E. Z. Jones

Representatives None.

#### **CHARLOTTE**

(Mecklenburg County)

WAYS



Itates effective January 1, 1945.

Owned and operated by Inter-City Advertising Co.

Business Office and Studio—City Industrial Bank Bldg., 120 E. Third St., Charlotte 2, N. C., tele-phones 3-7173, trans 36189.

Transmitter-Oakdale, N. C., 5-1/2 miles northwest of Charlotte, N. C.

Y Charlons, A. V.

Wave—Power—Time
Operating power—1.000 watts.

191.8 meters; 610 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
Operating schedule: Sundays 7:00 a.m. to 1:00 a.m.;
week days 6:00 a.m. to 1:00 a.m.

Agency commission
15% to recognized agencies on station time only; no
cash discount. Bills rendered first of month and
arc due 10th of month.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southeastern Group) and Mutual
Broadcasting System.
The following rates are for national advertising.
Rates include charges by owners of music copyrights.

(11:00 p.m. to 6:00 p.m. week days) 75.00 71.25 67.50 63.75 60.00 58.12 45.00 42.75 40.50 38.25 86.00 34.87 30.00 28.50 27.00 25.50 24.00 23.25 15.00 14.25 13.50 12.75 12.00 11.62 1 hr /2 hr /4 hr ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m.) 1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 300 tl. 

9.60 9.00 (11:00 p.m. to 6:00 p.m.)

i minute or station
break...... 7.50 7.13 6.75 6.37 6.00 5.68
5% additional discount when five or more programs
are used per week.

SPECIAL FEATURES News-Regular rates plus 10%.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library scrvice. Instantaneous recording equipment available.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency complisher. chanical cos commission.

TALENT

Rates on request.

POLITICAL
Cash in advance, Copy must be submitted 24 hours in advance; no political time accepted within 24 hours of election.

Closing Time
Contracts close one week in advance of first broadcast.
Announcement copy, franscriptions and talks close 24
hours in advance.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Personnel
General Manager-Walter H. Goan.

Representatives
Weed & Company

\*\*\*\*\*

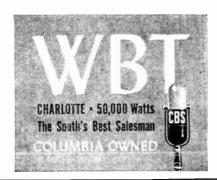
# Southern star salesman wants to sell for sponsor

OMINANT Charlotte is the homebase of Columbia's WBT-but its 50,000 watts flood almost 500,000 radio homes in 107 agricultural and industrial counties.

\*\*\*\*\*

This "South's Best Salesman" sells the prosperous Piedmont: North and South Carolina, Virginia, Kentucky, Tennessec, and Georgia. North Carolina alone is 3rd in crop receipts and 1st in textile production in the nation, but WBT, with one stroke, sells in six states—people with plenty to spend.

This Southern star salesman would like to work for you. He's available through us or Radio Sales.



# COLUMBIA OWNEL



Rates effective August 20, 1944. (Card No. 14.) Owned and operated by Co'umbia Broadcasting System. Inc.

Business Office and Studio-Wilder Bldg., Charlotte 2, N. C., Charlotte 3-8633.

Transmitter-9 mile southeast of Charlotte, N. C.

#### Wave-Power-Time

Operating power—50,000 statis 270 3 meters; 1110 kilocycles. Licensed to operate full time on cleared national channel. Operates on Eastern War Time. Actual operating schedule: Sundays 7:00 a.m. to 3:00 a.m. Week days 5:00 a.m. to 3:00 a.m.

#### Agency Commission

15% allowed to agencies recognized by station on net time charges. No eash discount. Bills rendered weekly.

General Advertising For combination rates see listing of Columbia Broad-casting System (Southeastern Group).

Length of commercial copy

|    |         | _     | −l'rog         | rams      | *News     |            |  |  |
|----|---------|-------|----------------|-----------|-----------|------------|--|--|
|    |         | After |                | Be"ore    |           |            |  |  |
|    |         | 6:00  | p. <b>20</b> . | 6:00 p.m. | 6:00 p.m. | 6:00 p.m.  |  |  |
|    |         |       |                | 9 min.    |           |            |  |  |
| /2 | hour    | 3     | min.           | 4:30 min. | 2:24 min. | 3:36 min.  |  |  |
| /4 | hour    | 2:30  | min.           | 3:15 min. | 2 mln.    | 2:36 mln.  |  |  |
| 10 | minutes | 1:50  | min.           | 2:20 min. | 1:28 min. | 1:52 min.  |  |  |
| †5 | minutes | 1:10  | min.           | 1:25 min. | 56 sec.   | 1:08 min   |  |  |
|    |         |       |                |           | 1-1: OK   | anda fon E |  |  |

(\*) Maximum opening commercial: 25 seconds for 5 minute news programs, 40 seconds for 10 minute or longer programs. (†) No middle commercial permitted on 5 minute news programs.

GENERAL BROADCASTING TIME RATES Without Talent

Not time rate after deduction of all applicable dis-

Per week rates apply within any seven consecutive days. Weekly rates based on consecutive weeks of uninterrupted broadcasting.

CLASS "A"

(6:30 p.m. to 10:00 p.m. daily) 

| 1-12 weeks:    |        |         |         |         |         |  |  |  |  |
|----------------|--------|---------|---------|---------|---------|--|--|--|--|
| 1 hr. 425.00   | 850.00 | 1147.50 | 1530,00 | 1912.50 | 2040.00 |  |  |  |  |
| 1/2 hr. 255.00 | 510.00 | 6880    | 918.00  | 1147.50 | 1224.00 |  |  |  |  |
| 1/4 hr. 170.00 | 340.00 | 459.40  | 612.00  | 765.00  | 816.00  |  |  |  |  |
| 13-25 weeks:   |        |         |         |         |         |  |  |  |  |
| 1 hr. 403.75   | 722.50 | 975.17  | 1300,50 | 1625.62 | 1731.00 |  |  |  |  |
| 1/2 hr. 248.62 | 471.75 | 619.65  | 780.30  | 975.37  | 1040.40 |  |  |  |  |
| 1/4 hr. 170.00 | 323.00 | 424.58  | 550.80  | 669.38  | 714.00  |  |  |  |  |
| 26-51 weeks:   |        |         |         |         |         |  |  |  |  |
| 1 hr. 383.56   | 686.37 | 926.60  | 1235.47 | 1514.34 | 1647.30 |  |  |  |  |
| 1/2 hr. 236.19 | 448.16 | 588.07  | 741.28  | 926.60  | 988.33  |  |  |  |  |
| 1/4 hr. 161.50 | 306.85 | 403.35  | 523.26  | 635.91  | 678.30  |  |  |  |  |
| 52 weeks:      |        |         |         |         |         |  |  |  |  |
| 1 hr. 363.37   | 650.25 | 877.83  | 1170.45 | 1463.06 | 1560.60 |  |  |  |  |
| 1/2 hr. 223.76 | 424.57 | 557.69  | 702.27  | 877.83  | 936.36  |  |  |  |  |
| 1/4 hr. 153.00 | 290.70 | 382.12  | 495.72  | 602.44  | 642.60  |  |  |  |  |

CLASS "B" (6:00 p.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m. daily)

| 1-12 we | eks:   |        |         |         |         |         |
|---------|--------|--------|---------|---------|---------|---------|
| 1 lir.  | 285.00 | 570.00 | 769.54  | 1026,00 | 1282.50 |         |
| 1/2 hr. | 171.00 | 342.00 | 461.78  | 615.60  | 769.50  | 820.80  |
| 1/4 hr. |        | 228.00 | 307.84  | 410,40  | 513.00  | 547.20  |
| 13-25 w |        |        |         |         |         |         |
|         |        | 527.25 | 673.37  | 872.10  | 1090.12 | 1169 90 |
|         | 277.87 |        |         |         |         |         |
| 1/2 hr. | 171.00 | 324.90 | 427.07  | 554.04  | 673.31  | 718.20  |
| 1/4 hr. | 114.00 | 222.30 | 300.13  | 389.88  | 474.53  | 506.16  |
| 26-51 w | eeks:  |        |         |         |         |         |
|         | 263.98 | 500.89 | 639.64  | 828,49  | 1035.61 | 1104.66 |
| 1/2 hr. |        | 308.65 | 405.72  | 526.34  | 639.61  | 682, 29 |
|         | 108.30 | 211.19 | 285, 1C | 370.39  | 150.80  | 480.85  |
|         |        |        |         |         |         |         |
| 52 week | s:     |        |         |         |         |         |
| 1 hr    | 250.08 | 474.52 | 605.98  | 784.89  | 981.11  | 1046.53 |
| 1/2 hr. | 153.90 | 292.41 | 384.36  | 498.64  | 605.98  | 646 3   |
|         |        |        |         | 350.89  | 427.07  | 455.5   |
| 1/4 hr. | 102.60 | 200.07 | 270.09  | 350.89  | 421.01  | 400.0   |
|         |        |        |         |         |         |         |

CLASS "C" . and 10:30 n.m. to

| 1 1    | 3:00  | a.m.   | 10 0:00  | D. 111. , & 1 | וע. ווו וווו | p.m.   | f O     |
|--------|-------|--------|----------|---------------|--------------|--------|---------|
|        |       |        | 11:30    | p.m. ds       | ily)         |        |         |
| 1 - 12 |       |        |          |               |              |        |         |
| 1 1    |       | 212.50 | 425,00   | 573.50        | 765.00       | 956.00 | 1020.00 |
| 1/2    | hr.   | 127.50 | 255.00   | 344.25        | 459.00       | 573.75 | 612.00  |
| 1/4    | hr.   | 85.00  | 170.00   | 229.50        | 366.00       | 382.50 | 408.00  |
| 13-25  | 5 we  | eks:   |          |               |              |        |         |
|        |       | 207.19 | 403.75   | 530.49        | 669.37       | 812.60 | 867.60  |
|        |       | 127.50 | 248.62   | 327.04        | 424.58       | 530.72 | 550.80  |
| 1/4    |       | 85.00  | 170.00   | 223.76        | 298.35       | 363.38 | 387.50  |
| 26-5   | 1 100 | oka.   |          |               |              |        |         |
|        |       | 196.83 | 383.56   | 503.97        | 635.90       | 771.97 | 823.65  |
| 1/2    |       | 121.12 |          | 310.69        | 403.35       | 504.18 | 523.26  |
| 1/4    |       | 80.75  |          | 212.57        | 283.43       | 345.21 | 368.22  |
| -,-    |       |        | 10110    |               |              |        |         |
| 52 W   |       |        | 0.00 0.5 | 400 14        | 602.43       | 731.34 | 780.30  |
|        |       | 186.47 | 363.37   | 477.14        |              | 477.65 | 495.72  |
| 1/2    |       | 114.75 |          | 294.34        | 382.12       |        | 348.84  |
| 1/4    | hr.   | 76.50  | 153.00   | 201.39        | 268.52       | 327.04 | 348.84  |
|        |       |        |          |               |              |        |         |

#### CHARLOTTE—Continued W B T-Continued

CLASS "D"
(6:30 a m to 9:00 a m daily)

|         | (0.5     | о а.щ. г | 0 5.00 a | .m. uam | y /     |         |  |  |  |
|---------|----------|----------|----------|---------|---------|---------|--|--|--|
|         | Per week |          |          |         |         |         |  |  |  |
|         | *1 day   | *2 days  | *3 days  | *4 days | *5 days | *6 days |  |  |  |
| 1-12 we | eks:     |          |          |         |         |         |  |  |  |
| 1 hr.   | 175.00   | 350.00   | 472.50   | 630.00  | 787.50  | 840.00  |  |  |  |
| 1/2 hr. | 105.00   | 210.00   | 283.50   | 378.00  | 472.50  | 504.00  |  |  |  |
| 1/4 hr. | 70.00    | 140.00   | 189.00   | 252.00  | 315.00  | 336.00  |  |  |  |
| 13-25 W | eeks:    |          |          |         |         |         |  |  |  |
| 1 hr.   | 175,00   | 332.50   | 437.06   | 567.00  | 689.06  | 714.00  |  |  |  |
| 1/2 hr. | 105.00   | 204.75   | 276.41   | 359.10  | 437.06  | 466.20  |  |  |  |
| 1/4 hr. | 70.00    | 140.00   | 189.00   | 245.70  | 307.13  | 319.20  |  |  |  |
| 26-51 w | eeks:    |          | -        |         |         |         |  |  |  |
| 1 hr.   | 166.25   | 315.87   | 415.21   | 538,65  | 654.61  | 678.30  |  |  |  |
| 1/2 hr. | 99.75    | 194.51   | 262.59   | 341.14  | 415.21  | 442.89  |  |  |  |
| 1/4 hr. | 66.50    | 133.00   | 179.55   | 233.42  | 291.77  | 303.24  |  |  |  |
| 52 week | s:       |          |          |         |         |         |  |  |  |
| 1 hr.   | 157.50   | 299.25   | 393.35   | 510.30  | 620.15  | 642.60  |  |  |  |
| 1/2 hr. | 94.50    | 184.27   | 248.77   | 323,19  | 393.35  | 419.58  |  |  |  |
| 1/4 hr. | 63.00    | 126.00   | 170.10   | 221.13  | 276.41  | 287.28  |  |  |  |
|         |          | CT.      | ASS "E   |         |         |         |  |  |  |

(5:00 a.m. to 6:30 a.m., and 11:30 p.m. to

|           | 12      | ::00 m  | idnight | daily)   |        |         |
|-----------|---------|---------|---------|----------|--------|---------|
| 1-12 week | CB :    |         |         |          |        |         |
| 1 hr. 1   | 20.00   | 240.00  | 324,00  | 432.00   | 540.00 | 576.00  |
| 1/2 hr.   | 72.00   | 144.00  | 294.40  | 259.20   | 324.00 | 345,60  |
| 1/4 hr.   | 48.00   | 96.00   | 129.60  | 172.80   | 216.00 | 230,40  |
| 13-25 wee | eks:    |         |         |          |        |         |
| l hr. l   | 20.00   | 234.00  | 307.80  | 410.40   | 499.50 | 518.40  |
| 1/2 hr.   | 72,00   | 144.00  | 189.54  | 252.72   | 307.80 | 328.32  |
| 1/4 hr.   | 48.00   | 96.00   | 129.60  | 172,80   | 210.60 | 224,64  |
| 26-51 wee | ks:     |         |         |          |        |         |
| 1 hr, 1   | 14.00   | 222.30  | 292.41  | 389.88   | 474.52 | 492.48  |
| 1/2 hr.   | 68.40   | 136.80  | 180.06  | 240.08   | 292.41 | 311.90  |
| 1/4 hr.   | 45.60   | 91.20   | 123.12  | 164.16   | 200.07 | 213.41  |
| 52 weeks: | :       |         |         |          |        |         |
| 1 hr. 1   | 08.00   | 210.60  | 277.02  | 369.36   | 449.55 | 466.56  |
| 1/2 hr.   | 64.80   | 129,60  | 170.59  | 227.45   | 277.02 | 295.49  |
| 1/4 hr.   | 43.20   | 86.40   | 116.64  | 155.52   | 189.54 | 202.18  |
| (*) Da    | vs with | nin any | seven   | consecut | ve dav | period. |
| Seven da  |         |         |         |          |        |         |
| rates in  |         |         |         |          |        |         |

Neven days per week pro rata of six day rate. All rates in excess of one hour are in exact proportion to one hour rate.

Three-quarter hour—80% of hour rate. Ten minutes, if available, 80% of the 1-12 week 15 minute rate less applicable dollar volume and consecutive weeks discounts. Ten or five minute periods, when availables refusely representations. discounts. Ten or live minute perious, when able—rates on request.

Time periods not designated—rates on request.

#### ANNOUNCEMENTS

ALL AUDINCEMENTS
All announcements under Classes "A," "B," "C,"
"D," and "E," regardless of their length or cost, may be combined for weekly frequency discounts providing they are computed on the basis of days per week usage, and not times per week usage.
Starting time of announcements determines rate classification.

CLASS "A"

#### CLASS "A"

|         |        | p.m. to |        |        |        |        |
|---------|--------|---------|--------|--------|--------|--------|
|         | *1 day | *2 days |        |        |        |        |
| Station | E0 00  | 700.00  | 125.00 | 100.00 | 005.00 | 040.00 |

| break    | 50.00 | 100.00 | 135.00 | 180.00 | 225.00 | 240.00 |
|----------|-------|--------|--------|--------|--------|--------|
| 1 min.   | 60.00 | 120.00 | 162.00 | 216.00 | 270.00 | 288.00 |
| 13-25 w€ | eeks: |        |        |        |        |        |
| Station  |       |        |        |        |        |        |
| brook    | 50.00 | 100 00 | 125 00 | 100 00 | 910 27 | 924 00 |

| 1 min.   | 60.00 | 120,00 | 162.00 | 210.60 | 263.25 | 280.80 |
|----------|-------|--------|--------|--------|--------|--------|
| 26-51 we | eks:  |        |        |        |        |        |
| Station  |       |        |        |        |        |        |
| break    | 47.50 | 95.00  | 128.25 | 171.00 | 208.40 | 222.30 |
| 1 min.   | 57.00 | 114.00 | 153.90 | 200.07 | 250.09 | 266.76 |
| 52 weeks | ::    |        |        |        |        |        |
|          |       |        |        |        |        |        |

| ı | break<br>min. | 45.00<br>54.00 |  | $^{121.50}_{145.80}$ |  |  |  |  |  |
|---|---------------|----------------|--|----------------------|--|--|--|--|--|
|   | CLASS "B"     |                |  |                      |  |  |  |  |  |

| (5:59    | p.m.  |       | p.m., a<br>p.m. da |        | 0 p.m. | to    |
|----------|-------|-------|--------------------|--------|--------|-------|
| 1-12 wee | ks:   | 10.00 | p.m. da            | . 13 / |        |       |
| Station  |       |       |                    |        |        |       |
| break    | 35.00 | 70.00 | 94.50              | 126.00 | 157.50 | 168.0 |
| 1 min.   | 45.00 | 90.00 | 121.50             | 162.00 | 202.50 | 216.0 |
| 13-25 we | eks:  |       |                    |        |        |       |
| Station  |       |       |                    |        |        |       |
| break    | 35.00 | 70.00 | 94.50              | 126.00 | 157.50 | 168.0 |

| 1 min.              | 35.00<br>45.00 | 90.00         | 121.50 | 162.00 | 197.44 | 210.60 |
|---------------------|----------------|---------------|--------|--------|--------|--------|
| 26-51 we<br>Station | eks:           |               |        |        |        |        |
| break               | 33.25          | 66.50         | 89.77  |        | 149.62 | 159.60 |
| l mln.              | 42.75          | 85.5 <b>0</b> | 115.42 | 153.90 | 187.57 | 200.07 |

| _ | tation<br>break<br>min. | 31.50<br>40.50 | 63.00<br>81.00 |        | 113.40<br>145.80 |        |        |
|---|-------------------------|----------------|----------------|--------|------------------|--------|--------|
| • | ш                       | 10.00          |                | 100.00 |                  | 111.10 | 100.01 |
|   |                         |                |                |        |                  |        |        |

|        |      |         | മരാ   |        |       |      |    |
|--------|------|---------|-------|--------|-------|------|----|
| (8:59) | a.m. | to 5:59 | p.m., | and    | 10:30 | p.m. | to |
|        |      | 11:30   | p.m.  | daily) | 1     |      |    |

| 1-12 wee                               | eks:                   |                |                | ,               |                  |                  |
|--|------------------------|----------------|----------------|-----------------|------------------|------------------|
| Station<br>break<br>1 min:<br>13-25 we | 25.00<br>30.00<br>eks: | 50.00<br>60.00 | 67.50<br>81.00 | 90.00<br>108.00 | 112.50<br>135.00 | 120.00<br>144.00 |
| Station<br>break                       | 25.00                  | 50.00          | 67.50          | 90.00           | 112.50           | 120.00           |

| 1 min,<br>26-51 we         | 30.00<br>eks:  | 80.00          | 81.00          | 108.00          | 135.00           | 144.00           |
|----------------------------|----------------|----------------|----------------|-----------------|------------------|------------------|
| Station<br>break<br>1 min. | 23.75<br>28.50 | 47.50<br>57.00 | 64.12<br>76.95 | 85.50<br>102.60 | 106.87<br>128.25 | 114.00<br>136.80 |

| Station         | •              |                |                |                  |  |
|-----------------|----------------|----------------|----------------|------------------|--|
| break<br>1 min. | 22.50<br>27.00 | 45.00<br>54.00 | 60.75<br>72.90 | 101.25<br>121.50 |  |

## CLASS "D" (6:29 a.m. to 8:59 a.m. daily)

| Statlon<br>break<br>1 min.<br>13-25 we | 20.00<br>25.00<br>eeks: | 40.00<br>50.00 | 54.60<br>67.50 | 72.00<br>90.00 | 90.00<br>112.50 | 96.00<br>120.00 |
|--|-------------------------|----------------|----------------|----------------|-----------------|-----------------|
| Station<br>break<br>1 min.             | 20.00<br>25.00          | 40.00<br>50.00 | 54.00<br>67.50 | 72.00<br>90.00 | 90.00<br>112.50 | 96.00<br>120.00 |

1-12 weeks:

|         |        |         | - Per     | week - |         |         |
|---------|--------|---------|-----------|--------|---------|---------|
|         | *1 day | *2 days |           |        | *5 days | *6 days |
| 26-51 w | eeks:  |         | -         |        |         | _       |
| Station |        |         |           |        |         |         |
| broak   | 19.00  | 38.00   | 51.30     | 68.40  | 85.50   | 91.20   |
| 1 mln.  | 23.75  | 47.50   | 64.12     | 85.50  | 106.87  | 114.00  |
| 52 week | s:     |         |           |        |         |         |
| Station |        |         |           |        |         |         |
| break   | 18.00  | 36.00   | 48.60     | 64.30  | 81.00   | 86.40   |
| 1 min.  | 22.50  | 45.00   | 60.75     | 81.00  | 101.25  | 108.00  |
|         |        |         |           |        |         |         |
|         |        |         | 1111 1212 |        |         |         |

| (5:00 a.m. | to 6:29 a.m., and 11:30 p.m. | to |
|------------|------------------------------|----|
| 1-12 weeks | 12:00 mldnlght dally)        |    |

| Station  |       |       |       |       |       |       |
|----------|-------|-------|-------|-------|-------|-------|
| break    | 15.00 | 30.00 | 40.50 | 54.00 | 67.50 | 72.00 |
| 1 min.   | 20.00 | 40.00 | 54.00 | 72.00 | 90.00 | 96.00 |
| 13-25 we | eks:  |       |       |       |       |       |
| Station  |       |       |       |       |       |       |
| break    | 15.00 | 30.00 | 40.50 | 54.00 | 67.50 | 72.00 |
| 1 min.   | 20.00 | 40.00 | 54.00 | 72.00 | 90.00 | 96.00 |
| 26-51 we | eks:  |       |       |       |       |       |
| Station  |       |       |       |       |       |       |
| break    | 14.25 | 28.50 | 38.47 | 51.30 | 64.12 | 68.40 |
| 1 min.   | 19.00 | 38.00 | 51.30 | 68.40 | 85.50 | 91.20 |
| 52 weeks | ::    |       |       |       |       |       |
| Station  |       |       |       |       |       |       |

NOTE: This breakdown is merely for convenient reference. It is not to be considered as an offer of facilities and is subject to Rate Card 14. Flyures shown are net rate after deduction of applicable weekly dollar volume discount and discount for consecutive weeks use, applicable only as earned, in accordance with interpretation of Rate Card 14.

PARCITIPATION ANNOUNCEMENT PROGRAMS Early Morning "Alarm Clock" with Grady Cole and

| 1-12 weeks:               | тощи. |       |        |        |        |
|---------------------------|-------|-------|--------|--------|--------|
| 1 min. 30.00              | 60.00 | 81.00 | 108.00 | 135.00 | 144.00 |
| 13-25 weeks:              |       |       |        |        |        |
| 1 min. 30.00              | 60.00 | 81.00 | 108.00 | 135.00 | 144.00 |
| 26-51 weeks:              | ~~ ^^ |       | 300.00 | 100.05 | 100 00 |
| 1 mln. 28.50<br>52 weeks: | 57.00 | 76.95 | 102.60 | 128.25 | 13080  |
| 1 min. 27.00              | 54.00 | 72.90 | 97.20  | 121 50 | 129.60 |

#### ANNOUNCEMENT PACKAGES

| 21 or more announcements per week of any type | OSITO |
|---|-------|
| special discounts from rates as follows:      |       |
| 21 or more per week for 13 weeks              | 10%   |
| 21 or more per week for 26 weeks              | 15%   |
| 21 or more per week for 89 weeks              | 20%   |
| 21 or more per week for 52 weeks              | 25%   |
| Announcement Packages cannot be combined      |       |
| other services for further discount purposes. |       |
|   |       |

#### DISCOUNTS

Application of Discounts
Programs and announcements may not be combined for any discount purposes. However, except as noted under Weekly Frequency Discounts, all broadcasting under each section may be combined in computing discounts applicable to broadcasting under that section. Interputions necessitated by broadcasts of special events of importance will not affect discounte. All discounts apply to time charges only.
Discounts will be allowed currently on non-cancellable contracts. On other contracts discounte will be due and payable as earned.
Where more than one time classification is used, for programs first total up the gross one-day rates for the periods to be purchased and then deduct earned discounts, as follows:

(1) Deduct the applicable weekly frequency discount (10% from the gross for 6. 4 or 5 days per week; 20% from the gross for 6 or more days per weekl).

(2) Deduct the applicable weekly dollar volume discount if contract is for 13 weeks or longer.

(3) Deduct consecutive weeks discount if applicable.

Weekly Frequency Discounts

#### Weekly Frequency Discounts

Weekly Frequency Discounts

Weekly frequency discounts on mixed station time—When an advertiser contracts for station time under General Broadcasting Time Rates in more than one time classification or in units of unequal cost, the higher priced (on basis of one day gross rate) program periods earn frequency discounts for the lower priced periods but not vice versa.

Example 1: If an advertiser buys three Class "A" 15 minute periods on Monday, Wednesday and Friday and three Class "B" 15 minute periods on Tuesday, Thursday and Saturday, the rate is then the air day rate (20% discount from the gross) for the Class "B" periods and the three day rate (10% from the gross) on the Class "A" on the Class "B" on Tuesday, Thursday and Saturday and three 15 minute periods in Class "A" on Monday, Wednesday and Friday. The rate is then the six day rate for the Class "A" periods (20% from the gross), and the three day rate for the Class "B" periods (10% from the gross).

Weekly Dollar Volume Discount
Weekly dollar volume discounts not applicable on
schedules of less than 13 consecutive weeks of broadcasting. Advertisers using a schedule of 13 or more
consecutive weeks are entitled to dollar volume discount on all broadcasting at General Broadcasting
Time Rates or Announcements running concurrently.

| Contrac | cted | value  | of   | time | at s | 27065 T | tes:   | _       |
|---------|------|--------|------|------|------|---------|--------|---------|
| Less th | nan  | 190,00 | ) we | ekly |      |         |        | None    |
| 190.00  | or   | more   | but  | less | than | 320.00  | weekly | 2-1/2%  |
| 320.00  | or   | more   | but  | less | than | 445.00  | weekly | 5%      |
| 445.00  | or   | more   | but  | less | than | 575.00  | weekly | 7-1/2%  |
| 575.00  | or   | more   | but  | less | than | 700.00  | weekly | 10%     |
|         |      |        |      |      |      |         |        | 12-1/2% |
|         |      |        |      |      |      |         |        |         |

SPECIAL FEATURES
News: Leased wire service available. Rates on request.

rews: Lessed wire service available. Bates on request. ELECTRICAL TRANSCRIPTIONS Accepted at card rates. Instantaneous reference recordings, per 15 minute unit or less, net, each 7.50; 5 minutes each, net 5.00. Current ruling of the American Federation of Musicians makes it impossible to record programs.

TALENT
Program ideas, lists of talent and rates on request.
Musicians and announcer costs—rates on request.
REMOTE CONTROL
Programs originating outside the studios are subject to special charges.

SERVICE FACILITIES
The station is equipped with facilities and personnel to prepare and produce any type of program desired and will furnish program ideas, talent and pricer on request.

Contract and Other Requirements
Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, one year. All programs and advertising copy subject to approval of station.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. (lateral and vertical) turn-tables.

Personnei
General Manager—A. D. Willard, Jr.
Sales Manager—Royal E. Penny.

Representatives Radio Sales

#### WSOC (Established 1988)



Rates effective February 15, 1940. (Card No. 8.)

Owned and operated by WSOC, Inc. Business Office and Studio-1925 N. Tryon St., Charlotte, N. C., telephone 7139. Transmitter-1925 N. Tryon St., Charlotte, N. C.

Transmitter—1925 N. 17901 St., Charlows, A. C. Wave—Power—Time
Operating power—250 watts,
241.8 meters; 1240 kilocycles.
Licensed to operate full time on cleared local channel.
Operates on Eastern War Time.
Actual operating schedule: Sunday 9:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight. Agency Commission

15% to recognized agencies on station time only. Cash discount 2% if paid by the 10th of the month.

15% to recognized agencies on attation time only. Cash discount 2% if paid by the 10th of the monty. General Advertising
For combination rates see listing of National Broadcasting Company (Southeastern Group).
Quantity discounts apply on each classifiaction only. Amouncements and programs cannot be combined to secure quantity discounts. Quantity discounts apply to periods or announcements used within 12 months. (6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 6:00 p.m. Nundays)

1 13 28 52 100 195 260
11. ti. ti. ti. ti. ti. ti. ti. ti. 1 hr. 120.00 114.00 108.00 102.00 98.00 93.00 90.00 1/2 hr. 77.00 73.15 69.30 65.45 61.60 59.67 57.75 (1/4 hr. 48.00 45.60 43.20 40.80 38.40 37.20 36.00 5 min. 24.00 22.28 21.60 20.40 19.2 18.60 18.00 (11:00 p.m. to 6:00 p.m. daily except 1:00 to 6:00 p.m. Sundays)

1 hr. 75.00 71.25 87.50 63.75 60.00 58.12 56.25 1/2 hr. 45.00 42.75 40.50 38.25 36.00 34.87 33.75 1/4 hr. 30.00 28.50 27.00 25.50 24.00 22.25 22.50 5 min. 15.00 14.25 13.50 12.75 12.00 11.62 11.25

SPECIAL FEATURES
News broadcasts—rates on request.

ELECTRICAL TRANSCRIPTIONS
Electrical transcription programs are accepted for broadcasts at any hour available.
TALENT
Station will furnish any type of local talent available, Rates on application.

Prices on application on points outside of regular studios. Programs will be broadcast from any location outside of station.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer.
Rates do not include artists' services.
Maximum length of contract is one year.

Closing Time
Closing date two weeks prior to starting date.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using reproducing equipment.

'ersonne! Pres. & Gen'l Mgr.—E, J. Gluck. Vice-Pres. & Sales Mgr.—W. C. Irwin.

Representatives Headley-Reed Company

#### CONCORD

(Cabarrus County)

#### WEGO

(Established 1948)

Rates effective April 1, 1948. (Card No. 1.)
Owned and operated by Wayne M. Nelson,
Business Office—Concord, N. C., telephone 2271.
Transmitter—Highway 29-A, 1-1/2 miles wes
Concord, N. C.

Wave—Power—Time
Operating power—1,000 watts to local sunset.
212.8 meters; 1410 kilocycles.

Agency Commission
15% to recognized agencies; cash discount 2% for payment by 10th of month.

payment by 10th of month.

General Advertising
For combination rates see Keystone Network.

BM1, SESAC and ASCAP Ilcenses.

1 ti. 13ti. 25 ti. 52 ti. 104 ti. 318 ti.

1 hour.... 50.00 47.50 42.50 40.00 37.50

1/2 hour.... 80.00 28.50 27.00 25.50 24.00 25.50

1/4 hour.... 17.50 16.68 15.75 14.88 14.00 18.18

5 minutee 7.50 7.13 6.75 6.88 6.00 5.88

1 minute or 100

words... 8.00 2.85 2.70 2.55 2.40 2.25

50 words... 2.50 2.88 2.25 2.13 2.00 1.88

SPECIAL FEATURES
---Leased wire service available—rates on re-

TALENT
Local talent furnished at actual cost.

REMOTE CONTROL
Remote equipment and facilities available.

TRANSCRIPTIONS
Transcription library service available without extra cost except for numbers requiring special fee.

Contract and Other Requirements
Maximum contract one year.
Station will use due caution to guard against use of
its facilities to advertise questionable or injurious
articles and reserves right to censor against fraud
and unreasonable claims and statements in good taste.
Station reserves right to require complete political
script in advance of airing and to prohibit libelous
statements.

Personnel
General Manager—Wayne M. Nelson.

Representatives
Thomas F. Clark Co., Inc.

#### DURHAM (Durham County)

WDNC (Established 1928)



Rates effective July 1, 1940. (Card No. 4.)
Owned and operated by Durham Radio Corporation.
Business Office and Studio—138 Chapel Hill Street,
Durham, North Carolina, telephone R 155.
Transmitter—Cole Road, Forest Hills, Durham, North
Carolina.

Wave—Power—Time
Operating power—250 watta.
(100% modulation—crystal temperature control.)
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule; 8:30 a.m. to 12:00 midnight

Agency Commission 15% on time charges to recognized agencies only. No commission on talent. No cash discount. Bills due 10th of month following service.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Southesstern Group).
The following rates are for national advertising. For
local advertising rates consult station management.
Rates are for consecutive times within one year of
start of broadcast.
Frograms cannot be combined with announcements to
earn frequency discounts.
Bulk Tates on periods of more than one hour may
be had on request.

|     | CLASS A                   |       |
|-----|---------------------------|-------|
|     | (6:00 p.m. to 11:00 p.m.) |       |
| 1   | hour                      |       |
| 1/2 | hour                      | 45.00 |
| 1/4 | hour                      | 25.00 |
| 10  | minutes                   | 18.00 |
| 5   | minutes                   | 12,00 |
| 100 | words                     | 6.00  |
|     |                           |       |

| CLASS "B" (6:80 a.m. to 8:00 p.m. and 11:00 p.m. to 12:80 a.m.) |       |
|---|-------|
| 1 hour  | 60.00 |
| 1/2 hour  |       |
| 1/4 hour  |       |
| 10 minutes  |       |
| 5 minutes   |       |
| *100 words  | K 00  |
| (*) Accepted on announcement periods only. So                   |       |
|   | cneu- |
| ule on request.   |       |
| Chain breek announcements limited to Kill words                 |       |

|                   | DISCOUR | erry.    |        |       |
|-------------------|---------|----------|--------|-------|
| Discounts payable |         |          | net ch | ATERS |
| 13 times          | _ 5%    | 52 times | L      | 15%   |
| 13 times          | 10% 1   | 00 times | J      | 20%   |

# SPECIAL WEEKLY RATES CLASS "A"

|        |           | B 11.  | 4 11.    | D 11.  | 6 ti.    | 7 ti.   |
|--------|-----------|--------|----------|--------|----------|---------|
| 1 h    | our       | 210.00 | 260.00   | 800.00 | 880.00   | 850.00  |
| 1/2 h  | our       | 127.50 | 160.00   | 187.50 | 210.00   | 227.50  |
| 1/4 h  | our       | 67.50  | 84.00    | 97.50  | 108.00   | 115.50  |
| 10 m   | inutes    | 49.50  | 60.00    | 67.50  | 72.00    | 75.50   |
| 5 m    | inutes    | 84,50  | 48.00    | 50.00  | 55.50    | 59.50   |
|        |           | CL     | A88 "E   |        |          |         |
| 1 h    | ou :      | 174.00 | 208.00   | 240.00 | 264.00   | 280.00  |
| 1/2 be | our       | 100.50 | 124.00   | 142.50 | 156.00   | 164.00  |
| 1/4 h  | our       | 54.00  | 60.00    | 80.00  | 90.00    | 98.00   |
| 10 m   | inutes    | 48.50  | 54.00    | 62.50  | 69.00    | 73,50   |
| 5 m    | inutes    | 28.50  | 86.00    | 42.50  | 48.00    | 52,50   |
| Rates  | for three | or mor | e Drogra | ms Der | week sul | fect to |
|        | ollowing  |        |          |        |          |         |
|        | eks 10%   |        |          |        |          |         |
|        |           |        | TOAT T   |        |          |         |

POLITICAL BATES Class "A" rates apply.

TALENT
The station will propare any type of program desired by client and will furnish program ideas, lists of talent and rates on request. REMOTE CONTROL
Programs will be broadcast from any location. Bates
on request.

on request.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Maximum length of contract, one year. Advertising subject to approval.

Closing Time

osing time Taient programs, talks or recorded programs close five days in advance of broadcast. Announcements close three days preceding.

Personnel
Manager—J. F. Jarman, Jr. Representatives Howard H. Wilson Company.

#### ELIZABETH CITY

(Pasquotank County)

WCNC
(Established 1989)

Rate card undated—received December 19, 1939.

Owned and operated by Albemarle Broadcasting Co.

Business Office and Studio—104 Colonial Avenue,

Elizabeth City, North Carolina,

Transmitter—Parsonage Street extended Northwest,

one mile.

ver—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.

zis.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m. to
11:15 p.m.; week days 7:00 a.m. to 11:15 p.m.
Agency Commission

Contract and Other Requirements
Advertising of alcoholic beverages other than light
wine and beer not accepted.
Contracts subject to cancellation on 30 days' written
notice accompanied by certified check at short rate
to date of last program, unless otherwise agreed.
Foreign language programs accepted.

Closing Time
Contracts close one week in advance of first broadcast; announcements, transcriptions, talks, close 48
hours in advance.

hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 35-1/3 and 78 r.p.m. turn-tables for vertical and lateral recordings.

Personnel
Manager—J. E. Aydlett.
Commercial Manager—T. J. Pierson.

Representatives
Burn-Smith Company, Incorporated.

#### **FAYETTEVILLE**

(Cumberland County)

WFNC (Established 1940)



Rates effective December 1, 1943. (Card No. 5.)
Owned and operated by the Cape Fear Broadcasting
Company.
Business Office and Studio—114 Anderson St., Fayetterille. North Carolina. telephone 4848.
Transmitter—216 Water St., Fayetteville, N. C.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operating schedule: 7:00 a.m. to 11:05 p.m.

Agency Commission
Agency commission 15% to recognized advertising agencies on time only.

ANNOUNCEMENTS 4.50

| DISCOUNTS | 18 times | 5% 100 times | 28 times | 10% 150 times | 52 times | 15% 300 times | 15% 300 times | No discounts given except as earned. REMOTE CONTROL

Programs may be broadcrat from any point. Only
actual expenses will be charged.

TALENT
Any type of local talent svallable—rates on request.

Closing Time Contracts close one week in advance of first broad-cast.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
Maximum length of contract, one year.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical our recordings.

ersonnei Station Manager—W. C. Ewing. Commercial Manager—Paul Moyle.

Representatives
The Walker Company.

#### **GASTONIA**

(Gaston County)

WGNC (Established 1989)

Rates effective February 15, 1939. (Card No. 1.) Owned and operated by F. C. Todd.

Business Office and Studio—National Bank of Com-merce Building, Gastonia, North Carolina. Transmitter—1-1/2 miles north of Gastonia.

Wave—Power—Time
Operating power—250 watta.
(190% modulation.)
208.9 meters; 1450 kilocycles.
Licensed to operate uniimited time.
Operates on Eastern War Time.

Agency Commission
Agency Commission 15% on net charges for station
facilities to recognized advertising agencies. No cash
discount. Rills due and payable 10th of month foilowing service. Involces mailed on first of month,
No commission on program cost or production charges.

#### General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Supplementaries) and Keystone Network.

Discounts not applicable if periods exceed corresponding number of times.

Announcements and programs cannot be combined to secure additional discounts.

SPECIAL FEATURES
Time signals, weather reports, sports review, news
service—regular rates apply.

ELECTRICAL TRANSCRIPTIONS

Electrically transcribed programs accepted for broad-cast at available hours.

POLITICAL BROADCASTS

Rates on request. All copy must be approved by sta-tion management before broadcast. Five minute mini-mum accepted. Must be paid in advance.

#### NORTH CAROLINA----Cont'd

#### GASTONIA—Continued W G N C-Continued

TALENT

Station will furnish any type of local talent available. Rates on request. Rates do not include talent REMOTE CONTROL

Programs will be broadcast from any location outside of the station. Rates on request.

#### SERVICE FACILITIES

Service of program, advertising and continuity de-partments as well as announcing and operating staff in securing talent, arranging, presenting and ad-vertising program included without extra cost. Maps and market data on request.

#### Contract and Other Requirements

Maximum length of contract one year. Advertising of sicoholic beverages not accepted. Price quoting permitted. No restriction except close censorship against fraudulent, obscene, questionable or injurious articles or products.

### Closing Date Two weeks in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables

Personnel Manager—Pat McSwain.

Representatives

#### GOLDSBORO

(Wayne County)

WGBR (Established 1938)



Rates effective October 1, 1944. (Card No. 4.)

Owned and operated by the Eastern Carolina Broad-casting Company.

Business Offices and Studios — 6th floor. Borden Bldg., P. O. Box 1024, Goldshoro, N. C., telephone 1550-1551,

Transmitter-One-half mile northwest of Goldsboro on Raleigh Highway.

#### Wave---Power---Time

Operating power—250 waits.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time on local channel
Operates on Eastern War Time.
Operating schedule: 6:00 a.m. to 12:05 a.m.

#### Agency Commission

Agency commission 15% on time charges to recognized advertising agencies only. No discount on talent or time charges. No cash discount. Bills rendered lat of month following service; bills due 10th of month following service.

General Advertising
For combination rates see listings of Mutual Broadcasting System, Tobacco Network and Keystone
Network.
Rates are for facilities of station only.

SPECIAL FEATURES
Time signals, sports round-up, farm features, m
ket reports, homemaker program (women), rates

request.

News—leased wire service available—rates on request.

By remote control, and seasonal: Organized baseball, tohacco warehouse auction sales (August through November), high school football games, city and county basketball games.

POLITICAL
One time rate applies; cash in advance.
ELECTRICAL TRANSCRIPTIONS
Recording facilities available—rates on request.

TALENT
Talent is extra. Rates on request.

REMOTE CONTROL
Facilities available whenever telephone lines are available—rates on request.

SERVICE FACILITIES
Merchandising department services are available to

Contract and Other Requirements
All contracts are for exclusive use of contracting
parties. Maximum length of contract, one year; minimum usage once weekly. Rates subject to change
without notice. All programs and advertising copy
subject to approval of station. All contracts cancellable unless started within 30 days.

### Closing Time Three days in advance of start of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral recordings.

Personnel President—A. T. Hawkins. General Manager—Harry G. Bright.

Representatives
The Walker Company.

#### **GREENSBORO**

(Guilford County)

WBIG | Katabilabed | 1936



Rates effective Sentember 15, 1941, (Card No. 7.)

Owned and operated by North Carolina Broadcasting Company, Inc.
Business Office and Studio—O. Henry Hotel Building, Greensboro, N. C., telephone 6125, Transmitter—Guilford, Butlerround Blyd., (U. R. Route 220) 8-1/2 miles from Greensboro, N. C.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation.)
204.1 meters; 1470 kilocycles. Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m. to 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Agency Commission
Agency Commission 15% on time rates only. No discount on talent. No cash discount. Involces rendered monthly. Payable by 10th of month following broad-

General Advertising
For combination rates see listing of Columbia Broadcasting System (Southeastern Group).

States include charges by owners of music copyrights. The following rates are for national advertising: WEEK DAYS

#### CLASS "A" (6:00 p.m. to 11:00 p.m.) 1 ti. 18 ti. 26 ti. 89 ti.

| - 1 | hour    | 100.00  | 95,00      | 90.00   | 35,00     | 80,00 |
|-----|---------|---------|------------|---------|-----------|-------|
| 1/2 | hour    | 75.00   | 71.25      | 67,50   | 68.75     | 60,00 |
| 1/4 | hour    | 50.00   | 47.50      | 45.00   | 42.50     | 40.00 |
| 5 a | inutes  | 25.00   | 23.75      | 22.50   | 21.25     | 20.00 |
|     |         |         | CLASS "    | В.,     |           |       |
| - ( | 9:00 a  | .m. to  | 1:00 p.m., |         | m. to 6:0 | 00    |
|     | p.n     | a. and  | 11:00 p.m. | to 1:00 | a.m.)     |       |
| 1   | hour    | 75.00   | 71.25      | 67.50   | 63.75     | 60.00 |
| 1/2 | hour    | 45.00   | 42.75      | 40.50   | 88.25     | 86.00 |
| 1/4 | hour    | 30.00   | 28.50      | 27.00   | 25.50     | 24.00 |
| 5 n | ginutea | 15,00   | 14.25      | 13.50   | 12.75     | 12.00 |
|     |         |         | CLASS "    | C.      |           |       |
|     | (6:00   | a.m. to | 9:00 a.m.  | and 1:0 | 0 p.m. to | 9     |
|     |         |         | 5:00 p.m   | .)      |           |       |
|     |         | 40.00   | E 77 .0.0  | E 4 0.0 | E1 00     | 40.00 |

52 1.

87.50 20.00 10.00 35.63 19.00 9.50 18.00 SUNDAY RATES
All Sunday advertising charged 20% additional.

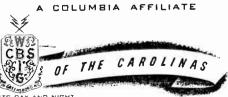
(This listing continued on next page)

GOOMINA CREENSBORO

Payrolls BIG - Population BIG - Listening Audience BIG - Farm Income BIG . . . It takes WBIG, with its 5000 Watts, Night and Day, to do a BIG JOB at comparatively small cost.

For further particulars: Edney Ridge, Director. WBIG---Greensboro, N. C. George P. Hollingsbery Co. National Representatives





THE PRESTIGE STATION SODO WATTS DAY AND NIGHT

#### **GREENSBORO—Continued**

#### W B I G-Continued ANNOUNCEMENTS

|             | . (       | ZLASS     |           | )         |        |
|-------------|-----------|-----------|-----------|-----------|--------|
|             | 1 tl.     | 13 ti.    | 26 ti.    | 39 ti.    | 52 ti. |
| 100 words   | 10.00     | 9.50      | 9.00      | 8.50      | 8.00   |
|             | 7.50      | 7.13      | 6.75      | 6.88      | 6.00   |
| 25 words    |           | 4.75      | 4.50      | 4.25      | 4.00   |
| Chain break | ts. 25 Wo | rds, net  | 10.00.    |           |        |
|             |           | TLASS '   |           |           |        |
| (6:00       | s.m. to   | 6:00 р.п  | a. and 11 | :00 p.ma. |        |
|             | t e       | o 1:00 a. | m.)       |           |        |
| 100 words   | 7.50      | 7.18      | 6.75      | 6,85      | 6.00   |
| 50 words    | 5.00      | 4.75      | 4,50      | 4.25      | 4.00   |
| 25 words    | 4.00      | 8.80      | 8.60      | 8.40      | 8.20   |
| Chain breal | ts, 25 wa | rds, net  | 7.50.     |           |        |

SUNDAY RATES
All Sunday advertising charged 20% additional.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available, rates and details on request.
No extra charge for broadcast of electrical transcriptions. Instantaneous recording equipment available.
One minute transcriptions accepted at 100 word rate.

TALENT
Arrangements for all types of talent made at cost Bates on request.

REMOTE CONTROL
Facilities available for remote pick-ups outside of
studios. Expenses of such pick-ups charged at cost.

Closing Time
Closing date of program service two weeks in advance
of broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Manager-Edney Ridge.
Promotion Manager-Madge Banks.

Representatives
George P. Hollinghery Company

#### WGBG (Established 1942)

Bates effective October 1, 1942.

Owned and operated by Greensboro Broadcasting Co., Inc.

Business Office and Studio—Ashe Street Extension, Asheboro Road, Greensboro, N. C. Transmitter—Two miles south of business district. Greensboro, N. C.

Greensboro, N. C.

Wave—Power—Time
Operating power—1,000 watts days.

306.1 meters; 980 kilecycles.
Licensed to operate part time on regional channel.
Operates on Eastern War Time.
Actual operating schedule: 6:00 a.m. to local sunset.

Agency Commission
Agency commission Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered lat of month following broadcast; due 15th of month following broadcast.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Group). The following rates are for national advertising. Rates include charges for owners of music copyrights. Special quantity discounts can be earned on 52 week.

| contracts.   |        |
|--|--------|
| 1 hour   | 75.00  |
| 1/2 hour   | 45.00  |
| 1/4 hour   | 80.00  |
| 5 minutes  | 15 00  |
| 1 minute or less   | 6 00   |
| Maximum Time Chain Breaks: Transcribed-2 onds, live copy-50 words. | 3 800- |
| onds, mis copy50 words.  |        |

| one | is, live copy-50 words.  | sec-              |
|-----|--|-------------------|
| 26  | DISCOUNTS   104 times.   5% 104 times.   10% 260 times.   10% 300 or more times.   15% 300 or more times.   SPECIAL FEATURES | 20%<br>25%<br>30% |

Weather reports, time signals. leased wire news and sports. Rates on request.

aports. Rates on request.

TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

POLITICAL TALKS

Accepted only at one time national rates. Payable in advance of broadcast.

Copy must be approved 24 hours before broadcast.

PERCOTE CONTROIT.

REMOTE CONTROL Facilities subject to extra charges for line and mechanical coats. Extra charges not subject to agency commission.

Closing Time Contracts close two weeks in advance of first bread-cast. Announcement copy and transcriptions close six hours in advance. Talks close 24 hours in ad-

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turn-tables for vertical and lateral out recordings.

Personnel
Station Manager—Ralph M. Lambeth.

Representatives
Burn-Smith Company. Inc.

#### **GREENVILLE**

WGTC



Bates effective May 1, 1940. (Card No. 1-A.) Owned and operated by Greenville Broadcasting Co.
Business Office—407 Evans Street, Greenville, N. C.
Note: Address correspondence to P. O. Box 898.
Greenville, North Carolina.
Studlo—West on Falkland Highwad (State route No.
43), adjacent to city limits of Greenville.
Transmitter—Falkland Highway, 1-1/2 miles west of
Greenville, North Carolina.

Wave-Power-Time Operating power-250 watts. 201.3 meters; 1490 kilocycles 201.3 meters; 14vu knocycies. Licensed to operate unlimited tima. Operates on Eastern War Time. Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized agencies on
time and talent. No cash discount. Bills rendered
weekly; due 10th of following month.

General Advertising For combination rates see listings of Mutual Broad-casting System and Tobacco Network. Rates include charges by owners of music copyrights The following rates are for national advertising.

CLASE "A"

12:00 noon to 1:00 p.m. and 7:00 p.m. to
0:00 p.m. week days. Sundays 1:00 p.m. to
10:00 p.m.)

1 tt. 13 tt. 26 tt. 52 tt. 1:
hour... 36:00 54:00 55:00 48:00
hour... 36:00 22:40 80:60 28:80
hour... 24:00 19:44 18:86 17:28
minutes 7.92 7.18 6.78 6.34 1 ti.
1 hour.... 60.00
1/2 hour.... 36.00
1/4 hour... 24.00
5 minutes 7.92

(7:85 "B" (7:86 a.m. to 12:00 noon, 1:00 p.m. to 1:30 p.m. week days.

Sundays sign-on to 1:00 p.m. week days.

bour... 45.09 a 4.80 22.95 21.80 g.m. bour... 27.00 24.80 22.95 21.80 lbour... 18.20 14.58 18.77 12.96 p.m. 18.20 14.58 18.20 14.58 18.77 12.96 p.m. 18.20 14.58 18.20 14.5

CLASS "C"
(Sign-on to 7:00 a.m., 1:80 p.m. to 5:00 p.m. and 10:00 p.m. to sign-off week days.

Sundays 10:00 p.m. to sign-off)
hour... 80:00 25:50 22:00
hour... 18:00 16:20 15:80 14:40
hour... 10:80 972 9:18 8:64
minutes 3:98 3:56 3:87 3:17

S.08 8.87 3.17 2.97

STBIP BATES

Five day strip rate figured at two-thirds more than three day rate. Seven day strip rate figured at one-sixth more than six day rate. Strip rates in different time classifications may be combined in a single schedule. Such combinations may be figured on a provate basis if schedule calls for three or more days per week:

CLASS "A"

(12:00 noon to 1:00 p.m. and 7:00 p.m. to 10:00 p.m. week days. Sundays 1:00 p.m. to 10:00 p.m. week days. Sundays 1:00 p.m. to

| Stime weekly | 6 times weekly | 18 26 52 | 13 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 | 18 26 52 |

5 minutes 19.00 17.82 16.63 85.64 83.26 30.89

CIAASS 'B'

(7:00 a.m. to 12:00 noon, 1:00 p.m. to 1:80
p.m. and 5:00 p.m. to 7:00 p.m. week days.

Sundays sign-on to 1:00 p.m.)
1 bour... 64.80 60.75 56.70 121.50 113.40 105.30
1/4 bour... 84.88 86.45 84.02 72.90 68.40 83.18
5 minutes 14.26 13.37 12.47 26.78 24.95 28.17

CIAASS 'C'

(Sign-on to 7:00 a.m., 1:30 p.m. to 5:00
p.m. and 10:00 p.m. to sign-off week days.

Sundays 10:00 p.m. to sign-off week days.

1/2 hour... 72.00 67.50 68.00 135.00 126.00 117.00
1/2 hour... 43.20 40.50 37.80 81.00 75.60 70.20
1/4 hour... 25.92 24.30 22.68 48.60 45.86 42.12
5 minutes 9.50 8.91 8.82 17.82 16.68 15.44

ANNOUNCEMENT RATES

Twenty-five word station breaks, when available,

Twenty-five word station breaks, when available, carry 100 word rate. Announcement rates in different time classifications may be combined in a single schedule. Such combinations may be figured on a pro rata basis if schedule calls for seven or more announcements per week:

#### CLASS "A"

(12:00 noon to 1:00 p.m., 7:00 p.m. to 10:00 p.m. week days. Sundays 1:00 p.m. to 10:00

|               | υ. щ  |        |        |        |         |
|---------------|-------|--------|--------|--------|---------|
|               | 1 ti. | 18 ti. | 26 ti. | 52 ti. | 104 tt. |
| 100 words     | 5.00  | 4.50   | 4.25   | 4.00   | 3.75    |
| 75 words      | 8.00  | 2.70   | 2.55   | 2.40   | 2.25    |
| One minute    |       |        |        |        |         |
| transcription | 5 50  | 4 95   | 4 70   | 4 40   | 4 10    |

Consecutive weeks
teekly 6 times weekly
52 18 26 52 3 times weekly 3 26 52 13 26 52 18 26 52

\*\*wks.\*\* wks.\*\* wks.\*\* wks.\*\* wks.\*\*

100 words... 12.00 11.25 10.50 22.50 21.00 19.50

75 words... 7.20 6.75 6.30 13.50 12.60 11.70

One minute transeription. 18.20 12.88 11.55 24.75 23.10 31.45

#### CLASS "B"

(7:00 a.m. to 12:00 roon, 1:00 p.m. to 1:80 p.m. and 5:00 p.m. te 7:00 p.m. week days. Sundays sign-on to 1:00 p.m.)

#### CLASS "C"

(Sign-on to 7:00 a.m., 1:30 p.m. to 5:00 p.m. and 10:00 p.m. to sign-off week days. Sundays 10:00 p.m. to sign-off sign-off.)

100 words 1:1 1:1 13:1:26:1:52:1:104:1:

100 words 2:50 2:25 2:18 2:00 1.88

75 words 1:50 1:85 1:27 1:20 1:18

One minute 1:75 2:48 2.84 2.20 2.07

Consecutive weeks

3 times weekly 6 times weekly
18 26 52 13 26 52
whs. wks. wks. wks. wks. wks. wks. 

#### SPECIAL FEATURES

SPECIAL FEATURES

News Broadcasts—Seven days per week, All rates
figured on seven days per week; six days per week
may be figured at one-seventh less than seven days;
"Complete News Service" includes the cost of news
gathering, editing and presentation; station time for
news purposes may not be purchased without the
Complete News Service: station reserves complete
control over news, announcer, and commercial copy
at opening and close of news period; minimum news
schedule sold is six days per week:

#### CLASS "A"

(12:00 noom to 1:00 p.m. and 7:00 p.m. to 10:00 p.m. week days. Fundays 1:00 p.m. to 10:00 p.m.)

10:00 p.m.)

Seven 15 min. periods Seven 5 min. periods
13 26 52 13 26 52
wks. wks. wks. wks. wks. wks. wks. wks.
Station time and complete news
aerrics.... 124.74 116.42 108.10 45.74 42.68 89.64

#### CLASS "B"

(7:00 s.m. to 12:00 nome, 1:00 p.m. to 1:80 p.m. and 5:00 p.m. to 7:00 p.m. week days.

Sundays sign-on to 1:00 p.m.)

Station time and complete news service.... 93.56 87.78 81.08 84.80 82.02 29.74

#### CLASS "C"

(Sign-on to 7:00 a.m., 1:30 p.m. to 5:00 p.m. and 10:00 p.m. to sign-off week days. Sundays 10:00 p.m. to sign-off)

D.m. and 10:00 p.m. to sign-off week days.
Sundars 16:00 p.m. to sign-off week days.
Sundars 16:00 p.m. to sign-off week days.
Sundars 16:00 p.m. to sign-off week days.
Station time and complete news
service... 62:38 58:22 54:06 22:88 21.84 20.58
News Headlines—Serven days per week; news headlines broadcast between all regularly scheduled programs except at hours when service announcement;
have been sold; minimum contract 13 weeks; contracts are non-cancellable; sopy limit 15 words per
announcement; station reserves complete control over
news, announcer, and commercial copy used with
headlines; Class A. all news headlines, seven days
per week, guaranteed 18 headlines per day 90.00;
Class B, all news headlines, seven days por week,
guaranteed 25 headlines per day 75.00; class C. all
news headlines, seven days per
week, guaranteed 60 headlines per day 175.00;
Identical copy may be repeated but once each day
and cannot be scheduled at the same hour or another
day of the same week.

Sports Review: Same rate and copy limit as 5 minute

Sports Review: Same rate and copy limit as 5 minute or 15 minute news broadcast.

Market Period: Same rate and copy limit as 5 minute or 15 minute broadcast.

Weather Reports: Same rates as 100 word announce-ment; copy limit 75 words.

Time Signals: Same rates as for Station Break annuuncements; copy limit 15 words; annuuncer, Naval Observatory time service and premium for position included in cost.

Included in cost.

Special Sales Service—All costs based on a six day week; minimum contract one month; sales service programs as scheduled at the station's discretion; one-half the following rates is for cost of special announcer, transcription service and special continuities: One sales story per day. Class A. 60.00 per month; Class B. 45.00 per month; Class B. 45.00 per month; Class C, 80.00 per month; Class B. 75.00 per month: Class C, 80.00 per month; Class B. 75.00 per month: Class C, 80.00 per month; Class C, 80.00 per month.

Farmers' Exchange Service: Three 50 word announcements 8.00; available only to individuals actually owning or operating farms in station service area: station reserves right to be role judge of material

#### NORTH CAROLINA—Cont'd

#### GREENVILLE—Continued WGTC--Continued

POLITICAL TALKS
Accepted only at one time Class A rate, regardless of time scheduled; no agency or frequency discount; cupy and payment must be in station's hands 24 hours in advance of broadcast.

TALENT
Studio staff talent available. Special talent arranged on request. Regular agency commission applies.

REMOTE CONTROL
Wire and service costs to be paid by advertiser, and
are net. No agency commission.

are net. No agency commission.

ELECTRICAL TRANSCRIPTIONS
General program rates apply. (Except transcribed announcementa.) Transcriptions must be available at studio sufficiently in advance if broadcast to enable time for program and mechanical checking and also to allow for additional time to replace pressings in case they do not meet station standards. When transcription replacements are requested and/or acceptable once are not received in time for scheduled broadcast, program will not be broadcast and time will be charged as if program had been broadcast as contracted.

Instantaneous recording equipment available.

cast as contracted.
Instantaneous recording equipment available.
Centract and Other Requirements
Advertising of alcoholic beverages, with the exception of beer, will not be accepted. All medical accounts subject to individual approval by station. All contracts and programs subject to station approval. Station reserves the right to reconcile material for broadcast with station policy. All contracts subject to cancellation by either party upon 14 days written notice, unless otherwise specified on face of contract. If an advertiser terminates a contract he will pay the station for all services previously rendered for the lesser number of periods according to the station for all services previously rendered for the lesser number of periods according to the station. Station will not be responsible for damages of any type or nature whatsoever to persons or property of performers or employees of the user while on the station's premises, irrespective of how said damages were suffered. Station reserves the right to discontinue or to refuse any advertising program for reasons satisfactory to itself, except in cases governed by federal regulations. When advertiser prepares his own program, it must be submitted for station approval not less than three days in advance of broadcast. All proposals subject to change without notice. All proposals subject to change without notice.

Ciosing Time
Announcement copy and transcriptions close 72 hours
in advance of broadcast. Talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.

Personnel Manager—Mrs. M. J. Laughinghouse.

Representatives

#### HICKORY (Catawba County)

# WHKY (Established 1989)

Bates effective September 1, 1948. (Card No. 4.)

Owned and operated by Catawba Valley Broadcast-ing Co.. Inc.

Business Office and Studio—Badio Bldg., Hickory, K. C.

Transmitter-8-1/2 miles southeast of Hickory, N. C.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights.
232.6 meters; 1290 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
Operating schedule: 5:45 a.m. to 12:00 midnight.

Agency Commission 15% to recognized advertising agencies on station time only. No cash discount. Accounts payable 10th of month following broadcast. All transient business cash in advance.

General Advertising

For combination rates see American Broadcasting
Company, Inc. (Southeastern Group) and Keystone
Network.

|                 |          | 'A''    |         |        |
|-----------------|----------|---------|---------|--------|
| (6:00 p.m. to   |          | m. week |         | nd     |
| 12:00 noon      | to 11:00 | p.m. St | indays) |        |
| 1 hr.           | 1/2 hr.  | 1/4 hr. | 10 min. | 5 min. |
| 1 time 100.00   | 60.00    | 40.00   | 80.00   | 20.00  |
| 18 times 95.00  | 57.00    | 38.00   | 28.50   | 19.00  |
| 26 times 90.00  | 54.00    | 86.00   | 27.00   | 18.00  |
| 89 times 85.00  | 51.00    | 84.00   | 25,50   | 17.00  |
| 52 times 80.00  | 48.00    | 82.00   | 24.00   | 16.00  |
| 104 times 75.00 | 45.00    | 80.00   | 22,50   | 15.00  |
| 156 times 70.00 | 42.00    | 28.00   | 21.00   | 14.00  |
| 208 times 65.00 | 89.00    | 26.00   | 19.50   | 18.00  |
| 260 times 60.00 | 86.00    | 24.00   | 18.00   | 12.00  |
| 312 times 55.00 | 88.00    | 22.00   | 16.50   | 11.00  |
| 264 times 50 00 | 80.00    | 90 00   | 15.00   | 10.00  |

|     | (11:00 | p.m. to  |         | ''B''<br>o,m. week<br>on Sunday: |         | nd     |
|-----|--------|----------|---------|----------------------------------|---------|--------|
|     |        | 1 hr.    | 1/2 hr. | 1/4 hr.                          | 10 min. | 5 min. |
| • 1 | time   | 75.00    | 40.00   | 80.00                            | 20.00   | 15.00  |
| 18  | times  | 71.25    | 38.00   | 28.50                            | 19.00   | 14.25  |
| 26  | times  | 67.50    | 36.00   | 27.00                            | 18.00   | 18.50  |
| 39  | times  | 68.75    | 84.00   | 25.50                            | 17.00   | 12.75  |
| 52  | times  | 60.00    | 82.00   | 24.00                            | 16.00   | 12.00  |
| 104 | times  | 56.25    | 80.00   | 22.50                            | 15.00   | 11.25  |
|     |        |          |         |                                  | 14.00   | 10.50  |
| 156 | times  | 52.50    | 28.00   | 21.00                            |         |        |
| 208 | times  | 48.75    | 26.00   | 19.50                            | 18.00   | 9.75   |
| 260 | times  | 45.00    | 24.00   | 18.00                            | 12.00   | 9.00   |
| 812 | times  | 41.25    | 22.00   | 16.50                            | 11.00   | 8.25   |
| 864 | times  | 37.50    | 20.00   | 15.00                            | 10.00   | 7.50   |
|     | SPEC   | TAT. UUT | CERT.Y  | PROGRAM                          | RATE    | . p    |

SPECIAL WEEKLY PROGRAM RATES
To secure the following rates, the number of programs must be used within a week stime.
Special weekly program rates are entirely independent of other rates and cannot be combined with announcements or programs contracted on a per time basis to secure additional discounts.

CLASS "A" (6:00 p.m. to 11:00 p.m. daily; 12:00 noon to 11:00 p.m. Sundays)

|            | -        |          | –Per week | -         |         |
|------------|----------|----------|-----------|-----------|---------|
|            | 1 wk.    | 18 wks.  |           | 30 who.   | 52 wks. |
| One-half b | our:     |          |           |           |         |
| 2 times    | 90.00    | 87.50    | 58,50     | 54.00     | 45.00   |
| 3 times    | 126.00   | 94.50    | 21.90     | 75.60     | 68.09   |
| 4 times    | 156.00   | 117.00   | 101.40    | 98.60     | 78.00   |
| 5 times    | 180.00   | 185.00   | 117.00    | 108.00    | 90.08   |
| 6 times    | 198.00   | 145.25   | 128.70    | 118.80    | 99.00   |
| 7 times    | 210.00   | 157.50   | 186.50    | 126.00    | 105.00  |
| One-quarte | er hour: |          |           |           |         |
| 2 times    | 60.00    | 45.00    | 39.00     | 36.08     | 80.00   |
| S times    | 84.00    | 68.00    | 54.60     | 50.49     | 42.00   |
| 4 times    | 104.00   | 78.00    | 67.60     | 62, 40    | 52.00   |
| 5 times    | 120.00   | 90.00    | 78.00     | 72.00     | 60.00   |
| 6 times    | 182.00   | 99.00    | 85.80     | 79.20     | 66.00   |
| 7 times    | 140.00   | 105.00   | 91.00     | 84.00     | 70.00   |
| Ten minut  |          |          |           |           |         |
| 2 times    | 45.00    | 83.75    | 29.25     | 27.00     | 22.50   |
| 8 times    | 68.00    | 47.25    | 40.95     | 27.80     | 81.50   |
| 4 times    | 78.00    | 58.50    | 50.70     | 46.80     | 89.00   |
| 5 times    | 90.00    | 67.50    | 58.50     | 54.00     | 45.00   |
| 6 times    | 99.00    | 74.25    | 64.35     | 59.40     | 49.50   |
| 7 times    |          | 78.75    | 68.25     | 68.00     | 52.50   |
| Five minu  |          |          |           |           |         |
| 2 times    | 80.00    | 22.50    | 19.50     | 18.00     | 15.00   |
| 8 times    | 42.00    | 81.50    | 27.80     | 25.20     | 21.00   |
| 4 times    | 52.00    | 89.00    | 88.80     | 81.20     | 26.00   |
| 5 times    | 60.00    | 45.00    | 89.00     | 86.00     | 80.00   |
| 6 times    | 66.00    | 49.50    | 42.90     | 89.60     | 88.00   |
| 7 times    | 70.00    | 52.50    | 45.50     | 42.00     | 25.00   |
|            |          | CLABS    | "B"       |           |         |
| (11.90     | n m to   | 6.00 p.m | a deily:  | hefore 15 | 1.00    |

| (11:00     | p.m. to  | noon Sund | GEILA! | ecore 13: | yu    |
|------------|----------|-----------|--------|-----------|-------|
| One-half h | our:     |           | -5-7   |           |       |
| 2 times    |          | 45.00     | 29.00  | 26,00     | 80.00 |
| 8 times    | 84.00    | 68.00     | 54.60  | 50.40     | 42.00 |
| 4 times    | 104.00   | 78.00     | 67.60  | 62.40     | 52.00 |
| 5 times    |          | 90.00     | 78.00  | 72.00     | 60.00 |
| 6 times    |          | 99.00     | 85.80  | 79.20     | 66.0  |
| 7 times    | 140.00   | 105.00    | 91.00  | 84.00     | 70.0  |
| One-quart  | er hour: |           |        |           |       |
| 2 times    | 45.00    | 83.75     | 29.25  | 27,00     | 22.5  |
| 3 times    |          | 47.25     | 40.95  | 87.80     | 81.5  |
| 4 times    |          | 58.50     | 50.70  | 46.80     | 89.0  |
| 5 times    |          | 67.50     | 58.50  | 54.00     | 45.0  |
| 6 times    | 99.00    | 74.25     | 64.85  | 59.40     | 49.5  |
| 7 times    | 105.00   | 78.75     | 68, 25 | 68,00     | 52.5  |
| Ten minut  |          |           |        |           |       |
| 2 times    |          | 22.50     | 19.50  | 18.00     | 15.0  |
| 8 times    |          | 81.50     | 27.80  | 25.20     | 21.0  |
| 4 times    |          | 89.00     | 88.80  | 81.20     | 26.0  |
| 5 times    | 60.00    |           | 89.00  | 86.00     | 80.0  |
| 6 times    |          | 49.50     | 42.90  | 89.60     | 88.0  |
| 7 times    | 70.00    | 52.50     | 45.50  | 42.00     | \$5.0 |
| Five minu  |          |           |        |           |       |
| 2 times    |          | 19.90     | 14.60  | 18.50     | 11.2  |
| 3 times    | 81.50    | 28.65     | 20.45  | 18.90     | 15.7  |
| 4 times    |          | 29.25     | 25.25  | 28.40     | 19.5  |
| 5 times    | 45.00    | 88.75     | 29.75  | 27.00     | 22.5  |
| 6 times    |          | 87.15     | 82.20  | 29.70     | 24.7  |
| 7 times    | 52.50    | 41.90     | 84.16  | 20.58     | 26.2  |

T times 52.56 41.90 34.15 30.58 24.75

ANNOUNCEMMENTS

Announcements accepted only for run of schedule.
When definite times for announcements are demanded a 15% extra charge is added to rates. Announcements preceding or following network programs (when so ordered) are subject to 25% additional charges. 100 word announcements equal one minute, 75 words equal 3/4 minute, 50 words equal 1/2 minute, and 25 words equal 1/4 minute.
Station breaks, limited to 30 words, one minuta rate applies on run of schedule basis; specified times, extra 25%.

CLARS "A"

CLASS "A" (6:00 p.m. to 11:00 p.m. week days and

|     | 12:00     | noon to   | 11:00 | D. BO. 181 | IDdave) |       |
|-----|-----------|-----------|-------|------------|---------|-------|
|     |           |           |       | 1          | 1/2     | 1/4   |
|     |           |           |       | min.       | min.    | min.  |
| 1   | time      |           |       | 8.00       | 6.00    | 4.00  |
| 18  | times     |           |       | 7.60       | 5.70    | 3.80  |
| 26  |           |           |       |            | 5.40    | 8.60  |
| 39  |           |           |       |            | 5.10    | 8.40  |
| 69  |           | ****      |       |            | 4.80    | 3,20  |
| 104 |           |           |       |            | 4.50    | 3.00  |
| 156 |           |           |       |            | 4.20    | 2.80  |
| 208 |           |           |       |            | 8.90    | 2.6   |
| 260 |           |           |       |            | 8.60    | 2.40  |
| 812 |           |           |       |            | 8.80    | 2.2   |
| 364 |           |           |       |            | 8.00    | 2.0   |
| 2/4 |           | announcer |       |            | at 80%  | of on |
|     | ute rate. |           |       |            |         |       |
|     |           | CL        | A88 ' | B.,        |         |       |

(11:00 p.m. to 6:00 p.m. week days and be-

|     | fore 12:00 noon 8 |      |      |      |
|-----|-------------------|------|------|------|
| 1   | time              | 5.00 | 3.00 | 2.00 |
| 18  | times             | 4.75 | 2.85 | 1.90 |
| 26  | times             | 4.50 | 2.70 | 1.80 |
| 89  | times             | 4.25 | 2.55 | 1.70 |
| 52  |                   | 4.00 | 2.40 | 1.60 |
| 104 |                   | 8.75 | 2.25 | 1.50 |
| 156 | times             | 8.50 | 2.10 | 1.40 |
| 208 | times             | 8.25 | 1.95 | 1.80 |
| 260 |                   |      | 1.80 | 1.20 |
| 812 |                   | 2.75 | 1.65 | 1.10 |
| 864 |                   | 2.50 | 1.50 | 1.00 |
| 201 | ATTEM             |      |      |      |

3/4 minute announcements available at 80% of one minute rate. Additional Discounts

| Available only on periods of 13 weeks or more  | and  |
|--|------|
| on announcements of less than five minutes:    |      |
| A times ner week                               | 3%   |
| 12 times per week                              | 5%   |
| 18 times per week                              | 7%   |
| 24 or more times per week                      | 10%  |
| Further discounts on one, one-half and one-qui | irte |
| minute announcements used within one year:     |      |
| 500 times, one time rate less                  | 55%  |
| 750 times, one time rate less                  | 60%  |
| 1,000 or more times, one time rate less        | 85%  |
| SPECIAL FEATURES                               |      |

Newscasts available for sponsorship—regular rate Newscasts available for sponsorship—regular rate plus 10%.
Time signals, limited to 50 werds, one minute announcement rate applies on run of schedule basis; specified times, extra 25%.
Market, sport fisshes and other special events—rates on request.

POLITICAL
Rates on request. Copy to be approved by station management before broadcast. Payment in advance.

REMOTE CONTROL

Programs will be broadcast from any location outside of station—rates on request.

RECORDED PROGRAMS
Rates include use of transcription service.
Electrical transcription programs are accepted for broadcast at any hour available. Instantaneous recording equipment available.

TALENT Rates on request.

#### Contract and Copy Requirements

Advertising of alcoholic beverages not accepted, except beer and wine. Programs and announcements cannot be combined to earn additional discounts. Price quoting permitted. No restrictions except close censorship against exaggerated claims, fraudulent, obscene, questionable or injurious articles or products. Maximum length of contract, one year.

Rates do not cover cost of artists' services.

Closing Time

Two weeks in advance.

Mecnanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Representatives

Howard H Wilson Company

#### HIGH POINT

(Guilford County)

WMFR (Established 1985)

(Retabliance 1985)
Rates effective March 1, 1945. (Card No. 4.)
Owned and operated by Radio Station WMFR, Inc.
Business Office and Studio — 156-1/2 South Main
St., P.O. Box 27, High Point, N. C., telephone
4593-4.

4593-4. Transmitter—156-1/2 S. Main Street, High Point, North Carolina.

North Carolina.

Wave—Power—Time
Operating power 250 watta.
248.9 meters; 1230 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.

Agency Commission
Agency commission 15% to recognized agencies. Cash
discount 2%—10th of month.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southeastern Group) and Keystone Network. Rates include charges by owners of music copyrights. (Day and Night)

| 1   | hour             | 60.00 |
|-----|------------------|-------|
| 1/2 | hour             | 36.00 |
| 1/4 | hour             | 24.00 |
| - 5 | minutes          | 12.00 |
| 100 | ANNOUNCEMENTS    |       |
| 50  | words            | 3.00  |
| 25  | words            | 2.00  |
|     | SPECIAL FEATURES |       |

SPECIAL FEATURES
Weather forecast, time signals, news and sports—rates on request. ELECTRICAL TRANSCRIPTIONS
Accepted for broadcast at any hour available.

TALENT Bates on application.

Rates on application.

REMOTE CONTROL

Rates on application on points outside of regular studies. Mobile unit available.

atudice. Mobile unit arailable.
Centract and Other Requirements
Advertising of alcoholic beverages not accepted.
Maximum length of contract one year. Bates do not include artists' services. Religious programs subject to local ministerial association. All political copy must be approved before broadcast. All programs must conform to the standards of the station.

Closing Time
Two weeks prior to starting date.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcription.

Persennel
General Manager—H. M. Lambeth.
Commercial Manager—Pat Taylor. Representatives
Burn-Smith Company, Incorporated.

#### KINSTON

(Lenoir County)

WFTC (Established 1987)



Rates effective December 1, 1941.

Owned and operated by Jonas Welland. Business Office and Studlo-E. King Street, Kinston. North Carolina, telephone 4111. Transmitter-210 E. King Street, Kinston, N. C.

Transmitter -210 E. King Street, Kinston, P. C. Wave-Power-Time Operating power-250 watts, 243.9 meters; 1230 kilocycles.
Operates on Eastern War Time.
Operating schedule: Sunday 7:30 a.m. to 11:15 p.m.;
Saturday 6:45 a.m. to 100 a.m.; Monday through Friday 6:45 a.m. to 11:15 p.m.

Agency Commission

gency Commission
Agency commission 15%. No commission on artists'
services; commission paid on station time only. No cash discount.

General Advertising

ANNOUNCEMENTS
1 minute 4.20 8.70 8.85 2.95
100 words... 8.25 2.80 2.60 2.40
50 words... 8.00 2.65 2.40 2.20
15 seconds or

RECORDED PROGRAMS
Transcribed and recorded programs accepted at no additional charge.

Transcription library services available, rates on re-

TALENT

REMOTE CONTROL.
Station has facilities for handling programs by remote control, details on request.

Contract and Copy Requirements
Maximum length of contract one year Rates to not include artists' services.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcription, using double turn-tables.

Personnel
General Manager—Jonas Weiland
Commercial Manager—Lester L. Gould.

Representatives
Burn-Smith Company, Incorporated

#### **NEW BERN**

(Craven County)

WHIT



Rate card undsted; received September 17, 1942. (Card No. 1.)
Owned and operated by The Coastal Broadcasting Co., Inc.

Business Office and Studio—U. S. Highway 17. South. New Bern. N. C., telephone 1450.

Wave—Power—Time
Operating power—250 watta.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission 15% to recognized agencies. No cash discount.

15% to recognized agencies. No cash discouns. General Advertising
For combination rates see Mutual Broadcasting System, Tobacco Network, and Keystone Network.

1 tl. 13 tl. 28 tl. 52 tl. 100 tl. 300 tl.
1 hour..... 50.60 45.90 40.80 55.70 80.35 25.20
1/2 hour..... 30.00 27.50 25.00 22.50 20.00 17.50
1/4 hour.... 17.50 16.00 14.50 13.00 11.50 10.00
5 minutes 7.50 6.75 6.00 5.25 4.50 8.75
Npecial package rates on periods of one hour or mora.

MOVE ANNOUNCEMENTS 1 tl. 18 tl. 26 tl. 52 tl. 100 tl. 800 tl. 1 minute apots or transcriptions 3.20 2.80 2.50 2.20 2.00 1.80

SPECIAL FEATURES
News -leased wire service available.
POLITICAL PROGRAMS
Payable in advance, tates on request

ELECTRICAL TRANSCRIPTIONS
Complete musical library available.

REMOTE CONTROL Rates on request.

Rates on request.

TALENT

SERVICE FACTLITIES
Station will prepare programs desired and will furnish full merchandising ideas.

Contract and Other Requirements
Maximum contract period one year. All programs and
advertising copy subject to station's approval. Management reserves the right to change time of any
broadcast or announcement to meet special eventa
or emergencies.
Advertising contracts are not assignable, nor can any
periode be used for resals.

Mechanical Program Equipment
Equipped & handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turn-tables.

Persennal
Pres., Gen': & Com'l Mgr.—Louis N. Howard. Representatives None.

#### RALEIGH

(Wake County)

WPTF (Established 1924)

Rates effective Jan. 1, 1944. (Card No. 50 XW-2.) Owned and operated by the WPTF Badio Company Business Cfice and Studio-Insurance Bldg., Ealeigh, N. C., telephone 8811. Frankfitter—Cary. North Carolina.

Wave-Power-Time

/ave.—Power.—Time
Operating power.—50,000 watts.
.100% modulation.—High Fidelity Crystal control.)
480.9 meters. 680 kilocycles.
Licensed to operate full time on clear channel.
Directional antenna used after sunset.
Operation on Eastern Time.
Operating schedule: 6:00 a.m. to 12:05 p.m.

Agency Commission

Agency commission 15% on the net time charge only to recognized advertising agencies. No cash discount. Invoices payable when rendered.

General Advertising

For combination rates see listing of National Broad-casting Company (Southeastern Group).

Copyright tax is included for all music which station is licensed to perform. Discounts earned on announce-ments cannot be applied to program contracts and vice versa.

vice versa.

Discounts are retroactive and carned discount is te be determined by the total rumber of broadcasts used within one year.

CLASS "A"

be determined by the total rimber of broadcasts used within one year.

CLASS 'A'

(6:30 p.m. to 11:00 p.m. daily)

1 burn... 300.00 285.00 270 00 255.00 244.00 225.00 1/2 hour... 18:00 17:10.0 182 00 153.00 14-00 185.00 14-00 185.00 14-00 185.00 16.00 153.00 14-00 185.00 16.0

ANNOUNCEMENTS

(This listing continued on next page:



NORTH CAROLINA



AVERAGE OF NINE OTHER SOUTHERN STATES

(MILLIONS)



CARRYING N.B.C. **WITH 50,000 WATTS** 

**NORTH CAROLINA'S** SALESMAN



FREE & PETERS, INC. NATIONAL REPRESENTATIVES

#### NORTH CAROLINA—Cont'd

#### RALEIGH—Continued WPTF-Continued

500 or more announcements within one year 5% additional discount.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available. Rates on

request.

TALENT

Audition transcriptions and rate quotations on svailable live talent will be supplied on request.

REMOTE CONTROL
For rates on programs originating outside of regular
studies, consult station management.

#### Contract and Other Requirements

Advertising of alcoholic beverages not accepted.
Rates do not include artists' services.
All programs must conform to the standards of the station. Maximum length of contract is one year

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 r.p.m. double turn-tables for vertical and lateral out recordings, and 78 r.p.m lateral turn-tables.

General Manager—Richard H. Mason Sales Manager—Ollie L. Carpenter.

#### Representatives

Free & Peters, Inc.

#### WRAL (Established 1989)



Bates effective November 1, 1989, (Card No. 8.) Owned and operated by Capitol Broadcasting Co. Business Office and Studio-130 S. Salisbury Street. Raleigh, North Carolina. Transmitter—East Davis St., Raleigh, N. C.

#### Wave-Power--Time

Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.

#### Agency Commission

Agency commission 15% on net charges to recognized agencies. Invoices randered weekly, payable by 10th of month following broadcasts. No cash discount. General Advertising

For combination rates see listings of Mutual Broad-casting System and Tobacco Network.

|     | 4.00     |       |          |         |         | 0.0     | •       |
|-----|----------|-------|----------|---------|---------|---------|---------|
| - 1 | 6:00 p.p | n. to | 10:30    | p.m. we | BOK CAN | 78. 8:U | U       |
|     |          |       |          | p.m. 8  |         |         |         |
|     |          | 1 ti. | 18 ti.   | 28 ti.  | 52 ti.  | 100 ti. | 300 tl. |
| 1   | hour     | 72.00 | 68.40    | 64.80   |         | 57.60   | 54.00   |
| 1/2 | hour     |       | 42.75    | 40.50   | 38.25   | 86.00   | 33.75   |
|     | hour     |       | 25.65    | 24.30   | 22.95   | 21.60   | 20.25   |
|     | minutes  | 22.00 | 20.90    | 19.80   | 18.70   | 17.60   | 16.50   |
|     | minutes  | 14.00 | 13.30    | 12.60   | 11.90   | 11.20   | 10.50   |
| *1  |          | 8.00  | 7.60     | 7.20    | 6.80    | 6.40    | 6.00    |
| _   |          |       | OT 4 0 0 | 117011  |         |         |         |

| CLASS "B" |           |       |       |         |        |        |       |  |  |
|-----------|-----------|-------|-------|---------|--------|--------|-------|--|--|
|           | (6:00 a.z |       |       |         | ek day | s, and | l     |  |  |
|           |           |       |       | 00 a.m. |        |        |       |  |  |
| 1         | hour      | 45.00 | 42.75 | 40.50   | 38.25  | 36.00  | 88.75 |  |  |
| 1/2       | hour      | 30.00 | 28.50 | 27.00   | 25.50  | 24.00  | 22,50 |  |  |
| 1/4       | hour      | 20.00 | 19,00 | 18,00   | 17.00  | 16.00  | 15.00 |  |  |
| 10        | minutes   | 15.00 | 14.25 | 13.50   | 12.75  | 12.00  | 11,25 |  |  |
| 5         | minutes   | 10.00 | 9.50  | 9.00    | 8.50   | 8.00   | 7.50  |  |  |
|           | minute    | 5.00  | 4.75  | 4.50    | 4.25   | 4.00   | 8.75  |  |  |
|           | •) One m  |       |       |         |        |        |       |  |  |
|           | ,         |       |       |         |        |        |       |  |  |

# FREQUENCY DISCOUNTS These discounts do not apply to announcements.

|              |       | 8 ti.  | 6 ti.  |
|--------------|-------|--------|--------|
| Less than 18 | weeks | Net    | Net    |
| 18 weeks     |       | 2-1/2% | 7-1/2% |
| 28 weeks     |       | 5%     | 10%    |
| 52 weeks     |       | 7-1/2% | 18%    |
|              |       |        |        |

#### POLITICAL BROADCASTS Accepted on the one time card rate.

TALENT
Programs of live talent will be arranged for clients at cost.

REMOTE CONTROL
Station is equipped to handle remote control
grams originated outside atudios, wherever teleplines are available.

#### Contract and Other Requirements

Maximum contract term one year.

Station reserves the right to reject any material or talent that does not meet the production and prestige standards of the station.

All special features, talent, line charges, special music, etc., are to be paid by the advertiser.

#### Closing Time

Continuity and program material must be submitted 24 hours before broadcasting.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for both vertical and lateral out recordings. Instantaneous recording equipment available.

General Manager—Fred Fletcher. Commercial Manager—C. Durham Moore. Representatives

Weed & Company

#### ROANOKE RAPIDS

(Halifax County) WCBT (Established 1940)



Rates effective September 15, 1943.

nates enective september 10, 1943.

Owned and operated by Radio Station WCBT, Inc.
Business Office and Studio—251 Rosnoke Avenue,
Rosnoke Rapids, North Carolina.

Transmitter—E. Tenth Street, Extended, Rosnoke
Rapids, North Carolina.

#### Wave-Power-Time

operating power—250 watta.
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: Sundays 9:00 a.m. to
10:00 p.m. Week days 7:00 a.m. to 11:00 p.m.

## Agency Commission

Agency commission 15% to recognized agencies on station time only. Cash discount none. Bills due and payable when rendered.

#### General Advertising

For combination rates see Mutual Broadcasting Sys-tem and Keystone Network. The following rates are for national advertising. Bates include charges by owners of music copyrights.

|          |               | l hr. | 1/2 hr. | 1/4 hr. | 10 min |
|----------|---------------|-------|---------|---------|--------|
| 1        | time          | 65.00 | 87.85   | 20.00   | 16.70  |
| 11<br>25 | times         | 64.85 | 84.15   | 17.55   | 13.35  |
| 25       | times         | 60,00 | 82.15   | 17.10   | 11.70  |
| 50       | times         | 56.80 | 28.75   | 15.40   | 10,40  |
| 100      | times         | 53.85 | 27.10   | 15.00   | 9.15   |
| 150      | times         | 50.00 | 25.80   | 13.85   | 8.30   |
| 800      | or more times | 44 90 | 24 20   | 19 50   | 7 50   |

DISCOUNTS

Announcements and programs of five minutes or more cannot be combined to earn a larger discount. Two or more programs of 15 minutes or more, broadcast on the same day for the same sponsor within the same rate bracket, may be combined to earn 1/2 hour, 3/4 hour or one hour rate, whichever applies. All programs combined to earn a lower rate may be acheduled contiguous at the station's option on 28 days notice.

#### · · 800 05

ANNOUNCEMENTS more

1 t. 11 t. 25 tl. 50 tl. 100 tl. 150 tl. tl.

5 minutes 8.75 8.25 7.50 6.70 5.80 5.40 5.00
100 words... 4.20 8.70 8.85 2.95 2.70 2.50 2.10

News: Regular rates apply.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission.

# SERVICE FACILITIES Merchandising service available. Contract and Other Requirements

Advertising of light wines and beer accepted. Con-tracts subject to cancellation by four weeks written notice accompanied by certified check at short rate to date of last program. Station reserves the last 30 seconds of all programs for its use and station identification. No contract to exceed one year's duration.

Contracts close one week in advance of first broad-east. Announcement copy, transcriptions and talks close four hours in advance.

# Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 88-1/8 and 78 r.p.m. turn-tables for ver-tical and lateral out recordings.

# Personnel General Manager—S. E. Crew. Commercial Manager—Al Drew.

Representatives
Burn-Smith Company, Incorporated.

#### **ROCKY MOUNT**

(Nash and Edgecomb Counties)

#### WEED

#### (Established 1988)

Bates effective February 1, 1987. (Card No. 8.) Owned and operated by W. Avera Wynne.
Business Office and Studio—Bocky Mount, N. C.
Transmitter—Bocky Mount, N. C.

#### Wave-Power-Time

Operating power—250 watta.
206.9 meters; 1450 kilocyoles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Actual operating schedule: Week days and Sundays
7:00 a.m. to 12:05 a.m.

Agency commission 15%; cash discount 2%—10 days. No discount or commission on artists' services. Commissions paid on gross station time only.

#### General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Supplementaries).

# The following rates are for national advertising. 1 time... 45.00 27.00 16.20 12.95 18 times... 40.50 27.00 16.20 12.95 26 times... 40.50 24.80 14.60 11.65 25 times... 88.25 22.95 18.75 10.95 10.00 times... 88.25 22.95 18.75 10.95 150 times... 88.75 20.75 12.15 200 times... 81.50 18.50 11.55 9.10

# ELECTRICAL TRANSCRIPTIONS Transcribed and recorded programs accepted at no additional charges. Transcription library services available—rates and details on request.

TALENT
Station will furnish any type of local talent available. Bates on application.

BEMOTE CONTROL
Programs will be broadcast from any location—rates
on application.

#### Contract and Other Requirements

Maximum length of contract one year. Bates do not include artists' services.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 88-1/8 and 78 r.p.m. double turn-tables for vertical and lateral out recordings.

#### Personnel

Manager-W. Avera Wyn

## SALISBURY

(Bowan County)

WSTP (Established 1988)



Rates effective August 1, 1939. (Card No. 2.) Owned and operated by Pledmont Broadcasting Corp. Business Office and Studio—Yackin Hotel, Salisbury. North Carolina, telephone 2121. Other Studios—Kannapolis, N. C. Transmitter—Statewille Highway at Grant Creek.

#### Wave-Power-Time

cave—rower—11me
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time.
Operates on Exatern War Time.
Actual operating schedule: 7:00 a.m. to 12:00 mid-

#### Agency Commission

Agency commission 15% to recognized advertising agencies. No cash discount. All accounts payable 15th of month following broadcast.

#### General Advertising

For combination rates see listing of Mutual Broad-casting System.

Quantity discounts apply to one classification only.

Announcements and programs cannot be combined to secure discounts. No discounts given except as earned. (After 6:00 p.m.)

| 1/2         | hour  | 82.50  |
|-------------|---|--------|
| 1/4         |   | 17.50  |
|             |   |        |
| 5           | minutes   | 8.00   |
|             | (Before 6:00 p.m.)  |        |
| 1           | hour  | 50.00  |
| $1/\hat{2}$ |   | 28.00  |
|             |   |        |
| 1/4         |   | 15.00  |
| - 5         | minutes   | 7.00   |
| _           | ANNOUNCEMENTS ition breaks available for announcements. (After 6:00 p.m.) |        |
| 100         | words   | 4.00   |
|             |   |        |
| 50          | words   | 8.00   |
|             | (Before 6:00 p.m.)  |        |
| 100         | words   | 8.00   |
| 50          | words   | 2.00   |
|             | DISCOUNTS   |        |
|             | times 5% 100 times  |        |
| 26          | times 10% 800 times   | 25%    |
|             | times   | /-     |
| 32          |   |        |
|             | Additional Discounts  |        |
| The         | following discounts do not apply to anno                                  | 11200- |
|             |   | ance.  |
| mer         |   |        |
|             | imes per week   |        |
| 6 ti        | imes per week   | 10%    |
| - •         |   | -3 /0  |

# ELECTRICAL TRANSCRIPTIONS Transcriptions will be broadcast at any bour avail-

able.

TALENT
The station will furnish any type of local talent avsilable. Rates on request.

REMOTE CONTROL
Programs will be broadcast from any point. Only actual expenses will be charged advertiser.

#### Contract and Copy Requirements

Rates are for station facilities only; talent charges are extra.

Maximum length of contract one year.

#### Closing Time

One week prior to starting date.

# Personnei Manager-W. J. Murphy.

Representatives Burn-Smith Company, Incorporated.

#### WASHINGTON (Beaufort County) WRRF (Established 1942)



Rates effective January 1, 1945. (Card No. 2.) Card received December 11, 1941.

Owned and operated by Tarheel Broadcasting System,

Business Office and Studio—Bank of Washington Ridgs. Washington N C Transmitter—Highway 17, one mile south of Washington, N. C.

#### -Power-Time

Operating power—1,000 watts, 322 6 meters; 930 kilocycles. Licensed to operate days.

#### Agency Commission

15% to recognized advertising agencies on not charges for station time only; no easil discount. Invoices payable when rendered.

or combination rates see American Broadcasting omnany, Inc. (Southeastern Group), its carned on announcements cannot be applied program contracts and vice versa, ites are for national advertising and include music overfull fees. Rates are for copyright fees.

#### ANNOUNCEMENTS

| One minute or    |      |      |      |      |      |
|------------------|------|------|------|------|------|
| 125 words., 6.00 | 5.20 | 4.40 | 3.60 | 2.80 | 2.50 |
| 50 words or      |      |      |      |      |      |
| 15 seconds 4.00  | 3.60 | 3.20 | 2.80 | 2.40 | 2.00 |

#### TALENT

Services of regularly scheduled announcer are included without extra charge. If advertiser specifies a particular announcer, or if unusual production services are required, an extra charge will be made. Audition transcriptions of available live talent supplied on transcriptions.

REMOTE CONTROL

Rates and details on request.

#### TRANSCRIPTIONS

Transcription library service available. Recording studios available.

#### Contract and Other Requirements

Advertising of alcoholic beverages not accepted. Maximum length of contract one year. All programs subject to program policies and approval of station management.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral cut recordings.

General Manager--W. R. Roberson, Jr.

#### Representatives

Forjoe & Company,

#### WILMINGTON

New Hanover County

WMFD Bershlished 1985:



#### Hates effective July 1, 1940.

Owned and operated by R. A. Dunlea.
Business Office—Castle Hayne Road. Wilmington.
North Carolina. telephone 4840.
Studios—Forest Hills, Sixth and Market Sts., and
Casile Hayne Road.
Transmitter—Castle Hayne Road. Wilmington, North
Carolina.

#### wave-Power-Time

Operating power-250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate on local channel.

(nerates on Eastern War Time.

Actual operating schedule: Sundays 7:30 a.m.

11:00 p.m.; week days 7:00 a.m. to 11:00 p.m.

#### Agency Commission

Agency commission 15% to recognized advertising agencies on station time. No cash diacount, inspices mailed lat of month following broadcast.

#### General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Supplementaties) rates neclude charges by owners of music copyrights. Quantity discounts apply on each classification only, Announcements and programs cannot be combined to secure quantity discounts.

|     |         | −On   | contrac | t. to be | used v | ithin 1 | year-  |
|-----|---------|-------|---------|----------|--------|---------|--------|
|     |         | l ti. | 13 t1.  | 26 ti.   | 52 ti. | 100 tl. | 300 tt |
| 1   | hour    | 45.00 | 42.75   | 40,50    | 38, 25 | 36.00   | 33.75  |
| 1/2 | hour    | 30 00 | 28,50   | 27.00    | 25.50  | 24.00   |        |
| 1/4 | hour    | 20.00 | 19.00   | 18.00    | 17.00  | 16.00   | 15.00  |
| [11 | minutes | 15.00 | 14.25   | 13.50    | 12.75  | 12.00   | 11.25  |
| 5   | minutes | 10,00 | 9.50    | 9.00     | 8.50   | 8.00    | 7.50   |
| 1   | minute_ | 5.00  | 4.75    | 4.50     | 4.25   | 4.00    | 8.75   |



IN THE HEART OF THE BRIGHT LEAF TOBACCO BELT



We Can Help You Cash-In In This Prosperous Market NOW



Write Today for Our New INFORMATIVE FOLDER



#### FORJOE & COMPANY

National Radio Representatives

New York • Chicago • Philadelphia



SPECIAL FEATURES News: Leased wire service available.

#### ELECTRICAL TEANSCRIPTIONS

Electrical transcription programs are accepted for broadcast at any hour available. Regular time charges apply to recorded programs. Not restricted to certain hours. Price quoting permitted.

TALENT

Rates on application.

#### REMOTE CONTROL

Rates on application on points outside of regular studios.

#### Contract and Other Requirements

Maximum length of contract, one year,

#### Closing Time

Preferably two weeks prior to starting date. Ficlosing date three days in advance of broadcast.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r p.m. double turn-tables

Manager-R. A. Dunlea.

#### Representatives

Burn-Smith Company, Inc.

#### WILSON (Wilson County)

W G T M



Rater received October 12, 1942. Owned and operated by Penn Thomas Watson, Business Offices and Stud.o-U. S. Highway 301, one mile north of Wilson, N. C. Transmitter-U. S. Highway 301, one mile north of Wilson. N. C.

#### Wave—Power—Time

Operating power-250 watts 223.9 meters; 1340 kilocycles Licensed to operate unlimited time Operates on Eastern War Time.

#### Agency Commission

Agency commission 15%; nc cash discount,

#### General Advertising

For combination rates see listings of Mutual Broadcasting System, Tobacco Network and Keystone

#### CLASS "A' (12:00 noon to 2:00 p.m. and 6:00 p.m. to 10:00 p.m.

1 #1 13 ti. 26 tl. 1 hour... 60.00 48.00 54.00 51.00 45,00 1/2 hour... 36.00 32.40 96.60 28.80 27.00 1/4 hour.... 21.60 19.44 18.36 17.28 16.20 5 minutes 7.92 7.13 6 79 5.94 I minute 4.00 8.75 3.50 3.35 8,10

#### CLASS "B"

(7:00 a.m. to 12:00 noon and 2:00 p.m. to 8:03 p.m. and 10:00 p.m. to 12:00 mid-

| Rat | es for 1 | lo and | 25 word | scation. | breaks ou | nted on |
|-----|----------|--------|---------|----------|-----------|---------|
| _   | minute   |        | 3.25    | 3.10     | 3.00      | 2.75    |
|     | minute   |        | 5.34    | 5.05     | 4.75      | 4.46    |
|     | hour     |        | 14.58   | 13.77    | 12.96     | 12.15   |
|     | hour     |        | 24.30   | 22.95    | 21.60     | 20.25   |
|     | hour     |        | 40.50   | 38,25    | 36.00     | 33.75   |
|     |          |        | nigh    | E)       |           |         |

#### SPECIAL FEATURES

Time signals, weather reports, sporting events, etc., rates on request.

#### REMOTE CONTROL

Telephone line costs for remots pick-ups will be defrayed by advertiser. Mobile unit available,

#### Contract and Other Requirements

Rates include station time and facilities only,

#### Mechanical Program Equipment

Equipped to handle program by electrical transcription with both vertical and lateral pick-ups.

#### Personnel

Manager-Allen E. Wannamaker. Advertising Manager-Bob Brunson. Production Manager-Clint Faris.

#### Representatives

Burn-Smith Company, Inc.

# **HOOPERATINGS**

Show

# WAIR

with a Commanding l ead

**Every Morning** 



A few choice spots open during these high-rating morning hours

**CALL THE** WALKER COMPANY

WAIR

WINSTON-SALEM

North Carolina's 2nd Market

#### NORTH CAROLINA—Cont'd

#### WINSTON-SALEM

(Foresth County)

WAIR (Established 1987)



Rates effective November 1, 1943. (Card No. 5.)
Owned and operated by WAIB Broadcasting Company.
Business Office and Studio—Pepper Bidg., Winston-Salem, N. C., telephone 2-1133 and 2-1134.
Transmitter—Reynolds, North Carolina.

Wave—Fower—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m. to
12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.
Agency Commission.

Agency Commission
Agency commission 15% to all recognized agencies.
No cash discount.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southeastern Group).
The following rates are for national advertising.
Announcements and programs cannot be combined to secure additional CT.ASS "A"

|     |         | (6:00 ) | p.ma. to | 11:00  | p.m.)  |         |         |
|-----|---------|---------|----------|--------|--------|---------|---------|
|     |         | 1 ti.   | 18 ti.   | 26 ti. | 52 tl. | 104 ti. | 156 ti. |
| 1   | hour    | 80.00   | 76.00    | 72.00  | 68.00  | 64,00   | 60.00   |
| 1/2 | hour    | 45.00   | 42.75    | 40.50  | 88.25  | 86.00   | 83.75   |
| 1/4 | hour    | 80.00   | 28.50    | 27.00  | 25.50  | 24,00   | 22,50   |
| 5   | minutes | 15.00   | 14.25    | 18.50  | 12.75  | 12.00   | 11.25   |
| •1  | minute  | 8.00    | 7.60     | 7.20   | 6.80   | 6.40    | 6.00    |
| 50  | words   | 6.00    | 5.70     | 5.40   | 5.10   | 4.80    | 4.50    |
|     |         |         | ~ . ~ ~  |        |        |         |         |

|     | (6:00 a.m |       | 00 p.m., | and a | fter 11:0 | 0 p.m. |       |
|-----|-----------|-------|----------|-------|-----------|--------|-------|
| 1   | hour      | 70.00 | 66.50    | 68.00 | 59.50     | 56.00  | 52.50 |
| 1/2 | hour      | 40.00 | 88.00    | 86.00 | 84.00     | 82.00  | 80.00 |
| 1/4 | hour      | 20.00 | 19.00    | 18.00 | 17.00     | 16.00  | 15.00 |
| 5   | minutes   | 10.00 | 9.50     | 9.00  | 8.50      | 8.00   | 7.5   |
| •1  | minute    | 6.00  | 5.70     | 5.40  | 5.10      | 4.80   | 4.5   |
| 50  | words     | 4.50  | 4.23     | 4.05  | 8.88      | 8.60   | 3.8   |
|     | *) One m  |       |          |       |           |        |       |
|     | nnouncem  |       |          |       |           |        |       |

announcements.

ADDITIONAL DISCOUNTS
3 to 5 times weekly, 5%; 5 or more times weekly, 10%.

RECORDED PROGRAMS
Transcription library services available, rates on request. Instantaneous recording equipment available.
TALENT

All talent to be paid for by advertiser; rates on request.

REMOTE CONTROL |
Remote control facilities can be provided for broadcasting from any point.

casting from any point.

SERVICE FACILITIES

The station maintains a department to assist the advertiser in the selection of suitable program material. Merchandising is included as part of the regular service. Where extra services are required, prices will be quoted at actual cost of printing and postage. Contract and Other Requirements.

Rates are for station time only and do not include talant or remote wire facilities.

Maximum length of contract, one year.

All programs subject to the approval of the station. Maximum length or Fullament.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using turntables for vertical and lateral cut recordings.

recordings.
Personnel
Manager.—George D. Walker.
Commercial Manager.—C. G. Hill.
Representative
The Walker Company.

# WSJS (Established 1980)



Rates effective July 1, 1943. (Card No. 10.)

Owned and operated by The Piedmont Publishing Co.
Business Office and Studio—419-421 N. Spruce St.,
Winston-Salem 1, N. C., telephone 4141.
Transmitter—Winston Salem, North Carolina.
Wave—Power—Time
Operating power—5.600 watts.
500.0 meters; 600 kiloxyoles.
Operates on regional channel on Eastern War Time.
Operating schedule: Sundays 7:30 a.m. to 12:30 a.m.;
week days 6:00 a.m. to 12:30 a.m.
Agency Commission
15% to recognized advertising agencies on net station time only. Cash discount 2% of net—10th of month following service. No cash discount or commission on talent, news service or other program material, or line charges.
General Advertising
For combination rates see listing of National Broadcasting Company (Southeastern Group).
Eates include charges by owners of music copyrights.
The following rates are for national advertising.
Discounts and/or rates earned on announcements cannot be applied to programs or vice versa.

30 words live or 20
sec. 6.25 5.94 5.63 5.32 5.00 4.69
(†) 312 or more times,
PROGRAM FREQUENCY DISCOUNTS
3 to 5 times, per week
6 or more times, per week
SPECIAL FEATURES

SPECIAL FEATURES

Special participating programs, sports events, other special events—rates on request.

TALENT

Rates and details on request.

TALENT

Rates and details on request.

REMOTE CONTROL

Rates and details on request.

Contract and Other Requirements

Maximum length of contract is one year. All contracts, programs and announcements subject to station approval.

Actual time of program periode: One hour 59-1/2 minutes; one-quarter hour 14-1/2 minutes; one-quarter hour 14-1/2 minutes; five minutes 4-2/8 minutes.

All programs close one week in advance of heard.

Closing Time
All programs close one week in advance of broadcass.
Mechanical Program Equipment
Equipped to handle electrical transcriptions using
33-1/3 and 78 r.p.m. double turn-tables for lateral
and vertical cut recordings.

#### FM STATIONS

#### W M I T---(FM) (Established 1942)



Rates effective December 1, 1942, (Card No. 1.)

Rates effective December 1, 1942. (Card No. 1.)
Owned and operated by Gordon Gray.
Business Office and Studio—419-421 N. Spruce St.,
Winston-Salem 1, N. C.
Transmitter—Mt. Mitchell (Clingman's Peak), N. C.;
Post Office, Marion, N. C.
Wave—Power—Time
Operating power—3,000 watts.
(C. P. 50,000 watts.)
Frequency—44100 kilocycles.
Operating schedule: 5:00 p.m. to 11:15 p.m.
Agency Commission
15% to recognized agencies on net station time only.
No cash discount. Invoices rendered at end of each month, due and payable by tenth of month following.
No commission or discount on talent or line charges.
General Advertising
(After 6:00 p.m.)

|        | (After 8:00 p.m.)                                      |       |
|--------|--|-------|
| 1      | hour   | 50.00 |
| 3/4    | hour   | 40.00 |
| 1/2    | hour   | 80,00 |
| 1/4    | hour   | 20.00 |
| - ´´ ŝ | minutes  | 10.00 |
|        | (Before 6:00 p.m.)                                     |       |
| 1      | hour   | 25.00 |
| 3/4    | hour   | 20.00 |
| 1/2    | hour   | 15.00 |
| 1/4    | hour   | 10.00 |
| - 7 5  | minutes  | 5.00  |
|        | ANNOUNCEMENTS  |       |
|        | (After 6:00 p.m.)                                      |       |
| 125    |  | 5.00  |
|        |  |       |
| 30     | word announcements between programs (Before 6:00 p.m.) | 5.00  |
| 125    | words or one minute transcription                      | 2,50  |
| 30     |  |       |
| -      | DISCOUNTS  |       |
| Les    |  | et    |
| 13     | to 25 times 5  | %     |
| 26     |  | 1/2%  |

#### NORTH DAKOTA

#### BISMARCK

(Burleigh County)

KFYR (Established 1925)



Rates effective July 1, 1942. (Card No. 14.)
Owned and operated by Meyer Broadcasting Co.
Business Office and Studio-320 Broadway, Bismarck.
North Dakota, telephone 468.
Transmitter—Menoken, N. D.

Wate-Power-Time
Operating power-5.000 watts.
545.5 meters; 550 kilocycles.
Licensed to operate on regional channel, full time.
Operates on Mountain War Time.
Actual operating schedule: Sundays 8:00 a.m. to
12:00 midnight, Week days 6:00 a.m. to 12:00 midnight.

Agency Commission
Agency Commission 15% to advertising agencies recognized by station management, providing payment is
made by the 10th of month following service, otherwise no commissions paid. No commission paid on
talent. No cash discount. All statements for service
due when presented.

General Advertising
For combination rates see National Broadcasting
Company (Northwestern Group),
Affiliated with Northwest Network.
The following rates are for national advertising. For
local advertising rates consult station management,
Rates include fees charged by owners of copyrighted
mutic. music. Announcements and programs cannot be combined to

earn extra discounts.
CLASS "A"

|     |         | (0.00  | p.m. to | 10:00  | p.m.)  |       |        |
|-----|---------|--------|---------|--------|--------|-------|--------|
|     |         | 1 ti.  |         |        |        |       |        |
| - 1 | hour    |        | 190.00  |        |        |       | 150.00 |
| 1/2 | hour    | 120.00 | 114.00  | 108.00 | 102.00 | 96.00 | 90.00  |
| 1/4 | hour    | 80.00  | 76.00   | 72.00  | 68.00  | 64.00 | 60.00  |
| 5   | minutes | 34.00  | 32,30   | 30.60  | 28.90  | 27.20 | 25,50  |
| 1   | minute  |        |         |        |        |       |        |
|     | or less | 15.00  | 14.25   | 18,50  | 12.75  | 12.00 | 11.25  |
|     |         |        | CLASS.  | B      |        |       |        |
|     |         |        |         |        |        |       |        |

CLASS "B" (12:00 noon to 2:00 p.m. week days, 12:00 noon to 6:00 p.m. Sundays, and 10:00 p.m. to 10:30 p.m. daily | 1 hour ... 125.00 118.75 112:50 106.25 100.00 92.75 1/2 hour... 75.00 71.25 67.50 63.75 60.00 56.25 1/4 hour ... 50 00 47.50 45.00 42.50 40.00 87.50 5 minutes 24.00 22.60 21.60 20.40 19.20 18.00 1 minutes

1ti. 26 tf. 52 tf. 156 tf. 260 tf. 812 tf.

1 hour... 75.00 71.25 67.50 63.75 60.00 56.25

1/2 hour... 45.00 42.75 40.50 38.25 86.00 38.75

1/4 hour... 30.00 28.50 27.00 25.50 24.00 25.50

5 minutes 15.00 14.25 18.50 12.75 12.00 11.25

1 minute

or less 8.00 7.60 7.20 6.80 6.40 6.00

Chain breaks limited to 35 words.

SPECIAL, FEATURES

Weather reports, forecasts, market reports, baseball scores, time signal service, participating programs and news—rates on request.

POLATICAL TALKS

Falks and speeches take Class "A" rates from 6:00 p.m. to 12:00 midnight.

RECORDED PROGRAMS

Transcription library available—ratee on request.

TALENT

Rates and Information on request.

REDITE CONTROL

Station is equipped to handle this type of broadcast. Retain details on request.

SERVICE FACILITIES

Station, through the program department can offer expert service in arranging and providing announcements and announcers at no extra charge.

ments and announcers at no extra charge.

Contract and Other Requirements

All programs, talks and announcements are subject
to approval in advance by the radio station, in every
detail. Any contract for radio advertising is subject
to all authorized requirements, regulations and acts
passed by the various states, or by the United States
government or its departments and bureaus with
regard to radio broadcasting control.

Station management reserves the right to refuse or
discontinue any advertising for reasons satisfactory
to tisely.

Contracts cancelled by client or agency prior to expiration date will be short rated on basis of rate actually carned.

Closing Time
Contract must be closed three weeks in advance to be included in program schedules in newspaper and publicity mediums.
Copies of talks and addresses must be filed with station 24 hours in advance of broadcast.

Mechanical Program Equipment Fullpred to handle programs by ejectrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
President and General Manager—P. J. Meyer.
Commercial and Station Manager—F. E. Fitzsimonda.

Regresentatives
John Blair & Company

#### **DEVILS LAKE** (Ramsey County)

KDLR

(Betablished 1925) Rates effective September 1, 1940.

Owned and operated by KDLB, Inc.
Business Office and Studio—1025 Third Street. Devile
Lake, North Dakota.
Other studios, Fairmont Creamery Bidg., and Menr
Hlock, Devile Lake, N. D.
Transmitter—Fourth Street and 12th Avenue, Devils
Lake, N. D.

Lake, N. D.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 ktlocycles.
Licensed to operate full time on local channel.
Operates on Central War Time.
Actual operating schedule; Sundays 7:30 a.m. te
10:00 p.m. Week days 6:30 a.m. to 10:30 p.m.

Agency commission
Agency commission 15% allowed to recognized ageocies. Accounts payable 15th of month following broadcast. No cash discount.

General Advertising
For combination rates see listings of Mutual Broadcasting System and North Central Broadcasting System
(Dakota Group).
Affiliated with North Central Broadcasting System.
The following rates are for national advertising. For

| loca | l adverti | sing  | rates c | onsult |        |         |        |
|------|-----------|-------|---------|--------|--------|---------|--------|
|      |           | 1 ti. | 13 t1.  | 26 t1. | 52 ti. | 104 ti. | 312 11 |
| 1    | hour      | 50,00 | 47,50   | 45.00  | 42,50  | 40.00   | 37.50  |
| 1/2  | hour      | 30.00 | 28,50   | 27.00  | 25,50  | 24.00   | 22.50  |
| 1 '4 | hour      | 17.50 | 16.62   | 15.75  | 14.87  | 14.00   | 13.13  |
|      | mlnutes   | 9.50  | 9.02    | 8.55   | 8.07   | 7.60    | 7.15   |
| i    | minute    | 5.00  | 4.75    | 4.50   | 4.25   | 4.00    | 8.71   |
| Chai | ln breaks | 5.00  | 4.75    | 4.50   | 4.25   | 4.00    | 8.7    |
|      |           |       |         | 3.00   |        |         |        |

TALKS, POLITICAL SPEECHES, ETC.
Regular rates apply. Manuscripts must be received to daye in advance.

SPECIAL FEATURES

Weather Forecast: Rates on request.
Soad reports in season of snows. October through
March. Rates on request.
Housewives Program 9:00 s.m. to 10:00 s.m. regular
rates apply; monthly rates on request.
Noonday Variety Program: 11:00 s.m. to 1:00 p.m.
segular rates apply; monthly rates on request.

ELECTRICAL TRANSCRIPTIONS Transcription library services available, rates on re-

Special transcriptions also available at cost plus REMOTE CONTROL

Details on request.

SERVICE FACILITIES
Services of production department for program ideas fitted to local needs. Merchandising services available, includes display, theatre tie-ins.

Closing Time

Special publicity requires three weeks advance notice. Electrical transcriptions should be on hand two weeks in advance of broadcast date to allow for replacement in case of damage.

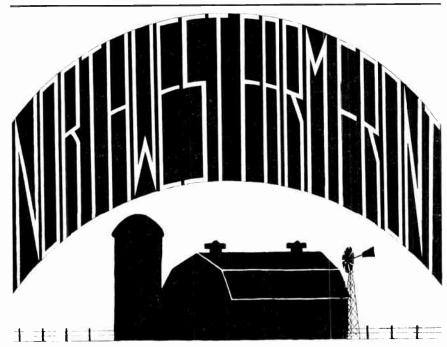
Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turn-tables for vertical or lateral cut recordings.

Personnel

Manager

Representatives

North Central Broadcasting System.



Full Hours Daily -- Monday thru Saturday 6:00 to 8:00 A. M. Dedicated to the Northwest Farmer!

NEWS...MUSIC...WEATHER

Cash in on This Program's Tremendous Audience

For full particulars and "choice" spots on the

"NORTHWEST FARM FRONT"

Write Direct or Ask Any John Blair Man



CLA88 "A"

#### NORTH DAKOTA—Cont'd

#### **FARGO**

(Cass County) WDAY (Established 1922)



Rates effective April 15, 1944. (Card No. 16.) Owned and operated by WDAY. Inc. Affiliated with the Fargo Forum. Buginess Office and Studio—Black Buildi-g Fargo North Dakota. Transmitter—West of Farge, North Dakota.

#### Wave-Power-Time

Operating power—5,000 watts.
309.3 meters; 970 kilocycles.
Licensed to operate full time on cleared regional
channel. Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.

#### Agency Commission

Agency commission 15% to recognised advertising agencies. No cash discount. No discount or commission on talent, lines or other extraneous charges. Bills rendered monthly, payable 10th of month following service.

#### General Advertising

For combination rates see National Broadcasting Company (Northwestern Group), Affiliated with Northwest Network.
The following rates apply to National advertising.
For retail rates comsult station management.

|     |       | 1        | 1/2    | 1/4   | 5     | 1      | 100    | 25    |
|-----|-------|----------|--------|-------|-------|--------|--------|-------|
|     |       | hr.      | hr.    | hr.   | min.  | min.   | wds.   | wds.  |
|     |       | (6:80 p  | .m. to | 10:00 | D.M.  | daily) |        |       |
| 1   | time  | 200,00   | 120.00 | 80.00 | 40.00 | 24.00  | 20,00  | 16.00 |
| 26  | times | 190.00   | 114.00 | 76.00 | 38.00 | 22,80  | 19,00  | 15.20 |
| 52  | times | 185.00   | 111.00 | 74.00 | 37.00 | 22,20  | 18.50  | 14.80 |
| 65  |       | 180.00   |        |       |       |        |        |       |
| 130 |       | 170.00   |        |       |       |        |        |       |
|     |       | 160.00   |        |       |       |        |        |       |
| 260 | times | 150.00   | 90.00  | 60.00 | 80.00 | 18.00  | 15.00  | 12.00 |
|     |       | 140.00   |        |       |       | 16,80  |        |       |
|     |       | 135.00   |        |       |       | 16.20  |        |       |
|     |       | 130.00   |        |       |       | 15.60  |        |       |
|     |       | -01.01   |        | 88 "E |       |        |        |       |
| - 0 | 12:00 | noon to  |        |       |       | D.M.   | to 6:3 | 0     |
|     |       | eek da   |        |       |       |        |        |       |
|     |       | r: 12:00 |        |       |       |        |        |       |
| 1   |       | 150.00   |        |       |       | 18.00  |        | 12.00 |
|     |       | 142.50   |        |       |       |        |        |       |
| === |       |          |        |       |       |        |        | 11 14 |

26 times 142.50 85.50 57.00 28.50 17.10 14.25 11.40 52 times 138.75 83.25 55.50 27.75 16.65 18.85 11.10 65 times 135.00 81.00 54.00 27.00 16.20 13.50 10.80 130 times 127.50 76.50 51.00 22.50 15.80 12.75 10.20 156 times 120.00 72.00 48.00 24.00 14.00 12.00 9.60 260 times 112.50 67.50 45.00 22.50 13.50 11.25 9.00 312 times 105.00 83.00 42.00 21.00 12.60 10.50 8.40 488 times 101.25 60.75 40.50 20.25 12.15 10.10 8.10 624 times 97.50 58.60 39.00 19.50 11.70 9.75 7.80 CLASS "C"

(7:00 s.m. to 12:00 noon and 10:30 p.m. to 11:00 p.m. daily; 1:00 p.m. to 5:30 p.m. week

|     | days) |        |       |       |       |       |       |      |  |
|-----|-------|--------|-------|-------|-------|-------|-------|------|--|
| 1   | time  | 100.00 | 60.00 | 40,00 | 20,00 | 12,00 | 10.00 | 8.00 |  |
| 26  | times | 95,00  | 57.00 | 88.00 | 19.00 | 11.40 | 9.50  | 7.60 |  |
| 52  | times | 92.50  | 55.50 | 37.00 | 18.50 | 11.10 | 9,25  | 7.40 |  |
| 65  | times | 90.00  | 54.00 | 86.00 | 18.00 | 10.80 | 9,00  | 7.20 |  |
| 130 | times | 85.00  | 51.00 | 84.00 | 17.00 | 10.20 | 8.50  | 6.80 |  |
| 156 | times | 80.00  | 48.00 | 32.00 | 16.00 | 9.60  | 8.00  | 6.40 |  |
| 260 | times | 75.00  | 45.00 | 30.00 | 15.00 | 9.00  | 7.50  | 6,00 |  |
| 812 | times | 70.00  | 42.00 | 28.00 | 14.00 | 8.40  | 7.00  | 5.60 |  |
| 468 | times | 67.50  | 40.50 | 27.00 | 13.50 | 8.10  | 6.75  | 5.40 |  |
| 624 | times | 65.00  | 89.00 | 26,00 | 13,00 | 7.80  | 6.50  | 5.20 |  |
|     |       |        |       |       |       |       |       |      |  |



# FROM WHEAT, B'GOSH

Red River Valley wheat, noted for its high gluten content, commands premium prices. This alone would be news in a less fertile section. Yet in the rich Fargo area wheat and all other grains account for only about 30% of the farm income, and all the rest comes from widely varied crops! And listen: Us hayseeds are just as diverse in our spending as we are in our farming! That's why this section looks so rosy to WDAY's varied advertisers. . . . Shall we send you a picture?



FARGO, N. D.

Affiliated with the Fargo Forum

970 KILOCYCLES

N. B. C.

5000 WATTS

FREE & PETERS, INC., National Representatives

| CLASS "D" |                     |        |         |       |       |        |      |      |  |
|-----------|---------------------|--------|---------|-------|-------|--------|------|------|--|
|           |                     | (11:00 | p.m. to | 7:00  | a.m.  | dally) |      |      |  |
|           |                     | 1      | 1/2     | 1/4   | 5     | 1      | 100  | 25   |  |
|           |                     | hr.    | hr.     | hr.   | min.  | min.   | wds. | wds. |  |
| 1         | time                | 75.00  | 45.00   | 30.00 | 15.00 | 9.00   | 7.50 | 6.00 |  |
| 26        | times               | 71.25  | 42.75   | 28.50 | 14.25 | 8.55   | 7.10 | 5.70 |  |
| 52        | times               | 69.35  | 41,60   | 27.75 | 13.85 | 8.30   | 6.95 | 5.55 |  |
|           | times               | 67.50  | 40.50   | 27,00 | 13.50 | 8.10   | 6.75 | 5.40 |  |
|           | times               | 63.75  | 38.25   | 25.50 | 12.75 | 7.65   | 6.35 | 5.10 |  |
| 156       | times               | 60.00  | 36.00   | 24.00 | 12.00 | 7.20   | 6.00 | 4.80 |  |
| 260       | times               | 56.25  | 33.75   | 22.50 | 11.25 | 6.75   | 5.60 | 4.50 |  |
| 312       | times               | 52.50  | 31.50   | 21.00 | 10.50 | 6.30   | 5.25 | 4.20 |  |
| 468       | times               | 50.60  | 30.35   | 20.25 | 10.10 | 6.05   | 5.05 | 4.05 |  |
| 624       | times               | 48.75  | 29.25   | 19.50 | 9.75  | 5.85   | 4.90 | 3.90 |  |
|           | FREQUENCY DISCOUNTS |        |         |       |       |        |      |      |  |

Discounts are retroactive as earned.

SPECIAL FEATURES

News-Leased wire service available. Rates on request.

quest.

Games, weather, grain and stock market reports, sport reviews, and other service and special features—rates on request.

TALKS AND SPEECHES

Regular rates apply. Must be arranged for definitely with station management at times subject to arrangement.

nitely with station management at times subject to arrangement.

Political talks and speeches take Class "A" rates from 6:00 p.m. to 12:00 midnight.

ELECTRICAL TRANSCRIPTIONS

Transcription library available.

Regular rates apply.

Additional charges for talent.

REMOTE CONTROL

Additional charges for remote control.

NERVICE FACILITIES

Additional charges for special announcers and sound effects.

Adultions: taxages of the services of station and other Requirements
Basic rates include charge for time and services of station announcer. All programs, talks and announcements subject to approval of station management, which reserves the right to refuse or cancel any broadcasts for any reason sufficient to itself. No contract for period longer than one year. Contracts cancelled by client or agency prior to expiration date will be short rated on basis of rate actually earned. Cleans I'ms

called by client or agency prior to expiration date will be short rated on basis of rate actually earned. Closing Time

To appear in printed program schedules, contracts should be closed three weeks in advance.

When advertiser prepares own program, it should be submitted not later than three days in advance of broadcast date for station approval. Electrical transcriptions should be delivered to studios at least two weeks in advance to permit checking and shipment of replacements.

Mechanical Program Equipment Equipped to handle programe by electrical transcription, using \$35-1/8 and 78 r.p.m. double turn-tables for hoth vertical and lateral cut recordings.

Porsonnel
President—E. C. Beineke.
Manager—Jack Dunn.
Sales Manager—Tom Barnes.
Publicity Director—Mildred Gregorson.
Production Manager—Dave Henley.
Program Director—Kan Kennedy.

Georesentatives
Pres & Peters, Inc.

#### GRAND FORKS

(Grand Forks County) KFJM

Owned by University of North Dakota.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights
208.3 meters; 1440 kilocycles.

Does not sell time

KILO (Established 1941)



Rates effective April 15, 1944, (Card No. 10.)

Rates effective April 15, 1944. (Card No. 10.)
Owned and operated by Dalton LeMasurier.
Business Office and Studio—First National Bank
Bldg., Grand Forks, N. D., telephone 1200.
Transmitter—University of North Dakota, Grand
Forks, N. D.
Wave—Power—Time
Operating power—1.000 watts days; 500 watts nights.
208.3 meters; 1440 kilocycles.
Licensed to operate full time on regional channel
Operates on Central War Time.
Agency Commission

Agency Commission
15% to recognized agencies; no cash discount. Time
discounts on station time only. All talent and line
charges extra and net subject to discount or commission. All bills due and payable by 10th of month
following broadcast.

General Advertising

For combination rates see Columbia Broadcasting System (Northwestern Group). Rates include charges by owners of music copyrights. Discounts not applicable if number of weeks elapsed exceeds number of periods used. The following rates are for national advertising.

|     |       |       | CLASS   |       |       |       |      |
|-----|-------|-------|---------|-------|-------|-------|------|
|     |       | (6:00 | p.m. to | 10:00 | p.m.) |       |      |
|     |       | 1     | 1/2     | 1/4   | 10    | 5     | 1    |
|     |       | hour  | hour    | hour  | min.  | mtn.  | min. |
| 1   | time  | 75.00 | 45.00   | 80.00 | 22,50 | 15.00 | 7.00 |
| 13  | times | 50.00 | 80.00   | 20.00 | 15.00 | 10,00 | 6.00 |
| 26  | times | 47.50 | 28.50   | 19.00 | 14.25 | 9.50  | 5.70 |
| 52  | times | 45.00 | 27.00   | 18.00 | 13,50 | 9.00  | 5.40 |
| 156 | times | 42.50 | 25.50   | 17.00 | 12.75 | 8.50  | 5.10 |
| 260 | times | 40.00 | 24,00   | 16.00 | 12.00 | 8.00  | 4.80 |
| 312 | times | 37.50 | 22.50   | 15.00 | 11.25 | 7.50  | 4.50 |
|     |       |       |         |       |       |       |      |

# GRAND FORKS—Continued

CRAND FORKS—Continued

(CLASS "B"

(6:30 a.m. to 6:00 p.m. and 10:00 p.m. to

12:00 midnight)

1 1/2 1/4 10 5 1

hour hour hour min. min. min.

1 time... 48:00 83:00 22:00 16:50 11:00 4.50
13 times... 32:00 19:20 12:80 9.60 6.40 8.85
26 times... 32:40 18:24 12:18 9.12 6.68 3.65
26 times... 28:80 17:28 11.82 8.64 5.76 8.47
156 times... 27:00 16:32 10:88 8.16 5.78 8.47
157 times... 25:00 15:36 10:24 7:88 5.12 3.08
312 times... 25:00 15:36 10:24 7:88 5.12 3.08
312 times... 26:00 15:36 10:24 7:88 5.12 3.08
The standard of the standard of time sold for political advertising, and class "A" rates apply after 6:00 p.m.

TALKS, SPECCHES, ETC.

Time of day strictly subject to arrangement with studio manager. Rates same as for sponsored programs. Manuscript of talks must be submitted 24 hours in advance.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates for use of transcription ilbrary service on request. Instantaneous recording equipment available.

TALENT

Rates on request.

TALENT

TALENT
Rates on request.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs—details on request. Extra charges not subject to agency commission.

SERVICE FACILITIES
Production, merchandising and continuity departments available to advertisers.
Closing Time
Contracts close one week in advance of first broad cast. Announcements, talks, etc., close 24 hours in advance.

advance.
schanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables
for lateral cut recordings.

Personnel
Manager—Dalton LeMasurier.
Commercial Manager—E O. Hanson
Representatives Headley-Reed Company.

### **JAMESTOWN** KSJB (Established 1987)



Rates effective July 1, 1944. (Card No. 4.)

Owned by the Jamestown Broadcasting Co. Inc.
Studio—Midland Building, Jamestown, N. D.
Transmitter—Routh edge of city limits of Jamestown

Wave—Power—Time
Operating power—250 watts days; 100 watts nights.
500 meters; 600 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Agency Commission
Agency commission 15% allowed recognized agencies.
No cash discount. All bills payable on 10th of month following, whether or not on contract. Only station time commissionable; no commission on talent, remote control installations, or other extraneous items.
General Advertising
For combination rates see Mutual Broadcasting System. (Northwestern Group), and Northcentral Broadcasting System. (Northwestern Group), and Northcentral Broadcasting System.
The following rates are for national advertising. For local advertising rates consult station management. Where more than one North Dakota station in Northcentral Broadcasting System is used, one transcription can be used and fed to all other stations in the group either from this station or others.

(Elab 88 'A''
(6:00 p.m. to 10:00 p.m.)

| me Broad  | 010000   | CLASS '    | 'A''             |           |                 |
|-----------|----------|------------|------------------|-----------|-----------------|
|           | (6:00    | p.m. to 1  | 0:00 p.m.        | .)        |                 |
|           | 1 hr.    | 1/2 hr.    | 1/4 hr.          | 10 min.   | 5 min.          |
| l time    | 100.00   | 60.00      | 40.00            | 30.00     | 20.00           |
| 13 times  | 95.00    | 57.00      | 38.00            | 28.50     | 19.00           |
| 26 times  | 90.00    | 54.00      | 36.00            | 27.00     | 18.00           |
| 52 times  | 85.00    | 51.00      | 34.00            | 25.50     | 17.00           |
| 78 times  | 80.00    | 48.00      | 32.00            | 24.00     | 16.00           |
| 104 times |          | 45.00      | 30.00            | 22.50     | 15.00           |
| 156 times |          | 42.00      | 28.00            | 21.00     | 14.00           |
| 208 times | 65.00    | 39.00      | 26.00            | 19.50     | 13.00           |
| 260 times | 60.00    | 36.00      | 24.00            | 18.00     | 12.00           |
| 312 times |          | 33.00      | 22.00            | 16.50     | 10.00           |
| •         |          |            | "B"              |           |                 |
| (7:00     | a.m. to  | 8:00 p.m.  |                  | :00 p.m.  | to              |
| -         |          | 11:00 p.   | .m.)             |           |                 |
| l time    |          | 39.00      | 26.00            | 19.50     | 13.00           |
| 13 times  |          | 37.05      | 24.70            | 18.53     | 12.35           |
| 26 times  |          | 35.10      | 23.40            | 17.55     | 11.70           |
| 52 times  | 55.25    | 33.15      | 22.10            | 16.58     | 11.05           |
| 78 times  |          | 31.20      | 20.80            | 15.60     | 10.40           |
| 104 times | 48.75    | 29.25      | 19.50            | 14.63     | 9.75            |
| 156 times | 45.50    | 27.30      | 18.20            | 13.65     | 9.10            |
| 208 times |          | 25.35      | 16.90            | 12.68     | 8.45            |
| 260 times | 39.00    | 23.40      | 15.60            | 11.70     | 7.80            |
| 312 times | 35.75    | 21.45      | 14.30            | 10.78     | 7.15            |
|           | AN       | NOUNCE     | CMENTS           | 4.00      |                 |
|           | •        | Class 'A   | ~ <del>.</del> - | -tClass   | B               |
|           | 100 w    |            |                  | 100 wds.  | 30 wds.<br>6.00 |
| 1 time    |          |            | 0.00             | 9.00      | 5.70            |
| 13 times  |          |            | 9.50             | 8.55      | 5.42            |
|           | s 13.5   |            | 9.02             | 8.12      |                 |
|           | 12.8     |            | 3.57             | 7.72      | 5.15<br>4.90    |
| 78 times  |          |            | 3,14             | 7.34      | 4.65            |
| 104 times |          |            | 7.73             | 6.98      | 4.42            |
| 156 times |          |            | 7.84             | 6.63      | 4.20            |
|           | B 10.4   |            | 3.97             | 6.80      | 8.99            |
| 260 times |          |            | 3.62             | 5.98      | 8.79            |
| 312 times | 9.4      | 7          | 3.29             | 5.68      |                 |
| (*) Cla   |          | -6:00 p.m  | . to 10:0        | ) p.m. de | iity.           |
| (†) Cla   | .88 "B"- | -All other | r time.          |           |                 |
|           |          |            |                  |           |                 |

SPECIAL FRATURES

News, aports, time signals, market and road reports—
rates on request.

TAIKS, SPEECHES, ETC.

General advertising rates apply. Time strictly subject to arrangement. Manuscript of talks must be submitted 24 hours in advance.

SERVICE FACILITIES

Complete merchandising service available. Production, merchandising, continuity departments available to advertiser—rates on request.

Closing Time
sponsored programs close one week in advance. Announcements, talks, speeches, etc., close 24 hours in advance.

advance. Programs close one week in advance of broadcast. Machanical Program Equipment Equipment Equipmed to handle programs by electrical transcription, using 33-1/8 r.p.m. double turn-tables for vertival and lateral cut recordings, also 78 r.p.m. turn-tables.

tables.

Personnel
Treasurer—John W. Boler.
Station Manager—Lloyd B. Amoo.
North Central Broadcasting System.

## **MANDAN**

(Morton County)

(Established 1925)

Rates revised March 1, 1948.

Rates revised March 1, 1948.

When and operated by Mandan Radio Ass'n., Inc. Business Office and Studios — 200 Third Avenue, Northwest, Mandan, North Dakota and Patterson liotel, Bismarck, North Dakota.

Transmitter—On Memorial Highway, midway between Mandan and Bismarck. North Dakota.

Wave—Pewer—Time
Operates on regional obannel.
Operates unlimited time.
Operates on Mountain War Time.
Agency Commission
Agency commission
Agency commission 15% to recognized agencies. No cash discount. All bills payable by the 19th of the month. Only station time commissionable; no commission on talent, remote control installation or other extraneous items.

General Advertising
For combination rates see listings of Mutual Broadcasting System and Northcentral Broadcasting System.

The following rates are for national advertising.

ANCAP. AMP. BMI and SESAC licenses.

tem. The following rates are for national advertising. ASCAP, AMP, BMI and SESAC licenses.

CLASS "A"
(11:30 a.m. to 1:30 p.m. and 5:30 p.m. to 8:80 p.m.)

|     | DOM:                                      | 45.00      |
|-----|---|------------|
| 1/2 | bour                                      | 10.40      |
| 1/4 | house                                     | 20.00      |
| 1/1 | hour CLASS "B"                            |            |
|     | CLASS D                                   |            |
|     | (All other time)                          |            |
| 1   | bour                                      | 50.00      |
|     |   | 20.00      |
| 1/2 | hour                                      | 20.00      |
| 1/4 | hour                                      | 20.40      |
|     | DISCOUNTS                                 |            |
| 52  |   | 15%        |
|     |   | 25%        |
| 104 | times                                     |            |
| 156 | or more times                             | <b>35%</b> |
|     | ANNOUNCEMENTS                             |            |
| a   | by limited to 75 words; announcements ma  | de hv      |
| Cot | A Hilliage to 12 Apter, withoutcompute me |            |
| stu | dio announcer. Time of day subject to ar  | range-     |
| met | ita of station management.                |            |
| Con | nmercial announcements:                   |            |
| CUL | HillerCial amiocincomence.                | _          |
|     | (11:80 a.m. to 1:30 p.m. and 5:80 p.m. t  | U          |
|     | 8:80 p.m.)                                |            |
| 1 - | inute                                     | 7.50       |
|     | (All other time)                          |            |
|     |   | 5.00       |
| 1 0 | DISCOUNTS                                 | . 0.00     |
|     | DISCOUNTS                                 |            |
|     |   |            |

Personnel
Manager—M. J. Reichert.
Representatives
North Central Broadcasting System.

#### **MINOT**

(Ward County)

KLPM (Established 1929)

(Established 1929)
Rates received January 21, 1944.
Operated by Minot Broadcasting Co.
Business Office and Studio—Fair Block, Minot.
North Dakota, telephone 1267.
Transmitter—Near Minot. Highway 52, S.E.
Wave—Power—Time
Operates on regional channel.
215.8 meters; 1890 kilocycles.
Operates on regional channel.
Licensed to operate unlimited time.
Operates on Central War Time.
Agency Commission
Agency Commission
Agency Commission
All hills payable by the 10th of the
month. Only station time commissionable. No com
mission on telent, wire charges or other extraneous
items.

General Advertising
For combination rates see listings of Mutual Broad-casting System and North Central Broadcasting Sys-tem. CLASE "A"
(12:00 noon to 1:00 p.m. and 6:00 p.m. to
12:00 midnight) 

(6:00 a.m. to 11:59 a.m. and 1:00 p.m. to 5:59 p.m.) hour hour hour

5 minutes.

1 minute.

26 times.

5 260 times.

20 352 times.

10 312 times.

20 4552 times.

156 times.

158

SPECIAL FEATURES

Time Signal: Twenty-five word announcement daily, per month 50.00.

News Broadcast: Five minutes; broadcast hourly, daily except Sunday, per week 40.00.

RECORDED PROGRAMS

Rates and details on request.

TALENT

All entertainment taient is extra and charges are not subject to discounts or commissions. All talent secured by the station is available at net cost.

Sponsor may furnish own talent or arrange through station. Talent must be approved by program department.

DEMONTATION. station, 'partment.

station. Talent must be approved by program expartment.

REMOTE CONTROL

Rates on request.

Closing Time
Contracts must be closed one week in advance to be included in printed program schedules.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables, vertical and lateral pick-upe.

Personned
General Manager—John B. Coolsy.

Station Manager—E. H. Coolsy.

Representatives
The Walker Company.

#### VALLEY CITY

(Barnes County) KOVC (Established 1986)

Rates effective August 1, 1944.

50.00 ... 80.00 ... 20.00 ... 10.00 ... 4.00 18.00 12.00 6.00 3.00 DISCCUNTS

Rates and details on request.

RECORDED PROGRAMS
Transcription library service available—rates and details on request.

RATEMBER OF TRANSPORTED PROGRAMS

TALENT
Rates on application. All talent secured by station is available at net cost. Sponsor may farnish own talent or arrange through station. Talent secured by sponsor subject to station approval.

station. Talent secured by sponsor subject to station approval.

BEMOTE CONTEOL.

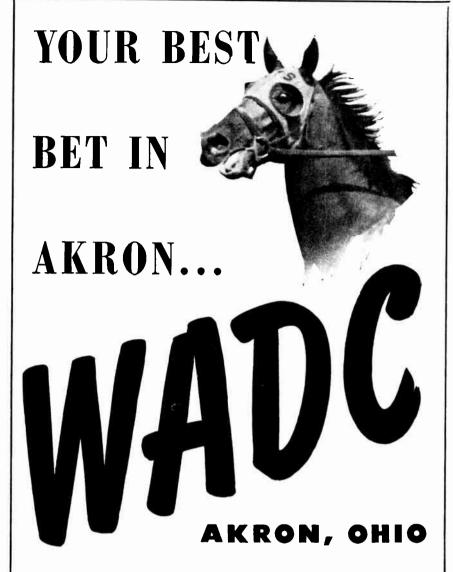
Remote control installation is available at net cost, and estimates will be given in advance. Facilities may be arranged on direct station line. Latest news and baseball scores via wire may be sponsored at same rate as musical programs, plus charge for wire and service facilities. Closing date for sponsored programs plus charge for wire and service facilities. Closing date for sponsored programs one week in advance to insure publicity for same through nawapaper and magazine mediums, and for announcement over station.

Cancellation of contracts must be filed with station two weeks in advance of effective date.

Mechanical Pregrams Equipment Equipment Conjuged to handle programs by electrical transcription, using turn-tables for lateral out recordings.

Personsel Manager—Robert B. Ingstad.

Representatives



Akron pays off to shrewd advertisers who plug in the listener-appeal of Columbia programs on WADC.

## 5,000 Watts Power, Day and Night

Owned by Allen T. Simmons Represented by Geo. P. Hollingbery Co.

A COLUMBIA NETWORK STATION

#### OHIO

#### AKRON

(Summit County)

WADC



Rates effective November 1, 1940. (Card No. 8.)

Owned and operated by Allen T. Simmons.
Mail all communications to P. O. Box 830, Akron 9.
Ohlo.
Main Office—Tallmadge, Ohlo. Meadowbrook 3211.
Studios—Tallmadge, Ohlo. and Akron, Ohlo.
Transmitter—Akron Cleveland Road.

#### Wave-Power-Time

Operating power—5,000 watts.
22.2.2 meters; 1350 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern Standard Time.
Operating schedule: Sundays 7:00 a.m. to 1:05 a.m.; week days 6:00 a.m. to 1:05 a.m.

#### Agency Commission

Agency commission 15% to recognized adverticing agencies. No commission on talent. No cash discount. Invoices mailed monthly.

#### General Advertising

For combination rates see listing of Columbia Broad-casting System (Basic Network).

#### CLASS "A"

(6:30 p.m. to 10:30 p.m. daily) 1 tt. 13 tt. 26 tt. 52 tt. 100 tt. 200 tt. hour.... 190.00 181.00 171.00 161.50 152.00 142.50 hour.... 114.00 108.60 102.60 98.90 91.20 85.50 hour.... 76.00 72.40 68.40 64.60 60.80 57.00 mlnutes 57.00 54.30 51.30 48.45 45.60 42.75 minutes 38.00 36.20 34.20 32.30 30.40 28.50 One minute or chain break..... 19.00 18.10 17.10 16.15 15.20 14.25

CLASS "B"

CLASS "B"

(6:00 p.m. to 6:30 p.m. and 10:30 p.m. to 11:00 p.m. daily, and 12:30 p.m. to 6:30 p.m. to 6:30 p.m. Sundays)

1 hour... 142:50 135.40 128.25 121.15 114.00 106.85 1/2 hour... 85:50 81.25 76.95 77.270 88.40 64.10 1/4 hour... 57.00 54.15 51.80 48.45 45.60 42.75 10 minutes 42.75 40.60 38.50 36.35 34.20 32.05 5 minutes 28.50 27.10 25.65 24.25 22.80 21.40 Chee minute or chalm break.... 14.25 13.55 12.85 12.10 11.40 10.70 CLASS "CC" CLASS "C"

(9:00 a.m. to 6:00 p.m. week days, 9:00 a.m. to 12:30 p.m. Sundays, and 11:00 p.m. to 12:00 midnight daily)

1 hour... 95.00 90.25 85.50 80.75
1/2 hour... 57.00 54.15 51.30 48.45
1/4 hour... 38.00 36.10 34.20 32.30
10 minutes 28.50 27.10 25.65 24.25
5 minutes 19.00 18.05 17.10 16.15
One minute or chaim
break... 9.50 9.05 8.55 8.10 CTARR

"D" (12:00 midnight to 9:00 a.m. daily)

1 hour... 47.50 45.15 42.75 40.40 88.00 1/2 hour... 28.50 27.10 25.65 24.25 22.80 1/4 hour... 19.00 18.05 17.10 16.15 15.20 10 minutes 14.25 18.35 12.85 12.10 11.40 5 minutes 9.50 9.05 8.55 8.10 7.60 One minute or chain break.... 4.75 4.50 4.30 4.05 3.80

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP

Time signals on regular announcement periods. Adver-tiser allowed 75 word announcement. Regular an-nouncement rates apply.

#### RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

#### TALENT

#### REMOTE CONTROL

Arrangements for remote control broadcasts can be made wherever telephone facilities are available. Advertiser pays all remote control charges.

#### Contract and Other Requirements

ontract and Other Requirements
Advertising of alcoholic beverages accepted.
The above rates are for studio programs only and
do not include line charges for remote control work,
artists' fees, etc.
Outlines of entertainments and feature suggestions
will be furnished by the program department, giving
cost estimate on request. No direct advertising accepted. All programs and talks subject to station
owner's approval and governmental regulations. No
contract accepted for longer period than one year.
Contract subject to cancellation unless schedule starts
within 80 days.

#### Closing Time

Talent programs and recorded programs close two weeks in advance of broadcast. Announcements and talks close one week in advance of broadcast.

#### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables, for vertical and lateral cut recordings.

Manager-Allen T. Simmons

#### Representatives

George P. Hollingbery Company.

## **AKRON—Continued**

WAKR



## BLUE NETWORK STATION





## Rate card dated June 15, 1948.

Owned and operated by the Summit Radio Corp.

Office and Studio-First Central Tower, Akron 8, Ohio, Hemlock 6151.

Transmitter-Four miles south of Akron. Ohio.

## Wave-Power-Time

Operating power—5.009 watts.
188.7 meters: 1590 kilocycles.
Licensed to operate unlimited time.
Operating schedule: Sundaya 7:00 a.m. to 1:00 s.m.;
week days 6.30 a.m. to 1:00 a.m.

### Agency Commission

Agency commission 15% to recognized advertising agencies. Bills net. Payable the 10th of the following month.

## General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network).

## CLASS "A"

## (6:30 p.m. to 10:30 p.m. daily)

|   |         | 1 t1. | 13 ti. | 26 t1. | 52 ti. | 100 ti. | 200 ti. |
|---|---------|-------|--------|--------|--------|---------|---------|
|   |         |       | 181.00 |        |        |         | 142.50  |
|   | hour    |       |        |        |        |         | 85.50   |
|   | hour    |       |        |        |        | 60.80   |         |
|   | minutes |       |        | 51.30  | 48.45  | 45.60   | 42.75   |
| 5 | minutes | 58.00 | 36.20  | 34.20  | 32.30  | 30.40   | 28.50   |
| 1 | minute  |       |        |        |        |         |         |
|   | or less | 19.00 | 18.10  | 17.10  | 16.15  | 15.20   | 14.25   |

## CLASS "B"

## (12:30 p.m. to 6:30 p.m. Sundays; 6:00 p.m. to

|     | . o o p. m. | AIIU 1 | 7.00 p. | ш. ю т | 1.00 p. | m. dari | ,,     |
|-----|-------------|--------|---------|--------|---------|---------|--------|
|     | hour        |        |         |        |         |         | 106.85 |
| 1/2 | hour        | 85.50  | 81.25   | 76.95  | 72.70   | 68.40   | 64.10  |
| 1/4 | hour        | 57.00  | 54.15   | 51.30  | 48.45   | 45.60   | 42.75  |
| 10  | minutes     | 42.75  | 40.60   | 38.50  | 86.85   | 84,20   | 82.05  |
| 5   | minutes     | 28.50  | 27.10   | 25.65  | 24.25   | 22.80   | 31.40  |
| 1   | minute      |        |         |        |         |         |        |
|     | or less     | 14.25  | 18.55   | 12.85  | 12.10   | 11.40   | 10.70  |

## CLASS "C"

# (9:00 s.m. to 6:00 p.m. week days; 9:00 s.m. to 12:30 p.m. Sundays; 11:00 p.m. to 12:00 midnight daily)

|   | hour    | 95.00 | 90.25 | 85.50 | 80.75 | 76.00 | 71.25  |
|---|---------|-------|-------|-------|-------|-------|--------|
|   | hour    | 57.00 | 54.15 | 51.30 | 48.45 | 45.60 | .42.75 |
|   | hour    |       | 36.10 | 84.20 | 82.80 | 80.40 | 28.50  |
|   | minutes |       | 27.10 | 25.65 | 24.25 | 22.80 | 21.40  |
|   | minutes | 19.00 | 18.05 | 17.10 | 16.15 | 15.20 | 14.25  |
| 1 | minute  |       |       |       |       |       |        |
|   | OT less | 9.50  | 9.05  | 8.55  | 8.10  | 7.60  | 7.15   |

## CLASS "D"

|     | (14.0   | O MILOS |       |       | . ш. че | 147   |       |
|-----|---------|---------|-------|-------|---------|-------|-------|
|     | hour    | 47.50   | 45,15 | 42.75 | 40.40   | 88.00 | 35.65 |
| 1/2 | hour    | 28 50   | 27.10 | 25.65 | 24.25   | 22.80 | 21.40 |
| 1/4 | bour    | 19.00   | 18.05 | 17.10 | 16.15   | 15.20 | 14.25 |
| 10  | minutes | 14.25   | 18.55 | 12.85 | 12.10   | 11.40 | 10.70 |
| 5   | minutes | 9.50    | 9.05  | 8.55  | 8.10    | 7.60  | 7.15  |
| 1   | minute  |         |       |       |         |       |       |
|     | or less | 4.75    | 4.50  | 4.30  | 4.05    | 3.80  | 3.65  |

## SERVICE FACILITIES

A complete merchandlsing service is available to all advertisers using programs of 15 minutes or longer duration.

## POLITICAL BROADCASTS

Rates on request.

## TALENT

Rates on request.

## REMOTE CONTROL

Additional charge is made for lines and other facilities used for programs outside of regular

## Contract and Other Requirements

Rates are for station time and services of the program department in arranging and presenting programs using station announcemes. Talent is extra. All programs and announcement material must conform to the standards of the station.

## Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion using 33-1/3 and 78 r.p.m. turn-tables. Trans-criptions and recordings not restricted to certain hours.

## Parsonnel

President and General Manager S. Bernard Berk. Commercial Manager-Kerl Keegan.

## Representatives

Weed & Company.



\*ASK TO SEE THE 6-MONTHS' HOOPER RATINGS FOR AKRON!

# AKRON

and NORTHEASTERN OHIO



# 640 KC CLEAR CHANNEL

UNITED BROADCASTING COMPANY

Represented by RADIO ADVERTISING CO.

### OHIO--Continued

## AKRON-—Continued WHKK (Established 1944)



Rates effective October 1, 1944. (Card No. 1.)
Owned and operated by United Broadcasting Co.
Business Office and Studios—51 W. State St.,
Akron 8, Ohio, Blackstone 7101.
Transmitter — Akron-Peninsula Road, Northhampton
Township, R.F.D. No. 7, Akron, Ohio.

Wave—Power—Time
Operating power—1,000 waits,
468.8 meters; 640 kilocycles.
Operates on Eastern War Time.
Operating schedule: Sign-on 6:00 a.m.; sign-off Jannary 9:00 p.m., February 9:30 p.m., March 10:30 p.m.,
April 10:30 p.m., May 10:45 p.m., March 10:00 p.m.,
July 11:30 p.m., August 10:45 p.m., September 10:00 p.m.,
December 8:45 p.m.
Agency Commission
15% to recognized advertising agencies; no cash discount. Talent net—not commissionable.
General Advertising
For combination rates see Mutual Broadcasting System.
The following rates are for national advertising.
(6:30 p.m., to sign-off daily)
1.0. 13:11. 26:11. 52:11, 156:11. (1)

|      | (1         | ) 130 p. |         | agn our | dally)   |         |       |
|------|------------|----------|---------|---------|----------|---------|-------|
|      |            | l ti.    | 13 ti.  | 26 ti.  | 52 ti.   | 156 ti. | (†)   |
| 1    | hour       | 90.00    | 85.50   | 81.00   | 76.50    | 72.00   | 67.50 |
| 1/2  | hour       | 54.00    | 51.30   | 48.60   | 45.90    | 43.20   | 40,50 |
| 1/4  | hour       | 36.00    | 31.20   | 32.40   | 30.60    | 28,80   | 27.00 |
| 10   | minutes    | 27.00    | 25.65   | 24.30   | 22.95    | 21.60   | 20.25 |
| 5    | minutes    | 18.00    | 17.10   | 16.20   | 15.30    | 14.40   | 13.50 |
| - 1  | minute     | 9,00     | 8.55    | 8.10    | 7.65     | 7.20    | 6.75  |
| Part | licipating | 6.75     | 6.45    | 6.10    | 5.75     | 5.40    | -5.10 |
|      | (9)        | 00 a.m   | . to 6. | :30 p.n | ı. daily | 7)      |       |
| 1    | hour       | 60,00    | 57.00   | 54.00   | 51.00    | 48.00   | 45.00 |
|      |            |          |         |         |          |         |       |

| 1    | hour       | 60,00   | 57.00  | 54.00    | 51.00  | 48.00 | 45.00 |
|------|------------|---------|--------|----------|--------|-------|-------|
| 1/2  | hour       | 36.00   | 34.20  | 32.40    | 30,60  | 28.80 | 27.00 |
| 1/4  | hour       | 24.00   | 22.80  | 21.60    | 20.40  | 19.20 | 18.00 |
| 10   | minutes    | 18.00   | 17.10  | 16.20    | 15.30  | 14.40 | 13.50 |
| - 5  | minutes    | 12.00   | 11.40  | 10.80    | 10.20  | 9.60  | 9.00  |
| 1    | minute     | 6.00    | 5.70   | 5.40     | 5.10   | 4.80  | 4.50  |
| Part | ticipating | 4.50    | 4.30   | 4.05     | 3.85   | 3.60  | 3.40  |
|      | (3         | Sign∙on | to 9:0 | 00 a.m.  | daily) |       |       |
| 1    | hour       | 30.00   | 28.50  | 27.00    | 25.50  | 24.00 | 22,50 |
| 1 /4 | house      | 18 66   | 17 10  | 141 -971 | 15 20  | 14.10 | 12.50 |

| 1 hour..... 30.00 28.50 27.00 25.50 24.00 22.50 |
1/2 hour..... 12.00 11.40 10.80 10.20 9.60 9.00 |
1/3 hour..... 12.00 11.40 10.80 10.20 9.60 9.00 |
10 minutes 9.00 8.55 8.10 7.65 7.20 6.75 |
5 minutes 9.00 8.55 8.10 7.65 7.20 6.75 |
1 minute 3.00 2.85 2.70 2.55 2.40 2.55 |
Participating 2.25 2.15 2.05 1.95 1.80 1.70 |
Minute rates—100 word maximum. Chain breaks—40 word maximum. Broadcasts extending over a period of two hours or more-rates on request. (†) 260 or more times. SPECIAL FEATURES |
Time signals and weather forerasts: 3 announcements each day, one morning, one afternoon, one evening, run of schedule. Per month 275.00; no quantity discounts.

rounts.

Rates on request, TALENT

REMOTE CONTROL

Add cost of lines and facilities,
SERVICE FACILITIES

Station maintains a program department, merchandising department, and publicity department, whose normal assistance in presenting programs are included in station time charges. Special merchandising offered at station cost.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.n.m. double turntables for vertical and lateral cut recordings.

Sales Manager—J. A. Harrington.

Representatives Radio Advertising Company.

## **ASHTABULA** WICA

WICA
(Established 1987)
Rates effective January 1, 1945.
Owned and operated by WICA, Inc.
Husiness Office and Studio—221 Center Street, Ashtabula, Ohio.
Transmitter—3-1/2 miles from Ashtabula on the Ashtabula-Jefferson Road.

Wave—Power—The
Operating power—1,000 watts,
300.3 meters: 970 kilocycles.
Operates on Eastern War Time,
Actual operating schedule: Sundays 8:00 a.m. to local sunset.
Agency Commission
Agency commission
Agency commission 15% on station time and talent to recognized agencies, Bills for gross charges rendered monthly and payable within 20 days.
General Advertising
BMI. SENC and ASCAP licenses.

| BMI, SESAC and   | ASCA    | P licen: | ses.     |       |        |
|------------------|---------|----------|----------|-------|--------|
|                  | I hr.   | 1/2 hr.  | 1/1 hr.  | 5 min | . (*)  |
| 1 time           | 60.00   | 36.00    | 22.50    | 7.75  | 4.00   |
| 13 times         | 57.00   | 31,20    | 21.38    | 7.50  | 4.00   |
| 26 times         | 54,00   | 32.40    | 20.25    | 7.25  | 4.00   |
| 52 times         | 51.00   | 30.60    | 19.20    | 7.00  | 4.00   |
| 104 times        | 48.00   | 29.10    | 18.25    | 6.65  | 3.80   |
| 156 times        | 45.90   | 27.55    | 17.30    | 6.30  | 3.60   |
| 208 times        | 42.95   | 26,00    | 16,30    | 5.95  | 3,40   |
| 260 times        | 40.80   | 24,50    | 15.35    | 5.60  | 3,20   |
| 312 times        | 38.25   | 22.95    | 14.40    | 5.25  | 3.00   |
| 365 times        | 35.70   | 19.90    | 13.45    | 4.90  | 3,00   |
| (*) Spot announc | cement: | 100      | words or | 9110  | minute |
|                  |         |          |          |       |        |

(1) spot amountements from words or one infinite electrical transcriptions considered maximum. Less words or time take the same rate; additional words take the next higher rate.

(This listing continued on next page)

## ASHTABULA—Continued W 1 C A—Continued

WICA—Continued

DISCOUNTS

Contract must be completed within 52 weeks of starting date for discounts to be applicable. If contract is cancelled before completed, short rate charge will be made in accordance with applicable discount for number of periods or announcements used. Each renewal or extension of a contract sare discounts applicable within one year, but retroactive discounts applicable within one year, but retroactive discounts are applicable only when service is continuous and renewal is signed before expiration of first contract.

Details for further reductions in announcement rates for frequency of broadcast given on request.

SERVICE FACILITIES

Services of station's artists' bureau available for selection of talent and building of program. Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 78 and 33-1/3 r.p.m. dowline turn-table for vertical and lateral cut recordings. Instantaneous recording equipment available.

Personnel

Manager—R. R. Rowley

Personnel
Manager—R. B. Rowley.
Representatives The Walker Company.

## **CANTON** (Stark County) WHBC

Rates effective July 1, 1944. (Card No. 2.)
Owned and operated by Ohio Broadcasting Company.
Business Office and Studio—550 Market Ave., South,
Canton 2, Ohio, telephone 7186.
Transmitter—Lakeside Ave., 3 miles northwest of
Canton.
Wave—Power—Time
Operating power—1,000 watts.
202.7 meters; 1480 kilocycles.
Licensed to operate full time.
Operates on Eastern Standard Time.
Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Actual operation and in the costs to recognized advertising agencies. No cash discount. Bills rendered monthly, payable 10th month prox.

Agency commission 15% on time costs to recognized advertising agencies. No cash discount. Bills rendered monthly, payable 10th month prox.

General Advertising
For combination rates see listing of Mutual Broadcasting System.

Announcements take the rate for one minute or less in each rate schedule classification. 45 minutes is 80% of the one hour rate in the various rate schedule classifications. For periods of more than 1 hour (continuous program) on all schedules shown; for 1-1/2 hours multiply the 1 hour rate by 1.3; for 2 hours by 1.6; for 2-1/2 hours by 1.8; for 3 hours by 2.

(7:00 p.m. to 10:00 p.m. daily)

1 ti. 13 ti. 28 ti. 52 ti. 100 ti. 260 ti. 1 hour... 150.00 142.50 135.00 127.50 120.00 112.50

1/4 hour... 90.00 85.50 81.00 76.50 72.00 67.50

1/4 hour... 60.00 57.00 54.00 51.00 48.00 45.00

10 minutes 45.00 42.75 40.50 38.25 36.00 33.75

5 minutes 30.00 28.50 27.00 25.50 24.00 22.50

\*Announce-ment... 12 00 1140 10 80 10 20 20 20 20

\*\*S minutes 30.00 28.50 27.00 25.50 24.00 22.50 minutes 30.00 11.40 10.80 10.20 9.60 9.00 (25.50 p.m. to 7:00 p.m. week days, 10:00 p.m. to 11:00 p.m. week days, 10:00 p.m. to 11:00 p.m. Sundays and 12:00 non to 7:00 p.m. 10:00 p.m. sundays 10:00 p.m. to 11:00 p.m. sundays 10:00 p.m. to 12:00 p.m. to 11:00 p.m. sundays 10:00 p.m. to 10:00 p.m. to 10:00 p.m. sundays 10:00 p.m. to 10:00 p.m. to 10:00 p.m. sundays 10:00 p.m. to 10:00 p.m. to 10:00 p.m. to 10:00 p.m. sundays 10:00 p.m. to 10

5.50

daily. Subject \*Announce-

| Participation progra                  | ms: R   | egular ann  | ouncement  | rates |
|---------------------------------------|---------|-------------|------------|-------|
| apply. Details on r                   | equest. | MO INTERIOR | aurenarge. |       |
| News Programs—<br>15 minute Newcasts: | A,,     |             | ''C''      | "D"   |
| 1 time                                | 64.00   | 52.00       | 40.00      | 28.00 |
| 13 times                              | 60,80   | 49.40       | 38.00      | 26.60 |
| 26 times                              | 57.60   | 46.80       | 36.00      | 25.20 |
| 52 times                              | 54.40   | 44.20       | 34.00      | 23.80 |
| 100 times                             | 51.20   | 41.60       | 32.00      | 22,40 |
| 260 times                             |         | 39.00       | 30.00      | 21.00 |
| 10 minute Newscasts                   | :       |             |            |       |
| 1 time                                | 49.00   | 40.00       | 31.00      | 22.00 |
| 13 times                              | 46.55   | 38.00       | 29.45      | 20.90 |
| 26 times                              | 44.10   | 36.00       | 27.90      | 19.80 |
| 52 times                              | 41.65   | 34.00       | 26.35      | 18.70 |
| 100 times                             |         | 32.00       | 24.80      | 17.60 |
|                                       |         | 30.00       | 23.25      | 16.50 |
| 260 times                             | 30.13   | 30.00       | 20.20      | 10.00 |

ELECTRICAL TRANSCRIPTIONS
Transcription library services available. Rates on request. REMOTE CONTROL
Additional charges for wire and mechanical equipment on programs originating outside of station studies.

ment on programs originating outside of station studies. SERVICE FACILITIES Merchandising facilities available at actual cost. Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. turn-tables.

Equipped to name programs of turn-tables.

Personnel General Manager -- William I. Hershey.

Compercial Manager -- Robert Feilman.

Burn-Smith Company, Incorocated.

## CINCINNATI

W C K 1

riates effective July 15, 1841, (Card No. 18.)

Uwned and operated by L. B. Wilson, inc.

Business Office and Studios—Hotel Gibson, Cincinnati 1, Ohio, Cherry 6565.

Transmitter—Crescent Springe, Kentucky (one mile from Cincinnati).

|    |         |          | CLASS            | A              |                 |        |
|----|---------|----------|------------------|----------------|-----------------|--------|
|    |         | (7:00    | p.m. to          | 10:00 p.i      | m.)             |        |
| P  | er week |          | 1/2 br.          | 1/4 hr.        | 10 min.         | 5 min. |
| î. | time    | 500.00   | 255.00           | 170.00         | 150.00          | 100.00 |
| 2  | times   | 950.00   | 485.00           | 322.00         | 285,00          | 190,00 |
| 3  | times   | 1.350.00 | 690.00           | 460.00         | 405.00          | 270.00 |
| 4  | times   | 1.700.00 | 865.00           | 578.00         | 510.00          | 840.00 |
| 5  | times   | 2.000.00 | 1.020.00         | 680.00         | 600.00          | 400.00 |
| 6  | times   | 2,250.00 | 1.150.00         | 764.00         | 675.00          | 450.00 |
| 7  | times   | 2,625,00 | 1.340.00         | 892.00         | 787.50          | 525,00 |
| •  | 6111140 | 2,020.00 | CLASS            |                |                 |        |
|    | (10:00  | s.m. to  |                  |                | p.m. to 7       | 1:00   |
|    |         |          | 10:00 5.0        |                |                 |        |
| _  |         |          | 150.00           | 100.00         | 75.00           | 50.00  |
| 1  | time    | 250.00   |                  |                |                 |        |
| 2  | times   | 475.90   | 285.00           | <b>190</b> .00 | 142.50          | 95.00  |
| 8  | times   | 675.00   | 405.00           | 270.00         | <b>202</b> , 50 | 185.00 |
| ă  | times   | 850.00   | 405.00<br>510.00 | 840.00         | 255.00          | 170.00 |
|    |         |          |                  |                |                 |        |

| 2 | times | 475.90   | 285.00     | 1 <b>90</b> .00 | 143.50          | 95,00  |
|---|-------|----------|------------|-----------------|-----------------|--------|
|   | times | 675.00   | 405.00     | 270.00          | <b>202</b> , 50 | 185.00 |
|   | times | 850.00   | 510.00     | 840.00          | 255.00          | 170.00 |
|   | times | 1.000.00 | 600.00     | 400.00          | 800.00          | 200.00 |
|   |       |          |            | 450.00          | 887.50          | 225.00 |
| 5 | times | 1,125.00 |            |                 |                 |        |
| 7 | times | 1,812.50 | 787.50     | 5 <b>25.0</b> 0 | 898.75          | 262.50 |
|   |       |          | CLASS '    | 'C'             |                 |        |
|   | (7:80 | a.m. to  | 10:00 a.m. | 4:00 n          | .m. to          | 6:00   |
|   |       |          | 10:89 p.m. |                 |                 |        |
|   |       | o.m. and |            |                 |                 | 80.00  |
| 1 | time  | 150.00   | 99.09      | 60.00           | 45.00           | 80.00  |
|   | times | 285.00   |            | 114.00          | 85.50           | 57.00  |
|   |       |          |            | 162.00          | 121.50          | 81.00  |
|   | times | 405.00   |            |                 |                 | 102.00 |
| 4 | times | 510.00   | 306.00     | 204.00          | 158.00          | 10%.00 |
|   |       |          |            |                 |                 |        |

|   | times          | 600.00<br>675.00 | 860.00<br>405.00           | 240.00<br>270.00<br>215.00 | 202.50<br>286.25 | 185.00<br>157.50 |
|---|----------------|------------------|----------------------------|----------------------------|------------------|------------------|
|   | times          | 787.50<br>(11:00 | 472.50<br>CLASS<br>D.M. to | 7:80 a.n                   |                  | 101.00           |
|   | time           | 100.00           | 60.00<br>114.00            | 49.00<br>76.00             | 80.00<br>57.00   | 20.00<br>88.00   |
|   | times          | 279.00           | 162.00                     | 108.00                     | 81.00<br>102.00  | 54.00<br>68.00   |
|   | times<br>times | 840.00<br>400.00 | 240.00                     | 180,00                     | 120.00           | 80.00<br>90.00   |
| Į | times          | 450.00           | 270.00                     | 180.00                     | 185.00           | 105.00           |

Subject to continuous service discounts. Availabilities on request.

Sports: Scores, flashes, direct remote broadcasts. Sports: Scores, flashes, direct remote broadcasts. Sports: Scores, flashes, direct remote broadcasts. Availabilities on request.

Weather reports, temperature reports, time eignals and other service features available at package rates. Availabilities on request.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available. Rates on request.

SERVICE FACILITIES

Complete merchandising service available at no additional cost to sponsors of 26 or more consecutive 15 minute programs. On smaller contracts, where desired, service is billed elient at actual cost.

Closing Time
Closing date two weeks in advance of first program
if material is to be included in publicity releases.

Mechanical Program Equipment
Equipped to handle vertical and lateral transcriptions with 33-1/3 and 78 r.p.m. turn-tables.
Personnel

Personnel
President and General bianager—L. B. Wilson.
Executive Vice-President—Ken Church.
Representatives Free & Peters, 100.

## W LPO

Rates effective May 15, 1944. (Card No. 9.)

Operated by Scripps-Howard Radio, Inc. Affiliated with the Cincinnati Post.

Business Office and Studios—8800 Carew Tower, Cincinnati 2. Ohio, Main 3314.

Transmitter—Daylish Building, 8th and Court. Cincinnati 2.

cinnati. Ohio

Transmitter—Daylight Building, sin and Cours. Cancionati. Oblo.

Wave—Power—Time

Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel.
Operates on Central War Time.
Actual operating schedule: Sundays 7:00 a.m. to
1:15 a.m.; week days 6:00 a.m. to 1:15 a.m., except Saturday 6:00 a.m. to 2:00 a.u.
Agency Commission
Agency commission 15% to recognized agencies on
eation time only, providing remittance is made on
or before 10th day of the month. No cash discount
General Advertising
Rates include charges by owners of music copyrights.
The following rates are for national advertising. For
local advertising rates consult station management.
SESAC and ASCAP licenses.

CLASS "A"

|     |                      | 120 wds.  | 50 wds. | 15 wds. |
|-----|----------------------|-----------|---------|---------|
| •   | time                 | 15.00     | 18.00   | 11.00   |
| 18  | times                | 14.75     | 12.75   | 10.75   |
| 28  | t1mes                | 14.50     | 12.50   | 10.50   |
| 59  | times                | 14.25     | 12.25   | 10.25   |
| 04  | times                | 14.00     | 12.00   | 10.00   |
| 50  | times                | 13.75     | 11.75   | 9.75    |
| .00 | times                | 13 25     | 11.25   | 9.25    |
| 200 | times                | 12.75     | 10.75   | 8.75    |
| 200 | 110008               | 12.25     | 10.25   | 8, 25   |
| 200 | times                | 11.75     | 9.75    | 7.75    |
| vu  | CLASS                | "''B'''   |         |         |
| 17  | :00 a.m. to 12:00 no | on and 1: | 00 p.m. | to      |
|     | 5:00 p.m             | de (lw)   |         |         |

| •     | CLASS '                | 'B''      |         |      |
|-------|------------------------|-----------|---------|------|
| (7    | :00 a.m. to 12:00 noor | n and 1:0 | 00 p.m. | to   |
| •••   | 5:00 p.m. o            | daily)    |         |      |
| 1     | time                   | . 13.00   | 11.00   | 9,00 |
| 13    | times                  | 12.75     | 10.75   | 8.75 |
| 28    | times                  | 12.50     | 10.50   | 8,50 |
| 50    | times                  | 12.25     | 10.25   | 8.25 |
| 104   | times                  | 12.00     | 10.00   | 8.00 |
| 950   | times                  | . 11.75   | 9.75    | 7.75 |
| 500   | times                  | 11.25     | 9.25    | 7.25 |
| 800   | times                  | 10.75     | 8.75    | 6.75 |
| 1 200 | times                  | 10.25     | 8.25    | 6.25 |
| 2.000 | times                  | 9.75      | 7.75    | 5.75 |
| 4,000 | CLASS '                | C         |         |      |
|       |                        |           |         |      |

CLASS "C". 1.75 5.75

(11:00 p.m. to 7:00 a.m. daily)

Class "B" rates less 20%.

RPECIAL FEATURES

Sports Broadcasts: Baseball, football, boxing, wrestling—rates on request.

Rates on request.

Contract and Other Requirements
No contract accepted for longer period than one year.
All programs, announcements, advertising talks, etc., subject to acceptance by management Station reserves right to discontinue any advertising announcements, talks or pregrams for reasons sufficient to the station.

ments, talks or programs for reasons sumcient to the station.
Contracts are not assignable; are subject to state and federal regulations and are made subject to interference by strike, fire, weather conditions or other unavoidable conditions beyond control of station. Station management will not be responsible for losses sustained in any way as a result of statements made over station nor for injuries or accidents to performers or employees of the user while on the premises of station.

## OHIO—Continued

## **CINCINNATI**—Continued W C P O-Continued

Personnel
Vice-Pres. & Gen'l Mgr.—M. C. Watters.
Representatives
The Branham Company.

WKRC (Established 1922)



Rates effective July 1, 1944. (Card No. 22.)
Cwned and operated by the Cincinnati Timee-Star.
Business Office and Main Studio—Hotel Alms, Wm.
H. Taft Rd. and Victory Parkway, Cincinnati 6,
Woodburn 0550.
Transmitter—Hotel Alms, Wm. H. Taft Rd. and
Victory Parkway, Cincinnati, Ohto.

Wave—Fower—Time
Operating power 5,000 watts days; 1,000 watts nights.
545.1 metere; 550 kilocycles.
Licensed to operate full time on cleared regional channed. Operates on Central War Time.
Actual operating schedule: Sundays 8:00 a.m. to
1:00 s.m. Week days 6:00 a.m. to 1:00 a.m. to
1:00 s.m. Week days 6:00 a.m. to 1:00 a.m.
Agency commission
Agency commission
15% on net time charges to seencles recognized by station. No cash discount.
Bills tendered weekly.
General Advertising
For combination rates see listing of Mutual Broadcasting System.
Five minute programs limited to two minutes of commercial.

CLASS "A"

|     |          |         | CLASS    | , "A"   |        |         |         |
|-----|----------|---------|----------|---------|--------|---------|---------|
|     |          | (6:00   | p.FA. to | 10:00   | p.m.)  |         |         |
|     |          | 1 t1.   | 13 ti.   | 26 ti.  | 52 ti. | 104 ti. | 260 ti. |
| 1   | hour     | 340.00  | 323.00   |         | 289.00 | 272,00  | 255.00  |
| 1/2 | hour     | 204.00  | 194.00   | 183.50  | 173.50 | 163.00  | 153.00  |
| 1/4 | hoar     | 136 00  | 129.00   | 122.50  | 115.50 | 109.00  | 102.00  |
| 5   | minutes  | 85 00   | 81.00    | 76,50   | 72.50  | 68.00   | 64.00   |
|     |          |         | CLASS    |         |        |         |         |
|     | (9:00 a. | m. :o   | 6:00 p.  | m. and  | 10:00  | p.m. 1  | to      |
|     |          |         | 11:00    | p.m.)   |        |         | -       |
| 1   | hour     | 170 00  | 161.50   | 153.00  | 144.50 | 136.00  | 127.50  |
| 1/2 | hour     |         | 97.00    |         | 86.50  | 81.50   | 76.50   |
| 1/4 | hour     | 68 00   | 64.50    | 61.00   | 58.00  | 54.50   | 51.00   |
| 5   | minutes  | 42.50   | 40.50    | 38.50   | 36.00  | 34.00   | 32.00   |
|     |          |         | CLASS    | ,,,C,,, |        |         |         |
|     |          | (11:00) | p.m.     | 0 9:00  | s.m.)  |         |         |
| 1   | hour     | 120.00  | 114.00   | 108.00  | 102.00 | 96.00   | 90.00   |
| 1/2 | hour     | 72.00   | 68.50    | 65.00   | 61.00  | 57.50   | 54.00   |
| 1/4 | howr     | 48.00   |          |         | 41.00  | 38.50   | 36,00   |
| 5   | miautes  | 30.00   | 28.50    | 27.00   | 25.50  | 24.00   | 22.50   |
|     |          |         |          |         |        |         |         |

|    |                   | OUNC  |      |          |      |
|----|-------------------|-------|------|----------|------|
|    | (6:00 p.          | m. to | 10:0 | 00 p.m.) |      |
|    | e minute or less: |       |      | - ·      |      |
| 1  | time              | 44.00 | 104  | times    | 35.2 |
| 13 | times             | 41.80 | 260  | times    | 33 0 |
| 26 | times             | 39.60 | 500  | times    | 30.8 |
| 59 | +1 man            | 97 40 |      |          |      |

 1 time
 (All other time)
 17.60

 13 times
 22.00 104 times
 16.50

 26 times
 19.80 500 times
 15.40

 52 times
 18.70

DISCOUNTS
Programs or announcements in various time brackets may be combined to earn frequency discounts. This does not apply to combining programs with announcements.

ELECTRICAL TRANSCRIPTIONS
Accepted at regular rates.

TALENT
Program ideas, lists of talent and prices will be furnished on request. REMOTE CONTROL

Programs originating outside the studios are subject to special charges.

SERVICE FACILITIES
Station will endeavor to prepare any type of program
desired by the advertiser and will furnish program
ideas, lists of talent and rates on request.
Contract and Other Requirements
All acceptable accounts are subject to the same rate,
according to the time classification into which they
fall.

according to the time classification into white fail.

All programs and advertising copy aubject to approval of station. Contracts not accepted more than 80 days in advance of initial program. Maximum length of contract one year.

Contracts are not subject to cancellation on less than two weeks' written advance notice. Contracts cancelled are subject to short rate.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

Personnel
General Manager—Herman E. Fast.
General Sales Manager—U. A. (Jake) Latham. Representatives
The Katz Agency, Inc.

# CBS PROGRAMS Move to WKRC June 1



With all the Favorite COLUMBIA STARS CINCINNATI, OHIO

550 KC

| WLW   |
|---|
| (Retablished 1921)  |
|   |
| BASIC NBC' B NETWORK  |
| BASIC   |
| C III   |
| <b>(A)</b>  |
| Rates effective September 15, 1943. (Card No. 18-A.)<br>Owoed and operated by The Crosley Corporation<br>Studio—Crosley Square, 140 W. Ninth St., Cincin- |
| Studio—Crosley Square, 140 W. Ninth St., Cincinnati 2, Ohio, Cherry 1822. Transmitter—Mason. Ohio.  |
| Transmitter-Mason. Ohio.  |
| wave—Power—Time Operating power—50,000 watts, 128.6 meters; 700 kilocycles.   |
| Licensed to operate on nationally clear channel full  |
| time.<br>Actual operating time not less than 19 hours daily.  |
| Agency Commission 15% on net charges for station  |
| Agency commission 15% on net charges for station time to recognized agencies. Cash discount none.  General Advertising                                    |
| For combination rates see National Broadcasting<br>Company (Basic Network).   |
| Rates include charges by owners of music copyrights.  |
| MUSICAL AND DRAMATIC PROGRAMS<br>ON CONTRACT  |
| CLASS "A" (6:00 p.m. to 10:30 p.m.)   |
| 8/4 hour 945.00   |
| 1/2 hour 720.00<br>1/4 hour 479.00  |
| CT.ASS "P"  |
| (10:30 p.m. to 11:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)  |
| 1 hour \$10.00<br>8/4 hour 708.75<br>1/2 hour 540.00  |
|   |
| CLASS "C" (18:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight daily and 8:00 a.m. to 12:00 noon Sunday)   |
| i2:00 midnight daily and 8:00 a.m. to 12:00 noon Sunday)  |
| 8/4 hour  |
| 1/2 hour 360.00<br>1/4 hour 239.50  |
| CLASS "D" (12:00 midnight to 8:00 a.m.)   |
| 1 hour  |
| 1/2 hour  |
| Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.  |
| DISCOLDER   |
| Weekly frequency, discounts for 13 or more consecutive weeks broadcasting (applicable only to volume at basic rates).                                     |
| Contracted volume of station time at basic rates:   |
| 1/4 hour: Percentage 1 time per week 2-1/2%   |
| 1 time per week. 2-1/2% 2 times per week. 7-1/2% 3 times per week. 10%  |
| 4 times per week  |
| I/2 hour:   |
| 2 times per week 10%  |
| 4 or more times per week  |
| (This listing continued on next page)   |

## CINCINNATI—Continued W L W-Continued

3/4 hour:
1 time per week.....
2 times per week.....
3 or more times per week..... 

## SPECIAL TRANSITIONAL RATES

|   | 1/2 hr.                        | 1/8 111 |
|---|--------------------------------|---------|
|   | (5:80 a.m. to 6:00 a.m.)       |         |
| 8 | weekly, per week*600.00        | *850.00 |
|   | (6:00 a.m. to 6:30 a.m.)       |         |
| R | weekly, per week               | 810.00  |
| ĕ | weekly, per week700.00         | *400.00 |
| ۰ | (6:80 a.m. to 7:00 a.m.)       |         |
| • | weekly, per Week               | 859.00  |
| à | weekly, per week               | 480.00  |
| ŭ | weekly, per week*850.00        | -480.00 |
|   | (7:00 a.m. to 7:30 a.m.)       |         |
| 8 | weekly, per week               | 407,00  |
| Ř | weekly, per week               | 765.00  |
| • | (11:30 p.m. to 12:00 midnight) |         |
| 2 | weekly, per week               | 380.00  |
|   |                                | 562.50  |
| b | weekly, per week               | 002.00  |
|   | (*) Includes cost of talent.   |         |

three time rate. Rate for seven time per week prorata to six time rate. ANNOUNCEMENTS
Announcements available only under specific conditions. Rates on request.

RECORDED PROGRAMS

## Details on request.

Rates on application. TALENT

BEMOTE CONTROL
Special charge made for facilities when programs
originate at points other than the station bome
studios, and for programs requiring special production.

SERVICE FACILITIES

Services of station artists service, program department and staff announcers, in arranging and presenting programs, are included without extra charge. Special recording equipment providing a permanent record of an entire program; cost on application.

Special recording equipment providing a permanent record of an entire program; cost on application.

Contract and Other Requirements
All programs are subject to the program policies sno to the approval of the station.

The first program must be presented within 80 days from date of contract.

Mation receives the right to require a client to use the facilities contracted for in subdivided periods and schedule such subdivided periods as it sees fit; but if station shall so subdivide the periods, the client shall have the optional right to cancel the contract. A client buying time from station does so with the understanding that the station in its sole discretica, without liability, may take part or all of the time salioted to any of the programs contracted for, and in such cases, station will make no charges to the client for the program or programs omitted. A contract for time between station and client is subject to the terms and conditions of licenses of station and any governmental authority, and to all federal, state or municipal laws and regulations now and hereafter in force.

Programs utilizing live talent produced under the supervision of the station's program department are considered preferred programs and have right of way over ail other types.

No contract will be accepted without the signature of an official of VLW.

Closing Time
Closing date on musical content, 14 days before
broadcast. Closing date on commercial copy, seven
days before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcriptions, using 38-1/3 r.p.m. turn-tables for vertical or lateral recordings and 78 r.p.m. turn-tables for lateral recordings.

Personnel
Vice-President in Charge of Broadcasting—
James D, Shouse.
Vice-Pres. & Gen'l Mgr.—B. E. Dunville.
Assistant General Manager—Eldon Park.
General Sales Manager—H. M. Smith.
Program Director—Howard Chamberlain.

Program Director—House of State 0366.

Chicago—360 N. Michigan Ave., State 0366.

New York—689 Fifth Ave., Circle 4-1756

Atlanta—1105 Mortgage Guarantee Bidg., Main 5750.

Hollywood—6777 Hollywood Bivd., Hollywood 2151.

Representatives None.

ADVERTISING MUST PACE PROGRESS

# "Indirect Selling"

## began like this-

"Why advertise something the consumer can't buy?" was asked in 1914 when The American Rolling Mill Co. began this famous campaign. Designed to convince consumers that products made of ARMCO Ingot Iron were of superior quality, the campaign helped to kill the even then dying principle of 'caveat emptor'', and placed on manufacturers the burden of supplying superior goods.

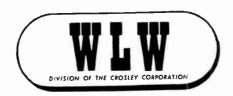


# In the DISTRIBUTION DECADE advertising must again stimulate desires for better goods

TO prevent economic depression, leading authorities agree that after Victory, we must consume, as a Nation, at least 40% more industrial production than in our greatest pre-war year. This means that we must establish higher living standards, and it will be Advertising's obligation to do this.

For production itself will be no problem. Manpower, money, materials and manufacturing facilities will be ample, DISTRIBUTION will be our "soft spot". That, too, presents an Advertising opportunity. Advertising must not only create desires for more and better merchandise, it must find ways to move merchandise quickly, economically, efficiently from factory to store to home.

In agencies everywhere, alert Advertising men are planning today to solve the problems of the Distribution Decade to come. Here at The Nation's Station we too are busy. When the time comes, we will have much of interest to show you about the great 4-State market that is WLW-land.



THE NATION'S MOST MERCHANDISE-ABLE STATION

## **OHIO—Continued**

## CINCINNATI—Continued WSAI



## **BLUE NETWORK STATION**



Rates effective December 1, 1944. (Card No. 1.) Operated by Marshall Field.
Business Office and Studios—140 W. Ninth St., Cincinnati 2, Ohio.
Transmitter—Mt. Healthy, Ohio.

## Wave-Power-Time

Operating power—5.000 watts. 220.6 meters; 1860 kilocycles. Licensed to operate full time on regional channel. Operates on Central War Time.

### Agency Commission

15% commission to recognized advertising agencies on station time; no cash discount. Talent rates quoted either net or commissionable.

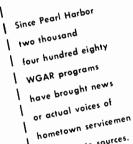
## General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network), Rates include music copyright fees.

# GENERAL BROADCASTING TIME RATES (Without talent) CLASS "A"

|                        | CLASS   | A         |             |         |
|------------------------|---------|-----------|-------------|---------|
| (6:00                  | p.m. to | 10:30 p.s | n.)         |         |
| I ti.                  | 26 tl   | . 52 ti   | . 104 tl.   | 260 tl. |
| 1 hour 300.00          | 285.00  | 270.00    | 255.00      | 240.00  |
| 1/2 hour 180.00        | 171.00  | 162.00    | 153.00      | 144.00  |
| 1/4 hour 120.00        | 114.00  | 108.00    | 102.00      | 96.00   |
| 10 minutes 90.00       | 85.50   | 81.00     | 76.50       | 72.00   |
| 5 minutes 60.00        | 57.00   | 54.00     | 51.00       | 48.00   |
|                        | CLASS   | "B"       | 01.00       | 10.00   |
| /7:00                  |         |           |             |         |
| (7:00<br>1 hour 150.00 | a.m. to |           |             |         |
|                        | 142.50  | 135.00    | 127.50      | 120.00  |
| 1/2 hour 90.00         | 85.50   | 81.00     | 76.50       | 72.00   |
| 1/4 hour 60.00         | 57.00   | 54.00     | 51,00       | 48.00   |
| 10 minutes 45.00       | 42.75   | 40.50     | 38.25       | 36.00   |
| 5 minutes 30.00        | 28.50   | 27.00     | 25.50       | 24.00   |
|                        | CLASS   | "C"       |             |         |
| (10:30 p.m. to         | 12:00 m | ldnight a | nd 6:00 a.r | n.      |
| =                      | to 7:00 | a.m.)     |             |         |
| 1 hour 120.00          | 114.00  | 108.00    | 102.00      | 96.00   |
| 1/2 hour 72.00         | 68, 40  | 64.80     | 61.20       | 57.60   |
| 1/4 hour 48.00         | 45.60   | 43.20     | 40.80       | 38,40   |
| 10 minutes 36.00       | 34.20   | 32.40     | 30.60       | 28.80   |
| 5 minutes 24.00        | 22.80   | 21.60     | 20.40       | 19.20   |
|                        | CLASS   | "D"       |             |         |
| (12:00 n               | idnight | to 6:00   | a.m.)       |         |
| I hour 75.00           | 71.25   | 67.50     | 63.75       | 60.00   |
| 1/2 hour 45.00         | 42.75   | 40.50     |             |         |
| 1/4 hour 30.00         | 28.50   |           | 38.25       | 36.00   |
| 10 minutes 22.50       |         | 27.00     | 25.50       | 24.00   |
| 5 minutes 15.00        | 21.38   | 20.25     | 19.13       | 18.00   |
|                        | 14.25   | 13.50     | 12.75       | 12.00   |
| AN                     | NOTING  | EXTENTS   |             |         |

IT'S THE STATION THAT BROUGHT MY BOY HOME



١



our loyal listeners, they also help explain why

commercial messages get attention, belief,

response so effectively over the Friendly station.



ersonnel General Manager—Walter A. Callahan. Sales Manager—W. B. Christian, seresentatives Paul H. Raymer Company.

## **CLEVELAND**

(Cuyahoga County)

WGAR

(Established 1980)



Raies effective October 1, 1944. (Card No. 10) revised.
Owined and operated by the WEAR Broadcasting Co.
Rusiness Office and Studio-Hotel Statler, 12th and
Eurlid Ave. Cleveland, Ohio, Prospect 0200.
Transmitter- Broadview and Aikens Roads, Broadview
Heights, Ohio.

Heights, Ohio,

Wave—Power—Time
Operating power—5,000 watts.
245.9 meters; 1220 kilocycles,
Licensed to operate full time on clear channel, Opcities on Eastern Standard Time.
Actual operating achedule: Daily 6:00 a.m. to 1:00

| 1/2 hour                              | 240.00  |
|---------------------------------------|---------|
| 1/4 hour                              | 160.00  |
| 10 minutes                            | 100.00  |
|                                       | 120.00  |
| 5 minutes                             | 80.00   |
|                                       |         |
| *1 minute or less                     | . 50.00 |
| CLASS "B"                             |         |
| (6:00 p.m. to 6:30 p.m. week days; 1: | :00     |
| p.m. to 6:30 p.m. Sundays; 10:30 p.m. | to      |
| 11:00 p.m. daily)                     |         |
| l hour                                | 300.00  |
| 1/2 hour                              | 180.00  |
| 1/4 hour                              | 100.00  |

1/4 hour...
10 minutes...
5 minutes...
11 minute or less...
12 CLASS "C"
(9:00 a.m. to 6:00 p.m. week days; 9:00 a.m. to 1:00 p.m. Sundays; 11:00 p.m. to 1:01 p.m. daily)

11:15 p.m. daily)
2

| 1   | hour                            | 200.00 |
|-----|---------------------------------|--------|
| 1/2 | hour                            | 120.00 |
| 1/4 | hour                            | 80.00  |
| 10  | minutes                         | 60.00  |
| 5   | minutes                         | 40.00  |
| • 1 | minute or less                  | 25.00  |
|     | CLASS "D"                       |        |
|     | (11:15 p.m. to 9:00 a.m. daily) |        |
| - 1 | hour                            | 100.00 |
| 1/2 | hour                            | 60.00  |
| 1/4 | hour                            | 40.00  |
| 10  | minutes                         | 80.00  |



# **CLEVELAND—Continued**

weeks of broadcasting based on an amount detection a yearly basis.

RECORDED PROGRAMS
No service charge.

TALENT

Rates on request.

Rates on request.

REMOTE CONTROL

Line costs plus monthly service charge. Bates on application. Public address equipment rates on re

application. Public address equipment rates on requiest

SERVICE FACTLITIES

Artists bureau, sales promotion and merchandising departments available.

Contract and other Requirements

Maximum length of contract one year.

Contracts and copy subject to station management's approval and government regulations. Station management approval and government regulations. Station management reserves the right to refuse or discontinue and valvertising for reasons satisfactory to itself.

Rates are for the facilities of the station only. Talent news services, transcriptions and records extra.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using \$3-1/3 and 78 r.p.m. double turn-tables

Personnel

Personnel
Vice-Pres. & bigr.—John F. Patt.
Sales Manager—Harry Camp.
Representatives Edward Petry & Company. Inc.

### WHK (Established 1921)



mates effective September 1, 1941. (Card No. 10., Owned and operated by The United Broadcasting Co. Business Office—Terminal Tower, Cleveland, O., Pros-

Business Office—Terminal Tower, Cleveland, O., Prospect 3800 per 3

The following rates apply to both national and local

The following rates apply to DORD HELIODES AND CONSTRUCTION AND CONSTRUCTI

5 minutes or less... 17.00 16.15 15.80 14.45 18.60 12.75 Participation announcement, 100 word maximum 12.75 12.10 11.50 10.85 10.20 9.55 CLASS "D".

(9:00 a.m. to 10:00 a.m., 12:00 noop to 4:80 p.m. week days, and 9:00 a.m. to 10:00 a.m. 1 nour... 13.85 107.70 102.00 96.85 90.70 85.00 1/2 hour... 68:00 64:60 61.20 57.80 54:40 51.00 1/4 hour... 45.85 48.10 40.80 38.55 86.30 84:00 10 minutes 84:00 32.80 30.60 28.90 27.20 25.50 5 minutes 22.65 21.50 20.46 19.25 18.15 17.00

SPECIAL FEATURES

Inme Signals and Weather Furecasts. Three announcements daily, run of schedule (one each murning, witermoon and might), seven days weekly, per quantity discounts. This rate is flat and carries no quantity discounts.

Special Events, such as sports broadcasts, symphonies, operas, etc., covering a period of about two hourstrees on request.

Hates on application

Rates on application.

BLE TRIVAL TRANSCRIPTIONS
Regular time charges apply.

TALENT

Hates on application

REMITE CONTROL

Cost of lines additional.

SERVICE FACILITIES

Assistance of station artists bureau, program de fartment, staff ann-uncers, merchandising and publicity department is included in station time charges

Special merchandising at cost.

Special merchandisins at cost.

Contract and Other Requirements
Advertising of light wins and there accepted.

Bates are for station time dervices of announces.

Taient is extra.

Contracts not accepted for a period longer than one year. First program must be presented within 80 days from date of contract.

Contracts for programs and announcements must be written individually and apparately. No combination of announcements and programs will be permitted for purposes of securing a greater frequency discount than would otherwise be obtainable. Daytime and a frequency discount as frequency discount.

Clasing Time

Clasing Time
Continuity must be in hands of program department
at least one week in advance of broadcast.

Mechanical Pregram Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables

Personnei
General Manager—K. K. Hackathorn.
Sales Manager—J. B. Maurer.
Promotion Manager—Sue Cornelius.
Hestesentatives Paul E. Raymer company

WJW 

Rates affective August 10, 1948. (Card No. 1.)
Owned and operated by WJW, Inc.
Business Office and Studio—WJW Bidg., Playhouse
Square, Cleveland 15, Ohio, Superior 0101.
Transmitter—N Boyatson, Ohio.
//ave—Power—Time
Operating power—5,000 watts.
\$52.9 meters; \$50 kilocycles.
Licensed to operate full time. Operates on Eastern
Standard Time. Rates affective August 10, 1948. (Card No. 1.)

Agency Commission
15% to recognized advertising agencies; no cash
discount. No commission on talent.

General Advertisins

For combination rates see American Broadcasting

Company, Inc. (Basic Network).

LLASS A

(6:00 p.m. to 10:30 p.m.)

|                  | bour  | \$40,00                   |
|------------------|---|---------------------------|
| 1/2              | hour  | 204.00                    |
| 1/4              | hour  | 186.00                    |
| 10               | minutes   | 102.00                    |
| 5                | minutes   | 68.00                     |
|                  | CLASS "B" (10:30 p.m. to 11:00 p.m. daily; 12:00 noon to 6:00 p.m. Sundays) |                           |
| - 1              |   | 255.09                    |
| 1/2              | hour  | 255.09<br>153.00          |
| 1/2              | hour  | 158.00<br>102.00          |
| 1/2<br>1/4<br>10 | hour  | 158.00<br>102.00<br>76.50 |
| 1/4              | hour  | 158.00<br>102.00          |

# The Story of Sayid, the Scent Merchant





In Bagdad-on-the-Cuyahoga, which is also called Cleveland, there lived one Sayid ibn-abu-Aziz. His shop was an odoriferous oasis, for he trafficked in musk and frankincense, in nard and myrrh and attar of roses. Truly, the treasures of his booth could make a she-camel smell like unto the delectable Houris of Paradise.



there came a day when light dawned, in person of Muhammed Ali, a rich merchant. "My sad Sayid." quoth Muhammed, "thou shouldst be in sooth a perfume pasha, yet thou starvest. Praise thy precious wares over that powerful station, WHK! Then thy shop shall be crowded with opulent ladies, or I am veritably a monkey's uncle." And thus it came to pass... and Sayid is in the shekels.... but plenty!



An ingenious fellow, this Sayid: ever inventing new scents to which he gave exotic names, such as "Depravity" and "Aphrodite Uninhibited." Yet, situated in The Street of the Pensive Pup—an alley off the main bazaar—none of the fashionable ladies patronized him. So he starved on crusts and the odor of spikenard until.

Cleveland merchants buy more time over WHK than over any other station.

# WHK

"Retailers' Choice in Cleveland"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK, Cleveland - WHKC, Columbus -WHKK, Akron

# We Point

with Pardonable Pride

Considering that we set up shop in Cleveland only 18 months ago . . . we're mighty proud to tell the world that WJW has already become:

- ... A strong second in the afternoon field.
- ... Top station in Cleveland for morning programs.





## **OHIO—Continued**

## CLEVELAND—Continued W J W-Continued

(9:00 a.m. to 6:00 p.m. week days; 9:00 a.m. to 12:00 noon Sundays; 11:00 p.m. to 12:00 midnight daily) 1 hour... 1/2 hour... 1/4 hour...

CLASS "D"
(6.00 a.m. to 9:00 a.m. and 12:00 midnight to 1:00 a.m.)

| . 1   | hour.  |      | ***************************************           | 85.00 |
|-------|--------|------|---|-------|
| 1/2   | hour.  |      |   | 51.00 |
| 1/4   | hour.  |      |   | 24.00 |
| 10    | minu   | 100  | **************************************            |       |
| 5     | - Luci | COB. |   | 25.50 |
| э     | minu   | LOS. | 144+++++++++++++++++++++++++++++++++++            | 17.00 |
|       |        |      | Dollar Volume Discounts                           |       |
| 1.0   | 00.00  | to   | 2,000.00  | 5%    |
| 2.0   | 00.00  | to   | 8,500.00  | 10%   |
| 3.5   | 00.00  | to   | 5,200.00  | 15%   |
| 5.2   | 00.00  | to   | 10,000.00   | 90.4  |
| 10.00 | 00.00  | 10   | 25,000.00   | 2070  |
| 95 04 | 00.00  |      | 20,000.00   | 2070  |
| 40,01 | 00.00  | OΤ   | more38-   | 1/8%  |
|       |        |      | A BURLOWS AND |       |

Class C Class D

SPECIAL FEATURES
News—Leased wire service available at regular rates
plus 15% for news service. Commissionable to recognized advertising agencies.

Rates on request.

Rates and details on request.

TRANSCRIPTIONS AND RECORDINGS
Transcription service available without extra charge.
Recording service—rates on request.

SERVICE FACILITIES
One announcer and engineer available without extra
charge.
Merchandising and publicity departments available.

Contract and Other Requirements
Advertising of alcoholic beverages accepted.
Musical program rates are for the facilities of the
station only.

station only.

Programs prepared by advertiser are subject to approval, both as to artists and program content. Maximum contract one year. All contracts subject to owner's approval and government regulations. Contracts may be terminated by either party by giving 14 days prior written notice; provided that no such notice shall be effective until 14 days after start of broadcasting service. If advertiser so terminates his contract, he agrees to accompany his cancellation with a certified check for short rates to date of cancellation.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turntables

Personnel
Pres. & Gen'l Mgr.—Bill O'Neil.
National Sales Director—Hal Waddell.

Representatives
Headley-Reed Company.

WTAM (Established 1923)



Rates effective March 1, 1944. (Card No. 12.)
Owned and managed by National Broadcasting Co.
Studios and Offices—NBC Bidg.. Cleveland 14. Ohio.
Cherry 1942.
Transmitter—Brecksville. Ohio.
Wave—Power—Time
Operating power—50,000 watts.
(100% modulation—crystal control.)
272.7 meters: 1100 kilocycles.
Licensed to operate on clear channel full time.
Operates on Eastern Standard Time.
Operating schedule: Sunday 6:00 a.m. to 1:00 a.m.
Week days 5:00 a.m. to 3:00 a.m.

Agency Commission
15% to recognized agencies on net charges for station
time. No commission on program charges. No cash
discount. Bills due and payable when rendered.

General Advertising
For combination rates see National Broadcasting
Company (Basic Network). (This listing continued on page 260)

# AS CLEVELAND GOES ...

# so goes Tom Manning

T'S a knockout ... it's a touchdown ... "Cleveland fans thrill and chill to the exciting voice of Tom (Red) Manning, Cleveland's first and only winner of the coveted Sporting News Golden Trophy. Tom Manning is first in sports in Cleveland, just as WTAM is Cleveland's first station in listening audience ... day and night. First in Program Popularity polls too. 34 of the top 50 Programs are on WTAM. Are you?



Joe Louis and Tom Manning at XMAS FUND Boxing Show, Cleveland Arena





TOM MANNING and the Cleveland Boxing Commission



HENRY ARMSTROMG and TOM MANNING at the end of a tough session



TOM MANNING with Lou Trudel and Les Cunningham of the Cleveland Barons

10 minutes...

## **OHIO—Continued**

## CLEVELAND—Continued W T A M---Continued

W T A M—Continued

Commitments made prior to biarch 1, 1944, will be completed at the rates called for by such commitments. But advertisers may sleet to substitute new contracts effective at any time after March 1, 1944, at these rates for the unexpired portion of such commitments. Otherwise, rates in effect immediately preceding March 1, 1944, will apply to extensions of said commitments for any period or periods up to and including February 28, 1945, for the same series continuously used. Rates effective March 1, 1944, are applicable to all new broadcast series ordered on and after March 1, 1944.

The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be prejudiced if he is required by the station to relinquish the time or times specified in his contract and the contract is cancelled.

Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

GENERAL BROADCAST ADVERTISING

(Gross Rates)

(LASS "A"

(5.90 m. to 10.30 n.m.)

|          | 6:00   | p.m.         | to   | 10:80                                   | p.m.)                                   |
|----------|--------|--------------|------|---|---|
| hour     |        |              |      |   |   |
| lour     | ****** | *****        |      |   |   |
| ninutes  |        |              |      | *************************************** | *************************************** |
| minutes. |        |              |      |   |   |
|          |        | CLA          | 88   | "B"                                     |   |
| (12:     | 00 ва  | on to        | 6:00 | p.12a.                                  | Sundays)                                |
| hour     |        | ************ |      |   |   |
| hour     |        |              |      |   |   |
| hour     |        |              |      |   |   |

| , | 10.00 1       | CLASS "C"   |       |
|---|---------------|---|-------|
| ι | IU:8U p.m. to | 11:30 p.m. and 9:00 a.m. except Sunday afternoon) | to    |
| 1 | hour          | except ounces attesmoot)                          | 260.6 |
| i | hour          |   | 156.0 |
| 4 | hour          |   | 104.0 |
| 0 | minutes       |   | 87.0  |
| 5 | minutes       |   | 52.0  |
|   |               | CLASS "D"<br>12:00 midnight and 7:00 a.           |       |

| _   |        | р.ш. цо | 12:00 midnig<br>to 9:00 a.m. | ()                                      | 7:00 a.                                 |        |
|-----|--------|---------|------------------------------|---|---|--------|
| 1   | bour.  |         |                              | ******                                  |   | 174.00 |
| 1/2 | hour.  |         | ******                       |   |   | 104.0  |
| 1/4 | hour   |         |                              | *************************************** | *************************************** | 70.0   |
| 5   | minu   |         |                              | *************************************** |   | 58.0   |
| •   | шини   |         | CLASS "E                     |   |   |        |
| 4   | (12:00 | midnigh | t to sign-of                 | and                                     | sign-on                                 | to     |
| 1   | hour.  |         |                              |   |   | 120 6  |

| 1    | hour   | 180.60 |
|------|--|--------|
| 1/2  | hour   | 78.00  |
| 1/4  | hour   | 52.00  |
| 10   | minutes                                      | 44.00  |
| 5    | minutes                                      | 26.00  |
|      | DISCOUNTS AND REBATES                        |        |
| App. | licable only to rates for local broadcasting | listed |

weekly Dollar Volume Discounts

Weekly Dollar Volume Discounts

For eight or more consecutive weeks, payable currently on firm qualifying contracts or as centracts become firm. All concurrent local contracts for the same advertiser at the rates listed above may be combined for determining the rate of the Dollar Volume Discount. Contracted value of local time at

| gross rates: |      |       |     |      |          |        |        |         |
|--------------|------|-------|-----|------|----------|--------|--------|---------|
| Less th      | None |       |     |      |          |        |        |         |
| 104.00       | OF   | more  | but | less | than     | 208.00 | weekly | 2-1/2%  |
| 208.00       |      |       |     |      |          |        |        |         |
| 812.00       | Œ    | more  | but | less | than     | 416.00 | Weekly | 7-1/2%  |
| 416.00       |      |       |     |      |          |        |        |         |
| 520 00       | ~    | more  | hut | lass | than     | 624 00 | Weekly | 12-1/2% |
| 624.00       | ~    | more. |     | 1-   | (market) | 024.00 | MOOKLY | 180     |
| 054.00       | 1076 |       |     |      |          |        |        |         |

E24.00 or more weekly.

Rebates for Consecutive Weeks
26 to 38 consecutive weeks.
5%
39 to 51 consecutive weeks.
7-1/2%
52 or more consecutive weeks.
10%
Rebates on gross billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting and on any continuation thereafter, so long as there is no lapse. The rebate will be due and payable currently only on firm portions of qualifying contracts or as contracts become firm for 25, 39 or 52 consecutive weeks.

or as contracts become firm or 25, 39 or 52 consecutive weeks.

An expansion of the same series, or the substitution of a new series representing an increased weekly expenditure, shall be entitled to the rebates established by the original series. Otherwise each additional series shall establish separate rebate years. Interruptions of a series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the discount or rebates. Gross billing start deduction of percentage discounts, if any, shall be subject to advertising agency commission of 15%. From the rebate, if any, the station shall deduct the excess agency commission previously allowed.

ANNOUNCEMENTS AND COOPERATIVE

shall deduct the excess agency commession previously allowed.

ANNOUNCEMENTS AND COOPERATIVE
PROGRAMS
Frequency rates are based on number used during a 12 month period and become effective from beginning of service only on firm contracts or as contracts become firm. Announcements only may be combined to earn lower frequency rates.

Announcement service which has been maintained for 52 consecutive weeks and continues, without lapse, will receive the same frequency rate or the frequency rate applicable to that portion of the service which continues.

## Announcements

Announcements
(8:80 p.m. to 10:30 p.m.)
1 ti. 10 ti. 25 ti. 50 ti. 100 ti. (†)
1 minute...... 60.00 57.00 54.60 51.00 48.00 45.00
(10:80 p.m. to 12:00 midnight and 7:00 a.m.
1 minute...... 80.00 28.50 27.00 25.50 24.00 22.50
(12:00 midnight to sign-off and sign-on to
1 minute..... 20.00 19.00 18.00 17.00 16.00 15.00
(†) 800 or more times.
Cooperative Program
Woman's Club of the Air—Monday through Friday; available to non-competitive producers and manufac-

turers in food products, home equipment and fashion needs. Commercial continuity prepared by program director from material supplied by client:

1 ti. 10 ti. 25 ti. 50 ti. 100 ti. (†)

60.00 for to 10:80 p.m., net 60.00 lo.30 p.m. to 12:00 midnight and 7:00 s.m. to 5:00 p.m., net 20.00 midnight to sign-off and sign-on to 7:00

a.m. net

a.m. net

b. ELETHICAL THANNCHIPTIONE

Accepted at regular rates.

SERVICE FACILITIES

Advisory services of the station's program department and staff engineers in arranging and presenting programs are included without charge, except where a fee is required by any governing labor organization.

REMOTE COMPARENCE. BEMOTE CONTROL

Additional charges are made for programs originaslig outside of the station's studios, and for programs
requiring special production.

Contract and Other Resultsments
All acceptable accounts are subject to the same
rates. No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card
rates and regulations. All programs are subject to
approval of the station.

Time of broadcast subject to change to other periods
on 28 days' notice to accommodate network broadcasts
only in the event that said broadcast periods are
scheduled in time set saide for network use. Independent announcements may be moved to other perriods if available and as arranged by station manager
on 24 hours' notices.

Closing date is two weeks in advance of initial program, and program material must be arranged one
week in advance of broadcast date. No changes within two days preceding broadcast

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using lateral and vertical 23-1/8 or 78 r.p.m

turn-rables

Persennel

General Manager—Vernon H. Pribble.

turn-range Personnel General Manager—Vernon H. Pribble. Sales Manager—H. L. Gallagher. Promotion Manager—Howard Barton. Rapresentatives National Broadcasting Company, Inc., (Spot Sales).

## **COLUMBUS**

(Franklin County)

WBNS (Established 1921)



Rates effective September 1, 1944.
Card received January 8, 1945.
Owned and operated by WBNN, no.. Columbus, Ohio,
Business Office and Studio—38 N. High Street,
Columbus, Ohio.
Transmitter—1027 Barnett Boad, Columbus, Ohio.

Transmitter—1087 Barnett Boad. Columbus. Unio.

/ave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights.
(100% modulation.)
205.5 meters; 1460 kilocycles.
Licensed to operate on cleared regional channel.
Operates on Eastern War Time.
Actual Operating schedule. Sundays 8:00 a.m. to
1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Agency Commission
Agency Commission
Agency Commission
Agency Commission
Agency Commission
Agency Commission
General Advertising
General Advertising

Averew commission 15% to recognised advertising agencies. No cash discount.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Basio Network).

Rates include charges by owners of music cocyrights. The following rates are for national advertising.

(8:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. week days and 1/2 hour... 320.00 190.00 185.00 180.00 175.60 170.00 1/2 hour... 185.00 128.25 121.50 114.75 108.00 915.

1/4 hour... 90.00 85.50 81.00 76.50 72.00 67.50 5 minutes 63.50 57.00 54.00 51.00 48.00 45.00 16.00 (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight week days)

1 hour... 100.00 95.00 92.50 90.00 87.56 85.00 1/2 hour... 67.50 64.12 60.75 57.37 54.00 50.62 1/4 hour... 45.00 42.75 40.50 38.25 36.00 33.75 5 minutes 30.00 22.50 27.00 25.50 24.00 22.50 (12:00 midnight to 7:00 a.m.)

83-1/3% discount off daytime rates.

ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m. Sundays)

1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti. 520 ti. 120 p.m. to 11:00 p.m. to 11:00 p.m. Sundays)

1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti. 520 ti. Chain break or one min 15.00 14.25 13.50 12.75 12.00 11.25 11.00 (1:00 p.m. to 7:00 a.m.)

Chain break or one min 15.00 14.25 13.50 12.75 12.00 11.25 11.00 (1:00 p.m. to 7:00 a.m.)

20% discount off daytime rates.

Early Worm and Round Robin Review—Participation programs. Talent obserges apply to recorded programs. Not restricted to certain hours.

Rates on request.

Closing Time

Closing Time
Taient programs, talks and recorded programs close
two weeks in advance of broadcast. Announcements
close eight days in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for
both vertical and lateral cut recordings.

both vertical and lateral cut recordings.
Personnsi
General Manager—Edgar T. Wolfe.
Sales Director—W 1 Orr
National Sales Manager—Don S Burrows.
Promotion Manager—Jerome R. Regves.

Répresentatives

John Blair & Company.

WCOL



## **BLUE NETWORK STATION**



Rates effective February 1, 1945.

Rates received January 17, 1945.
Owned and operated by The Pixleys.
Business Other and Studio—33 N. High St., Columbus 15, Ohio.
Transmitter N3 N. High Street. Columbus. Ohio.
Wave—Pewes—Time
Operating power—250 watts.

1430 meters; 1230 kilocycles.
Licensed to operate full time on oleared local channal.
Operation Eastern War Ttime.
Operation Eastern War Ttime.
Operation on Instruction Instruction on Instruction on Instruction on Instruction on Instructi

Regular time charges apply. Not restricted to certain hours.

Bates on application.

REMOTE CONTROL

Any desired arrangements for remote control broaucasts can be made.

Closing fines
Closing date is two weeks in advance of program in order to secure program schedule publicity.

Announcements close 24 hours in advance.

Mechanical Program Equisment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for cyclical and lateral recordings.

Owner-Executive—Lloyd A. Pixley.

Manager—Jack Kelly.

Representatives

Weed & Company.

WHKC (Established 1921)

Rates effective January 1, 1945. (Card No. 15.)
(Iwned and operated by United Broadcasting Co.
Business Office and Studio—22 E. Gay St., Columbus
15. Ohio, telephone Adams 1101.
Transmitter—901 Obetz Road, Columbus, Ohio.

//www\_Power—Time
Operating power—1,000 watts.
491.8 metars; 610 kilocycles.
Licensed to operate unlimited time on cleared national channel.

at channel, Agency commission 15% to recognized agencies. No cash discount. No commission on talent. General Advertising

esseral Advertising
For combination rates see listing of Mutual Broad-casting System.
The following rates are for both local and national advertising.
Broadcasts extending over a period of two hours or nore—rates on request.
Minute rates allow for a maximum of 100 words.
Chain breaks—maximum forty words

## **COLUMBUS**—Continued W H K C-Continued

| CLASS "A"  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|
| (7:00 p.m. to 10:30 p.m. week days and 6:00        |  |  |  |  |  |  |  |  |
| p.m. to 10:30 p.m. Sundays)                        |  |  |  |  |  |  |  |  |
| 1 ti. 13 ti. 26 ti. 52 ti. 156 ti. 260 ti.         |  |  |  |  |  |  |  |  |
| 1 hour 130,00 123,50 117.00 110.50 104.00 97.50    |  |  |  |  |  |  |  |  |
| 1/2 hour 78.00 74.10 70.20 66.30 62.40 58.50       |  |  |  |  |  |  |  |  |
| 1/4 hour 52.00 49.40 46.80 44.20 41.60 39.00       |  |  |  |  |  |  |  |  |
| 10 minutes 39.00 37.05 35.10 33.15 31.20 29.25     |  |  |  |  |  |  |  |  |
| 5 minutes 26.00 24.70 23.40 22.10 20.80 19.50      |  |  |  |  |  |  |  |  |
| 1 minute or  |  |  |  |  |  |  |  |  |
| less 13.00 12.35 11.70 11.05 10.40 9.75            |  |  |  |  |  |  |  |  |
| CLASS "B"  |  |  |  |  |  |  |  |  |
| (6:00 p.m. to 7:00 p.m. week days and 12:00        |  |  |  |  |  |  |  |  |
| noon to 6:00 p.m. Mundays)                         |  |  |  |  |  |  |  |  |
| 1 hour 97.50 92.65 87.75 82.90 78.00 78.15         |  |  |  |  |  |  |  |  |
| 1/2 hour 58.50 55.60 52.65 49.75 46.80 43.90       |  |  |  |  |  |  |  |  |
| 1/4 hour 39.00 37.05 35.10 33.15 31.20 29.25       |  |  |  |  |  |  |  |  |
| 10 minutes 29.25 27.80 26.35 24.85 23.40 21.95     |  |  |  |  |  |  |  |  |
| 5 minutes 19.50 18.55 17.55 16.60 15.60 14.65      |  |  |  |  |  |  |  |  |
| 1 minute 9.75 9.25 8.80 8.80 7.80 7.80             |  |  |  |  |  |  |  |  |
| CLASS "C"  |  |  |  |  |  |  |  |  |
| (9:00 a.m. to 6:00 p.m. and 10:30 p.m. to          |  |  |  |  |  |  |  |  |
| 11:00 p.m. week days; 9:00 a.m. to 12:00           |  |  |  |  |  |  |  |  |
| noon and 10:30 p.m. to 11:00 p.m. Sundays)         |  |  |  |  |  |  |  |  |
| 1 hour 65.00 61.75 58.50 55.25 52.90 48.75         |  |  |  |  |  |  |  |  |
| 1/2 hour 39.00 37.05 35.10 33.15 31.20 29.25       |  |  |  |  |  |  |  |  |
| 1/4 hour 26.00 24.70 23.40 22.10 20.80 19.50       |  |  |  |  |  |  |  |  |
| 10 minutes 19.50 18.55 17.55 16.60 15.60 14.65     |  |  |  |  |  |  |  |  |
| 5 minutes 18.00 12.85 11.70 11.05 10.40 9.75       |  |  |  |  |  |  |  |  |
| 1 minute 6.50 6.20 5.85 5.55 5.20 4.90             |  |  |  |  |  |  |  |  |
| CLANS "D"  |  |  |  |  |  |  |  |  |
| (11:00 p.m. to 9:00 a.m. daily)                    |  |  |  |  |  |  |  |  |
| 1 hour 43.35 41.20 39.00 86.85 84.70 82.50         |  |  |  |  |  |  |  |  |
| 1/2 hour 26.00 24.70 23.40 22.10 20.80 19.50       |  |  |  |  |  |  |  |  |
| 1/4 hour 17.35 16.50 15.60 14.75 18.90 13.00       |  |  |  |  |  |  |  |  |
| 10 minutes 18.00 12.35 11.70 11.05 10.40 9.76      |  |  |  |  |  |  |  |  |
| 5 minutes 8,65 8.25 7.80 7.85 6.95 6.50            |  |  |  |  |  |  |  |  |
| 1 minute 4.95 4.10 8.90 9.70 8.50 8.25             |  |  |  |  |  |  |  |  |
| SPECIAL FEATURES                                   |  |  |  |  |  |  |  |  |
| Time Signals and Weather Forecast: Three announce- |  |  |  |  |  |  |  |  |

Time Signals and Weather Forecast: Three announcements daily, run of schedule (one each morning, afternoon and night), per month 375.00.

ELECTRICAL PRANCRIPTIONS

No extra charge.

TALENT

Rates on application.

REMOTE CONTROL

Add cost of lines and facilities.

SERVICE FACILITIES

Station maintains an Artist's Bureau, Program Department, Staff Announcers, Merchandising Department, Staff Announcers, Merchandising Department and Fublicity Department, whose assistance in arranging, publicizing, merchandising and presenting the program are included in station time charges Special merchandising offered at cost.

Contract and Other Requirements

Contracts not accepted for period longer than one year. First program must be presented within 30 days from date of contract.

Rates are for station time and services of announcer taient is exira Subject to governmental restrictiona Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables Personnel

General Manager—C M Everson

Business Manager—H. H. Hoesely.

Regresentatives

Radio Advertising Company.

Representatives
Radio Advertising Company.

## WOSU



Owned and operated by Ohio State University.

wave—Power—Time
Operating power—5,000 watts to local sunset at
Dallas, Tex.
355.9 meters; 320 kilocycles.
Operates on Central War Time.
Operating schedule: 8:30 a.m. to local sunset at
Dallas, Texas.

Does not sell time.

## DAYTON (Montgomery County) WHIO

(Established 1986)



Rates effective August 1, 1941. (Card No. 4.)
Owned and operated by Miami Valley Broadcasting Corporation.
Business Office and Studio—45 S. Ludlow Street,
Dayton 1, Ohio, Adams 2201.
Transmitter—Hempstead Read, S. E. of Dayton, O.
Nevs—Power—Time
Operating power—5,000 watts.
232.6 meters; 1290 kilocycles.
Operates on Class 3A cleared regional channel.
Operates on Eastern Standard Time.
Actual operating schedule: 5:45 a.m. to 1:80 a.m
tempor Commission
Agency commission
15% to recognized advantiging

Actual operating schedule: 5:46 a.m. to 1:90 a.m
Agency Commission
Agency commission 15% to recognized advertising
agencies on net charges for station time. No cash
discount. Bills rendered 1st of the month.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).
Rates include charges by owners of music copyrights.
The following rates are for national and regional advertising.
All discounts are for consecutive broadcasts to buused within one year from start of schedule. Contracts
must be renewed or extended at or before expiration
to earn lower rate. Such renewals or extensions may
be made for a period not to exceed one year from the
date of the first broadcast.
Credit memorands covering earned discounts are feued at the expiration of each discount period. No
deductions are shown on current involces. Class "A"
and "B" may be grouped for quantity discounts.

| Classes "C" and "D" ar | e not to       | pe Eloni    | ed with  |
|------------------------|----------------|-------------|----------|
| CLASS                  | 4*A**          |             |          |
| (6:00 p.m. to          |                | m.)         |          |
| 1 hr.                  | 1/2 hr.        | 1/4 hr.     | 5 min.   |
| 1 time 180.00          | 108.00         | 70.00       | 85.00    |
| 18 times 171.00        | 102.60         | 66.50       | 88,25    |
| 26 times 162.00        | 97.20          | 68.00       | 81.50    |
|                        | 91.80          | 59.50       | 29.75    |
|                        | 86.40          | 58.00       | 28.00    |
|                        | 81.00          | 52.50       | 26.25    |
|                        | 75.60          | 49.00       | 24.50    |
|                        | "B"            | 49.00       | 21.00    |
| CLASS                  | 6:00 p.m       |             |          |
| (8:00 a.m. to          |                | .,<br>35.00 | 17.50    |
| 1 time                 | 54.00<br>51.80 | 83.25       | 16.60    |
|                        | 48.60          |             | 15.75    |
|                        |                | 81.50       | 14.90    |
| 52 times 76.50         | 45.90          | 29.75       | 14.00    |
| 100 times 72.00        | 43.20          | 28.00       |          |
| 150 times 67.50        | 40.50          | 26.25       | 18.10    |
| 800 times 68.00        | 87.80          | 24.50       | 12.25    |
| CLASS                  | c.,            |             |          |
| (11:00 p.m. to         | 8:00 a.        | m.)         |          |
| 1 time 60.00           | 86.00          | 24.00       | 12.00    |
| 13 times 57.00         | 84.20          | 22.80       | 11.40    |
| 26 times               | 82.40          | 21.60       | 10.80    |
| 52 times 51.00         | 80.60          | 20.40       | 10.20    |
| 100 times 48.00        | 21.80          | 19,20       | 9.60     |
| 150 times              | 20.00          | 18.00       | 9.00     |
| 300 times 42.00        | 18.20          | 16.80       | 8.40     |
|                        |                | 10.00       | 0.10     |
| CLASS                  | .,D,,          |             |          |
| (6:00 p.m. to          | 11:00 p.       | m.)         | 43/      |
| Announcements:         |                | Max.        | *Max.    |
|                        |                | 00 words    | 80 words |
| l time                 |                | 20.00       | 16.00    |
| 13 times               |                | 19.00       | 15.20    |
| 26 times               |                | 18.00       | 14.40    |
| 52 times               |                | 17.00       | 18.60    |
| 100 tlmes              |                | 16.00       | 12.80    |
| 150 tlmes              |                | 15.00       | 12.00    |
| 300 times              |                | 14.00       | 11.20    |
|                        |                |             |          |
|                        |                |             |          |

| (All other hours)                  |              |            |
|------------------------------------|--------------|------------|
| (All other nours)                  | Max.         | *Max.      |
|                                    | 100 words    | 30 words   |
| 1 time                             | 10.00        | 8.00       |
| 13 times                           |              | 7.60       |
| 26 times                           |              | 7.20       |
| 52 times                           |              | 6.80       |
| 100 times                          |              | 6,40       |
| 150 times                          | 7.50         | 6,00       |
| 300 times                          | 7.00         | 5.60       |
| (*) Chain breaks.                  |              |            |
| ELECTRICAL TRANSCR                 | PAULTAL      |            |
| Regular time charges apply. To     | enecrintic   | n library  |
| available, rates on request.       | anaci ipi io | 221/1427   |
| TALENT                             |              |            |
| Musical and dramatic talent enga   | ged for th   | ne adver-  |
| tiger at minimum prices.           |              |            |
|                                    |              |            |
| REMOTE CONTRO                      | )L           |            |
| Complete facilities for remote p   | ick-ups o    | utside of  |
| studios. Expense for such pick-    | ups 16 cl    | is Degrat  |
| cost.                              |              |            |
| SERVICE FACILIT                    | TES          |            |
| Station maintains a program det    | partment.    | etaff an-  |
| nouncers, merchandising department | ent and      | publicity  |
| department whose services, to a    | reasonab     | le extent  |
| are available at no additional ch  | 21E0.        |            |
| Window display space furnished t   | o program    | accounts   |
| without cost.                      |              |            |
| Mechanical Program Equipment       |              |            |
| Equipped to handle programs by     | electrical   | transcrip- |
| tion, using 33-1/3 and 78 r.s      | o.m. trans   | criptions. |
| lateral and vertical cut.          |              |            |
| Personnel                          |              |            |
| President-James M. Cox, Jr.        |              |            |
| General Manager-Bobert H. Moo      | d₹.          |            |
| <del>-</del>                       |              |            |
| Representatives                    |              |            |
| George P. Hollingbery Company.     |              |            |
| Harry E. Cummings.                 |              |            |
|                                    |              |            |

# MAKE FRIENDS with Dayton and Miami Valley through



Cultivate the responsive WHIO audience. It's the key to the prosperous Dayton and Miami Valley market. WHIO has more listeners for your sales message than any other local station.

NEWS: UP, INS, PA, plus CBS' Best BASIC CBS \* \* \* 5000 WATTS

> G. P. Hollingbery Co., Representatives Harry E. Cummings, Southeastern Representative

## **DAYTON—Continued** WING



## **BLUE NETWORK STATION**



## (Established 1922)

Rates effective August 15, 1944. (Card No. 9.)
Owned and operated by Great Traits Broadcasting Corporation.
Studio-121 N. Main St., Dayton, O., Adams 8288
Transmitter—Shaker Road, Dayton, Ohio.
Wave—Power—Time
Operates on Eastern War Time.
Operates on attonal accounts only, on station time charges, provided payment is made before the 15th day of the month following broadcast No cash discount. All invoices rendered weekly. Short rate billed where frequency rate is not earned.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Network).
In order to earn net rates quoted contracts must be completed within 12 months.
The following rates are for station time only.
Rates do not include ASCAP fee of 8% on commercial musical programs.
Announcements and programs may not be combined for discounts. CLASS "A"
(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays)

1 tt. 13 tt. 26 tt. 52 tt. 156 tt. 260 tt.
1 hour... 180.00 171.00 182.00 153.00 135.00 128.00 172 hour... 180.00 170.00 180.00 180.00 180.00 180.00 170.00 180.00

104 ti. 365 ti. 15.00 14.00 13.00 12.00 12.00 11.20

\*\*15 seconds... 16.00 15.20 14.40 13.60 12.00 11.20 CLASS "B"

(Before 6:00 p.m. and after 11:00 p.m.)

1 minute... 10.00 9.50 9.00 8.50 7.50 7.50 7.00

\*25 seconds.. 9.00 8.50 8.00 7.50 6.50 6.00

\*25 seconds.. 9.00 8.50 8.00 7.50 6.50 6.00

\*215 seconds.. 8.00 7.60 7.20 6.80 6.00 5.60

(\*) If live, not over 55 words.

(\*) If live, not over 30 words.

SPECIAL FEATURES

News Service—Available morning, afternoon and eveing—rates on request.

Women's Participation Program

Sunnyside Up: 1:15 p.m. to 2:00 p.m., Monday through Friday; 12:30 p.m. to 1:15 p.m. Saturdays. Live copy, per week 65.00.

POLITICAL

Political advertising copy must be submitted and payment made 24 hours in advance.

ELECTRICAL TRANSCRIPTIONS

Complete transcription library service available. Bates and details on request.

EALENT

Bates on request.

Rates on request.
REMOTE CONTROL

Merchandising and publicity department available to advertisers.

Closing Time
Programs close one week in advance of hroadcast
Talks, programs, continuities, etc., must be submitted at least one week in advance.

Mechanical Program Equipment
Equipment to handle programs by electrical transcription, using 33-1/3 and 78 rp.m. double turn-tables for
vertival and lateral cut recordings.

Personnel
Executive Vice-President—J. P. Williams.
Sales Manager—Harold Higgins.

Representatives Weed & Company

FINDLAY (Hancock County)
WFIN (Established 1941)

Rates effective April 1, 1942.

Owned and operated by Findlay Radio Company.

Business Office—500-1/2 S. Main St., Findlay, Ohio.

Main 1330.

Studio—Hancock Savings & Loan Bidg., Findlay.

Ohio.

Main 1330.

Studio—Hancock Savings & Loan Bidg., Findlay.
Ohio.
Ohio.

Wave—Power—11me
Operating power—1.000 watts days.
225.6 meters; 1330 kilocycles.
Licensed to operate part time on regional channel.
Operates on Central War Time.



DAYTON, OHIO Weed and Company National Representatives Actual operating schedule: Local sunrise to local

sunset.

Agency Commission

For commission

For combination rates see Keystone Network.

The tollowing rates are for national advertising

Rates include charges by owners of musical copy
rights.

1 hour. 90.00 81.00 77.00 72.00

1/2 hour. 50.00 46.00 43.00 40.00

1/4 hour. 30.00 27.00 25.00 24.00

5 minutes. 15.00 13.50 12.50 12.00

WEEKLY DISCOUNTS

Except Sundays:

Per week

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission

Closing Time

Closing Time
Contracts close three days in advance of first broadcast. Announcement copy, transcriptions and talks
close 36 hours in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcriptions using 33-1/3 and 78 r.p.m. double turn-tables
for lateral cut recordings
Personnel Manager—Fred H. Hover.
Commercial Manager—Kent L. Jeffery.
Representatives None.

## **HAMILTON**

(Butler County) WMOH (Established 1944)

Rates effective February I, 1945. (Card No. 2.)
Owned and operated by the Fort Hamilton Broadcasting Company.
Business Office and Studios—Second National Bank Bldg. Hamilton, Ohio.
Transmitter—Middletown Pike, Hamilton, Ohio.
Wave—Power—Time
Operating power—250 waits.
266.9 meters; 1450 kilocycles.
Licensed to operate unlimited time. Operates on Eastern War Time.
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.; week days 6:00 a.m. to 11:00 p.m.
Agency Commission
15% to recognized advertising agencies on net charges for station time; no cash discount. No commission on talent. All bills due and payable on 10th of month following service.
General Advertising Rates include music copyright fees.
CLASS "A"
(5:30 p.m. to 10:30 p.m. week days and 1:00
13 times. 80.75 48.45 32.30 24.23 18.15
26 times. 76.50 45.90 30.60 22.95 15.30
39 times. 74.37 44.62 29.75 22.21 14.88
52 times. 72.25 43.35 28.90 21.68 14.45
78 times. 65.88 39.53 26.35 19.76 13.17
104 times. 63.75 38.25 25.50 19.12 12.75
158 times. 61.63 36.98 24.85 18.49 12.32
260 times. 59.50 35.70 23.80 17.85 11.90
312 times. 59.50 35.70 23.80 17.85 11.90
312 times. 64.60 40.80 17.20 p.m. Sundays)
1 time... 68.80 36.90 21.22 20.40
11:00 p.m. week days; 7:00 a.m. to 1:00
p.m. and 10:30 p.m. and 10:30 p.m. to 1:00
p.m. and 10:30 p.m. and 10:30 p.m. to 1:00
p.m. and 10:30 p.m. and 10:30 p.m. to 1:00
p.m. and 10:30 p.m. and 10:30 p.m. to 1:00
p.m. and 10:30 p.m. and 10:30 p.m. to 1:00
11:00 p.m. week days; 7:00 a.m. to 1:00
11:00 p.m. week days; 7:00 a.m. to 1:00
11:00 p.m. week days; 7:00 a.m. to 1:00
12 times. 64.60 38.76 22.14
13 times. 64.60 38.76 22.14
14 times. 63.03 30.00
15 times. 55.50 35.70 23.80 17.85 11.90
15 times. 64.60 38.76 22.54 19.38 12.92
26 times. 65.80 36.90 40.80 17.20 20.40
13 times. 65.80 40.80 17.20 20.40
13 times. 65.80 40.80 17.20 20.40
13 times. 65.80 36.80 40.80 17.20 20.40
14 times. 65.80 38.76 22.10
15 times. 57.80 34.68 23

## **HAMILTON—Continued** W M O H-Continued

WMOH—Continued
SPECIAL FEATURES
Time signals, weather reports, etc.—rates on request.
TALKS
Publicity talks accepted only where subject is of public interest and service in the opinion of station director. Talk may be given by advertiser's representative or announcer.
POLITICAL
One time rate applies, prepaid. Copy must be submitted 24 hours prior to time of broadcast.
TALENT AND REMOTE CONTROL
Rates on request.

mitted 24 hours prior to time or producess.
TALENT AND REMOTE CONTROL
Rates on request.

SERVICE FACILITIES
Services of station production department offered te broadcasters and advertising agencies without additional cost for the purpose of securing talent at the lowest possible prices. Program ideas, continuities, etc., prepared and submitted without charge by station production department. Staff announcers serve all advertisers without additional charge.
Closing Time
Contracts must be closed four weeks in advance for publicity announcements. Final closing two weeks. Manuscript for publicity talks must be submitted two days in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel

ersonnei Executive Director—Don loset. Commercial Manager—Joe True.

Representatives None.

## LIMA

(Allen County)

WLOK (Established 1986)





Rates received March 2b. 1940.

Owned and operated by The Fort Industry Company.
Business Office and Studio—National Bank Building.
Lima. Ohio.

Lima. Ohio.

Vave—Power—Time
Operating power—250 watts.
1100% modulation—crystal control.)
241.9 meters, 1240 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight. The control of the first of the first

|     | sign-off)                                 |      |
|-----|---|------|
|     | (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to |      |
| 260 | times                                     | 6.00 |
|     | times                                     | 6.40 |
| 52  |   | 6.80 |
| 26  |   | 7.20 |
| 18  |   | 7.60 |
|     | [1 <u>me</u>                              |      |

time.....times.....times..... 52 times..... 156 times..... 260 times.....

260 times 4.00
SPECIAL FEATURES 5.75
Time signals, weather reports, etc., rates on request.
ELECTRICAL TRANSCRIPTIONS
Regular rates apply, Transcription library service available.

Rates on application.

BEMOTE CONTROL

Rates on application.

Rates on request.

SERVICE FACILITIES

Merchandising cervices are available to clients and agencies at no additional cost. Program ideas, continuites, etc., prepared and submitted without charge by station production department.

Clesing Time
Contracts must be closed four weeks in advance for publicity announcement. Final closing two weeks. Manuscript for publicity talks must be submitted two days in advance.

\*\*Sechanical Program Equipment\*\*

Equipped to make lateral recordings at 38-1/3 and 78 r.p.m. in studies, using standard filter arrangement. Equipped with portable high quality recording

facilities at 38-1/8 and 78 r.p.m. for 15 minute continuous instantaneous recordings for remote pick-up work. Recording rates on request. Equipped to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Personnel
Managing Director—Balph Elvin.
Representatives Headley-Reed Company.

## **MANSFIELD**

(Bichland County)

WMAN
(Established 1989)



## **BLUE NETWORK STATION**



Bates effective May 15, 1944. (Card No. 2.)
Owned and operated by Bichland, Incorporated.
Business Office and Studio—Ohio Theatre Bidg..
140 Park Ave., West, Mansfield, Ohie, telephone
4235-6.

140 Park Ave., West, Mansfield, Ohie, telephone 4255-6.

Transmitter—Longview and North Main Street, one mile north of the business district of Mansfield. Ohio.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Operates on Eastern War Time.
Licensed to operate full time on local channel.
Operating schedule; 7:00 a.m. to 12:00 midnight.

Asency Cemmissien
15% to recognized advertising agencies; no cash discount. No commission on talent or other charges.
General Advartising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries).
Rates are for station time and services of an announcer.

CLASS "A"

CLASS "A"

|   |           | m. to  |       |        |         | 78; 1:00 |             |
|---|-----------|--------|-------|--------|---------|----------|-------------|
|   | p         | .m. to | 10:00 | p.m. 8 | undays) |          |             |
|   | -         | 1      | 1/2   | 1/4    | 10      | 6        |             |
|   |           | hr.    | hr.   | hr.    | min.    | min.     | (†)         |
| 1 | time      | 65.00  | 39.06 | 26.00  | 19.50   | 13.00    | (†)<br>7.75 |
|   | times     |        | 87.05 | 24.70  | 18.53   | 12.85    | 7.85        |
|   | times     | 58.50  | 35.10 | 23.40  | 17.55   | 11.70    | 7.80        |
|   | times     |        | 83.15 | 22.10  | 16.58   | 11.05    | 6.65        |
|   | times     | 53.75  | 82.20 | 21.50  | 16.00   | 10.75    | 6.50        |
|   | times     |        | 31.20 | 20.80  | 15.60   | 10.40    | 6.25        |
|   | times     |        | 29.25 | 19.50  | 14.63   | 0.75     | 5.75        |
|   | 0.2000 00 |        | CLASS |        |         |          |             |
|   | /7:00 - F |        | .00   |        | 10.00   | nm to    |             |

CLASS "B"

(7:90 a.m. to 6:00 p.m. and 10:00 p.m. to
12:00 midnight week days: 9:00 a.m. to 1:00
p.m. and 10:00 p.m. to 12:00 midnight Sun.)
1 time... 48:75 p.m. to 12:00 midnight Sun.)
1 time... 48:75 p.m. to 12:00 midnight Sun.)
1 time... 48:35 p.m. to 12:00 midnight Sun.)
1 time... 48:35 p.m. to 12:00 midnight Sun.)
1 time... 48:35 p.m. to 12:00 midnight Sun.)
13 times... 48:35 p.m. to 12:00 midnight Sun.)
14 times... 48:35 p.m. to 12:00 midnight Sun.)
15 times... 48:35 p.m. to 12:00 midnight Sun.
15 times... 49:35 p.m. to 12:00 midnight Sun.
16 times... 49:35 p.m. to 12:00 midnight Sun.
16 times... 49:35 p.m. to 12:00 midnight Sun.
17 times... 49:35 p.m. to 12:00 midnight Sun.
18 times... 49:35 p.m. to 12:00 midnight Sun.)
18 times... 49:35 p.m. to 12:00 midnight Sun.)
19 times... 49:35 p.m. to 12:00 midnight Sun.

Details on request.

REMOTE CONTROL

Details on request.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available, Rates on re-

rankeription in Dray service wainable. Rates on request.

SERVICE FACILITIES

Merchandising service svallable.

Contract and Other Requirements
All advertising and transcription of contract, all fees for artists and transcription of the delition to rates.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.pm. double turn-tables for vertical and lateral out recordings.

General Manager—J. M. O'Hara. Program Director—Robert Christopher. Representatives None.

MARION

WMRN (Retablished 1940)



## **BLUE NETWORK STATION**



Rates effective April 15, 1943. (Card No. 2.)
Owned and operated by The Marion Broadcasting
Company.
Business Office and Studio—WMRN Bldg., Marion,
Ohlo.

Ohio.
Transmitter—North Main Street, Marion. Ohio.
Ave.—Power—Time
Operating power.—250 watts.
201.3 meters; 1490 kilosyoles.
Licensed to operate unlimited time.
Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 11:38 p.m.; week days 7:00 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% to recognized advertising agancies on station time only. No cash discount. No commission on program charges.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries).

(11:30 a.m. to 1:00 p.m., 5:00 p.m. to 11:00 p.m. week days and all day Bundaye)

1 th. 18 tl. 28 tl. 55 tl. 104 tl. 280 tl.
1 hour..... 80.00 57:00 56:00 51:00 48:00 45:00 1/2 hour.... 80.00 38:20 32:48 30:50 38:80 37:80 1/4 hour.... 24:00 17:10 18:28 15:50 16:40 18:50 5 minutes 18:00 17:10 18:50 18:28 9:50 8:50 4 monutes

5 minutes a.00 7.66 7.26 6.26 6.49 6.06 Announcements 2.00 2.25 2.70 2.55 2.40 2.25 Announcements are accepted up to 100 words, but only chain breaks of 35 words maximum can bandled between network programs.

SPECIAL FEATURES
Time signals, women's and children's programs, Hill Billy Parade, Friendly Farmer Hour—rates on raquest.

quest.

TALENT

Rates on request. Staff announcers available without extra charge, except where particular announcer is required by sponsor, in which case fee of local governing labor union is required.

REMOTE CONTROL

erning labor union is required.

REMOTE CONTROL

Rates on request.

ELECTRICAL TRANSCRIPTIONS

Accepted at regular rates.

SERVICE FACILITIES

Program and merchandising departments, engineering staff available without extra charge.

Contract and Other Requirements
All acceptable accounts are subject to the same rates.

No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts subject to card rates and regulations. All programs are subject to approval.

No contracts accepted for longer than one year.

Closing date is one week in advance of first program. Announcements, talks and recorded programs close 24 hours in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turntables.

Personnel

General Manager—Robert T. Mason.

ersonne! General Manager—Robert T. Mason. Vice-President—Robert Morrison. Representatives

## **PORTSMOUTH**

(Beioto County) WPAY

(Established 1985)



Rates effective January 1, 1944. (Card No. 5-A.)
Owned and operated by The Scieto Broadcasting Co.,
Business Office and Studio-1009 Gallia Street,
Portsmouth, Ohio, telephone 1010.
Transmitter—1009 Gallia St., Portsmouth, Ohio,
Wave—Power—Time
Operating power—250 watts.
214.3 maters; 1400 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 11:90 p.m.;
week days 6:30 a.m. to 11:00 p.m.
Agency Commission
Agency commission
Agency commission 15% to recognized agencies. No
cash discount.
General Advertising

Agency commission 15% to recognized agencies. No cash discount.

General Advertising
For combination rates see listing of Mutual Broadcasting System.

The following rates are for national advertising. For local advertising rates consult station management.

CLASS "A"

(6:90 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)

1 ti. 18:1: 26:1. 52:1. 100:1. 300:1.

1 hour...... 15:00 71:25 67:50 68:75 80:00 56:25

1/2 hour....... 45:00 42:75 40:50 38:25 36:00 38:75

1/4 hour..... 30:00 28:50 27:00 26:50 24:00 22:50

10 minutes 23:50 21:38 20:28 19:14 18:02 16:00

5 minutes 15:00 14:25 18:50 12:75 12:00 11:25

1 minute or 1:50 47:5 4.50 4.25 4.00 2.75

CLASS "B"

## OHIO—Continued

## PORTSMOUTH—Continued

PORTSMOUTH—Continued

WPAY—Continued

Multiple announcements, to be scheduled at the discretion of the station, will be charged for at the Class "B" rate. Frequency discount given on one minute or half minute announcements as each classification reaches discount bracket, as contracted.

SPECIAL FEATURES

Participating programs: 50 word announcements available in participating periods in all time olassifications to be scheduled at discretion of the station. Regular rates less 50%.

Special services—rates on request.

Service available only if regularly scheduled program precedes or follows.

News: Lessed wire service available. Rates on request.

RECORDED PROGRAMS

RECORDED PROGRAMS
Transcription library services available

TALENT

Rates on request. REMOTE CONTROL

Remote line quotations on request. Time rates do not include traveling expenses, toll charges or in-

not include traveling expenses, toll charges or in-stallation expenses.

SERVICE FACILITIES

Continuity department, staff announcers, publicity and
merchandising department are maintained to service,
arrange, produce and present programs at no addi-tion cost.

arrange, product tion cost.

tion cost.

contract and Other Requirements

Advertising of spirituous beverages not accepted.

Regulations governing contracts are those standard conditions approved by National Association of Broad-

easters.

All programs must conform to standards of the station and are subject to approval of the management. All contracts and programs subject to governmental regulations and restrictions. Contracts accepted for a maximum period of one year. lechanical Program Equipment Equipped to handle programs by electrical transcription, using dual 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings greened.

rersented Station Manager—Paul Wagner.
Representatives
None.

**SPRINGFIELD** WIZE



## **BLUE NETWORK STATION**

(Established 1940)
Rates effective May 15, 1944. (Card No. 5.)
Owned and operated by Itadio Voice of Springfield, Inc.
Business Office and Studio—115 W. High Street,
Springfield, Ohio.
Transmitter—115 W. High Street, Springfield, Ohio.
Wave—Power—Time
Operating power—250 watts.
228.9 meters: 1840 trilocycles.
Licensed to operate full time on local channel.
Operates on Central War Time.
Operating schedule: Sundays 7.45 s.m. to 12:00 midnight: week days 6:00 a.m. to 18:00 midnight.
Agency commission 15% to recognized agencies on
atation time only provided payment is made before the
15th of the month following broadcast. Cash discount
none. Bills rendered and payable weekly
General Advertising
For combination rates see American Repodesting

none. Bills rendered and payers.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries).
The following rates are for national
CLASS A. A. week days and

Company, Inc. (Basic Supplementaries).
The following rate are for national advertising CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Week days and 12:00 noon to 11:00 p.m. Sundays)

1(1. 13:1. 26:11. 26:11. 20:11. 104:11. 385:51.

1 hour... 60:00 55:00 50:00 50:00 75:00 75:00 70:00

1/2 hour... 85:00 33:00 31:00 29:00 27:00 25:00

10 minutes 15:00 24:00 23:00 22:00 20:00 18:00

5 minutes 15:00 14:00 18:00 12:00 11:00 10:00

CLASS "B"

(6:00 a.m. to 6:00 p.m. week days; 6:00 a.m. to 1:00 p.m. Rundays and 11:00 p.m. to 12:00 midnight daily)

1 hour... 70:00 66:00 62:00 58:00 54:00 50:00

1/2 hour... 40:00 38:00 36:00 34:00 32:00 30:00

1/2 hour... 25:00 24:00 23:00 22:00 20:00 18:00

1/4 hour... 25:00 24:00 23:00 22:00 20:00 18:00

1/2 hour... 40:00 38:00 36:00 34:00 32:00 30:00

1/2 hour... 40:00 16:00 15:00 14:00 18:00 12:00

10 minutes 17:00 16:00 15:00 14:00 18:00 12:00

10 minutes 11:00 p.m. week days and 1:00

p.m. to 11:00 p.m. Bundays

(6:00 p.m. to 11:00 p.m. Bundays

100 words... 7:55 7:00 6:75 6:50 6:25 5:75

CLASS "B"

(6:00 a.m. to 8:00 p.m. week days; 8:00 a.m. to 1:00 p.m. Sundays and 1:00 p.m. to 12:00

100 words... 5:75 5:00 5:40 5:25 5:06 4:85

Chain break 6:55 6:00 5:40 5:25 5:06 4:85

Chain break 4:75 6:00 5:40 5:25 5:06 4:85

Chain break 4:75 6:00 5:40 5:25 5:06 4:85

Chain break 4:75 6:00 5:40 6:25 5:00 6:00

100 words... 5:75 5:00 5:40 6:25 5:00 6:00

100 words... 5:75 5:00 6:40 6:25 5:00 6:00

100 words... 5:75 5:00 6:40 6:25 5:00 6:00

100 words... 5:75 5:00 6:40 6:25 5:00 6:00

100 words... 5:75 6:00 6:40 6:25 5:00 6:00

100 words... 5:75 6:00 6:40 6:25 5:00 6:00

100 words... 5:75 6:00 6:00

100 words... 5:75 6:00

POLITICAL
Copy must be submitted and payment made 24 hours in advance.

in advance.

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL

REMOTE CONTROL
Facilities subject to extra enarges for line and mechanical costs. Extra charges not subject to com-

mission.

entract and Other Requirements
Advertising of alcoholic beverages not accepted, except beer and light wine. Contract subject to cancellation by two week written notice accompanied by certified oheck at short rate to date of last program. No contract accepted for longer period than one yeer. Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceed limit in any class. Contracts are not assignable; are subject to musicians local, state and federal regulations and are made subject to interference by strike, fire, weather conditions or other unavoidable conditions beyond control of station.

All broadcasts subject to approval of station management. Quantity discounts retroactive on entire schedules as earned. Station reserves the last thirty seconds of all programs for its use and station identification. Contract renewals subject to cancellation unless program state within 30 days. Short rate billed where frequency rate is not earned.

Station reserves the right to discontinue any advertising announcements, talks or programs for reasons sufficient to the management. Contrast and Other Requirements

Closing Time

Contracts, announcement copy, transcriptions, talks close one week in advance Mechanical Pregram Equipment Equipment Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turn-tables for lateral cut recordings.

or investor to the following of the foll

## **STEUBENVILLE**

WSTV (Established 1940)



Hates effective October 1, 1940. (Card No. 1.)

Owned and operated by The Valley Broadcasting Co. Business Offices and Studios—Exchange Realty Bidg., Steubenville, Ohio, telephone Steubenville 2-6265. Other Studios—East Liverpool, Ohio, and Weirton, West Virginia.

Transmitter—Altamont Heights. Steubenville, Obio.

Wave—Power—Time
Operating power—250 watts,
228.9 meters; 1840 kilocypies,
Licensed to operate full time,
Operates on Eastern War Time,
Actual operating schedule; 7:00 s.m. to 1:00 s.m.

Agency Commission

Agency commission 15% to recognized agencies on time only. No cash discount. Invoices payable weekly following broadcast.

General Advertising
For combination rates see listing of Mutual Broad-casting System.
Also sold in combination with WJPA Washington. casting System.

Also sold in combination with WIPA Washington.
Pa., WFPG, Atlantic, N. J., and WKNY, Kingston,
N. Y.—rates on request.

CLASS "A"

(8:00 p.m. to 10:30 p.m. week days and after

|   |  |   | STOO MI  | +OZ  |
|---|--|---|--|--|
|   | :00 noon   |   |  | _  |
| 1 tl.   | 18 ti.   | 26 11.  | 52 ti,   | 104 ti   |
| 1 hour 80.00  | 76.00  | 72.00   | 68.00  | 64.0   |
| 1/2 hour 48.00  | 45.60  | 43.20   | 40.80  | 38.4   |
| 1/4 hour 32.00  | 30.40  | 28.80   | 27.20  | 25.6   |
| 10 min 24.00  | 22.80  | 21.60   | 20.40  | 19.2   |
| 5 min 16.00   | 15.20  | 14.40   | 13.60  | 12.8   |
| 1 min 8.00  | 7.60   | 7.20  | 6.80   | 6.4  |
|   | CLASS  | "B"   |  |  |
| (6:00 p.m.  | to 8:00  | p.m. week   | days)  |  |
| 1 hour, 68.00   | 64.60  | 61.20   | 57.80  | 54.40  |
| 1/2 hour 40.80  | 88.76  | 36.72   | 34.68  | 32.64  |
| 1/4 hour 27.20  | 25.84  | 24.48   | 23.12  | 21.70  |
| 10 min 20.40  | 19.38  | 18.36   | 17.34  | 16.3   |
| 5 min 13.60   | 12.92  | 12.24   | 11.56  | 10.8   |
| 1 min 6.80  | 6.46   | 6.12  | 5.78   | 5.44   |
|   | CLASS  | "C"   | 0  | 0. 1   |
| (9:00 a.m. to 6   |  | . 10:30 p.m   | . to 12:   | 00   |
| midnight week   | days a   | nd algn-on  | to 12:   |  |
|   | noon Su  |   |  |  |
| 1 hour 55.00  | 52.25  | 49.50   | 44   |  |
|   |  |   |  | 44 01  |
| 1/2 hour 83.00  |  |   | 46.75<br>28.05   | 44.00  |
|   | 81.35  | 29.70   | 28.05  | 26.40  |
| 1/4 hour 22.00  | 81.35<br>20.90   | 29.70<br>19.80  | 28.05<br>18.70   | 26.40<br>17.60   |
| 1/4 hour 22.00<br>10 min 18.50  | 81.35<br>20.90<br>15.68  | 29.70<br>19.80<br>14.85   | 28.05<br>18.70<br>14.03  | 26.40<br>17.60<br>13.20  |
| 1/4 hour 22.00<br>10 min 16.50<br>5 min 11.00   | 81.35<br>20.90<br>15.68<br>10.45   | 29.70<br>19.80<br>14.85<br>9.90   | 28.05<br>18.70<br>14.03<br>9.85  | 26.40<br>17.60<br>13.20<br>8.80  |
| 1/4 hour 22.00<br>10 min 16.50<br>5 min 11.00   | 81.35<br>20.90<br>15.68<br>10.45<br>5.28   | 29.70<br>19.80<br>14.85<br>9.90<br>4.95   | 28.05<br>18.70<br>14.03  | 26.40<br>17.60<br>13.20  |
| 1/4 hour 22.00<br>10 min 16.50<br>5 min 11.00   | 81.35<br>20.90<br>15.68<br>10.45<br>5.28<br>CLASS  | 29.70<br>19.80<br>14.85<br>9.90   | 28.05<br>18.70<br>14.03<br>9.85  | 26.40<br>17.60<br>13.20<br>8.80  |
| 1/4 hour 22.00<br>10 min 16.50<br>5 min 11.00   | 81.35<br>20.90<br>15.68<br>10.45<br>5.28   | 29.70<br>19.80<br>14.85<br>9.90<br>4.95   | 28.05<br>18.70<br>14.03<br>9.85  | 26.40<br>17.60<br>13.20<br>8.80  |
| 1/4 hour 22.00<br>19 min 18.50<br>5 min 11.00<br>1 min 5.50   | 81.35<br>20.90<br>15.68<br>10.45<br>5.28<br>CLASS  | 29.70<br>19.80<br>14.85<br>9.90<br>4.95   | 28.05<br>18.70<br>14.03<br>9.85<br>4.68  | 26.46<br>17.66<br>13.26<br>8.86<br>4.46                                    |
| 1/4 hour 22.00<br>10 min 16.50<br>5 min 11.00<br>1 min 5.50<br>(7:00 s.m.   | 81.85<br>20.90<br>15.68<br>10.45<br>5.28<br>CLASS<br>to 9:00                                     | 29.70<br>19.80<br>14.85<br>9.90<br>4.95<br>"D"  | 28.05<br>18.70<br>14.03<br>9.85<br>4.68<br>days)                                     | 26.46<br>17.66<br>13.26<br>8.86<br>4.46                                    |
| 1/4 hour 22.00<br>10 min 18.50<br>5 min 11.00<br>1 min 5.50<br>(7:00 s.m.<br>1 hour 40.00   | 81.35<br>20.90<br>15.68<br>10.45<br>5.28<br>CLASS<br>to 9:00<br>88.00                            | 29.70<br>19.80<br>14.85<br>9.90<br>4.95<br>"D"<br>a.m. week<br>36.00                            | 28.05<br>18.70<br>14.03<br>9.85<br>4.68<br>days)<br>34.00                            | 26.46<br>17.66<br>13.26<br>8.86<br>4.46                                    |
| 1/4 hour 22.00<br>10 min 16.50<br>5 min 11.00<br>1 min 5.50<br>(7:00 s.m.<br>1 hour 40.00<br>1/2 hour 24.00                                   | 81.85<br>20.90<br>15.68<br>10.45<br>5.28<br>CLASS<br>to 9:00<br>88.00<br>22.80                   | 29.70<br>19.80<br>14.85<br>9.90<br>4.95<br>"D"<br>a.m. week<br>36.00<br>21.60                   | 28.05<br>18.70<br>14.03<br>9.85<br>4.68<br>days)<br>34.00<br>20.40                   | 26.40<br>17.60<br>13.20<br>8.80<br>4.40<br>32.00<br>19.26<br>12.80         |
| 1/4 hour 22.00<br>10 min 18.50<br>5 min 11.00<br>1 min 5.50<br>(7:00 a.m.<br>1 hour 40.00<br>1/2 hour 24.00<br>1/4 hour 16.00<br>10 min 12.00 | 81.35<br>20.90<br>15.68<br>10.45<br>5.28<br>CLASS<br>to 9:00<br>88.00<br>22.80<br>15.20          | 29.70<br>19.80<br>14.85<br>9.90<br>4.95<br>"D"<br>a.m. week<br>36.00<br>21.60<br>14.40<br>10.80 | 28,05<br>18,70<br>14,03<br>9,85<br>4,68<br>days)<br>34,00<br>20,40<br>18,60<br>10,20 | 26.46<br>17.66<br>13.26<br>8.86<br>4.46<br>32.00<br>19.26<br>12.80<br>9.60 |
| 1/4 hour 22.00<br>10 min 18.50<br>5 min 11.00<br>1 min 5.50<br>(7:00 a.m.<br>1 hour 40.00<br>1/2 hour 24.00<br>1/4 hour 16.00<br>10 min 12.00 | 81.35<br>20.90<br>15.68<br>10.45<br>5.28<br>CLASS<br>to 9:00<br>88.00<br>22.80<br>15.20<br>11.40 | 29.70<br>19.80<br>14.85<br>9.90<br>4.95<br>"D"<br>a.m. week<br>36.00<br>21.60<br>14.40          | 28,05<br>18,70<br>14,03<br>9,85<br>4,68<br>days)<br>34,00<br>20,40<br>18,60          | 26.40<br>17.60<br>13.20<br>8.80<br>4.40<br>32.00<br>19.26<br>12.80         |

RPECIAL WEEKLY RATES
Special weekly rates apply only on contracts of 26
weeks duration or over and programs must be broadcast consecutively, each week, without a break in
broadcast schedules.

CLASS "A" (8:00 p.m. to 10:80 p.m. week days and after 12:00 noon Sunday)

|   |  | l hr.  | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. | 1 min. |  |  |  |
|---|--|--------|---------|---------|---------|--------|--------|--|--|--|
| ŀ | times  | 180.00 | 108.00  | 72.00   | 54.00   | 36.00  | 18.00  |  |  |  |
|   | times  | 280.00 | 168.00  | 112.00  |         | 56.00  | 28.00  |  |  |  |
|   | times  |        | 194.40  |         | 97.20   | 64.80  |        |  |  |  |
|   | ***************************************  |        |         |         | 81.20   | 04.00  | 84.40  |  |  |  |
|   |  |        | CLASS   |         |         |        |        |  |  |  |
|   | (6:00 p.m. to 8:00 p.m. week days)   |        |         |         |         |        |        |  |  |  |
|   | times  | 150.00 | 90.00   | 60.00   | 45.00   | 30.00  | 15.00  |  |  |  |
|   | times  | 233.35 | 140.00  | 98.85   | 70.00   |        | 23.85  |  |  |  |
|   | times  |        |         |         |         |        | 27.00  |  |  |  |
|   |  |        |         |         | 02.00   | 01,00  | 41.00  |  |  |  |
|   | CLASS "C"  |        |         |         |         |        |        |  |  |  |
|   | (9.00 a.m. to 6:00 p.m. and 10:30 p.m. to<br>12:00 midnight week days and sign-on to |        |         |         |         |        |        |  |  |  |
|   | 12:00 m  |        |         |         |         | -on to |        |  |  |  |
|   |  |        | noon 00 |         | .ys)    |        |        |  |  |  |
|   | rimes  |        |         |         |         | 24.00  | 12.00  |  |  |  |
|   | times  | 186.65 | 112.00  | 74.65   | 56.00   | 87.85  | 18.70  |  |  |  |
|   | times  | 216.00 | 129.60  | 86.40   | 64.80   | 43.20  | 21.60  |  |  |  |
|   |  |        | CLASS   |         |         | 10.20  | -2.00  |  |  |  |
|   | (7:00 a.m. to 9:00 a.m. week days)   |        |         |         |         |        |        |  |  |  |
|   |  |        |         |         |         |        |        |  |  |  |
|   | times  |        | 54.00   | 36.00   | 27.00   | 18.00  | 9.00   |  |  |  |
|   |  |        | 84.00   |         |         |        | 14.00  |  |  |  |
|   | times  | 162.00 | 97.20   | 64.80   | 48.60   | 82.40  | 16.20  |  |  |  |
|   | A MANAGEMENT COMPANIES   |        |         |         |         |        |        |  |  |  |

|                   | (TAIRDS D | <b>SATOS</b> ) |           |         |
|-------------------|-----------|----------------|-----------|---------|
|                   |           | Per w          | eek for   |         |
| Weekly:           | 13 wks.   | 26 wks.        | 39 wks.   | 52 wka. |
| 3 announcements   | 16.00     | 15.35          | 14.65     | 14.00   |
| 6 announcements   |           | 27.75          | 26.15     | 24.55   |
| 2 announcements.  |           | 48.25          | 45.05     | 42.65   |
| 8 announcements.  |           | 63.05          | 58.25     | 54.65   |
|                   | (Day R    | stes)          |           |         |
| 3 announcements   | 12.00     | 11.35          | 16.65     | 10.00   |
| 6 announcements   | 21.35     | 20.15          | 19.35     | 18.65   |
| 2 announcements   | 40.00     | 37.60          | 36.00     | 34.65   |
| 8 announcements   | . 53.35   | 49.75          | 48.00     | 45.85   |
| SPE               | CIAL FE   | ATURES         | 3         |         |
| Cime signals char | ged at re | gular an       | nouncemer | t rates |

SPECIAL FEATURES
Time signals charged at regular announcement rates
with maximum commercial tie-in, 60 words.
POLITICAL TALKS
Payable in advance. No quantity discount.
REMOTE CONTROL
Rates on request.
Contract and Other Requirements
All contracts are subject to station approval and to
governmental regulations. Station reserves right to
refuse or discontinue any advertising for reasons
satisfactory to itself
Mechanical Program Equipment
Equipment to the station representation, using 83-193 and 78 r.p.m. turn-tables for
lateral cut recordings.

Personnel
General Manager John J. Laux. Representatives
The Friendly Group.

> **TOLEDO** (Lucse County) WSPD

(Established 1921) BASIC NBC' B NETWORK 4

Rate card issued October 1, 1942, (Card No. 22.) Rate card Issued October 1, 1942 (Card No. 22.)
Owned and operated by The Fort Industry Company,
Business Office and Studio—The Broadcast Bidg.,
Toledo, Ohio, telephone Adams 3175.
Transmitter—Perrysburg, Ohio.
Wave—Power—Time
Operating power—5,000 watta.
(100% modulation—crystal control.)
219.0 meters; 1370 kilocycles.
Licensed to operate full time on regional channel.
Operates on Central War Time.
Actual operating schedule; Sunday 8:00 a.m. to
1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized agencies on net charges for station
time. No commission on talent. No cash discount.
All bills due on 10th of month following service.

time. No commission of the following service.

All bills due on 10th of month following service.

General Advertising
For combination rates see listing of National Broadcasting. Company (Basic Network).

The following rates are for national and regional
advertising.

Hates include radio charges by owners of musio
copyrights.

Contracts must be written individually and separately
for announcements and for programs; no combination
of the two will be permitted for purposes of securing
a greater frequency discount than would otherwise be
obtainable. However, daytime and nighttime programs
may be combined to earn a lower rate. Also, daytime
announcements and nighttime announcements may be
combined to earn a greater frequency discount.
Rates subject to change without notice.

(This listing continued on next page)

## TOLEDO—Continued

W S P D--Continued

(6:00 p.m. to 11:00 p.m. daily)

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 260 ti.

1 nour 220.00 299.00 198.00 187.00 178.00 165.00

1/2 hour... 132.00 125.40 118.80 112.20 105.60 99.00

1/4 hour... 88.00 83.80 79.20 74.80 70.40 66.00

5 minutes 45.00 42.75 40.50 38.25 38.00 33.75

(8:00 a.m. to 6.00 p.m. week days; 8:00 a.m. to 12:00 noon Sundays)

1 hour... 110.00 104.50 99.00 98.50 88.00 82.50

1/2 hour... 66.00 62.70 58.40 66.10 52.80 49.50

1/3 hour... 40.00 41.80 39.60 98.50 58.00 82.50

5 minutes 25.00 23.75 22.50 21.25 20.00 18.75

(12:00 noon 6:00 p.m. Sundays)

5 minutes 25.00 23.75 22.50 21.25 20.00 18.75

(12:00 noon 6:00 p.m. Sundays)

5 minutes 38.00 36.10 34.20 140.25 132.00 123.75

1/4 hour... 165.00 156.75 148.50 140.25 132.00 123.75

1/4 hour... 99.00 94.05 88.10 84.15 79.20 74.25

1/4 hour... 99.00 94.05 88.10 32.30 30.40 28.50

(6:00 a.m. to 8:00 a.m. and 11:00 p.m. to 11:00 p.m. to 11:00 p.m. to 12:m-ord)

1/2 hour.... 42.90 40.75 38.61 36.47 34.32 82.18

1/4 hour... 42.90 40.75 38.61 36.47 34.32 82.18

1/4 hour... 42.90 40.75 38.61 36.47 34.32 82.18

1/4 hour... 42.90 40.75 38.61 30.47 34.32 82.18

1/4 hour... 42.90 40.75 38.61 30.47 34.32 82.18

1/4 hour... 42.90 40.75 38.61 30.47 28.50

5 minutes 20.00 19.00 18.00 17.00 18.00 15.00

Announcements are accepted up to 100 words. but only Chain Breaks of 35 words maximum can be handled between commercial shows owing to 20 second time limit

(6:00 p.m. to 11:00 p.m.)

time limits
(6:00 p.m. to 11:00 p.m.)
1 tl. 18 tl. 26 tl. 52 tl. 100 tl. 300 tl.
Chain breaks 30.00 28.50 27.00 25.50 24.00 22.50

(8:00 a.m. to 6:00 p.m. and after 11:00 p.m.)
One minute 15:00 14:25 18:50 12:75 12:00 11:25
One minute 10:00 a.m. to 8:00 a.m.)
One minute 10:00 9:50 9:00 8:50 8:00 7:50
Announcements at breaks adjacent to higher time classifications are charged at rate of higher classification.

One minute 10.00 9.50 9.00 8.50 8.00 7.50 Announcements at breaks adjacent to higher time classifications are charged at rate of higher classifications.

REMOTE CONTROL

Rates on application for broadcasts from cafes, uncated to application and agencies and additional cost.

Public Record of the purpose of securing talent out additional cost, for the purpose of securing talent at the lowest possible prices. Program ideas, continuities, etc., prepared and submitted without charge by station production department.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. Program rates as outlined are for the facilities of the station only and no not include talent. Programs to be given from one of station studios in Toledo.

Publicity talks accepted only where subject is of public interest and service in the opinion of station director. Talk may be delivered by advertiser's representative or announcer. No deristion from manuscript permitted. Staff announcers serve all advertisers without additional charge. No contract accepted for longer period than one year. All contracts subject to government regulations, and station owner's approval, and are subject to cancellation unless programs starts within 30 days. Station management reserves the right to refuse or discontinue any advertising programs for reasone eatlafactory to itself. All programs must conform to the atandards of station; where advertiser prepares his own program it must be submitted at a reasonable time in advance for director's approval. Direct selling or lotteries are not consistent with policies of station. All proposals subject to prior bookings of time.

Contracts must be closed four weeks in advance to make newspaper announcement. Final closing two we

Personnel
Managing Director—E, Y. Flanigan.
Representatives
The Katz Agency, Inc.

WTOL





## BASIC BLUE NETWORK



Bates effective March 1, 1944. (Card No. 4,) Owned and operated by The Community Broadcasting

Owned and operated by The Community Broadcasting Company.

Business Office and Studio—Bell Bidg., Toledo 2.
Ohio, Adams 3221.
Transmitter—709 Madison Avenue. Toledo. Obio.

Wave—Power—Time
Operating power—250 watta.
243 9 meters; 1280 kilocycles.
Licensed to operate unlimited time
Operates on Eastern War Time.
Operating schedule: 6:00 a.m. to 1:00 a.m.,
Agency Commission
15% commission allowed to recognized agencies on atation time only. No cash discount. Bills pavable weekly following broadcast.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network).

Inc. tot. with grates are for notb national and total advectising.

Rates are for the facilities of the station only;

Rates are for the facilities of the station only; talent extra.

Quantity discounts retroactive on entire schedule as earned. All uncompleted contract schedules subject to short rate.

CLASS "A"

#hort rate.

CLASS "A"

(8:00 p.m. to 11.00 p.m. da11y)

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 280 ti.
1 cour... 120.00 11.00 102.00 98 00 96 00

1/2 hour... 72.00 08.40 64.80 61.20 57.60 54.00

1/3 hour... 48.00 45.60 43.20 40.80 38.40 38.00

5 mioutes. 24.00 22.80 21.60 20.40 19.20 18.00

CLASS "B"

(12:00 noom to 8:00 p.m. 1 hour... 90.00 86.50 81.00 1/2 hour... 36.00 51.30 48.60 1/4 hour... 36.00 34.20 32 40 5 minutes. 18.00 17.10 16.20 72.00 43.20 28.80 14.40

CLASS "C"

(7:90 s.m. to 6:90 p.m. and 11:00 p.m. to 12:00 midnight week days; 7:90 a.m. to 12:00 moon and 11:00 p.m. to 12:00 midnight Sundays)
1 hour... 60:00 \$77:00 \$54:00 \$51:00 \$48:00 \$45:00 \$2 hour \$68:00 \$37:00 \$54:00 \$51:00 \$48:00 \$45:00 \$2 hour \$36:00 \$34:20 \$32:40 \$30:60 \$28:80 \$27:00 \$40:00 \$24:00 \$28:

CLASS "D"

(\*12:00 midnight to 7:00 a.m.)

1 hour... 40.00 38.00 38.00 32.00 1/2 hour... 24.00 22.80 21.50 20.40 19.20 1/4 hour... 18.00 15.20 14.40 13.80 12.80 (\*) Service available only if a regularly scherokram præredes or follows.

SPECIAL FEATURES
For Womeo Only": 100 words participating, each

For Womeo Unity . As well as the state of th

TALENT

Rater on request.

Rater on request.

REMOTE CONTROL

Remote control charges extra—rates on request.

SERVICE FACILITIES

Service of programs advertising and continuity department, as well as announcing and operating staff in securing italent, arranging, presenting and advertising programs, are included without extra cost.

Standard sound effects available free of charge.

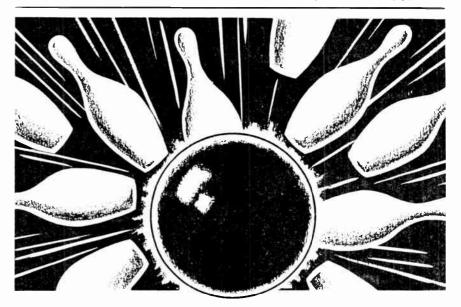
Closing Time

(Tosing dates one week in advance of broadcast.

Talks, programs, continuities, etc., must be submitted at least 48 hours in advance for review

(This litting continued on next man)

(This listing continued on next page)



An advertising message is "Well Placed," too, when it's on WSPD.

> 5,000 Watts NBC

Reaching over 1,500,000 prosperous prospects in the rich Northwest Ohio-Southern Michigan area.

Just Ask Katz



## **OHIO—Continued**

## TOLEDO—Continued W T O L-Continued

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Personnel

Vice-President and General Manager-Arch Shawd. Representatives

Radio Advertising Company.

## WARREN (Trumbull County) WRRN (Betablished 1941)



Rates effective November 1, 1948. (Card No. 1.) mates effective November 1, 1948. (Card No. 1.)
Owned and operated by Neid & Stevens.
Business Office and Studio—108 Main Ave., S.W.,
Warren, Ohio, telephone 4490.
Transmitter—710 Main Ave., S.W., Warren, Ohio.

(ave.—Power.—Time

/ave—Power—Time
Operating power—250 watts.
214.5 meters; 1400 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern Standard Time.
Operating schedule: 6:45 a.m. to 12:00 midnight.

Operating schedule: 6:45 a.m. to late Agency commission 15% to recognized advertising agencies. Cash discount 2%—10 days from invoice date on monthly billing. Talent and other charges not commissionably Billing. Talent and other charges not commissionably For combination rates see Mutual Broadcasting System. Minute rates allow for a maximum of 100 words. Chain breaks—maximum 40 words.

CLASS "A"

|    |           |        | CHADO | _       |        |          |      |
|----|-----------|--------|-------|---------|--------|----------|------|
|    | (6:00 p.r | n. to  | 10:00 | p.m. we | ek day | 's; 1:00 |      |
|    | р         | .m. to |       | թ.ա. Ցա |        | -        |      |
|    |           | 1      | 1/2   | 1/4     | 10     | 5        |      |
|    |           | hour   | hour  | hour    | min.   | min.     | (†)  |
| 1  | time      | 65.00  | 39.00 | 26.00   | 19.50  | 18.00    | 8.50 |
|    |           | 61.75  | 87.05 | 24.70   | 18.58  | 12.85    | 8.10 |
|    | times     | 58.50  | 85.10 | 28.40   | 17.55  | 11.70    | 7.7  |
|    | times     | 55.25  | 88.15 | 22.10   | 16,58  | 11.05    | 7.4  |
|    | times     | 53.75  | 82.20 | 21.50   | 16.00  | 10.75    | 7.2  |
| 56 | times     | 52.00  | 81.20 | 20.80   | 15.60  | 10.40    | 7.00 |
| 30 | times     | 48.75  | 29.25 | 19.50   | 14.68  | 9.75     | 6.5  |
|    |           |        |       |         |        |          |      |

POLITICAL AND TALENT Rates on request.

REMOTE CONTROL
Add cost of lines and facilities.

Add cost of times and the hands of program department at least one week in advance of broadcast.

Mechanical Program Equipment Equipment Equipment Equipment of hands of programs and programs by electrical transcription, using \$3-1/3 and 78 r.p.m. double turn-table for vertical and lateral cut recordings.

Personnel
Station Manager—E. J. Pryor.
Representatives
Burn-Smith Company, Incorporated.

## YOUNGSTOWN

(Mahoning County)

WFMJ (Established 1989)



## **BLUE NETWORK STATION**



Rates effective May 1, 1948. (Card Ne. 8.)
Owned and operated by WFMJ Broadcasting Co.
Business Office and Studios—101 W. Boardman St.,
Voungstown, Ohio.
Transmitter—101 W. Boardman St., Youngstown 3,
Ohio.

Wave-Power-Time /ave--Power-Time
// Operating power-250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time.
Licensed to operate on Eastern War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight. Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount.

General Advertising

| - 1 | time  | 50.00 | 80.00   | 20.00 | 15.00 | 10.00 |
|-----|-------|-------|---------|-------|-------|-------|
| 13  | times | 47.50 | 28.50   | 19.00 | 14.25 | 9.50  |
| 26  | times | 45.00 | 27.00   | 18.00 | 13.50 | 9.00  |
| 39  | times | 42.50 | 25.50   | 17.00 | 12.75 | 8.50  |
| 52  | times | 40.00 | 24.00   | 16.00 | 12.00 | 8.00  |
| 104 | times | 38.50 | 22.50   | 15.00 | 11.25 | 7.50  |
| 156 | times | 36.00 | 21.00   | 14.00 | 10.50 | 7.00  |
| 260 | times | 38.50 | 19.50   | 13.00 | 9.75  | 6.50  |
|     |       | AN    | NOUNCE  | MENTS |       |       |
|     |       |       | Close ! |       | Class | ***** |

ANNOUNCEMENTS

-Class "A"—

(\*) 30 wds. (\*) 30 wds.

1 time. 10.00 1.50 7.50 5.63

18 times. 9.50 7.12 7.12 5.55

26 times. 9.00 6.74 6.74 5.07

52 times. 8.50 6.86 6.36 4.79

100 times. 8.00 5.98 5.98 4.51

200 times. 7.50 5.60 5.60 4.28

300 times. 7.50 5.60 5.60 4.28

300 times. 6.50 4.84 4.84 8.67

1,000 times. 6.50 4.84 4.84 8.67

1,000 times. 6.00 4.46 4.46 8.39

(\*) One minute transcription or 100 words.

Class "A"—6.00 p.m. to 11:00 p.m. week days;

12:00 noon to 11:00 p.m. Sundays.

Class "B"—6:00 a.m. to 6:90 p.m. and after 11:00

p.m. week days; before 12:00 noon and after 11:00

p.m. week days; before 12:00 noon and after 11:00

p.m. Bundays.

SPECIAL FEATURES

Participating programs — Rise 'n Shine. Concole Capers, Requestfully Yours, and Home Economist.

Details on request.

Capers, Requestfully Yours, and House
Capers, Requested by Sequence available—rates and details on request.

POLITICAL TALKS
Political programs take the one time rate, prepaid.
Copy must be submitted 24 hours prior to time of broadcast.

REMOTE CONTROL

Programs originating from points outside of studios are subject to additional expense charges. Rates on request.

Closing Time
Spots, 24 hours in advance; script and material for musical and dramatic productions, one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 or 78 r.p.m. turn-tables for ver-tical or lateral cut recordings.

Personnel
General Manager—Wm. F. Maag, Jr.
Sales Manager—Phil Wood.

Representatives
Headley-Reed Company

## WKBN (Betablished 1926)



Rates effective February 15, 1942. (Card No. 8.) Owned and operated by WKBN Broadcasting Corp. Business Office and Studio-17 N. Champion Street, Youngstown, Obio,

Transmitter-3430 Sunset Blvd., Youngstown, Ohio.

Transmitter—9330 Guines Bird., I compared by Wave—Power—Time Operating power—5,000 watts. 526.3 meters; 570 kilocycles. Licensed to operate full time on cleared regional channel. Operates on Eastern Standard Time.

cbannel. Operates on Eastern Standard Time.

Agency Commission

Agency commission of 15% allowed on net station
time cost only to recognized agencies. No commission on taient, program or production charges unless
spectifically arranged. Terms: Net 10th of month following service. Bills rendered lat of each month.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).

Discounts on gross rates for programs are allowed for
periods used within one year from start of schedule.

(TLASE "A"."

periods used within one year from start of schedule.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Bunday)

1ti. 13 tt. 26 ti. 52 ti. 104 tt. 260 tt. 1 hour... 160.00 152.00 144.00 138.00 128.00 120.00 1/2 hour... 90.00 85.50 80.00 75.50 72.00 67.50 1/4 hour... 50.00 47.50 45.00 42.50 40.00 37.50 1/4 hour... 50.00 47.50 45.00 42.50 40.00 37.50 10 minutes 40.00 88.00 36.00 34.00 32.00 30.00 5 minutes 30.00 28.50 27.00 25.50 24.00 22.50

l hour.... 1/2 hour.... 1/4 hour.... 10 minutes 5 minutes

b minutes 15.00 14.25 18.50 12.75 12.00 11.25 CLASS 'C'.

(\*12.00 mindight to 7:00 a.m.)
1 hour.... 65.00 61.75 58.50 55.25 52.00 48.75 1/2 hour... 35.00 33.25 31.50 29.75 28.00 28.25 1/4 hour... 20.00 19.00 18.00 17.00 16.00 15.00 15 minutes 17.00 16.15 16.30 14.45 13.60 12.75 5 minutes 10.00 9.50 9.00 8.50 8.00 7.50 (\*) Service available only if regularly scheduled program precedes or follows.
5/4 nour at 80% of one hour rate.
For periods in excess of one hour on all schedules, multiply the one hour rate by 1.4 for 1-1/2 hours; by 1.8 for 2-1/2 hours; by 2 for three hours.

ANNOUNCEMENTS

three hours; by 1.8 for 2-1/2 hours; by 2 for three hours.

Dialogue announcements take the one minute rate olus talent charge. Network advertisers may arrange for tie-in announcements on their network time for a service charge. Rates on application.

Discounts are allowed for announcements used within one year from start of schedule.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)

1t. 18 tl. 26 tl. 52 tl. 104 tl. 260 tl. 1 minute (125 words or 1.20 14.40 13.60 12.80 12.00 Chain breaks (30 words) net, no frequency discount, 15.00.

program precedes or follows.

CHAIN HREAKS
in so far as the station's programming will permit, chain breaks announcements will be accommodated at chain breaks preceding, between or following, network programs. On two weeks' notice the station reserves the right to occupy the spots so sold, for reserves the right to occupy the spots so sold, for reasons satisfactory to itself. Frequency discounts do not apply, but chain breaks may be grouped with regular announcements to earn further regular announcement discounts.

RELIGIOUS OR POLITICAL BROADCASTS

SPECIAL FEATURES
News, sports, time signals, weather reports, farm
reports. Rates on request.

TALENT Rates and data on request.

Arrangements can be made for any reasonable remote control broadcasting for which line charges, equipment rental and traveling expense are to be paid by client.

Closing Time

Design lime Programs and advertising matter must be submitted and filed with the station at least 24 hours in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings. Facilities available for continuous recording, 78 or 35-1/3 r.p.m., lateral cut only.

ersonnei President and General Mgr.—W. P. Williamson, Jr. Sales Director—J. L. Bowden.

Representatives
Paul H. Raymer Company.

## ZANESVILLE

(Muskingum County

WHIZ (Established 1924)



Rates received September 18, 1940.

Owned and operated by Southeastern Ohio Broad-casters, Inc.

Owned and operated by Southeastern Ohio Broadcasters, Inc.

Business Office and Studio—Lind Arcade Building,
Zanesville, Ohio, telephone 6000.

Transmitter—Zanesville. Ohio.

Wave—Power—Time
Operating power—250 watts,
24.1.9 meters, 1240 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 7:00 s.m. to 12:00 midnight daily.
Agency commission
Agency commission
Agency commission 15% on net charges for station
facilities to recognized advertising agencies. No
commission on program costs or production charges.
Bills rendered monthly, due and payable 10th of
month following service. No cash discount.
General Advertising
For combination rates see National Broadcasting Company (Basic Supplementaries).
Rates include charges for copyrighted musio.
The following rates are for national advertising.

(This listing continued on next page)

## ZANESVILLE—Continued W II I Z—Continued

|     |           | MUS1    | CAL P   | ROGRA | BIGA  | -Stat   | ion  |
|-----|-----------|---------|---------|-------|-------|---------|------|
|     | 1         | (6:00 p | .m. to  | 10:00 | p.m.) | bre     | nka  |
|     |           | 1       | 1/2     | 1/4   | 5     | 1       | 50   |
|     |           | hr.     | hr.     | hr.   | min.  | min.    | wds. |
| 1   | time      | 69.50   | 39.75   | 24.75 | 12.90 | 8.00    | 6.00 |
| 13  | times     | 66.00   | 37.75   | 23.50 | 12.25 | 7.60    | 5.70 |
| 26  | times     | 62.50   | 35.75   | 22.30 | 11.60 | 7.20    | 5.40 |
| 39  | times     | 61.00   | 34,60   | 21.75 | 11.30 | 7.00    | 5.25 |
| 52  | times     | 59.10   | 33,80   | 21.10 | 10.90 | 6.80    | 5.10 |
| 104 | times     | 55.60   | 31.80   | 19.80 | 10.30 | 6.40    | 4.80 |
| 195 | times     | 53.90   | 30,75   | 19.25 | 10.00 | 6.25    | 4.75 |
| 260 | times     | 52.10   | 29.80   | 18.55 | 9.80  | 6.10    | 4.50 |
| (   | (7:00 a.n | n. to 6 | n.q 00: | and   | 10:00 | p.m. to |      |

| (   | 7:00 a.n | a. to 6 | :00 p.t   | no. and | 10:00   | p.m. to |      |
|-----|----------|---------|-----------|---------|---------|---------|------|
|     |          |         | sign-     | υΠI     |         |         |      |
| 1   | time     | 47.50   | 29.25     | 18.50   | 9.10    | 5.00    | 4.00 |
| 13  | times    | 45.10   | 27.75     | 17.50   | 8.65    | 4.75    | 3.80 |
| 26  | times    | 42.75   | 26.80     | 16.65   | 8.20    | 4.50    | 8.60 |
| 39  | times    | 41.60   | 25.70     | 16.20   | 8,00    | 4.40    | 3.50 |
| 52  | times    | 40.40   | 24.90     | 15.75   | 7.75    | 4.25    | 3,40 |
| 104 | times    | 38.00   | 23.40     | 14.80   | 7.30    | 4,00    | 3,20 |
| 195 | times    | 37.25   | 22.75     | 14.40   | 7.10    | 3,90    | 3.10 |
| 260 | times    | 36.60   | 21.90     | 14.10   | 8.95    | 3.80    | 3.00 |
|     | ъ        | ARTIC   | 1 D A T I | ON DE   | e to na |         |      |

|     | PARTICIPATION PERIODS            | 3       |      |
|-----|----------------------------------|---------|------|
| 100 | words:                           | (*)     | (†)  |
| 1   | time                             | 5.50    | 4.00 |
| 13  | times,                           | 5.25    | 3,80 |
| 26  | times                            | 5.00    | 3.60 |
| 39  | times                            | 4.90    | 3.50 |
| 52  |                                  | 4.75    | 8.40 |
| 104 | times                            | 4.50    | 3.25 |
| 195 | times                            |         | 3.15 |
| 260 | times                            | 4.25    | 3.10 |
| (1  | ) Home Economics Participating p | eriods. |      |
| Ċ1  | ) Regular participating periods. |         |      |

ELECTRICAL TRANSCRIPTIONS No extra charge for electrical transcriptions

TALENT Bates on application

REMOTE CONTROL
Rates apply only to programs presented from regular
studies at Lind Arcade Building. Remote service
charges based on service rendered.

## SERVICE FACILITIES

Service of program advertising and continuity de-partments as well as announcing and operating staff in securing talent, arranging, presenting and adver-tising programs are included without extra charge

Contract and Other Requirements
Advertising of alcoholio beverages not accepted, excepting beer not over 6% in alcoholio content.
Rates are for the facilities of the station only; talen;

All programs are subject to approval of the station

management.

Separate programs advertising separate products of
the same company shall be considered as separate
contracts and may not be combined for lower rates
unless this combination is included in one advertising contract, through one advertising agency, and
unless the programs are run adjacent to each other
so that the combination forms one continuous broadcast.

### Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut transcriptions and re-

from vertical and lateral cut transcriptions and re-cordings.

Equipped with standard facilities for both 88-1/3 and 78 r.p.m. lateral instantaneous equipment for continuous recording. Recording rates on request.

Managing Director-Allen L. Haid.

## Representatives

John Blair & Company.

## HIO PRODUCERS



# Here's to the **75%**

of present WHIZ advertisers who have continually used this station for-

> 3 YEARS or More

TOP NBC SHOWS

Ask a Blair Man



# Get a Real Prevue

Many important eyes are on Lima, destined to be one of America's truly great post-war markets. Now is the time to introduce your product in this great market through WLOK.

TOP NBC SHOWS

Ask Headley-Reed Co.

9 It its a Fort Industry Station

ZANESVILLE

PATIO LIMA

You can Bank on it!

## OKLAHOMA OKLAHOMA NETWORK, THE

Business Office—2004 Apro Tower, Oklahoma City 2, Okla., telephone 3-8352.

Comprised of:

KTOK, Oklahoma City
(Key station)

K ttt. Enid KADA Auta
KGFF, Shawnee KOME. Tulsa

Rates effective February 1, 1945. (Card No. 10G.)

Wave-Power-Time See individual listings.

Agency Commission

15% to recognized agencies on station time and talent charges; no cash discount. No commission on political broadcasts. Bills due and payable when

rendered. General Advertising For combination ra'es see American Broadcasting Company, Inc. (Southwestern Group).

|      |        | UL      | 14 OO   | Д       |       |       |      |
|------|--------|---------|---------|---------|-------|-------|------|
|      | (6     | :00 b.a | a. to 1 | 9:30 p. | .00.) |       |      |
|      | 1      | 1/2     | 1/4     | 5       |       | 100   | 50   |
|      | hr.    | hr.     | hr.     | min.    | (*)   | WĠ3.  | wds. |
| KTOK | 80.00  | 48.0¢   | 32,00   | 20.00   | 12.50 | 10.00 | 7.50 |
| KOME | 120.00 | 72.00   | 48.00   | 24.00   | 12.50 | 10.00 | 7.50 |
| KCRC | 60.00  | 36.0€   | 24.00   | 15.00   | 9.00  | 7.50  | 6.00 |
| KVSO | 45.00  | 27.00   | 13,00   | 11.25   | 6.75  | 5.75  | 4.50 |
| KBIX | 60.00  | 36,00   | 24.00   | 15.00   | 9.00  | 7.50  | 6.00 |
| KGFF | 40.00  | 24.00   | 16.00   | 10.00   | 6.00  | 5.00  | 4.00 |
| KADA | 40.00  | 24.00   | 16.00   | 10.00   | 6.00  | 5.00  | 4.00 |
|      |        |         |         |         |       |       | -    |
|      |        |         |         |         |       |       |      |

Totals 445.00 267.00 178.00 105.25 61.75 50.75 39.50 CLASS "B" (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to

|      |       |       | sign-of | T)    |      |      |      |
|------|-------|-------|---------|-------|------|------|------|
| KTOK | 60.00 | 36.00 | 24.00   | 15.00 | 9.00 | 7.50 | 6.00 |
| KOME | 60,00 | 36.00 | 24.00   | 15.00 | 9.00 | 7.50 | 6.00 |
| KCRC | 40.00 | 24.00 | 16.00   | 10.00 | 6.00 | 5.00 | 4.50 |
| KV80 | 30.00 | 18.00 | 12.00   | 7.50  | 4.50 | 3.75 | 3.00 |
| KBIX | 40.00 | 24.00 | 16.00   | 10.00 | 6.00 | 5.00 | 4.00 |
| KGFF | 27.50 | 16.50 | 11.00   | 7.00  | 4.15 | 3.45 | 2.75 |
| KADA | 27.50 | 16.50 | 11.30   | 6.90  | 4.15 | 3.45 | 2.75 |
|      |       |       |         |       |      |      |      |
|      |       |       |         |       |      |      |      |

Totals 285.00 171.00 114.00 71.40 42.80 35.65 29.00 (\*) One minute electrical transcription.

Frequency Discount

|   | 1  | to    | 12   | times       | Net    |        |     |      | times. |            |     |
|---|----|-------|------|-------------|--------|--------|-----|------|--------|------------|-----|
| 1 | 13 | to    | 25   | times       | 5%     | 156    | to  | 259  | times  |            | 259 |
| : | 26 | to    | 51   | times       | 10%    | 260    | to  | 311  | times  |            | 309 |
| 2 | 52 | to    | 103  | times       | 15%    | 312    | or  | moı  | e tim  | <b>6</b> S | 359 |
|   |    |       |      | Gr          | •up D  | iscour | 3 c |      |        |            |     |
|   | ٠  |       | (1)e | ductible af | ter Fi | requen | су  | Disc | ount)  |            |     |
| 1 |    | + + + |      |             |        | 5 of   |     |      |        | 7.1        | 190 |

Contract and Other Requirements of alcoholic boverages other than beer

Advertising not accepted. not accepted. Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast. with or without interruption. Maximum length of contract one year. Contracts subject to conditions of Standard NAB and AAAA contracts, station approval, government regulations, and NAB Code of Ethics for Broadcasting Industry.

Personnel
Managing Director—Robert D. Enoch.
Representatives
Taylor-Howe-Snowder Radio Sales.

ADA (Pontotoe County) KADA (Retablished 1984)



Rutes received February 8, 1945. Owned by Dr. C. C. Morris. Business Office and Studio-North Broadway, Ada. Oklahoma.

Oklahoma.

Transmitter—North Broadway, Ada, Okla.

Wave—Power—Time
Uperating power—250 watta,
243.9 meters; 1230 kilocyoles.
Licensed to operate full time.
Operating schedule: 6:30 a.m. to 11:00 p.m.
Agency Commission
Agency Commission
Agency commission 15% to recognized agencies on station time only. Ne cash discount. No commission on other charges. Bills due and payable by the 10th of following month.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Oklahoma Network.
Absolute program breadcasting time, regular period

Absolute program breadcasting time, regular period less 30 seconds.
Rates are for station time only.

## OKLAHOMA—Continued

## ADA—Continued K A D A—Continued

|     |          | (6:00 | p.m.  |         | :30 p.n |      |      |      |
|-----|----------|-------|-------|---------|---------|------|------|------|
|     |          | 1     | 1/2   | 1/4     | 5       | 1    | 100  |      |
|     |          | hr.   | hr.   | hr.     | min.    | min, | wds. | (*)  |
| 1   | time     | 40.00 | 24.00 | 16.00   | 10.00   | 6.00 | 5.00 | 4.00 |
| 13  | times    | 38.00 | 22.80 | 15.20   | 9.50    | 5.70 | 4.75 | 3.80 |
| 26  | times    | 36,00 | 21.60 | 14.40   | 9.00    | 5.40 | 4.50 | 3.60 |
| 52  | times    | 34.00 | 20.40 | 13.60   | 8.50    | 5.10 | 4.25 | 3,40 |
| 104 | times    |       | 19.20 | 12.80   | 8.00    | 4.80 | 4.00 | 3.20 |
| 156 | times    | 30.00 | 18.00 | 12.00   | 7.50    | 4.50 | 3.75 | 3.00 |
| 260 | times    | 28.00 | 16.80 | 11.20   | 7.00    | 4.20 | 3.50 | 2.80 |
| 312 | times    | 26.00 |       | 10.40   | 6.50    | 3.90 | 3.25 | 2.60 |
| ~~~ | ******** | 20.00 |       | SS "I   |         | 0.00 | 0.20 |      |
|     |          |       |       | ther ti |         |      |      |      |
| 1   | time     | 27.50 |       | 11.00   | 6.90    | 4.15 | 3.45 | 2,75 |
|     |          |       |       |         |         |      |      |      |
| 13  | times    | 26.10 | 15.70 | 10.45   | 6.55    | 3.95 | 3.30 | 2.60 |
| 26  | times    |       | 14.85 |         | 6.20    | 3.75 | 3.10 | 2.50 |
| 52  | times    | 23.40 | 14.05 | 9.35    | 5.85    | 3.55 | 2.95 | 2.35 |
| 104 | times    | 22.00 | 13.20 | 8,80    | 5.50    | 3.30 | 2.75 | 2.20 |
| 156 | times    | 20.65 | 12.40 | 8,25    | 5.20    | 3.10 | 2.60 | 2.05 |
| 260 | times    | 19.25 | 11.55 | 7.70    | 4.85    | 2.90 | 2.45 | 1.90 |
| 312 | times    |       | 10.75 | 7.15    | 4.50    | 2.70 | 2.25 | 1.75 |
|     | ) Chair  |       |       |         |         |      |      |      |
| •   | ,        |       |       | -       | -       |      |      |      |

(\*) Chain preass.
SPECIAL FEATURES
News: Leased wire service available.
Baseball and football games in ceason, rates on raquest.
TALENT

Baseball and football games in season, rates on raquest.

Rates on request.

Rates on request.

POLITICAL TALKS

Regular rates apply. Cash in advance. Manuscript must be submitted 24 hours in advance.

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply.

SERVICE FACILITIES

Full promotion and merchandising guaranteed.

Contract and Other Requirements

Advertising of all alcoholic heverages not accepted Rates are for consecutively scheduled broadcasts within 52 weeks of first broadcast, and subject to change without notice. Contracts may be cancelled on two weeks notice from either party and subject to approval notice. Contracts may be cancelled on two weeks notice from either party and subject to approval of station management before broadcast. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut transcriptions and recordings.

Personnel
General Manager—Weldon Stamps.
Representatives
Taylor-Howe-Snowden Radio Sales.

## **ARDMORE**

(Carter County)

## KVSO

KVSO

(Established 1988)

Rates received February 15, 1945.

Owned and operated by Ardmoreite Publishing Co. Business Office and Studio—Hotel Ardmore, Ardmore, Okla.

Transmitter—Corner Chickssaw and Northwest Bird.

Ardmore, Oklahoma.

Wave—Power—Time
Operating power—250 watts days; 10% watts nights.
241.9 meters; 1240 kilocycles.

Licensed to operate full time.
Operates on Central War Time.
Agency commission
Agency commission 15% on broadcasting rates only to advertising agencies recognized by station management, providing payment is made by 10th of month following service. Otherwise no commission paid on talent Cash discount of the country of the country

Network.
Rates include charges by owners of music copyrights.
CLASS "A"

| (6:00 p.m. to 10:30 p.m.) |           |       |        |          |       |      |      |      |  |  |  |
|---------------------------|-----------|-------|--------|----------|-------|------|------|------|--|--|--|
|                           |           | 1 `   | 1/2    | 1/4      | 5     | 1    | 100  |      |  |  |  |
|                           |           | hr.   | hr.    | hr.      | min.  | min. | wds. | (*)  |  |  |  |
| 1                         | ti        | 45.00 | 27.00  | 18.00    | 11.25 | 6.75 | 5.75 | 4.50 |  |  |  |
|                           | t1        | 42.75 | 25.65  | 17.10    | 10.69 | 6.41 | 5.48 | 4.28 |  |  |  |
|                           | t1        | 40.50 | 24.30  | 16.20    | 10.13 | 6.07 | 5.17 | 4.06 |  |  |  |
|                           | ti        | 38.25 | 22.95  | 15.30    | 9.57  | 5.73 | 4.88 | 3.84 |  |  |  |
|                           | ti        | 36.00 | 21.60  | 14.40    | 9.01  | 5.39 | 4.59 | 3.62 |  |  |  |
|                           | t1        | 33.75 | 20.25  | 13.50    | 8.45  | 5.05 | 4.30 | 3.40 |  |  |  |
|                           | ti        | 31.50 | 18.90  | 12.60    | 7.89  | 4.71 | 4.01 | 3.18 |  |  |  |
|                           | ti        | 29.25 | 17.55  | 11.70    | 7.33  | 4.37 | 3.72 | 2.96 |  |  |  |
| 012                       | CLASS "B" |       |        |          |       |      |      |      |  |  |  |
|                           |           |       |        | other tl |       |      |      |      |  |  |  |
| 1                         | ti        | 30.00 | 18.00  | 12.00    | 7.50  | 4.50 | 3.75 | 3.00 |  |  |  |
| 13                        | t1        | 28.50 | 17.10  | 11.40    | 7.13  | 4.28 | 3.56 | 2.85 |  |  |  |
|                           | ŧ1,       |       | 16.20  | 10.80    | 6.76  | 4.06 | 3.37 | 2,70 |  |  |  |
|                           | t1        | 25.50 | 15.30  | 10.20    | 6.39  | 3.84 | 3.18 | 2.55 |  |  |  |
|                           | t1        | 24.00 | 14.40  | 9.60     | 6.02  | 3.62 | 2.99 | 2.40 |  |  |  |
|                           | ti        | 22.50 | 13.50  | 9.00     | 5.65  | 3,40 | 2.80 | 2.25 |  |  |  |
|                           | ti        | 21.00 | 12.60  | 8.40     | 5.28  | 3.18 | 2.61 | 2.10 |  |  |  |
| 312                       |           | 19.50 | 11.70  | 7.80     | 4.91  | 2,96 | 2.42 | 1.95 |  |  |  |
|                           |           |       | reak.  |          |       |      |      |      |  |  |  |
|                           | , 61      |       | DOLUTI | CAL.     | PALKS |      |      |      |  |  |  |

(\*) Station break.

(\*) Station break.

(\*) Station break.

Rates on request.

SPECIAL FEATURES

News flashes, police bulletins, time signals, homemaker periods, organ melodies, sportacast, market 
reports, weather reports—rates on application 
ELECTRICAL TRANSCRIPTIONS

Regular time charges apply to recorded programs. 
Not restricted to certain hours.

Transcription library service available, rates and details on request.

TALENT

Rates on application.

SERVICE FACILITIES

Staff announcers, continuity department and publicity 
department available for advertiser's use. 
Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting heer and light wines.

All rates are for station time facilities only, talent 
extra.

All contracts subject to station's approval and governmental regulations.

Talks, political apseches, etc., accepted only when the subject matter is, in opinion of station management, of genuine public interest. Complete manuscript must be submitted for station approval before

broadcast.

All contracts subject to cancellation unless program starts within 60 days.

Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station.

All programs must conform to standards of station; where advertiser prepares own program, same must be submitted to station for approval and not departed from without consent.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for verticas and lateral cut recordings

Personnei
Manager—Albert Riesen.
Renresentatives
Taylor-Howe-Snowden Radio Sales.

## BARTLESVILLE

(Washington County)

KWON



Hates received November 8, 1948.

Pres. & Gen'l Mgr.—J. Fred Case.
Representatives
None.

**ELK CITY** 

## (Beckham County)

KASA (Established 1932)

(Established 1932)

Mates effective November 1, 1937.

Owned and operated by E. M. Woody.

Business Office and Studio—Casa Grande Hotel. Elk
City, Oklahoma, telephone 780.

Transmitter—Elk City. Oklahoma.

Wave—Power—Time
Onerating power—100 warts
241.9 meters; 1240 kilocycles.
Licensed to operate full time on cleared local channel.
Operates on Central War Time.

Agency Commission
Agency discount 15% on broadcasting rates only to
recognized advertising agencies, providing payment is
made by 10th of month following service. No commission on talent. No cash discount except where
payment is made in advance. No cash discount on
talent. Invoices mailed 1st of month

General Advertising
For combination rates see Keystone Network.
Itates include charges by owners of music copyrights.
The following rates are for national advertising. For local advertising rates consult station management

|     | -             | 1 ti.  | 13 ti. | 26 ti. | 52 ti. |  |
|-----|---------------|--------|--------|--------|--------|--|
| 1   | hour          | 45.00  | 40.00  | 85.00  | 80.00  |  |
|     | hour          |        | 22.50  | 20.00  | 17.50  |  |
| 1/4 | hour          | 14.00  | 13.00  | 12.00  | 11.00  |  |
|     | minutes       |        | 6,00   | 5.00   | 4.00   |  |
|     | AN            | NOUNCE | MENTS  |        |        |  |
| 100 | words or less |        | 8.50   | 8.00   | 2.50   |  |

ANNULTY, DELEGATED

ANNULTY, DELEGATED

SPECIAL FEATURES

SPECIAL FEATURES

Time signals and news reported—rates on request.
POLITICAL TALKS

Bates on request.
IECORDED PROGRAMS

Regular time charges apply to recorded programs.
Not restricted to certain hours.

TALENT

Hates on request.

REMOTE CONTROL

Any necessary arrangements for remote control programs can be made.

SERVICE FACILITIES

The services of the station production departments are at the disposal of broadcasters without charge, except as otherwise specified.

Musical and dramatic talent engaged for advertiser by station. Additional charge for dramatic productions.

by station. Additional charge for dramatic productions.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting 3.2 beer.

Entertainment program rates are for use of facilities of station only; talent is extra. These rates apply only to programs produced in studies of station in Elk City. Oklahoma. Regular announcers serve all broadcasters without charge. Special or character announcers at regular talent rates.

Talks. political speeches, etc., accepted only when subject matter is, in opinion of station management, of genuine public interest. Complete manuscript must be submitted for station approval before broadcast. All contracts subject to the station owner's approval and government regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station.

Closing Time

Contracts must be closed two weeks in advance to make newspaper announcements. Final closing, one week.

week
AD proposals subject to prior booking of time.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription using 38-1/3 and 78 r.p.m. double turn-tables.

Personnel
Supervisor—F. E. Mayhew.
Representatives
None.

**ENID** (Garfield County) KCRC (Established 1928)



## **BLUE NETWORK STATION**



Rates received February 15, 1945.
Owned and operated by Enid Radiophone Company.
Business Office and Studio—9th floor, Broadway
Tower, Enid, Oklahoma, telephone 447.
Transmitter—318 E. Willow; Enid, Oklahoma.

Wave—Power—Time
Operating power—1,000 watts.
215.8 meters; 1890 kilocycles.
Licensed to operate full time.
Operating power—t full time.
Operating schedule: Sundays 7:00 a.m. te 11:00 p.m.;
week days 6:30 e.m. to 11:00 p.m.
Agency commission
Agencies
General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southwestern Group) and Oklahoma
Network.

CLASS "A"

Company, Inc. (Southwestern Group) and Okta
Network.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

1 1/2 1/4 5 1 100

1 1 1/2 1/4 5 1 100

1 1 1me... 60.00 36.00 24.00 15.00 9.00 7.50

13 times. 57.00 34.20 22.80 14.25 8.55 7.15

26 times. 54.00 32.40 21.60 13.50 8.10 6.75

52 times. 51.00 30.60 20.40 12.75 7.65 6.40

104 times. 48.00 28.80 19.20 12.00 7.20 6.00

156 times. 45.00 27.00 18.00 11.25 6.75 5.65

205 times. 45.00 27.01 18.00 11.25 6.75 5.65

210 times. 45.00 27.00 18.00 11.25 6.75 5.65

210 times. 40.00 23.40 15.60 9.75 5.85 4.90

CLASS "B"

(Before 6:00 p.m. and after 10:30 p.m.)

1 time... 40.00 24.00 16.00 10.00 6.00 5.00

13 times. 38.00 22.80 15.20 9.50 5.70 4.75

22 times. 36.00 21.00 14.40 9.00 5.40 4.50

52 times. 36.00 21.00 14.40 9.00 5.40 4.50

52 times. 30.00 18.00 12.00 7.50 4.50

53 times. 30.00 18.00 12.00 7.50 4.50

54 times. 30.00 18.00 12.00 7.50 4.50

55 times. 30.00 18.00 12.00 7.50 4.50

56 times. 30.00 18.00 12.00 7.50 4.50

57 times. 40.00

SPECIAL FEATURES

News, baseball, football, cooking school, grain and livestock markets. Rates on request.

POLITICAL ADVERTISING

Political broadcasts not subject to frequency discount or agency commission.

TALENT

Rates on request.

REMOTS CONTROL

Rates and details furnished on request. (This listing continued on next page)

## ENID—Continued K C R C—Continued

K C R C—Continued

SERVICE FACILITIES

The services of the program advertising as well as announcing and operating staff are included without extra charge in arranging, building and presenting programs.

Programs and artists of all types available.
Station offers its national advertisers a complete merchandising service.

Contract and Other Requirements

Beer advertising accented; no liquor advertising.

All rates are for station time only. Talent or remote charges are additional. Bates are for consecutively scheduled broadcasts within 52 weeks of first broadcast. All contracts subject to change of time or cancellation on two weeks' written notice by either party. All contracts cancelled before date of expiration subject to any short rate accruing to the date of cancellation.

All program content and advertising copy are subject to approval of station management before broadcast. Station reserves the right to refuse or discontinue any advertising at any time for reasons satisfactory to station management.

Closing Time

Programs close one week in advance. Political manuscripts must be submitted 24 hours in advance. Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 35-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Persennel

Manager—Lucien D. Lindsey.

Representatives

Taylor-Howe-Snowden Radio Sales.

## **LAWTON** (Comanche County) KSWO (Betablished 1941)



Rates received April 21, 1941.

Cwned and operated by Dr. Willard Carver and Byrne Ross.

Business Office and Studio—17th Street and "E" Avenue, Lawton, Oklahoma.

Transmitter—17th Street and "E" Avenue, Lawton, Oklahoma.

Wave—Power—Time
Operating power—250 watts (days).
260.9 meters; 1150 kilocycles.
Licensed to operate days on regional channel. Operates on Central War Time.
Actual operating schedule: Sunrise to sunset.

Agency Commission
Agency commission 15% to recognized advertising agencies on station time only. No cash discount.
Bills rendered and due first of month following broadcast.

General Advertising 

POLITICAL TALKS

Rates on request.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.

commission.

Closing Time
Contracts close two weeks in advance of first broadcast. Announcement copy, transcriptions and talks
close 48 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 73 r.p.m. double turn-tables
for vertical and lateral cut recordings.

Persental and lateral cut re Persental Station Manager—Byrne Rose. Representatives None.

## MUSKOGEE

(Muskogee County)

KBIX



Rates effective January 1, 1945. Rates received March 14, 1945.

Operated by Oklahoma Press Publishing Company. Business Office and Studio—Barnes Building, Musko-ges, Okla., telephone 803. Transmitter—Barnes Building, Muskoges, Oklahoma.

Transmitter—Barnes Building, Muskogee, Oklahoma.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: Sundays 7:00 a.m. to
12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized advertising
agencies.

Rates effective January 1, 1940.

Owned and operated by Plaza Court Broadcasting (\*o. Business Office and Studio—Plaza Court, Okiahoms (\*tity. Okiahoms, telephone 8-4646.

Tranamitter—

Wave—Power—Time
Operating power—250 watte,
228.9 meters; 1840 kitocycles
Licensed to operate full time.
Operates on Central War Time.
Agency commission 15% on net charges for station time to recognized agencies. No commission is slowed on talent or remote charges.

General Advertising
For combination rates see listing of Mutual Broadcasting System.

Rates include charges by owners of music copyrights.
Rates include charges by owners of music copyrights.
Rates include only station announcer. Add talent cost if additional announcer or sound effects are required.

(6:00 p.m. to 11-06 p.m.)

1 13 26 52 104 208 312 ti. 1 ti. ti. ti. ti. ti. 1 ti

General Advertising For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Okiahoma Network.

For combination rates see American Broadear Company, Inc. (Southwestern Group) and Okiał Network.

(6:00 p.m. to 10:30 p.m.)

1 1/2 1/4 5 1 100
hr. hr. hr. min. min. wds.
1 time... 60.00 38.00 24.00 15.00 9.00 7.50
13 times. 57.00 34.20 22.80 14.25 8.55 7.13
26 times. 54.00 32.40 21.60 13.50 8.10 6.75
52 times. 54.00 32.40 21.60 13.50 8.10 6.75
52 times. 54.00 27.00 18.00 11.25 6.75 5.63
104 times. 48.00 28.80 19.20 12.00 7.20 6.00
156 times. 45.00 27.00 18.00 11.25 6.75 5.63
280 times. 42.00 25.20 16.80 10.50 6.30 5.25
312 times. 39.00 23.40 15.60 9.75 5.85 4.88

(Before 6:00 p.m. and after 10:30 p.m.)
1 times. 38.00 22.80 15.20 9.50 5.70 4.75
26 times. 38.00 22.80 15.20 9.50 5.70 4.55
52 times. 38.00 21.60 14.40 9.00 5.40 4.50
52 times. 38.00 21.60 14.40 9.00 5.40 4.50
52 times. 38.00 21.60 14.40 9.00 5.40 4.50
52 times. 38.00 12.80 15.20 9.50 5.70 4.50
52 times. 38.00 12.80 15.20 9.50 5.70 4.50
52 times. 38.00 18.00 12.00 7.50 4.50 3.75
260 times. 28.00 16.80 11.20 7.00 4.20 3.50
312 times. 28.00 15.80 10.40 6.50 3.90 3.25
(\*) Station break.

Less than 13 times.

18 to 2b times.
39 to 51 times.

4.00 3.80 3.60 3.40 3.20 3.00 2.80 2.60

time

ANNOUNCEMENTS p.m. to sign-off)
13 26 52 100 200
ti. ti. ti. ti. ti. 800 

p.m. News: 12:30 p.m. to 12:45 p.m. Sports: 5:30 p.m. daily except Sunday. Remote facilities available for all aports events. Morning Mirth: Monday through Saturday, early morning announcement program. Mystic Meiodles: Evening show.

"The Eleventh Hour" and "Listen Ladies": Women's moornams.

programs.
Rates for the above features on request.
ELECTRICAL TRANSCRIPTIONS
Transcription library service available. Regular rates

Apply.

TALENT
All types of talent available for all kinds of programs. Talent rates quoted on request.
Contract and Other Requirements
Rates are based on the number of programs to be used in one year and are for station time only.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. turn-tables.
Personnel

tion, using 88-1/8 and 78 r.p.m. t Personnel President—Tams Bixhy, Jr. Manager—Jimmie Barry. Representatives Taylor-Howe-Snowden Radio Sales.

## **NORMAN** (Cleveland County)

WNAD (Established 1920)

Owned and operated by University of Oklahoma

Wave—Power—Time
Operating power—1,000 watts.
468.8 meters; 640 kilocycles.
Licensed to operate days.

Does not sell time.

## OKLAHOMA CITY

(Oklahoma County)

KOCY (Established 1928)



(6:80 a.m. to 6:00 p.m. and 11:00 p.m. to

1 13 26 52 104 208 312
11. 11. 11. 11. 11. 11. 11. 11. 11.
1 hr 60:00 57:00 54:00 51:25 48:50 44:50 40:00
1/2 hr 35:00 84:25 38:50 82:00 31:00 27:75 25:50
1/4 hr 25:00 28:75 22:51 21:25 20:00 18:00 17:00
5 min 12:50 12:75 11:00 10:00 9:00 8:50
ANNOUNCEMBENTS

Not to exceed 100 words:

(6:00 p.m. to 11:00 p.m.)
Per announceuent...... 8:50 8:00 7:50 7:10 8:75 6:50 6:25
1(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to
Per announcement...... 5:50 8:20 7:50 7:10 8:75 6:50 6:25
1(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to
PULITICAL TALKS

Hates us request.

KOMA (Established 1982)



Nate card lasued May 1, 1948. (Card Ne. 8.)

Owned and operated by KUMIA, Incorporated.

Business Office and Studio—Bilimore Hotel, P. O.

Bus 983, Oklahoma City, Okia.

Transprinter—7-1/2 miles N. E. of City on Tules

Biginay Number 66.

Wave—Power—Time

Operating power—5,000 waits.

197.4 meters; 1520 kilocycles.

Licensed to operate full time on cleared regions, channel. Operation on Central War Time.

Actusi operating schedule: 6:00 a.m. to 12:00 mid
night.

night.
Agency Commission
Agency commission
15% allowed recognized advertising agencies only on station time charges; no cast discount. Bills due and payable when rendered.

Agency commission 15% allowed recognized advertising agencies only on station time charges; no cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Southwestern Group).

In order to earn net rates quoted, contracts must be completed within twelve months.

The following rates are for national advertising.

(6:00 p.m. to 10:39 p.m.)

Less than 13 28 52 184 156 360.

(12 in 125,00 118.75 202.50 191.25 180.00 188.75 157.50.

(12 in 125,00 118.75 112.50 106.25 100.00 98.75 87.50 1/4 in 75.00 71.25 87.50 83.75 60.00, 56.25 52.50 1 min 20.00 19.00 18.00 17.00 16.00 16.00 16.00 16.00 16.00 16.00 16.00 16.00 16.00 17.00 18.00 17

Chain 10.00 8.50 8.00 8.50 8.00 7.50 7.50 Chain break 8.00 7.60 7.20 8.80 6.40 6.00 5.60 DISCOUNTS

Allowed retroactively on the number of broadcasts given within one year. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts.

SPECIAL FRATURES

News: 1 wk. 13 wks. 26 wks. 39 wks. 52 wks. Per wk. 125.00 118.75 112.50 106.25 100.00 ELECTRICAL TRANSCRIPTIONS

Accepted at regular rates.

POLITICAL RATES

On application.

TALENT

On application.

TALENT

Rates on request.

REMOTE CONTROL

Equipment available; traveling expenses, tolls, mechanical expenses extra—rates and details on request.

SERVICE FACILITIES

Services of production, program and merchandising departments available without extra charge.

Contract and Other Requirements

Beer advertising accepted. Broadcasting material subject to approval. Maximum contract one year. All rates guaranteed for one year from date of first broadcast, with or without interruption. All contracts subject to conditions of standard N.A.B. and A.A.A.A.

Closing Time

Frograms close one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

Mechanical Frogram Equipment

Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turntables.

Personnei

General Manager—Kenyon Brown.

Personnel
General Manager—Kenyon Brown.
Rales Promotion Manager—Webster L. Benham, Jr.
Director of Sales—J. J. Bernard.
Representatives Free & Peters Inc

## OKLAHOMA—Continued

## **OKLAHOMA CITY—Continued**

KTOK (Retablished 1927)



## **BLUE NETWORK STATION**



Rates effective September 1, 1944. (Card No. 2G.) Owned by O. L. Ted Taylor.

Operated by KTOK Broadcasting Company.

Business Office—2004 Apro Tower, Oklahoma City 2, Okla., telephone 3-8352.

Studio-1800 W. Main St., Oklahoma City, Okla. Transmitter—1800 W Main St. Okishoma City. Oklahoma.

## Wave-Power-Time

Operating power—250 watta. 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Central War Time. Actual operating schedule: Sunday 7:00 s.m. to 12:00 midnight. Week days 6:00 s.m. to 12:00 midnight.

### Agency Commission

15% to recognized advertising agencies on station time and talent charges; no cash discount. No commission on political broadcasts. Bills due and payable when rendered.

## General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Oklahoma

Announcements and programs cannot be combined to earn larger discounts.

ASCAP, BMI, and SESAC licenses.

## CLASS "A"

| 1 1/2 1/4 5 100 hr. hr. hr. hr. min. (*) wds. 1 time 80.00 48.00 32.00 20.00 12.50 10.00 13 times 76.00 45.60 30.40 19.00 11.88 9.50 |            |
|--|------------|
|  | 50<br>wds. |
| 13 times 76 00 45 60 90 40 10 00 11 88 0 50  | 7.50       |
|  | 7.13       |
| 26 times., 72.00 43.20 28.80 18.00 11.26 9.00  | 6.75       |
| 52 times 68.00 40.80 27.20 17.00 10.64 8.50  | 6.38       |
| 104 times 64.00 38.40 25.60 16.00 10.02 8.00   | 6.00       |
| 156 times 60.00 36.00 24.00 15.00 9.40 7.50  | 5.63       |
| 260 times., 56.00 33.60 22.40 14.00 8.78 7.00  | 5.25       |
| 312 times. 52.00 31.20 20.80 13.00 8.16 6.50   | 4.88       |

## CLASS "B"

(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to sign-off) 75 00 0 00 7 50 # 00

| 1   | (103e | 60.00  | 30.00 | 24.00   | 15.00   | 9.00   | 7.50 | 6.00 |
|-----|-------|--------|-------|---------|---------|--------|------|------|
| 13  | times | 57.00  | 34.20 | 22.80   | 14.25   | 8.55   | 7.13 | 5.70 |
| 26  | times | 54.00  | 32.40 | 21.60   | 13.50   | 8.10   | 6.75 | 5.40 |
| 52  | times | 51,00  | 30,60 | 20.40   | 12.75   | 7.65   | 6.38 | 5.10 |
| 104 | times | 48.00  | 28.80 | 19,20   | 12.00   | 7.20   | 6.00 | 4.80 |
| 156 | times | 45.00  | 27.00 | 18.00   | 11.25   | 6.75   | 5.63 | 4.50 |
| 260 | times | 42.00  | 25.20 | 16.80   | 10.50   | 6.30   | 5.25 | 4.20 |
| 312 | times | 39.00  | 23,40 | 15.60   | 9.75    | 5.85   | 4.88 | 3.90 |
| (*  | ) One | minute | elect | rical i | ranscri | ption. |      |      |
|     |       |        |       |         |         |        |      |      |

## SPECIAL FEATURES

News: Regular time charges plus 20% of base rate. Time signals, weather, temperature, and market reports available—rates on request.

TALENT Rates on request.

## POLITICAL

Political broadcasts not subject to frequency discount or agency commission.

REMOTE CONTROL

Rates on request.

## TRANSCRIPTIONS

Regular rates apply to transcriptions of five minutes or longer. Sound effects take transcription rate. Transcription library service available.

## SERVICE FACILITIES

Merchandising and publicity departments maintained. When unusual merchandising services are required, advertiser will be billed at net cost previously agreed

## Contract and Other Requirements

ontract and Other Requirements
Advertising of alcoholic bererages, other than beer
and wine, not accepted.
Maximum length of contract one year. Discounts allowed retroactively on total number of broadcasts
given within one year.
All rates guaranteed for one year from date of first
broadcast, with or without interruption.
Contracts subject to conditions of standard NAB and
AAAA contracts, station approval, government regulations, and NAB Code of Ethics.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

General Manager—Robert D. Enoch. Commercial Manager—Frank J. Lynch.

Representatives
Taylor-Howe-Snowden Radio Sales.

## WKY (Established 1920)



Rates effective November 1, 1948. (Card No. 19.) Owned and operated by The Oklahoma Publishing Co.
Business Office and Studio—Skirvin Tower Hotel,
Oklahoma City, Okla., telephone 3-4806.
Transmitter — East of Britton, Oklahoma County,
Okla.

Wave—Power—Time
Operating power 5,000 watta days; 1,000 watta nights.
322.6 meters; 930 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 11:80 p.m.

Agency Commission

Agency commission 15% to advertising agencies recognized by WKY. No commission on talent. No cash discount. Bills due and payable 10th of fol-

General Advertising
For combination rates see listing of National Broadcasting Company (Southwestern Group).
Rates include charges by owners of music copyrights.
The following rates are for national advertising. For local advertising rates consult station management.
Day and night programs may be combined to earn frequency discounts.

frequency discounts.

(6:00 p.m. to 10:30 p.m. daily and Sunday)

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. (†)

1 hour... 280.00 288.00 228.00 228.00 224.00 210.00

3/4 hour... 224.00 218.00 302.00 190.00 179.00 168.00

1/2 hour... 168.00 160.00 151.00 143.00 184.00 126.00

1/4 hour... 112.00 190.00 100.00 95.00 90.00 84.00

5 minutes 58.00 50.00 48.00 47.00 44.00 39.00

(9:00 a.m. to 6:00 p.m. week days)
hour... 158.00 150.00 142.00 134.00 128.00 19.00
hour... 182.00 125.00 119.00 112.00 105.00 99.00
hour... 100.00 94.00 90.00 84.00 79.00 75.00
hour... 58.00 55.00 58.00 50.00 47.00 44.00
minutes 85.00 32.00 29.00 28.00 24.00 23.00

1/2 00 noom to 6:00 p.m. Sundays)
1 hour... 210.00 200.00 189.00 179.00 168.00 158.00
1/4 hour... 128.00 180.00 151.00 143.00 134.00 128.00
1/2 hour... 128.00 180.00 170.00 100.00 95.00
1/4 hour... 84.00 80.00 75.00 71.00 67.00 68.00

1/4 hour.... 84.00 80.00 75.00 71.00 67.00 88.00 (10:30 p.m. to 11:30 p.m., 7:00 a.m. to 9:00 a.m. daily and Sunday)
1 hour.... 118.00 112.00 106.00 100.00 95.00 89.00 8/4 hour... 99.00 94.00 89.00 84.00 79.00 74.00 1/2 hour... 74.00 71.00 67.00 68.00 60.00 56.00 1/4 hour... 44.00 42.00 40.00 88.00 85.00 83.00 5 minutes 29.00 27.00 26.00 24.00 28.00 20.00 (†) 201 or more times.

(†) 201 or more times.

ANNOUNCEMENTS

Station breaks limited to 15 seconds for transcriptions and 30 words for live copy.

100 words or live copy.

100 words or less, or one minute transcriptions (in restricted periods), or 30 words or less, spot announcement. Announcement rates are for optional time within limits set out below.

Announcement rates include "Time on the Air" for which 75% of the rates shown are allocated, and all production and sleent charges, including station announcer, preparation editing, timing and rehearsal for which 25% of rates are allocated. Add talent cost if additional announcer or sound effects are required. Independent day and night announcements may be combined to earn frequency discounts.

|    | • •                       | (*)   | (†)   | (\$)  |
|----|---------------------------|-------|-------|-------|
| 1  | time                      | 17.50 | 23,00 | 80.00 |
| 18 | times                     | 16.50 | 22.00 | 28.00 |
|    | times                     |       | 21.00 | 26,00 |
| 52 | times                     | 14.50 | 20.00 | 25.00 |
|    | times                     |       | 19.00 | 24.00 |
|    | times                     |       | 18.00 | 22.00 |
|    | times                     |       | 17.00 | 21.00 |
|    | times                     |       | 14.50 | 19,00 |
| (  | *) 10:80 p.m. to 7:00 a.m | L     |       |       |
| ì  | 4) 7:00 a.m. to 6:00 n.m. |       |       |       |

(1) 6:00 p.m. to 10:80 p.m.

SPECIAL FEATURES
Sunrise Roundup-1/4 hour week days (including talent), 6:00 a.m. to 7:00 a.m., per week 150.00.

## RECORDED PROGRAMS Information on request.

REMOTE CONTROL
Complete facilities for handling programs originating outside of the atudios, including portable pack transmitter and mobile unit.

MERCHANDISING SERVICE Station offers its national advertisers a complete mer-chandising service.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted.
Rates for musical programs are from studie and do
not include talent or any remote control costs. All
programs must conform to standards of station. Colly
prepared by advertiser must have station's approval
in advance. Station reserves the right to refuse or
discontinue any program for reasons satisfactory to
itself.

All proposals subject to prior booking of time. All programs subject to change of time on 28 days' notice.

Contracts are not subject to cancellation on less than two weeks written notice with acknowledgement of adjusted rate to the date of cancellation. Such adjusted rate to be on the basis of rates in effect on date of contract.

Program sponsors may purchase additional announcements during life of contract at frequency discounts sarned by programs.

No contract accepted for more than one year. Where lower rates are earned during life of contract, such additional discounts shall be retroactive and paid as earned at the end of each 18, 26, 89 and 52 week period.

Closing Time
Talent programs close two weeks in advance of broad-

cast.
Announcements, talks and recorded programs close one week in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables.

Personnel
Station Manager—Gayle V. Grubb.
Commercial Manager—Balph Miller.

Representatives
The Kats Agency, Inc.

## **OKMULGEE** (Okmulgee County)

KHBG (Established 1987)



Rates effective January 1, 1945. (Card No. 6.) Card received March 9, 1945. Owned and operated by the Okmulgee Broadcasting Corporation.

Business Office and Studio—McCulloch Building. Fifth and Grand Sts., Okmulgee, Okia., telephone 3646.

Transmitter—20th and Seminole Streets, Okmulges Oklahoma.

Oklahoma.

Wave—Power—Time
Operating power—250 watts.
(100% modulatiom.)
241.9 meters: 1240 kilocycles.
Licessed to operate unlimited time.
Operates on Central War Time.
Actual operating schedule: Sundays 6:30 a.m. to 10:80
p.m. Week days 6:00 a.m. to 10:30 p.m.

Actual operating schedule: Sundays 6:30 a.m. to 10:80 p.m. Week days 6:00 a.m. to 10:30 p.m.

Agency Commission 
15% to recognized advertising agencies on station time charges; no cash discount. Bills due and payable 10th of following month. No commission allowed on talent, service or line charges.

General Advertising 
For combination rates see Mutual Broadcasting System and Keystone Network.

CLASS "A"

(11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 1:030 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 260 ti. 1 hour..... 86:00 57:00 54:00 51:00 48:00 45:00 1/2 hour.... 36:00 057:00 54:00 51:00 16:00 15:00 1/2 hour.... 36:00 19:00 18:00 17:00 16:00 15:00 5 minutes 12:00 11:40 10:80 10:20 9:80 9:00 1 minutes 12:00 11:40 10:80 10:20 9:80 9:00 1 minutes 12:00 11:40 10:80 10:20 9:80 9:00 1 minutes 12:00 11:30 a.m.; 1:00 p.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midmight)

| CLASS "B" (6:00 a.m. to 11:30 a.m.; 1:00 p.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midmight)
| hour..... 48:00 45:60 43:20 40:80 38:40 38:00 1/4 hour.... 28:00 15:20 14:40 13:60 12:80 12:00 5 minutes 9:60 9:10 8:65 8:15 7:70 7:20 1 minutes 9:60 9:10 8:65 8:15 7:70 7:20 1 minutes 9:60 9:10 8:65 8:15 7:70 7:20 5 0 words... 4:80 4:55 4:30 4:10 3:85 3:80 Station break announcements same rate as one minute announcements but copy must be condined to 40 words or less except by special arrangement.

FREQUENCY DISCOUNTS
Does not apply to announcements or five minute periods. Three times weekly, additional discount 15%.

SPECIAL FEATURES
News: 24 hour leased wire service available.
Weather reports, time signals, baseball, and other special features—rates on request.

Bates on request.

REMOTE CONTROL
Facilities available without charge except for telephone lines.

Centract and Other Requirements

Beer advertising accepted.

The station reserves the right to approve all material for copy and talent. Contracts may be cancelled upon two weeks written notice and payment of short rate.

Any contract not 100% complete automatically takes short rate.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Station Manager—Pat Buford. Commercial Manager—Lucille Buford.

Regresentatives ears & Aver. Inc.

## PONCA CITY (Kay County) WBBZ

(Established 1928)



Rates effective January 15, 1945.

Main Studio-615 W. Grand Ave., Ponca City, Okla., telephone 433. Transmitter-615 West Grand Avenue, Ponca City.

Oklahoma.

Wave—Power—Time
Operating power—250 watta.
243.9 meters; 1230 kilocycles.
Licensed to operate full time.
Operating schedule: 7:00 a.m. to 10:00 p.m.

Agency Commission 7:00 a.m. to 10:00 p.m. Agency Commission 15% to recognized agencies on station time and talent. No commission or discount on political broadcasts. Bills for gross charges rendered monthly and payable within 20 days.

General Advertising

o minutes 7.50 7.15 6.80 6.45 6.10 5.75

ANNOUNCEMENTS
(6.00 p.m. to 11:00 p.m.)
100 words... 8.00 7.60 7.20 8.80 8.40 8.00
50 words... 8.00 5.80 5.80 5.40 5.20 5.00
(6:00 a.m. to 6:00 p.m. and after 11:00 p.m.)
100 words... 4.00 3.80 3.60 3.40 8.20 3.00
50 words... 3.00 2.85 2.70 2.55 2.40 2.25
Maximum words per minute 100; additional words take next higher rate. Minimum period 1/2 minute.
1'rice quoting permitted.

TALENT
Station artists' service is available for selection of talent and building of program.

TRANSCRIPTIONS
Electrical transcriptions of 5 minutes or longer at regular rates. Sound effect records take transcription rates; other sound effects exira.

REMOTE CONTROL
Additional charges made for programs originating outside the studios of WBBZ.

SERVICE FACILITIES

Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at not cost.

billed at net cost.

Contract and Other Requirements
Advertising of sicoholdo beverages not accepted. excepting beer and light wines.
All programs must conform to the standards of the station. No contracts accepted for longer than one year. All contracts subject to station's approval and governmental regulations. Talks, political speeches, etc., accepted only when the subject matter is, in the opinion of station management, of genuine public interest. Compilet manuscript must be submitted for station approval before broadcast. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station.

Closing Time

Closing Time
Closing time depends on type of program. Generally
one week is desired for musical or dramatic produc-

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 t.p.m. turn-tables for ver-tical and lateral cut recordings.

Personnel
General Manager—Boyd Kelley,
Managing Director—A. L. Carreli.

Representatives

## **SHAWNEE**

(Pottawatomie County)

KGFF (Established 1980)



Rates effective January 15, 1945. (Card No. 7.) Card received April 2, 1945.

thweed by Stauffer Publications.

Operated by KGFF Broadcasting Company, Inc.

Studio—Aldridge Hotel, Shawnee, Okla., telephone 4890.

Transmitter—Shawnce Country Club, Highway 270, East Shawnee, Ohla,

Wave—Power—Time
Operating power—250 watta,
206.9 meters: 1450 kilocycles,
Licensed to operate full time.
Operates on Central War Time,
Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission 15% on station time charge allowed to advertising agencies recognized by RGFF No commission is allowed on talent, service or line

charges.

No cash discount. Bills due and payable 10th of following month.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Oklahoua Network.
Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast. ASCAP, BMI and SESAC licenses.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

1 1/2 1/4 5 100

|     |       | 1     | 1/2   | 1/4   | 5     |      | 100  |      |
|-----|-------|-------|-------|-------|-------|------|------|------|
|     |       | hr.   | hr.   | hr.   | min.  | (*)  | wds. | (†)  |
| 1   | time  | 40.00 | 24.00 | 16.00 | 10.00 | 6.00 | 5.00 | 4.00 |
| 13  | times | 38,00 | 22,80 | 15.20 | 9.50  | 5.70 | 4.75 | 3.80 |
| 26  | times | 36.00 | 21,60 | 14.40 | 9.00  | 5.40 | 4.50 | 3.60 |
| 52  | times | 34.00 | 20.40 | 13.60 | 8.50  | 5.10 | 4.25 | 3.40 |
| 104 | times | 32.00 | 19,20 | 12.80 | 8.00  | 4.80 | 4.00 | 3.20 |
| 156 | tlmes | 30.00 | 18.00 | 12.00 | 7.50  | 4.50 | 3.75 | 3.00 |
| 260 | times | 28,00 | 16.80 | 11.20 | 7.00  | 4.20 | 3.50 | 2.80 |
| 312 | times |       | 15,60 |       | 6.50  | 3.90 | 3.25 | 2.60 |
|     |       |       |       |       |       |      |      |      |

312 times. 26.00 15.60 10.40 6.50 8.90 8.25 2.60 CLASS "B"

(6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

1 time... 27.50 16.50 11.00 7.00 4.15 3.45 2.75 13 times. 26.15 15.70 10.45 6.50 3.95 3.30 2.60 26 times. 24.75 14.85 9.90 6.25 3.75 3.15 2.50 52 times. 23.40 14.05 9.35 6.00 3.55 3.00 2.35 104 times. 22.00 13.20 8.80 5.75 3.30 2.85 2.20 156 times. 22.00 13.20 8.80 5.75 3.30 2.85 2.20 156 times. 20.05 13.70 5.25 2.90 2.55 1.90 312 times. 17.90 10.75 7.15 5.00 2.70 2.40 1.75 (\*) One minute electrical transcription. (†) Station break—40 words live to 20 second electrical transcription.

SPECIAL FEATURES
News: 24 hour leased wire service available for sponsorship at regular rates, plus 25% news service charge. Weather reports, temperature and market reports available at regular rates, plus 25%.

Political broadcasts not subject to frequency discounts. No commission allowed on political broadcasts. Cast in advance. Manuscripts must be submitted 24 hours in advance. (Scripts read for the necessary restraint of profanity, defamation, lihel, or wartime censorship violations.)

TALENT Rates on application.

REMOTE CONTROL Rates on request.

Itates on request.

SERVICE FACILITIES

The services of the program advertising as well as announcing and operating staff are included without extra charge in arranging, building and presenting programs.

Programs and artists of all types available.

Station offers its national advertisers a complete merchandising service.

Contract and Other Requirements
Beer advertising accepted; no liquor advertising.
All rates are for station time only. Talent or remote charges are additional.

charges are additional.
All program content and advertising copy are subject to approval of station management before breadcast.
Maximum length of contract one year. Contracts subject to conditions of standard NAB and AAAA contracts, station approval, government regulations and NAB Code of Ethics for Broadcasting Industry.

Closing Time

Programs close one week in advance. Political manuscripts must be submitted 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables.

Personnei General Manager-Maxine Eddy.

Representatives
Taylor-Howe-Snowden Radio Sales.

TULSA (Tules County)

KOME (Established 1988)



Rates effective January 1, 1945. (Card No. 3.) Card received April 3, 1945.

t) wned and operated by Oil Capital Sales Corporation. Business Office and Studio—Radio Building, 916 S. Boston, Tulsa 3, Okla., telephone 3-4121. Transmitter—39th St. and Newport. Tulsa. Okla.

Wave—Power—Time
Operating power—250 watte.
(100% modulation—crystal control.)
223.9 meters; 1840 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 6:00 s.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies on station
time; no cash discount. No commission on political
broadcasts. Bills due and payable when rendered.

General Advertising

eneral Advertising
For combination rates see American Broadcasting
Company, Inc. (Southwestern Group), Mutual Broadcasting System and Oklahoma Network.
SESAC, ASCAI', AMP and BMI licenses.
Discounts allowed retroactively on total number of
broadcasts given within one year. Announcements and
programs cannot be combined to earn larger discounts.
All rates guaranteed for one year from date of frst
broadcast, with or without interruption.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

1 1,2 1/4 5 vos.

hr. hr. hr. min. (\*) wds. wds.

1 time. 120.00 72.00 48.00 24.00 12.50 10.07 7.50

13 times 114.00 68.40 45.60 22.80 11.88 9.50 7.13

26 times 108.00 64.90 43.20 21.60 11.26 9.00 6.75

52 times 108.00 64.90 43.20 21.60 11.26 9.00 6.75

52 times 108.00 64.90 43.20 21.60 11.26 9.00 6.75

52 times 108.00 64.90 33.20 10.00 10.02 8.00 6.00

166 times 90.00 57.50 38.40 19.20 10.02 8.00 6.00

170 times 18.00 64.80 31.20 15.60 8.16 6.50 4.88

CLASS "B"

(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to sign-of")

1 time. 60.00 36.30 24.00 15.00 9.00 7.50 6.00

13 times 57.00 34.20 22.80 14.25 8.55 7.13 5.70

26 times 51.00 32.40 21.60 13.50 8.10 6.75 5.63

104 times 54.00 23.40 21.60 13.50 8.10 6.75 5.63

156 times 45.00 27.40 18.09 12.50 7.50 6.30

13 times 51.00 30.60 24.40 12.75 7.65 6.38 5.10

101 times 48.00 28.00 19.20 12.00 7.20 6.00

13 times 39.00 23.40 21.60 13.50 8.10 6.75 5.63

164 times 48.00 27.40 18.09 11.25 6.75 5.63 4.50

250 times 42.00 25.20 16.8) 10.50 6.30 5.23 4.20

250 times 42.00 25.20 16.8) 10.50 6.30 5.23 4.20

(\*) One minute electrical transcription.

SFECIAL FEATURES.

Newa Lessed wire service available for sponsorship. Regular rates apply. Time signals, weather, temperature, and suarket reports available for sponsorship. Transcribed library services available.

Electrical transcription of 5 minutes or longer—regular rates apply. Time signals, weather, temperature, and suarket reports available.

Electrical transcription of 5 minutes or longer—regular rates apply. TALENT

Rates on request. All talent and special charges to the paid by client through the station and are net. No commission or discount.

REMOTE CONTROL

Remote control charges granted on request.

REMOTE CONTROL
Remote control charges granted on request.

Remote control charges granted on request.

SERVICE FACILITIES

Merchandise and promotion services are available. When unusual merchan-lising services required, advertises will be billed at act cost previously agreed upon. Contract and Other Requirements. Heer advertising accepted. Rates are based on number of programs to be used in one year and are for station time only. Rates include time on the air, facilities of the station for arranging and producing program, preparing copy, securing talent and services of ataff announcers. Rates do not include cost of talent or other extra charges. All material for broadcasting subject to the acceptance of the management.

Maximum length of contract one year.

Contracts subject to conditions of Standard NAB and AAAA contracts, station approval, government regulations, and NAB Code of Ethics for Broadcasting industry.

Mechanical Program Engineers.

Mechanical Program Equipment Equipped to handle programs by electrical transcrap-tion, using 33-1/8 and 78 r.p.m. double turn-tables for lateral cut recordings

Personnel
President—Harry Schwarts
Gen'l & Com'l Mgr.—E. E. Grimes.
Promotion Manager—Mary Corkill.

Representatives
Joseph Hershey McGillera, Inc.
Taylor-Howe-Snowden Hadio Sales.

KTUL



**(3)** Rates effective May 1, 1945. (Card No. 4.) Card received March 19, 1945.

Owned and operated by Tules Broadcasting Co. Business Office and Studio—National Bank of Tules Bldg., Tules, Okla., telephone 2-3191. Transmitter-Five miles north of Tulsa on Lewis Road.

Wave—Power—Time
Operating power—5,000 watts.
:100% modulation—crystal control.)
209.8 meters; 1430 kilowycles.
Licensed to operate full time on regional chancel.
Operates on Central War Time.
Operating schedule: 6:09 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized advertising agencies on net charges for station time; no cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see Columbia Broadcasting System (Southwestern Group). The following rates are for national advertising and include music copyright fees. ASCAP, SESAC and BMI licenses.

CLASS "A"

CTLASS "A"

(5:59 p.m. tw 10:31 p.m.)

Less than 13 26 52 104 260
13 11. tl. tl. tl. tl.

I hour... 165:00 156:07 148:50 141:25 132:00 123:75
1/2 hour... 100:00 95:00 90:00 85:00 80:00 75:00
1/4 hour... 70:00 66:50 63:00 95:50 56:00 52:50
5 minutes 35:00 33:25 31:50 29:75 28:00 26:25
1 minute 20:00 19:00 18:00 17:00 16:00 15:00
Chain break 17:50 16:62 15:75 14:87 14:00 13:12 (This listing continued on next page)

## OKLAHOMA—Continued

## TULSA—Continued K T U L-Continued

| CLASE "B" | CTASE |

Rates on request.

ELECTRICAL TRANSCRIPTIONS
No extra charge, regular station rates apply.

TALENT

No extra charge, regular station rates apply.

Rates on request.

REMOTE CONTROL

Equipment available; traveling expenses, tolls, mechanical expenses extra—rates and details on request.

SERVICE FACILITIES

Services of production, program and merchandising departments available without extra charge.

Contract and Other Requirements

Beer advertising accepted. Broadcasting material subject to approval. Maximum contract one year. All rates guaranteed for one year from date of first broadcast, with or without interruption. All contracts subject to conditions of standard N.A.B. and A.A.A.A.

Closing Time

Contracts must be closed two weeks in advance to make printed program schedule.

Records should be in studio at least ten days in advance. Final closing three days in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using SS-1/S and 78 r.p.m. double turntables.

Personnel

General Manager—John Essu.

Representatives

Free & Peters, Inc.

# KVOO (Established 1925)

flates effective September 15, 1948. (Card No. 5.)

Rates effective September 15, 1948. (Card No. 5.)

Owned and operated by the Southwestern Sales Corp
Studio—Philtower, Tulas 3, Okia., telephone 2-2254.

Transmitter—Il miles East of Tulas, Okia., on U. S.

Highway 86.

Wave—Power—Time
Operating power—50,000 watts.
256.4 meters; 1170 kilocycles.
Operates on a nationally cleared channel.
Operates on Central War Time.
Licensed to operate unlimited time.
Agency commission
Agency commission
Agency commission
Agency commission
Operates on station time. Cash discount none. Bills
due and payable when rendered.

General Advertisias
For combination rates see National Broadcasting
Company (Southwestern Group).
Less than 1 hr, 1/2 hr, 1/4 hr, 5 min. (\*) (†)
18 times. 260.00 160.00 100.00 70.00 85.00 25.06
18 times. 241.00 152.00 95.00 66.50 83.25 22.76
26 times. 242.05 142.00 95.00 66.50 83.25 22.76
25 times. 242.05 142.00 95.00 65.00 85.00 25.06
100 times. 221.50 140.00 87.50 65.00 85.00 21.50
150 times. 221.00 160.00 87.50 65.00 85.00 21.57
150 times. 221.00 180.00 85.00 85.00 80.02 25.06
150 times. 221.00 180.00 85.00 85.00 80.02 25.06
150 times. 221.00 182.00 85.00 85.00 85.00 81.57
150 times. 221.00 182.00 85.00 85.00 85.00 83.00 80.00
150 times. 201.00 122.00 85.00 85.00 85.00 83.00 80.00
150 times. 201.00 122.00 85.00 85.00 85.00 83.00 80.00
150 times. 201.00 122.00 85.00 85.00 85.00 83.00 80.00
150 times. 201.00 122.00 85.00 85.00 85.00 85.00 80.00
150 times. 201.00 122.00 85.00 85.00 85.00 85.00 83.00 80.00
150 times. 201.00 122.00 85.00 85.00 85.00 80.00
150 times. 201.00 122.00 85.00 85.00 85.00 85.00 80.00
150 times. 201.00 122.00 85.00 85.00 85.00 85.00 85.00
150 times. 201.00 122.00 85.0 800 times. 201.50 124.00 77.80 84.25 27.18 19.88 800 or more 195.00 120.00 75.00 52.50 26.25 18.75 (6:00 s.m. to 6:00 p.m. and 19:15 p.m. to 19.80 p.m.) 18 times. 180.00 80.00 50.00 82.78 18.68 11.88 26 times. 128.50 76.00 47.50 82.78 18.68 11.86 25 times. 128.50 76.00 47.50 82.78 18.68 11.86 11.50 100 times. 117.00 72.00 45.00 81.50 18.75 11.56 100 times. 118.75 70.00 48.75 80.88 16.9 11.56 150 times. 107.25 66.00 47.25 28.88 14.44 10.82 450 times. 107.25 66.00 41.25 28.88 14.44 10.82 450 times. 100.75 62.00 88.75 27.18 18.56 6.89 800 or more 100.75 62.00 88.75 27.18 18.56 6.89 800 or more 100.75 62.00 88.75 27.18 18.56 6.89 800 or more 100.75 62.00 87.50 26.25 18.18 6.88

Less than
18 times..
18 times..
26 times..
52 times..
100 times.. 97.50 92.68 90.19 87.75 85.81 82.88 80.44 78.00 75.56 60.00 57.00 55.50 54.00 52.50 51.00 49.50 48.00 46.50 87.50 85.68 84.69 83.75 82.81 81.88 80.94 80.00 29.06 26.25 24.59 24.29 23.63 22.97 22.81 21.66 21.00 20.85 8.91 8.67 8.44 8.21 7.97 7.74 7.50 7.27 times. times... or more

800 or more times....... 72.18 45.00 28.18 19.69 9.85 7.04 (\*) One minute electrical transcription, or 100 words. (†) Fifty words or less.

SPECIAL PROGRAM RATES

15 minute programs, 6 times weekly except Sundays, between 6:00 a.m. and 6:30 a.m. (including talent), per week 200.00.

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within one year. Announcements and prigram periods of five minutes or more cannot be combined to earn larger discounts.

SPECIAL FEATURES
Time Signals, Temperature Reports, Sports Programs
and News—rates and details on request.

RECORDED PROGRAMS
No extra charge for running of recorded programs supplied to the station.

TALENT
Talent will be engaged by station if desired—rates on request.

REMOTE CONTROL Facilities are available for remote control broad-

Rates do not include traveling expenses, tolls and mechanical expenses for remote control.

SERVICE FACILITIES

Promotion and merchandising service available.

Contract and Other Requirements

All contracts subject to the conditions of station contract forms. No contracts written for longer than one

year. All rates guaranteed for one year from date of first broadcast, with or without interruption. At station's option, cancellation of contracts cannot become affective until two weeks after contracted starting date.

Closing Time

Deadline 1:00 p.m. daily for day following and 1:00 p.m. Saturday for Monday.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using double 83-1/3 r.p.m. turn-tables.

Personnel
General Manager—Wm. B. Way.
'Ommercial blanager—Gustav K. Brandborg.
Fromotion Manager—William T. McClarin.

Representatives
Edward Petry & Company, Inc.

## OREGON

# ALBANY

KWIL (Established 1941)





Rates effective July 1, 1944. (Card No. 2.)
Owned and operated by Central Willamette Broadcasting Company.
Business Office and Studio—KWIL Building, Albany.
Oregon.

Other Studios-Benton Hotel, Corvallis, Ore. Transmitter-Albany, Oregon.

Wave-Power-Time

Wave—Power—Time
Operating power—250 waits.
241.9 meters; 1240 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.;
week days 6:00 a.m. to 11:00 p.m.
Agency Commission
15% to recognized advertising agencies on net station time charges; no cash discount.

Agency Commission

15% to recognized advertising agencies on net station time charges; no cash discount.

General Advertising

For combination rates see listings of Mutual Broadcasting System. Don Lee Broadcasting System (Northwest Group) and Pacific Broadcasting Company.

Also see listing of North Pacific Package.

Rates include charges by owners of music copyrights.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and 4:00 p.m. te 11:00 p.m. week days and 4:00 p.m. to 6:00 p.m. week days and 8:00 c. CLASS "B"

(6:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 4:00 p.m. Bundays)

1 hour..... 15.00 14.25 13.50 12.75 12.00 11.20 11/4 hour.... 16:00 15.05 14.25 12.50 12.10 11.20 11.20 11/4 hour.... 10.00 9.50 9.00 8.50 8.00 7.50 minutes 6:00 p.m. to 11:00 p.m. Sundays)

100 words or less:

(6:00 p.m. to 11:00 p.m. Sundays)

1 tit. 13 tit. 26 tit. 52 tit. 104 tit. 260 tit. Base rate... 5:50 5.25 4.12 S.85 8.58 8.30 CLASS "B"

(6:00 a.m. to 6:00 p.m. week days and 4:00 p.m. to 11:00 p.m. Sundays)

1 tit. 13 tit. 26 tit. 52 tit. 104 tit. 260 tit. Base rate... 5:50 5.25 4.12 S.85 8.58 8.30 CLASS "B"

(6:00 a.m. to 6:00 p.m. Sundays)

1 tit. 13 tit. 26 tit. 52 tit. 104 tit. 260 tit. Base rate... 5:50 5.25 4.12 S.85 8.58 8.30 CLASS "B"

(6:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 4:00 p.m. Sundays)

Base rate... 4.12 8.92 3.09 2.88 2.68 2.47

Contract and Other Requirements
Advertising of beer and wine acceptable after 10:00

p.m. All discounts are predicated upon the fulfillment of contracts within a 12 month period. Rates are for station time only, talent is extra. Contracts and copy subject to approval by station

tion, for lateral cus recommended for lateral cus recommended fresident—W. L. Jackson. General Manager—Chet Wheeler. Commercial Manager—Hal Byer. Representatives

None.

## **ASTORIA**

(Clatsop County) KAST (Established 1985)

Don Broadcasting System 激



Rates received December 15, 1944.

Rates received December 15, 1944.

Owned and operated by Astoria Broadcasting Co.
Business Office and Studio—Ninth and Commercial
Sts., Astoria, Ore., telephone 95.
Transmitter—1006 Taylor Ave., Astoria, Ore., telephone 127.

Nave—rower—Time

Operating power—250 watts.
(100% modulation.)
243.9 meters; 1230 kilocycles.
Licensed to operate full time.
Operating schedule: Daily 7:00 a.m. to 12:00 midnight.

Agency Commission

Agency Commission 15% on net charges for station facilities to recognized advertising agencies where will is paid on or before 20th of following month. Bills rendered monthly. No cash discount. No commission on program costs or production charges. General Advertising

ANNOUNCEMENTS CLASS "A" (Night Rate)

100 words or less. 5.50 CLASS "R" (Day Rate) (Day Rate)

DISCOUNTS
Quantity discounts on request.
One time Class "A" rates apply.
Contract and Other Requirements
Retas are for station time only.
Clasing Time

Closing Time
All programs close one day in advance of broadcast.
Copy for political talks must be submitted 48 hours
in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcrition, using 38-1/8 and 78 r.p.m. double turn-table
for lateral cut records.

nateral cut records.

Personnel
Manager—L. E. Parsons.
Representatives
None.

## **BAKER** (Baker County)

KBKR (Established 1939)

Rates effective October 1, 1944. (Card No. 8.) Rates effective October 1, 1944. (Card No. 8.)
Owned and operated by Inland Radio, Ine.
Business Office and Studio—First and Court Sts.,
Baker, Ore.
Transmitter—2 miles N. E. of Baker on "H" St.
Wave—Power—Time
Operating power—250 watts.
261.3 meters: 1490 kitlocycles.
Licensed to operate unlimited time.
Operates on Pacific War Tima.
Agency Commission
15% to recognized advertising agencies on net station time; no cash discount. Accounts payable 20th
of month following service.
General Advertising
For combination rates see Keystone Network.
The following rates apply to national advertising.
Rates include music copyright fees.

(This listing continued on next page)

# BAKER—Continued K B K R—Continued

| 5 minutes 5. I minute or 100 word electrical transcrip- |     |
|---|-----|
| All discounts are predicated upon the fulfillment       | of  |
| contracts within a 12 month period dating from t        |     |
| first broadcast. Applicable to both programs and at     |     |
| announcements.  | 706 |
|   |     |
| 13 times 5% 156 times 20%                               | ~   |
| 26 times 10% 260 times 22-1/2                           | 70  |
| 52 times  |     |
| 104 times 17-1/2%                                       |     |
| Closing Time  |     |
| All programs close one day in advance of broadca        | st. |
| Mechanical Program Equipment                            |     |
| Equipped to handle programs by electrical transcri-     | ιb  |
| tion, using 33-1/3 and 78 r.p.m. turn-tables            |     |
| lateral cut recordinge.                                 |     |
|   |     |
| Personnel   |     |
| General Manager-Lee W. Jacobs.                          |     |
| Representatives   |     |
| W. S. Grant Company.                                    |     |
|   |     |

## BEND

(Deschutes County)

KBND (Established 1988)



Rates effective March 1, 1944. (Card No. 3.) Owned and operated by The Bend Bulletin. Business Office and Studios—Pilot Butte inn. Bend,

tregon.
Transmitter—Piut Butte Inn. Bend. Oregon/ave—Power—Time

|   | 1 J. VI      |
|---|--------------|
| 1/4 hour                                  | 10.00        |
| 10 minutes                                | 8.0          |
| 5 minutes                                 | 6.0          |
| ANNOUNCEMENTS                             | <b>U</b> . U |
| Chain breaks 35 words maximum or 100 word | an           |
|   | 411          |
| nouncements.                              |              |
| Base rate                                 | 3.5          |
| 26 announcements, each                    | 2.8          |
| 78 announcements, each                    | 2.6          |
|   | 2.4          |
|   |              |
| 234 announcements, each                   | 2.2          |
| 312 announcements, each                   | 2.0          |
| DISCOUNTS                                 |              |
|   |              |
| 13 weeks                                  | 59           |
| 04  | 100          |

Payable in advance. Rates on request.

Remote control equipment available—rates on request.

Remote control equipment available—rates on request.

Contract and Copy Requirements

All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast. Rates are for station time only; talent is extra. Contracts and copy subject to approval by station manager.

Mechanical Program Equipment

Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral out records.

Personnel

Personnel
Station Manager—Frank H. Loggan,
Representatives

COOS BAY

(Coos County) KOOS (Established 1928)



Rates effective March 1, 1944. (Card No. 10.)
Owned and operated by KOOS, Inc.
Business Office and Main Studio—505 Hall Bldg.,
Marshfield, Oregon, Marshfield 432.
Transmitter—Hall Building, Marshfield, Oregon.

Rates on request. TALENT Rates on request.

REMOTE CONTROL
Station has complete facilities for remote control Station has complete tactitues for remote control broadcasts.

SERVICE FACILITIES

Complete production department available. Artists are available and are booked through the station.

Contract and Other Requirements
Liquor advertising not accepted. Beer and wine accepted after 10:00 p.m.

No contract accepted for a longer period than one year. No blanket contracts accepted. All broadcasting material subject to acceptance of station management and to regulations of the Federal Trade and Federal Communications Commission.

Closing Time Rederal Communications on the Federal Trade and Federal Communications Commission.

Closing Time
All programs close one day in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using \$3-1/8\$ and 78 r.p.m. double turn-tables for hoth lateral and vertical cuit recordings
Equipment available for instantaneous recording.

Personnel
Personnel
Rederic Sheldon F Sackett
General Manager—Fred F, Chitty.
Resident Manager—Hal Shade.

Representatives
W, S, Grant Company.

W. S. Grant Company.

15%

## **CORVALLIS**

(Bertor County)

## KOAC (Established

Owned and operated by Oregon State System of Higher Education. Office and Studio-Physics Bidg., Oregon State College, Corvallis, Ore.
Transmitter-Granger, Ore.
Vave-Power-Time
Operating power 5,000 watts days; 1,000 watts nights 1100% medulation-crystal control.)
545.5 meters; 550 kilowyces.
Licensed to operate unlimited time.

Does not sell time

## **EUGENE**

(Lane County)

KORE (Established 1927)





Rates effective January 1, 1938. (Card No. 6.) (twend and operated by Eugene Broadcasting Station, Business Office and Studio-Route 3, Eugene, Oregon Transmitter-Eugene, Oregon.

Wave—Power—Time
Operating power—250 watts.
200.9 meters; 1450 kitocycles.
Licensed to operate on local channel.
Operates on l'acific War Time.
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.;
week days 6:00 a.m. to 12:00 midnight.

week days 6:00 a.m. to 12:00 midnight.

Agency Commission 15% to recognized advertising agencies. Commission also applies on talent. No cash discount. On approved credit, accounts payable lith of month following service.

General Advertising For combination rates see listing of Don Lee Broadcasting System (Northwest [Oregon] Group), Mutual Broadcasting System, and Pacific Broadcasting Company (Oregon Network). Itates include charges by owners of music copyrights. (6:00 p.m. to 10:30 p.m.)

(6:00 p.m. to 10:30 p.m.)

1 hour.

1/2 hour.

1/4 hour.

10 minutes.

5 minutes.

1 hour.

(All other times)

| (7:00 s.m. to 6:00 p.m.) | 3.67 | 30 announcements, each. | 2.75 | 30 announcements, each. | 2.57 | 180 announcements, each. | 2.57 | 180 announcements, each. | 2.20 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325

hroadcasts.

SERVICE FACILITIES

Station maintains a complete production department and can supply all types of programs, remote or studio—rates on request.

Contract and Other Requirements
Advertising of beer and wine acceptable.
All discounts are predicated upon the fulfillment of
contracts within a 12 month period dating from the
first broadcast. Rates are for station time only;
takent is extra.
All contracts and advertising copy subject to station
approval and government rules and regulations.

approval and government rules and regulations.

(losing Time
Talent programs close five days in advance of broadcast. Announcements, talks and recorded programs close 12:00 noon day preceding broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings. Personnel

ersonnel Owner—Violet G. Motter. General Manager—L. W. Trommits.

## **GRANTS PASS**

(Josephine County)

KUIN (Established 1989)





Rates effective August 1, 1948, (Card No. 8,) Owned and operated by the Southern Oregon Broad-casting Company.

Affiliated with Redwood Broadcasting System.
Rusiness Office and Studios—Redwood Highway, P.O.
Box 148, Grants Pass, Ore,

Transmitter-Redwood Highway, P. O. Box 148, Grante Pass, Ore.

## **OREGON—Continued**

## GRANTS PASS—Continued K U I N—Continued

Wave—Power—Time
Operating power—250 watts.
223.9 meters: 1340 ktlocycles.
Licensel to operate full time on local channel.
Operating schedule: Sundays 7:00 a.m. to 11:00 p.m.;
week days 7:00 a.m. to 10:30 p.m.
Agency Commission
Agency Commission
Agency Commission
Agency Commission
By Commission
Agency Commission
Agency Commission
Agency Commission
By Commission
Agency Commission
By Commission

|        |       | (6:00  | p.m.   | to 10:  | 80 p.z  | n.)      |      |      |
|--------|-------|--------|--------|---------|---------|----------|------|------|
|        |       | 1      | 1/2    | 1/4     | 10      | 5        |      |      |
| _      |       | hr.    | hr.    | hr.     | min.    | min.     | (*)  | (†)  |
|        | me    |        | 18.00  | 12.00   | 9.60    | 7.20     | 4.80 | 4.00 |
|        | mes   | 29.40  | 17.64  | 11.76   | 9.41    | 7.06     | 4.70 | 8.92 |
|        | mes   |        | 17.28  | 11.52   | 9.22    | 6.92     | 4.61 | 8.84 |
|        | mes   |        | 16.92  | 11.28   | 9.02    | 6.78     | 4.51 | 8.76 |
| 104 ti | mes   | 27.60  | 16.56  | 11.04   | 8.84    | 6.62     | 4.42 | 8.68 |
|        | m.68  |        | 15.84  | 10.56   | 8.46    | 6.84     | 4.28 | 8.52 |
| 208 ti | mes   | 25.20  | 15.12  | 10.08   | 8.08    | 6.06     | 4.04 | 8.86 |
| 260 ti | mes   | 24.00  |        | 9.60    | 7.68    | 5.76     | 8.84 | 8.20 |
| 312 ti | mes   | 22.80  | 13.68  | 9.12    | 7.82    | 5.48     | 8.66 | 8.04 |
| 364 ti | D) 08 | 21.60  | 12.96  | 8.64    | 6.92    | 5.18     | 8.46 | 2.88 |
|        |       |        | CLA    | 88 "I   | 3"      |          |      |      |
|        |       | (      | All of | ther ti | ime)    |          |      |      |
|        | me    | 20.00  | 12.00  | 8.00    | 6.40    | 4.80     | 8.20 | 2.66 |
| 26 ti  | mes   |        | 11.76  | 7.84    | 6.28    | 4.70     | 8.14 | 2.62 |
| 52 ti  | mes   |        | 11,52  | 7.68    | 6.14    | 4.60     | 8.07 | 2.56 |
|        | mes   |        | 11.28  | 7.52    | 6.02    | 4.52     | 8.01 | 2.50 |
| 104 ti | mes   | 18.40  | 11.04  | 7.36    | 5.88    | 4.42     | 2.94 | 2.46 |
|        | шев   |        | 10.56  |         | 5.64    | 4.22     | 2,82 | 2.84 |
| 208 ti | mes   | 16.80  |        | 6.72    | 5.88    | 4.04     | 2.70 | 2.24 |
|        | mes   |        | 9.60   | 6.40    | 5.12    | 8.84     | 2.56 | 2,14 |
| 312 ti | mes   | 15.20  | 9,02   | 6,08    | 4.86    | 8.64     | 2.44 | 2.01 |
|        | rues  |        | 8.64   | 5.76    | 4.60    | 8.46     | 2,80 | 1.92 |
| (*)    | 100 w | ord an | nounce | ement   | or 1    | minute   | maxi | mum  |
| (†)    | 50 ₩  | ord an | nounce | ment    | or 20   | secon da | maxi | mum. |
|        |       | SPE    | CIAL   | FEA'    | TURE    | 8        |      |      |
| News:  | Leas  | ed wir | e ser  | rice at | vailabl | e. extr  | 8    | 80%  |

|    | (0.00 p.m. to 10:80 p. | m.)     |         |
|----|------------------------|---------|---------|
|    | 1 daily                | 2 daily | 8 daily |
| 1  | month                  | 145.80  | 194.40  |
| 6  | months 77.20           | 188.45  | 184.65  |
| 12 | months                 | 181.25  | 175.00  |
|    | (7:00 a.m. to 5:59 p.m |         | 110.00  |
| 1  | month                  | 97.20   | 129.60  |
| ā  | months                 | 92.80   |         |
| 12 | months                 |         | 123.10  |
| 12 |                        | 87.50   | 116.64  |
|    | POLITICAL              |         |         |

Nubject to regular station time rates and policies and payable in advance.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available. Regular rates at \$\frac{\pi}{2}\$ of the services available. Regular providing instantaneous access to main public meeting places. Minimum service charge to any of these points 5.00.

\*\*entract and Other Regularements Advertising of alcoholic beverages not accepted, excepting beer and wine after 10:00 p.m. Rates are for station time only; talent is extra. Contracts and copy subject to approval by station manager.

Contracts and copy subject to approval by station manager.
Contracts, unless otherwise agreed, subject to cancellation by written notice two weeks in advance accompanied by certified check at short rate to date of last program.
Closing Time
Contracts close one week in advance of first broadcast; announcements, transcriptions and talks close 24 hours in advance.
Machanical Program Equipment
Equipped to handle programs by electrical transcription, using 35-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Personnel
Manager—Ralph Hanson.

Vertura ....
Personnel
Manager—Ralph Hanson,
Director—William B. Smullin.
Representatives
John Blair & Company.

## KLAMATH FALLS

(Klamath County)

KFJI (Established 1928)





Rates effective June 15, 1940. (Card No. 5.) owned and operated by KFII Broadcasters, Inc.
Business Office and Studio-Willard Hotel Building,
Klamath Falls, Oregon.
Transmitter-Willard Hotel Building, Klamath Falls. Wave-Power-Time

Operating power—100 watts.
(Crystai control.)
241.9 meters; 1240 kilocycles.
Licensed to operate full time on cleared local channel.
Operates on Pacific War Time.
Acţusi operating achedule: Week days and Sunday
7.50 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% on net station time and talent to accredited advertising agencies. On ap-proved credit, accounts payable 20th of month fol-lowing service. No cash discount.

minutes.
minute or 100 words live or transcribed announcements, each. Discounts

All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast. 

more times per week 10%.

SPECIAL FEATURES
Bulk Time Signal Service—35 words, all hours:

1 daily 2 daily 3 daily
1 month. 69.00 110.00 150.00
6 months. 57.00 105.00 142.00
12 months. 54.00 99.00 134.00

ELECTRICAL TRANSCRIPTIONS
Electrical transcription programs are accepted for any hour of the broadcasting period at regular rates.
Whenever possible, time will be cleared to accommodate this class of program.

Contract and Other Requirements
Above rates are for etation time only, including the
use of phonograph records.
Contracts and copy subject to approval by station
manager.

Closing Time
All programs close one day in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 38-1/8 r.p.m. single turn-table and 78 r.p.m. double turn-table.

Personnel
Manager—W. D. Miller.
Commercial Manager—Jack Keating. Representatives W. S. Grant Company.

## LA GRANDE

(Union County) KLBM (Established 1988)



Rates effective October 1, 1944. (Card No. 3.)
Owned and operated by Inland Radlo, Inc.
Business Office and Studio—Old Oregon Trail, La
Grande, Ore.
Transmitter—On Old Oregon Trail, one mile east
of La Grande, Oregon.

Wave-Power-Time Operating power—250 watts, 206.9 meters; 1450 kilocycles Licensed to operate unlimited time. Operates on Pacific War Time.

Agercy Commission
15% to recognized advertising agencies on net station time; no cash discount. Accounts payable 20th
of month following service.

Closing Time
All programs close one day in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for
lateral cut recordings.

Station Manager-Gordon L. Capps. General Manager-Lee W. Jacobs.

Representatives W. S. Grant Company.

## **MEDFORD**

(Jackson County)

KMED (Established 1922)



Rates effective November 1, 1944.
Card received December 8, 1944.
Owned and operated by Mrs. W. J. Virgin.
Business Office and Studio-Ross Lane, Medford.
Ore., telephone 4000.
Transmitter-Ross Lane, Medford, Ore.
ave—Power—Time
Operating powers 1,000 matte.

Operating power—1,000 watts,
(100% modulation—crystal control.)
208.3 meters; 1440 kilocycles.
Licensed to operate unlimited time.
Operates on Pacific War Tima.

Agency Commission

Agency commission 15% to recognized advertising agencies. Cash discount none. Accounts payable immediately following broadcasts. Bills rendered monthly following broadcasts.

## General Advertising

For combination rates see American Broadcasting Company, Inc. (Pacific Supplementaries) and National Broadcasting Company (Pacific Coast Network).

CLASS "A"

(After 6:00 p.m.) Double daytime rates.

CLASS "B"

| CLASS | B | Color | Class |

CLASS "C"

(Sundays) Day or night rates plus 50%. ANNOUNCEMENTS

1 minute.... 4.00 3.80 3.60 3.40 8.20 8.00 2.80

SPECIAL FEATURES
Rates on request.

Extra-rates on application.

REMOTE CONTROL Remote control facilities extra.

SERVICE FACILITIES
Rates include charges for station facilities, including

Contract and Other Requirements
Rates are for time periods only. Talent is extra.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Personnel

Commercial Manager-Art Adler. Representatives None.

## PENDLETON KWRC

Rate card dated August, 1942, (Card No. 2.) Owned and operated by Western Radio Corp.
Business Office—P. O. Box 178, Pendleton, Ore.
Studio—S. W. Sixth St., Pendleton, Ore.
Transmitter—at end of S. W. Sixth St., Pendleton,
Ore.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocyoles.
Licensed to operate full time on local channel.
Operates on Pacific War Time.
Operating schedule: Sundays 9:00 s.m. to 9:00 p.m.;
week days 7:00 s.m. to 10:00 p.m.

Agency Commission
15% on time only; no cash discount. Bills rendered
first of each month, due on the 10th. General Advertising
The following rates are for national and local advertising and include music copyright fees.

GENERAL BROADCASTING

| 1/2  | hour                    | . 17.50 |
|------|-------------------------|---------|
| 1/4  | hour                    | 8.75    |
| 10   | minutes                 |         |
| - 5  | minutes                 |         |
|      | MAINTOO                 | 1.50    |
|      | MONTHLY PROGRAM SERVICE |         |
| Dati | ly—six days weekly:     | n .     |
| DEL  |                         | Per mo. |
| - 1  | hour                    | 258,75  |
| 1/2  | hour                    | 172.50  |
| 1/4  | hour                    |         |
| 10   | minutes                 |         |
|      | штипев                  | 76.75   |
| - 5  | minutes                 | 50.80   |
|      |                         |         |
|      | ANNOUNCEMENTS           |         |
|      | General Broadcasting    |         |

Daily—six days weekly: 

# PENDLETON—Continued

K W R C—Continued

DISCOUNTS

Package Discounts

Apply to general broadcasting and announcement rates: 5% 104 times 20% 134 times 10% 300 times 25% 52 times 15% 300 times 25% 52 times 15% 50 times 15% Monthly Service Discounts
Apply to monthly program service and announcement rates: SPECIAL FEATURES
News—Leased wire service available. Market reports and sports broadcasts—rates on request.

POLITICAL
Cash in advance—rates and details on request.

Cash in advance—rates and details on request.

REMOTE CONTROL

Facilities for line and mechanical work available at extra charge. Rural extension service available—rates and details on request.

TALENT

Professional talent quoted at cost.

TRANSCRIPTIONS

Library service available at no extra charge. Regular time rates apply.

SERVICE FACILITIES

Merchandising, script and program departments available at no extra charge.

Contract and Other Regulrements

Advertising of alcoholic beverages accepted after 10:00 p.m. Broadcasting matter subject to F.C.C., F.T.C. and station rules.

Contracts, unless otherwise agreed, subject to cancellation on 30 days' written notice accompanied by certified check at about rate to date of last program. Wholesele or blanket sales of time not acceptable.

Closing Time

Contracts close one week in advance of first broadcast. Announcements and transcriptions close 24 hours in advance, talks 48 hours in advance of first broadcast. Announcements and transcriptions close 24 hours in advance, talks 48 hours in advance of first broadcast. Mechanical Requirements

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for vertical and interal cut recordings. Instantaneous recording equipment available.

Personnel

President—V. B. Kenworthy.

Personnel
President—V. B. Kenworthy.
Station & Com'l Mgr.—Paul E. Walden.

Representatives None.

## PORTLAND (Multnomah County)

KALE



B Broadcasting System



Rates effective September 15, 1944. (Card No. 8.) Owned and operated by KALE, Inc. Studio—P. O. Box 31, Portland, Ore., Broadway 3484.

3484.
Transmitter—At Sylvan, Portland, Oregon.
Wave—Power—Time
Operating power—5,000 watts.
225.6 meters; 1330 kilocycles.
Licensed to operate unlimited time.
Operates on Pacific War Time.
Agency Commission

Agency commission 15% on station time only to recognized advertising agencies on accounts paid on or before the 20th of the month following service. No cash discount.

General Advertising

For combination rates see listing of Don Lee Broad-casting System (Northwest [Oregon] Group), Mutual Broadcasting System and Pacific Broadcasting Com-pany (Oregon Network). Rates include charges by owners of music copyrights.

|        |        |            |       |           |        | p.m.)  |         |        |
|--------|--------|------------|-------|-----------|--------|--------|---------|--------|
| 1      | hour   |            |       |           |        |        |         | 150.00 |
| 1/2    | hour   |            |       |           |        |        |         | 75.00  |
| 1/4    | hour   |            |       | ********* |        |        | ••••••• | 40.00  |
| -′ ŝ   | minute |            | •     |           | •••••• |        |         | 20.00  |
|        | ATT A  | ······     | •     |           |        |        | •••••   | 20.00  |
|        |        | e 6:00     |       |           |        |        |         |        |
| 1      | hour   |            |       |           |        |        |         | 75.00  |
| 1/2    | hour   | ********** |       |           |        |        |         | 87.50  |
| 1/4    | hour   |            |       |           |        |        |         | 20.00  |
| - ´´ ŝ |        | 8          |       |           |        |        |         | 15.00  |
| Sno    | neorad | anorta     | and   | 8000      | del a  | vente  | equival |        |
| thre   | e helf | house      | i     | aper      | 101,0  | ADITED | odnivar | ent w  |
| Unre   | e nam  | nours      | OE 81 | x q       | arter  | nours  | in one  | week   |

25% discount from regular published station rates on time only plus line and pickup charge as per quota-

| tion on request.                                    |
|---|
| ANNOUNCEMENTS AND ELECTRICAL                        |
| TRANSCRIPTIONS                                      |
| (6:00 p.m. to 10:30 p.m.)                           |
| Best available spots between programs.              |
| 50 words or 1/2 minute transcription 15.00          |
| 100 words or 1 minute transcription 30.00           |
| (Before 6:00 p.m. and after 10:30 p.m.)             |
| 50 words or 1/2 minute transcription 7.50           |
| 100 words or 1 minute transcription 15.00           |
| SPECIAL FEATURES                                    |
| Rooster Reveille: 6:00 a.m. to 6:30 a.m., daily ex- |
| cept Sunday. Farm News, time service, fun and       |
| music:  |
| 100 words, 6 day participation 35.00                |
| 50 words, 6 day participation 20.00                 |
| Every other day 3/5 of weekly rate.                 |

Pay Dirt with Burton Hutton: 6:30 a.m. to 7:00 a.m. and 12:15 p.m. to 12:30 p.m. week days. Farm Service News transcribed in the Field Broadcasts, interviews. Participation, 6 days, 100 words, on a rotating basis, four morning and two afternoon, 75:00 per week. Participation, three days, 100 words, two morning and one afternoon, 45:00 per week, Agricultural products of general distribution accepted, subject to copy approval.

l'ages from Life: Approximately 9:30 a.m. to 10:00 a.m., except Sunday. Live talent musical participat-

3 days..... 5 days..... 3 days.....

3 days. 40.00
Single announcement at spot rate.
News; 24 hour leased wire service available.
TALENT
Rates on application.
REMOTE CONTROL SERVICE
Remote control and other mechanical services quoted on request.

Remote control and other mechanical services quoted on request.

TRANSCRIPTIONS
Transcription library services available.

SERVICE FACILITIES
Writing, musical and production facilities available for all types of programs. All commercial programs are publicized at option of station in program promotion and merchanicaling publication.
Contract and Other Requirements
All program matter subject to approval of station management. No contracts accepted for longer than one year. No blanket contracts accepted.
Mechanical Program Equipment Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables with mixing panel fader.

Personnel Manager—Charles E. Couche.
Commercial Manager—Norman A. Davis.

Representatives
John Blair & Company.

## KBPS

Owned and operated by Benson Polytechnic School. Business Office and Studios—East 12th and Hoyt. Portlann 14. Oregon. Transmitter—East 12th and Hoyt, Portland. Oregon.

Wave-Power-Time

Operating power-100 watts. 206.9 meters; 1450 kilocycles

Does not sell time.

# Helpful in getting client's ok

Use the facts in the advertisements as well as the listing data as supporting evidence when submitting schedules for approval.

# KEX



Rates effective January 1, 1945. (Card No. 3A.) Card received March 8, 1945.

Owned and operated by the Westinghouse Radio Stations, Inc. Business Office-815 S. W. Yambill Ave., Portland 5,

Ore.
Studios—1011 S. W. Sixth Ave., Portland 5, Ore.
Transmitter—North Denver Ave. near Swift Road,
Portland, Ore.

Wave—Power—Time
Operating power—5,000 watts.
252.1 meters; 1190 kilocyoles.
Operates on Pacific War Time.
Licensed to operate full time.
Actual operating schedule: Sundays 7:00 a.m. to
1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Agency Commission

15% to recognized advertising agencies on station
time only. No commission on talent. No cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see American Broadcasting
Company, Inc. (Pacific Coast Group).

Associated with stations KGA. Spokane, Washington,
KJR. Seattle, Washington, for Northwest Triangle
Chain programe. CLASS "A"

| (6:00 p.m. to 10:30 p.m.)               |            |
|---|------------|
| 1 1/2 1/4 5                             |            |
| hr. hr. hr. min.                        | (*) (†)    |
|   | .óo 26.éo  |
| 13 times., 175,50 105,80 52,65 39,00 29 | . 25 24.88 |
| 26 times., 171.00 102.60 51.30 38.00 28 | 3.50 23.75 |
| 52 times., 166,50 99,90 49,95 37,00 27  | 7.75 23.18 |
|   | .00 18.50  |
| 130 times., 157.50 94.50 47.25 35.00 26 | 3.25 21.68 |
|   | 5.50 21.25 |
|   | .75 20.63  |
|   | .00 20.00  |
|   | 3.25 19.88 |
| 624 or more                             |            |
|   | 1.50 18.75 |
| CLASS "B"                               |            |
| (9:00 a.m. to 6:00 p.m. and 10:30 p.r   | m. to      |
| 11:00 p.m.)                             |            |
| l time 90.00 54.00 27.00 20.00 18       | 5.00 12.50 |
| 13 times 87.75 52.65 26.33 19.50 14     | .68 12.19  |

| (9:00 a.)   | m. to  | 6:00 p.: |       | 10:30 | p.m. t | 0     |  |  |  |
|-------------|--------|----------|-------|-------|--------|-------|--|--|--|
|             |        | 11:00    | p.m.) |       |        |       |  |  |  |
| l time      | 90.00  | 54.00    | 27.00 | 20.00 | 15.00  | 12.50 |  |  |  |
| 13 times    | 87.75  | 52,65    | 26.33 | 19.50 | 14.63  | 12.19 |  |  |  |
| 26 times    | 85.50  | 51.30    | 25.65 | 19.00 | 14.25  | 11.88 |  |  |  |
| 52 times    | 83.25  | 49.95    | 24.98 | 18.50 | 18.88  | 11.56 |  |  |  |
| 65 times    | 81.00  | 48.60    | 24.30 | 18.00 | 13.50  | 11.25 |  |  |  |
| 130 times   | 78.75  | 47.25    | 23.63 | 17.50 | 18,13  | 10.94 |  |  |  |
| 156 times   | 76.50  | 45.90    | 22.95 | 17.00 | 12.75  | 10.63 |  |  |  |
| 260 times   | 74.25  | 44.55    | 22.28 | 16.50 | 12.38  | 10.31 |  |  |  |
| 312 times   | 72.00  | 43.20    | 21.60 | 16,00 | 12.00  | 10.00 |  |  |  |
| 468 times   | 69.75  | 41.85    | 20.93 | 15.50 | 11.63  | 9.69  |  |  |  |
| 624 or more |        |          |       |       |        |       |  |  |  |
| times       | 67.50  | 40.50    | 20.25 | 15.00 | 11,25  | 9.88  |  |  |  |
| CLASS "C"   |        |          |       |       |        |       |  |  |  |
|             | (11+00 |          | 0.00  |       |        |       |  |  |  |

(11:00 p.m. to 9:00 a.m.)

1 time... 50.00 30.00 17.50 13.35 10.00 8.35

13 times.. 48.75 29.25 17.06 13.02 9.75 8.14

26 times.. 47.50 28.50 16.62 12.68 9.50 7.94

25 times.. 46.25 27.75 16.18 12.35 9.25 7.92

65 times.. 46.25 27.75 16.18 12.35 9.25 7.75

65 times.. 43.75 26.25 15.32 11.68 8.75 7.31

156 times.. 42.50 25.50 14.87 11.34 8.50 7.09

260 times.. 41.25 24.75 14.44 11.01 8.25 6.39

121 times.. 40.00 24.00 14.00 10.68 8.00 6.88

468 times.. 38.75 23.25 13.57 10.35 7.75 6.47

624 or more

times... 37.50 22.50 13.12 10.01 7.50 6.27

(\*) 1 minute electrical transcription or 100 words.

(†) 30 words or less.

(†) 30 words or less.

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more broadcast the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour or one hour rate, whichever applies. All programs so combined to earn a lower rist may be scheduled contiguously at the station's option on 28 days' notice.

SPECIAL WEATHERS

SPECIAL FEATURES

News: Regular rates apply plus 15,00 per 1/4 herr period and 7.50 per five minute period for news service and editing. News editing rate is commissionable but not subject to frequency discounts. Time Signals: Two 80 werd announcements per evening, per month 750.90.

Weather and temperature reports—regular rates apply.

TALENT Bates on application.

REMOTE CONTROL.

On remote control broadcasts, station makes additional charges for engineering service, based upon amount of such service involved. All telephone tolls, mechanical charges, all traveling expenses of technicalisms or announcers charged additional.

Centract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer (after 10:00 p.m., with the omission of Sunday). Sunday).

All time commitments subject to network requirements. All copy and program material subject to approval of station management. All contracts are for exclusive use of contracting party. Rates quoted do not include artists' service.

Closing Time
Closing date is one week in advance of initial program. Manuscripts of all talks must be submitted
24 bours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turn-tables.

Personnel
General Manager—J. B. Conley.
Sales Manager—Robert E. Rudolph.

Representatives
Paul H. Raymer Company.

## OREGON—Continued

# PORTLAND—Continued

K G W (Established 1922)



Rates effective December 1, 1944, (Card No. 16.) Owned and operated to the Oregonian Publishing Co. Business Office and Studio-1011 S. W. Sixth Ave., Portland 5, Ore., Atwater 2121. Iranamitter—Faloma, Oregon.

Water—Power—Time
Uperating power—5,000 watts.
(100% modulation—crystal control.)
483.9 meters; 620 kilocycles.
Operates on Pacific War Time.
Operating schedule: Sundays 8:00 a.m. to 2:00 a.m.;
week days 6:00 a.m. to 2:00 a.m.

Agency Commission 15% to recognized advertising agencies on station time only. No commission on talent. No cash discount. Bills due and payable when rendered.

Frendered.

General Advertising
For combination rates see listing of National Broadcasting Company (Pacific Coast Network).

Associated with KHQ, Spokane, Washington, KOMO, Seattle, Washington, for Northwest Triangle Chain programs

CLASS A

|     |         | (6:00  | p.m. to | 10:29 | p.m.) |       |       |
|-----|---------|--------|---------|-------|-------|-------|-------|
|     |         | 1      | 1/2     | 1/4   | o o   |       |       |
|     |         | hr.    | hr.     | hr,   | min.  | (*)   | (1)   |
| 1   | time    | 220,00 | 132.00  | 80.00 | ₿5.00 | 55.00 | 40.00 |
| 13  | times   | 214.50 | 128.70  | 78.00 | 63.38 | 53.63 | 39.00 |
| 26  | times   | 209,00 | 125.40  | 76.00 | 61.75 | 52.25 | 38.00 |
| 52  | times   | 203.50 | 122.10  | 74.00 | 60.13 | 50.88 | 37.00 |
| 65  | times   | 198.00 | 118.80  | 72.00 | 58.50 | 49,50 | 36.00 |
| 130 | times   | 192,50 | 115.50  | 70.00 | 56.88 | 48.13 | 35.0U |
| 156 | times   | 187.00 | 112,20  | 68.00 | 55.25 | 46.75 | 34.00 |
| 260 | times   | 181.50 | 108.90  | 66.00 | 53.63 | 45.38 | 33.00 |
| 312 | tinies  | 176.00 | 105.60  | 64.00 | 52,00 | 44.00 | 32.00 |
| 468 | tlmes   | 170.50 | 102.30  | 62.00 | 50.38 | 42.63 | 31.00 |
| 624 | or more |        |         |       |       |       |       |
|     |         |        |         |       |       |       |       |

|     | times    |         | 102.30   | 62.00  | 30.38 | 42.03   | 31.00 |
|-----|----------|---------|----------|--------|-------|---------|-------|
| 624 | or more  |         |          |        |       |         |       |
| tl  | mes      | 165.00  | 99,00    | 60.00  | 48.75 | 41.25   | 30.00 |
|     |          |         | CLASS    | B.,,   |       |         |       |
|     | (9:00 a. | m. to S | 5:59 p.r | n. and | 10:30 | p.m. to | 0     |
|     |          |         | 10:59    | p.m.)  |       |         |       |
| 1   | time     | 110.00  | 66.00    | 40.00  | 32.50 | 27.50   | 20,00 |
| 13  | times    | 107.25  | 64,35    | 39.00  | 31.69 | 26.81   | 19.50 |
| 26  | times    | 104.50  | 62.70    | 38.00  | 30,88 | 26.13   | 19.00 |
| 52  | times    | 101.75  | 61.05    | 37.00  | 30.06 | 25.44   | 18.50 |

59.40 37.00 59.40 36.00 57.75 35.00 56.10 34.00 54.45 33.00 52.80 32.00 51.15 31.00 29.25 28.44 27.63 26.81 26.00 25.19 25.44 24.75 24.06 23.38 22.69 22.00 21.31 65 times... 130 times... 156 times... 260 times... 312 times... 99.00 96.25 93.50 90.75 88.00 85.25 times or more

innes..... 82.50 49.50 30.00 24.38 20.63 15.00 CLASS ''C' (11:00 p.m. to 12:14 a.m. and 6:00 a.m. to times.....

| (11.0    | v p.m. to | 16.13 | a. 111. a.i. | u v.vv | a.m. t | v     |
|----------|-----------|-------|--------------|--------|--------|-------|
|          | -         | 8:59  | a.m.)        |        |        |       |
| 1 time   | 55,00     | 33.00 | 20,00        | 16.25  | 13.75  | 10,00 |
| 13 time  | 8 53.63   | 32.18 | 19.50        | 15.84  | 13.41  | 9.75  |
| 26 time  | 8., 52.25 | 31.35 | 19.00        | 15.44  | 13.06  | 9.50  |
| 52 time  | 8. 50.88  | 30.53 | 18,50        | 15.03  | 12,72  | 9.25  |
| 65 time  | s. 49.50  | 29.70 | 18.00        | 14.63  | 12.38  | 9.00  |
| 130 time | s 48.13   | 28.88 | 17.50        | 14.22  | 12.03  | 8.75  |
| 156 time |           | 28.05 | 17.00        | 13.81  | 11.69  | 8.50  |
| 260 time |           | 27.23 | 16.50        | 13.41  | 11.34  | 8.25  |
| 312 time |           | 26.40 | 16.00        | 13.00  | 11.00  | 8.00  |
| 468 time |           | 25.58 | 15.50        | 12.59  | 10.66  | 7.75  |
| 624 or n |           | _5,00 |              | 00     |        | 0     |
| Alman    | 41 45     | 04.75 | 15.00        | 10.10  | 10 91  | 7 50  |

Contract and Other Requirements

Contract and Other Requirements
Advertising of alcoholic beverages not accented, excepting beer (after 10:00 p.m., with the omission of Sunday).

All time commitments subject to network requirements. All copy and program material subject to approval of station management. All contracts are for exclusive use of contracting party, itates quoted do not include artists' service.

Closing Time
Closing Time
Closing date three weeks in advance of service if program is to be included in publicity releases.

Final closing one week. Manuscripts of all talks must be submitted 24 hours in advance.







# Audience Influence!

KGW is the FIRST station to broadcast news from a display window of Meier & Frank, Portland's largest retail store and one of the largest in the nation. In 1935 KGW was the FIRST radio station in Portland to install a teletype machine, bringing direct worldwide news coverage to its Pacific Northwest audience. Presenting news in a crowdcompelling way today, and establishing Portland's first radio news service was and is typical KGW foresight. For news the people of Portland stay tuned to KGW.







REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC. Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut transcriptions.

Personnel
Managing Director—Arden X. Pangborn.
Commercial Manager—J. N. Wassan.

Representatives
Edward Petry & Company, Inc.

# KOIN (Established 1924)



Rates effective December 1, 1941, (Card No. 8.) Owned and operated by KOIN, Inc., Portland, Ore. Studio-P. O. Box 1031, Portland 7, Oregon, Atwater

Transmitter-Barnes Road Hill, outside city limits.

wave—Power—Time
Operating power—5,000 watts.
309.3 meters; 970 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.

Operates on Facine var Time.

Agency Commission
Agency commission 15% on station time only to
advertising agencies recognized by station manager,
provided payment is made by the 20th of month
following service, otherwise no commissions paid. No
cash discount allowed.

cash discount allowed.

General Advertising
For combination rates see listings of Columbia Broadcasting System (Pacific Coast Group) and Columbia Pacific Network (Pacific Coast Group).

Rates include charges by owners of music copyrights.

The following rates are for general advertising.

PROGRAMS

CLASS "A"

(2.00 p.m. to 10:80 p.m.)

|     |         | (0.00       | p. u.       | *O T   | v       | у.ш.,        |           |               |
|-----|---------|-------------|-------------|--------|---------|--------------|-----------|---------------|
| 1/2 | hour    |             | *******     |        |         |              |           | 120.00        |
| 1/4 | hour    |             |             |        |         |              |           | 70.00         |
|     | 11041   |             | *********** | ****** |         | ********     | ********* |               |
| 5   | minute  | as (flex    | ible).      | whe    | n ava   | illahle.     |           | 55.0 <b>0</b> |
|     |         |             |             | SS '   |         |              |           |               |
| - ( | 6:00 a. | m. to       | 6:00        | p.m.   | and     | 10:30        | p.m.      | to            |
|     |         |             | 12:00       |        |         |              |           |               |
| 1/2 | hour    |             |             |        |         |              |           | 70.00         |
| 1/4 | hour    | *********** |             |        |         | ************ |           |               |
|     | 11001   | *           |             |        |         | **********   |           | 30.00         |
| 5   | minute  | s (flex     | ible).      | when   | avai    | lable        |           | . 27.50       |
|     |         |             |             | 88     |         |              |           |               |
|     | - (     | 12 110 -    | midni       | the t  | _ A • ∩ | 11 0 m       | 1         |               |

(12:00 midnight to 6:00 a.m.) Class "B" rates less 50%.

Class "British is 50%.

PARTICIPATING PROGRAMS

Participating programs are commissionable to advertising agencies in the gross amount, including talent. No photograph records or amateur talent used. Three days a week, every other day—three-fifths of weekly rais.

No week, every other day—three-fifths of weekly rais.

The Newspaper of the Air—2:00 p.m. to 2:30 p.m., daily except Sunday. Fifty word participation, including time and talent (talent 30:00; time 70:00, per week 100:00. No pollitical accepted.

The KOIN Klock—6:30 a.m. to 7:15 a.m., daily except Sunday. Fifty word participation, including time and talent (talent 22.50; time 52.50), per week 50:00. 100 word participation, including time and talent (talent 22.50; time 52.50), per week 75:00.

TRANSCRIPTION SERVICE

TRANSCRIPTION SERVICE
Regular time charges apply to transcriptions. No phonograph records accepted.

TALENT
Talent quotations on request. Any attraction from pipe organ to symphonic orchestra available. Rates on request. REMOTE CONTROL all wire and mechanical charges for remote control, all traveling expenses, etc., of artists to he paid in advance when required.

Contract and Other Requirements

Advertising of alcoholic beverages of any kind not

accepted.

No medical advertising accepted.

All program matter subject to approval of station management.

an interest and no time discounts are allowed.
All rates are flat and no time discounts are allowed.
Best available periods may be reserved only by noncancellable contract. No contracts accepted for longer
than one year.
All contracts subject to approval of station management and governmental regulations.
No blanket contracts accepted.
No extra charge will be made when announcements
are given by station announcer on duty.

Closing Time

If program is to be included in publicity releases, closing date is two weeks in advance of service.

Final closing date one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 78 and 33-1/3 r.p.m. equipment. (Lateral
or vertical cut recordings on 33-1/3 r.p.m. turntables.) No phonograph records broadcast.

Personnel
President—C. W. Myers.
Vice-President in charge of General Advertising—Harry H. Buckendahl.

Representatives
Free & Peters, Inc.

## PORTLAND—Continued KWJJ



Rates effective November 1, 1944. (Card No. 5.)

Owned and operation by KWJJ Broadcast Co., Inc.

Studio—Radio Center, 1011 S. W. Sixth Ave., Portland 4, Ore., Atwater 4393.

Transmitter—Oaks Park, Portland, Oregon.

Wave—Power—Time

Operating power—1,000 watts.

277.8 meters; 1080 kilocycles.

Licensed to operate full time.
Operates on Pacific War Time.
Agency Commission

Agency commission 15% on station time only to recognized advertising agencies on accounts paid on or before the 15th of the month following service.
General Advertising

Rates include charges by owners of music copyrights.

BMI, ASCAP and SESAC licenses.

CLASS "A"

(6:00 p.m. to 11:00 p.m.)

| CHAGO                             | Α.  |                         |                         |
|-----------------------------------|---|-------------------------|-------------------------|
| (6:00 p.m. to                     | 11:00 p.n                                     | n.)                     |                         |
| 1 ti.                             | 13 ti.  | 26 t1.                  | 52 tl.                  |
| 1 hour 90.00                      | 85,50   | 81.00                   | 72.00                   |
| 1/2 hour 54.00                    | 51.30   | 48.60                   | 43.20                   |
| 1/4 hour 32.00                    | 30.40   | 28.80                   | 25.60                   |
| 5 mlnutes 16,00                   | 15.20   | 14.40                   | 12.80                   |
| CLASS                             | "B"   |                         |                         |
|                                   |   |                         |                         |
|                                   | and after                                     | 11:00 p.s               | m.)                     |
| (6:00 a.m. to 6:00 p.m.           |   | 11:00 p.i               | n.)<br>56.00            |
| (6:00 a.m. to 6:00 p.m.<br>1 hour | and after                                     |                         |                         |
| (6:00 a.m. to 6:00 p.m.<br>1 hour | and after<br>66.50                            | 63.00                   | 56.00                   |
| (8:00 a.m. to 6:00 p.m.<br>1 hour | and after<br>66,50<br>35,60                   | 63.00<br>33.75          | 56.00<br>30.00          |
| (6:00 a.m. to 6:00 p.m.<br>1 hour | 8nd after<br>66,50<br>35,60<br>23,75<br>11,40 | 63.00<br>33.75<br>22,50 | 56.00<br>30.00<br>20.00 |
| (8:00 a.m. to 6:00 p.m.<br>1 hour | 8nd after<br>66,50<br>35,60<br>23,75<br>11,40 | 63.00<br>33.75<br>22,50 | 56.00<br>30.00<br>20.00 |

CLASS 'A"

(6:00 p.m. to 11:00 p.m.)

100 words or one minute spots:

1 time. 8.00 52 times...

13 times. 7.60 104 times.

26 times. 7.20 195 times.

39 times. 6.80 260 times.

1 time. 6.80 260 times.

39 times. 6.80 260 times. 5.20
50 word spots:
1 time. 6.00 52 times. 4.80
13 times. 5.70 104 times. 4.50
26 times. 5.40 195 times. 4.20
39 times. 5.10 260 times. 3.90

CLASS 'B'

(Before 6:00 p.m. and after 11:00 p.m.)
100 words or one minute spots:
1 time. 8.00 52 times. 4.80
13 times. 5.70 104 times. 4.50
26 times. 5.40 195 times. 4.20
39 times. 5.70 260 times. 3.90
50 word spots:
1 time. 5.00 52 times. 4.20
31 times. 5.70 104 times. 3.90
50 word spots:
1 time. 5.00 52 times. 3.90
50 word spots:
1 time. 5.00 120 times. 3.90
50 word spots:
1 time. 4.75 104 times. 3.75
39 times. 4.75 104 times. 3.75
37 times. 4.75 104 times. 3.75
39 times. 4.75 104 times. 3.75
39 times. 4.75 104 times. 3.75

Talent furnished at cost.

TALENT
Talent furnished at cost.

REMOTE CONTROL

Station makes additional charges for engineering service, based on amount of such service involved. All telephone toils, mechanical charges, all traveling expenses and salaries of extra technicians or announcers (if more than one of each is required) charged additional.

SERVICE FACILITIES

Services of program department and announcer in arranging and presenting program available at no extra cost. Special continuities charged extra.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer after 10:00 p.m. with the omission of Sunday. No contract written for more than one year. All time commitments subject to network requirements. All copy and program material subject to approval of station management. All contracts are for exclusive use of contracting party. Rates quoted do not include artists' service.

not include artists service.

Closing Time
Closing date is one week in advance of initial program. Manuscripts of all talks must be submitted 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Paragonal

Personnel
President—Wilbur J. Jerman.
Sec'y-Tress. & Prom. Mgr.—John C. Egan.
Representatives
Burn-Smith Company, Incorporated.
California—Homer Griffith Company.

California—Homer Griffith Company.

K X L

(Established 1926)

Rates effective November 1, 1944. (Card No. 6.)

Owned and operated by KXL Broadcasters.

Business Office and Studio—Orpheum Bidg., Portland 7, Ore., Br. 6451.

Transmitter—Harmony. Oregon.

Wave—Power—Time

Operating power—10,000 watts.

(100% modulation.)

400 meters; 750 kilocycles.

Licensed to operate on clear channel.

Operates on Pacific War Time.

Actual operating schedule: 8:00 a.m. to local sunset.

Local sunsets: January 5:45 p.m.; February 8:30

p.m.; March 7:15 p.m.; April 8:00 p.m.; May 8:30

p.m.; June 9:00 p.m.; July 9:00 p.m.; August 8:15

p.m.; September 7:30 p.m.; October 6:30 p.m.; November 5:45 p.m.; December 5:30 p.m.

Agency commission

Agency commission 15% to recognized agencies on net station time. No cash discount. Charges for facilities are payable after each broadcast.

General Advertising

Advertisers using the Z Net or KFPT, Spokane, Wash., in conjunction with this station are allowed a 5% discount from the following rates; when both Z Net and KFPTy are used a 10% discount applies.

|     |       | l hr. | 1/2 hr. | 1/4 hr. |       |  |
|-----|-------|-------|---------|---------|-------|--|
| 1   | time  | 75.00 | 45.00   | 80.00   | 15.00 |  |
|     | times |       | 42.50   | 29.00   | 14.00 |  |
| 26  | times | 85.00 | 40,00   | 27.50   | 18.00 |  |
| 52  | times | 60.00 | 35,00   | 25.00   | 12.00 |  |
| 104 | times | 55.00 | 82.50   | 22.50   | 11.00 |  |
|     | times |       | 30.00   | 20.00   | 10.00 |  |

| ANNOUNCEMENTS |                  |      |     |       |      |  |  |  |
|---------------|------------------|------|-----|-------|------|--|--|--|
| 1             | time             | 8.50 | 104 | times | 6.50 |  |  |  |
| 26            | times            | 8.00 | 312 | times | 8.00 |  |  |  |
|               | times            |      |     |       |      |  |  |  |
|               | SPECIAL FEATURES |      |     |       |      |  |  |  |
|               |                  |      |     |       |      |  |  |  |

Participating Programs
Regular rates apply except when personality other
than staff members conduct program; in such case—

than staff members conduct programmer rates on request.

Farm Forum: 12:45 p.m. to 1:00 p.m., conducted by Ben Bulsman, 50% plus cost of spots.

News: 20% plus earned rate.

TALENT

Rates on request.
TRANSCRIPTIONS
20% plus earned rate for use of records and transcriptions from stain library.
TALKN
TALKN

Special quotations will be nade for talks other than commercial announcements, and such will be accepted only when the subject natter is of general interest, and only after approval of copy.

Complete facilities for remote control broadcasts at additional cost.

Service of continuity and recipied constructs at

additional cost.

SERVICE FACILITIES

Service of continuity and production departments at no additional cost. Talent programs—rates on request. Contract and Other Requirements.

Advertising of alcoholic beverages not accepted. Contracts subject to cancellation on two weeks written notice accompanied by certified cheek at short rate to date of last program. Contracts are not assignable, nor are any periods sold in bulk for resale. Programs and announcements subject to approval and all government regulatione. Closing Time

One week in advance. Copy for talks must be submitted 48 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical trarscription, using 33-1/3 and 78 r.p.m. turntables for vertical and lateral cut recordings.

Personnel
General Manager—H. S. Jacobson.

Representatives

Eastern—The Walker Commany.

Representatives
Eastern—The Walker Company.
Pacific Coast—Pacific Northwest Broadcasters.

## ROSEBURG

(Douglas County)

KRNR (Established 1985)





Bates received June 22, 1944.

Uwned and operated by Boseburg News-Beview.
Business Office and Studio—Hotel Umpqua, Roseburg,
Oregon, telephone of the Company of the Compa

casting System, Pacific Broadcasting Company (Oregon) Network, and Keystone Network.
Rates include radio charges by owners of musical copyrights.

(6:00 p.m. to 10:30 p.m. week days and 4:00 p.m. to 10:30 p.m. Sundays)

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 260 ti. 1 hour..... 35.00 33.25 31.50 29.75 28.06 26.25 1/2 hour..... 21.00 19.55 18.90 17.85 16.80 15.75 1/4 hour.... 14.00 18.30 12.06 11.80 11.20 20.55 5 minutes 8.50 E8.10 7.65 7.25 6.80 6.35 CLASS "B"

(7:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 4:00 p.m. Sundays)

1 hour..... 25.00 23.75 22.0 22.25 20.20 18.75 1/2 hour.... 15.00 23.75 28.00 22.75 20.00 18.75 1/2 hour.... 15.00 5.70 5.40 5.00 8.00 17.50 5 minutes 6.00 5.70 5.40 5.00 8.00 17.50 5 minutes 6.00 p.m. week days and 4:00 p.m. NOUINCEMENTS

CLASS "B"

(6:00 p.m. to 10:30 p.m. Sundays)

100 words or less.... 5.50 5.25 4.12 3.85 3.85 3.30 CLASS "B"

(7:00 a.m. to 6:00 p.m. week days and 7:00 a.m. to 4:00 p.m. Sundays)

100 words or less.... 5.00 p.m. sundays)

100 words p.m. to 10:30 p.m. Sundays)

100 words p.m. to 10:30 p.m. Sundays)

100 words p.m. to 10:00 p.m. week days and 7:00 a.m. to 4:00 p.m. week days and 7:00 a.m. to 4:00 p.m. Sundays)

100 words p.m. to 10:30 p.m. to 10:3

SERVICE FACILITIES
Station maintains its own merchandising service department which is available to national advertisers

partment which is on request.

Contract and Other Requirements

Advertising of beer and wine acceptable after 10:00

Advertising of beer and wine acceptable after 10:00

Advertising of beer and wine acceptable after 10:00 ontract and Other Requirements
Advertising of beer and wine acceptable after 10:00
p.m.
All discounts are predicated on the fulfillment of
contracts within a 12 month period, dating from the
first broadcast.
Rates are for station time only; talent is extra.
Contracts and copy subject to approval of station

manager. osing Time

manager.
Closing Time
Talent programs must be arranged one week in advance. Talks must be aubmitted in manuscript form at least three hours prior to time of broadcast.
Mechanical Program Equipment
Equipment to handle programs by electrical transcription; using 33-1/3 and 78 r.p.m. turn-tables.
Personnel
General Manager—Marshall H. Pengra.
Promotion Director—Gilbert Walters.
Representatives
Howard H. Wilson Company.
Portland, Ore.—John Keating.

SALEM (Marion County) KSLM (Established 1984)



B Broadcasting System



| 1   | bour             | 85.00 |
|-----|------------------|-------|
| 1/2 | hour             | 21.00 |
| 1/4 | hour             | 14.00 |
| 10  | minutes          |       |
| 5   | minutes          | 8.40  |
|     | WEEKLY DISCOUNTS |       |

Rates on request.

Rates on request.

ELECTRICAL TRANSCRIPTIONS

Electrical transcriptions and programs carry the same rate as general broadcasting, provided the commercial part is not more than 15%. Transcriptions with more than 15% commercial part take political rate.

TALLENT

Artists are available and are booked through the station at cost.

REMOTE CONTROL

Complete facilities for remote control work.

Complete facilities for remote control worg.

Closing Time
All programs close one day in advance of broadcast.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables

Personnel
Pres. & Gen'l Mgr.—Glenn McCormick.
Sales Mgr. & Public Retations—Robert Fischer, Jr.
Regressatistives
Homer Griffith Company.
Howard H. Wilson Company.
Oregon and Washington—John Keating.

## **OREGON—Continued**

## THE DALLES

(Wasco County)

KODL (Established 1940)



Rates effective November 1, 1940. (Card No. 1.)

Rates effective November 1, 1940. (Card No. 1.)
Owned and operated by the Western Radio Corp.
Business Office and Studio—Scenio Drive, The Dalles,
Oregon.
Transmitter—Scenio Drive, The Dalles. Oregon.
Wave—Power—Time
Operating power—250 watts days; 100 watts nights.
243.9 meters; 1280 kilocycles.
Licensed to operate full time on local channel.
Operates on Pacifio War Time.
Actual operating schedule: Sundays 9:00 a.m. to
9:00 a.m. Woek days 6:00 a.m. to sign-off.
Agency Commission 15% to recognized advertising
agencies on station time only. Cash discount none.
Bills rendered last day of month; due tenth of month
following service.
General Advertising

| tollowing service.  |
|---|
| eneral Advertising  |
| For combination rates see Keystone Network.               |
| The following rates are for national advertising.         |
| Rates include charges by owners of music copyrights.      |
| 1 hour  |
| 1/2 hour  |
| 1/4 hour 7.50   |
| 10 minutes 5.24   |
| 5 minutes   |
| 100 words 1.95  |
| 50 words  |
| DISCOUNTS   |
|   |
|   |
|   |
| 52 times  |
| 104 times   |
| 300 times   |
| MONTHLY PROGRAM SERVICE                                   |
| Six days per week: Per month                              |
| 1 hour225.00  |
| 1/2 hour150.00  |
| 1/4 hour100.00  |
| 10 minutes 66.78  |
| 5 minutes 44.62   |
| 100 words 50.28   |
| 50 words 85.2   |
| Discounts   |
| Applicable to Monthly Program Service:                    |
| 2 months 6 months 20%                                     |
| 2 months. 10% 6 months 20%<br>8 months. 15% 12 months 25% |
| SPECIAL FEATURES  |
| News: Leased wire service available 24 hours-rate:        |
| on request,   |
|   |

on request.

Sports and other special features—rates on request.

POLITICAL PROGRAMS

Rates on request. Cash in advance.

TALENT

Rates on request. Cash in advance.

TALENT

Rates on request.

TALENT

Regular rates apply. Rates include use of transcription library service.

Facilities subject to extra charges for line and mechanical costs. Charges are not subject to agency commission.

SERVICE FACILITIES

Merchandising, script, and program departments available to accounts at no additional charge.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, except beer and light wine after 10:00 p.m. Contracts subject to cancellation by two week written notice accompanied by certified check at short rate to date of last program. All broadcasts subject to regulations of Federal Commission. Wholesale or blanket sales of time not accepted.

Closing Time

All copy must be in possession of program department 24 hours prior to broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 73 r.p.m. turn-tables for lateral out recordings.

Personnel

Pres. & Gen'l Mgr.—V. Barney Kenworthy.

Personnel
Pres. & Gen'l Mgr.—V. Barney Kenworthy.
Station Manager—Glenn Howell.
Representatives None.

## **PENNSYLVANIA**

**OUAKER NETWORK** 

Widener Bldg., Philadelphia 7, Pa., Bittenhouse 8900.
Rates received June 10, 1938.
Wave—Power—Time
See individual listings.
Agency Commission 15%; cash discount none.
General Advertising
The following rates which include all charges apply
to non-political advertisers only. There are no extra
charges for lines. WEEK DAYS

1 hour (After 6:00 p.m.)

| hour                | 1.980.00 |
|---------------------|----------|
| hour                | 1 990 00 |
| hour                |          |
| (Before 6:00 p.m.)  | 880.00   |
| hour                | 1.220.00 |
| hour                | 880.00   |
| hour                | 500.00   |
|                     | 590.00   |
|                     |          |
| (After 12:00 noon)  |          |
| hour                | 1,980.00 |
| hour                | 1,220.00 |
| hour                |          |
| 17041               | 880.00   |
| (Before 12:00 noon) |          |
| hour                | 1.500.00 |
| bour                | 1,000.00 |
| hour                |          |
| 2001                | 700.00   |
|                     | hourhour |

DISCOUNTS 

Line Charges
Rates shown include line charges. Permanent lines are maintained for portion of network; lines also retained on temporary multiple hour basis. For complete information consult management.

ersonnel Manager—R. W. Clipp.

## **ALLENTOWN**

(Lehigh County)

WSAN Established 1928)



Rates effective September 15, 1948, (Card No. 11.)
Owned and operated by Lehigh Valley Broadcasting
Co.
Business Office and Studio—39-41 N. Tenth Street.

Allentown, Pennsylvania.

Transmitter—Allentown, Pennsylvania.

Transmitter—Allentown, renneysvans Wave—Power—Time Operating power—500 watts. 204.1 meters; 1470 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time.

Operates on Eastern War Time.

Agency Commission
15% to recognized agencies; no cash discount.

General Advertising
For combination rates see listing of National Broadcasting Company (Basic Supplementaries).

Hates include charges by owners of music copyrights.

Frequency discounts of announcements and programs cannot be combined.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days; 1:00 p.m. to 11:00 p.m. Sundays)

1 tl. 13 tl. 36 tl. 52 tl. 156 tl. 312 tl.
1 hour... 120.00 114.00 108.00 102.00 98.00 90.00
1/2 hour... 72.00 68.40 64.80 61.20 77.60 54.00
1/4 hour... 48.00 45.60 43.20 40.80 88.40 86.00
5 minutes 24.00 22.30 21.60 20.40 19.20 18.00

CLASS "B"

TALENT
Talent can be furnished when desired by ollent. When furnished by station a fee of 10% of the talent cost is charged, which includes engaging talent, arranging program, use of studies for rehearsals and broadcasting, services of announcer, operators and production men.

production men.

REMOTE CONTROL

Facilities are available for picking up broadcasts
from anywhere.

Facilities are available for picking up broadcasts from anywhere.

SERVICE FACILITIES

Merchandising and advertising services available. Supporting advertising will be arranged—rates and details on request.

Machanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 73 r.pm. double turn-tables for vertical or lateral cut records.

Personnel General & Promotion Mgr.—B. Bryan Museelman. Representatives Headley-Reed Company.

## ALTOONA

(Blair County) WFBG



Rates effective September 15, 1940.

Owned and operated by Gable Broadcasting Q ppany. Business Office—1820 Eleventh Avenue, Altoons, Pa. Studio—Gable Arcade Bidg., Twelfth Avenue and 14th Street, Altoons, Ps., telephone 6467.

Transmitter—Gable Arcade Bullding, Twelfth Avenue and 14th Street, Altoons, Ps., telephone 647.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 killoycles.
Operates on Eastern War Time.
Operating schedule: 7:30 a.m. to 11:30 p.m.
Agency commission 15%. Commission does n.4 apply on talent. No cash discount. Invoices mailed lat of month following broadcast.
General Advertising
For combination rates see listing of National Broad-

| For combina              | tion rates | see lis             | ting of        | National       | Broad-         |
|--------------------------|------------|---------------------|----------------|----------------|----------------|
| easting Comp             | DEDA (BI   | 1816 Sup<br>er 6:00 | Diements:      | r168).         |                |
|                          | l ti. (Atu | 13 ti.              | 26 ti.         | 39 ti.         | 52 t1.         |
|                          |            | 95.00               | 90.00          | 85.00          | 80.00          |
|                          |            | 81.75               | 58.50          | 55.25          | 52,00          |
|                          |            | 38.00               | 36.00          | 34.00          | 32.00          |
|                          |            | 23.75               | 22.50          | 21.25          | 20.00          |
|                          | 9.00       | 8.55                | 8.10           | 7.65           | 7,20           |
|                          | (Befo      | 00:8 arc            | p.m.)          |                |                |
| l hour 7                 | 5.00       | 71.25               | 67.50          | 64.21          | 80.00          |
|                          | 5.00       | 42.75               | 40.50          | 38.25          | \$6.00         |
|                          | 30.00      | 28.50               | 27.00          | 25.50          | 24.00          |
| 5 minutes 2              |            | 19.00               | 18.00          | 17.00          | 16.00          |
| l minute                 | 6.00       | 5,70                | 5.40           | 5.10           | 4.80           |
| 8.                       | PECIAL     | WEEKI               | LY RAT         | E8             |                |
| 1 hour:                  | (AII       | or 6:00             | p.m.)          | eo b           | FO L-          |
| 3 times we               |            | 3 wks.              | 26 Wks.        | 89 wks.        |                |
| 5 times we               | OKIY       | 80.00<br>75.00      | 75.00          | 70.00          | 65.00          |
|                          | ekly       |                     | 70.00<br>68,00 | 65.00<br>68.00 | 60.00<br>58.00 |
| 1/2 hour:                | CALL.      | 15.00               | 00,00          | 08.00          | 55.00          |
| 3 times we               | ekty       | 50 00               | 47.00          | 44.00          | 41.00          |
| 5 times we               | ekly       | 45.00               | 42.00          | 89.00          | 86.00          |
| 6 times we               |            |                     | 40.00          | 87.00          | 84.09          |
| 1/4 hour:                |            |                     |                | 01.00          |                |
| 3 times we               | ekly       | 33.00               | 30.00          | 28.00          | 26,00          |
| 5 times we               | ekly       | 30.00               | 28.00          | 26.00          | 24.00          |
| 6 times we               | ekly       | 28.00               | 26.00          | 24.00          | 22.00          |
| 5 minutes:               |            |                     |                |                |                |
| 3 times we               |            |                     | 19.00          | 17.50          | 16.00          |
|                          | ekly       |                     | 17.50          | 16.00          | 14.50          |
|                          | ekly       | 18.50               | 17.00          | 15.50          | 14.00          |
| 1 minute:<br>3 times we  | nakla.     | 7.50                | 7.00           | 6.50           | 6,00           |
| 5 times we               |            | 7.00                | 6.50           | 6.00           | 5.50           |
| 6 times we               |            | 6.75                | 6.25           | 5.75           | 5. 25          |
| 1 hour:                  |            | рге 6:00            |                | 0.10           | 0.20           |
| 3 times we               |            |                     | 56.00          | 51.00          | 46.00          |
| 5 times we               | eekly      | 56.00               | 51.00          | 46.00          | 41.00          |
| 6 times we               | eekly      | 54.00               | 49.00          | 44.00          | 86.00          |
| 1/2 hour:                |            |                     |                |                |                |
| 8 times we               |            |                     | 88.00          | 80.00          | 27.00          |
| 5 times we               |            | 33.00               | 80.00          | 27.00          | 24.00          |
| 6 times we               | eekly      | 31.00               | 28.00          | 25.00          | 22.00          |
| 1/4 hour:                |            | 04.00               |                |                |                |
| 3 times we<br>5 times we |            | 24.00<br>22.00      | 22.00<br>20.00 | 20.00          | 18.00          |
| 6 times we               | ookly      | 22.00               | 19.00          | 18.00          | 16.00          |
| 5 minutes:               | OORLY      | £1.00               | 19.00          | 17.00          | 15.00          |
| 3 times we               | eakly      | 16 00               | 14.00          | 13.00          | 12.00          |
|                          | eekly      |                     | 13.00          | 12.00          | 11.00          |
| 6 times we               |            |                     | 12.00          | 11.00          | 10.00          |
| 1 minute:                |            |                     |                |                |                |
| 3 times we               | eekly      | 5.00                | 4.75           | 4,50           | 4.25           |
| 5 times we               | bokly      | 4.50                | 4.25           | 4.00           | 8.75           |
| 6 times we               |            | 4.25                | 4.00           | 8.75           | 8,50           |
| When WJA                 | C. Johns   | own, an             | d WFB          | G, Altoo       | ma, are        |
| purchased 10             | intly, a   | 5% disc             | ount is a      | llowed.        |                |
|                          | P          | OLITICA             | AL.            |                |                |

Rates on request.

Bates on request.

RECORDED PROGRAMS

Transcription library service available. Rates on request. Regular time charges apply to transcribed programs. Equipped with complete recording system for recording either inside or outside the studies. Rates

recording either inside or outside the studies. Rates on request.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using double turn-tables 33-1/8 and 78 r.p.m. Personnel Managing Director—Roy Thompson.

Representatives Headley-Reed Company.

## BUTLER

(Butler County)

WISR (Established 1941)



Rates received November 6, 1944,

Owned and operated by The Butler Broadcasting Co.
Business Office and Studio—357 N. Main St., Butler,
Pennayivania.

Transmitter—North Hill, Butler, Pennsylvania.

Vave—Pewer—Time
Operating power—250 watts days.
441.2 meters; 630 kilocycles.
Liocansed to operate part time on olear channel.
Operates on Eastern War Time.
Actual operating sobedule: Sunrise to sunset,
seeby Commission
15% to recognized advertising
agencies on station time only. No cash discount.
Involces mailed first of month; due 10th of month,
leneral Advartising
The following rates are for national advertising.
Rates include charges by owners of music copyrights.

1 Mr. 12 wis. 26 wks. 52 wks.

|     |        |       |      | l wk. | 13 wks.      | 26 wks. | 52 wks. |
|-----|--------|-------|------|-------|--------------|---------|---------|
| 1   | hour   |       |      | 70.00 | 63,00        | 56.70   | 51.03   |
|     | hour   |       |      | 40.00 | 36.00        | 32,40   | 29.16   |
|     | hour   |       |      |       | 22.50        | 20.25   | 18.82   |
|     | minut  |       |      | -0.00 | -2.00        | 20.20   | 10.02   |
|     | time   |       |      | 19 50 | 16.65        | 14.98   | 13.48   |
|     |        |       |      |       |              |         | 13.15   |
|     | times  |       |      |       | 13.50        | 12.15   | 10.93   |
| 6   | times  | Der V | resk | 12.50 | 11.25        | 10.00   | 9.00    |
|     | minute |       |      |       | -2.20        | 10.00   | 0.00    |
|     | time   |       |      | 7 EA  | 6.75         | 4 10    |         |
|     |        |       |      |       | 0.13         | 6.10    | 5.45    |
| 3   | times  | DAT   | wask | 7 95  | 6.50         | 5.85    | 5.25    |
|     |        |       |      |       |              |         | 0.20    |
| - 6 | times  | Det   | Week | 7.00  | 6.30         | 5.70    | 5.10    |
| 13  | times  | Der   | Week | 6.50  | 5.85         | 5.25    | 4.75    |
|     |        |       |      |       | E A TITTO BE |         | 1.10    |
|     |        |       |      |       |              |         |         |

News: Rates and details on request.

Time signals, market summaries, political broadcasting. Rates on request. Rates for time signals and market summaries based on frequency of times used Schedules subject to time available.

## **BUTLER—Continued** W I S R-Continued

TALENT

Rates on request.

REMOTE CONTROL

Remote control programs available any time within operating hours of station. A dditional charges made for lines and all special equipment necessarily involved in such broadcasts. These additional charges will be billed at actual cost. Mobile unit available. SERVICE FACTLITIES

Rates include cost of station facilities, station time, continuity services, program and publicity services provided there is no extra cost for special equipment, facilities or material. Station's program and production department will assume entire responsibility for the presentation of any program whenever so desired by sponsor. Merchandising and market research department will supply full data on coverage relating to any advertising campaign. Merchandising and market surveys will be billed to sponsor at actual cost.

iontract and Other Requirements

actual coet.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and light wines. No contract accepted for a period in excess of one year. All time reserved by contract must be used within period of one year from starting date of contract. Statton reserves the right to make such changes and talks as may appear necessary to avoid violation of liable and slander laws. All contracts are subject to station manager's approval and government regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the same. All contracts are made subject to interferences beyond the station's control. No responsibility will be assumed bayond concellation of charges for time involved. Contracts subject to cancellation by two weeks written notice accompanied by certified check at short rate.

Closing Time
Copy closed one week in advance of broadcast. Talks,
transcriptions and announcement copy close 24 hours

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion using 38-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

President—David Rosenblum. Business Manager—Leon Bernard.

Representatives Forjoe & Company.

**DU BOIS** (Clearfield County)

WCED (Established 1939)



Rates effective September 15. 1943. (Card No. 4-A., Owned and operated by Tri-County Broadcasting Co. Business Office and Studio—80 North Park Place. DuBois, Pennsylvania.

Transmitter—80 North Park Place, DuBois, Pa. /ave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel.
Operating schedule: Sundays 8:00 a.m. to 12:05 a.m.; week days 7:00 a.m. to 13:05 a.m.

week days 7:09 a.m. to 12:05 a.m.

Agency Commission
15% silowed to recognized agencies on station time.
only, however, if account is paid by the 10th of
month following broadcast, No cash discount.
General Advertising
For combination rates see Columbia Broadcasting
System and Keystone Network.
The following rates are for national advertising. Ratee
include charges by owners of music copyrights.
Frequency discounts to advertisers as earned; in event
of cancellation advertiser will be short rated according
to actual broadcasts used.
(7:00 a.m. to 12:05 a.m. week days and 8:00
a.m. to 12:05 a.m. Sundays)

218 er
more

| 1/2<br>1/4<br>10 | hour<br>hour<br>hour<br>minutes<br>minutes | 36.40<br>22.40<br>16.00<br>12.90 | 14 t1.<br>53.20<br>84.60<br>21.80<br>15.20<br>12.25 | 27 t1.<br>50.40<br>82.75<br>20.15<br>14.40<br>11,60 | 53 t1.<br>47.60<br>80.95<br>19.05<br>13.60<br>10.95 | 105 t1.<br>44.80<br>29.10<br>17.90<br>12.90<br>10.30 | 11.<br>42.00<br>27.30<br>16.80<br>11.25<br>9.70 |  |  |  |  |
|------------------|--|----------------------------------|---|---|---|--|---|--|--|--|--|
|                  | ANNOUNCEMENTS                              |                                  |   |   |   |  |   |  |  |  |  |

(7:00 a.m. to 12:05 a.m. week days and 8:00

| _          |       |        |        |         |         | 813 or<br>more |
|------------|-------|--------|--------|---------|---------|----------------|
|            | 1 ti. | 27 tl. | 58 ti. | 105 ti. | 209 tl. | t1.            |
| One minute |       |        |        |         |         |                |
| scription  | 6.25  | 5.95   | 5,60   | 5.80    | 5.00    | 4.70           |
| 100 words  | 6.00  | 5.70   | 5.40   | 5.10    | 4.80    | 4.50           |
| 75 words   | 4.75  | 4.50   | 4.25   | 4.00    | 8.75    | 8,50           |
| 50 words   |       | 3.80   | 3.60   | 3.40    | 3.20    | 8.00           |
| Station    |       |        |        |         |         |                |
| breaks     | 5.00  | 4.75   | 4.50   | 4.25    | 4,00    | 3.75           |
|            | SPE   | CIAL I | PEATU  | RES     |         |                |
|            |       |        |        |         |         |                |

News—Leased wire service available. Rates on request. Time signals—rates on request. POLITICAL TALKS
Cash in advance; not subject to discounts or earned

RELIGIOUS BROADCASTS

Consult station management.
ELECTRICAL TRANSCRIPTIONS
Transcription library services available.
TALENT

Talent is extra.

REMOTE CONTROL Facilities subject to extra charges for line an mechanical costs. Charges not subject to agency commission.

SERVICE FACILITIES
Complete merchandising estimates submitted on re-

quest.

Contrast and Other Requirements

Advertising of alcoholic heverages not accepted,
excepting light wines and beer.

In order to earn net rates quoted contracts must be completed in twelve months. Contracts are subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program. Maximum length length of contract one year. Contracts not started in 30 days from date signed will be cancelled. Station reserves the right to discontinue or refuse any advertising it deems unsuitable for broadcast. All contracts subject to station manager's approval and must conform to government regulations. Commercial foreign language broadcasts accepted.

Closing Time
Talks, programs, commercial or sustaining, and continuities must be submitted one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using both 83-1/8 and 78 r.p.m. double turn-tables for vertical or lateral cut recordings.

Manager—Jason S. Gray. Commercial Manager—Les Ryder.

Representatives Spot Sales, Inc.

## **EASTON**

(Northampton County)

WEST (Betablished 1986)



Rates effective January 1, 1944. (Card No. 8.)

Nates effective January 1, 1944. (Card No. 8.)
Owned and operated by Associated Broadcasters, Inc.,
Easton, Pa.
Business Office—516 Northampton St., Easton, Pa.,
telephone 8001.
Transmitter—Williams Township, Easton, Pa.
/ave—Power—Time
Operating power—250 watts.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 7:00 a.m. to 1:00 a.m.
genery Commission.

Agency Commission 15% to recognized advertising agencies; no cash discount. No discounts on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

General Advertising
For combination rates see National Broadcasting
Company (Basic Supplementaries) and Mutual Broadcasting System.

on request.

REMOTE CONTROL

Remote work can be handled at any time. The cost depending on line cost and installation fee.

SERVICE FACILITIES
Calls on trade, newspaper publicity, letters to trade.

Contract and Other Requirements
Alcoholic beverages not accepted excepting beer and

Alcoholic beverages not accepted excepting beer and wine. Price quoting allowed. Station reserves the right to censor copy. Maximum contract term, one year. All contracts subject to station management's approval, government regulations and network priority. Program contracts and announcement contracts may not be combined to earn higher discounts.

Closing Time Five days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

station Executive—Clair B. McCollough. Station Manager—Elwood C. Anderson. National Sales Manager—J. Robert Gulick.

Representatives
Radio Advertising Company.

## ERIE

(Eric County) WERC (Established 1941)

68.00 40.80 23.80 12.75 7.65 

Evening 100.00
Daytime 50.00
POLITICAL
Rates on request, Cash in advance.
ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Transcription librar available.
REMOTE CONTROL

library service

available. RÉMOTE CONTROL.
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission. TALENT

Commission.

TALEINT

Rates on request.

Contract and Other Requirements

All programs subject to approval. First program must be presented within 30 days from date of contract. Right reserved to require client to use facilities contracted for in subdivided periods; in such case client shall have optional right to cancel contract. Client buying time does so with understanding that station in its sole discretion, without liability, may take part or all of time allotted for programs contracted for; in such case there will be no charge for program omitted. Time contract between station and client subject to terms and conditions of licenses of station and any governmental authority, and to all federal, state or municipal laws and regulations now and hereafter in force, Maximum contract year.

Closing Time

Closing Time
Talent programs, talks and recorded programs close
two weeks in advance; announcements close eight days
in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. double turn-tables
for vertical and lateral out recordings.

Persannal

General Manager—Charles E. Denny. Representatives Weed & Company.

## WLEU (Established 1985)

Rates effective December 1, 1942.

Owned and operated by WLEU Broadcasting Corp. Studio—Commerce Bidg.. 12th and State Streets Eric, P.a., telephone 23-237 or 23-129.

Transmitter—Eric. Pennsylvania.

'ave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.

Actual operating schedule: 6:30 s.m. to 1:00 s.m.

Agency Commission
Agency commission 15% to recognized agencies on station time only. No cash discount allowed. No commission on talent. Invoices rendered first of each month.

## PENNSYLVANIA—Cont'd

## ERIE—Continued W L E U-Continued

WLE U—Continued
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries) and Mutual
Broadcasting System.
Charges by owners of music copyrights not included
in rates, except on network programs.
The following discounts are for national advertising.
Frequency discounts on programs and announcements
will be given only when earned from consecutive
broadcasting. Frequency discounts will not be allowed
on a retroactive basis.
Station reserves right to either reduce the number
of words in an announcement or to move it to annother spot when it conflicts, due to length of announcement, with network programs.

(After 6:00 p.m.) General

| (After 6:00 p.m.)                    |            |
|--------------------------------------|------------|
| 1 ti. 18 ti. 26 t                    | ii. 52 ti. |
| 1 hour 150.00 142.50 185.0           |            |
| 1/2 hour 80.00 76.00 72.0            |            |
| 1/4 hour 50.00 47.50 45.0            |            |
| 5 minutes 25.00 28.75 22.1           |            |
| 1 minute or chain                    |            |
| break 13.00 12.35 11.7               | 70 11.05   |
| 50 words                             |            |
| (Before 6:00 p.m.)                   | 1.20       |
| 1 hour 82.00 77.90 78.8              | 0 69.70    |
| 1/2 hour 52.00 49.40 46.8            |            |
| 1/4 hour 80.00 28.50 27.0            |            |
| 5 minutes 15.00 14.25 18.5           |            |
| 1 minute or chain                    | 12.10      |
| break 10.00 9.50 9.0                 | 0 8.50     |
| 50 words 7.00 6.75 6.8               |            |
| SPECIAL FEATURES                     | 9.90       |
| The Woman Listens with Joan Clark-ra |            |

The Woman Listens with Joan Clark—rates on inquest. Cooperative Mutual Broadcasting and Blue Network shows are available for sponsorship. Eiddies Program, Musical Prugram. News or Sports in either 5 or 15 minute periods—Rates on request. Time signals—rates on request. The signals—rates on request FOREIGN LANGUAGE PROGRAMS Polish or Italian programs or announcements—rate and details on request. POLITICAL RATES

POLITICAL BASE
On application.
ELECTRICAL TRANSCRIPTIONS
Regular rates apply. No extra charge for use of transcription library service.
TALENT

Rates on request.

Rates on request.

Rates on request.

Rate on request.

Rates on request.

SERVICE FACILITIES

Station announcers serve all advertisers at studio without extra charge. Services of the station's staff are at the disposal of the advertiser without extra charge, except in cases where special production or service is desired.

Centract and Other Requirements

All programs continuities and announcements are subject to approval by station management and government regulations. Management also reserves the right to reject any material without giving reason therefor. While management cannot guarantee that a program or announcement will be broadcast at time specified, it makes every effort to give them at such time. All broadcasts and talks subject to standard station contract.

Closing Time

All programs, talks, announcements and recorded programs should be in at least two weeks in advance 'A presentation. Special production of programs should be in at least a week in advance 'A presentation. Special production of programs should be in at least a week in advance 'A presentation. Special production of programs should be in at least two weeks in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

President—Leo J. Omelian.
Vice-Pres. & Gen'l Mgr.—V. Hamilton Weir.
Representatives

## **GREENSBURG**

(Westmoreland County)

WHJB (Established 1984)

Rates effective February 1, 1987.

Owned and operated by Pittsburgh Badio Supply

House.

Owned and operated by Pittsburgh Radio Supply House.

Business Office and Studio—Penn Albert Hotel, Greensburg, Pa., Greensburg 3740.

Transmitter—Atop Penn Albert Hotel, Greensburg. Pennsylvania.

Wave—Power—Time
Operating power—250 watts.
483.9 meters; 620 kilocycles.
Licensed to operate on regional channel.
Operates on Esstern War Time.
Actual operating schedule: Sunday 8:00 a.m. to local sunset. Week days 7:00 a.m. to local sunset. Week days 7:00 a.m. to local sunset. Sagney Commission

Agency Commission

Agency commission 15% to recognized advertising agencies on time charges only. Cash discount none.
Bills payable weekly following broadcast.

General Advertising
The following rates are for national advertising.
Contracts must be completed within 12 months to earn quantity discount.

quantity discount.
(9:00 a.m. to local supert week days and

| Sundays) |         |       |         |        |        |         |         |  |
|----------|---------|-------|---------|--------|--------|---------|---------|--|
|          |         | 1 ti. | 18 ti.  | 26 ti. | 52 ti. | 104 ti. | 800 ti. |  |
| 1        | hour    | 76.00 | 72,20   | 68.40  | 64.60  | 60.80   | 57.00   |  |
|          | bour    |       | 45.60   | 48.20  | 40.80  | 88.40   | 86.00   |  |
|          | hour    | 80.00 | 28.50   | 27.00  | 25.50  | 24.00   | 22.50   |  |
|          |         |       | 14.25   | 13.50  | 12.75  | 12.00   |         |  |
| •        | шишее   | (7:00 |         |        |        | 12.00   | 11.25   |  |
|          |         |       | a.m. to | #:UU   | a.m.)  |         |         |  |
|          | hour    | 50.50 | 48,00   | 45.60  | 43.00  | 40.50   | 88.00   |  |
| 1/2      | hour    | 82.00 | 30.40   | 28.80  | 27, 20 | 25.60   | 24.00   |  |
| 1/4      | hour    | 20.00 | 19.00   | 18.00  | 17.00  | 16.00   | 15.00   |  |
|          | minutes |       | 9.50    | 9.00   | 8.50   | 8.00    | 7.50    |  |
|          |         |       |         |        |        | 0.00    | 1.00    |  |
|          |         | AN    | NOUNC   | EXITA  | פידינ  |         |         |  |
|          |         |       |         |        |        |         |         |  |

Contracts must be completed within 12 months to earn quantity discount.

(7:00 a.m. to local sunset week days and Sundays)
1 ti. 18 ti. 52 ti. 100 ti. 800 ti.

One time rates apply, no quantity discounts. Payable in advance.

One time rates apply, no quantity discounts. Payable in advance.

TALENT

Hates on application.

REMOTE CONTROL

Advertiser pays all exponses involved on programs originating outside of regular studies.

SERVICE FACILITIES

Service of program department available for arranging and presenting programs.

Contract and Other Requirements

All contracts are subject to station owner's approval and to governmental regulations. All material must conform to the standards of the station. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to itself Rates are for facilities of the station only; talent is extra.

Mechanical Program Equipment

Equipped to nandle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical or lateral cut recordings.

Personnel
Manager—Geo. J. Podeyn.
Representatives
Spot Sales, Inc.

## **GROVE CITY**

(Mercer County)

## WSAJ

Owned and operated by Grove City College Grove City. Pennsylvania. ave—Power—Time
Operating power—100 watte
22.9. meters; 1340 kilocycles

Does not sell time

## HARRISBURG

(Dauphin County) WHP



Rates effective October 1, 1944. (Card No. 8.)
Owned and operated by WHP. Incorporated.
Business Office and Studio—Telegraph Bidg., Harrisburg, Pa., telephone 4-8211
Trainmitter—Pattens, Pennsylvania.
Wave—Power—Tistens, Pennsylvania.
Wave—Power—Tistens—500 watta days; 1000 watts nights.
205.5 maters; 1460 kilocycles.
Operating power—500 watta days; 1000 watts nights.
Licensed to operate full time.
Actual operating schedule: Sundays 8:00 a.m. to
1:00 a.m. week days 6:00 a.m. to 1:00 a.m.
Agency Commission 15% to recognized agencies. No
discounts on taient or remote line service. All bills
payable 30 days not. No cash discount.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Optional Basic Group).
The following rates are for national advertising:
(6:00 p.m. to 11:00 p.m.) Rates effective October 1, 1944. (Card No. 8.)

|     |         | 1        | 1/2      | 1/4    | 10      | 5       |       |
|-----|---------|----------|----------|--------|---------|---------|-------|
|     |         | hr.      | hr.      | hr.    | min.    | min.    | (*)   |
| 1   | time    | 150.00   | 90.00    | 60,00  | 45.00   | 30.00   | 18.00 |
| 26  | times   | 142.50   | 85.50    | 57.00  | 42.75   | 28.50   | 17.10 |
| 52  | times   | 135.00   | 81.00    | 54.00  | 40.50   | 27.00   | 16.20 |
| 156 | times   | 127.50   | 76.50    | 51.00  | 38,25   | 26.50   | 15.30 |
| 260 | times   | 120.00   | 72,00    | 48.00  | 36.00   | 25.00   | 14.40 |
| 520 | times   | 112.50   | 67.50    | 45.00  | 33.75   | 23.50   | 13.50 |
| (   | 6:00 a. | .m. to 6 | :00 p.m. | and a  | fter 11 | :00 p.m | .)    |
| 1   | time    | 100.00   | 60.00    | 40.00  | 30.00   | 20.00   | 12.00 |
| 26  | times   | 95.00    | 57.00    | 38.00  | 28.50   | 19.00   | 11.40 |
| 52  | times   | 90.00    | 54.00    | 36.00  | 27.00   | 18.00   | 10.80 |
| 156 | ti mes  | 85,00    | 51.00    | 34.00  | 25.50   | 17.00   | 10.20 |
| 260 | times   | 80.00    | 48.00    | 32.00  | 24.00   | 16.00   | 9.60  |
| 520 | times   | 75.00    | 45.00    | 30.00  | 22.50   | 15.00   | 9.00  |
| (*  | One     | minute   | or 35 w  | ord ch | ain bro |         | 0.00  |
|     |         |          |          |        |         |         |       |

(\*) One minute or 35 word clain breaks.

RECORDED PROGRAMS

Regular time charges apply to recorded programs.

Not restricted to certain bours.

Rates on application. All talent will be engaged and paid by the station unless otherwise agreed in writing, and the cost billed to the advertiser.

REMOTE CONTROL

Station is completely equipped to handle remote control broadcasts.

Centract and Other Requirements

Station manager's decision in all censorship is final.

No contract accepted for more than one year.

Closing Time

Final clinking one week in advance.

Closing dates three weeks in advance if program is to be included in publicity releases. Talent and recorded programs close three weeks in advance.

Machanical Program Equipment

Equipped to handle programs by electrical transcription, using double turn-tables either 33-1/8 or 78 r.p.m. for vertical and lateral out recordings.

Personnel

Station & Com'l Mgr.—A. K. Radmond.

Representatives

John Blair & Company.

WKBO (Established 1921)



Rates effective May 1, 1942. (Card No. 7.)

Bates effective May 1, 1942. (Card No. 7.)

(Iwned and operated by the Keystone Broadcasting Corporation.

Business Office and Studio—31 N. Second Street, Harriaburg, Pennsylvania, telephone 40191.

Transmitter—Penn Harris Hotel, Third and Walnut Streets. Harriaburg, Pennsylvania.

Wave—Pewer—11me
Operating power—250 watts.
243.9 meters; 1230 kilocycles.

Licensed to operate unlimited time.
Operates on Eastern War Time.
Operating schedule: 6:55 a.m. to 1:00 a.m.

Agency Commission
Agency Commission
15% to recognized advertising agencies; no cash discount. No discounts on talent, remote facilities. C. Invoices due 20th of month following broadcast
General Advertising
NOTE: Just as this issue was going to press we received a new rate card (No. 8), effective May 1, 1945.
Complete changes will be announced on the first rate builletin to this issue.

For combination rates see listings of National Broad-

Broadcasting System.

CLASS "A"

For combination rates see listings of National Broadcasing Company (Basio Supplementary) and Mutual
Broadcasting Rystem.

(6:00 p.m. to 11:00 p.m.)

1 18 26 52 104 156 260

11. ti. ti. ti. ti. ti. ti. ti.

1 hr. 125.00 120.00 115.00 110.00 105.00 100.00 90.00

1/2 hr. 75.00 72.50 70.00 67.50 65.00 62.50 57.50

1/4 hr. 47.50 46.00 44.50 43.00 41.50 40.00 85.00

5 min. 27.50 26.50 25.50 24.50 28.50 22.50 20.00

CLASS "B"

(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to

1 hr. 85.00 81.00 77.00 78.00 69.00 65.00 57.00

1/2 hr. 55.00 55.00 51.00 49.00 47.00 45.00 40.00

1/4 hr. 35.00 83.75 32.50 81.25 80.00 27.50 25.00

1/4 hr. 35.00 83.75 32.50 81.25 80.00 27.50 25.00

1/4 hr. 35.00 83.75 32.50 81.25 80.00 27.50 25.00

1/4 hr. 35.00 83.75 32.50 81.25 80.00 27.50 25.00

1/4 hr. 35.00 83.75 32.50 81.25 80.00 27.50 25.00

1/4 hr. 35.00 83.75 32.50 81.25 80.00 27.50 25.00

1/4 hr. 35.00 83.75 32.50 81.25 80.00 27.50 25.00

1/4 hr. 35.00 83.75 32.50 81.25 80.00 27.50 25.00

1/4 hr. 35.00 7.00 6.50 6.00 6.00 6.00

1/4 hr. 35.00 7.00 6.75 6.50 6.00 6.00

1/4 hr. 35.00 7.00 6.75 6.50 6.25 5.75 5.00

30 word or one minute transcription... 7.25 7.00 6.75 6.50

10 hreak. 8.00 7.75 7.50 7.25 7.00 6.80 6.00

125 words or one minute transcription... 7.55 7.00 6.75 6.50

125 words or one minute transcription... 7.55 7.50 7.25 7.00 6.80 6.00

125 words or one minute transcription... 7.55 7.50 7.25 7.00 6.50 6.00

125 words or one minute transcription... 7.55 7.50 7.25 7.00 6.80 6.00

125 words or one minute transcription... 7.55 7.50 7.55 5.00 6.50 6.00

125 words or one minute transcription... 7.55 7.50 7.25 7.00 6.75 6.50

125 words or one minute transcription... 7.55 7.50 7.55 5.00 6.50 6.00

125 words or one minute transcription... 7.55 7.50 7.55 5.00 6.50 6.00

125 words or one minute transcription... 7.55 7.50 7.50 7.55 6.00 6.00

125 words or one minute transcription... 7.55 7.50 7.50 6.75 5.50 6.00 6.00

125 words or one minute transcription... 7.55 7.50 7.50 6.50 6.50 6.00

125 words or one minute transcription... 7.55 7.50

Personal calls on trade, newspaper publicity, letters to trade.

Contract and Other Requirements
Alcoholic beverages not accepted excepting beer and wins.

Price quoting allowed. Station reserves the right to censor copy. Maximum contract term, one year. Contracts aubject to station management's approval, government regulations and network priority. Program contracts and announcement contracts may not be combined to earn higher discounts.

Ciosing Time
Rive days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double turn-tables, both 38-1/3 and 78 r.p.m.

Personnel
Station Executive—Clair R. McCollough.

Station Executive—Clair B. McCollough. Station Manager—C. G. Moss. National Sales Manager—J. Robert Gulick. Representatives
Paul H. Raymer Company.

## HAZLETON (Luserne County)

WAZL



Rates effective January 1, 1944. (Card No. 8.)
Owned and operated by Hazleton Broadcasting Service. Inc.
Studio-Hazleton National Bank Building, Hazleton,
Pennsylvania, telephone 1488.
Other Studio-5-5 N. West Street. Shenandosh, Pa.
Transmitter-Broad and Laurel Streets. Hazleton, Pa.

## **HAZLETON**—Continued W A Z L—Continued

/ave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Operating schedule: 6:55 a.m. to 1:00 a.m.

Operating schedule: 6:35 a.m. to 1:00 a.m. Agency Commission
Agency commission 15% to recognized advertising agencies; no cash discount. No discounts on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

General Advertising
For combination rates see National Broadcasting
Company (Basic Supplementaries) and Mutual Broadcasting System. OT 100 1111

|           | CLASS A |       |       |        |       |       |       |
|-----------|---------|-------|-------|--------|-------|-------|-------|
|           | (6:00   | p.m.  | to 11 | :00 p. | m.)   |       |       |
|           | 1       | 18    | 26    | 52     | 104   | 156   | 260   |
|           | ti.     |       | ti.   |        | ti.   | t1.   | t1.   |
| 1 hour    | 90.00   | 85.50 | 81.00 | 77.00  | 73.00 | 69.25 | 65.00 |
| 1/2 hour  | 55.00   | 52.50 | 50.00 | 47.50  | 45.00 | 42.50 | 37.00 |
| 1/4 hour  | 35.00   | 83.50 | 82.00 | 30.50  | 29.00 | 27.50 | 22.50 |
| 5 minutes | 18 00   | 17.50 | 17.00 | 16.50  | 16.00 | 15.25 | 14.25 |
|           | 20.00   |       |       |        |       |       |       |

(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

1 hour... 60.00 p.m. and 11:00 p.m. to 7:00 a.m.)

1 hour... 60.00 57.50 55.00 52.50 50.00 47.50 40.00 1/2 hour... 40.00 38.00 36.00 34.00 32.00 30.00 25.00 1/4 hour... 27.50 26.25 25.00 28.75 22.50 21.00 17.50 5 minutes. 12.25 11.75 11.25 10.75 10.25 9.75 9.00 To earn discounts, programs must be used within twelve month period.

ANNOUNCEMENTS (After 6:00 p.m.)

|                           | i<br>ti.  | 13<br>ti.      | 26<br>t1. | 52<br>ti. | 104<br>t1. | 156<br>ti. | 260<br>ti. |
|---------------------------|-----------|----------------|-----------|-----------|------------|------------|------------|
| 125 words or<br>scription | one r     | ninute<br>6.25 | tran-     | 5.75      | 5.50       | 5.25       | 4.75       |
| 50 words or<br>scription  | 1/2  m    | inute          | tran-     |           |            |            |            |
| 30 word chai              | n<br>5.35 | 5.15           | 4.95      | 4.75      |            |            |            |
|                           | - (1      | iefor e        | 6:00 g    | ).m.)     |            |            |            |

125 words or one minute transcription 5.00 4.80 4.60 4.40 4.20 4.00 8.60 50 words or 1/2 minute transcription 3.75 8.60 8.45 8.80 8.15 8.00 2.75 80 word chain break... 4.15 4.00 8.85 8.70 8.55 8.40 8.00 To earn discounts, announcements must be used within twelve month period.

POLITICAL ADVERTISING
One time rate applies; cash in advance.

TALENT
Routine talent available Special lists available to advertisers upon request.

REMOTE CONTROL
Remote work can be handled at any time, cost depending on line cost and installation fees.

SERVICE FACILITIES
Personal calls on trade, newspaper publicity, letters to trade.

to trade.

Contract and Other Requirements
Alcoholic beverages not accepted excepting beer and
wine.

Price quoting allowed Station reserves the right to
censor copy. Maximum contract term, one year. Contracts subject to station management's approval, government regulations and network priority.

Program contracts and announcement contracts may
not be combined to earn higher discounts.

Claims Five days in advance.

Closing Time Five days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double turn-tables, both 88-1/8 and 78

Personnel

pronnel Station Executive—Clair R. McCollough. Station Manager—Victor C. Diehm. National Sales Manager—J. Robert Gulick.

Representatives
Radio Advertising Company.

## **JOHNSTOWN**

(Cambria County) WJAC (Established 1925)



Rates effective October 1, 1940. Owned and operated by WJAC, Inc.

Business Office and Studio—Tribune Annex Building Locust St., Johnstown, Pa., telephone 24-361.

Locust St., Johnstown, Pa., telephone 24-361.
Transmitter—Tribune Bildg., Johnstown, Pa.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Operating schedule: Sundays 7:45 a.m. to 12:05 a.m.,
week days 7:00 a.m. to 12:05 a.m.

ween cases (190 a.m. to 12:05 a.m.

Agency Commission

Agency commission 15% on net charges for station
facilities to recognized advertising agencies. No commission on program costs or production charges. No
cash discount.

Genera: Advertisine
For combination rates see listing of National Broadcasting Company (Basic Supplementaries).

Phe foilowing rates are for national advertising.

After 6:00 p.m.)

|           | 4 E1.  | 13 ti.     | 26 tl. | 39 ti. | 52 ti. |
|-----------|--------|------------|--------|--------|--------|
| a nour    | 100.00 | 95.00      | 90.00  | 85.00  | 80.00  |
| 1/2 hour  | 65.00  | 61.75      | 58.50  | 55.25  | 52.00  |
| 1/4 hour  | 40.00  | 38.00      | 36.00  | 34.00  | 32.00  |
| 5 minutes | 25.00  | 23.75      | 22.50  | 21.25  | 20.00  |
| l minute  | 9.00   | 8.55       | 8.10   | 7.65   | 7 20   |
|           | - (1   | Before 6:0 | o.m.   |        |        |
| 1 hous    | 75.00  | 71.25      | 67.50  | 64.25  | 60.00  |
| 1/2 hour  | 45.00  | 42.75      | 40.50  | 38.25  | 36.00  |
| 1/4 hour  | 30.00  | 28.50      | 27.00  | 25.50  | 24,00  |
| 5 minutes | 20.00  | 9.00       | 18 00  | 17 00  | 16.00  |
| l minute  | 8 00   |            | 7.40   | 5.10   | 4 80   |
|           | SPECI  | AL WEEK    | LY RAT | ES     |        |

39 wks. 70.00 65.00 63.00 52 wks. 65.00 60.00 58.00 1 hour: 3 weekly. 5 weekly. 6 weekly. 1/2 hour: 3 weekly... 5 weekly... 6 weekly... 1/4 hour; 3 weekly, 5 weekly, 6 weekly 33.00 30.00 28.00 5 minutes: 3 weekly 5 weekly 6 weekly 20 50 19.00 18.50

minute: weekly. weekly. weekly. (Before 8:00 n.m.) 1 hour: 61.00 56.00 54.00 3 weekly ...... 5 weekly ...... 6 weekly .....

30.00 27.00 25.00 27.03 24.00 22.00 24.00 22.00 21.00 22.00 20.00 19.00 20.00 18.00 17.00 16.00 15.00 5 minutes: 3 weekly. 5 weekly. 6 weekly. 16.00 15.00 12.00 11.00 10.00 13.00 12.00 11.00

mbination of

5% is allowed.

POLITICAL ADVERTISING

One time station rate applies.

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply to transcription programs

Not restricted to certain hours. TALENT

Rates on request.

1 minute

REMOTE CONTROL

Facilities available for handling remote control from any point. Cost depending on line cost and installation fee.

tion fee.

SERVICE FACILITIES

Services of program and continuity department, as well as announcing staff in securing talent, arranging and presenting program, together with fees charged for broadcasting by owners of muelc copyrights, are included without charge. Merchandising service—details on request.

Contract and Other Requirements

Musical program rates are for the facilities of the
station only; talent is extra.

All programs are subject to approval by the station

Closing Time
All programs close one week in advance of broadcast,
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. deable turn-tables.

Personnel Pres. & Gen'l Mgr .- J. C. Tully.

Representatives

Headley-Reed Company.

# LANCASTER

(Lancaster County)

WGAL (Established 1923)





Rates effective May 1, 1942, (Card No. 7.) Owned and operated by WGAL, Inc. Business Office and Studio-Eight West King St., Lancaster, Pa., telephone 5259.

Transmitter-8 West King St., Lancaster, Pa.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—automatic crystal control.)
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Operations on Eastern War Time.
Operations chedule: 6:55 a.m. to 1:00 a.m.
Agency commission 15% to recognized advertising agencies; no cash discount. No discounts on talent, remote facilities, etc. Invoices due 20th of month following broadcast.
General Advertising
NOTE: Just as this issue was going to press we received a new rate card (No. 3), effective May 1, 1945. Complete changes will be atnounced on the first rate builletin to this issue.
For combination rates see listings of National Broad-

Complete changes will be arnounced on the first rate bulletin to this issue.

For combination rates see listings of National Broadcasting Company (Basic Supplementary) and Mutual Broadcasting System.

(6:00 p.m. to 11:00 p.m.)

1 18 28 52 104 156 260

11 hour. 10:00 95:00 90:00 85:00 80:00 75:00 87:50

1/4 hour. 65:00 62:50 80:00 57:50 55:00 52:50 47:00

1/4 hour. 65:00 62:50 80:00 57:50 55:00 52:50 47:00

1/4 hour. 10:00 83:50 37:00 85:00 34:00 83:50 37:50

CTLASS "B"

(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

1 hour. 70:00 66:00 62:00 58:00 54:00 50:00 42:00

1/4 hour. 30:00 83:75 27:50 82:52 52:50 22:50 20:00

5 minutes 14:00 13:50 13:00 12:50 12:00 11:50 10:50

To earn discounts, programs must be used within twelve month period.

ANNOUNCEMENTS

ANNOUNCEMENTS
(After 6:00 p.m.)

125 words or one minute transcription 8.50 8.25 8.00 7.75 7.50 7.00 6.00

50 words or 1/2 minute transcription 6.40 6.15 5.90 5.65 5.40 4.96 4.25

30 word chain break... 7.00 6.75 6.50 6.25 6.00 5.50 5.00 (Before 6:00 p.m.)

125 words or one minute transcription 6.75 5.50 5.25 5.00 4.75 4.56 4.00 50 words or 1/2 minute transcription 4.30 4.15 4.00 8.85 8.70 8.85 8.00 50 word chain break... 4.75 4.60 4.45 4.30 4.15 8.85 8.50 To earn discounts, announcements must be used within twelve month period. POLITICAL ADVERTISING One time rate applies: cash in advance.

\*\*TALENT\*\*

Koultine talent available. Liet of talent and prices on request.

\*\*REMICTE\*\* (ONTRO).

REMOTE CONTROL

Remote work can be handled at any time. The cost depending on line cost and installation fee.

NERVICE PACILITIES

Personal cails on trade, newspaper publicity, letters to trade.

Contract and Other Requirements

Alcoholic beverages not accepted excepting beer and wime.

Alcoholic beverages not accepted excepting beer and wins.

Price quoting allowed. Station reserves the right to censor copy. Maximum contract term, one year. All contracts subject to station management's approval, government regulations and network priority. Program contracts and announcement contracts and announcement contracts and announcement expenses on the combined to carn higher discounts. Closing Time

Five days in advance.

Mechanical Program Equipment

Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Nation Executive—Clair R. McCollough.

National Sales Manager—J. Rebert Gulick.

Representatives

Paul H. Raymer Company.

## **LEWISTOWN** (Mifflin County)

WMRF

(Established 1941)



## PENNSYLVANIA—Cont'd

## LEWISTOWN—Continued

WMRF—Continued

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency com-

chancai costs. Charges not subject to agency commission.

Contract and Other Requirements
Advertising of light wines and beer accepted. Contracts subject to cancellation by four weeks written
notice accompanied by certified check at short rate
to date of last program.

Contracts close one week in advance of first broadcast. Announcement copy and transcriptions close 24
hours in advance. Talks close 48 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 88-1/3 and 78 r.p.m. turn-tables for
lateral and vertical cut recordings.

General Manager—Thomas W. Metager. Representatives
Burn-Smith Company, Incorporated.

## **NEW CASTLE**

(Lawrence County) WKST (Established 1988)

(Established 1988)

Rates effective April 1, 1945. (Card No. 4.)
Card received April 11, 1945.
Owned and operated by WEST, Inc.
Business Office and Studio—Scottish Bite Cathedral
Bldg., New Castle, Pa., telephone 5050.
Transmitter—3-1/2 miles southeast of New Castle,
Pennsylvania.
Wave—Pewer—Time
Operating power—1,000 watts.
234.4 meters; 1280 kilocycles.
Licensed to operate unlimited time.
Operating schedule: 7:00 a.m. to 1:00 a.m.
Agency Cemmissies
Agency commission 15% to recognized advertising
agencies. Cash discount 2% of net—10 days from invoice date. Invoices mailed 1st of month.
General Advertising

agencies. Cash discount 2% of net—10 days from invoice date. Invoices mailed lat of month.

General Advertising

For combination rates see Mutual Broadcasting Sys-

|             |          | CLASS    | S "A"   |        |         |       |
|-------------|----------|----------|---------|--------|---------|-------|
|             | (6;00    | p.m. to  | 10:30   | p.m.)  |         |       |
|             | l ti.    | 13 ti.   | 26 t1.  | 52 ti. | 104 ti. | (*)   |
| 1 hour      | 100.00   | 95.00    | 90.00   | 85.00  | 80.00   | 75.00 |
| 1/2 hour    | 60.00    | 57.00    | 54.00   | 51.00  | 48.00   | 45.00 |
| 1/4 hour    | 40.00    | 38.00    | 36.00   | 34,00  | 32.00   | 30.00 |
| 5 minutes   | 20,00    | 19.00    | 18.00   | 17.00  | 16.00   | 15.00 |
| l minute el | ectrical | transcri | ption o | or     |         |       |
| 125 words   | 10.00    | 9.50     | 9.00    | 8.50   | 8.00    | 7.50  |
|             |          | CLASS    | "B"     |        |         |       |
| (9:00 a.    | m. to    | 6:00 p   | .m. 4   | nd 10: | 30 p.m. |       |
|             | 1        | to 11:00 | p.m.)   |        |         |       |
| l hour      | 70,00    | 66.50    | 63.00   | 59.50  | 56.00   | 52.50 |
| 1/2 hour    | 42.00    | 39.90    | 37.80   | 35.70  | 33.60   | 31.50 |
| 1/4 hour    | 28.00    |          | 25.20   | 23.80  | 22.40   | 21.00 |
| 5 minutes   | 14 00    | 12 20    | 19 80   | 11 00  | 11 90   | 10 50 |

| 1/2 hour     | 42.00   | 39.90    | 37.80   | 35.70 | 33.60   | 31.50 |  |
|--------------|---------|----------|---------|-------|---------|-------|--|
| 1/4 hour     | 28.00   | 26,60    | 25,20   | 23.80 | 22,40   | 21.00 |  |
| 5 minutes    | 14.00   | 13.30    | 12.60   | 11.90 | 11.20   | 10.50 |  |
| l minute ele | ctrical | transcri | ption ( | or    |         |       |  |
| 125 words    |         | 6.65     |         | 5.95  | 5.60    | 5.25  |  |
|              |         | CLASS    | Ç       |       |         |       |  |
| (Sign-on     | to 9:   |          |         | 11:00 | p.m. to | 0     |  |
| _            |         | sign-    |         |       | -       |       |  |
| 1 hour       | 40.00   | 20 00    | 96 00   | 24 00 | 29 00   | 20 00 |  |

All talent is contracted and paid for by the advertiser.

REMOTE CONTROL

Programs originating from points outside of station's studies are subject to line installation and rental. Estimates on request.

Merchandising department provides complete service including Air Plugs. Newspaper, Bus and Car advertising, and Distributor Contacts.

Service and Other Requirements between the contract and Other Requirements beer and wine advertising accepted.

Musical program rates are for the facilities of the station only; talent is extra. Preferred position governed by priority and availability on contract basis. Maximum length of contract one year. No blanket contracts accepted. All contracts subject to cancellation unless the program starts within 60 days. Station reserves the right to eliminate all parts of programs or announcements which do not comply with the governmental regulations, NAB code of ethics and standards of the station. It is understood in event of cancellation advertiser will be short rated according to actual broadcasts used.

Closing Time one week in advance of service if program is to be included in publicity releases.

Continuity must be submitted at least 24 hours in advance of broadcast.

advance of proguest.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turn-tables
for lateral cut recordings.

Tor lateral cui reconsular.

Personnel General Manager—S. W. Townsend.

Station Manager—A. W. Graham.

Regresentatives

Spot Sales, Inc.

## **NEW KENSINGTON**

(West Morland County)

WKPA
(Established 1940)

(Established 1940)

Rates effective February 1, 1942.
Owied and operated by the Allegheny-Kiski Broadcasting Company.

Business Office and Studio—810 5th Avenue, New Kensington, Pennsylvaria.
Transmitter—Glassmers, Pennsylvania.

Wave—Power—Time
Operating power—250 watts daytime.
250.9 meters; 1150 killsycles.
Licensed to operate daytime on a regional channel.
Operates on Eastern War Time.
Actual operating schedule: Sundays 10:00 a.m. to local sunset. Week days 7:00 a.m. to local sunset.
Agency Commission
Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Bills rendered first time of broadcast and due 20 days after broadcast.

General Advertising
Rates include charges by owners of music copyrights.

| The<br>1 | following<br>hour |     |     |     |      |   | g.<br>55.00 |
|----------|-------------------|-----|-----|-----|------|---|-------------|
| 1/2      | hour              |     |     |     |      |   | 80.00       |
| 1/4      | hour              |     |     |     |      |   | 20.00       |
| 5        | minutes           |     |     |     |      |   | 9.00        |
|          |                   | ANN | OUN | CE  | ENTS |   |             |
| 1        | minute            |     |     |     |      |   | 5.00        |
| 100      | words             |     |     |     |      |   | 4.50        |
| 50       | words             |     |     |     |      | *************************************** | 4.00        |
|          |                   | D   | ISC | auo | TS.  |   |             |
|          |                   |     |     |     |      |   |             |

DISCOUNTS

Frequency discounts are based on number used during a 12 month period and become effective from beginning of service. Announcements and programs of discount. Discounts are to be combined for frequency discount. Discounts are to be computed as follows:

18 times. 5% 104 times. 20% 25 times. 10% 300 or more times. 25% 52 times. 10% 300 or more times. 25% SPECIAL FEATURES

News, baseball and football scores cold at 5 minute rate plus cost of obtaining scores or news.

Regular rates apply.

Regular rates apply.

Transcription library service available.

Talkent

Kates on request.

Hates on request.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. Mobile unit available.
Centract and Other Requirements
Advertising of alcoholio beverages accepted. All rates are guaranteed one year from the starting date of contract, but no contract can extend beyond one year from the starting date. Interruption in continuous service necessitated by broadcasting events of public importance will not affect advertisers' rights to rebates.

importance was bates.
Dates.
Closing Time
Contracts close one week in advance of first broadcast.
Announcement copy, transcriptions and talks close 24 hours in advance.

Perconnal

hours in europe Personnel
General Manager—Edward J. Kroen.
Representatives
Cox and Tana.

## PHILADELPHIA

(Philadelphia County)

KYW
(Established 1931)

Rates effective March 15, 1944. (Card No. 3-A.)
Owned and operated by Westinghouse Radio Stations,
Inc.

Nates effective March 10, 1944. (Card No. 3-A.)
Owned and operated by Westinghouse Radio Stations,
Inc.
Business Office and Studio—1619 Walnut St., Philadelphia, Pa., Locuet 8760.
Transmitter—Whitemarsh Township, Pennsylvanis.
Wave—Power—Time
Operating power—50,000 watts.
283.0 meters; 1060 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Agency Commission
Agency commission
Agency commission 15% to recognized advertising
agencies on net charges for station time. No commission on program charges. No cash discounts.
Bills due and payable when rendered.
General Advertising
Commitments made prior to the effective date of card will he completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after March 15, 1964, at card rates for the unexpired portion of such commitments on the effective date of such new contracts. In the absence of such election, rates in effect immediately preceding the effective date of rate card will apply to extension of said commitments for any period or periode up to and including March 14, 1945, for the same series continuously used. Bates on the eard are applicable to all new broedcast series ordered on and after the effective date of the rate card.

The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be prejudiced if he is required by the station to relinquish the time or times specified in his contract and the contract is cancelled for this reason. For combination rates see listing of National Broadcasting Company (Basic Network).

The following rates include charges by owners of music copyrights.
Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

(5:00 p.m. to 10:30 p.m.)

880.00

CLASS ''D''
(12:00 midnight to 9:00 s.m.) nour midnight to 9:00 s.m.)
hour hour minutes minutes 88.00 59.00 49.00 80.00

5 minutes SULASS 'E' SO.00
CLASS 'E' SERVICES
Musical Clock—Broadcast prior to 9:00 a.m., Monday

Musical Clock—Broadcast prior to 9:00 a.m., Anonay through Saturday.
Radio Night Club—Broadcast after 11:00 p.m.
Program costs include transcriptions and/or records.
Talent is extra.
The following rates apply to either Musical Clock or Radio Night Club: Time Cost Program Cost

Per participation..... 50.00 47.50 45.00 42.50 40.00 87.58 (\*) 300 or more times.

## PHILADELPHIA—Continued

## K Y W-Continued

REMOTE CONTROL

RALENT

Additional charges are made for programe originating outside of the station's studios, and for programs requiring special production

SERVICE FACILITIES

Services of the station's program department, staff announcers and staff engineers in arranging and presenting programs, are included without extra charge, excepting in the event citent specifice a particular announcer or except where a fee is required by any governing labor organization.

Contract and Copy Hequirements

All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations. All programs are subject to approval of the station.

Time of broadcast subject to change to other periods are scheduled in time set aside for network use. Independent announcements may be moved to other periods faviatible and as arranged by station manager on 24 hours' notice.

Closing Time

Closing date is two weeks in advance of initial program, and program material rust be arranged one week in advance of broadcast. No changes within two days preceding broadcast.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcription, using lateral and vertical 78 and 38-1/8 r.p.m.
turn-tables.

Personnel

Manager—Leslie Joy. Sales Manager—J. S. de Russy. Representatives
National Broadcasting Company, Inc.

WCAU

# (Established 1922)

Rates effective July 1, 1944.

Owned and operated by WCAU Broadcasting Co.
Business Office and Studio—WCAU Building, 1622
Chestnut St., Philadelphia, Pa., Locust 7700.
New York Office—Suite 1501, 485 Madison Ave.,
Wickersham 2-2000.
Transmitter—alcorestown Township, N. J.

Transmitter—Moorestown Township, N. J.

Wave—Power—Time
Operating power—50,000 watts.
247.9 meters; 1210 kilocycles.
Licensed to operate full time on national cleared channel. Operates on Eastern War Time.

Agency Commission 15% to recognized advertising agencies. No cash discount.

Seneral Advertising
For combination rates see listing of Columbia Broadcasting System (Basto Network).
(6:30 p.m. to 10:30 p.m. week days and 6:00
p.m. to 11:00 p.m. Sundays)

| • 5  | minutes       |              |            | 100.00   |
|------|---------------|--------------|------------|----------|
|      |               |              |            | · 100.00 |
|      |               | о 6:30 р.ш   |            | p.m. to  |
|      | 11:00 p.m. we | ek days and  |            | to 6:00  |
|      |               | p.m. Sunda   |            |          |
| 1    | hour          |              |            |          |
| 1/2  | hour          |              |            | 200.00   |
| 1/4  | hour          |              |            | 185.00   |
|      |               |              |            |          |
| 10   |               |              |            |          |
| • 5  | minutes       |              |            | 70 00    |
|      | (8:00 a.m. to | 6:00 p.m. w  | ek days. 8 | :00 a m  |
|      |               |              |            |          |
|      |               | Sundays a    |            | p.m. to  |
|      |               | 11:15 p.m. d | aily)      |          |
| 1    | hour          |              |            | 250.00   |
| 1 10 |               |              | *********  |          |
|      |               |              |            |          |

| 1/2 | hour                                   | 150.00 |
|-----|--|--------|
| 1/4 | hour                                   | 100.00 |
| íó  | minutes                                | 75.00  |
| *5  | minutes                                |        |
| -9  | minutes.                               | 50.00  |
|     | (11:15 p.m. to 1:00 a.m. and 6:00 a.m. |        |
|     | to 8:00 a.m. daily)                    |        |
| 1   | hour                                   | 165.00 |
| 1/2 | hour                                   | 100.00 |
| 1/4 |  |        |
|     | hour                                   | 65.00  |
| 10  | minutes                                | 50.00  |
| *5  | minutes                                | 85.00  |
|     | (1:00 a.m. to 6:00 a.m. daily)         | 00,00  |
| 1   | hour                                   | 75.00  |
| 1/2 | hour                                   | 45.00  |
| 74  | hour                                   | 90.00  |

| 1   | hour                                  | 700.00 |
|-----|---------------------------------------|--------|
| 1/2 | hour                                  | 400.00 |
| 1/4 | hour                                  | 250.00 |
| 10  | minutes                               | 200.00 |
| 5   | minutes                               | 150.00 |
| Six | times per week (Monday through Saturd | ay):   |
|     | (1:00 a.m. to 6:00 a.m.)              |        |
| 1   | bour                                  | 280.00 |
| 1/2 | hour.                                 | 160.00 |

| Five times per wee | k (Monday th | rough Friday): | 0  |
|--------------------|--------------|----------------|----|
| 1 hour             |              | 2,000,0        | 10 |
| 1/2 hour           |              |                |    |
| 1/4 hour           |              |                |    |
| 10 minutes         |              | 600.0          | 00 |
| 5 minutes          |              | 400.0          | 10 |
| Five times per wee | k (Monday th | rough Friday): |    |

|     | 11:00 p.m.)                             | 10             |
|-----|---|----------------|
| 1   | hour                                    | 1,340.00       |
| 1/2 | hour                                    | 800.00         |
| 1/4 | hour                                    | 540.00         |
| 10  | minutes                                 | 400.00         |
|     | minutes                                 | <b>28</b> 0.00 |
| Fi  | re times per week (Monday through Frida |                |
|     | (8.00 am to 8.00 nm and 11.00 nm        | to.            |

|    | (0.  | .uu  | #. III. | w   | 0.00 D.    |                   | 11:00      | р.ш.      | 10      |
|----|------|------|---------|-----|------------|-------------------|------------|-----------|---------|
|    |      |      |         |     | 11:80      |                   |            |           |         |
|    | 1 b  | our. | ******* |     |            | **********        | ********** |           |         |
| 1/ | '2 h | our. |         |     |            |                   |            |           | 600.00  |
| 1/ | 4 h  | our. |         |     |            | ***************** |            |           | 400.00  |
| 1  | 0 m  | inu  | tes     |     |            |                   |            |           | 800.00  |
|    | 5 m  | inu  | tes     |     | ********** |                   |            | ********* | 200.00  |
| St | atio | n b  | reak    | ann | ounceme    | nts limi          | ted to     | 80 wc     | rds liv |
|    |      |      |         |     | serintion  |                   |            |           |         |

day); aix times per week:
(6:80 p.m. to 10:30 p.m.) 

CHANGES TARE THE HIGHER FAIL.

SPECIAL FEATURES

For Women Only "--Woman's participating program broadcast mornings and afternoons. Monday through Friday. Copy limited to approximately 1-1/2 minutes. To obtain frequency rate broadcasts must be made within one year.

15. 26 ti. 52 ti. 104 ti. 208 ti.

Per participa
75.00 71.98 77.50 87.50

agency commission.

REBATES

A rebate will be allowed the advertiser for total number of units of broadcasting within 52 weeks. This rebate will be given when earned, as shown on the following rebate schedules. If a contract is continued without interruption, at the end of 52 weeks the advertiser will earn a rebate not less than the one already established during the preceding year. Announcementa, participations in the For Women Only program and programs of five minutes or more cannot be combined to earn larger rebates. Weekly strip units in different classifications cannot be combined for rebate purposes.

Weekly strip basis:

28 weeks. 5% 208 weeks. 20% 52 weeks. 10% 312 weeks. 25% 104 weeks. 15%

More than one unit a week may accumulate to earn the above.

above, time hasis: times......

An auditorium studio seating 250 is available for visual broadcasts at an additional charge of 15.08. TALENT

Rates on request. A fee of 10% of the gross time cost is charged on recording and transcription.

Talent, recording and transcription quotations are

Talent, recording and transcription quotations are net.

Contract and Other Requirements
Irogram rates are for the facilities of the station only; talent is extra.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Lateral or vertical cut recordings can be used.

Personnel

Commercial Manager—Alex Rosenman.

Commercial Manager—Acca Branch Office New York—485 Madison Avenue. Representatives Chicaço—Virgil Reiter & Company. Boston—Bertha Bannan. Pacific Coast—Paul H. Raymer Company.

# WDAS



Rates effective September 1, 1940. (Card No. 8.) Hates effective September 1, 1940. (Card No. 8.)

Owned and operated by WDAB Broadcasting Co., Inc.

Business Office and Studio—1211 Chestnut Street.

Philadelphia. Pa., Locust 7400.

Transmitter—Woodside Park, Philadelphia, Pa.

Wave—Puwer—11me

Operating power—250 watts.

(100% modulation, automatic frequency control.)

214.3 meters; 1400 kilocycles.

Licensed to operate full time

211.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Agency Commission
Agency commission
Agency commission 15% on station time charges to recognized agencies. Cash discount none. Bills payable weekly.
General Advertising
The following rates are for national advertising and do not include talent charges.
Announcements cannot be grouped with period programs for frequency discount on group rates or special features.

(TLASS "A"

SPECIAL FEATURES News and weather reports—rates on request.
Time Signals: Three announcements per day (25 words) excepting Sunday, before 8:00 p.m. 45.00. Five announcements per day (25 words) excepting Sunday, before 8:00 p.m. 70.00.
Merry-Go-Round, Jr.; 100 word announcements, each 5:00; 1 minute, each 6:00. Merry-Go-Round, Sr.; 160 word announcements, each 7:00 word announcements, each 9:00. Comhination rate, 190 words 10:00; 1 minute 12:00

Bits of the Day: 110 words 7.50; 1 minute 9.00.
POLITICAL PROGRAMS
Rates on request.
RELIGIOUS PROGRAMS
Raises on request.
FOREIGN LANGUAGE PROGRAMS
Limited to Jewish, Italian. Slovak and Polish. Class
"A" rates apply regardless of time of broadcast.
ELECTRICAL TRANSCRIPTIONS
Will accept electrical transcriptions or records at any
hour at regular rates.
TALENT
Rates on request.

nour at regular rates.

Rates on request.

REMOTE CONTROL

Facilities for handling programs originating outside studies. Rates for outside pick-upe on request.

SERVICE FACILITIES

Station maintains an Arright Bureau and Program Department which is available to advertisers.

Contract and Other Requirements
Rates do not include cost of taient.

The advertiser will be charged with the cost of programs arranged by the station subject to the advertiser's requirements and approval. The advertiser's contract shall indicate the maximum amount to be expended. Station reserves the right to eliminate without notice or consent all parts of the programs which it may consider contract to the programs which it may consider contract to the program waterial is subject to federal, state or municipal decisions, laws and regulations, now and hereafter made and in force.

(This listing continued on next page)

## PENNSYLVANIA—Cont'd

## PHILADELPHIA—Continued W D A S-Continued

Closing Time

Closing Time
Three days in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
for vertical or lateral cut records.

ersonnei Fresident—Alexander W. Dannenbaum Vice-Pres. & Gen'l Mgr.—P. J. Stanton. Commercial Manager—Charles Stahl.

Epresentatives
Chicago and West—Forjoe & Company.

# WFIL (Established 1922)

Rates effective September 15, 1944. (Card No. 16.)
Operated by WFIL Broadcasting Company,
Studio—18th floor Widener Bidg., Philadelphia 7,
Pa., Rittenhouse 6900.
Transmitter—63rd Street and Schuylkill Biver, Philadelphia, Pennsylvania.

\*\*New—Power—Time\*
Operating power—1,000 watta.

\*\*100% modulation.)
533.4 meters; 550 kilocycles.
Operates on Eastern War Time.
Agency Commission
Agency commission 15% to recognized agencies on net charges for station time only. No cash discount.
Bills due and payable when rendered.

General Advertising For combination rates see American Broadcasting Company, Inc. (Basic Network) and Quaker Net-work.

For combination rates see American Broadcasting Company, Inc. (Basic Network) and Quaker Network. Rates include charges by owners of music copyrights. CLASS "A" (6:00 p.m. to 10:30 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti. 1 hour... 330.00 313.50 297.00 280.50 284.00 247.50 1/2 hour... 200.00 190.00 180.00 170.00 160.00 150.00 1/4 hour... 120.00 114.00 108.00 102.00 98.00 90.00 5 minutes 60.00 57.00 54.00 51.00 48.00 45.00 One minute electrical transcription or 100 words... 44.00 41.80 39.60 37.40 35.20 33.00 CLASS "B" (9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

1 hour... 200.00 190.00 180.00 170.00 161.00 150.00 11/4 hour... 120.00 114.00 108.00 102.00 96.00 90.00 1/4 hour... 200.00 191.00 102.00 96.00 90.00 1/4 hour... 72.00 68.40 64.80 61.20 57.60 54.00 55 minutes 36.00 34.20 32.41 30.60 28.80 27.00 One minute electrical transcription or 100 words... 24.00 22.80 21.60 20.40 19.20 18.00 CLASS "C" (11:00 p.m. to sign-off and before 9:00 a.m.)

1 hour... 132.00 125.40 118.80 112.20 105.80 99.00 CLASS "C" (11:00 p.m. to sign-off and before 9:00 a.m.)

1 hour... 80.00 76.00 72.00 68.00 58.40 56.00 1/4 hour... 80.00 76.00 70.00 68.00 58.40 58.00 58.00 1/4 hour... 80.00 76.00 70.00 68.00 38.40 36.00 58.00 1/4 hour... 80.00 76.00 72.00 68.00 38.40 36.00 58.00 1/4 hour... 80.00 155.00 14.40 13.60 12.80 12.00 ANNOUNCEMENTS

Announcements at station breaks adjacent to higher classifications are charged at rate of higher classifications are charged at rate of higher time classifications are charged at rate of higher time classifications are charged at rate of higher classifications are charged at rate of higher time classifications are charged at rate of higher time classifications are charged at rate of higher classifications.

A Penny A Person Per Year! RECOMMENDED PROGRAMS

STATION REPORT Locotion: PHILA: Station: WOAS Frequency: 1400 kc. Power: 250 W RADIO FAMILIES PUNITY

|        | COUNTY                   |         |
|--------|--------------------------|---------|
| STATE  | PRIMARY COVERAGE         | 29,880  |
|        | Chester                  | 68.541  |
| Penna. | Montgomery               | 26.447  |
|        | Bucks                    | 77.844  |
|        | Delaware<br>Philadelphia | 487,715 |
|        | 1                        | 22,998  |
| 1      | Burlington               | 64.075  |
| N.J.   | Camden                   | 17.920  |
|        | Gloucester<br>Salem      | 10,198  |
|        | S EANILIES IN WOA        | 805,618 |
| RADI   | RIMARY AREA              | 3307    |
|        |                          |         |

2 One-minute spot announcements, Mondays through Saturdays, in each of the following programs: Merry-Go-Round, Jr. - 7 to 10 A.M. Merry-Go-Round, Sr. -- 2 to 4:30 P.M. WDAS Total Audience Rating Per Day For Above Programs: 3,6

Weekly Audience: 174,012 Radio Cost Per Day (4 announcements): Cost Per Week (24 announce. ments): \$144.00 Cost per Home per Week: 1/12 of 1c Cost per Year: \$1,728.00 Cost per Home per Year: 41/3c

Any way you figure it—Hooper—Crossley—Pulse of New York-Robinson's Radio Reckoneryou can reach your radio families in America's third largest market-over WDAS-on the basis of 4 pennies per family—a penny a person per year! Other low-cost, sales-producing availabilities include "Band Hotel" (12 Noon to 2 P.M.), "Hits of the Day" (6 to 7 P. M.), "Musical Hour" (11 A.M. to 12 Noon, and 11 P.M. to 12 Midnight), News On The Hour Every Hour.



policy or interest.

Length of copy may not exceed copy limits specified by the code of the National Association of Broad-

length of copy may not exceed copy simils appendiculate by the code of the National Association of Broadcasters.

Neither program periods nor announcement periods may be combined with corresponding services used by the same advertiser on the station's FM transmitter to earn larger discounts or for any other reason.

Time availabilities are quoted subject to station's approval of program, talent and commercial copy.

Closing Isme
thosing date is one week in advance of broadcast. No changes in broadcast material or facilities will be accepted later than 48 hours preceding program time. Mechanical Program Equipment
Equipment of handle programs by electrical transcription, using 33-197 servannel

Personnel

I'res. & Gen'l Mgr.—Roger W. Clipp.

Nales Director—John E. Surrick.

Representatives

The Katz Agency, Inc.

# WHAT (Established 1925)



Rates effective March 1, 1944. (Card No. 14.)

Nates effective March 1, 1944. (Card No. 14.)

Owned and operated by the Independence Broadcasting Company.

Business Office and Studio—539 Ledger Bldg., Seventh and Chestnut Sts., Philadelphia 6, Pa.

Transmitter—Hotel Philadelphia. Philadelphia, Pa.

ave—Power—Time

Operating power—100 watta.

223.9 meters; 1840 kilocycles.

Divides time with station WYEST.

Operates on Eastern War Time.

Operates on Eastern War Time.

Agency Commission 15% to recognized agencies on time rates only; no cash discount. Bills payable weekly.

General Advertising 1 28 52 104 208 312

26 t1.

Rates on request. TALENT
Rates on request. No discounts.

REMOTE CONTROL
Equipped to handle remote broadcasts. Subject to extra charges for line and mechanical costs.

SERVICE FACILITIES
Service of program department available in arranging and presenting programs.

# PHILADELPHIA—Continued

W H A T—Continued

WHA T—Continued

Contract and Other Requirements
Station reserves the right to eliminate all parts of programs which it may consider contrary to its policy or interest, without notice or consent. All program material is subject to federal, state or municipal decisions, laws and regulations now and hereafter made and in force. Rates do not include talent costs. Mechanical Frogram Equipment

Equipped to handle programs by electrical transcription, using 38-10 g nor grams by electrical transcription, using 38-10 g nor grams.

Personnel

Pres. & Gen'l Mgr.—William 4 g nor grams.

Personnel
Pres. & Gen'l Mgr.—William A. Banks.
Assistant General Manager—Dolly R. Banks.
Regional Radio Sales.

## WIBG (Established 1925)



Rates effective May 1, 1945. (Card No. 3.)

Owined and operated by Seaboaru Mauno Broadcasting Corporation.

Business Office and Studio—WIBG Bidg., 1425 Walnut St., Philadelphia 2, Pa., Rittenhouse 2300.

Transmitter—Whitemarsh Township, Pa.

Wave—Power—Time
Operating power—10,000 watts.
303.0 meters; 990 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operates No cash discount. Invoices mailed let of each month if contract is not paid in advance.
General Advertising
Discounts allowed retroactively on number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts.
Following rates are for national advertising.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days; 1:00
p.m. to 10:00 p.m. Sundays)

1 ti. 26 ti. 52 ti. 100 ti. 300 ti.
1 hour. 285.00 267.00 245.00 230.00 200.00
1/2 hour. 185.00 170.00 155.00 140.00 120.00
1/4 hour. 185.00 170.00 155.00 140.00 120.00
1/4 hour. 180.00 175.00 165.00 140.00 120.00
1/4 hour. 180.00 175.00 165.00 155.00 140.00
1/2 hour. 180.00 175.00 165.00 155.00 140.00
1/2 hour. 180.00 175.00 165.00 155.00 140.00
1/2 hour. 100.00 98.00 91.00 84.00 79.00
1/4 hour. 68.00 64.00 60.00 55.00 47.50
1/4 hour. 12.00 115.00 108.00 103.00 96.50
1/4 hour. 12.00 115.00 108.00 103.00 96.50
1/4 hour. 12.00 115.00 108.00 103.00 96.50
1/4 hour. 12.00 115.00 180.00 155.00 140.00
1/2 hour. 12.00 115.00 180.00 155.00 140.00
1/2 hour. 12.00 150.00 180.00 155.00 140.00
1/2 hour. 12.00 150.00 180.00 155.00 140.00
1/2 hour. 12.00 150.00 180.00 155.00
1/2 hour. 12.00 150.00 180.00 155.00
1/2 hour. 12.00 150.00 180.00 150.00
1/2 hour. 12.00 160.00 150.00 150.00
1/2 hour. 12.00 150.00 160.00 150.00
1/2 hour. 12.00 160.00 160.00 150.00
1/2 hour. 12.00 160.00 160.00
1/2 hour. 12.00 160.00 160.00
1/2 hour. 12.00 160.00
1/2 h

ball and basketball games and DORING DORING TRAINS ON request.

Participating Programs—rates on request.

News: Lessed wire service available—rates on request.

Time Signals—rates on request.

Dollar Volume Discount

Less than 200.00 weekly.

None
200.00 to 399.00 weekly.

5%
400.00 to 599.00 weekly.

10%
600.00 to 799.00 weekly.

20%

DEPLATES

REMOTE CONTROL
Rates on request.

TRANSCRIPTIONS AND RECORDINGS

TRANSCRIPTIONS AND RECORDINGS
Library services and zecordings available at no extra charge.

SERVICE FACILITIES

Frogram department plans and produces complete radio features and program ideas, serves in an advisory capacity when desired.

Publicity department maintains a news service. General and special publicity and printed program announcements are supplied to the press regularly. An auditorium studio seating 250 is available for visual broadcasts at an additional charge of 15.00. Sourced and Uther Medurements

Autertising of sicoholic beverages accepted. All broadcast material subject to approval of station management. Commercial broadcasting subject to rules and regulations imposed by state and federal laws.

Closing Time Closing 14me
Arrangements for broadcast must be made one week
in automote. Taken programs close ten usys in automote. Announcements, talks and recorded programs
close two days in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turntables
for vertical and lateral cut recordings.

Personnel
President—Paul F. Harron.
General Manager—Edward D. Clery Representatives Spot Sales, Inc.

## WIP (Betablished 1932)



Rates effective February I, 1945. (Card No. 17.)
Usued and operated by Pennsylvania Broadcasting
Company, Inc.
Business Office and Studio — 85 S. Ninth Street.
Philadelphia 7, Pa., Walnut 6800.
Transmitter—Relimawr. New Jersey.
Wave—Power—Time
Operating power—5,000 watts.
341.5 meters; 610 kilocycles.
Licensed to operate full time
Operates on Eastern War Time.
Operates on Eastern War Time.
Operates 24 hours daily.
Agency Commission
15% to recognized advertising agencies; no cash discount. Bills payable weekly following broadcast by recugnized advertising agencies.
General Advertising
For combination rates see listing of Mutual Broadcasting System.
Frequency discounts on gross rates apply to total number of broadcasts sponsored under contract by the same advertiser in one year. If contract is renewed without lapse at the end of contract year, advertiser will earn a discount not less than the one already established during the preceding year. Frequency discounts will be paid only as earned.
A local retail discount of 20% on one time rate only in Class "A" and nighttime announcements to strictly born fide retailers entirely located within 50 miles of Philadelphia.

Announcement at station broads adjacent to higher classifications are charged at rate of higher classifications.

Announcements at station breaks adjacent to higher classifications are charged at rate of higher classifications.

(6:00 p.m. to 11:00 p.m.)

1 tit. 26 tt. 52 tt. 100 tt. 300 tt. 1/2 hour 247:00 235.00 225.00 210.00 188.00 1/4 hour 156.00 148.00 140.00 133.00 125.00 10 min. 117.00 111.00 105.00 99.00 94.00 5 min. 82.00 78.00 74.00 70.00 66.00 45 words or 20 seconds electrical transcription 40.00 188.00 186.00 186.00 187.00 187.00 1/2 hour 186.00 186.00 186.00 187.00 187.00 1/2 hour 186.00 186.00 176.00 187.00 17/2 hour 126.00 120.00 114.00 187.00 157.00 1/4 hour 48.00 80.00 76.00 71.00 67.00 1/4 hour 48.00 80.00 76.00 17/100 67.00 1/4 hour 50.00 180.00 17/100 67.00 1/4 hour 50.00 180.00 17/100 67.00 1/4 hour 180.00 180.00 180.00 17/100 67.00 1/4 hour 180.00 18

scription 12.50 11.85 11.20 10.00 10.00 (\*) 20 seconds must include the electrical transcrip identification.

SPECIAL FEATURES
Participation programs: Available week days and Sundays—rates on request.

News: Regular time rates apply, subject to a service charge of 10% of gross time, net. Time charges only subject to a gency commission.

Time signals, weather reports, etc.—rates on request.

ELECTRICAL TRANSCRIPTIONS
Electrically transcribed programs accepted at all hours at regular rates. A fee of 5% of the gross time cost is charged for recordings and transcriptions.

TALENT
Talent charges are net—prices on request.

REMOTE CONTROL

Complete facilities available for handling programs originating outside of studies. Rates for cutation programs or request.

SERVICE FACILITIES

ENERGICE FACILITIES

SERVICE FACILITIES

Service of program department available in arranging and presenting programs.

Contract and Other Requirements

Station reserves the right to eliminate all parts of programs which it may consider contrary to its policy or interest, without notice or consent. All program material is subject to federal, state or muricipal decisions, laws and regulations now and hereafter made and in form.

Closing Time Five days in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 83-1/8 and 78 r.p.m. double turn-tables for both lateral and vertical cut recordings.

Personnel
President—Benedict Gimbel, Jr.
Director of Sales—Edward A. Davies.
Representatives George P. Hollingbery Co.

## WPEN (Established 1929)

10 minutes
5 minutes
1 minute

CLASS "B" (5:55 a.m. to 8:00 p.m.; 10:30 p.m. to 1:00 a.m. week days and 7:00 a.m. to 11:00 a.m. and 11:00 p.m. to 12:15 a.m. Sundays)

Instantaneous record equipment available—rates on request.

SERVICE FACILITIES

The station will endeavor to prepare any type of program required by advertiser and will furnish ideas, lists of talent and prices on request.

Contract and Other Requirements

Commercial program copy will be limited in length in accordance with the code adopted by the National Association of Broadcasters.

Programs and announcements contrary to station policy may be eliminated all or in part without notice or authorization.

Programs must conform to and advertiser must agree to have his advertising copy comply with state and national laws. Federal Communication Commission rules and regulations, current pure food and drug act and any new regulation or revision of same.

In order to broadcast programs or announcements of public interest the station reserves the right to cancel, postpone or advance the time of any program scheduled for any advertiser.

Advertising of alcoholic beverages, other than beer and wine, not accepted.

Contracts subject to cancellation by written notice will be short rated to date of last program. Maximum contract one year. All programs, transcriptions and announcements subject to station approval.

Closing Time

Program copy must be in one week before broadcast.

Copy for local commercial programs or announce.

Closing Time
Program copy must be in one week before broadcast.
Copy for local commercial programs or announcements must be in 24 hours before broadcast. Copy for Sunday and Monday programs and announcements must be received before 12:00 noon Friday.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables for vertical and lateral out recordings.

## (Basabitahed 1925)

Rates received January 26, 1942.
Owned and operated by Foulkrod Badio Engineering Company, Ino.
Business Office and Main Studio—WTEL Building, 4312-14 N. Broad Nt., Philadelphis Pa., Gladstone 1310
Transmitter—Rowlandville Philadelphis County, Pa

WEVE

## PENNSYLVANIA—Cont'd

## PHILADELPHIA—Continued W T E L-Continued

/ave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycies.
Licensed to operate on local channel. Divides time
with station WHAT.
Operates on Eastern War Time.

With station WHAT.
Operates on Eastern
Agency Commission
Agency
Advertising
Agency

Jewish: Monday through Saturday, 6:30 p.m. to 7:00 p.m.

Jewish: Monday through Saturday, 6:30 p.m. to 7:00 p.m.

Albanian: Saturday, 7:00 p.m. to 7:30 p.m.

ANNOUNCEMENTS

Price quoting permitted to a limited degree. Copy subject to approval. 100 word announcements.

ELECTRICAL TRANCENIFTIONS

Regular time charges apply to transcribed programs

REMOTE CONTROL

Facilities are available for remote broadcasts. Statiom rates plus line charges.

Centract and Other Requirements

Rates are for station time only. Talent or program costs extra.

Closing Time Arrangements for broadcast must be made at least two days in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turntables.

Personnel

President—E. Douglas Hibbs. General Manager—Henry N. Cocker.

## -FM STATIONS

## W C A U—(FM)

Rate card issued August 1, 1942. (Card No. 3.) Rate card issued August 1, 1942. (Card No. 3.)
Owned and operated by WCAU Broadcasting Co.
Business Office and Studio—1622 Chestnut St., Philadelphia, Pa.
Transmitter—1816 Walnut St., Philadelphia, Pa.
Wave—Power—Ilme
Operating power—10,000 watts.
Frequency—46900 kilocyclea.
Operating schedule: 3:00 p.m. to 11:00 p.m.
Agency Commission

Agency Commission
Agency commission 15% to recognized advertising
agencies. No cash discount.
General Advertising
Number of times and weeks are computed retroactively within a fiscal year to earn minimum rates.
If a contract runs without interruption, after a term
of 52 weeks, the advertiser's earned rate will con-

tinue.

Programs of five minutes or more may be combined to earn lowest quantity rate.

Announcements, strip units and programs of five minutes or more are considered in different classifications and cannot be combined for lower rate purposes.

Announcements, strip units and programs of five minutes or more are considered in different classifications and cannot be combined for lower rate purposes.

(CLASS "A"

(After 6:00 p.m.)

1 ti. 26 ti. 52 ti. 104 ti. 208 ti. 312 ti. 1 hour... 50.00 47.50 45.00 42.50 40.00 87.50 57.4 hour... 40.00 38.00 38.00 34.00 32.00 30.00 17.2 hour... 90.00 28.50 27.00 25.50 24.00 22.50 15 minutes 20.00 19.00 18.00 17.00 16.00 15.00 5 minutes 10.00 98.00 8.00 8.00 8.00 7.50 CLASS "B"

(CLASS "B"

(CLASS "B"

(CLASS "B"

(CLASS "B"

(CLASS "B"

(After 5:00 p.m.)

1 hour... 25.00 28.75 22.50 21.25 20.00 18.75 37.4 hour... 20.01 19.00 18.00 17.00 16.00 15.00 17.20 hour... 15.00 19.00 18.00 17.00 16.00 15.00 17.00 hour... 25.00 28.75 22.50 21.25 12.00 11.25 15 minutes 10.00 47.50 45.00 17.00 16.00 15.00 17.00 hour... 20.00 18.00 17.00 18.00 17.00 18.00 17.00 18.00 17.00 18.00 17.00 18.00 17.00 18.00 17.00 18.00 17.00 18.00 17.00 18.00 17.00 17.00 18.00 17.00 18.00 17.00 17.00 18.00 17.00 17.00 18.00 17.

Contract and Other Requirements

Announcements are accepted only during station breaks, copy not to exceed 30 words. Commercial copy on all programs is limited as follows: 5 minute programs, 1 minute; 15 minute programs, 2 minute; 30 minute programs, 3 minutes; 45 minute program, 4 minutes; 60 minute programs, 5 minutes. Total copy can be divided into as many parts as desired but no one part can exceed one minute in length. It orgrams must conclude 30 seconds before end of period contracted for to allow for switching and station identification.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

## WFIL—(FM) (Established 1941)



Rates received March 80, 1942. Owned and operated by WFIL Broadcasting Company. Owned and operated by WFIL Broadcasting Company. Business Office and Studio-Wildener Bidg., Philadelphia 7, Pa., Elittenhouse 6900.

Transmitter-Wildener Bidg., Philadelphia, Pa., Wave-Power-Time Operating power-10,000 watts. Frequency 45300 kilocycles. ideensed to operate full time. Actual operating schedule: 8:00 p.m. to 9:00 p.m. Agency Commission
Agency Commission

gency Commission
Agency commission 15% to recognized agencies. No
cash discount. Bills are due and payable when ren-

|                    |     | ише      | 30.00   | 20.00 | 30,00  | 20,00 | 10.00 | 0.00   | 0.00 |
|--------------------|-----|----------|---------|-------|--------|-------|-------|--------|------|
|                    | 26  | times    | 47.50   | 38.00 | 28.50  | 19.00 | 9,50  | 4.75   | 4.75 |
|                    | 52  | times    | 45.00   | 36.00 | 27.00  | 18.00 | 9.00  | 4.50   | 4.50 |
|                    | 104 | timus    | 42.50   | 34.00 | 25.50  | 17.00 | 8.50  | 4.25   | 4.25 |
|                    | 208 | times    | 40.00   | 82.00 | 24.00  | 16.00 | 8.00  | 4.00   | 4.00 |
|                    | 312 | times    | 37.50   | 80.00 | 22.50  | 15.00 | 7.50  | 8.75   | 8.75 |
|                    |     |          |         | CLAS  | 38 ''I | в     |       |        |      |
| (Before 6:00 p.m.) |     |          |         |       |        |       |       |        |      |
|                    | 1   | time     | 25.00   | 20.00 | 15.00  | 10.00 | 5.00  | 2.50   | 2.50 |
|                    | 26  | times    | 23.75   | 19.00 | 14.25  | 9,50  | 4.75  | 2.88   | 2.88 |
|                    | 52  | times    | 22.50   | 18.00 | 18.50  | 9.00  | 4.50  | 2.25   | 2,25 |
|                    | 104 | times    | 21.25   | 17.00 | 12.75  | 8.50  | 4.25  | 2.18   | 2.18 |
|                    | 208 | times    | 20.00   | 16.00 | 12.00  | 8.00  | 4.00  | 2.00   | 2.00 |
|                    | 312 | times    | 18.75   | 15.00 | 11.25  | 7.50  | 8.75  | 1.88   | 1.88 |
|                    |     | 4) 19K n | oneda . |       | minu   |       |       | lon in |      |

312 times. 18.75 15.00 11.25 7.50 8.75 1.88 1.88
(\*) 125 words or one minute transcription in participating periods only 10.150 times. 18.10 18.00 18.75
Discounts allowed ratroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. Programs of five minutes and longer may be combined to earn discounts. Rates guaranteed for one year from date of first broadcast with or without interruption. No contract to exceed one year's duration.

\*\*Musical transcriptions and news service available at the following rates:

\*\*sminutes, per program

1.00
15 minutes, per program

2.00
30 minutes, per program

3.03
15 minutes, per program

5.00
16 minutes, per program

5.00
17ALENT
Talent can be furnished by station or client. Special

# WIP—(FM) (Established 1942)

(Established 1942)

(Established 1942)

Rates issued April 20, 1944. (Card No. 2.)

Owned and operated by Pennsylvania Broadcasting Company. Inc.

Rusiness Offices and Studios—35 S. Ninth St., Philadelphia 7. Pa.

Transmitter—35 S. Ninth St., Philadelphia, Pa.

Wave—Power—Time
Operating power—1,000 watts.

Frequency—49900 kilocycles.
Licensed to operate full time.
Operating schedule: 3:00 p.m. to 11:00 p.m.

Agency Commission
15% to recognized silvertising agencies. No cash discount
General Advertising
Following rates include time charge and regular announcer.

(TLA-S)

(After 6:00 p.m.)

|     |         | (▲    | fter 6:0 |        |         |   |         |
|-----|---------|-------|----------|--------|---------|---|---------|
|     |         | l ti. | 26 ti.   | 52 ti. | 104 ti. | 208 ti.                                 | 312 ti. |
| 1   | hour    | 50.00 | 47.50    | 45.00  | 42.50   | 40.00                                   | 37.50   |
| 1/2 |         | 30.00 | 28.50    | 27.00  | 25.50   | 24.00                                   |         |
| 1/4 | hour    | 20.00 | 19.00    | 18.00  | 17.00   | 16.00                                   | 15.00   |
|     | minutes | 10.00 | 9.50     |        |         | 8.00                                    | 7.50    |
|     | 171 41  |       | CLASS    | B      |         | *************************************** |         |
|     |         |       | efore 6: | 00 n m | s. 1    |   |         |
| - 1 | hour    |       | 29 7K    |        | "91 OK  | 90 00                                   | 10 71   |

DISCOUNTS

Discounts are allowed retroactively on the number of broadcasts made within a year. Programs of five minutes or longer may be combined to earn discounts. ANNOUNCEMENTS

CLASS "A" (After 6:00 p.m.)
1 ti. 26 ti. 52 ti. 104 ti. 208 ti. 312 ti. 5.00 4.75 4.50 4.25 4.00 3.75 30 words..... CLASS 'B' (Before 6:00 p.m.)
30 words.... 2.50 2.38 2.25 2.13 2.00 1.88

Details on request. Sound effect equipment and operators available. Rates on request.

erators available. Rates on request.

REMOTE CONTROL

Complete facilities available, Mobile unit available
for on-the-spot broadcasts. Rates on request.

ELECTRICAL TRANSCRIPTIONS

Transcribed programs accepted at all hours at regular rates. Recording equipment available. Rates on

Transcribed programs accepted at all hours at regular rates. Recording equipment available. Hates on request.

SERVICE FACILITIES
Program department available for arranging, preparing and presenting programs, also serves in an advisory capacity when desired.

Contract and Other Requirements
Availabilities quoted subject to station approval of program and talent. Neither program periods nor announcement periods may be combined with corresponding services used by same advertiser on station's AM transmitter (WIP) to earn larger discounts, or for any other reason. Station reserves right to eliminate all parts of programs or announcements which it may consider contrary to its policy or interests, without notice or consent.

All program material is subject to federal, state or municipal decisions, laws and regulations now and hereafter made and in force.

Total copy may be divided into as many parts as desired, but no one part may exceed one minute in length. Programs must conclude 30 seconds before end of period contracted for to allow for switching and station identification.

Commercial copy is limited as follows: 5 minute program. I minute; 15 minute, 2 minutes; 30 minutes, 3 minutes; and 60 minute, 5 minutes.

Mechanical Program Equipment
Equipped to handle electrical transcriptions, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

# WPEN—(FM) (Established 1942)

Owned and operated by Wm. Penn Broadcasting Co. Business Office and Studio—1528 Walnut St. Phil-adelphia 2, Pa., Pennppacker 9490. Race 4008. Transmitter—1528 Walnut St., Philadelphia, Pa.

Transmitter—1528 Walnut St., Philadelphia, Wave—Power—Time Operating power—3,000 watte. Frequency—47300 kilocycles. Licensed to operate full time. Operating schedule: 2:00 p.m. to 11:00 p.m.

Operating achequie: 4:00 p.m. to 11:00 p.m. to 11:00 p.m. to 11:00 p.m. to 15% commission to recognized advertising agencies on station time only; no cash discount. No commission on talent or production charges. Bills due and payable when rendered.

General Advertising CYASS "A"

CLASS "A"

(After 8:00 p.m.)

1 t1. 28 t1. 52 t1. 104 t1. 208 t1. 812 t1. 1 hour..... 50.00 47.50 45.00 42.50 40.00 87.50 1/4 hour.... 30.00 28.50 27.00 25.50 24.00 22.50 1/4 hour.... 20.00 19.00 18.00 17.00 16.00 15.00 5 minutes 10.00 9.50 9.00 8.50 8.00 7.50 1/2 hour... 20.00 19.00 18.00 17.00 16.00 15.00 5 minutes 10.00 9.50 9.00 8.50 8.00 7.50 1/4 hour... 25.00 24.75 4.50 4.25 4.00 8.75 1/4 hour.... 25.00 23.76 22.50 21.25 20.00 18.75 1/4 hour.... 15.00 14.25 18.50 12.75 12.00 11.25 1/4 hour.... 15.00 4.75 4.50 4.25 4.00 8.75 1/4 hour.... 15.00 4.75 4.50 4.25 4.00 8.75 1/4 hour.... 10.00 9.50 9.00 8.50 8.00 7.50 5 minutes 5.00 4.75 4.50 4.25 4.00 3.75 1 minute transcription or 100 words 2.50 2.38 2.25 2.13 2.00 1.88 (\*) In participating periods only. 100 words 2.50 2.38 2.25 2.18
(\*) In participating periods only.
SPECIAL FEATURES
Musical transcriptions and news service:

2 minutes; 30 minutes, 5 minutes, 50 minut

#### **PITTSBURGH**

(Allegheny County)

KDKA
(Established 1920)

Rates effective March 15, 1944. (Card No. 8-A.)
Owned and operated by Westinghouse Radio Stations

Inc.
Studio and Offices—Grant Building, Pittsburgh, Pa.,
Grant 4200.
Transmitter—Allison Park, Hampton Township, Pa.,
(ave.—Power—Time)

Operating power—50,000 watts. 294.1 meters; 1020 kilocycles.

Wave—Power—Time
Operating power—50.000 waits.
294.1 meters; 1020 kilocycles.
Licensed to operate full time on cleared national channel. Operates on Eastern War Time.
Actual operating schedule: Week days 6:30 a.m. to 1:00 a.m. Sunday 8:00 a.m. to 1:00 a.m. Sunday 8:00 a.m. to 1:00 a.m.
Agency commission
Agency commission
Agency commission 15% to recognized advertising ageicles, on net charges for station time. No commission on program charges. No cash discount, Bills due and payable when rendered.
General Advertising
Commitments made prior to the effective date of card will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after March 15, 1944, at card rates for the unexpired portion of such new contracts. In the absence of such elective date of rate card will apply to extensions of such new contracts. In the absence of such elective date of rate card will apply to extensions of said commitments for any period or periods up to and including March 14, 1945, for the same series continuously used. Eates on the card are applicable to all new broadcast series ordered on and after the effective date of the card.

The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be prejudiced if he is required by the station to relinquish the time or times specified in his contract and the contract is cancelled for this reason.

For combination rates see listing of National Broadcasting Company (Basio Network).

The following rate include charges by owners of music copyrights.

Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

(6:00 pm. to 10:30 p.m.)

| CLASS "A"  | •                |
|--|------------------|
| (6:00 p.m. to 10:30 p.m.)  |                  |
| 1 hour.  | 560.00           |
| 1/2 hour   | 886.00           |
| 1/4 hour   | 224.00           |
| 10 minutes   | 187.00           |
|  | 112.00           |
| 5 minutes  |                  |
| (12:00 noon to 6:00 p.m. Sunday only)  |                  |
| 1 hour   | 420.00           |
| 1/2 hour   | 252.00           |
| 1/4 hour   | 168.00           |
| 10 minutes   | 140.00           |
|  | 84.00            |
| 5 minutes  | 01.00            |
| (10:30 p.m. to 12:00 midnight and 9:00 a.m.  | n                |
| to 6:00 p.m. exclusive of Sunday afternoon   |                  |
| 1 hour   | 280.00           |
| 1/2 hour   | 168.00           |
| 1/4 hour   | 112.00           |
| 10 minutes   | 94.00            |
|  | 56.00            |
| 5 minutes  | 00.00            |
| (12:00 midnight to 9:00 a.m.)  |                  |
| 1 hour   | 187.00           |
| 1/2 hour   | 112.00           |
| 1/4 hour   | 75.00            |
| 10 minutes   | 63.00            |
| 5 minutes  | 88.00            |
| DISCOUNTS AND REBATES  | <b>30</b> .00    |
| Applicable only to reter for local broadcasting  | . Hatad          |
| Applicable only to rates for local broadcasting under Class "A," "B," "C," and "D." Weekly Dollar Volume Discounts | 110000           |
| Weekly Doller Volume Discounts   |                  |
| Applicable to schedules of eight or more cons  | acutive.         |
| weegs of local broadcasting. Contracted value  | of local         |
| time at gross rates:   | v. 10081         |
| Y 45 110 00 maskin   | None             |
|  | 2-1/2%           |
|  | 5%               |
| 221,00 or mote not less than 630.00 weekly   | , 1 <del>0</del> |

| 336.00 or<br>448.00 or<br>560.00 or | more bu | t less | than   | 448.00<br>560.00 | weekly<br>weekly | 7-1/2%  |
|-------------------------------------|---------|--------|--------|------------------|------------------|---------|
| 300.00 OF                           | more or | 1 1088 | FITTER | D( A. UU         | MAGETT           | 18-1/-/ |
| 672.00 or                           | more w  | eekly  |        | **********       |                  | 15%     |
|                                     |         |        |        |                  |                  |         |

ANNOUNCEMENTS AND COOPERATIVE PROGRAMS

Per participation... 65.00 61.75 58.50 55.25 52.00 48.75 (\*) 300 or more times. Shopping Circle—Janet Ross—Monday through Saturday; available to non-competitive manufacturers of toilet goods, wearing apparel, etc. Commercial continuity prepared by program director from material furnished by client. Transcriptions not acceptable:

1 ti. 10 ti. 25 ti. 50 ti. 100 ti. (\*)

REMOTE CONTROL

Additional charges are made for programs originating outside of the station's studies, and for programs requiring special production

SERVICE FACILITIES

Services of the station's program department, staff announcers and staff engineers in arranging and presenting programs, are included without extra charge, excepting in the event cilent specifies a particular announcer or except where a fee is required by any governing labor organization.

Contract and Other Requirements

All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations. All programs are subject to approval of the station.

Time of broadcasts subject to change to other periods on 28 days' notice to accommodate network broadcasts only in event that said broadcast periods are scheduled in time set aside for network uses, Independent announcements may be moved to other periods if available and as arranged by station manager on 24 hours' notice.

Closing Time

Closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of oroadcast date. No changes within two days preceding broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using \$3-1/3 and 73 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

Manager—Joseph E. Bauding.

Personnel
Manager—Joseph E. Baudine.
Sales Manager—Frank V. Webb. Representatives
National Broadcasting Company, Inc.

KQV (Established 1919)



Rates received April 11, 1945.

Owned and operated by Allegheny Broadcasting Corp. Business Office—Union Trust Bidg., Pittsburgh, Pa. Studio—Chamber of Commerce Bidg., Pittsburgh, Pa., Atlantic 6302.

Transmitter—1459 Crane Road, 20th Ward, Pittsburgh, Pennsylvania.

Wave—Pewer—Time
Operating power—1,000 wetts.
212.8 meters; 1410 kilocycles.
Licensed to operate full time on regional channel. Operates in Eastern War Time.
Actual operating schedule: Week days 7:00 a.m. to 12:30 a.m. Sundays 9:00 a.m. to 12:00 midnight.

Agency commission 15% on station time only to agencies recognized. No cash discount. Bills payable weekly following broadcast.

General Advertising
For combination rates see American Broadcasting

agencies recognized. At Cash. See American Broadcasting General Advertising Fro combination rates See American Broadcasting Company, Inc. (Basic Network).

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and after 4:00 p.m. Standays)

1 ti. 13 ti. 28 ti. 52 ti. 104 ti. 300 ti. 1 hour... 300.00 285.00 270.00 255.00 240.00 225.00 1/2 hour... 180.00 171.00 162.00 153.00 144.00 135.00 1/4 hour... 120.00 114.00 103.00 102.00 96.00 90.00 5 minutes 60.00 57.00 54.00 51.00 48.00 45.00 CLASS "B"

(12:00 noon to 4:00 p.m. Sundays)

1 hour... 225.00 213.75 202.50 191.25 180.00 168.75 1/2 hour... 135.00 128.25 121.50 114.75 108.00 101.25 1/4 hour... 90.00 85.50 81.00 76.50 72.00 67.50 5 minutes 45.00 42.75 40.50 38.25 36.00 33.75 CLASS "C"

(10:00 a.m. to 6:00 p.m. and 11:00 p.m. to

CLASS "C" (10:00 a.m. to 8:00 p.m. and 11:00 p.m. to 12:00 midnight) 1 hour... 150:00 142:50 135:00 127:50 120:00 112:50 1/2 hour... 90:00 85:50 81:00 76:50 72:00 67:50 1/4 hour... 60:00 57:00 54:00 51:00 48:00 45:00 5 minutes 30:00 28:50 27:00 25:50 24:00 25:50 (This listing centinued on next page)



## PITTSBURGH—

all wrapped up for you—

## WE DELIVER!

ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

#### PENNSYLVANIA—Cont'd

#### PITTSBURGH—Continued K Q V-Continued

Drew Pearson.
Merry-go-round column, available at package rates on
six a week basis. Discounts up to 12-1/2%. Time
charges commissionable—rates on request.
Weather forecasts, temperature reports and time sig
nais charged at regular announcement rates.
POLITICAL TAIKS OR POLITICAL PROGRAMS
No quantity discounts. Payable in advance.

TALENT
Rates on request.

REMOTE CONTROL
Advertiser pays installation and line charges.
SERVICE FACILITIES
Service of program department available for arranging and presenting programs.

Ing and presenting processing.

Contract and Other Requirements

All contracts are subject to station's approval and to
governmental regulations. All material must conform to the standards of the station. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to Itself.

Closing Time All programs close one week in advance of broadcast

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 88-1/8 and 78 r.p.m. double turn-tables for vortical and lateral cut recordings.

Personnel
Vice-Pres. & Gen'l Mgr.—G. S. (Pete) Wasser.
Sales Manager—James Murray.
Promotion Manager—Ben Edson.

Representatives Spot Sales, Inc

## WCAE



Rates effective June 15, 1945. (Card No. 13.)
Card received April 12, 1945.
Owned and operated by WCAE. Inc.
Affiliated with the Pittaburgh Sun-Telegraph.
Business Office and Studio—Hntel William Penn.
Pittaburgh 80, Pa., Atlantic 6900.
Transmitter—Baldwin Township. Allegheny County.

Wave—Power—Time
Operating power—5,000 watta,
240.0 meters; 1250 kilocycles,
Licensed to operate full time.
Operates on Eastern War Time.
Operating schedule: Sundays 9:00 a.m. to 2:00 a.m.;
week days 8:45 a.m. to 2:00 a.m.

week Cays 0.10 mm.

Agency Commission
15% to recognized advertising agencies only on net
time charges; no cash discount. Bills due and payable on the 10th of the month following broadcast.

General Advertising
For combination rates see listing of Mutual Broadcasting System.
In order to earn rates quoted, contracts must be
completed within 12 months.
3/4 hour rate is 82% of the hourly rate in each
classification.

Classification.

ENTERTAINMENT PROGRAM

(6:00 p.m. to 11:00 p.m.)

1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 300 tl.

1 'hour... 475.00 451.25 427.50 403.75 380.00 356.25

1/2 hour... 300.00 285.00 270.00 255.00 240.00 225.00

1/2 hour... 300.00 182.50 171.00 161.50 152.00 142.50

1/2 minutes 150.00 142.50 135.00 127.50 120.00 112.50

5 minutes 95.00 90.25 85.50 80.75 76.00 71.25

| Minutes | 45.00 | 50.25 | 50.30 | 50.15 | 10.00 | 11.60 |
| (9:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) |
| 10 hour... | 23.75 | 221.68 | 23.75 | 201.88 | 190.00 | 178.13 |
| 12 hour... | 150.00 | 142.50 | 135.00 | 127.50 | 120.00 | 112.50 |
| 13 hour... | 95.00 | 90.25 | 85.50 | 80.75 | 76.00 | 71.25 |
| 14 hour... | 95.00 | 90.25 | 85.50 | 80.75 | 76.00 | 71.25 |
| 15 minutes | 75.00 | 71.25 | 67.50 | 63.75 | 60.00 | 56.25 |
| 16 minutes | 47.50 | 45.13 | 42.75 | 40.38 | 38.00 | 35.63 |

(\*12:00 midnight to 9:00 a.m.)
1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 300 ti.
1 hour.... 158.34 150.42 142.50 134.58 126.67 118.70
1/2 hour.... 100.00 95.00 90.00 85.00 80.00 75.00
1/4 hour... 63.34 60.17 57.00 53.84 50.67 47.51
10 minutes 50.00 47.50 45.00 42.50 40.00 37.50
5 minutes 31.66 30.08 28.49 26.91 25.33 23.75
(\*) Sorrice available only if a regularly scheduled program precedes or follows.
Announcements and programs cannot be combined to earn frequency discounts.

more times, each 15.00 (\*) Rates do not apply to station break announce-

| weekly. | 160.00 | 152.00 | 144.00 | 136.00 | 128.00 |
| 2 strips | weekly. | 310.00 | 294.50 | 279.00 | 263.50 | 248.00 |
| Six limes weekly (if Saturday is available): |
| 1 strip | weekly. | 180.00 | 171.00 | 162.00 | 153.00 | 144.00 |
| 2 strips | weekly. | 345.00 | 327.75 | 310.50 | 293.25 | 276.00 |
| 2 column | 2 column

Cash in advance.

Cash in advance.

TALENT

A 10% handling charge will be made on all AFRA fees for talent used when the client or agency desires station to pay the talent. In the event that talent is paid direct, the 10% charge will not be

made.

NERVICE FACILITIES
Full time merchandising staff.
Program charges (artists, orchestra, continuity, etc.)
are in addition to station charges.

Contract and Other Requirements
Rates cover only station time and facilities for program originating in station studies. The editorial content of all broadcasts is subject to the approval or revision of station. All contracts subject to cancellation unless programs start within 30 days.

Closing Time
Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.
Programs close one week in advance of broadcast

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
General Manager—Leonard Kapner.
Station Manager—R. Clifton Daniel.
Promotion Manager—Mitchell B. DeGroot, Jr.

Representatives
The Katz Agency, Inc.

## Carry the answers with you

SRDS fits your brief case . . . helps answer your client's questions on markets and media.

WJAS (Established 1921)

naise susciive September 1, 1986. (Card No. 4.) Owned and operated by Pittaburgh Radio Supply House.

Owned and operated by ristance.

House.
Studies and Offices—Chamber of Commerce Building.
Pittsburgh 19, Pa.

Transmitter—1459 Crane Road, 20th Ward, Pittsburgh Pennsylvania.

Ward of Pennsylvania.

Ward of Pennsylvania.

Ward of Pennsylvania.

Licensed to operate full time on cleared regional chamber. Operating schedule: Week days and Sundays 7.30 s.m. to 12.00 midnight.

Agency Commission 15% to recognized advertising agoncies on time charges only. Bills payable weekly following broadcast. No cash discount.

General Advertising

agencies on time charges only. Bills payable weekth following broadcast. No cash discount.

General Advertisins
For combination rates see listing of Columbia Broadcasting System (Basic Network).

(6:00 p.m. to 11:00 p.m. week days and after 12:00 noon Stinday)
1:1. 12:00 noon Stinday
1:1. 12:00 noon Stinday
1:1. 10 ur. 384.00 344.80 345.80 326.40 807.20 288.00 1/2 hour... 340.00 142.50 135.00 127.50 120.00 105.00 1/4 hour... 150.00 142.50 135.00 127.50 120.00 105.00 5 min... 96.00 86.50 81.00 76.50 72.00 63.00 (9:00 a.m. to 8:00 p.m. and 11:00 p.m. to 12:00 midnight)
1 hour... 192.00 182.40 172.80 163.20 158.80 134.40 1/2 hour... 120.00 182.40 172.80 163.20 158.80 134.40 1/2 hour... 120.00 114.00 108.00 102.00 96.00 84.00 1/4 hour... 120.00 114.00 108.00 102.00 96.00 84.00 1/4 hour... 120.00 midnight to 9:00 a.m. to 8:00 p.m. and 1:00 1.00 96.00 84.00 1/4 hour... 120.00 140.00 182.00 1

| day Sundays| 1 td. | 26 ti. | 100 ti. | 200 ti. | 30 ti. | 1 minute transcriptions. | 45.00 | 42.76 | 40.50 | 38.24 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 | 40.50 86.00 22.40

ristes on application. REMOTE CONTROL
Advertiser pays installation and line charges on remote control.

Service of program department available for arranging and presenting programs. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.n.m. double turn-tables for vertical or lateral recordings.

Personnel President—H. J. Brennen.
Vice-Pres. & Mgr.—H. Kenneth Brennen.
Representatives
William G. Rambeau Company.

#### **w** w s w



Rates effective November 1, 1948. Rates effective November 1, 1948.

Owned and operated by WWSW Inc.
Studio—Atop Hotel Keystone, Pittsburgh, Pennsylvania, Grant 5200.

Transmitter—Pittsburgh, Fennsylvania.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 24 hours daily.

Agency Commission 15% to recognized agencies on net charges for station time. No cash discount. Bills due and payable when rendered.

General Advertising
Rates include charges by owners of music copyrights.

(8:00 p.m. to 10:30 p.m. week days and after 1:00 p.m. Sundays)

1 ti. 18 ti. 26 ti. 52 ti. 104 ti.

|           | 4100      | 1.00 p.au. | Sumay    | 5)          |          |
|-----------|-----------|------------|----------|-------------|----------|
|           | 1 ti.     | 13 ti.     | 26 ti.   | 52 tl.      | 104 td.  |
| l hour    | 125.00    | 118.75     | 112.50   | 100.00      | 93.65    |
| 1/2 hour  | 75.00     | 71.25      | 67.50    | 60.00       | 56.25    |
| 1/4 hour  | 45.00     | 42.75      | 40.50    | 36.00       | 33.75    |
| 5 minutes | 8 20,00   | 19.00      | 18.00    | 16.00       | 15.00    |
| (6        | :00 p.m.  | to 8:00 i  | p.m. and |             | 20.00    |
|           | 1:0       |            | undays)  |             |          |
| 1 hour    | 80.00     | 76.00      | 72.00    | 64.00       | 60.00    |
| 1/2 hour  | 50.00     | 47.50      | 45.00    | 40.00       | 37.50    |
| 1/4 hour  | 30.00     | 28.50      | 27.00    | 24.00       | 22.50    |
| 5 minutes | 15.00     | 14,25      | 13.50    | 12.00       | 11.25    |
|           | (9:00     |            | 3:00 p.m |             | 11.20    |
| 1 hour    | 70.00     | 66.50      | 63.00    | 56.00       | 52,50    |
| 1/2 hour  | 40.00     | 38.00      | 36.00    | 32.00       | 30.00    |
| 1/4 hour  | 25.00     | 23.75      | 22.50    | 20.00       | 18.75    |
| 5 minutes | a 12.50   | 11.87      | 11.25    | 10.00       | 9.38     |
|           | (*10:80   |            | 9:00 a.  | m 1         | 8.00     |
| 1 hour    | 50.00     | 47.50      | 45.00    | 40.00       | 37.50    |
| 1'2 hour  | 30.00     | 28.50      | 27.00    | 24.00       | 22.50    |
| 1/4 hour  | 18.00     | 17.10      | 16.20    | 14.40       | 13.50    |
| 5 minutes |           | 9.50       | 9.00     | 8.00        | 7.50     |
|           | vice avai | lable only |          | gularly s   |          |
| program   |           |            |          | Person () p | cuedated |
|           |           |            |          |             |          |

#### PITTSBURGH—Continued

| w w 5 wContinued |        |         |             |           |                 |          |  |  |
|------------------|--------|---------|-------------|-----------|-----------------|----------|--|--|
| ANNOUNCEMENTS    |        |         |             |           |                 |          |  |  |
| - (              | 8:00 p |         | 10:30 p.:   |           | days ar         | ıd       |  |  |
| ,                | 2      | after   | 1:00 p.m.   |           | ) " •           |          |  |  |
|                  |        | 1 ti.   | 13 ti.      | 26 tl.    | 52 t1.          | 100 ti.  |  |  |
| 150              | wor de |         | 11.40       | 10.80     | 10.20           | 9.60     |  |  |
| 100              | words  |         | 9.50        | 9.00      | 8.50            | 8,00     |  |  |
| 75               | words  |         | 7.60        | 7.20      | 6.80            | 6 40     |  |  |
| 50               | words  |         | 7.13        | 6.75      | 6.38            | 6.00     |  |  |
| 50               | (6:00  |         | a.a 00:8 o  |           |                 |          |  |  |
|                  | (0.00  | before  |             |           |                 |          |  |  |
| 110              |        |         | 9.50        | 9.00      | 8.50            | 8.00     |  |  |
| 150              | words  |         | 7.60        | 7.20      | 6.80            | 6.40     |  |  |
| 100              | wos da |         |             | 6.75      | 6.38            | 6.00     |  |  |
| 75               | words  |         | 7.13        | 6.30      | 5.95            | 5.60     |  |  |
| 50               | words  | 7.00    | 6.65        |           |                 | 3.60     |  |  |
|                  | _      | (9:00   |             |           |                 | 6.40     |  |  |
| 150              | words  |         | 7.60        | 7.20      | 6.80            |          |  |  |
| 100              | words  | 7.00    | 6.65        | 6.30      | 5.95            | 5.60     |  |  |
| 75               | MOL QR | 6.00    | 5.70        | 5.40      | 5.10            | 4.80     |  |  |
| 50               | words  | 5.50    | 5,28        | 4.90      | 4.68            | 4.40     |  |  |
|                  |        |         | p.m. to     | 9:00 a.n  | a.)             |          |  |  |
| 150              | words  | 6.50    | 6.18        | 5.85      | 5,53            | 5.20     |  |  |
| 100              | words  | 6.00    | 5.70        | 5.40      | 5.10            | 4.80     |  |  |
| 75               | wor de | 5.50    | 5.23        | 4.90      | 4.68            | 4.40     |  |  |
| 50               | words  | 5,00    | 4,75        | 4.30      | 4.25            | 4.00     |  |  |
| - (              | ) Serv | ice ava | ilable only | if a reg  | ularly so       | hedu led |  |  |
| Ď.               | TOTTAM | preced  | es or follo | WS.       |                 |          |  |  |
| Anr              | OUNCED | ent ser | vice daily  | except St | un <b>day</b> : |          |  |  |

RECORDED PROGRAMS
Transcription library service available—raise and details on request.
TALENT

Rates on application.

REMOTE CONTROL

REMOTE CONTROL

Rates do not include facilities for remote control

RERVICE FACILITES

The services of the production department are svail
able to advertisers for the development of programe
and merchandising plans. Complete merchandising
service available—details and estimates furnished on

request.

request.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip
tion, using 33-1/3 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings

Personnel

Personnel
General Manager—Frank R Smith, Jr
Program Director—Fred Joyner.
Representatives Forjoe & Company.

-FM STATIONS

WTNT-(FM)



Rates effective January 1, 1944. Owned and operated by WWSW, Inc.
Business Office and Studio—Hotel Keystone, Pittsburgh, Pa.
Wave—Power—Time
Operating power—3,000 watts.
44700 kilocycles.
Licensed to operate full time.
Operating sphedules 13,000 mm. in 10,000 literature. Licensed to operate full time.

Operating schedule: 12:80 p.m. to 12:00 midnight.

| 25.00 | ieneral Advertising 1 hour               |
|-------|--|
| 15.00 | 1/2 hour                                 |
| 10.00 | 1/4 hour                                 |
| 5.00  |  |
|       | Station break announcements (25 seconds) |
|       |  |

## DISCOUNTS

SPECIAL FEATURES Rates on request.

TRANSCRIPTIONS
Transcription library services available.

Personnel
Manager—Frank R. Smith.
Sales Manager—Tom Price.

Representatives Forjoe & Company.

#### READING

(Barks County)

WEEU
(Betablished 1981)



Hates effective January 1, 1941.

Owned and operated by Berks Broadcasting Company. Business Office and Studio—533 Penn Street, Bead-ing. Other studios, Reading Senior High School. Reading, Pa., telephone 7335. Transmitter—Spring Township, Berks County, Pa.

Pranamitter—spring Township, Bergs County, Fa.

Ayes—Power—Time
Operating power—1,000 watts.
(100% modulation—automatic crystal control.)
352.9 meters; 850 kilocycles.
Licensed to operate on cleared national channel
Operates on Eastern War Time.
Actual operating schedule: Week days and Sundays
local sunrise to sunset.

Agency Commission
Agency commission 15% to recognised advertising
agencies. Commission does not apply on talent. No
cash discount. Invoices mailed monthly.

General Advertising
For combination rates see listing of National Broad
casting Company (Basic Supplementaries).
The following rates are for national advertising.

|                             | (6:00 | p.m. t | o 6:00  | 8.00. W | eck day | 7B)   |       |  |
|-----------------------------|-------|--------|---------|---------|---------|-------|-------|--|
|                             | 4     | 13     | 26      | 52      | 78      | 150   | 800   |  |
|                             | tı.   | ti.    | ti.     | ti.     | ti.     | ti.   | ti.   |  |
| 1 hr. 1                     | 50.00 | 135.00 | 128.25  | 121.85  | 115.75  |       |       |  |
| 1/2 hr. 1                   | 90.00 | 81.00  | 76.95   | 73.10   | 69.45   |       |       |  |
|                             | 80.00 | 54.00  | 51.30   | 48.75   |         |       | 39.60 |  |
|                             | 45.00 | 40.50  | 38.50   | 36.60   | 34.75   |       |       |  |
| 5 min.                      | 30.00 | 27.00  | 25.65   | 24.35   | 23,15   | 22.00 | 19.80 |  |
|                             | (6:00 | a.m. t | 0 6:00  | p.m. w  | eek da: | 78)   |       |  |
| 1 hr. 1                     | UU.UU | 90,00  | 85.50   | 81.25   | 77.20   |       | 66.00 |  |
| 1/2 hr.                     | 80.00 | 54.00  | 51.30   | 48.75   | 46.30   | 44.00 |       |  |
| 1/4 hr.                     | 10.00 | 36,00  | 34.20   | 32.50   | 30.90   | 29.35 |       |  |
| 10 min.                     | 30.00 | 27.00  | 25.65   | 24.35   | 23.15   | 22.00 |       |  |
| 5 min.                      | 20.00 | 18.00  | 17.10   | 16.25   | 15.45   | 14.70 | 18.25 |  |
|                             |       | (A)    | 1 Sundi | y time  | )       |       |       |  |
| Charged for at night rates. |       |        |         |         |         |       |       |  |
|                             |       |        |         |         |         |       |       |  |

(All Sunday time)

Charged for at night rates.

ANNUNCEMENTS

(6:00 p.m. to 6:00 a.m. week days)

3 min. 1s.75 16.90 16.05 15.25 14.50 18.80 12.40

1 min. or 10.80 10.25 9.75 8.25 8.80 7.90
(8:00 a.m. to 6:00 p.m. week days)

5 min. 12.50 11.25 10.70 10.15 9.85 9.15 8.25

1 min. er

[ess 8.00 7.20 6.85 6.50 6.20 5.90 5.80

(All Sunday time)

Charged for at night rates.

General advertising rates apply. Payment of all charges must be made in advance.

Class "A" rates apply all day Sunday.

SPECIAL FEATURES

Friendly Club: Daily at 9:00 a.m. Sponsor participation, one or three minute announcement at regular announcement rats.

850 Club: 7:15 a.m. to 8:00 a.m. daily. Sponsor participation—one minute announcement; six days per week 25.00.

ELECTRICAL TRANSCRIPTIONS
Programs by electrical transcription made exclusively
for broadcast purposes accepted without service charge
or time restriction.
TALENT

Hates on request.

Pick-ups can be arranged at any point from which time facilities are available.

SERVICE FACILITIES
Station maintains program, merchandising and nuolicity departments. Services of these departments
with merchandising sida available to clients at no

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 83-1/3 and 78 r.p.m. double turn-tables for lateral and vertical out recordings.

Personnel General Manager—Joseph M. Nassau. National Sales Manager—Robert G. Magee.

epresentatives
George P. Hollingbery Company.

## WRAW (Established 1921)



Hates effective January 1, 1941. Owned and operated by Reading Broadcasting Com-pany, Inc. Studio-053 Penn Street, Reading, Pa., selephone

Owned and operated by Reading Broadcasting Company, Inc.
Studio—583 Penn Street, Reading, Pa., telephone
7386.
Transmitter—Sixth and Penn Streets, Reading, Pa.
Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
233.9 meters; 1384 kilocycles
Licensed to operate on local channel.
Operates on Eastern War Time.
Operating schedule: 7:00 a.m. to 12:00 midnight.
Agency Commission
Agency commission 15% to recognized agencies. Commission
mission does not apply on talent. No cash discount.
Invoices made weekly.
General Advertising
For combination rates see listing of National Broadcasting Company (Basic Supplementaries).
The following rates apply to national advertising.
(6:00 p.m. to 6:00 a.m.)

1 26 52 78 150 300
11 t. t. ti. ti. ti.
1 hour... 105:00 91:50 89:30 85:30 81:05 77:00 69:30
1/2 hour... 63:00 56:70 53:85 51:15 48:00 48:15 41:35
1/4 hour... 42:00 38:30 53:90 34:10 32:40 30.85 27:75
10 min... 31:50 28:35 26:95 25:60 24:30 23:10 20:80
5 min... 21:00 18:90 17:85 17:05 16:20 15:40 13:85
(6:300 a.m. to 6:000 p.m.)
1 bour 70:00 63:00 59:85 56:85 54:00 51:30 46:15

21.00 18.90 17.95 17.05 16.20 15.40 15.45 (6:00 a.m. to 6:00 0.m.)
70.00 63.00 59.85 56.85 54.00 51.30 46.15 42.00 37.80 35.90 34.10 32.40 30.85 27.75 21.60 20.50 18.45 21.00 18.90 17.95 17.05 16.20 15.40 13.85 14.00 12.00 11.95 17.05 16.20 15.40 13.85 ANNOUNCEMENTS 1 hour.... 1/2 hour.... 1/4 hour.... 10 min... 5 min...

| (8:00 p.m. to 6:00 s.m.) | 3 minutes | 13.15 | 11.85 | 11.25 | 10.70 | 10.15 | 9.65 | 8.70 | 1 minute | 8.40 | 7.55 | 7.15 | 6.80 | 6.45 | 6.15 | 5.35 | Chain break 7.00 | 6.80 | 6.00 | 5.70 | 5.40 | 5.15 | 4.85 |

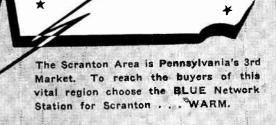
Reveille: 7:30 a.m. to 8:00 a.m.; Musical Clock: 8:00 a.m. to 8:00 a.m.; Musical Clock: 8:00 a.m. to 9:00 a.m.; Thru the Arcade: 1:00 p.m. to 2:00 p.m.; Dine and Dance: 6:00 p.m. to 7:00 till in the Bag: 10:00 a.m. to 11:00 a.m., Monday through Friday; participation for food marketers—rates on request.

Time signals—rates on request.

SCRANTON

(This listing continued on next page)

Choose the BLUE NETWORK Station Covering Scranton-Pennsylvania's Largest PAYROLL-INCREASE Area



For further information consult-

GEORGE P. HOLLINGBERY CO., National Representatives

#### PENNSYLVANIA—Cont'd

#### READING--Continued W R A W-Continued

TALENT

Rates on request.
Mecnanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for both lateral and vertical cut recordings.

orsonnei General Manager—Raymond A. Gaul. Sales Manager—Arthur W. Chafey. epresentatives

William G. Bambeau Company.

#### **SCRANTON** (Lackswanna County)

WARM (Established 1940)



#### **BLUE NETWORK STATION**



Rates effective January 1, 1941.

Rates effective January 1, 1941.

Owned and operated by Union Broadcasting Co.
Business Office and Studios—Select Building, Washington Arenue, Scranton, Pa.
Transmitter—O'Neill Highway, Dunmore, Pa., 2-1/2
miles from Scranton, Pa.

wave—Power—Time
Operating power—250 watts.
(100% modulation.)
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Operating schedule: Sundays 8:00 s.m. to 1:00 s.m.;
week days 7:00 s.m., to 1:00 s.m.
Agency Commission

Agency Commission 15% on station time only to recognized advertising agencies. Payments must be made on or before the 10th of each month to earn commissions. No cash discount. No commission on talent.

talent.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries).

In order to earn net rates quoted, contracts must be
completed within 12 months. Discounts earned on announcements cannot be applied to program contracts
or vice versa. To earn program discounts a minimum
of one program per week must be used; contracts
must be renewed or extended at, or before, expiration
to earn a lower rate. Class "A" and "B" program
time can be grouped to earn maximum discounts
Announcements at station breaks adjacent to higher
classifications are charged at rate of higher classification.

CLASS "A"

| (6:00             | D.m. to | 10:80 p.m. | .)       |         |
|-------------------|---------|------------|----------|---------|
| 1 ti.             | 26 tl.  | 52 ti.     | 104 ti.  | 208 t1. |
| 1 hour 85.00      | 80.75   | 76.50      | 72.25    | 68.00   |
| 1/2 hour 51.00    | 48.45   | 45.90      | 43.85    | 40.80   |
| 1/4 hour 81.00    | 29.45   | 27.90      | 26.85    | 24.80   |
| 5 min 18.00       | 17.10   | 16.20      | 15.80    | 14.40   |
|                   | CLASS   | "B"        |          |         |
| (7:00 a.m. to     |         |            | 0 nm t   | 0       |
|                   | sign-   | off)       |          | -       |
| 1 hour 45.00      | 42.75   | 40.50      | 88.25    | 36.00   |
| 1/2 hour 27.00    | 25.65   | 24.80      | 22.95    | 21.60   |
| 1/4 hour 16.20    | 15,89   | 14.58      | 18.77    | 12.96   |
| 5 min 8.75        | 8.81    | 7.88       | 7.44     | 7.00    |
| SPOT              | ANNOT   | NCEMENT    | rs       |         |
| (6:00             | p.m. to | 10:80 p.m. | <u> </u> |         |
| 1 minute or chain | •       |            | •        |         |

1 minute or chain break...... 6.00 5.70 5.40 5.10 (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to sign-off)

1 minute or chain break..... 4.00 8.80 8.60 8.40

break..... 4.00 8.80 8.60 8.40 8.20
PARTICIPATION PROGRAMS
Rates on request.

SPECIAL FEATURES
Time signals, weather reports, etc. Rates on request.
POLITICAL TALKS
Rates on request. All programs subject to prior booking of time. Typewritten copy required prior to program time.

TALENT

program time.

TALENT
Station maintains a talent booking office and wiii supply rates on request for special studio programs.

REMOTE CONTROL
Complete facilities for handling programs originating outside of the studios are available. Rates on request.

SERVICE FACILITIES
Merchandising facilities of the station are available to advertisers.

Closing Time
For inclusion of programs in publicity, 15 days are

Mecnanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turn-tables with both lateral and vortical pick-ups.

Personnel
President—Martin F. Memolo.
Commercial Manager—William M. Dawson.

Representatives
George P. Hollingbery Company.

WGBI (Established 1925)



Rates effective January 1, 1941, (Card No. 7.) Owned and operated by Scranton Broadcasters, Business Office and Studios—1000 Wyoming Aver Scranton 9, Pa., telephone 6296.
Transmitter—Drinker Turnnike, Scranton, Pa.

Transmitter—Drinker Turnnike, Scranton, Pa.

Wave—Power—Time
Operating power—1,000 watts days; 500 watte nights
329.7 meters; 910 kilocycles.
Licensed to operate on cleared regional channel.
Divides time with station WQAN. Operates on
Eastern War Time.
Operating schedule: Sundays 7:00 a.m. to 1:05 a.m.;
week days 6:00 a.m. to 12:30 p.m., 1:30 p.m. to
4:30 p.m. and 5:30 p.m. to 1:05 a.m.

Agency Commission

Agency commission 15% to recognized advertising agencies on net charges for talent and station time. Bills payable upon receipt of invoice, issued on 1st of each month. No cash discount.

General Advertising

eneral Advertising
For combination rates see listing of Columbia Broadcasting System (Hasic Supplementary Group).
Rates include charkes by owners of music copyrights.
In computing discounts on current broadcasting the
advertiser may combine broadcasting within one year
under prior or concurrent contracts in the same dirision except that prior or concurrent broadcasting in a
lower rate class cannot be combined in computing
current discounts in a higher rate class.

GENERAL BROADCASTING RATES

## Without Talent CLASS "A"

|        |        |         | OTTO D   |        |         |         |        |
|--------|--------|---------|----------|--------|---------|---------|--------|
|        |        |         |          | 10:80  | p.m.)   |         |        |
|        |        | 1 ti.   | 26 t1.   | 52 ti. | 104 ti. | 156 ti. | 260 ti |
| 1 ho   | ur     | 150.00  | 142.50   | 185.00 | 127.50  | 120.00  |        |
| 1/2 ho | ur     | 90.00   | 85.50    | 81.00  | 76.50   | 72.00   | 67.50  |
| 1/4 ho | ur     | 60.00   | 57.00    | 54.00  | 51.00   | 48.00   | 45.00  |
| 10 mir | utes   | 45.00   | 42.75    | 40.50  | 38.25   | 36.00   | 33.75  |
|        | utes   | 36.00   | 84.20    | 32.40  | 30.60   | 28.80   | 27.00  |
|        |        |         |          |        | 00.00   | 20.00   | 21.00  |
|        |        |         | CLASS    | "B.,   |         |         |        |
| (9:0   | 00 a.n | n. to f | 3:00 p.z | n. and | 10:30   | p.m. 1  | 0      |
|        |        | 1:      | 2:00 m1  | dnight | )       |         | -      |
| 1 ho   | ur     | 75.00   | 71.25    | 67.50  | 63.75   | 60.00   | 56.25  |
| 1/2 ho | ur     | 45.00   | 42.75    | 40.50  | 38.25   | 36.00   | 33.75  |
| 1/4 ho | ur     | 30.00   | 28.50    |        | 25.50   | 24.00   | 22.50  |
|        |        | 00 50   | 01.04    | 20.00  | 20.00   | 21,00   |        |

| 1/4 11001  | 30.00 | 48.00   | 27.00  | 20.00   | 24,00 | 22.5 |
|------------|-------|---------|--------|---------|-------|------|
| 10 minutes | 22.50 | 21.37   | 20.24  | 19.11   | 17.98 | 16.8 |
| 5 minutes  | 18.00 | 17.10   | 16.20  | 15.30   | 14.40 | 13.5 |
|            |       | CLASS   | C.,    |         |       |      |
| (12        | :00 m | idnight | to 9:0 | 00 a.m. | .)    |      |
| 1 hour     | 50.00 | 47.50   | 45.00  | 42.50   | 40.00 | 37.5 |
| 1/2 hour   | 30.00 | 28.50   | 27.00  | 25.50   | 24.00 | 22.5 |
| 1/4 hour   | 20.00 | 19.00   | 18.00  | 17.00   | 16.00 | 15.0 |
| 10 minutes | 15.00 | 14.25   | 13.50  | 12.75   | 12.00 | 11.2 |
| 5 minutes  | 12.00 | 11.40   | 10.80  | 10.20   | 9.60  | 9.0  |
|            |       |         |        |         |       |      |

ANNOUNCEMENTS
CLASS "A"
(6:00 p.m to 10:30 p.m.)
1 tt. 26 tt. 52 tt. 104 tt. 156 tt. 260 tt.
125 words or chain
break...... 15:00 14:25 13:50 12:75 12:00 11:25

CLASS "B"
(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to
12:00 midnight)

POLITICAL

Bates on request. Payable in advance.

ELECTRICAL TRANSCRIPTIONS

Accepted at regular rates.

TALENT
Program ideas, lists of talent and prices on request.

REMOTE CONTROL
Programs originating outside the studies are subject to special charges.

to special charges.

SERVICE FACILITIES

The station will endeavor to prepare any type of program desired by the advertiser and will furnish program ideas, list of talent and prices on request.

Recharding Program Equipment Equipment Equipment Equipment and programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-ables for both vertical and lateral cut recording. Personnel

ersonne! President...Frank Megargee. General Manager...George D. Coleman, Station & Prom. Mgr...B. E. McDowell.

Representatives
John Blair & Company.

#### WOAN

Owned and operated by the Scranton Times, Wave—Power—Time
Operating power—1,000 watta days; 500 watta nights,
329.7 meters; 910 kilocycles,
Divides time with station WGRI.

Does not sell time.

#### SHARON

(Mercer County)

WPIC

(Established 1988) Rates received November 19, 1941. Uwned and operated by Sharon Herald Broadcasting

owned and operated by Sharon Herald Broadcasting
Comnany.
Business Office and Studio—Pine Hollow Boulevard,
Sharon, Pa.
Transmitter—Pine Hollow Boulevard, Sharon, Pa.
Transmitter—Pine Hollow Boulevard, Sharon, Pa.
Transmitter—Pine Hollow Boulevard, Sharon, Pa.
Transmitter—Pine Hollow Boulevard, Sharon, Pa.
Transmitter—Pine Hollow Boulevard, Sharon, Pa.
Transmitter—Pine Hollow Boulevard, Sharon, Pa.
Operating power—1,000 watts.
379.7 meters; 790 kilocycles.
Operating on Eastern War Time.
Actual operating schedule: 6:00 a.m. to local sunset.
seems Operating

#### **SUNBURY**

(Northumberland County)

WKOK (Established 1988)



Ratee effective May 1, 1988.

Owned and operated by Sunbury Broadcasting Corp. Business Office and Studio—1150 N. Front Street. Sunbury, Pennsylvania, telephone 1326.

Transmitter—Sunbury, Pennsylvania.

Transmitter—Sundury, remmay.vam...

Wave—Power—Time
Operating power—250 wetta,
241.9 meters, 1240 kilocycles,
Licensed to operate on local channel.
Operates on Eastern War Time.
Actual operating schedule: Sunday 7:00 a.m. to 5:00
p.m. Week days 7:00 a.m. to 10:00 p.m.

Agency Commission 15% to recognized advertising agencies on net charges for talent and station time. Bills payable upon receipt of invoice, issued on the dirst of each month. No cash discount.

General Advertising
The following rates are for national advertising. For local advertising rates consult station management.
On contract, not to exceed one year.

(5:00 p.m. to 12:00 midnight)

|            | 1 ti         | . 13 ti.   | 26 t1.  | 52 ti. |
|------------|--------------|------------|---------|--------|
| 1 hour     | 60.0         | 0 57.00    | 54.00   | 51.00  |
| 1/2 hour   | 35.0         | 0 33.25    |         | 29.75  |
| 1/4 + hour | 20.0         | 0 19.00    |         | 17.00  |
|            | (Before      |            | 20.00   | 21.00  |
| 1 hour     | 40.0         |            | 86.00   | 84.00  |
|            | 22.5         |            |         | 19.18  |
|            | 13.0         |            |         |        |
| 1/1 Mod1   |              |            |         | 11.05  |
|            | FEATUR       |            |         |        |
|            | 5:00 p.m. to | 12:00 mid  | inight) |        |
|            | 6.0          |            | 5.40    | 5.10   |
| 5 minutes. | 12.0         | 0 11.40    | 10.80   | 10.20  |
|            | (Before      | 5:00 p.m.) |         |        |
| 1 minute   | 4.5          |            | 4.05    | 8.88   |
| 5 minutes. | 10.0         |            |         | 8.50   |
|            | DOLL         | TOTAL      | 0.00    | 0.00   |

Bates on request. TALENT
Practically all desired types of entertainers and artists available through station Artists' Service Bureau.

REMOTE CONTROL

Thoroughly equipped to handle all remote programs. (This listing continued on next page)

#### SUNBURY—Continued

#### W K O K-Continued

Contract and Other Requirements
All copy and programs subject to approval of station management.

Closing Time
Ten days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using lateral or vertical 88-1/3 or 78 r.p.m turn-tables.

Personnel President—H. H. Haddon General Manager—B. A. Beck

Representatives
Oox & Tans.

#### **UNIONTOWN**

(Fayette County)

WMBS (Established 1987)



Rates effective December 1, 1941. (Card No. 2B.)

Owned and operated by Fayette Broadcasting Corp Buginess Office and Studio-Fayette Title and Trues Building, Uniontown, Pennsylvania. Transmitter-Burgess Field. Uniontown. Pennsylvania

Wave—Power—Time
Operating power—1,000 watts.
508,5 meters; 590 kilocycles.
Licensed to operate full time.
Operates on Eastern War Tim

Actual operating schedule: 7:00 a.m. to 1:00 a.m.

Agency commission
Agency commission 15% to recognized advertising agencies on net charges for station time only No cash discount.

Utimes... 52.50 81.50 21.00 10.50 5.68 8.88 CLASS "C"

(11:00 p.m. to 9:00 a.m. daily)
1 time... 59.00 80.00 20.00 10.50 5.00 8.00 18 times... 47.50 28.50 19.00 9.50 4.75 2.85 26 times... 45.00 27.00 18.00 9.00 4.50 2.75 2.85 26 times... 45.00 27.00 18.00 9.00 4.50 2.70 2.85 26 times... 45.00 27.00 18.00 8.00 4.00 2.40 4 times... 40.00 24.00 16.00 8.00 4.00 2.40 08 times... 37.50 22.50 15.00 7.50 3.75 2.25 00 times... 85.00 4.25 2.55 (\*) 60 words to 1 minute, live or transcription. (f) Station breaks, maximum copy 50 words, live or transcription transcription.

or transcription

ADDITIONAL DISCOUNTS
Additional quantity announcement discounts (100 words or station break): 520 announcements or more within a 52 consecutive week period earn an additional 25%. Announcements in different rate classifications can be combined for purpose of earning this additional 25%.

POLITICAL TALKS
Rates on request.

SPECIAL FEATURES
Time signals, weather forecasts, and temperature reports. Copy limited to 50 words including service feature. Station break rates apply to all types of service anouncements. Sports Review—Rates on raquest

Sports Review—Rates on request. News—Leased wire service available—Rates on re-

quest.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available—rates on re

TALENT Bates on request.

BEMOTE CONTROL
Rates on request. All wire and mechanical charges
will be billed to the client.

Contract and Other Requirements
Rates are for station time only.
All programs and copy subject to approval of station
management.

Closing Time
Scrips, musical numbers with authors and composers,
publishers and copyright owners names must be in
one week prior to broadcast for copyright check.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
President and General Manager—Joseph C. Burwell
Commercial Manager—Harry C. Burwell.

Representatives
Radio Advertising Company.

#### WASHINGTON

(Washington County)

WJPA
(Established 1942)



Rates effective April 1, 1945. Card received March 13, 1945.

Owned and operated by Washington Broadcasting Co.
Business Offices and Studies—George Washington
Hotel, Washington Pa., telephone Washington 4870.
Transmitter—Boyd Hill, 1/2 mile from city limits.
Washington, Pa.

Wave—Power—Time
Operating power—250 watts.
266.9 meters; 1450 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 7:00 s.m. to 1:00 s.m.

Agency Commission
15% to recognized agencies on net charges for station
time; no cash discount. All bills due on 15th of
month following service.

General Advertising
For combination rates see listing of Mutual Broad-casting System.
Affiliated with WSTV, Steubenville, Ohio, WFPC, Atlantic City, N. J., and WKNY, Kingston, N. Y.; combination rates on request.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days; 12:00 noon to 11:00 p.m. week days; 12:00 noon to 11:00 p.m. Sundays)

1 1/2 1/4 10 5 n.m. nin, nin, (\*)

1 time... 60:00 36.00 24:00 18:00 12:00 5.50

13 times.. 57.00 34.20 22:80 17.10 11.40 5.25

26 times.. 57.00 32.40 21:60 16:20 10:80 5.00

25 times.. 51.00 30:60 20:40 15:30 10:20 4.75

100 times.. 48.00 28.80 18:20 14:40 9:60 4:50

300 times.. 42:00 27:00 18:00 13:50 9:00 4:25

600 times.. 42:00 25:20 16:80 12:60 8:40 4:00

900 times.. 39:00 23:40 15:50 11.70 7:80 3.75

900 times. 39.00 23.40 15.60 11.70 7.80 3.75 CLASS "B"
(9:00 a.m. to 6:00 p.m. week days; 9:00 a.m. to 12:00 noon Sundays)
1 times... 48.00 28.80 19:20 14.40 9.60 4.50 13: times... 45.60 27.36 18:24 13.68 9.12 4.30 26 times... 43.20 25.92 17.28 12.96 8.64 4.30 52 times... 43.20 25.92 17.28 12.96 8.64 4.30 100 times. 38.40 23.04 15.36 11.52 7.68 3.70 300 times. 38.40 23.04 15.36 11.52 7.68 3.70 300 times. 38.60 21.60 14.40 10.80 7.20 8.50 600 times. 33.60 21.61 33.44 10.08 6.72 3.30 900 times. 33.60 21.61 33.44 10.08 6.72 3.30 900 times. 31.20 18.72 12.48 9.36 6.24 3.10

900 times.. 33.00 20.16 13.44 10.08 6.24 3.30 2.30 900 times.. 31.20 18.72 12.48 9.38 6.24 3.10 2.10 CLASS "C"

(11:00 p.m. to 9:00 a.m. daily)
1 time... 38.40 23.00 15.40 11.50 7.80 3.60 2.80 13 times.. 38.50 21.90 14.60 10.95 7.40 3.45 2.65 28 times.. 34.55 20.75 13.80 10.40 7.00 3.30 2.50 52 times.. 32.55 19.60 13.00 9.85 6.60 3.15 2.35 100 times.. 32.55 19.60 13.00 9.85 6.60 3.15 2.35 100 times.. 32.50 19.60 13.00 9.85 6.60 3.15 2.35 20 000 times.. 28.80 17.30 11.50 8.75 5.80 2.65 2.05 600 times.. 28.80 17.30 11.50 8.75 5.80 2.55 2.05 600 times.. 25.00 15.00 10.00 7.65 5.00 2.55 1.75 (\*) One minute or 125 words, live or transcription, or station break.

News broadcasts: Five, ten, or fifteen minute periods. Add 10% to time rate. Household features. Fifteen minute periods. Rates on request.

Rouseload reatures. Finces minute periods. Nave or request.

Sports programs: Five, ten, or fifteen minute periods. Rates on request.

Time signals take regular announcement rates. Maximum commercial tie-in 50 words.

POLITICAL TALKS

Payable in advance. No quantity discount.

REMOTE CONTROL
Rates on request.

Contract and Other Requirements
All contracts are subject to station approval and to
government regulations. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to itself.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. turn-tables for
lateral cut recordings.

Personnel
Managing Director—John J. Laux.
Station Manager—John M. Croft.
Representatives
The Friendly Group.

#### **WILKES-BARRE**

(Luzerne County)

WBAX (Established 1922)

Rates effective October 15, 1983;
Owned and operated by John H. Stenger, Jr.
Studio-Oropheum Building, Wilkes-Barre, Pa., telephone 30196.
Transmitter—East End Boulevard, Plains Pennsylvania, one mile from Wilkes-Barre, Pa.

Wave—Power—Time
Operating power—100 watts.
241.9 meters; 1240 kilocyoles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 6:30 a.m. to 2:00 a.m.

Agency Commission
Agency commission 15% to recognized advertising
agencies. No commission on talent. Cash discount —.

General Advertising
For combination rates see listing of Mutual Broadcasting System.

(Week day evenings and all day Sundays) 13 ti. 71.49 49.88 34.20 17.10 

6.87 4.25

Volume discounts on request.

POLITICAL RATES
One and one-half the one time night rate.

RECORDED PROGRAMS
Transcription library services available—rates and details on request.

TALENT

REMOTE CONTROL

REMOTE CONTROL

Wire and mechanical charges are extra.

SERVICE FACILITIES

Program planning, continuity writing, price quoting and production included without additional cost.

Contract and Other Requirements

No contract for more than 52 weeks accepted. Bight reserved to reject any matter not conforming to station estandards, and subject to governmental regulations and station approval. Priority governs position of broadcast period.

Mechanical Program Epulament

on promotest period.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables.

Personnel
General Manager—John H. Stenger, Jr.
Sales Manager—Jones Evans.

Representatives
Burn-Smith Company, Incorporated.

WBRE (Established 1925)



Rates received August 28, 1987.

Hatter received August 28, 1987.

Owned and operated by Louis G. Baltimore.
Business Office and Studio—62 S. Franklin Street,
Wilkes-Barre, Pennsylvania, telephone 8-3101.
Tratemitter—Kingston, Pennsylvania.

Wave—Power—Time
Operating power—250 watts.
228 9 meters; 1840 kilocycles.
Licensed to operate full time on oleaned local channel.
Operates on Eastern War Time.
Actual operating schedule: 7:00 a.m. to 1:00 a.m.
daily

daily
Agency Commission
Agency Commission 15% on broadcasting rates only
to advertising agencies recognized by station owner
providing payment is made by 10th of month following service. Cash discount 2% of net if paid
before 10th of month following service. All talent
paid direct by advertiser or sponsor and ne commisstore allowed.

| Trisstone allowed. | General Advertising | For combination rates see National Broadcasting | Company (Basio Supplementary). | Price quoting permitted. | (After 5:00 p.m. week days and after 12:00 | noon Sundays) | 1 ti. | 18 ti. | 26 ti. | 52 ti. | 1 hour. | 95.00 | 90.00 | 35.50 | 76.50 | 1/2 hour. | 57.00 | 54.00 | 51.30 | 46.90 | 1/4 hour. | 39.00 | 36.00 | 34.20 | 30.60 | 5 minutes | 20.00 | 18.00 | 17.10 | 15.80 | (Basica 5:00 p.m. week days and basica 12:00 | 18.00 | 17.10 | 15.80 | (Basica 5:00 p.m. week days and basica 12:00 | 18.00 | 17.10 | 15.80 | (Basica 5:00 p.m. week days and basica 12:00 | 18.00 | 17.10 | 15.80 | (Basica 5:00 p.m. week days and basica 12:00 | 18.00 | 17.10 | 15.80 | (Basica 5:00 p.m. week days and basica 12:00 | 18.00 | 17.10 | 15.80 | (Basica 5:00 p.m. week days and basica 12:00 | 18.00 | 17.10 | 15.80 | (Basica 5:00 p.m. week days and basica 12:00 | 18.00 | 17.10 | 15.80 | (Basica 5:00 p.m. week days and basica 12:00 | 18.00 | 17.10 | 15.80 | (Basica 5:00 p.m. week days and basica 12:00 | 17.10 | 15.80 | (Basica 5:00 p.m. week days and basica 12:00 | 18.00 | 17.10 | 15.80 | (Basica 5:00 p.m. week days and basica 12:00 | 18.00 | 17.10 | 15.80 | (Basica 5:00 p.m. week days and basica 12:00 | 18.00 | 17.10 | 15.80 | (Basica 5:00 p.m. week days and basica 12:00 | 18.00 | 17.10 | 15.80 | (Basica 12:00 p.m. week days and basica 12:00 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18.00 | 17.10 | 18 

(12:00 nom to 1:00 p.m. and after 5:00 p.m. week days and after 12:00 noon Sundays)

100 words or less... 9.75 9.00 8.55 (Before 5:00 p.m. week days and before 12:00 noon Sundays)

100 words or less... 6.50 6.00 5.70 POLITICAL TALKS

One and one-half times one-time evening rate. 52 ti. 7.65

SPECIAL FEATURES
Bates on request.

RECORDED PROGRAMS
Regular time charges apply to recorded programs.
Not restricted to certain hours.

TALENT
Rates on application. Artists' services available at local union rates.

REMOTE CONTROL

Special arrangements may be made for programs originating outside the regular studios.

Closing Time
Talent programs close two weeks in advance. Announcements, talks and recorded programs close one week in advance.

#### PENNSYLVANIA—Cont'd

#### WILKES-BARRE—Continued W B R E-Continued

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip
tion, using 38-1/8 and 78 r.p.m. double turn-tables

Personnel
General Manager—Louis G. Baltimore

Representatives None.

#### **WILLIAMSPOR7**

(Lycoming County)

WRAK (Established 1929)

Rates effective January 1, 1989.

Owned and operated by WRAK, Inc. Business Office and Studio—244 West Fourth Street. Williamsport, Pennsylvania. Transmitter—1561 West Fourth Street, Williamsport

Pennsylvania.

Wave—Power—Time
Operating power—250 watte.
(100% modulation—crystal control.)
214.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 7:30 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% on broadcasting rates only
to advertising agencies recognized by station, and
providing payment is made by 10th of month following service. No cash discount.
General Advertising
For combination rates see listing of National Broadcasting Company (Basic Supplementaries).
Rates include charges by owners of music copyrights.
The following rates are for national advertising.

(After 6:00 p.m.)

|                    |         | l ti. |       |       | 52 tl. | 100 ti. | 800 ti. |  |
|--------------------|---------|-------|-------|-------|--------|---------|---------|--|
| 1                  | hour    | 75.00 | 71.25 | 67.50 | 64.75  | 60.00   | 56.25   |  |
| 1/2                | hour    | 45.00 | 42.75 | 40.50 | 38.25  | 86.00   | 88.75   |  |
| 1/4                | hour    | 30.00 | 28.50 | 27.00 | 25,50  | 24.00   | 22.50   |  |
| 5                  | minutes | 15.00 | 14.25 | 18.50 | 12.75  | 12.00   | 11.25   |  |
| (Before 6:00 p.m.) |         |       |       |       |        |         |         |  |
| 1                  | hour    |       |       |       | 49 50  | 40.00   | 97 KA   |  |

1 hour..... 50.00 47.50 45.00 1/2 hour..... 80.00 28.50 27.00 1/4 hour.... 20.00 19.00 18.00 5 minutes 10.00 9.50 9.00

ANNOUNCEMENTS

(After 6:00 p.m.)
120 words..... 7:00 6:65 6:30
50 words..... 4:00 8:80 8:60 (Before 6:00 p.m.)
120 words..... 5.00 4.75 4.50 4.25
50 words..... 8.00 2.85 2.70 2.55

POLITICAL TALKS
Rates on application.
TALENT

Rates on application.

REMOTE CONTROL

itemote work can be handled at any time. Wire and mechanical charges are extra.

SERVICE FACILITIES
Program planning, continuity writing and production included without additional cost.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. No contract for more than 52 weeks accepted. Right reserved to reject any matter not conforming to station standards.

Closing Time

Closing time for obtaining newspaper radio program listing is one week in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcriptions, using 88-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

General Manager—George E. Joy Commercial Manager—J. Wright Mackey.

Representatives

J. P. McKinney & Son.

YORK (York County) WORK (Established 1982)



Rates effective May 1, 1942, (Card No. 7.)

Owned and operated by York Broadcasting Co., Inc. Business Office and Studio—18 South Beaver Street, York, Pennsylvania, telephone 6629.

Transmitter—Lincoln Highway, 4-1/2 miles west of York.

Wave-Power-Time

Operating power-1,000 watts.
222.2 meters; 1350 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Operating schedule: 6:55 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% to recognized advertising agencies; no cash discount. No discounts on talent, remote facilities, etc. Involces due 20th of month following broadcast.

General Advertising

NOTE: Just as this issue was going to press we revelved a new rate card (No. 8), effective May 1, 1945. Complete changes will be announced on the first rate builtein to this issue.

For combination rates eee National Broadcasting Company (Basic Supplementary) and Mutual Broadcasting System.

CLASS "A" (6:00 p.m. to 11:00 p.m.)

(8:00 p.m. to 11:00 p.m.)

1 13 26 52 104 156 260
tl. ti. ti. ti. ti. ti. ti.
1 hr. 125.00 120.0115.00 110.00 105.00 100.00 90.00
1/2 hr. 75.00 72.50 70.00 67.50 65.00 62.50 57.50
1/4 hr. 47.50 46.00 44.50 48.00 41.51 40.00 85.00
5 min. 27.50 28.50 28.50 24.50 28.50 22.50 20.00 CLASS "B"

(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

1 hr. 85.00 81.00 77.00 73.00 69.00 65.00 57.00 1/2 hr. 55.00 58.00 51.00 49.00 47.00 45.00 40.00 1/4 hr. 85.00 83.75 82.50 81.25 80.00 77.50 25.00 5 min. 17.50 17.00 16.50 16.00 15.50 15.00 14.00 To earn discounts, programs must be used within twelve month period.

ANNOUNCEMENTS

(After 6:00 p.m.) 13 26 52 ti. ti. ti. 156 260 tl. tl. ti. ti. ti. ti. ti.
125 words or one minute transcription... 9.50 9.25 9.00 8.75
50 words or 1/2 minute transcription... 7.25 7.00 6.75 6.58
30 word chain
break 8.00 7.75 7.50 7.25 8.50 8.00 7.00 6.25 5.75 S.60 7.00 6.50 6.60 Dreak 8.00 7.75 7.50 7.25 7.00 6.50 6.60

(Before 6:00 p.m.)
125 words or one transcription... 7.50 7.25 7.00 6.75 6.50 6.00 5.50
50 words or 1/2 minute transcription... 6.00 5.75 5.50 5.25 5.00 4.50
30 word ohain break 6.50 6.25 6.00 5.75 5.50 5.00 4.50
To earn discounts, announcements must be used within twelve month period.

POLITICAL ADVERTISING
One time rate applies; cash in advance.

TALENT
Routine talent available. Special lists available to advertisers upon request.

REMOTE CONTROL

Remote work can be handled at any time, cost depending on line cost and installation fees.

SERVICE FACILITIES
Personal calls on trade, newspaper publicity, letters to trade.

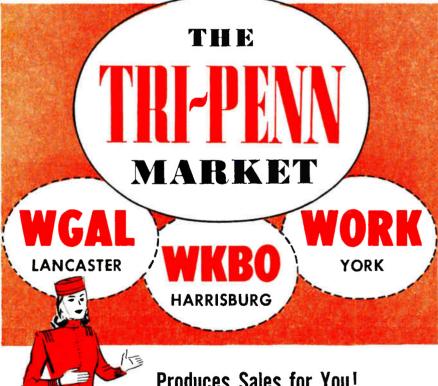
Closing Time Five days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables.

Station Executive—Clair R. McCollough. Station Director—J. Robert Gulick. Station Manager—Harold E. Miller.

Representatives
Paul H. Raymer Company

In the Heart of Pennsylvania



## **Produces Sales for You!**

The Tri-Penn primary area in the heart of Pennsylvania—a prosperous region not covered by any other station.

For rates—write main office—8 West King Street, Lancaster, Penna. or

NBC-MUTUAL

Sales Representative:

RAYMER

#### YORK—Continued

WSBA



#### **BLUE NETWORK STATION**



Bates effective August 15, 1948. (Card No. 8.) Owned and operated by The Susquehanna Broadcast-ing Co. Business Office and Studio—R.D. No. 5, York, Pa Transmitter—North city limits, York, Pa.

#### Wave-Power-Time

Operating power—1,000 watts (days).
333.3 meters; 900 kilocycles.
Licensed to operate limited time on regional channel.
Operates on Eastern War Time.
Operating schedule: Surrise to sunset.

#### Agency Commission

15% to recognized agencies on station time only. Bills rendered first of month, due on the tenth.

#### General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Supplementaries). The following rates apply to national advertising. Rates include music copyright fees.

#### GENERAL BROADCASTING

## CLASS "A" (After 6:00 p.m. week days: after 12:00

| (Mittel 0.00 p |          |        | 101 101 |        |
|----------------|----------|--------|---------|--------|
| 1              | noon But | ndays) |         |        |
|                | 1 tL     | 18 ti. | 26 ti.  | 52 ti. |
| bour           | 125.00   | 118.75 | 112.50  | 106.28 |
| hour           | 75.00    | 71.25  | 67.50   | 68.75  |
| hour           | 50.00    | 47.50  | 45.00   | 42.50  |
| minutes        | 25.00    | 28.75  | 22.50   | 21,25  |
|                | CLASS    | "B"    |         |        |

### (Before 6:00 p.m. week days; before 12:00

| noon Sundays) |         |       |       |       |       |  |  |  |  |
|---------------|---------|-------|-------|-------|-------|--|--|--|--|
| 1             | hour    | 85.00 | 80.75 | 76.50 | 72.25 |  |  |  |  |
| 1/2           | hour    | 51.00 | 48,45 | 45.90 | 48.85 |  |  |  |  |
| 1/4           | hour    | 84.00 | 82.80 | 80.60 | 28.90 |  |  |  |  |
| 5             | minutes | 17.00 | 16.15 | 15.80 | 14.45 |  |  |  |  |
|               |         |       |       |       |       |  |  |  |  |

#### WEEKLY STRIP RATES CLASS "A"

(After 6:00 p.m. week days; after 12:00

|             | Or      | e per d | lay      | Or      | e per d           | ay     |  |
|-------------|---------|---------|----------|---------|-------------------|--------|--|
|             | Three 1 | times w | reekiy   | Five 1  | Five times weekly |        |  |
|             | 13      | 26      | 52       |         | 26                |        |  |
|             | wks.    | wks.    | wks.     | wks.    | wka.              | wkı.   |  |
| 1/2 hour 1  | 82.84   | 164.11  | 147.70   | 286.88  | 258.20            | 282.88 |  |
| 1/4 hour 1  | 21.50   | 109.85  | 98.42    |         |                   |        |  |
| 5 minutes   | 60.75   | 54.68   | 49.22    | 95.68   | 86.07             | 77.47  |  |
| Add 1/8 to  | above   | rates   | for four | weekly: | 1/5 to            | above  |  |
| rates for i |         |         |          |         |                   |        |  |
| weekly.     |         |         |          |         |                   |        |  |

#### CLA88 "B"

(Before 6:00 p.m. week days; before 12:00 noon Sundays)
1/2 hour 128.93 111.54 100.39 195.08 176.58 158.98
1/4 hour 82.62 74.86 66.98 185.05 117.05 105.85
5 minutes 41.81 87.18 88.47 65.08 58.55 52.70
Add 1/3 to above rates for four weekly; 1/5 to above rates for six weekly; 2/5 to above rates for seven weekly.

#### ANNOUNCEMENTS (After 6:00 p.m.)

100 words or one minute tran-scription.... 8.00 7.75 7.50 7.25 7.00 6.75 6.50 50 words or half minute tran-scription... 6.50 6.25 6.00 5.75 5.50 5.25 5.60

ntion... 0.50 0.50 0.51 rd chain k...... 7.00 6.75 6.50 6.25 6.00 5.75 5.50

#### POLITICAL PROGRAMS

one time Class "A" rates apply, irrespective of time; payable in advance.

#### ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Service charges given on request. Instantaneous recording equipment available.

#### REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs.

Contracts close five days in advance of first broadcast.

#### Mechanical Frogram Equipment

Equipped to handle programs of electrical transcription, using 38-1/3 and 78 r.p.m. turntables for either vertical or lateral out recordings.

#### Personnel

Executive Director—Louis Vyner, Manager—Sydney Robbins, Program Manager—Otis Morse.

#### Representatives

Spot Sales, Inc.

#### RHODE ISLAND

#### **PAWTUCKET**

(Providence County

WFC1 (Established 1941)



#### **BLUE NETWORK STATION**



Rates effective March 1, 1945. (Card No. 4.) Owned and operated by the Pawticket Brancasting Owned and operated by the Pawticzet Braccasting Company, Petry 9540, Business Office and Studio—450 Main Street. Pawtucket, Rhode Island Other Studios—Providence-Biltmore Hotel, Provi-

|            | 1        | 1/2      | 1/4    | 10    | 5      |       |
|------------|----------|----------|--------|-------|--------|-------|
|            | hr.      | nr.      | hr.    | min.  | min.   | (*)   |
| 1 time     | 160,00   | 96,00    | 64.00  | 48.00 | 32.00  | 18.00 |
| 13 times   | . 152.00 | 91.20    | 60.80  | 45,60 | 30.40  | 17.10 |
| 26 times.  | . 144.00 | 86.40    | 57.60  | 43.20 | 28.80  | 16.20 |
| 52 times.  | . 138.00 | 81.60    | 54.40  | 40.80 | 27.20  | 15.30 |
| 104 times. | . 128.00 | 76.80    | 51,20  | 38.40 | 25.60  | 14.40 |
| 260 times. | . 120.00 | 72.00    | 48.00  | 36.00 | 24.00  | 13.50 |
| 500 times  |          | ******** |        |       |        | 12.60 |
|            |          | CLASS    | B      |       |        |       |
| (8:00      | a.m. to  | 6:00 p.1 | m. and | 10:30 | p.m. t | 0     |
|            |          | 11:00    | p.m.)  |       |        |       |
| l time     | 80.00    | 48.00    | 32.00  | 24.00 | 16.00  | 9.00  |
| 13 times   | 76.00    | 45 60    | 30 40  | 22 80 | 15 20  | 8 55  |

| CLASS "B"                                 |       |        |         |        |       |       |      |  |
|---|-------|--------|---------|--------|-------|-------|------|--|
| (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to |       |        |         |        |       |       |      |  |
|   |       |        | 11:00   | p.m.)  |       |       |      |  |
| 1   | time  | 80.00  | 48.00   | 32.00  | 24.00 | 16.00 | 9.00 |  |
| 13  | times | 76.00  | 45.60   | 30.40  | 22.80 | 15.20 | 8.55 |  |
| 26  | times | 72.00  | 43,20   | 28.80  | 21.60 | 14.40 | 8.10 |  |
| 52  | times | 68.00  | 40.80   | 27.20  | 20.40 | 13.60 | 7.65 |  |
| 104                                       | times | 64.00  | 38.40   | 25,60  | 19.20 | 12.80 | 7.20 |  |
| 260                                       | times | 60.00  | 36.00   | 24.00  | 18.00 | 12.00 | 6.75 |  |
| 500                                       | times |        | ******* |        |       |       | 6.30 |  |
|   |       |        | CLASS   | C      |       |       |      |  |
|   |       | (11:00 | p.m. t  | 00:8 0 | a.m.) |       |      |  |
| 1   | time  | 54.00  | 32.00   | 22.00  | 16.00 | 11.00 | 6.00 |  |
| 13  | times | 51.30  | 30.40   | 20.90  | 15.20 | 10.45 | 5.70 |  |
| 26  | times | 48.60  | 28.80   | 19.80  | 14.40 | 9.90  | 5.40 |  |
| 52  | times | 45.90  | 27.20   | 18.70  | 13.60 | 9.35  | 5.10 |  |
| 104                                       | times | 43.20  | 25.60   | 17.60  | 12.80 | 8.80  | 4.80 |  |

variance. st. 90 27.20 18.70 13.60 9.35 5.10 104 times. 43.20 25.60 17.60 12.80 8.80 4.80 260 times. 40.50 24.00 18.50 12.00 8.25 4.50 500 times. 40.50 24.00 18.50 12.00 8.25 4.50 500 times. 40.50 12.00 8.25 4.50 FOLLOW THE PROPERTY OF TH

mission. SERVICE FACILITIES

Complete program and production department available to plan, prepare and present programs. Merchandising service data on request, for contracts of size to warrant. Details and costs on request.

chandising service data on request, for contracts of size to warrant. Details and costs on request.

Contract and Other Requirements Advertising of sicoholic beverages not accepted, excepting beer and light wine. All contracts are subject to station owner's approval, to government regulations and network priority. All material must conform to the standard of the station. Retailor reserves right to refuse or discountinus any advertising for reasons satisfactory to liself. Rates are for the facilities of the station only with services of one announcer in studio. Talent is extra. All proposals subject to prior sais. Maximum contract term is one year. Contracts subject to cancellation if programs do not start within 30 days. Renewals of contracts are subject to rates then in effect and earn established times discounts up to a total contract period of one year on continuous broadcasting schedules. Word count of announcements based on actual words spoken. All talks, speeches, etc., are to be submitted to station management for approval a minimum of 48 hours before broadcast. All political speakers must sign waiver form.

Closing Time
Contracts close two weeks in advance of first hroadcast. Announcement copy and talks close 48 hours in advance. Transcriptions close 72 hours in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral out recordings.

Program Director—Harry A. Moreland.

Representatives
The Katz Agency, Inc.

#### **PROVIDENCE**

(Providence County)

#### WEAN

(Established 1922) Rates effective July 1, 1944. (Card No. 12.)

Owned and operated by The Yankee Network. Business Office—21 Brookline Ave., Boston 15, Mass., or Crown Hotel, Providence 2, R. 1., telephone Dexter 1500.

Studios—Crown Hotel, Providence, R. I. Transmitter—East Providence, R. I.

Nave—Power—Time
Operating power—5.000 watta.
379.7 metera; 790 kilocycies.
Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Operating schedule; 20 hours daily.

Agency Commission 15% on net station time to rec-ognized advertising agencies. No cash discount. Charges for facilities are payable immediately after each broadcast.

each broadcast.

General Advertising

For combination rates see listings of Yankes Network and Mutual Broadcasting System.

Rates include charges by owners of music copyrights.

Actual time is: 1 hour, 59.20 minutes; 3/4 hour,
44:20 minutes; 1/2 hour, 29.80 minutes; 1/4 bour,
14:30 minutes; 5 minutes, 4:50 minutes.

The following rates are for national advertising.

MUSICAL OR DRAMATIC PROGRAMS

|    | (6:00 p.m. to 10:80 p.m. daily) |               |
|----|---------------------------------|---------------|
| .1 | hour                            | 200.00        |
| /2 |                                 | 160.00        |
| /4 | hour                            | 80.00         |
| 5  | minutes                         | <b>40.0</b> 0 |

|       | (a:00 a.m. to o:00 p.m. week maya, a:0        |         |
|-------|---|---------|
|       | a.m. to 1:00 p.m. Sundays, and 10:80 p.m.     | 2.      |
|       | to 12:00 midnight daily)                      |         |
| 1     | bour  | 100.00  |
| 3/4   | bour  | 80.00   |
| 1/2   |   | 60.00   |
| 1/4   |   | 40.00   |
|       |   |         |
| 5     | minutes                                       | 20.00   |
|       | (1:00 p.m. to 6:00 p.m. Sundays)              |         |
| 1     |   | 150.00  |
| 8/4   |   | 120.00  |
|       |   |         |
| 1/2   |   | 90.00   |
| 1/4   | hour  | 60.00   |
| 5     | minutes                                       | 80.00   |
|       | (12:00 midnight to 8:00 a.m. daily)           |         |
|       |   |         |
| 1     |   | 67.00   |
| 3/4   | bour  | 54.00   |
| 1/2   | hour  | 40.00   |
| 1/4   |   | 27.00   |
| - ´ 5 |   | 14.00   |
| ٠     |   | 12.00   |
|       | DISCOUNTS                                     |         |
| Tir   | ne discounts apply to total broadcasts in eac | h alas- |

rime discounts apply to total procadents in each diss-sification for the same sponsor within the current

Announcements before or after news—limited to two announcements before or after news—limited to two announcements before or after news—limited to two announcements before news and twe announcements after news; 100 words maximum:

6:00 p.m. to 10:30 p.m., per week (7 days) 175.00 8:00 s.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight, per week (7 days) 87.50 Participating announcements - 125 weeds er ense minute transcription:

6:00 p.m. to 10:39 p.m. 20.00 p.m. 10:00 12:00 midnight to 8:00 s.m. 10:00 p.m. 10:00 Station break announcements between programs—30 words or 15 seconds electrical transcription:

6:00 p.m. to 10:30 p.m. 10:30 p.m. 10:00 p.m. 1

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply to transcrip ription pro-

## Rates and details on request.

Rates and details on request.

REMOTE CONTROL.

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser when required in advance.

SERVICE FACILITIES

Production Department, Sales and Merchandising Department, and Publicity and Public Relations Department available to advertisers.

ment available to advertisers.

Contract and Other Requirements

Musical program rates are for the facilities of the
station only; talent is extra. No blanket contracts
accepted. Perferred position governed by priority
and availability on contract basis.

No contract accepted for lenger period than one year.
The Better Business Bureau and the Proprietary Association are consulted on commercial continuities.
All productions must conform to station standard of
ethics in broadcasting.

No commissions or time discounts on talent or lime
charges.

Closing Time

Closing Time
Closing date for inclusion in general publicity and
printed announcement is 14 days in advance.

echanical Pregram Equipment
Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turn-tables.

Personnel
Chairman of the Board—John Shepard, 3rd.
Station Supervisor—Joseph Lopes.
Exclusive National Representatives
Edward Petry & Company, Inc.

#### RHODE ISLAND—Cont'd

#### PROVIDENCE—Continued

WFC1
Considered by the Biue Network Company as their Providence-Pawtucket outlet, See listing under Pawtucket.

## WJAR (Established 1922)



Bates effective October 10, 1986. Owned and operated by The Outlet Company Depart

Owned and operated by The Outlet Company ment Store.
Business Office and Studio—The Outlet Company Store, Weybossett St., Providence 2, B. I.
Transmitter—Wampanneg Trail, East Providence, B.I.
Vave—Fower—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
326.1 meters; 920 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 9:00 s.m. to 1:00 s.m. Week days 6:30 s.m. to 1:00 s.m.
Anency Commission

Agency Commission

Agency Commission
Agency commission 15% on net charges for station
time. No cash discount.
General Advertising
For combination rates see listings of National Broadcasting Company (Basic Network) and New England
Regional Network (Basic Stations).
Discounts apply to that number of consecutive periods used by the same aponeor in one year.

|            |           | LASS "    |           |          |         |
|------------|-----------|-----------|-----------|----------|---------|
| (7:00 p.:  | m. to 10: | 00 p.m.   | week days | and 6:0  | 0       |
| D          | .m. to 1  | .0:00 p.n | a. Sunda: | 78)      |         |
| 1          | 1 11.     | 16 tl.    | 52 ti.    | 100 tl.  | 300 ti. |
| 1 hour 2   | 00.00     | 190.00    | 170.00    | 160.00   | 150.00  |
| 1/2 hour 1 | 20.00     | 114.00    | 102.00    | 96.00    | 90.00   |
| 1/4 hour   | 80.00     | 76.00     | 68.00     | 64.00    | 60.00   |
| 5 minutes  | 40.00     | 38.00     | 34.00     | 32.00    | 30.00   |
|            | C         | LASS "    | В         |          |         |
| (6:00 p.   | m. to 7:  | 00 p.m.   | and 10:0  | 0 p.m. 1 | 0       |
|            |           |           | 0 p.m. to |          | 3.      |
| and 10     | ):00 p.m. | . to 11:0 | U p.m. 8  | undaya)  |         |
| l hour 1   | 50.00     | 142,50    | 127.50    | 120.00   | 112.50  |
|            |           |           |           |          |         |

76.50 51.00 25.50 "C" week days Sundays) 85.00 (8:00 a.m. to 6:00 p.m. to 1:00 p.m. hour 100.00 95.00 and prior 80.00 48.00 32.00 75.00 45.00 30.00

| õ             | minutes | 20.00   | 19.00 | 17.00     | 16 00    | 15 00 |  |  |
|---------------|---------|---------|-------|-----------|----------|-------|--|--|
|               |         |         | CLASS | D.,       |          |       |  |  |
|               | (11:00  | p.m. to | 8:00  | a.m. week | days and | đ     |  |  |
|               | 11:00   |         | 12:00 | midnight  | Sundays) |       |  |  |
|               | l hour  | A7.00   | 63.50 | 56.95     | 53.60    | 50.25 |  |  |
|               | 2 hour  | 40.00   | 38.00 | 34.00     | 32.00    | 30.00 |  |  |
| 1,            | 4 hour  | 29.00   | 27.55 | 24.65     | 23, 20   | 21.75 |  |  |
| ð             | minutes | 14.00   | 13.30 | 11.90     | 11.20    | 10.50 |  |  |
| ANNOUNCEMENTS |         |         |       |           |          |       |  |  |

ANNOUNCEMENTS

If and where available.

(After 6:00 p.m.)

80 word cut-in announcements between programs 15.00 Tits-in announcements following chain program (only if approved by network client) 20.00

80 word cut-in announcements between programs 7.50 Tits-in announcements following chain programs (only if approved by network client) 10.00 (6:00 p.m.) 10.00 p.m.)

1 ti. 26 ti. 52 ti. 100 ti. 800 ti. 1 minute announce-

TALENT Bates on application.

REMOTE CONTROL
Client must pay all line and service charges.
Contract and Other Requirements

outract and Other Requirements
Advertising of sicoholic beverages not accepted, excepting beer and wine.
All charges quoted are for station time only. Program cost is extra, and is not commissionable. Extracharges are made for programs originating outside
of the station studio.
All contracts subject to cancellation unless schedulastarts within 14 days and unless the client complies
with station regulations. Station management reserves the right to change time of broadcast.

Closing Time

Taient programs, announcements and recorded pro-grams close 14 days in advance. Talks must be submitted 48 hours prior to broad-

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turn-tables

Personnel Station Manager-John J. Boyle.

Representatives
Weed & Company

#### WPRO



Rates effective July 1, 1944. (Card No. 12.)

Rates effective July 1, 1944. (Card No. 12.)

Owned and operated by Cherry & Webb Broadcasting
Company.

Business Office and Studio—Metropolitan Theatre
Bidgs. Providence 2, R. I.

Transmitter—Wampanosg Trail. East Providence,
Rhode Island.

ave—Power—Time
Operating power—5.000 watts.
476.2 meters; 630 kilocycles.
Licensed to operate on full time. Operates on Eastern
War Time.
Actual operating echedule: Sunday 8:00 a.m. to 12:00

War Time.
Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 1:05 a.m.
Agency Commission
15% to recognized advertising agencies on time charge only; no cash discount. Bills payable weekly following broadcast. No agency commission allowed on invoices not paid by the 15th of the month following broadcast. Accounts which have not established credit with the station, payable in advance.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).

CLASS "A"

(5:59 p.m. to 10:31 p.m.)

|     | (5:59        | p.m. to  | 10:31 p.n  | n.)     |        |
|-----|--------------|----------|------------|---------|--------|
|     |              | l hr.    | 1/2 hr.    | 1/4 hr. | ő min. |
| 1   | time         | . 200.00 | 120.00     | 80.00   | 40.00  |
| 13  | times        | . 190.00 | 114.00     | 76.00   | 38.00  |
| 26  | times        | 180,00   | 108.00     | 72.00   | 86.00  |
| 52  | times        | . 170,00 | 102.00     | 68,00   | 34.00  |
| 104 | times        | 160.00   | 96.00      | 64,00   | 32,00  |
| 260 | times        | . 150.00 | 90.00      | 60.00   | 30.00  |
|     |              | CLASS    | "B"        |         |        |
| (   | 6:59 s.m. to | 5:59 p.m | n. and 10: | 31 p.m. | to     |
|     |              | 11:31 g  | .m.)       |         |        |
| 1   | time         | . 100.00 | 60.00      | 40.00   | 20,00  |
| 13  | times        |          | 57.00      | 38.00   | 19.00  |
| 26  | times        | . 90.00  | 54.00      | 36.00   | 18.00  |
| 52  | times        | . 85.00  | 51.00      | 34.00   | 17.00  |
| 104 | times        | . 80.00  | 48.00      | 32.00   | 16.00  |
| 260 | times        | . 75.00  | 45.00      | 30.00   | 15.00  |
|     |              |          |            |         |        |

CLASS "C" D.m. to 6:59 a.m.) (11:31 p.m. to 6:59 60% of Class "B" rates apply.

ANNOUNCEMENTS No contests in spot announces CLASS "A

CLASS "A"

(5:59 p.m. to 10:31 p.m.)

1 ti. 52 ti. 104 ti. 260 tl.

8.00

POLITICAL TALKS
Tayable in advance; no quantity discounts.
STECLAL FEATURES
News: Leased wire services available.
ELECTRICAL TRANSCRIPTIONS
Transcription library service available—rates and details on request.
TALENT

Hates on application.

Hates on application.

KEMOTE CONTROL.

Complete facilities for remote pick-ups.
SARVICE FACILITIES.

Croaram and production department available to plan, prepare and present programs.

Merchandising service for confracts of size to warrant.

Details and rates on request.

Fourtact and Other Requirements.

Advertising of hard liquor not accepted.

All contracts subject to station owner's approval and sovernment regulations.

Charges quoted are for station time only with services of one announcer in studio. Contracts subject to cancellation if programs do not start within 80 days.

days.

All material must conform to the standards of the station. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to itself. All propossis subject to prior sale. Maximum contract term, one year.

All political speakers must sign waiver form.

Closing Time
All talks, speeches, etc., are to be submitted to station management for approval a minimum of 48 hours before broadcast.

Mechanical ringram Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables for either lateral or vertical cut recordings.

Personnel
General Manager-Fred R. Ripley.

Representatives
Paul H. Raymer Company.

#### SOUTH CAROLINA

#### ANDERSON

(Anderson County)

WAIM

(Established 1985)

Itates effective January 1, 1944. (Card No. 8.)

Owned and operated by Wilton E. Hall.

Business Office and Main Studio—Anderson College.

Anderson, S. C., telephone 800.

Other Studio—Clemson College, Anderson, S. C.

Transmitter—Anderson College, Anderson, S. C.

Iransmitter—Anderson (blege, Anderson, 8. C.

Waws—Power—Itime
Operating power—250 watts,
243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Operates on Eastern War Time,
Operating schedule; Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:05 a.m.

Agency Commission geney Commission Agency commission 15% to recognized agencies r station time. No commission on talent or other charges additional to station time. No cash discount. Payment due on 10th of month following broadcast.

(This listing continued on next page)

## "THE HECK WITH THAT 'Poor Little Rhode Island' STUFF!"



The Voice of the Blue in Southern New England

STUDIOS and OFFICES:

PROVIDENCE, Biltmore Hotel

PAWTUCKET, 450 Moin St.

Representatives: THE KATZ AGENCY

Says Wally Walker

Gen. Manager, WFCI

POPULATION UP 67,000 IN FACE OF NORTHERN DROP

-Say Government Figures

FAMILY BUYING POWER 41% ABOVE NATIONAL AVERAGE

--Providence County

IDEAL PROVING GROUND!

#### ANDERSON—Continued

W A I M---Continued

WAIM——COMMING
General Advertising
For combination rates see listing of Columbia Broadcasting System (Southeastern Group).
Rates are for station time only.
Announcement copy will be broadcast as submitted,
if approved, and charges will be made at next higher
rate if number of worls exceeds limit in any class.
CLASS A

(6:00 p.m. to 11:30 p.m. daily; 1:00 p.m.
to 11:30 p.m. Sundays

|     |        | 4 -   | 11.00      | 63 I     | -      |      |
|-----|--------|-------|------------|----------|--------|------|
|     |        |       | 11:30 p.m. | Sundays) |        |      |
|     |        | l hr. | 1/2 hr.    | 1/1 hr.  | 5 mtn. | (†)  |
| 1   | time   | 90.00 |            | 36.00    | 18.00  | 7.00 |
| 13  | times  | 85.50 | 51.30      | 34.20    | 17.10  | 6.65 |
| 26  | times  | 81.00 | 48.60      | 32.40    | 16.20  | 6.30 |
| 39  | times  | 76.50 | 45.90      | 30.60    | 15.30  | 5.95 |
| 52  | times  | 72.00 | 43.20      | 28.80    | 14.40  | 5.60 |
| 104 | times  | 67.50 | 40.50      | 27.00    | 13.50  | 5.25 |
| 156 | times  | 63,00 | 37.80      | 25.20    | 12.60  | 4.90 |
| 208 | times  | 58.50 | 35,10      | 23.40    | 11.70  | 4.55 |
| 260 | times  | 54.00 | 32.40      | 21.60    | 10.80  | 4.20 |
| 312 | times  |       |            | 19.80    | 9.90   | 3.85 |
| 624 | times  | 45.00 | 27.00      | 18.00    | 9.00   | 3.50 |
|     |        |       |            | "B"      |        |      |
|     |        |       | (All other | time)    |        |      |
| 1   | time   | 70.00 |            | 28.00    | 14.00  | 5.00 |
| 13  | times  | 66.50 |            | 26.60    | 13.30  | 4.75 |
| 26  | times  | 63.00 |            | 25.20    | 12.60  | 4.50 |
| 39  | times. | 59.50 |            | 23.80    | 11.90  | 4.25 |
| 52  | times  | 56.00 | 33.60      | 22.40    | 11.20  | 4.00 |
| 104 | times  | 52.50 |            | 21.00    | 10.50  | 3.75 |
| 156 | times  | 49.00 | 29.40      | 19.80    | 9.80   | 3.50 |
| 208 | times  | 45.50 | 27.30      | 18.20    | 9.10   | 3.25 |
|     | timos  | 40.00 | 25.30      | 16 40    | 9.10   | 9 00 |

208 times. 42.00 25.20 16.80 8.40
312 times. 38.50 23.10 15.40 7.70
624 times. 35.00 21.00 14.00 7.00
(†) One minute or less, transcriptions, oral nouncements or chain breaks.
101.171°(Al. TALKS)
Cash in advance; no discount.
TALEN'T

Cash in advance; no discount.

Hates on application.

REMOTE CONTROL.

All wire and mechanical charges for remote control. all traveling expenses, salaries of artists, etc., to be paid in advance when required.

SERVICE FACTLITIES

The services of the station staff and announcers in arranging and presenting programs are available without extra charge.

Contract and Other Requirements
Contract renewals subject to ratee in effect at time of renewal.

Contracts as bject to cancellation unless program starts within 30 days. Right reserved to use last 30 seconds of all programs for station's due use and station identification.

Closing Time

Programs close one week in advance of broadcast.

Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for for vertical and lateral cut recordings.

Personnel
Commercial Manager—Q. Paul Browne

Personnel
Commercial Manager—G. Paul Browne Representatives

Burn-Smith Company, Incorporated

#### **CHARLESTON**

(Charleston County)
WCSC
(Established 1930)



Rates effective November 1, 1942. (Card No. 8.)
Owned and operated by John M. Rivers.
Buelness Office and Studies — 12th floor, Francis
Marion Hotel, Charleston 8. 8. C., telephone 7611.
Transmitter—One mile west of Windermere, 8. C.
Wave—Power—Time
Operating power—1,000 watte to local sunset; 500
watts thereafter.
215.8 meters; 1390 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Agency Commissioe
Agency commissioe
Agency commissioe
15% on net station charges to recognized agencies. No commission on talent. Cash discount 2%—10th of following month. Bills are mailed at end of each month and are due on the 10th of the month following broadcast.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Southeastern Group).
The following rates are for national advertising.
In computing discounts on current broadcasting, the advertiser may combine broadcasting in the same calendar year under prior or concurrent contracts, except that annoncomenta cannot be considered when computing discounts on programs of five minutes or longer.

CLASS "A"

(6:80 p.m. to 11:00 p.m.)

| IONTE | er.     |        | CLASS    | A       |        |         |         |
|-------|---------|--------|----------|---------|--------|---------|---------|
|       |         | (6:80  | p.m. to  | 11:00   | p.mg.) |         |         |
|       |         | 1 11.  | 13 t1.   | 26 ti.  | 52 ti. | 100 ti. | 260 ti. |
| 1     | hour    | 100.00 | 95.00    | 90.00   | 85.00  | 80.00   | 75.00   |
| 1/2   | hour    | 50.00  | 47.50    | 45.00   | 42.50  | 40.00   | 37,50   |
| 1/4   | hour    | 34.00  | 82.30    | 30,60   | 28.90  | 27.20   | 25.56   |
| 10    | minutes | 24.00  | 22.80    | 21,60   | 20.40  | 19.20   | 18.00   |
| 5     | minutes | 14.00  | 18,30    | 12.60   | 11.90  | 11,20   | 10.50   |
|       |         |        | CLASS.   | "B"     |        |         |         |
|       |         | (9:00  | a.m. to  | 6:30    | p.m.)  |         |         |
| 1     | hour    | 50.00  | 47.50    | 45.00   | 42.50  | 40.00   | 37,50   |
| 1/2   | hour    | 25.00  | 23.75    | 22.50   | 21.25  | 20.00   | 18.75   |
| 1/4   | hour    | 17.00  | 16.15    | 15.30   | 14.45  | 13.60   | 12.75   |
| 10    | minutes | 13.00  | 12.35    | 11,70   | 11.05  | 10 40   | 9.75    |
| 5     | minutes | 9.00   | 8.55     | 8.10    | 7.65   | 7.20    | 6.75    |
|       |         |        | CLASS    |         |        |         |         |
|       | (Before | 9:00   | a.m. and | d after | 11:00  | p.m.)   |         |
| 1     | hour    | 30,00  | 28,50    | 27,00   | 25,50  | 24 00   | 22.50   |
| 1/2   | hour    | 18.00  | 17.10    | 16.20   | 15.30  | 14.40   | 18.50   |
| 1/4   | house   | 19 00  | 11 40    | 10 00   | 7.0.00 | 0.00    | 0.00    |

## ANNOUNCEMENTS CLASS "A

ANNOUNCEMENTS

(6:30 p.m. to 11:00 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 266 ti.

1 minute live or electrical transcription or

100 words 8.00 7.60 7.20 6.80 6.40 6.00

CLASS 'B'
(9:00 a.m. to 6:30 p.m.)

1 minute live or electrical transcription or

100 words 5.00 4.75 4.50 4.25 4.00 8.75

CLASS 'C'
(Before 9:00 s.m. and after 11:00 p.m.)

1 minute live or electrical transcription or
100 words 4.00 8.80 8.60 8.40 8.20 8.00

Chain break announcements, when available, accepted at regular rates.

Chain break announcements, when available, accepted at regular rates.

TRANSCRIPTIONS
Portable equipment available—details on request.

TALENT
Rates on application.

REMOTE CONTROL
Portable short wave equipment available. Rates and details on request.

SERVICE FACILITIES
The services of the station staff and announcers in rehearsing and presenting programs are svailable without extra charge.

Contract and Other Requirements
Maximum length of contract, one year.
Ratets are for station time only; talent charges extra All programs and seventialing copy subject to approval. Closing Time
(To-ing date is seven days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

for vertical and interal cut recording Personnel
Owner—John M. Rivers.
Commercial Manager—Roland Weeks.
Representatives
Free & Peters, ina.

WTMA
(Established 1989)



Rates effective July 1, 1944. (Card No. 5.)
Owned and operated by The Atlantic Coast Broadcasting Company; affiliated with the News & Courier and Evening Post.
Business Office and Studio—138 Church St., Charles-

Business Office and Studio—133 Church St., Charleston, S. C.
Transmitter—St. Andrew's Parish, Charleston, S. C.
Wave—Power—Time
Operating power—1,000 watts.
239.9 meters; 1200 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m. to
12:00 midnight. Week daye 6:00 a.m. to 12:00 midnight.
Agency Commission

|     |         | (6:30  | p.m. to | 11:00  |        |         |         |
|-----|---------|--------|---------|--------|--------|---------|---------|
|     |         | l ti.  | 13 ti.  | 26 ti. | 52 ti. | 100 tl. | 260 ti. |
| 1   | hour    | 110.00 | 104.50  | 99.00  | 93.50  | 88.00   | 82.50   |
| 1/2 | hour    | 60.00  | 57.00   | 54.00  | 51.00  | 48.00   | 45.00   |
| 1/4 | hour    | 40.00  | 38.00   | 36.00  | 84.00  | 32.00   | 30.00   |
| 5   | minutes | 20,00  | 19.00   | 18.00  | 17.00  | 16.00   | 15.00   |
|     |         |        | CLASS   | "B"    |        |         |         |
|     |         | (8:00  | a.m. to | 6:30   | p.m.)  |         |         |
| 1   | hour    | 50.00  | 47.50   | 45.00  | 42.50  | 40.00   | 37.50   |
| 1/9 | house   | 90.00  | 00 60   | 97 00  | OK KO  | 94.00   | 90 KA   |

1/2 hour... 30.00 28.50 27.00 25.50 24.00 22.50 1/4 hour... 20.00 19.00 18.00 17.00 16.00 15.00 5 minutes 10.00 9.50 9.00 8.50 8.00 7.50

(This listing continued on next page)

## Charleston Is South Carolina's First Market Today

- -has been first for centuries
- -and will be first tomorrow!



WTMA is as much a part of this community as its school system. The housewife, the man of the family, the children, all depend upon WTMA for the proper presentation of the best in radio entertainment, news coverage and public service. This listener confidence is reflected in the sale of products advertised over WTMA.



For Full Information, Consult

Geo. P. Hollingbery Co., National Representatives New York • Chicago • Atlanta • Los Angeles

#### SOUTH CAROLINA—Cont'd

#### **CHARLESTON—Continued** W T M A-Continued

|               |          |                                  | CLASS  | "C"                              |                                  |                 |                 |  |
|---------------|----------|----------------------------------|--|----------------------------------|----------------------------------|-----------------|-----------------|--|
|               |          | (11:00                           |  | 8:00                             | 8.m.)                            |                 |                 |  |
|               |          | 1 ti.                            |  | 26 ti.                           | 52 tl.                           | 100 tl.         | 260 t1.         |  |
| 1             | hour     | 40.00                            |  |                                  |                                  | 82.00           | 30,00           |  |
| 1/2           |          |                                  | 22.80  |                                  |                                  |                 |                 |  |
| 1/4           | hour     |                                  |  |                                  |                                  |                 |                 |  |
| 5             | minutes  | 8.00                             | 7.60   | 7.20                             | 6.80                             | 6,40            | 6.00            |  |
|               |          |                                  | STRIP I  | RATES                            | 3                                |                 |                 |  |
| Five          | or six   | days v                           | veckly, o  | n cont                           | ract for                         | 52 w            | eks in          |  |
| Clas          | 8 "C"    | time:                            |  |                                  |                                  |                 |                 |  |
| 1/            | 2 hour,  | Der I                            | rogram   |                                  |                                  |                 |                 |  |
| 1/            | 4 hour,  | per p                            | rogram   |                                  |                                  |                 | . 9.00          |  |
| ANNOUNCEMENTS |          |                                  |  |                                  |                                  |                 |                 |  |
|               |          | 44.                              | 1100110  |                                  | 110                              |                 |                 |  |
|               |          |                                  | CLASS  | ,,V.                             |                                  |                 |                 |  |
|               |          | (6:30                            | CLASS<br>p.m. to                                       | "A"<br>11:00                     | p.m.)                            |                 |                 |  |
|               |          | (6:30<br>1 ti.                   | CLASS  | "A"<br>11:00                     | p.m.)                            | 100 ti.         | 260 ti.         |  |
|               | words or | (6:30<br>1 ti.                   | CLASS<br>p.m. to<br>13 ti.                             | ''A''<br>11:00<br>26 tl.         | p.m.)<br>52 ti.                  |                 |                 |  |
|               |          | (6:30<br>1 ti.                   | CLASS<br>p.m. to<br>13 ti.                             | ''A''<br>11:00<br>26 tl.         | p.m.)<br>52 ti.                  | 100 ti.<br>8.00 | 260 ti.<br>7.50 |  |
|               | words or | (6:30<br>1 ti.                   | CLASS<br>p.m. to<br>13 ti.                             | 77A-7<br>11:00<br>26 t1.<br>9.00 | p.m.)<br>52 ti.                  |                 |                 |  |
| le            | Words of | (6:30<br>1 ti.<br>10.00<br>(8:00 | CLASS<br>p.m. to<br>13 ti.<br>9.50                     | 9.00                             | p.m.)<br>52 ti.<br>8.50          |                 |                 |  |
| le            | words or | (6:30<br>1 ti.<br>10.00<br>(8:00 | CLASS<br>p.m. to<br>13 ti.<br>9.50<br>CLASS<br>s.m. to | 9.00                             | p.m.)<br>52 ti.<br>8.50          |                 |                 |  |
| 100           | Words of | (6:30<br>1 ti.<br>10.00<br>(8:00 | CLASS<br>p.m. to<br>13 ti.<br>9.50<br>CLASS            | 9.00                             | p.m.)<br>52 ti,<br>8.50<br>p.m.) | 8.00            |                 |  |
| 100           | words or | (6:30<br>1 ti.<br>10.00<br>(8:00 | CLASS<br>p.m. to<br>13 ti.<br>9.50<br>CLASS<br>s.m. to | 9.00<br>"B"<br>6:30              | p.m.)<br>52 ti,<br>8.50<br>p.m.) | 8.00            | 7.50            |  |

SPECIAL FEATURES

Special features, newscasts, time signals, etc. Rates on request.

POLITICAL PROGRAMS
Cash in advance. Copy must be submitted 24 hours in advance; no political time injecting new issues accepted within 24 hours of election.

ELECTRICAL TRANSCRIPTIONS
One minute electrical transcriptions accepted at the
100 word announcement rate.

TALENT

REMOTE CONTROL
Remote control rates and details on request.

SERVICE FACILITIES
Services of station staff in furnishing program ideas, rehearsing and presenting programs are available without extra charge.

Contract and Other Requirements
Maximum length of contract one year.
Rates are for station only; talent charges are extra.
All programs and copy subject to station approval.
All contracts cancellable unless programs starts which
in 80 days. All contracts are for exclusive use of
contracting parties. Errors in commercial continuity
will be corrected as quickly as possible.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tions, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

General Manager—Robert E. Bradham Commercial Manager—C. Wylie Caldet Program Director—A. Frans Witte.

Representatives

George P. Hollinghery Company.

## SO YOU'RE THINKING OF

If you want complete coverage of South Carolina, you'll have to use three South Carolina stations.

But if you want the greatest coverage obtainable with one station, it's WIS at Columbia.

The latest (1943) NBC Daytime Circulation Map credits WIS with Primary Circulation in 33 of South Carolina's 46 countiesplus Secondary Circulation in 8 more South Carolina counties, 18 Georgia counties and 3 North Carolina counties. In all, 41 of South Carolina's 46 counties exceed 25% regular listening to WIS, "The State's Most Powerful Voice."

This WIS daytime service area contains more radio homes than any Southern City-74% more than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

The Columbia trading area covers 20 counties, the next largest being Greenville with 7 and Charleston with 6. (B.B.D. & O.)

WIS is 5000 watts, at 560 KC and NBC. There is no station of more than 250 watts within approximately 80 miles.

WIS is South Carolina's FIRST STATION - individually or on any list.

MORE RADIO **HOMES HERE** THAN IN ANY SOUTHERN CITY

COLUMBIA, S. C.

5000 WATTS • 560 KC

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

#### COLUMBIA

(Bichland County)

WCOS (Established 1989)



Rate card dated October 1, 1943. (Card No. 4.)

Owned and operated by The Carolina Broadcasting Corporation.

Business Office and Studio—1202 Main Street, P.O. Box 748, Columbia E, S. C., telephone 25691.

Transmitter—200 Senate Street, Columbia, S. C.

Wave-Power-Time

ave-rower-lime
Operating power-250 watts.
214.3 meters; 1400 kilocycles.
Operates on Eastern War Time.
Actual operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized advertising agencies on net station charges. Cash discount

agencies on net station charges. Cash discounts—

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southeastern Group).

CLASS "A"

(6:00 p.m. to 11:00 p.m.)

1 13 26 52 100 200 300

1.1 15.0 5 52 100 200 300

1.1 1 1.1 ti. ti. ti. ti. ti.
1 1 hour.... 80.00 76.00 72.00 68.00 64.00 60.00 1/2

hour.... 48.00 45.60 48.20 38.80 36.40 36.00 38.60

1/4 hour.... 32.00 30.40 28.80 27.20 25.60 24.00 22.40

5 min...... 16.0 15.20 14.40 13.60 12.80 12.00 12.00

Announce-ments.... 7.00 6.65 6.30 5.95 5,60 5.25 4.90 Announce ments.... 7.00 6.65 6.30 5.95 5.00 22.4

Announcements..... S.75 3.56 8.37 3.18 8.00 2.62 ELECTRICAL TRANNCHIPTIONS
One minute transcribed announcements accepted on the basis of 100 words.

PECUAL FEATURES

News: Lessed wire service and time signals—rates on request.

TALENT

TALENT
Rates on request.

REMOTE CONTROL
Rates and details on request.

SERVICE FACILITIES
The services of the station's staff and announcers in rehearsing and presenting programs are available without extra charge and the station are station time only. Talent is extra. No contract accepted for longer than one year. All contracts subject to station approval and F.C.C. requirements.

Closing Time
Talent programs close three days in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical or lateral cus recordings.

Personnes
Mgr. & Sales Mgr.—W. C. Bochman.

Representatives
Howard H. Wilson Company.

WIS (Sstablished 1980)



Rates effective September 1, 1944. (Card No. 7.)
Owned and operated by Surety Life Insurance Co.
Business Office and Studio-1311 Main Street, Jefferson Hotel, Columbia H. S. C., telephone 2-2125.
Transmitter—Bluff Rd. 4 miles south of Columbia.
Wave—Power—Time
Operating power—5,000 watts.
535.7 meters; 580 kilocycles.
Directional antenna (nighte).
Licensed to operate full time on regional channel.
Operates on Eastern War Time.
General Advertising agencies on net station
if the trace of the station of the statio

#### COLUMBIA—Continued

W I S-Continued

|     |         | C           | LASS   | A.,        |               |       |
|-----|---------|-------------|--------|------------|---------------|-------|
|     | (       | 6:29 p.m.   | to 11  | :00 p.m.   | daily)        |       |
|     |         | 1 hr.       | 1/2 hr | . 1/4 hr.  | 5 min.        | (†)   |
| 1   | time    | 140.00      | 84.00  | 56.00      | 28.00         | 14.00 |
| 13  | times   | 133.00      | 79.80  | 53.20      | 26.60         | 13.30 |
| 26  | times   | 126.00      | 75.60  | 50.40      | 25,20         | 12,60 |
| 52  | times   | 119.00      | 71.40  | 47,60      | 23.80         | 11,90 |
| 100 | times   | 112.00      | 67, 20 | 44.80      | 22.40         | 11,20 |
| 260 | times   | 105.00      | 63.00  | 42.00      | 21.00         | 10.50 |
| 500 | times   | 98.00       | 58.80  | 39,20      | 19.60         | 9.80  |
|     |         |             | LASS   |            |               |       |
|     |         | (8:59 a.m.  | to 6   | :29 p.m.   | daily)        |       |
| 1   | time    | 80.00       | 48.00  | 32.00      | 16.00         | 8,00  |
| 13  | times   | 76.00       | 45.60  | 30.40      | 15.20         | 7.60  |
| 26  | times   | 72.00       | 43,20  |            | 14.40         | 7.20  |
| 52  | times   | 68.00       | 40.80  | 27,20      | 13.60         | 6.80  |
| 100 | times   | 64.00       | 38.40  | 25.60      | 12.80         | 6.40  |
| 260 | times   | 60.00       | 36,00  | 24,00      | 12.00         | 6,00  |
| 500 | times   | 56.00       | 33,60  | 22.40      | 11.20         | 5.60  |
|     |         | 0           | LASS   | C.,        |               |       |
|     | (       | 11:01 p.m   |        |            | daily)        |       |
| 1   | time    | 60.00       | 36,00  | 24.00      | 12.00         | 6.00  |
| 13  | times   | 57.00       | 34.20  | 22.80      | 11,40         | 5.70  |
| 26  | times   | 54.00       | 32.40  | 21,60      | 10.80         | 5.40  |
| 52  | times   | 51.00       | 30.60  | 20,40      | 10.20         | 5.10  |
| 100 | times   | 48.00       | 28.80  | 19.20      | 9.60          | 4.80  |
| 260 | times   | 45.00       | 27.00  | 18.00      | 9.00          | 4.50  |
| 500 | times   | 42.00       | 25.20  | 16.80      | 8.40          | 4.20  |
| (1  | ) An    | nouncement  | is.    |            |               |       |
| Adv | erticer | a meinor el | T OF   | DIATE DEAG | ridaew sinery | IFIGE |

ertisers using six or more programs weekly will an additional discount of 5% of the one time

Advertisers using six or more programs weekly will earn an additional discount of 5% of the one time rate.

ANNOUNCEMENTS AND ELECTRICAL

TRANSCRIPTIONS

The one announcement rate applies to all announcements up to one minute in length, but scheduled position is determined by their length as follows:

1. 30 words, or 15 seconds transcribed, is the maximum length for chain break position.

2. 100 words live, or 1 minute transcribed, announcements may be scheduled adjoining a network program providing the other adjacency is of local sustaining origin.

Any announcement in excess of one minute is charged for at the five minute rate.

Transcription service available. Instantaneous recording equipment available for transcribing programs.

TALENT

Hatee un application.

REMOTE CONTROL

Rates and details on request. Portable uitra high frequency relay broadcast transmitter available.

SERVICE FACILITIEN

The services of the station staff and announcers in rehearsing and presenting programs are available without extra charge.

Contract and Other Requirements

Chargee are for station time only, talent extra.

All programs and advertising copy subject to station approval.

Advertising of slocholic beverages, other than beer and light wines, not accepted.

Closing Time

Talent programs and recorded programs close seven days in advance of broadcast. Announcements and talke close two days in advance of broadcast.

Closing Time and recorded programs close seventages in advance of broadcast. Announcements and talks close two days in advance of broadcast. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel General Manager—G. Richard Shafto.
Sales Manager—J. Dudley Saumenig.

Representatives Free & Peters. Inc.

#### **FLORENCE**

(Florence County) WOLS (Established 1987)

Rates effective November 1, 1939, (Card No. 4.)

Owned and operated by Florence Broadcasting Co., Inc.

Business Office and Studios—129 S. Dargan St.,
Florence, S. C., telephone 354.

Trausmitter—1/4 mile south of Florence.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 7:00 a.m. to 11:15 p.m.
Agency commission
Agency commission 15% to recognized advertising agencies. Cash discount 2% if payment is received by 15th of month following broadcast. Bills rendered monthly. Weekly or duplicate billing should be specially requested where desired.

General Advertising
For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Keystone Network.

Rates apply as follows:

Company, Inc. (Southeastern Group) and Keystone Network.
Rates apply as follows:
The rate to which an advertiser is entitled is determined by the number of broadcasts made, or definitely ordered, within the calendar year, or within one year from the date of initial broadcast. The applicable rate for broadcasts subsequent to the one year period will be determined anew in the same manner. Failure to use the required number of broadcasts to earn the rate paid by the advertiser will incur a charge for the differential between the rate actually earned and the rate paid.
Announcements cannot be considered when determining the rate applicable to programs (5 minutee or longer), or vice versa. The one announcement rate applies to all announcements, but their scheduling is determined by their length or duration as follows:

35 words is the maximum length for chain break position, 100 words live, or 30 second transcribed, announcements may be scheduled adjoining a network program providing the other adjacency is of local origin.

One minute announcements are accepted only for placement in announcement periods or participation programs.

Any announcement in excess of one minute is charged for at the five minute rate.

(6:30 p.m. to 11:00 p.m.)

11:1 13 ti. 26 ti. 52 ti. 100 ti. 800 ti. 1 hour... 80.00 57.00 54.00 51.00 48.00 45.00 1/2 hour... 36.00 34.20 32.40 30.60 28.80 27.00 1/4 hour... 24.00 22.80 21.60 20.40 19.20 18.00 5 minutes 12.00 11.40 10.80 10.20 9.60 9.00 100 words. 4.50 4.50 4.10 8.00 57.00 8.70 8.50 (T.CLASS 'B'')

(7:00 a.m. to 6:30 p.m.)
1 hour... 40.00 38.00 36.00 34.00 32.00 80.00 1/2 hour... 16.00 15.20 14.40 18.60 12.50 12.00 1/4 hour... 16.00 15.20 14.40 18.60 12.50 12.50 12.00 5 minutes 8.00 7.60 7.20 6.80 6.40 6.00 100 words. 8.00 2.85 2.70 2.55 2.40 2.50

ELECTRICAL TRANSCRIPTIONS
Transcription library service available—rates on re quest.

Broadcast of transcriptions not limited to certain hours.

TALENT

quest.
Broadcast of transcriptions not limited to certain hours.

TALENT
Station will furnish any type of local talent available—rates on request.

REMOTE CONTROL
Facilities available for remote control—rates on request.

SERVICE FACILITIES
The services of the station staff and announcers in rehearsing and presenting programs are available without extra chargesening programs are available united to the cannot be guaranteed. Maximum length of contract, see year, all contracts cancellable unless program state within 80 days, All programs and advertising copy subject to station approval.

Mechanical Requirement ect to station approval.

Equipped to handle programs by electrical transcription, using \$3-1/3\$ and 78 r.p.m. double turn-tables for vertical and lateral our recordings.

Personnal
Manager—N. L. Royster,
Representatives Cox & Tans.

#### GREENVILLE

(Greenville County)

WFBC (Bstablished 1988)



Rates effective November 1, 1948. (Card No. 6.)

Owned and operated by the Greenville News-Piedmont Company.

Business Office and Studios—Poinsett Hotel, Greenville, South Carolina, telephone 862.

Transmitter—Gantt, South Carolina, three miles south of Greenville.

#### Wave-Power-Time

Operating power-5,000 watta, 225.6 meters; 1380 kilocycles. Licensed to operate unlimited time, Operates on Eastern Standard Time, Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 mid-

#### Agency Commission

Agency commission 15% on net charges to recognized agencies. No cash discount, No commission on talent

#### General Advertising

For combination rates see listing of National Broad-casting Company (Southeastern Group).

(This listing continued on mext page)

# BIJYWAR**BONDS!** th War Loan



#### SOUTH CAROLINA—Cont'd

#### **GREENVILLE—Continued** W F B C—Continued

The following rates are for national advertising. For retail advertising rates consult station management.

| Announcen  |                |                     |  | gra  | ms (   | *Anno   | . he   | combi:  | ned to   |
|--|----------------|---------------------|--|--|--|---|--|---|--|
| obtain a   | lower          | rate                |  |  |  |   |  |   |  |
|  |                | C                   | LA   | 88   | "A   | ••  |  |   |  |
| (  | 6:30           | p.m.                | to   | 11   | :00 1  | D. m.   | dail   | Y)  |  |
|  |                |                     | 1  |  | 1/2  | 1.  | /4   | 5   |  |
|  |                |                     | hr   |  | hr.  | h   | r.   | min.  | (†)  |
| l time   |                | 1                   | 40.  | 00   | 84.0   | 0 56  | .00  | 25.00   | 12.00  |
|  |                |                     | 36.  | 50   | 81.9   | 0 54  | .60  | 24.37   | 11.70  |
| 26 times.  |                | 1                   | 33.  | 00   | 79.8   | 0 53  | . 20   | 23.75   | 11.40  |
| 39 times.  |                | 1                   | 29.  | 50   | 77.7   | 0 51  | . 80   | 23.12   | 11.10  |
| 52 times.  |                | 1                   | 26.  | 00   | 75.6   | 0 50  | .40  | 22.50   | 10.80  |
| 65 times.  |                |                     | 22.  |  | 73.5   |   | .00  | 21.87   | 10.50  |
| 78 times.  |                |                     | 19.  |  | 71.4   | 0 47  | .60  | 21.25   | 10.20  |
| 91 times.  |                |                     | 15.  |  | 69.3   | 0 46  | . 20   | 20.63   | 9.90   |
| 104 times.   |                |                     | 12.  |  | 67.2   | 0 44  | .80  | 20.00   | 9.60   |
| 156 times.   |                | 1                   | 08.  |  | 85.1   |   | .40  | 19.38   | 9.30   |
| 208 times.   |                |                     | 05.  |  | 63.0   |   | .00  | 18.75   | 9.00   |
| 260 times.   |                |                     | 01.  |  | 60.9   |   | .60  | 18.13   | 8.70   |
| 312 times.   |                |                     | 98.  |  | 58.8   |   | . 20   | 17.50   | 8.40   |
| 364 times.   |                |                     | 94.  | 50   | 56.7   | 0 37  | .80  | 16.88   | 8.10   |
| 624 times.   |                |                     | 91.  | በበ   | 54.6   | ብ ዓል  | .40  | 16.25   | 7.80   |
|  |                |                     |  |  |  |   |  |   |  |
|  |                | C                   | LA   |  | B  |   | .40  | 10.20   | 1.00   |
| (7:30  | a.m. t         | o 6:                | LA<br>30   | 88<br>p. D   | B'   | d 11  | :00  | p.m. t  |  |
| (7:30  | a.m. t         | Co 6:<br>week       | LA<br>30<br>di   | 88<br>p. 1   | B<br>a. ar<br>12:  | nd 11<br>30 p.  |  |   | 0  |
| (7:30 4<br>11:30   | n.m. t<br>p.m. | Co 6:<br>week       | T.A.<br>30<br>d:   | 9.5<br>p.5<br>ys;<br>Su  | B. ar<br>12:<br>nday   | nd 11<br>30 p.  | :00<br>.m.   | p.m. t<br>to 6:3  | 0  |
| (7:30 a<br>11:30 j   | n.m. t         | o 6:<br>week<br>p.  | T.A<br>30<br>di<br>70.   | 9.5<br>p.5<br>ys;<br>Su<br>00  | B. ar<br>12:<br>nday:<br>42.0  | nd 11<br>30 p.<br>3)  | :00<br>.m.   | p.m. t<br>to 6:3  | 7.50   |
| (7:30 4<br>11:30 1<br>1 time<br>13 times   | p.m. t         | o 6:<br>week<br>p.  | T.A<br>30<br>di<br>70.68   | 98<br>p. 1<br>ye;<br>Su<br>00<br>25  | B. ar<br>12:<br>nday:<br>42.0<br>40.9  | nd 11<br>30 p.<br>30 p.<br>0 28<br>5 27   | :00<br>m.  | p.m. t<br>to 6:3<br>15.00<br>14.63  | 7.50<br>7.32   |
| (7:30 a<br>11:30 a<br>1 time<br>13 times.<br>26 times.   | n.m. t         | o 6:<br>week<br>p.  | T.A<br>30<br>di<br>70.<br>68.<br>66.   | 98<br>p. 1<br>ys;<br>Su<br>00<br>25  | B. ar<br>12:<br>12:<br>14:0<br>42.0<br>40.9<br>89.9  | nd 11<br>30 p.<br>30 p.<br>3)<br>0 28<br>5 27<br>0 26   | :00<br>.m.<br>.00<br>.30   | p.m. t<br>to 6:3<br>15.00<br>14.63<br>14.25   | 7.50<br>7.32<br>7.12   |
| (7:30 a<br>11:30 a<br>1 time<br>13 times.<br>26 times.<br>39 times.  | a.m. t         | o 6:<br>week<br>p.  | T.A<br>30<br>di<br>70.<br>68.<br>66.   | 88<br>p. 0<br>ys;<br>Su<br>00<br>25<br>50<br>75  | B a. ar<br>12:<br>nday:<br>42.0<br>40.9<br>89.9<br>38.8  | nd 11<br>30 p.<br>30 p.<br>0 28<br>5 27<br>0 26<br>5 25   | :00<br>.m.<br>.00<br>.30<br>.60  | p.m. t<br>to 6:3<br>15.00<br>14.63<br>14.25<br>13.88  | 7.50<br>7.32<br>7.12<br>6.94   |
| (7:30 a<br>11:30 a<br>1 time<br>13 times.<br>26 times.<br>39 times.<br>52 times.   | p.m.           | 0 6:<br>week<br>p.  | T.A<br>30<br>di<br>70.<br>68.<br>66.<br>64.  | 88<br>p. 0<br>ys;<br>Su<br>00<br>25<br>50<br>75  | Ba. ar<br>13:<br>14:0<br>42.0<br>40.9<br>89.9<br>38.8<br>37.8  | nd 11<br>30 p.<br>30 p.<br>0 28<br>5 27<br>0 26<br>5 25<br>0 25   | :00<br>m.<br>:00<br>:30<br>:80<br>:90                                    | p.m. t<br>to 6:3<br>15.00<br>14.63<br>14.25<br>13.88<br>13.50   | 7.50<br>7.32<br>7.12<br>6.94<br>6.75   |
| (7:30 /<br>11:30 /<br>1 time<br>13 times.<br>26 times.<br>39 times.<br>52 times.<br>65 times.  | p.m. t         | Co 6:<br>week<br>p. | T.A<br>30<br>da<br>70.<br>68.<br>66.<br>64.<br>63.   | 88<br>p. 5<br>Su<br>00<br>25<br>50<br>75<br>00<br>25   | B. ar<br>12:<br>12:<br>12:<br>42:0<br>40:9<br>39:9<br>38:8<br>37:8   | nd 11<br>30 p.<br>30 p.<br>0 28<br>5 27<br>0 26<br>5 25<br>0 25<br>5 24   | .00<br>.00<br>.30<br>.80<br>.90  | p.m. t<br>to 6:3<br>15.00<br>14.63<br>14.25<br>13.88<br>13.50<br>13.13  | 7.50<br>7.32<br>7.12<br>6.94<br>6.75<br>6.56   |
| (7:30 times<br>11:30 times<br>13 times<br>26 times<br>39 times<br>52 times<br>65 times<br>78 times   | p.m. t         | Co 6:<br>week<br>p. | T.A<br>30<br>di<br>m.<br>70.<br>68.<br>66.<br>64.<br>63.<br>61.<br>59.                                 | 88<br>p. 1<br>Su<br>00<br>25<br>50<br>75<br>00<br>25   | Ba. ar<br>12:<br>12:<br>12:<br>42.0<br>40.9<br>38.8<br>37.8<br>36.7<br>35.7  | nd 11<br>30 p.<br>0 28<br>5 27<br>0 26<br>5 25<br>0 25<br>5 24<br>0 23  | :00<br>m.<br>.00<br>.30<br>.60<br>.90<br>.20                             | p.m. t<br>to 6:3<br>15.00<br>14.63<br>14.25<br>13.88<br>13.50<br>13.13<br>12.75   | 7.50<br>7.32<br>7.12<br>6.94<br>6.75<br>6.56<br>6.38   |
| (7:30 times 11:30 times 13 times 26 times 39 times 52 times 65 times 78 times 91 times   | a.m. t         | Co 6:<br>week<br>p. | T.A<br>30<br>di<br>70.<br>68.<br>64.<br>63.<br>61.<br>59.  | 88<br>p. 1<br>90<br>25<br>75<br>00<br>25<br>75<br>75   | Ba. ar<br>12:<br>12:<br>12:<br>12:<br>14:<br>10:<br>10:<br>10:<br>10:<br>10:<br>10:<br>10:<br>10:<br>10:<br>10               | od 11<br>30 p.<br>30 p.<br>0 28<br>5 27<br>0 26<br>5 25<br>0 25<br>5 24<br>0 23<br>5 23   | :00<br>m.<br>:00<br>:30<br>:80<br>:90<br>:50<br>:80                      | p.m. t<br>to 6:3<br>15.00<br>14.63<br>14.25<br>13.88<br>13.50<br>13.13<br>12.75<br>12.38  | 7.50<br>7.32<br>7.12<br>6.94<br>6.75<br>6.56<br>6.38<br>6.19   |
| (7:30 a 11:30 )  1 time 13 times. 26 times. 39 times. 52 times. 65 times. 78 times. 91 times.  | a.m. t         | C:0 6:<br>week p.   | T.A<br>30<br>m.<br>70.<br>68.<br>64.<br>63.<br>61.<br>59.<br>57.                                       | 88<br>p. 0<br>00<br>25<br>00<br>75<br>00<br>25<br>75<br>00<br>75   | B. ar<br>12:<br>12:<br>42.0<br>40.9<br>89.9<br>38.8<br>37.8<br>36.7<br>35.7<br>34.6<br>33.6                                  | nd 11<br>30 p.<br>30 p.<br>30 28<br>5 27<br>0 26<br>5 25<br>0 25<br>5 24<br>0 23<br>5 23<br>0 22  | :00<br>.00<br>.30<br>.80<br>.20<br>.50<br>.80                            | p.m. t<br>to 6:3<br>15.00<br>14.63<br>14.25<br>13.88<br>13.50<br>13.13<br>12.75<br>12.38<br>12.00                                     | 7.50<br>7.32<br>7.12<br>6.94<br>6.75<br>6.56<br>6.38<br>6.19<br>6.00                                 |
| (7:30 in time 13 times 26 times 39 times 52 times 78 times 91 times 104 times 105 tim  | n.m. t         | Co 6:<br>week<br>p. | T.A<br>30<br>di<br>m.<br>70.<br>68.<br>66.<br>64.<br>63.<br>61.<br>59.<br>57.<br>56.                   | 88<br>p. 5<br>30<br>25<br>75<br>00<br>25<br>75<br>00<br>25<br>75<br>00<br>25   | B. ar<br>12:<br>12:<br>42.0<br>40.9<br>89.9<br>38.8<br>37.8<br>36.7<br>35.7<br>34.6<br>33.6                                  | nd 11<br>30 p.<br>30 p.<br>30 28<br>5 27<br>0 26<br>5 25<br>0 25<br>5 24<br>0 23<br>5 23<br>0 22<br>5 23  | :00<br>m.<br>.00<br>.80<br>.80<br>.20<br>.50<br>.80<br>.10               | p.m. t<br>to 6:3<br>15.00<br>14.63<br>14.25<br>13.88<br>13.50<br>13.13<br>12.75<br>12.38<br>12.00<br>11.63                            | 7.50<br>7.32<br>7.12<br>6.94<br>6.75<br>6.56<br>6.38<br>6.19<br>6.00<br>5.81                         |
| (7:30 in 1:30  | n.m. t         | Co 6:<br>week<br>p. | T.A<br>30<br>di<br>70.<br>68.<br>66.<br>64.<br>63.<br>61.<br>59.<br>56.<br>54.<br>52.                  | 88<br>p. 5<br>00<br>25<br>75<br>00<br>25<br>75<br>00<br>25<br>75<br>00<br>25<br>50   | Ba. ar<br>12:<br>nday<br>42.0<br>40.9<br>89.9<br>38.8<br>36.7<br>85.7<br>85.7<br>81.6<br>82.5<br>81.5                        | nd 11<br>30 p.<br>00 28<br>5 27<br>00 26<br>5 25<br>00 25<br>5 24<br>00 23<br>00 22<br>00 22<br>00 21   | :00<br>m.<br>.00<br>.80<br>.80<br>.50<br>.50<br>.40<br>.70               | p.m. t<br>to 6:3<br>15.00<br>14.63<br>14.25<br>13.88<br>13.50<br>13.13<br>12.75<br>12.38<br>12.00<br>11.63<br>11.25                   | 7.50<br>7.32<br>7.12<br>6.94<br>6.56<br>6.38<br>6.19<br>6.00<br>5.81                                 |
| (7:30 at 11:30 at 11: | p.m. t         | Co 6:               | T.A<br>30 da<br>m.<br>70.<br>68.<br>66.<br>64.<br>63.<br>59.<br>57.<br>56.<br>54.<br>52.               | 88 p. n<br>Su<br>00<br>25<br>75<br>75<br>25<br>75<br>75<br>75  | Ba. ar<br>12:<br>nday<br>42.0<br>40.9<br>89.9<br>38.8<br>36.7<br>85.7<br>85.7<br>81.5<br>80.4                                | nd 11<br>30 p.<br>00 28<br>55 27<br>00 26<br>55 25<br>00 25<br>55 24<br>00 22<br>55 23<br>00 22<br>55 23<br>00 22<br>55 23<br>00 22<br>55 23<br>55 23 | :00<br>m.<br>.00<br>.80<br>.90<br>.50<br>.50<br>.40<br>.70<br>.00        | p.m. t<br>to 6:3<br>15.00<br>14.63<br>14.25<br>13.88<br>13.50<br>12.75<br>12.38<br>12.00<br>11.63<br>11.25<br>10.88                   | 7.50<br>7.32<br>7.12<br>6.94<br>6.75<br>6.38<br>6.19<br>6.00<br>5.81<br>5.62                         |
| (7:30 i 11:30  | n.m. t         | Co 6:               | T.A. 30 ds m. 70 68 66 64 63 55 57 56 54 52 50 49 6  | 88 p.s;<br>00 250 570 250 5750 250 5750 5750 5750 5  | Ba. ar<br>12:<br>14:0<br>40.9<br>89.9<br>38.8<br>36.7<br>35.7<br>34.6<br>32.5<br>32.5<br>80.4<br>29.4                        | nd 11130 p. 30 p. 30 28 55 27 55 24 55 25 21 55 21 55 20 19 50 21 50 19   | :00<br>m.<br>.00<br>.80<br>.90<br>.50<br>.80<br>.10<br>.40<br>.70<br>.00 | p.m. t<br>to 6:3<br>15.00<br>14.63<br>14.25<br>13.83<br>13.50<br>13.13<br>12.75<br>12.38<br>11.63<br>11.25<br>10.88<br>10.50          | 7.50<br>7.32<br>7.12<br>6.94<br>6.75<br>6.56<br>6.38<br>6.19<br>6.00<br>5.81<br>5.62<br>5.44<br>6.25 |
| (7:30 11:30  | h.m. t         | o 6:<br>week<br>p.  | T.A<br>30 ds<br>m.<br>70<br>68<br>66<br>64<br>63<br>61<br>59<br>57<br>57<br>58<br>54<br>52<br>59<br>47 | Sp. 1;<br>Sp. 2;<br>Sp. 2;<br>Sp | Ba. ar<br>12:<br>14:<br>14:<br>14:<br>14:<br>16:<br>17:<br>18:<br>18:<br>18:<br>18:<br>18:<br>18:<br>18:<br>18:<br>18:<br>18 | nd 11130 p. 2885 2765 2765 235 24105 2910 5 1985 2910 5 1985 2910 5 1985 2910 5 1885 2910   | :00 m  | p.m. t<br>to 6:3<br>15.00<br>14.63<br>14.25<br>13.88<br>13.50<br>13.13<br>12.75<br>12.38<br>12.00<br>11.63<br>11.25<br>10.88<br>10.13 | 7.50<br>7.32<br>7.12<br>6.75<br>6.56<br>6.38<br>6.19<br>6.581<br>5.62<br>5.44<br>5.25                |
| (7:30 i 11:30  | h.m. t         | o 6:<br>week<br>p.  | T.A. 30 ds m. 70 68 66 64 63 55 57 56 54 52 50 49 6  | Sp. 13<br>Sp. 13<br>Sp | Ba. ar<br>12:<br>14:0<br>40.9<br>89.9<br>38.8<br>36.7<br>35.7<br>34.6<br>32.5<br>32.5<br>80.4<br>29.4                        | nd 1130 p. 280 270 255 255 244 205 205 205 205 205 205 205 205 205 205  | :00<br>m.<br>.00<br>.80<br>.90<br>.50<br>.80<br>.10<br>.40<br>.70<br>.00 | p.m. t<br>to 6:3<br>15.00<br>14.63<br>14.25<br>13.83<br>13.50<br>13.13<br>12.75<br>12.38<br>11.63<br>11.25<br>10.88<br>10.50          | 7.50<br>7.32<br>7.12<br>6.94<br>6.75<br>6.56<br>6.38<br>6.19<br>6.00<br>5.81<br>5.62<br>5.44<br>6.25 |

|     | (7:00 |          |      | :30 | 8. m |        |        | and 7:00 | )    |
|-----|-------|----------|------|-----|------|--------|--------|----------|------|
|     |       | a.m      | . to | 12: | 30 1 | p.m. 8 | Sunday | 8)       |      |
| 1   | time. | ******** |      |     | .00  | 28.00  | 18.0   | 0 10.00  | 6.50 |
| 13  | time  | 8        |      | 44  | . 85 | 27.30  | 17.5   | 5 9.75   | 6.34 |
| 26  |       | a        |      | 43  | .70  | 26.60  | 17.1   | 9.50     | 6.17 |
| 39  | time  | 8        |      | 42  | .55  | 25.90  | 16.6   | 5 9.25   | 6.01 |
| 52  |       | 8        |      | 41  | .40  | 25.20  | 16.2   | 9.00     | 5.85 |
| 65  | time  | B        |      | 40  | .25  | 24.50  | 15.7   | 5 8.75   | 5.69 |
| 78  |       | 8        |      | 39  | .10  | 23.80  | 15.3   | 8.50     | 5.58 |
| 91  | time  | 8        |      | 37  | .95  | 23.10  | 14.8   | 5 8.25   | 5.38 |
| 104 |       | s        |      | 36  | . 80 | 22.40  | 14.4   | 8.00     | 5.20 |
| 156 | time  | B        |      | 35  | .65  | 21.70  | 13.9   | 5 7.75   | 5.04 |
| 208 |       | 8        |      | 34  | .50  | 21.00  | 13.5   | 7.50     | 4.87 |
| 260 | time  | S        |      | 33  | .35  | 20.30  | 13.0   | 5 7.25   | 4.71 |
| 312 |       | L        |      | 32  | . 20 | 19.60  | 12.60  | 7.00     | 4.55 |
| 864 | time  | š        |      | 81  | .05  | 18.90  | 12.1   | 6.75     | 4.39 |
| 624 |       | B        |      | 29  | .90  | 18.20  | 11.70  |          | 4.23 |
|     |       |          |      |     | 884  | D      |        |          |      |
|     | (1    | 1:30     | p.m. | to  | 7:00 | 8. m.  | week   | days)    |      |

|      |                | CLASS   | D     |        |      |      |
|------|----------------|---------|-------|--------|------|------|
|      | (11:30 p.m.    | to 7:00 | 3.m.  | week d | 2y8) |      |
| 1    | time           | 36.00   | 20.00 | 15.00  | 7.50 | 4.73 |
| 13   | times          | 35.10   | 15.50 | 14.63  | 7.32 | 4.68 |
| 26   | times          | 34.20   | 19.00 | 14.25  | 7.12 | 4.51 |
| 39   | times          | 33.30   | 18.50 | 13.88  | 6.94 | 4.39 |
| 52   | times          | 32.40   | 18.00 | 13.50  | 6.75 | 4.27 |
| 65   | times          | 31.50   | 17.50 | 13.13  | 6.56 | 4.16 |
| 78   | times          | 30.60   | 17.00 | 12.75  | 6.38 | 4.04 |
| 91   | times          | 29.70   | 16.50 | 12.38  | 6.19 | 3.9  |
| 104  | times          | 28.80   | 18.00 | 12.00  | 6.00 | 3.80 |
| 156  | times          | 27.90   | 15.50 | 11.62  | 5.81 | 3.68 |
| 208  | times          | 27.00   | 15.00 | 11.25  | 5.62 | 3.56 |
| 260  | times          | 26.10   | 14.50 | 10.88  | 5.44 | 8.4  |
| 312  | times          | 25.20   | 14.00 | 10.50  | 5.25 | 3.33 |
| 364  | times          | 24.30   | 13.50 | 10.13  | 5.06 | 3.21 |
| 624  | times          | 23.40   | 13.00 | 9.75   | 4.88 | 3.09 |
| - (1 | ) 100 words or | less.   |       |        |      |      |

ANNOUNCEMENTS AND ELECTRICAL TRANSCRIPTIONS

TRANSCRIPTIONS
TRANSCRIPTIONS
Announcements are quoted under regular rates as 100 words or less. One minute electrical transcriptions nouncements accepted for scheduling in announcement periods only. Chain break announcements, when avail able, are limited to 25 words.

No charge for use of transcription except music royalties.

SPECIAL FEATURES
Broadcasts of special events charged at Class "A"

rates.

POLITICAL

Political advertising positively cash in advance; copy
must be submitted 24 hours in advance; no political
time accepted within 24 hours of election.

TALENT

Rates on application.

REMOTE CONTROL

Portable equipment is available for remote broad-asts at special charges.

SERVICE FACILITIES
The services of the station staff and announcers in reheateing and presenting programs are available without extra charge.

without extra charge.

Contract and Other Requirements
Rates are for facilities of station only. Talent is
extra. All contracts are for exclusive use of contracting parties. Time cannot be guaranteed. Errors
in commercial continuity will be corrected as quickly as possible. Commercial continuity limited to
10% of program.

Maximum length of contract, one year. All contracts
cancellable unless program starts within 30 days.
All programs and advertising copy subject to station
approval.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip
tion, using 38-1/8 and 78 r.p.m. turn-tables for
either vertical or lateral cut recordings

Personnel President—B. H. Peace, Jr. Manager—Beverly T Whitmire. Sales Manager—R. Q. Glass, Jr. Representatives
Weed & Company
Atlanta—B. Frank Cook.

WMRC (Established 1940)



Rates effective December 1, 1940.

Rates effective December 1, 1940.

Owned and operated by the Textile Broadcasting Company, Inc.
Business Office and Studio—Prevost Bidg.. Greenville, S. C.
Transmitter—400 Mayberry St., one mile from business district, Greenville, Bouth Carolina.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channes.
Operates on Eastern War Time.
Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.
Agency Commission

night.

Agency Commission

Agency Commission

Agency commission 15% to recognized advertising agencies on time only. Bills rendered last of month. due 15th of following month.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Mutual Broadcasting System.

Rates include charges by owners of music copyrights. The following rates are for national advertising.

Announcements and programs cannot be combined to obtain a lower rate.

11. 1811. 2811. 2811. 5211. 100 tl. 200 tl.

Rates on request.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical cost.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted, except light wines and beer. Contracts subject to cancellation by thirty days written notice accompanied by certified check at short rate to date of last program.

nrogram
Closing Time
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks 24 hours in advance
Mechanical Program Equipment
Equipped to hardle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.

for vertical and lateral cut rec Personnel Pres. & Treas.—R. A. Jolley. Manager.—W. Ennis Bray. Representatives Burn-Smith Company. Inc.

#### **GREENWOOD**

(Greenwood County)

WCRS (Established 1941)



Rates effective September 1, 1941, Owned and operated by Grenco, Inc. Business Office—P. O. Box 868, Greenwood, S. C. Studio—Wilson St., 1/4 mile from business district. Greenwood, S. C.

Studio—Wilson St., 1/4 mile from business district. Greenwood, S. C.

Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 a.m. to 11:15 p.m. Week days 6:25 a.m. to 11:15 p.m. Week days 6:25 a.m. to 11:15 p.m. Week days 6:25 a.m. to 11:15 p.m. Veca days 6:25 a.m. to 11:15 p.m. Agency commission
Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered last of month due 15th of following month.

General Advertising
For combination rates see National Broadcasting Company (Southeastern Group).
Itates include charges by owners of music copyrights. The following rates are for national advertising.
Announcements and programs cannot be combined to obtain a lower rate

(6:00 p.m. to 11:00 p.m. week days and
Sundays)

1 ti. 18 ti. 26 ti. 52 ti. 104 ti. 208 ti.
1 hour.... 50.00 47 50 45.00 42.50 40.00 37.50
1/2 hour... 30.00 28.50 27.00 25.50 24.00 25.50
1/4 hour... 20.00 19.00 18.00 17.00 18.00 15.00
5 minutes 10.00 9.50 9.00 8.50 8.00 7.50
100 words
or leas.... 5.00 4.75 4.50 4.25 4.00 8.75

or less.... 5.00 4.75 4.50 4.25 4.00 8.75

CLASS s.m. to 6:00 13 ti. 26 ti. 38.00 36.00 23.75 22.50 14.25 13.50 6.50 6.00 p.m.)
52 tl. 104 tl. 208 tl.
34.00 32.00 30.00
21.25 20.00 18.75
12.75 12.00 11.25
5.50 5.00 4.50

or less.... 4.00 3.80 3.60 3.40 3.20 3.00 Chain break announcements are limited to 25 words. One minute transcriptions are accepted at the 100 word announcement rate; all 100 word announcements and one minute transcriptions are accepted for scheduling in announcement periods only. No spot announcements over 100 words accepted.

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply.
Transcription library service available. Instantaneous recording equipment available.

TALENT

Rates on request.

REMOTE CONTROL
Facilities subject to extra charges for line and me-

Closing Time Contracts close one week in advance of first broad-cast. Announcement copy, transcriptions and talks 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
President—Douglas Featherstone.
Station Manager—Dan Crosland.

Representatives

#### **SPARTANBURG**

(Spartanhurg County)

WORD

(Established 1940)



#### BLUE NETWORK STATION



Rates effective March 1, 1941. (Card No. 2.)

1 hour..... 60.00 1/2 hour.... 40.00 1/4 hour..... 22.00 5 minutes 10.00 100 words or less...... 6.00 

1 hour.... 50.00 47.50 a.m. to 12:00 moo 1/2 hour.... 50.00 47.55 45.00 42.50 40.00 1/2 hour.... 36.00 34.20 32.40 30.60 28.80 1/4 hour.... 20.00 19.00 18.00 17.00 16.00 5 mlnutes 8.00 7.60 7.20 6.80 6.40 100 words or

5 minutes 8.00 7.00 7.20 6.30 0.20 0.00 100 words or 100 words or 1.00 minutes 7.00 minutes 7.00 minutes 7.00 minutes 7.00 minutes 7.00 p.m. and 2.00 p.m. to 5.00 p.m. week days 1 hour... 25.00 23.80 36.00 36.00 34.00 32.00 30.00 1/2 hour... 25.00 23.80 22.60 21.40 20.00 19.00 1/4 hour... 15.00 14.30 13.60 12.90 12.90 12.00 11.00 5 minutes 7.50 6.80 6.00 5.50 4.80 4.00 100 words or 1.00 word

of 10% when six announcements or programs are used. ANNOUNCEMENTS
All 100 word announcements are accepted for scheduling in announcement periods only.
Chain break announcements, when available, are limited to thirty-five words.

PECIAL FEATURES
Time signals, weather reports and other special feature. Rates on request. One minute transcribed announcement accepted on hasis of 100 words.

Class 'A' rates apply regardless of time; cash in advance; copy must be submitted 12 hours in advance; copy must be submitted 12 hours in advance; on political time accepted within 24 hours of election.

#### SPARTANBURG—Continued W O R D-Continued

TALENT

Rates on request.

Rates on request.

REMOTE CONTROL

Equipment available for remote broadcasts. Rates on request.

SERVICE FACILITIES

No charge for use of station music library. The services of station staff and announcers in rehearsing and presenting programs are available without charge.

and presenting programs are available without charge.

Contract and Other Requirements
All contracts for exclusive use of contracting parties.
Time cannot be guaranteed. Commercial continuity
is limited to ten per cent of program length. Maximum length of contract one year. All contracts cancellable unless started within thirty days of date of
contract. All copy subject to approval of station.
and programs must conform to station standards.
Regularly scheduled accounts earning maximum discount must conform to schedule, or be re-billed on
actual discount earned by number of units used on
schedule. In computing discounts on current broadcasting, advertisers may combine announcements or
may combine programs (but not both) in same twelve
months to carn maximum discourt.

Mechanical Program Equipment

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Personner
Co-owners—J. M. Bryan, Smith Davis.
Station Manager—Frank R. Knutti.
Program Director—John Carrington.

Representatives
William G. Rambeau Company.

WSPA (Established 1939)



Bates effective March 29, 1941, (Card No. B.)

Owned and operated by Spartanburg Advertising Co.,

incorporated.

Business Office and Studio—Badio Center, Spartanburg, S. C., telephone 2900.

Transmitter—2-1/2 miles northeast of city.

Wave—Power—Inc.

Operating power—5000 watts days; 1000 watts nights.

Operating power—5000 watts days; 1000 watts nights. (100% modulation.) 315.8 meters; 850 kilocycles. Operates on Eastern War Time. Actual operating schedule: 5:80 a.m. to 12:00 midnight.

Agency Commission

Agency Commission 15% on nat charges for station time to recognized suvertising agencies. No cash discount. No commission on tsient.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Southeastern Group).

Rates include charges by owners of music copyrights. The following rates are for national advertising For local rates, consult station management.

Programs and sanouncements cannot be combined to earn maximum discount. Station break announcements cannot be combined with other announcements cannot be combined with other announcements of the combined of the comb

SPECIAL FEATURES

Newscasts available, extrs 10%
Time signals, weather reports, other special events—
rates on request.

(This listing continued on next mean)



These **Spartans** Wear Pants . . . .

> Way, way back in August, 480 B.C., a band of tough, hardy

soldiers from Sparta gave Xerxes and his Persians the battle of their lives at a pass around Mt. Oeta known as Thermopylae. The Spartans wore chitons under their armor.

22 centuries later, in January, 1781, a group of tough, hardy South Carolinians from the rich, rolling Piedmont tableland, beat the British at the battle of Cowpens. The Spartan Regiment, as they were called, wore a mixture of mufti and 18th century G.I.

Today, citizens of Spartanburg County are still called Spartans. These Spartans wear pants...with pockets that bulge with the fruitful rewards of affluent agriculture, cotton textiles, plastics, and wood industries. Spartans and their neighbors in the 16 county WSPA Primary Area have an effective buying income of over half a billion dollars\*!

But then, as we've been telling you, the 16 county WSPA Primary Area is "one of the best-balanced sections in the entire country"!

And WSPA swings the balance your way.

★ Sales Management



SPARTANBURG, SOUTH CAROLINA

Home of Comp Croft

5000 watts Day, 1000 watts Night, 950 kilocycles . Represented by Hollingbery

#### SOUTH CAROLINA—Cont'd

#### SPARTANBURG—Continued

WSPA-Continued

TALENT

Hates on request.

REMOTE CONTROL

Portable equipment available for remote broadcasts. RERYICE FACTLITIES

Services of station staff and announcers in rehearsing and producing programs are available without extra charge. No charge for use of station music library. Contract and other Requirements

Beer and wine advertising accepted, subject to station approval. Rates are for facilities of station only, talent is extra. All contracts are for exclusive use of contracting parties. Time cannot be guaranteed. Errors in commercial continuity will be corrected as quickly as possible. Maximum length of contract, one year. All contracts cancellable unless started within 30 days from date of acceptance by station. All advertising copy and programs subject to station approval.

Rate on which billing is made is determined by the number of broadcasts made, or definitely ordered, within calendar year, or within one year from the date of initial broadcast.

Applicable rate for subsequent broadcaste will be determined anew in same manner. Failure to use number of broadcasts to earn the rate paid by the devertiser will incur a charge for the differential between the rate actually earned and the rate paid. Mechanical Program Equipment

Equipm

#### SUMTER

(Sumter County)

WFIG

(Established 1940)

Rates effective February 1, 1940.
Owned and operated by WFIG, Inc.
Business Office and Studio—39 N. Main St., Sumter.

South Carolina.

South Carolina.

Transmitter—East of business district on Highway 76.

Age—Power—Time
Operating power—250 watts.

"23.9 meters; 1340 kilocycles.

Licensed to operate full time on local channel. Operates on Eastern War Time. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 mid-

12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Agency Commission
Agency Commission 15% to recognized advertising agencies. No cash discount. Bills rendered and due end of month.

For combination rates see Mutual Broadcasting System and Keystone Network.

The following rates are for national advertising. Rates include charges by owners of music copyrights.

(6:00 p.m. to 10:00 p.m. week days and Sundays)

1 tst. 18 tl. 28 tl. 52 tl. 104 tl. 156 tl.

1 hour.... 50.00 47.50 45.00 42.50 40.00 37.50

1/2 hour... 30.00 28.50 27.00 25.50 24.00 22.50

1/4 hour... 20.00 19.00 18.00 17.00 16.00 15.00

5 minutes 10.00 9.50 9.00 8.50 8.00 7.50

CLASS "E"

(7:00 a.m. to 6:00 p.m. and 10:00 p.m. to

12:00 midnight)

1 hour... 40.00 38.00 38.00 30.00 30.00

1/2 hour... 25.00 28.75 22.50 21.25 20.00 18.75

1/4 hour... 15.00 14.25 13.50 12.75 12.00 11.25

5 minutes 7.00 6.50 6.00 5.50 5.00 4.50

ANNOUNCEMENTE

7.00 6.50 6.00 5.50 ANNOUNCEMENTS (Day or Night) 4.00 3.80 3.60 3.40 3.00 2.85 2.70 2.55 2.00 1.90 1.80 2.70 SPECIAL FEATURES

26 wks. 22.00 52 wks 20.00 18 wks. ... 24.00

Closing Time
Contracts close two weeks in advance of first broadcast; announcements, transcriptions and talks close
24 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.
Personnel
President—Julius 8. Brody.
Vice-Pres. & Gen'l Mgr.—T. Douglas Youngblood.
Representatives or & Tanz.

#### SOUTH DAKOTA

#### **ABERDEEN**

(Brown County) KABR (Established 1985)



Rates effective November 15, 1939.

Owned and operated by Aberdeen Broadcasting Co.
Business Office and Studio—117-1/2 S. Main Street.

Abordeen, South Dakota.

Transmitter—Lake Wylls, 8 miles northeast of Aber-

-Time

/ave---Power--Time
Operating power--5.000 watta.
211.3 meters; 1420 kilocycles.
Operates on Central War Time.
Actual operating schedule: Sundsys 7:00 a.m. to
12:00 midnight. Week days 6:00 a.m. to 12:00 mid-

12:00 midnight. ween unight.

Agency Commission 15% to advertising agencies recognized by station management, providing payment is made by the 10th of the month following service, otherwise no commission paid. No commission paid on talent. No cash discount. All statements for service due when presented.

General Advertising
For combination rates see listings of Mutual Broadcasting System and North Central Broadcasting System (Dakota Group).
The following rates are for national advertising; 100 words of spoken copy constitute one minute's time.

CLASS A.

CLASS A.

|            |         | CLASS    |         |        |         |         |
|------------|---------|----------|---------|--------|---------|---------|
|            | (6:30 p | .m. to   | 10:00   | p.m.)  |         |         |
|            | 1 ti.   | 18 ti.   | 26 ti.  | 52 ti. | 100 ti. | 260 ti. |
| l hour     | 100.00  | 90.00    | 80.00   | 70,00  | 60.00   | 50.00   |
| 1/2 hour   | 60.00   | 54.00    | 48.00   | 42.00  | 36,00   | 30.00   |
| 1/4 hour   | 40.00   | 36.00    | 32.00   | 28,00  | 24,00   | 20.00   |
| 10 minutes | 30.00   | 27.00    | 24.00   | 21.00  | 18.00   | 15.00   |
| 5 minutes  | 20.00   | 18,00    | 16.00   | 14.00  | 12.00   | 10.00   |
|            |         | CLASS    | .,B.,   |        |         |         |
| (11:00 )   | i.m. to | 1:00 p.t | n., 6:0 | 0 p.m. | to 6:8  | 30      |
|            |         |          |         |        |         |         |

5 minutes 20.00 18.00 16.00 14.00 12.00 10.00 CLASS "B"

(11:00 a.m. to 1:00 p.m., 6:00 p.m. to 6:80 p.m. week days, and 1:00 p.m. to 6:80 p.m. Sundays)

1 hour... 85.00 76.50 68.00 59.50 51.00 42.50 1/4 hour... 34.00 30.60 27.20 28.80 20.40 17.00 10 minutes 25.50 22.95 20.40 17.85 15.30 12.75 5 minutes 17.00 15.30 13.60 11.90 10.20 8.50 CLASS "C"

(9:00 a.m. to 11:00 a.m., 5:00 p.m. to 6:00 p.m., 10:00 p.m. to 10:30 p.m. week days, and 9:00 a.m. to 1:00 p.m. Sundays)

1 hour... 70 00 63.00 56.00 49.00 42.00 35.00 1/4 hour... 22.00 37.80 33.60 24.05 22.00 10 10 minutes 21.00 18.90 16.80 14.00 10 minutes 21.00 18.90 16.80 14.00 10 minutes 21.00 18.90 16.80 14.70 12.60 10.55 minutes 11.00 p.m. sundays)

1 hour... 22.00 25.20 22.40 19.60 16.80 14.00 10 minutes 21.00 18.90 16.80 14.70 12.60 10.50 5 minutes 11.00 p.m. sundays)

1 hour... 55.00 y.m. week days, and before 9:00 a.m., 1:00 p.m. sundays)

1 hour... 55.00 p.m. week days, and before 3:00 a.m. and after 10:30 p.m. sundays)

1 hour... 55.00 p.m. week days, and before 3:00 a.m., 1:00 p.m. Sundays)

1 hour... 55.00 p.m. week days, and before 3:00 a.m., 1:00 p.m. Sundays)

1 hour... 55.00 p.m. week days, and before 3:00 a.m., 1:00 p.m. Sundays)

1 hour... 55.00 p.m. week days, and before 3:00 a.m., 1:00 p.m. Sundays)

1 hour... 55.00 p.m. week days, and before 3:00 a.m., 1:00 p.m. Sundays)

1 hour... 55.00 p.m. week days, and before 3:00 a.m., 1:00 p.m. Sundays)

1 hour... 55.00 p.m. week days, and before 3:00 p.m. sond after 10:30 p.m. seak days, and before 3:00 a.m., 1:00 p.m. Sundays)

1 hour... 55.00 p.m. week days, and before 3:00 p.m. sond after 10:30 p.m. seak days, and before 3:00 p.m. sond after 10:30 p.m. seak days, and before 3:00 p.m. sond after 10:30 p.m. seak days, and before 3:00 p.m. sond after 10:30 p.m. seak days, and before 3:00 p.m. sond after 3:00 p.m. seak days, and before 3:00 p.m. sond after 3:00 p.m. seak days, and seak days, and before 3:00 p.m. sond after 3:00 p.m. sond seak days, and seak days, and seak days, and seak days, and seak

POLITICAL TALKS

Hates and information on request.

ADDRESSES AND COMMERCIAL TALKS

Accepted at program rates. Time subject to arrangement. Payment due at time of contract. Copy must be filed in advance.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available—vates on request.

Rates on request.

Transcription library services available—rates on request.

RALENT

Bates on request.

REMOTE CONTROL.

Additional charges are made for programs originating outside station's studies and for programs requiring special production.

SERVICE FACILITIES

Services of station's program department, staff announcers and engineers in arranging and presenting programs are included without extra charge. Sentrant and other Resultsment.

All acceptable accounts are subject to the same rates. No periods sold in bulk for resule.

Rates quoted apply only to programs breadcast in the studies of station at Aberdeen. All contracts are subject to all authorities requirements, regulations and acts passed by the various states or by the United States Government for its departments and bureau with regard to radio broadcasting control. Station management reserves the right to refuse or discontinue any advertising for reasone satisfactory to itself.

No accounts accepted per inquiry or commission basis of payment.

to itself.

No accounts accepted per inquiry or commission basis of payment.

Advertising of hard liquor not accepted. Bates do not include cost of talent.

not include cost of talent.
All programs are subject to approval of station.
No contract accepted for more than one year's service.

Contract must be closed three weeks in advance to be included in programs, schedules in newspaper and publicity mediums. Copies of talks and addresses must be filed with station 24 hours in advance of broadcast. Final closing one week. Publicity talks manuscripts must be submitted for approval 10 days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings.

Personnel
Manager—A. A. Fahy.
Representatives
The Walker Company.

#### PIERRE

(Hughes County)

KGFX

(Established 1922)

Rates effective October 1, 1944.

(Established 1922)

Rates effective October 1, 1944.

Owned by estate of Dana McNeil.
Operated by Mrs. Ida A. McNeil.
Business Office and Studio-203 W. Summit Ave.,
Pierre, S. D.
Transmitter—Pierre. South Dakota.

Wave—Power—Time
Operating power—209 watts.
476.2 meters; 630 kilocycles.
Licensed to operate 9:30 a.m. to sunset.
Ageney Commission
15% to recognized advertising agencies; cash discount——Bills due 10th of following month.
General Advertising
For combination rates see Keystone Network.

(9:30 a.m. to 2:30 p.m. and 4:30 p.m. to
CLASS 'A'

(9:30 a.m. to 2:30 p.m. and 4:30 p.m. to
1 tl. 13 tl. 26 tl. 52 tl.
1 bour.——60.00 57.00 54.00 51.90
1/2 bour.——38.00 34.20 32.40 30.60
1/4 hour.——25.00 25.75 25.00 21.25
10 minutes.——10.00 9.50 9.00 5.50
5 minutes.——10.00 9.50 9.00 5.50
5 minutes.——10.00 9.50 9.00 5.50
1 minutes.——10.00 9.50 9.00 5.50
5 minutes.——11.50 1.25 1.35 1.27

SPECLAL FEATURE

Time signals, hospital list, road conditions, leased wire news services, markets, special announcements, home front news—rates on request.

Class 'A' rates apply.
Representatives

#### RAPID CITY

(Pennington County)

KOTA (Established 1986)



Bates received October 27, 1944.

Owned and operated by the Black Hills Broadcast Company of Rapid City.

Business Office and Studio—Alex Johnson Hotel.
Rapid City, South Dakota, telephone 2000.

Transmitter—3 miles south of Rapid City on highway 79.

Wave—Power—Time
Operating power—5,000 watts.
217.4 meters; 1380 killocyles.
Operates on Mountain War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight; week days 6:00 a.m. a.m. t

60.00 56.25 40.00 37.50 28.50 27.00 20.00 19.00 12.00 11.00 4.00 3.75 8.20 3.00

10 minutes 80.00 28.50 27.00 25.50 24.00 2 5 minutes 20.00 19.00 18.00 17.00 16.00 1 100 words... 7.00 6.65 6.30 5.95 5.60 20.00 20.

Newscasts:
Minutes ECIAL FEATURE 1 6 8 wk. wks. 55.00 52.50 62.50 85.00 67.50 100.00 90.00 90.00 62.50 40.00 97.50 65.00 62.50 40.00 90.00 50.00 47.50 70.00 65.00 62.50 70.00 65.00 62.50 70.00 70.50 7:00 s.m. 15
8:00 s.m. 15
10:00 s.m. 15
10:00 s.m. 15
10:00 s.m. 15
12:15 p.m. 15
2:00 p.m. 5
3:00 p.m. 15
5:00 p.m. 15
6:15 p.m. 15
8:00 p.m. 15
8:00 p.m. 15
8:00 p.m. 15 wks. 47.50 57.50 28.50 60.00 80.00 22.50 18.50 57.50 80.00 42.50 60.00 47.50 50.00 60.00 30.00 65.00 85.00 25.00 60.00 85.00 45.00 65.00 65.00

Rates on reugest.

#### RAPID CITY—Continued K O T A-Continued

Rates on application.

REMOTE CONTROL.

Additional charges are made for programs requiring outside station's studies and for programs requiring special production.

TRANSCRIPTIONS

Transcription library services available.

SERVICE FACILITIES

Services of station's program department staff announcers and staff engineers in arranging and presenting programs are included without extra charge. Additional charges made for programs requiring aspecial production.

Contract and Other Requirements

No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make separate contracts, subject to approval of the station management. No contract accepted for more than one year's service. Station reserves the right to refuse or discontinue any programs or announcements for creasons satisfactory to itself. Programs subject to change of time upon 10 days notice. All proposals subject to prior booking.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel
President—Robert J. Dean.

Business Manager—Leo Peterson.

Representatives

The Walker Company.

#### WCAT

Owned and operated by South Dakota State School of Mines, Rapid City, South Dakota.

Vave—Power—Time
Operating power—100 watts.
243.9 meters; 1230 kilocycles.

Does not cell time.

#### SIOUX FALLS

(Minnehaha County)

KELO



Rates effective September 1, 1944.

Rates effective September 1, 1944.

Owned and operated by Sloux Falls Broadcast Association, Inc.
Business Office and Studio—317 South Phillips Ave.
Business Office and Studio—317 South Phillips Ave.
Sloux Falls, South Dakota, telephone 757.
Transmitter—West of city limits.

Wave—Power—Time
Operating power—250 watts.
243.9 meters: 1230 Kilcoyeles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 10:00 a.m. to 12:00 midnight.
Agency Commission
15% to recognized advertising agencies; no cash discount. Invoices mailed first of each month unless otherwise specified.
General Advertising
For combination rates see National Broadcasting
Company (Basio Supplementary).
Fees charged by owners of music copyrights are not included in rates.
Quantity discounts retroactive on entire schedule as earned. A quantity discount earned on either KSOO.
Sloux Falls, or KELO, Sloux Falls, entities the advertiser to the same quantity discount on the other station. All advertising scheduled to run during periods which may become reserved for network programs must be re-scheduled on notice by the station.

(6:00 p.m. to 10:15 p.m. and 12:00 noon to

1:00 p.m... 50:00 47:55 45:00 42:55 40:00
3/4 hour... 40:00 38:00 86:00 42:55 40:00
3/4 hour... 50:00 19:50 27:00 25:50 24:00
1/2 hour... 50:00 19:50 27:00 25:50 24:00
1/2 hour... 50:00 19:50 27:00 25:50 24:00
1/2 hour... 50:00 19:50 27:00 25:50 25:00
1/2 hour... 50:00 19:50 27:00 25:50 25:00
1/2 hour... 50:00 19:50 27:00 25:50 25:00
1/2 hour... 50:00 19:50 27:00 25:50 26:00
1/2 hour... 50:00 19:50 27:

| 10 minutes 15.00   | 14.25    | 13.50                   | 12.75    | 12.00   |
|--------------------|----------|-------------------------|----------|---------|
| 5 minutes 10.00    | 9.50     | 9.00                    | 8.50     | 8.00    |
| (10:00 a.m. to     | 12:00    | noon: 1:0               | 00 p.m.  | to      |
| 6:00 p.m.; and     | 10:15    | p.m. to                 | 12:00 mi | d-      |
|                    | nigh     |                         |          |         |
| 1 hour 35.00       | 33.25    | 31.50                   |          | 28.00   |
| 3/4 hour 28.00     | 26.60    | 25.20                   | 23,80    | 22.40   |
| 1/2 hour 21.00     | 19.95    | 25.20<br>18.90<br>12.60 | 17.85    | 16.80   |
| 1/4 hour 14.00     | 13,30    | 12.60                   | 11.90    | 11.20   |
| 10 minutes 10.50   | 9.97     | 9.45                    | 8.92     | 8.40    |
| 5 minutes 7.00     | 6,65     | 6.30                    | 5.95     | 5,60    |
| THREE, FIVE A      | ND SIX   | K PER W                 | EEK RA   | TES     |
| (6:00 p.m. to 1    | 0:15 p.r | m. and 12               | :00 noon | to      |
|                    | 1:00 p   | .m.)                    |          |         |
| One hour:          | 1 wk.    | 13 wks.                 | 26 wks.  | 52 Wks. |
| 3 per week         |          | 114.00                  | 108,00   | 96.00   |
| 5 per Week         | 175.00   | 166.25                  | 157.50   | 140.00  |
| 6 per Week         |          | 199.50                  | 189.00   | 168.00  |
| Three-quarter hour | :        |                         |          |         |
| 3 per week         | 96.00    | 91.20<br>133.00         | 86.40    | 76.80   |
| 5 per week         | 140.00   | 133.00                  |          |         |
| 6 per week         | 168.00   | 159.60                  | 151.20   | 134.40  |
| One-half hour:     |          |                         |          |         |
|                    | 72.00    |                         | 64.80    | 57.60   |
| 5 per week         |          |                         | 94.50    | 84.00   |
| 6 per week         | 126.00   | 119.70                  | 113.40   | 100.80  |
| One-quarter hour:  |          |                         |          |         |
| 3 per week         | 48.00    | 45.60                   | 43.20    | 88.40   |
| 5 per week         | 70.00    |                         | 63.00    | 56.00   |
| 6 per week         | 84.00    | 79.80                   | 75.60    | 67.20   |
| Ten minutes:       |          |                         |          |         |
| 3 per week         | 36.00    | 34.20                   | 32.40    | 28.80   |
| 5 per week         | 52.50    |                         | 47.25    | 42.00   |
| 6 per week         | 63.00    | 59.85                   | 56.70    | 50.40   |
| Five minutes:      |          | 00.00                   | 01.00    | 10.00   |
| 3 per Week         | 24.00    | 22.80                   | 21.60    | 19.20   |
| 5 per week         | 35.00    | 88.25                   | 31.50    | 28.00   |
| 6 per week         | 42.00    | 89.90                   | 87.80    | 83.60   |
|                    |          |                         |          |         |

Ž,

| (10:00 a.m. to 1    | 2:00 no      | n; 1:00 p | m. to 6   | :00     |
|---------------------|--------------|-----------|-----------|---------|
| p.m.; 10:15         |              |           |           |         |
| One hour:           |              | 18 wks.   |           | 52 wks. |
| 3 per Week          |              | 79.80     |           | 67.20   |
| 5 per week          | 122.50       | 116.37    |           |         |
| 6 per week          | 147.00       | 189.65    | 182.30    |         |
| Three-quarter hour: |              | 100.00    | 100.00    |         |
| 3 per week          | 67.20        | 63.84     | 60.48     | 53.76   |
| 5 per week          | 98.00        | 98.10     | 88.20     | 78.40   |
| 6 per Week          |              | 111.72    |           | 94.08   |
| One-half hour:      | 111.00       |           | 100.01    |         |
| 3 per week          | 50.40        | 47.88     | 45.36     | 40,32   |
| 5 per week          | 78.50        | 69.82     | 66.15     | 58.80   |
| 6 per week          | 88.20        | 83.79     | 79.38     | 70.56   |
| One-quarter hour:   | 00.20        | 00.10     | 10.00     | 10.00   |
| 3 per week          | 83.60        | 31.92     | 30.24     | 26.88   |
| 5 per week          | 49.00        | 46.55     | 44.10     | 39.20   |
| 6 per Week          | 58.80        | 55.86     | 42.92     | 47.02   |
| Ten minutes:        | <b>00.00</b> | 30.00     | 74.04     | 21.04   |
| 3 Der Week          | 25.20        | 23.94     | 22.68     | 20.16   |
| 5 per week          | 86.75        | 84.99     | 83.07     | 29.40   |
| 6 per week          | 44.10        | 41.89     | 39.69     | 35.28   |
| Five minutes:       | 34.10        | #1.08     | 35.08     | 30.20   |
| 3 per Week          | 14 00        | 15.96     | 15.12     | 13.44   |
|                     | 24.50        | 23.27     | 22.05     | 19.60   |
| 5 per week          |              |           |           |         |
|                     |              | 27.93     | 26.46     | 23.52   |
|                     |              | CMENTS    | <b>40</b> |         |
| Chain break 30 w    | oten: 10     | CET DISER | OU MO1    | ds; one |
| minute 125 words:   | 0.15         |           |           |         |
| (6:00 p.m. to 1     | 0:10 D.D     | n. and 12 | 200E UU   | 10      |

(6:00 p.m. to 10:15 p.m. and 12:00 noon to 1:00 p.m.)

1:00 p.m.)

2 mlnutes... 9:00 8.55 8.10 7.65 7.20 4.50 1.

1 minutes... 9:00 8.55 8.10 7.65 7.20 4.50 1.

3 words... 4.55 4.42 4.18 3.95 3.72 3.49 3.00 words... 3.50 3.32 3.15 2.97 2.80 2.00 p.m. no 10:200 noon; 1:00 p.m. to 6:00 p.m. and 16:15 p.m. to 12:00 minufaght)

2 minutes... 6:00 5.70 5.40 5.10 4.80 4.50 1.00 minutes... 6:00 5.70 5.40 5.10 4.80 4.50 1.00 minutes... 6:00 5.70 5.40 5.10 4.80 4.50 1.00 minutes... 6:00 5.70 5.40 5.10 4.80 4.50 3.00 words... 3.50 3.80 3.40 3.40 3.20 3.00 60 words... 3.50 3.32 3.15 2.97 2.80 3.62 30 words... 8:00 2.85 2.70 2.55 2.40 2.25 POLITICAL ADVERTISING

Rates on request.

RECORDED PROGRAMS

Transcription library services available. Regular time charges apply.

Charges apply.

TALENT

Bates on request.

Confract and Other Requirements

Advertising of slooholio beverages except beer and wine not accepted.

No contract accepted for longer period than one year Station reserves the right to refuse or discontinue any program or announcement for reasons sufficient to the management.

All contracts subject to federal, state and local reguliations. Contracts cancelled by client or agency prior to expiration date will be short rated on basis of rate actually earned. All proposals subject to prior booking of time.

Mechanical Program Equipment Equipment Equipped to handie programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut discs.

Personnel President and Manager—Joseph Henkin.

Vice-Pres. & Prom. Mgr.—S. Fanile, Jr.

Commercial Manager—George R. Hahn.

Regressentatives

Howard H. Wilson Company.

## KSOO

Rates effective September 1, 1944.

Owned and operated by Sloux Falls Broadcast Association, Inc.

Studio—317 S. Pbillips Ave., Sloux Falls, S. D. telephone 757.

Transmitter—West of city limits.

Wave—Power—Time
Operating power—5,000 watts.
263.2 meters; 1140 kilocycles.
Licensed to operate on nationally cleared chann; limited time.
Operates on Central War Time.
Operates on Central War Time.
Actual operating schedule: Sundays 8:00 a.m. to local sunset; week days 6:00 a.m. to local sunset; week days 6:00 a.m. to local sunset; week days 6:00 a.m. to local sunset.
Agency commission
Agency commission
Agency commission
Agency commission
For combination rates see National Broadcasting Company (Basic Supplementary).
Fees charged by owners of music copyrights are not included in rates.
Quantity discount sarned on either KSOO, Sloux
Falls or KELO Sloux Balls agentles and the Advantage of the Advantage

earned.

A quantity discount earned on either KSOO, Sloux Falls, or KELO, Sloux Falls, entitles the advertiser to the same quantity discount on the other station. All advertising scheduled to run during periods which may become reserved for network programs must be re-scheduled on notice by the station.

| i e - schedine |        |             |        |           |        |
|----------------|--------|-------------|--------|-----------|--------|
| (11:30         | a.m. 1 | to 1:30 p.: |        | 5:00 p.m. |        |
|                |        | to sign o   | nTT)   |           |        |
|                | 1 tl.  | 18 ti.      | 26 ti. | 52 tl.    | 100 ti |
| 1 hour         | 90.00  | 85.50       | 81.00  | 76.50     | 72.0   |
| 3/4 hour       | 72.00  | 68.40       | 64.80  | 61.20     | 57.6   |
|                | 54.00  | 51.30       | 48.60  | 45.90     | 43.2   |
| 1/4 hour       | 36.00  | 34.20       | 82.40  | 80.60     | 28.8   |
|                | 27.00  | 25.65       | 24.30  | 22.95     | 21.6   |
| 5 minutes      |        | 17.10       | 16.20  | 15.80     | 14.4   |
|                |        |             |        |           |        |
| (8:30 #        | .m. to | 11:30 a.m.  |        | 30 p.m. t | 0      |
|                |        | 5:00 p.m    |        |           |        |
| 1 hour         | 75.00  | 71.25       | 67.50  | 63.75     | 60.00  |
| 3/4 hour       | 60.00  | 57.00       | 54.00  | 51.00     | 48.00  |
| 1/2 hour       | 45.00  | 42.75       | 40.50  | 38.25     | 36.0   |
| 1/4 hour       | 30.00  | 28.50       | 27.00  | 25.50     | 24.0   |
|                | 22.50  | 21.37       | 20.25  | 19.12     | 18.0   |
| 5 minutes      | 15.00  | 14.25       | 13.50  | 12.75     | 12.0   |
| 0 101111111    | (5:30  |             |        |           |        |
| 1 hours        | 62.50  | 59.38       | 56.25  |           | E0.01  |
| 1 hour         |        |             |        | 53.13     | 50.00  |
| 3/4 hour       | 50.00  | 47.50       | 45.00  | 42.50     | 40.00  |
| 1/2 hour       | 37.50  | 35.63       | 33.75  | 31.85     | 80.00  |
| 1/4 hour       | 25.00  | 23.75       | 22.50  | 21.25     | 20.00  |
|                | 18.75  | 17.81       | 16.88  | 15.94     | 15.00  |
|                |        |             |        |           |        |
| 5 minutes      | 12.50  | 11.87       | 11.25  | 10.62     | 10.0   |
|                |        |             |        |           |        |

|   | m ar                             |                            |                            | -                |
|---|----------------------------------|----------------------------|----------------------------|------------------|
| THREE, FIV  | E AND SIL                        | CTG                        | PER WE                     | EK               |
| {11:30 a.m.   | to 1:30 p.r                      | n and K                    | :00 p.m.                   | to               |
| (11.50 ж.ш.   | aign-o                           | m, mad 5                   | .00 р.ш.                   | 10               |
| One hour:   | 1 wk.                            | 13 wks.                    | 26 wks.                    | 52 wks           |
| 3 per Week  | 216.00                           | 205.20                     | 194.40                     | 172.80           |
| 5 ner week  | 815.00                           | 299.25                     | 283.50                     | 252.0            |
| 6 per week  | 878.00                           | 299.25<br>359.10           | 283.50<br>340.20           | 252.0<br>302.4   |
| Three-quarter h   | our:                             |                            |                            |                  |
| 6 per week<br>Three-quarter has per week                  | 172.80                           | 164.16                     | 155.52                     | 138.2            |
| 5 per week  | 252.00                           | 239.40                     | 226.80                     | 201.6            |
| 6 per week<br>One-half hour:                              | 302.40                           | 287.28                     | 272.16                     | 241.9            |
| 3 per week  | 129.60                           | 123.12                     | 116.64                     | 109 6            |
| 5 per week  | 189.00                           | 179.55                     | 170.10                     | 103.6<br>151.2   |
| 6 per Week  | 226.80                           | 215.46                     | 204.12                     | 181.4            |
| One-quarter hou   | r:                               |                            | 204.12                     | 101.1            |
| 3 per week  | 86.40                            | 82.08<br>119.70            | 77.76                      | 69.1             |
| 5 per week  | 86.40<br>126.00                  | 119.70                     | 77.76<br>113.40            | 69.1<br>100.8    |
| 3 per week<br>5 per week<br>6 per week                    | 151.20                           | 143.64                     | 136.08                     | 120.9            |
| Ten minutes:  |                                  |                            |                            |                  |
| 3 per week  | 64.80                            | 59.56<br>89.77<br>107.73   | 58.32                      | 51.8             |
| 5 per week  | 94.50<br>113.40                  | 89.77                      | 85.05<br>102.06            | 75.6<br>90.7     |
| 6 per week<br>Five minutes:                               | 113.40                           | 107.73                     | 102.06                     | 90.7             |
| 3 per week  | 43.20                            | 41.04                      | 38.88                      | 34.5             |
| 5 per week  | 83.20                            | 59.85                      | 56.70                      | KO 4             |
| 6 per week  | 75.60                            | 71.82                      | 68.04                      | 50.4<br>60.4     |
| 5 per week<br>6 per week<br>(8:30 a.m.                    | to 11:30 a.r                     | n. and 1                   | 30 D.m.                    | to               |
| One hour:   | 5:00 p.                          | m.)                        |                            | •••              |
| 3 per week  | 190.00                           | 171 00                     | 149 00                     | 144.0            |
| 3 per week<br>5 per week<br>6 per week                    | 180.00<br>262.50<br>315.00       | 171.00<br>249.37<br>299.25 | 162.00<br>236.25<br>283.50 | 210.0            |
| 6 per week  | 315.00                           | 299 25                     | 283.50                     | 210.0<br>252.0   |
| Three-cuarter h   | our:                             |                            |                            |                  |
| 3 per week  | 144.00                           | 136.80                     | 129.60<br>189.00           | 115.2            |
| 5 per week  | 210.00<br>252.00                 | 199.50                     | 189.00                     | 108.V            |
| 5 per week  | 252.00                           | 239.40                     | 226.80                     | 201.6            |
| ()ne-half hour:   |                                  |                            |                            |                  |
| 3 per week  | 108.00<br>157.50<br>189.00       | 102.60                     | 97.20<br>141.75<br>170.10  | 86.4             |
| o per week  | 107.00                           | 149.62<br>179.55           | 141.75                     | 126.0<br>151.2   |
| 3 per week<br>5 per week<br>6 per week<br>One-quarter hou | 100.00                           | 110.00                     | 170.10                     | 191.2            |
| 3 per week  | 72.00                            | 68 40                      | 64.80                      | 57.6             |
| D Der Week  | 105.00                           | 68.40<br>99.75<br>119.70   | 94.50                      | 84.0             |
| 6 per Week  | 126.00                           | 119.70                     | 113.40                     | 100.8            |
| Ten minutes:  |                                  |                            |                            |                  |
| 3 per week  | 54.00                            | 51.30                      | 48.60                      | 43.2             |
| 5 per week  | 78.75                            | 74.81<br>89.77             | 70.88                      | 63.0             |
| 6 per week  | 94.50                            | 89.77                      | 85.05                      | 75.6             |
| Five minutes: 3 per week                                  |                                  | 94.00                      | 00.40                      |                  |
| 3 per week  | 36.00<br>52.50                   | 34.20<br>49.87             | 32.40<br>47.25<br>56.70    | 28.8             |
| A ner week  | 63.00                            | 59.85                      | 56.70                      | 42.0<br>50.4     |
| 6 per week<br>One hour: (5                                | :30 a.m. to                      | 8:30 s.m                   | .)                         | 50.1             |
| 3 per week  | 150.00                           |                            | 135.00                     | 120.0            |
| 5 ner week  | 218.33                           | 207.41<br>248.90           | 135.00<br>196.50           | 174.6            |
| o per week  | 202.00                           | 248.90                     | 235.80                     | 174.60<br>209.60 |
| Three-quarter h   | our:                             |                            |                            |                  |
| 3 per week<br>5 per week                                  | 120.00                           | 114.00                     | 108.00                     | 96.0<br>139.7    |
| 5 per week  | 174.67<br>209.60                 | 165.93<br>199.12           | 157.20<br>188.64           | 139.7            |
| 6 per week<br>One-half hour:                              | 208.00                           | 198.12                     | 188.04                     | 167.6            |
| 8 per week  | 90.00                            | 85.50                      | 81.00                      | 72.0             |
| 5 per week  | 131.00                           | 194.45                     | 117.90                     | 104 9            |
| 5 per week  | 131.00<br>157.20                 | 124.45<br>149.34           | 141.48                     | 104.8<br>125.7   |
| ()ne-custer hou   | r.                               |                            |                            |                  |
| 3 per week  | 60.00                            | 57.00                      | 54.00                      | 48.0             |
| n het meer""  | 87.83<br>104.80                  | 82.96                      | 78.60                      | 69.8             |
| 6 per Week  | 104.80                           | 99.56                      | 94.32                      | 83.8             |
| Ten minutes:  | 45.00                            | 40.55                      | 40.50                      |                  |
| 8 per week  | 45.00                            | 42.75<br>62.22             | 40.50                      | 36.00            |
| 5 per week  | 65.50<br>78.60                   | 62.22<br>74.67             | 58.95<br>70.74             | 52.46<br>62.88   |
| Five minutes:   | 18.00                            | 14.07                      | 70.74                      | 02.8             |
| 3 per week  | 30.00                            | 28.50                      | 27.00                      | 24.0             |
| 5 ner Week  | 43 67                            | 41 49                      | 39.30                      | 84 0             |
| 6 per week  | 52.40                            | 49.78                      | 47.16                      | 34.9<br>41.9     |
| , <u>-</u>  | 52.40<br>ANNOUNCE<br>0 words; lo | MENTS                      |                            |                  |
| Chain break, 3<br>minute, 125 we                          | 0 words; lo                      | cal break                  | , 60 wo                    | ds; on           |
| minute, 125 wo  | rds:                             |                            |                            |                  |
| (11:30 a.m.   | to 1:30 p.r                      | u. and 5                   | :30 p.m.                   | to               |
|   | sign-o                           | II)                        |                            | 000 46           |

|    |           | 1 ti.  | 13 ti.   | 26 ti.      | 52 ti.   | 100 tl. | 300 ti. |
|----|-----------|--------|----------|-------------|----------|---------|---------|
| 2  | minutes   | 12.00  | 11.40    | 10.80       | 10.20    | 9.60    | 9.00    |
| 1  | minute    | 8.00   | 7.60     | 7.20        | 6.80     | 6.40    | 6.00    |
| 60 | words     | 6.00   | 5.70     | 5.40        | 5.10     | 4.80    | 4.50    |
| 30 | words     | 4.00   | 8.80     | 8.60        | 3.40     | 3.20    | 8.00    |
|    | (8:30 a.n | n. to  | 11:80 a. | m. and      | 1 1:30   | p.m. t  |         |
|    |           |        | 5:00 r   | o.m.)       |          |         |         |
| 2  | minutes   | 9.75   | 9.26     | 8.77        | 8.29     | 7.80    | 7.31    |
| 1  | minute    | 6.50   | 6.17     | 5.85        | 5.52     | 5.20    | 4.87    |
| 60 | words     | 5.00   | 4.75     | 4.50        | 4.25     | 4.00    | 8.75    |
| 80 | words     | 4.00   | 3.80     | 3.60        | 3.40     | 3.20    | 3.00    |
|    |           | (5:80  | s.m. to  | 8:30        | a. zo. ) |         |         |
| 2  | minutes   | 9.00   | 8.55     | 8.10        | 7.65     | 7.20    | 6.75    |
| 1  | minute    | 6.00   | 5.70     | 5.40        | 5.10     | 4.80    | 4.5u    |
| 60 | words     | 5.00   | 4.75     | 4.50        | 4.25     | 4.00    | 8.75    |
| 30 | words     | 4.00   | 8.80     | 8.60        | 8.40     | 3, 20   | 8.00    |
|    | u.        | OI I'M | CAL AL   | THOUSAND IT | TOTAL    |         |         |

TALENT

So words...... 1.00 8.80 8.60 3.20 8.00
POLITICAL ADVERTISING

RECORDED PROGRAMS

Transcription library services available—rates and details on request. Regular time charges apply to

Rates on request.

Arrangements for all types of talent made at cost.

SERVICE FACILITIES

Station maintains a merobandising staff for dealer caule and surveys; reports confidential. Bulletins to grocers and druggists will be sent at advertiser's contents.

pener contract and Other Requirements
Advertising of alcoholic beverages except bear and wine not accepted.

No contract accepted for longer ceriod than one year. Station reserves the right to discontinue any advertising announcements, talks, or programs for reasons sufficient to the management.

All contracts subject to federal, state and local regulations. All proposals subject to prior booking of time.

time.
Contracts cancelled by client or agency prior to expiration date will be short rated on basis of rate actually earned.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/2 and 78 r p m. double turn-tables for certical and lateral cut disce

for certical and Manager—Joseph Henkin.
President and Manager—Joseph Henkin.
Vice-Pres. & Prom. Mgr.—S. Fantle, Jr.
Commercial Manager—George R. Hahn. Representatives
Howard H. Wilson Company.

#### SOUTH DAKOTA—Cont'd

#### VERMILLION

(Clay County) KUSD

Owned and operated by University of South Dakota Vermillion. South Dakota. Wave—Power—Time Operating power—500 watta. 326.1 meters; 920 kilocycles.

Does not sell time

#### WATERTOWN

(Codington County) KWAT

(Established 1940)

Rates effective February 1, 1940.

Owned and operated by The Midland National Life Insurance Company of Watertown, South Dakota. Business Office and Studio-Midland National Life Insurance Company Building, Watertown, South Dakota, Transmitte—

Transmittes—
Vave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Operates om Central War Time.
Actual operating schedule: Sundaye 9:00 a.m. to 6:00 p.m. Week days 7:00 a.m. to 10:00 p.m.

Agency Commission
Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discount. Billing weekly; 2% cash discount if cash accompanies purchase order.

General Advertising
For combination rates see Keystone Network.
(12:00 noon to 2:00 p.m.)

1 hour...... 1/2 hour...... 1/4 hour...... 5 minutes. (6:00 p.m. to 10:00 p.m.) hour hour minutes (All other periods)

#U.UU 80.00 15.00 8.00 (Evening and noon)

100 words 2.75
100 words 2.75
100 words 3.50
50 words 2.25
100 counts on gross rates for time only. Discounts allowed on the number of periods used within one year, as follows:
18 periods 10% 300 periods and over 25%
28 periods 300 periods and over 25%
28 periods 300 periods 400 per

Personnel
Manager—F. L. Bramble.
Representatives
None.

#### YANKTON

(Yankton County)
W N A X (Established 1926)



Rates effective October 1, 1944. (Card No. 18.)

Uwined and operated by WNAX Broadcasting Co.
Studio-Second and Capitol Sts., Yankton, S. D.,
telephone 442. Other studios—Orpheum Theater
Building, Sloux City, Iows.

Merchandising Department—Orpheum Theatre Bldg.,
Sloux City, Iows and, WNAX Butiding, Yankton,
South Dakota.

Transmitter—four miles east of Yankton

Wave—Power—Time
Operating power—5,000 watts.
526.3 meters; 570 kilocycles.
Licensed to operate full time or regional channel.
Operates on Central War Time
Actual operating schedule: Week days 6:00 a.m. to
midnight; Sundays 7:00 a.m. to midnight.

Agency Commission
Agency commission
Agency commission 15% to recognized agencies. No
commission on talent. No cash discount. Bills due
and payable 10th of following month.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Northwestern Group) and Mid-States
Group.

Discounts are retroactive as earned.

Group.

Discounts are retroactive as earned.

The following rates are for national and local ad-

Discounts are retroactive as earned. The following rates are for national and local advertising.

(6:38 p.m. to 10:00 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 260 ti. 1 hour... 275.00 261.25 247.50 233.75 220.00 206.25 1/2 hour... 140.00 133.00 126.00 119.00 112.00 105.00 1/4 hour... 75.00 71.25 67.50 63.75 60.00 56.25 5 minutes 37.59 35.65 33.75 31.85 30.00 28.15 Ci.A.SS "B"

(12:08 noon to 1:00 p.m. 6:00 p.m. to 6:30 p.m. week days, and 1:00 p.m. to 6:30 p.m. Sundays)

1 hour... 125.00 118.75 112.50 106.25 100.00 93.75 1/2 hour... 75.00 71.25 67.50 63.75 60.00 56.25 1/4 hour... 50.00 47.50 45.00 42.50 40.00 37.50 5 minutes 25.00 23.75 22.50 21.25 20.00 18.75 Ci.A.SS "C"

(6:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m., 10:00 p.m. to sign-off week days, and 7:00 a.m. to 1:00 p.m. Sundays)

1 hour... 125.05 106.90 101.25 95.60 90.00 84.40 1/2 hour... 67.50 64.15 60.75 57.40 50.03 57.50 5 minutes 25.00 21.25 02.02 13.50 20.50 50.55 5 minutes 25.00 21.25 20.20 13.50 25.50 10.50 50.65 1/4 hour... 67.50 64.15 60.75 57.40 51.00 50.65 1/4 hour... 67.50 64.15 60.75 57.40 51.00 50.65 1/4 hour... 67.50 64.15 60.75 57.40 51.00 50.65 1/4 hour... 67.50 21.38 20.25 19.13 18.00 16.80 NFECTAL DISCOUNTES

An additional discount of 5% off the net billing is allowed on that portion of the schedule running 52 consecutive weeks

ANNOUNCEMENTS

(8:00 p.m. to 10:30 p.m.)

1 time. 16.00 24.00 13.50 15.20 22.80 26 times. 15.20 22.80 26 times. 15.20 22.80 26 times. 15.20 22.80 26 times. 15.20 22.80 10.14 times 15.20 10.00

15.20
14.40
13.60
12.80
12.00
11.20
10.40
0.040
0.040
0.040
0.040 21.60 20.40 19.20 18.00 16.80 15.60 14.40

| 11.20 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.40 | 10.4

300 times. 7.50 11.25
500 times. 7.00 10.50
750 times. 7.00 8.00
750 times. 8.00 9.00
750 times. 8.00 9.00
750 times. 8.00
750

TALENT

TALENT
Bates on request.

REMOTE CONTROL

Complete remote pick-up equipment available.

SERVICE FACILITIES

Services of the production department, announcing rieff and technical staff are included without charge.

steff and technical staff are included while Closing Time
All copy, continuity for programs or talke must be aubmitted for approval 24 hours in advance.

Mechanical Program Equipment
Equipped to handle program by electrical transcription, using 38-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
General Manager—Don E. Inman.
National Sales Manager—H. T. Enns, Jr., 29 W.
57th St., New York 19, N. Y.
Representative
The Katz Agency, Inc.

## **TENNESSEE**

#### BRISTOL

(Sullivan County, Tennessee)
(Washington County, Virginia)

WOPI (Established 1929)



Rates effective June 1, 1943. (Card No. 18.)

Owned and operated by Radiophone Broadcasting Station WOPI, Inc.

Business Office and Studio-3rd floor, Union Trust Bldg., 310 State St., Tennessee-Virginia, telephone WOPI.

Transmitter-Old Abingdon Pike, Washington County, Virginia.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
201.3 meters; 1490 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% on net charges for station facilities to recognized agencies. No commission on

talent.

General Advertising
For combination rates see listings of National Broadcasting Company (Southeastern Group), Daniel Boone Regional Network and Keystone Network.

ANCAP, SENAC, BMI and AMP licenses.

Itates are for station facilities and time only.

CLASS "A"

(6:00 p.m. to 11:00 p.ms.)

1 1/2 1/4 5
hr. hr. hr. min. (\*) (†)

1 time.... 66:00 30:00 15:00 10:00 5:00 8.70
13 times... 58:80 29:40 14:70 9:80 4:90 3:80
26 times... 57:80 29:30 14:40 9:80 4:80 3:50
39 times... 56:40 28:20 14:10 9:40 4:70 3:40
52 times... 56:40 28:20 14:10 9:40 4:70 3:40
52 times... 55:00 27:00 13:50 9:00 4:50 3:20
104 times... 55:00 27:00 13:50 9:00 4:50 3:20
105 times... 55:00 27:00 13:50 8:00 4:00 3:00
126 times... 55:00 25:00 12:00 8:80 4:30 3:00
260 times... 55:10 25:80 12:90 8:80 4:30 3:00
261 times... 55:00 25:00 12:00 8:00 4:00 2.70
262 times... 48:00 24:00 17:00 8:00 4:00 2.70
262 times... 46:80 23:40 11:70 7:80 3:90 2:80
386 or more
times..... 46:80 23:30 11:40 7:60 3:80 2:50

2.40 ss or more times...... 33.60 16.80 8.40 5.60 2.80 2.20 (\*) 100 words, one minute announcement or tran-2.20

(†) 25 word or 15 second station and/or chain breaks. SPECIAL FEATURES
Newscasts: Regular rate plus 10% service charge.
Participation programs and other special features—
rates on request.

Rates on request.
Cash in advance; copy must be submitted 24 hours in advance. No political time accepted within 24 hours of election.

ELECTRICAL TRANSCRIPTIONS
No charge for use of transcriptions except music royalties. Transcription library services available.

TALENT

Rates on request.

REMOTE CONTROL Details on request. Portable equipment available.

SERVICE FACILITIES
The services of station staff and announcers in rehearing and presenting programs are available without charge.

Contract and Other Requirements
No contracts accepted for longer than one year. All
contracts subject to cancellation unless started within
30 days. All programs subject to management's ap-

30 days. All programs subject to managements approval.
Contracts are for exclusive use of contracting parties.
Time cannot be guaranteed. Errors in commercial continuity will be corrected as quickly as possible; commercial continuity limited to 10% of program. Closing Time

losing time.

Closing time, if program is to be included in publicity release is two weeks in advance of service.

Final closing date one week previous.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

President and General Manager-W. A. Wilson.

Representatives

Rurn-Smith Company, Inc. Southeast-Harry E. Cummings.

#### CHATTANOOGA

(Hamilton County)

WAPO (Datablished 1986)



Hates effective August 1, 1941. (Card No. A-8.)
Owned and operated by Mrs. W. A. Patterson.
Business Office and Studio—Read House, Chattanooga 2, Tenn., telephone 6-6141.
Transmitter—One mile from center of business section of Chattanooga.
Wave—Power—Time
Operating power 5,000 watts days; 1,000 watte nights.
(100% modulation.)
260.9 meters; 1150 kilocycles.
Licensed to operate full time.
Operates on (central War Time.
Operates on (central War Time.
Operates on (central War Time.
Operates on Central War Time.
Operating schedule: 5:30 a.m. to 12:00 midnight.
Agency commission
Agency commission 15% on station time only. No cash discount. Bills rendered 1st of each month, payable within ten days.
General Advertising
For combination rates see listing of National Broad-casting Ownpany (Southeantral Group),
The following rates are for national advertising. For local advertising rates consult station management.

(6:00 p.m. to 10:30 p.m.)

1 1 28 26 5 1 156 260
ti. ti. ti. ti. ti. ti. ti. ti.
1 hr. 140.00 133.00 124.00 119.00 112.00 105.00 98.00
1/2 hr. 84.00 79.80 75.80 71.40 67.20 83.00 98.00
1/2 hr. 84.00 79.80 75.80 71.40 67.20 83.00 98.00
1/2 hr. 84.00 79.80 75.80 71.40 67.20 83.00 39.20
5 min. 28.00 26.80 25.20 23.80 22.40 21.00 19.80
(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)
1 hr. 70.00 68.50 68.00 59.50 58.00 32.50 49.00
1/2 hr. 42.00 39.90 37.80 35.70 33.00 12.50 19.60
5 min. 14.00 13.30 12.60 11.90 11.20 10.50 9.80
ANNOUNCEMENTS

(6:00 p.m. to 10:30 p.m.)
1 18 28 9 52 100 800
ti. ti. ti. ti. ti. ti. ti. ti.
1 minute or 40
words 15.00 14.25 13.50 12.75 12.00 11.25 10.50
(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)
1 18 28 9 50 9.00 8.50 8.00 7.60 7.00
40 wds 7.50 7.13 8.75 8.88 8.00 7.60 7.00
40 wds 7.50 7.13 8.75 8.88 8.00 7.60 7.00
40 wds 7.50 7.13 8.75 8.88 8.00 7.60 7.00
40 wds 7.50 7.13 8.75 8.88 8.00 7.60 7.00
40 wds 7.50 7.13 8.75 8.88 8.00 7.60 7.00
40 wds 7.50 7.13 8.75 8.88 8.00 7.60 7.00
40 wds 7.50 7.13 8.75 8.88 8.00 7.60 7.00
40 wds 7.50 7.13 8.75 8.88 8.00 7.60 7.00
40 wds 7.50 7.13 8.75 8.

TALENT

Rates on request.

REMOTE CONTROL

Portable equipment available for remote broadcaste at special rates

SERVICE FACILITIES

Services of the station staff and announcers in arranging and presenting programs are available without extra charge.

Centract and Other Requirements

Maximum term of contract is one year. All programs and advertising copy subject to approval.

Mechanical Requirements

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Personnel

for lateral cut recordings.

Personnel
General Manager—R. G. Patterson.
Advertising Director—Helen H. Patterson.
Representatives
Headley-Reed Company.

WDEF (Established 1940)

(Established 1940)

Rates effective January 1, 1941.

Owned and operated by Joe W. Engel.

Business Office and Studio—Volunteer Life Building,
Chattanooga, Tennessee, telephone 6-5864.

Transmitter—Volunteer Life Building, Chattanooga.

Tennessee.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycies.
Licensed to operate unilmited time.
Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 11:00 p.m.
Agency commission 15% to recognized advertising agencies on station time only. No cash discount.
Statements rendered 1st of each month, payable within 10 days.
Usenersi Advertising
For combination rates see American Broadcasting
Company, Inc. (Southcentral Group) and Mutual
Rroadcasting System.

The following rates are for national advertising.
For local advertising consult station management.

CLASS "A"

(6:00 p.m. to 10:00 p.m. week days and 1:00
p.m. to 10:00 p.m. week days and 1:00
p.m. to 10:00 p.m. week days and 1:00
p.m. to 10:00 p.m. Sunday) Spot (100
1 time 100:00 60:00 40:00 18:00 10:00
126 times 90:00 54:00 38:00 17:10 9:50
26 times 90:00 54:00 38:00 17:10 9:50
26 times 90:00 54:00 38:00 16:20 9:00
52 times 85:00 51:00 34:00 14:40 8:00
78 times 90:00 54:00 38:00 12:50 7:00
300 times 70:00 42:00 28:00 11:70 6:50
CLASS "B"

(7:00 a.m. to 6:00 p.m., 10:00 p.m. to 11:00
p.m. week days and 8:00 a.m. to 1:00 p.m.,
10:00 p.m. to 11:00 p.m. sunday)

1 time 50:00 30:00 20:00 10:00 6:00
13 times 47:50 28:50 17:00 9:50 5:70
26 times 45:50 27:00 16:50 9:00 5:70
26 times 45:50 27:00 16:50 9:00 5:70
26 times 45:50 27:00 16:50 9:00 5:70
26 times 40:50 27:50 16:00 8:00 6:50 8:90

SPECIAL FEATURES
News, weather reports and time signals. Bates on request.

request.

ELECTRICAL TRANSCRIPTIONS

One minute transcription accepted at 100 word spot rate. Transcription library secryice available at no

TALENT
Local talent available. Artist bureau maintained.
Rates on request.

REMOTE CONTROL Portable equipment available.

SERVICE FACILITIES
Services of complete staff available at no extra cost.
Contract and Copy Requirements

Maximum term of contract is one year. All copy subject to approval of station management.

Mechanical Program Equipment

Equipped to handle programs by electrical trans-cription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

General Manager—Frank S. Lane. Commercial Manager—Ken Flenniken.

Representatives

Weed & Company.

## W D O D (Established 1925)



Hates effective June 1, 1941. (Card No. 5N. Owned and operated by WDOD Broaucasting Corp Business Office and Studio-Hamilton National Bank Building, Chattanoga, Tennessee,
Transmitter—Hamilton County, Tennessee.

Transmitter—Hamilton County, Tennesses.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation.)
229.0 meters; 1810 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Central War Time.
Actual operating schedule: Sundays 6:30 a.m. to
12:05 a.m.; week days 5:30 a.m. to 12:05 a.m.

Agency Commission 15% on broadcasting rates only to advertising agencies recognized by station owner. No commission on talent. No cash discount. Invoices mailed lat of each month.

General Advertising

For combination rates see listing of Columbia Broad-casting System (Southcentral Group). Rates include fees charged by owners of copyrighted music.

 music.

 (6:00 p.m. to 10:30 p.m.)
 1
 1.3
 26
 52
 104
 156
 260
 15.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1
 1.1

(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)

1 hr 70.00 86.50 68.00 59.50 58.00 52.50 49.00

1/2 hr 42.00 89.90 87.80 83.70 83.60 31.50 29.40

1/4 hr 28.00 26.60 25.20 23.80 22.40 21.00 19.80

5 min 14.00 18.80 12.60 11.90 11.20 10.50 9.80

(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.) 1 minute or 125 words 10.00 9.50 9.00 8.50 8.00 7.50 7.00 35 wds 7.50 7.18 6.75 6.38 6.00 5.68 5.25

RECORDED PROGRAMS
Regular time charges apply to recorded programs
Not restricted to certain hours.

Rates on application.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts. Charges are extra.

SERVICE FACILITIES
Service of program advertising and continuity departments as well as announcing and operating etail
in securing talent, arranging and presenting advertising programs are included without extra charge.
Merchandising department available to advertisers.

Centract and Other Requirements
All contracts subject to the station owner's approval and governmental regulations. Station owner reserves the right to refuse or discontinue any advertising for reasons estisfactory to himself. Contracts, unless otherwise agreed, subject to cancellation by a thirty day advance written notice accompanied by a certified check for short rates to the date of cancellation. All contracts subject to cancellation unless program starts within 80 days. No blanket contracts accepted. No contract accepted for longer period than one year. Preferred position governed by priority and availability on contract basis.

Closing Time
Closing date on talent programs is two weeks in advance. Closing date for announcements, talks and recorded programs is one week in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables

President—N. A. Thomas. Vice-Pres. & Gen'l Mgr.—Earl Winger. Commercial Manager—Certer M. Parham.

Representatives
Paul H. Raymer Company.

### CLARKSVILLE

(Montgomery County

WJZM (Established 1941)

(Bionigomery County)

W J Z M

(Established 1941)

Hates effective February 1, 1948. (Card No. 2.)

Owned and operated by William B. Kleeman.
Business Office and Studio—Masonic Temple Bidg..

Third and Commerce Sts.. (Carksville, Tenn. talephone 499.

Fransmitter—Martin St.. 1-1/4 miles south of city,

(tarksville, Tenn.

Wave—Power—Time

Operating power—250 watts.

21.4.3 meters; 1400 kilocycles.

Licensed to operate full time on local channel.

Operates on Central War Time.

Actus: operating schedule: Sundays 9:00 a.m. to

11.00 p.m. Week days 6:00 a.m. to 11:00 p.m.

Agency Commission

Agency Commission

Ascney Commission

For combination rates see Mutual Broadcasting System

and Keystone Network.

The following rates are for national advertising.

Charges by owners of music copyrights not included

in rates, BMI, ASCAP, SESAO and AMP ilcenses.

Charges by owners of music copyrights not included

in rates, BMI, ASCAP, SESAO and AMP ilcenses.

Charges by owners of music copyrights not included

in rates, BMI, ASCAP, SESAO and AMP ilcenses.

Charges by owners of music copyrights not included

in rates, BMI, ASCAP, SESAO and AMP ilcenses.

Charges by owners of music copyrights not included

in rates, BMI, ASCAP, SESAO and AMP ilcenses.

Charges by owners of music copyrights not included

in rates, BMI, ASCAP, SESAO and AMP ilcenses.

Charges by owners of music copyrights not included

in rates, BMI, ASCAP, SESAO and AMP ilcenses.

Charges by owners of music copyrights not included

in rates, BMI, ASCAP, SESAO and AMP ilcenses.

Charges and Ascape and Amp ilcense

Time signals, market and news broadcasts, athletic and other special events—ates on reguest.

POLITICAL

Assh with order. Per month

and other special events—rates on request.

POLITIC.

Rates on request; cash with Order.

ELECTRICAL TRANSCRIPTION'S

Regular rates apply. Rates include use of transcription library service.

REMOTE CONTROL

Rates on request.

SERVICE FACILITIES

Program, continuity, advertising and announcing staff are at disposal of cilents.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer, not accepted.

Contracts and copy subject to approval and government regulations. Right reserved to refuse or discontinue any advertising. No time sold for resiscontinue any advertising. Right reserved to change time of broadcasts to handle special events and to met emergencies.

Closing Time

tontracts close one week in advance of first broadcast. Announcement copy closes three days in advance.

Transcriptions and talks close 24 hours in advance.

vance. Transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/2 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
General Manager—W. E. (Bill) Williams.

Representatives
Cox & Tans.

#### COOKEVILLE

(Putnam County)
WHUB

WHUB

(Established 1940)

Rates effective December 1, 1942. (Card No. 3.)

Owned and operated by WHUB Incorporated.

Business Office and Studio — Cookeville, Tennessee, telephone 200.

Transmitter—807 Hickory St., Cookeville, Tenn.

Wave—Power—Time
Operating power—250 matter.

Transmitter—807 Hickory St., Cookeville, Tenn.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time on a local channel.
Operates on Central War Time.
Actual operating schedule: Sundays 8:00 s.m. to
10:00 p.m. Week days 6:00 s.m. to 10:00 p.m.
Agency Commission
Agency commission 15% to recognized advertising
agencies on station time only. No cash discount.
Bills rendered lat of month; due 10th of month.
Seneral Advertising
For combination rates see Columbia Broadcasting
System (Southcentral Group), and Keystone Network
Rates include music copyright fees.

| Hates include music copyright fees. |       |         |       |        |       |      |      |
|-------------------------------------|-------|---------|-------|--------|-------|------|------|
|                                     |       | 1       | 8/4   | 1/2    | 1/4   | 5    | 1    |
|                                     |       | hr.     | hr.   | hr.    | hr.   | min. | min. |
| 1                                   | time  | 80.00   | 24.00 | 18.00  | 12.00 | 6.00 | 3.00 |
| 13                                  | times | 28.50   | 22.80 | 17.10  | 11.40 | 5.70 | 2.85 |
| 26                                  | times | 27.00   | 21.60 | 16.20  | 10.80 | 5.40 | 2.70 |
| 39                                  | times | 25.50   | 20.40 | 15.30  | 10.20 | 5.10 | 2.55 |
| 52                                  | times | 24.00   | 19.20 | 14.40  | 9.60  | 4.80 | 2.40 |
| 78                                  | times | 22.50   | 18.00 | 13.50  | 9.00  | 4.50 | 2.25 |
| 104                                 | times | 21.00   | 16.80 | 12.60  | 8.40  | 4.20 | 2.10 |
| 156                                 | times | 19.50   | 15.60 | 11.70  | 7.80  | 3 90 | 1.95 |
| 260                                 | times | 18.00   | 14.00 | 10.80  | 7.20  | 3.60 | 1.80 |
| 312                                 |       | 16 50   | 13.20 | 9.90   | 9.60  | 3.30 | 1.65 |
|                                     |       | listing |       | ued on |       | nge) | 1.00 |

#### TENNESSEE—Continued

#### COOKEVILLE—Continued W H U B—Continued

SPECIAL, FEATURES
Time signals, weather forecasts. Rates on request.
News: Leased wire service available—rates on request.

Time signals, weather forecasts. Rates on request. News: Leased wire service available—rates on request. POLITICAL BROADCASTS
Rates on request.

SERVICE FACHLITIES
Services of announcers, program and merchandising departments available at no extra charge.

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply. Transcription library service available at no extra charge.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs.
Contract and Other Requirements
Advertising of alcoholic heverages accepted. Contracts not accepted for periods longer than one year. Contracts subject to cancellation by two weeks written notice accompanied by certified check at short rate to date of last program. All contracts subject to station manager's approval and government regulations. Management reserves the right to reluse or discontinue any advertising for reasons satisfactory to itself. No time will be sold for resale. Contracts are not transferable. Specified time is governed by availability and priority. Programs shall hold priority over announcements. Management reserves the right to change time of any broadcast or any announcement to handle special events or to meet emergencies. Rates quoted are for the facilities of the station only, but include services of announcers, program

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.

for vertical and taxon—Personnel
Station Manager—M. L. Medley.
Station Director—Bill Reeves.
Representatives
Philadelphia—Cox & Tanz.

**JACKSON** 

(Madison County)
WTJS
(Established 1981)

Rates effective March 1, 1942. (Card No. 7.)

Uwned and operated by the Sun Fublishing Company
Business Office and Studio-Jackson Sun Building,
Jackson, Tennessee, telephone 1106.

Transmitter—2 miles south of Jackson Highway 45.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
215.8 meters; 1390 kilocycles.
Licensed to operate full time on regional channel.
Operates on Central War Time.
Agency Commission
Agency commission
Agency commission
facilities to recognized advertising agencies. Cash
discount nome. Commission does not apply on taient
or production charges. Bills due and payable 10th
of month following service unless otherwise specified.
General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southcentral Supplementaries).

Rates include charges by owners of music copyrights. The following rates are for national advertising. Announcements are accepted with the understanding that programs take precedence and that announcements scheduled for periods later sold for programs, may be re-scheduled by the etation at equally advantageous times.

CLASS "A"

Tageous times.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and all day Sundays)

11 day Sundays)

1 ti. ti. ti. ti. ti.
1 hour... 80.00 76.00 72.00 88.00 64.00 60.00 56.00 1/2 hour... 48.00 45.60 48.20 40.80 88.00 88.00 88.00 18.01 1/2 hour... 32.00 30.40 28.80 27.20 25.60 24.00 22.40 5 minutes 16.00 15.20 14.40 18.80 12.80 12.80 12.00 11.20 11 minute. 7.00 6.65 6.80 5.95 5.60 5.25 4.90 words or less. ..... 8.00 5.70 5.40 5.10 4.80 4.50 4.20

| CLASS 'B' | CLAS

60 words or less...... 4.00 8.80 8.60 8.40 8.20 8.00 2.80 SPECIAL FEATURES
Rates for sponsorship of special reports such as cotton, weather, crops, baseball and football scores are based on actual number of words used in advertising copy, and are subject to announcement rates listed above. Rates for participation of Group Sponsored Features are 75% of rates listed above.

POLITICAL BROADCASTS
Rates on request.

Transcription library service available at no extra charge.

TALENT
Rates on application.

REMOTE CONTROL
Additional charges for programs originating outsion the studios will be paid for by the advertiser.

the studios will be paid for by the advertiser.

SERVICE FACILITIES

Station maintains a complete program production department and artists bureau which is available to all advertisers. Station extends a complete merchandsing service to all advertisers—details on reconstruction.

quest.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
for both vertical and lateral cut discs.

for both vertices. ——Personnel Vice-President—A. A. Stone. Manager—Aaron B. Robinson. Representatives
The Branham Company.

## JOHNSON CITY (Washington County)

WJHL (Established 1989)



Rates effective January 15, 1941.

Rates effective January 15, 1941.

Owned and operated by WJHL. Inc.

Business Office and Studies—412 S. Roan Street,
Johnson City, Tennessee.

Other Studies—Bonnie Kate Theater Building, Elizabethton, Tenn.
Transmitter—Kingsport-Bristol Highway. 8 miles out of Johnson City.

Avev—Power—Time
Operating power—1,000 watts
329.7 metres; 910 kilocycies.

Licensed to operate full time.
Operate on Eastern War Time.

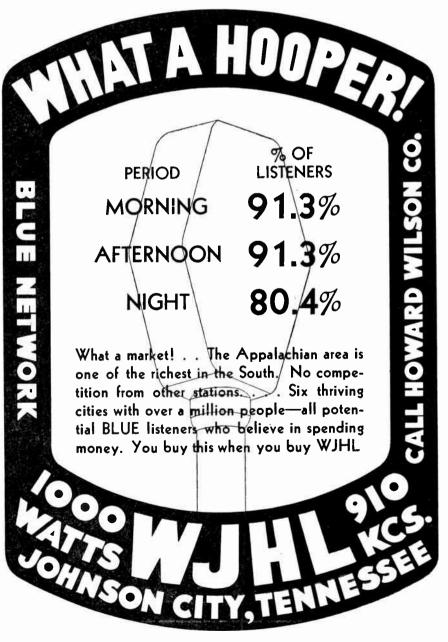
Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Actual open-manights of the property of the station of the station. Agency commission Agency commission agencies. Production and talent net to the station. No cash discount. Seneral Advertising For combination rates see American Broadcasting Company, Inc. (Southeastern Group). The following rates are for national advertising. For local advertising rates apply to station management. (7:00 a.m. to 2:00 p.m. and 5:00 p.m. to 10:00 p.m.)

I hr. 1/2 hr. 1/4 hr. 5 min. 90:00 54:00 38:00 18:00

|      |                | A 111.   | 1/2 111. | A/3 IM.  | о щи. |  |  |  |  |  |
|------|----------------|----------|----------|----------|-------|--|--|--|--|--|
| 1    | time           |          | 54.00    | 36.00    | 18.00 |  |  |  |  |  |
| 13   | times          | 85.50    | 51.30    | 34.20    | 17.10 |  |  |  |  |  |
| 26   | times          | 81.00    | 48.60    | 32.40    | 16.20 |  |  |  |  |  |
| 52   | times          | 76,50    | 45.90    | 30.60    | 15.80 |  |  |  |  |  |
| 104  | times          |          | 43.20    | 28, 80   | 14.40 |  |  |  |  |  |
| 208  | times          |          | 40.50    | 27.00    | 13.50 |  |  |  |  |  |
| 312  | times          | 63.00    | 37.80    | 25,20    | 12.60 |  |  |  |  |  |
|      | (10:00 p.m. to |          | . and 2: | 00 p.m.  | to    |  |  |  |  |  |
|      | ,              | 5:00 p.r | n.)      |          |       |  |  |  |  |  |
| 1    | time           | 67.50    | 40.50    | 27.00    | 18.50 |  |  |  |  |  |
| 13   | times          |          | 38.47    | 25.65    | 12.82 |  |  |  |  |  |
| 26   | times          |          | 36,45    | 24.80    | 12.15 |  |  |  |  |  |
| . 52 | times          | . 57.37  | 34.43    | 22.95    | 11.48 |  |  |  |  |  |
| 104  | times          |          | 32,40    | 21.60    | 10.84 |  |  |  |  |  |
| 208  |                |          | 30.38    | 20.25    | 10.12 |  |  |  |  |  |
| 812  |                |          | 28,35    | 18,90    | 9.45  |  |  |  |  |  |
|      | ANNOUNCEMENTS  |          |          |          |       |  |  |  |  |  |
|      | (7:00 a.m. to  | 2:00 p.m | . and 5: | 00 p.m.  | to    |  |  |  |  |  |
|      |                | 10:00 p. |          | 100 wds. |       |  |  |  |  |  |
|      | 1 time         |          |          | 7.50     | 5.00  |  |  |  |  |  |
|      |                |          |          |          |       |  |  |  |  |  |

times 13 times. 26 times. 52 times. 100 times 



## JOHNSON CITY—Continued

WJHL—Continued
(10:00 p.m. to 7:00 s.m. and 2:00 p.m. to

|       | 5:00 p.m.)                        |              |        |
|-------|-----------------------------------|--------------|--------|
|       |                                   | 00 wds. 5    | 0 wds. |
| 1     | time                              | <b>5.</b> 50 | 4.75   |
| 13    | times                             | 5.22         | 3.56   |
| 26    | times                             | 4.95         | 3.37   |
| 52    | times                             | 4.67         | 3.19   |
| 100   | times                             | 4.40         | 3.00   |
| 300   | times                             | 4.13         | 2.81   |
| 600   | times                             | 3.85         | 2.62   |
|       | times                             |              | 2.44   |
| Stati | on break announcements, each 3.75 |              |        |

RELIGIOUS AND POLITICAL TALKS
Accepted without regard for party or creed. Script
must be submitted to station 24 hours in advance of
broadcast. No contract. Station reserves the right to
cancel broadcast at any time. Payment in advance.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available at no extra

#### TALENT

Rates on request.

REMOTE CONTROL

REMOTE CONTROL

Necessary remote control equipment supplied by the station for temporary broadcasts at 5.00 per time including the services of operator. Services of announcer certa. These broadcasts must originate where telephone lines are available.

SERVICE FACILITIES
Auditions and rehearsals free of charge to advertiser

Mechanical Program Equipment
Equiped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-table-for both lateral and vertical cut recordings.

Personnel President—W. H. Lancaster. Station Manager—Ken Marsh.

Representatives
Howard H. Wilson Company

### KINGSPORT

(Sullivan County)

WKPT

(Established 1940)



Rates effective January 1, 1946.
Uwined and operated by the Kingsport Broadcastins Company, Inc.
Studio-Radio Center. Kingsport, TennesseeTransmitter---Kingsport, Tennessee.

Transmitter—Kingsport, Tennessee:
ave—Power—Time
Operating power—250 watts,
214.3 meters; 1400 kilocycles
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 6:30 a.m. to 12:00 midnight

Actual operating scheduly.

Agency Commission
Agency commission 15%; cash discount name
General Advertising
For combination rates see listings of National Broad
casting Company (Southeastern Group) and Daniel
Boone Network.

CLASS "A"

CLASS "A"

|     | ÇL.             | 488  | <b>A</b>   |         |        |
|-----|-----------------|------|------------|---------|--------|
|     | (6:00 p.m.      | . to | 11:00 p.m. | )       |        |
|     | 1               | hr.  | 1/2 hr.    | 1/4 hr. | 5 min. |
| 1   | time 60         | 00.0 | 36.00      | 21.60   | 11.00  |
| 13  | times 58        | .50  | 35.10      | 21.05   | 10.75  |
| 26  |                 | .00  | 34, 20     | 20.50   | 10.50  |
| 39  | times 55        | 5.50 | 83.30      | 19.95   | 10.25  |
| 52  |                 | .00  | 32.40      | 19.40   | 10.00  |
| 78  | times 52        | .00  | 31.20      | 18.70   | 9.70   |
| 104 |                 | .00  | 30.00      | 18.00   | 9.40   |
| 156 |                 | 1.00 | 28.80      | 17.30   | 9.10   |
| 260 |                 | .00  | 27.60      | 16.60   | 8.80   |
|     |                 | 488  |            | 20.00   | 0.00   |
|     |                 | . to | 6:00 p.m.) |         |        |
| 1   |                 | .00  | 24.00      | 14.40   | 7.50   |
| 13  | times 39        | .00  | 23.40      | 14.05   | 7.35   |
| 26  |                 | .00  | 22.80      | 13.70   | 7.20   |
| 39  |                 | .00  | 22.20      | 13.35   | 7.05   |
| 52  |                 | .00  | 21.60      | 13.00   | 6.90   |
| 78  |                 | .70  | 20.80      | 12.50   | 6.65   |
| 104 |                 | .40  | 20.00      | 12.00   | 6.40   |
| 156 |                 | .10  | 19.20      | 11.50   | 6.15   |
| 260 |                 | .80  | 17.40      | 11.00   | 5.90   |
|     |                 |      | EMENTS     | 11.00   | 0.00   |
| One | minute or less: |      |            |         |        |
| 0   |                 | CI   | "A" 88AJ   | CLAS    | 5 "B"  |
|     |                 |      |            |         |        |

|     | MATERIALITY     | 10            |
|-----|-----------------|---------------|
| One | minute or less: |               |
|     | CLASS *         | 'A'' CLASS "B |
| 1   | time            | 4.00          |
| 13  | times 5.85      | 8.90          |
| 26  | times 5.70      | 8.80          |
| 39  | times 5.55      | 8.70          |
| 52  | times 5.40      | 3.60          |
| 78  | times 5.20      | 8.45          |
| 104 | times 5.00      | 8.30          |
| 156 | times 4.80      | 3.15          |
| 260 | times 4.60      | 3.00          |
| 520 | times 4.40      | 2.85          |
| 780 | times 4.20      | 2.70          |
|     | POLITICAL RAT   |               |
|     |                 |               |

0

#### KNOXVILLE

(Knox County) WBIR (Established 1941)



Rates effective October 1, 1944. (Card No. 4.)
Owned and operated by American Broadcasting Corp.
Business Office and Studio—Chamber of commerce
Bidg., 618 S. Gay St., Knoxville 8, Tenn., telephone 4-3321.

Bidg., 618 S. Gay St., Knoxville S. Tenn., telephone 4-3321.

Transmitter—Wilder Place and Brooks Road, one wile east of business district. Knoxville, Tenn wave—Power—Time Uperating power—250 watts.

241.9 meters; 1240 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time Operating schedule: Sundays 6:00 a.m. to 12:00 midnight: week days 5:00 a.m. to 12:00 midnight: week days 5:00 a.m. to 12:00 midnight operation only. No cash discount. Bills rendered first of month and are due 10th of month. General Advertising

eneral Advertising

For combination rates see American Broadcasting

Company, Inc. (Southcentral Group).

The following rates are for national advertising.

Rates include charges by owners of music copyrights.

Announcements and programs may not be combined

to earn a greater frequency discount.

CLASS "A".

|           | CLASS "A" |           |          |          |       |  |  |  |  |  |
|-----------|-----------|-----------|----------|----------|-------|--|--|--|--|--|
| (6:00     | p.m. to   |           | m. week  | days and |       |  |  |  |  |  |
| 12        | noon 00:  | to 10:30  | p.m. Sun | days)    |       |  |  |  |  |  |
|           | l hr.     | 1/2 hr.   | 1/4 hr.  | 5 min.   | (*)   |  |  |  |  |  |
| l time    | 120.00    | 72.00     | 48.00    | 20.00    | 9.00  |  |  |  |  |  |
| 13 times  | 117.00    | 70.20     | 46.80    | 19.50    | 8.75  |  |  |  |  |  |
| 26 times  | 114.00    | 68.40     | 45.60    | 19.00    | 8.55  |  |  |  |  |  |
| 52 times  | 108.00    | 64.80     | 43.20    | 18.00    | 8.10  |  |  |  |  |  |
| 104 times | 102.00    | 61.20     | 40.80    | 17.00    | 7.65  |  |  |  |  |  |
| 156 times | 9€.00     | 57.60     | 38.40    | 16.00    | 7.20  |  |  |  |  |  |
| 260 times | 90.00     | 54.00     | 36.00    | 15.00    | 6.75  |  |  |  |  |  |
| 312 times | 84.00     | 51.00     | 33.60    | 14.00    | 6.30  |  |  |  |  |  |
|           |           | CLASS     | "B"      |          |       |  |  |  |  |  |
|           |           | All other | tlme)    |          |       |  |  |  |  |  |
| 1 time    | 60.00     | 36.00     | 24.00    | 10.00    | 6.00  |  |  |  |  |  |
| 13 times  | 58.50     | 35, 10    | 23.40    | 9.75     | 5.85  |  |  |  |  |  |
| 26 times  | 57.00     | 34, 20    | 22.80    | 9.50     | 5.70  |  |  |  |  |  |
| 52 times  | 54.00     | 32.40     | 21.60    | 9.00     | 5.40  |  |  |  |  |  |
| 104 times | 51.00     | 30.60     | 20.40    | 8.50     | 5.10  |  |  |  |  |  |
| 156 times | 48.00     | 28.80     | 19.20    | 8.00     | 4.80  |  |  |  |  |  |
| 260 times | 45.00     | 27.00     | 18,00    | 7.50     | 4.50  |  |  |  |  |  |
| 372 times | 42,00     | 25.20     | 16.80    | 7.00     | 4. 20 |  |  |  |  |  |
| (*) One   |           | or less.  |          |          |       |  |  |  |  |  |

(\*) One minute or less.

POLITICAL

Speeches, talks, sermons, etc., are acceptable provided the time is paid for in advance. However, station will not accept programs or telks discussing controversial subjects, except by or for qualified candidates for public office or representatives of duly recognized political parties.

REMOTE CONTROL

Arrangements can be made for remote broadcasts—
rates on request.

Mechanical Program Equipment
Equipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.

Personnel
President—Gilmore N Nunn
Manager—John P. Hart.
Representatives
John E. Pearson Company.

#### WNOX (Established 1921)

WNO X

(Established 1921)

Rates effective March 1, 1944. (Card No. 8.)

Owned and operated by Scrippe-Howard Radio, Inc. Affiliated with The Knoxville News-Sentinel.

Butiness Office and Studio—110 South Gay Street.

Knoxville 24, Teno., telephone 8-8171.

Transmitter—5 miles north-sat of Knoxville on Anderson Road.

Wave—Power—Time

Operating power—10,000 watts.

303.0 meters; 990 kilocycles.

Licensed to operate full time on a clear channel.
Operaters on Central War Time.
Operating schedule: Sundays 5:00 a.m. to 1:00 a.m.; week days 5:00 a.m. to 1:00 a.m. Agency Commission

Agency Commission

Agency Commission 15% to recognized agencies on station time only provided remittance envelope bears post-mark on or before 10th of month otherwise no commission will be allowed. No cash discounts Bills rendered on the lat of month

General Advertising
For combination rates see listing of Columbia Broadcasting System (Southcentral Group).

The following rates are for national advertising. For local advertising rates consult station management.

Use of more than 12 announcements or programs by any advertiser within a single broadcast day is not permitted.

(5:59 p.m. to 11:00 p.m. Sundays)

Less than

12:59 p.m. to 11:00 p.m. Sundays)

(5:59 p.m. to 11:00 p.m. Sundays)

Less than

13:11, 28:11, 52:11, 104:11, 250:11, 1 hour... 20:00.00 19:0.00 180.00 170.00 180.00 150.00 174 hour... 12:00 mills of 12:00 p.m. to 11:00 p.m. to 12:00 p.m. to 11:00 p.m. to 12:00 p.m. to 11:00 p.m. to 12:00 p.m. to 12:00 p.m. to 11:00 p.m. to 12:00 p.m. to 12:00 p.m. to 13:00 p.m. to 12:00 p.m. to 13:00 p.m. to 12:00 p.m. to 13:00 p.m. to 12:00 p.m. to 5:59 p.m. week days, 5:30 a.m. to 12:00 mills daily)

1 hour... 10:00 95:00 90:00 85:00 80:00 75:00 174 hou

DISCOUNTS

Special discount—on announcements only from one time rate; 750 times 30%; 1,500 times 35%.

Mid-day Merry-Go-Round: Monday through Saturday, 12:00 noon to 1:45 p.m., six 100 word announcements, per week 75:00.

Participation in special features does not entitle advertisers to any discount on regular programs or announcements, nor can an advertiser obtain a discount on any of the special features because of his use of regular programs or announcements.

Announcements of 120 words or less and programs of five minutes or more may not be combined to earn frequency discounts.

SPEECHER AND MALES.

SPECHES AND TALKS
Speeches, talks, sermons, etc., acceptable for sponsorship, provided station time is paid for in advance.

TRANSCRIBED PROGRAMS
Regular time charges apply.

Rates on application.

Makes on application.

Mechanical Program Equipment

Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables

for both lateral and vertical cut disce.

Personnel
Vice-Pres. & Gen'l Mgr.—R. B. Westergaard (on leave).
Station Director—O. L. Smith.

Representatives
The Branham Company.

#### WROL

(Established 1927)



Rates effective May 1, 1944. (Card No. 11.)

Owned and operated by Stuart Broadcasting Company. Business Office and Studio-531 S. Gay St., Knox-ville 02, Tenn., telephone 2-7111. Transmitter—Hoiston Hills, Knoxville, Tenn.

Transmitter—Hoiston Hills, Knoxyllle, Tenn. lave—Power—Time Operating power—1,000 waits days; 500 watts nights. 183.9 meters; 620 killocycles. Licensed to operate full time on regional channel. Operates on Central War Time. Actual operating schedule: 5:00 a.m. to 12:60 mid-night.

Agency Commission

Sericy commission 15% to recognized agencies; no cash discount. Statement and invoices rendered lat of month following service. Accounts payable by 10th of month following service. Production costs are billed at net to station.

p.m. to 10:00 p.m. Sundays)
1 13 26 52 104 156 260
ti. ti. ti. ti. ti. ti. ti. ti. ti.
1 hr 125.00 118.75 112.50 106.25 100.00 93.75 87.50
1/2 hr 75.00 71.25 67.50 68.75 60.00 56.25 52.50
1/4 hr 50.00 47.50 45.00 42.50 40.00 37.50 35.00
5 min 25.00 23.75 22.50 21.25 20.00 18.75 17.50

(Before 6:00 p.m. and after 10:00 p.m. week days and before 1:00 p.m. and after 10:00 p.m. link days and before 1:00 p.m. and after 10:00 p.m. Sundays)

1 hr 62.50 59.38 56.25 53.18 50.00 46.88 43.75 1/2 hr 37.50 35.63 33.75 31.88 30.00 28.13 26.25 1/4 hr 25.00 28.75 22.55 21.25 20.00 18.75 17.50 5 min 12.50 11.88 11.25 10.63 10.00 9.88 8.75 ANNOUNCEMENTS

120 words (I minute) or less:

| 120 words (1 minute) or less:
| CLASS "A" |
| (5:59 p.m. to 10:01 p.m. week days and 12:59 p.m. to 10:01 p.m. Sundays) |
| 1 time... | 14:00 | 156 times. |
| 13 times... | 13:30 | 250 times. |
| 26 times... | 12:60 | 500 times. |
| 52 times... | 11:90 | 1000 times. |
| 104 times... | 11:90 | 1000 times. |
| 104 times... | 11:00 | 1000 times. |
| 105 | 106 | 107 | 107 | 107 | 107 |
| 107 | 107 | 107 | 107 | 107 |
| 108 | 108 | 108 | 108 | 108 |
| 109 | 109 | 109 | 109 |
| 109 | 109 | 109 | 109 |
| 109 | 109 | 109 | 109 |
| 109 | 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 | 109 |
| 109 | 109 

1 time... 13 times. 26 times. 52 times. 104 times. SPECIAL FEATURES
News broadcasts, when available, sold at regular rates
plus 10%.

plus 10%.

POLITICAL AND RELIGIOUS BROADCASTS
Rates on request.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available—rates and details on request.

TALENT
Rates on application. Production costs are billed at net to station.

REMOTE CONTROL

Necessary equipment for remote control broadcasts supplied by station for temporary installations, but these broadcasts must be made from points where telephone line service is available—rates and details on request.

receptions line service is available—rates and details on request.

SERVICE FACILITIES
Audition programs and rehearcels available at no extra cost.

Machanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Owner—S. E. Adcock.
Business Manager—C. H. Frazier.

Representatives
John Blair & Company.

#### **MEMPHIS** (Shelby County)

WHBO (Established 1925)



Bates effective March 1, 1944. (Card No. 8.)

Owned and operated by Broadcasting Station WHBQ

Incorporated.
usiness Office and Studio—Hotel Gayoso, Memphis 3
Tennesses, telephone 8-6868.
ransmitter—Corner Court and Neely Street, Mem

is subject to individual announcement rates. Sporting events, baseball, football, etc.—rates on request.

TRANSCRIPTIONS

Transcription facilities are available at a slight service charge—rate CONTROL.

Facilities for handling porrams originating outside regular studies are availablements on request.

Contract and Other Resultements on request.

Advertising of alcoholic beverages not accopted, excepting beer and wine.

Advertising of alcoholic beverages not accopted, excepting beer and wine.

All broadcasting facilities are furnished in accordance with the terms of station's standard form of contract.

Bates quoted are for station facilities enly. Talent is extra. Bates include services of station announcers while on regular duty, sasistance of station management in securing, rehearsing and auditioning talent. Closing Time

Arrangements for broadcast must be completed one week in advance of initial presentation date. Announcements, talks and recorded programs require 48 hours' notice.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 83-1/3 and 73 r.p.m. double turn-tables for both vertical and lateral out recordings.

Persennel

Vice Pres. & Gen'l Mgr.—E. A. (Bob) Alburty.

Personnel
Person

## WMC (Established 1928)



Bates effective February 1, 1988. (Card No. 14.)

Bates effective February 1, 1988. (Card No. 14.)
Owned and operated by the Memphis Publishing Co.
Business Office and Studio—8rd and Madison, Memphis. Tennessee. telephons 8-7464.
Transmitter—Outside of Memphis.
Wave—Power—Time
Operating power—5,000 waits.
379.7 meters; 790 killocycles.
Licensed to operate full time.
Operates on Central War Time.
Operates on Central War Time.
Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 1:00 a.m.
Agency Commission 15% on net charges for station time to recognized advertising agencies. Cash discount none. Commission does not apply on talent ommission 15% on net charges for station commission 15% on net charges for station recognized advertising agencies. Cash discone. Commission does not apply on talent or production charges. All program, talent and announcement charges are billed in accordance with credit arrangements approved by credit manager of the station.

General Advertising

the station.

General Advertising

For combination rates see listing of National Broadcasting Company (Southeentral Group).

The following rates are for national advertising Discounts allowed retroactively on the number of broadcasts given within one year under contract not o exceed one year's duration. Announcements are accepted with the understanding that programs take precedence, and that announcements excluded for periods later sold for programs, may be re-scheduled by the station at equally advantageous times.

All live talent, transcribed or recorded programs, or transcribed or recorded announcements, produced for a specific trade-named product or products, by or for any advertiser or agency outside of a 25 mile radius of Memphis, shall be classed as general advertising and must carry the general rate.

CILASS "A"

(5.59 p.m. to 10.01 p.m.)

1 13 26 52 100 150 800

1 13 28 52 100 150 800

1 13 28 52 100 150 800

1 14 hz 200.00 190.00 180.00 170.00 180.00 150.00 140.00 1/4 hr 85.00 80.75 76.50 72.25 88.00 63.75 59.50 5 min. 45.00 42.75 40.50 88.25 86.00 83.75 81.50 100 words (1 min) 25.00 28.75 22.50 21.25 20.00 18.75 17.50 "Chain breaks (30 words) 21.25 20.00 18.75 17.50

1.7 ar 8-30.0 42.75 40.50 82.25 88.00 88.75 59.50
100 words (1 min) 25.00 28.75 22.50 21.25 20.00 18.75 17.50
Chain breaks (30
words) 25.00 28.75 22.50 21.25 20.00 18.75 17.50
Chain breaks (30
(9:00 a.m. to 5:59 p.m.; 10:01 p.m. to
10:80 p.m.; 10:01 p.m. to
11 hr 125.00 118.75 112.50 108.25 100.00 98.75 87.50
1/2 hr 90.00 85.50 81.00 76.50 72.00 67.50 63.00
1/4 hr 50.00 47.50 45.00 42.50 40.00 87.50 85.00
5 min. 35.00 33.25 31.50 29.75 28.00 26.25 24.50
100 words) 17.50 16.62 15.75 14.87 14.00 18.12 12.25
Chain breaks (30
words) 17.50 16.62 15.75 14.87 14.00 18.12 12.25
(6:00 a.m. to 9:00 a.m., and 10:30 p.m. to
1 hr. 87.50 88.12 78.75 74.87 70.00 65.62 61.25
1/2 hr. 85.00 59.85 56.70 58.55 50.40 47.25 44.10
1/4 hr. 35.00 38.25 31.50 29.75 28.00 26.25 24.50
min.) 17.50 18.62 15.75 14.87 14.00 18.12 12.25
(1) hr. 87.50 88.12 78.75 74.87 70.00 65.62 61.25
1/2 hr. 85.00 59.85 56.70 58.55 50.40 47.25 44.10
1/4 hr. 35.00 38.25 31.50 29.75 28.00 26.25 24.50
min.) 17.50 16.62 15.75 14.87 14.00 18.12 12.25
(2) Chain breaks and one minute announcements cannot be combined with any other programs to earn frequency discounts.

News: Quarter hour news sponsors parallable at 8:00 a.m., 12:00 noon, 5:45 p.m. and 10:00 p.m.
Monday through Saturday. Ratee and details on request.

RECORDED PROGRAMS

Transcription programs may be broadcast at any

RECORDED PROGRAMS

Transcription programs may be broadcast at any hour, with the restriction, however, that contents of such programs are subtect to the anpreval of the station management. Transcription library services available.

station management. Transcription library services available.

TALENT
Station maintains a booking department for the securing and rehearsing of all talent requirements.

REMOTE CONTROL
Service and facilities for handling programs by remote control are available and prices for such service will be quoted upon request.

Contract and Other Requirements.

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Rates are for station facilities. Talent is extra. Rate quotations include services of regular station announcer, assistance of the station management in securing, rehearsing and auditioning talent.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for both vertical and lateral reproductions.

Closing Time
Manuscript must be submitted 48 hours in advance.

Personnel

rersonner
Gen'l & Com'l Mgr.—H. W. Slavick.
Local Sales & Prom. Mgr.—Cliff Goodman.
Representatives
The Branbam Company.

## WMPS (Established 1925)



Rates effective December 1, 1948. (Card No. 15.) Owned and operated by Memphis Broadcasting Co.
Business Office and Studio-Columbian Tower, Memphis. Broadcasting Co.
Business Office and Studio-Columbian Tower, Memphis. Tennessee, telephone 5-2721.
Transmitter—1890 S. Lauderdale. Memphis. Tenn.
daves—Power—Time
Operating power—1.000 watts days; 500 watts nights.
(100% modulation—crystal control.)
205.5 meters; 1460 kilocycles.

100% modulation—crystal control.)
205.6 meters; 1460 kilocycles.
Licensed to operate unlimited time on regional channel.
Operates on Central War Time.
Actual operating schedule: Daily 6:30 s.m. to 12:00 midnight.
Agency Commission 15% to recognized agencies. No cash discount. Bills rendered monthly and payable within ten days.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Southcentral Group).
Bates include charges by owners of music copyrights. The following rates are for national advertising. All live talent, transcribed or recorded announcements, produced for a specific trade-named product or products, by or for any advertiser or agency outside of a 25 mile radius of Memphis, shall be classed as general advertising and must carry the general rate, except in cases wherein the product advertised does not have multiple distribution in the primary coverage area of this station, and except in cases wherein the advertising is placed by and for a retailer.
Announcements and programs may not be combined

to earn a greater frequency discount, Discounts are allowed retroactively on broadcasts within a contract year.

CLASS "A"

(6:00 p.m. to 10:00 p.m.)

1 ti. 13 ti. 25 ti. 52 ti. 100 ti. 250 ti.
1 hour... 160.00 152.00 144.00 135.00 139.00 130.00
1/4 hour... 96.00 91.20 88.40 81.60 76.80 72.00
1/4 hour... 64.00 60.80 57.60 54.40 51.20 48.00
5 minutes. 32.00 30.40 28.80 37.20 25.60 34.00
1 minute or less .... 16.00 15.20 14.40 5 minutes... 20.00 19.00 18.00 17.00 16.00 1 minutes... 20.00 9.50 9.00 8.56 8.00 CLASS "C" (10:30 p.m. to 8:00 a.m.) 1 hour.... 80.00 76.00 72.00 68.00 64.00 61/2 hour... 48.00 45.60 48.20 40.80 38.40 81/4 hour... 32.00 30.40 28.80 27.20 25.60 2 5 minutes... 16.00 15.20 14.40 13.60 12.80 1 minute or less ..... 8.00 7.60 7.20 6.80 6.40 (\*) Special discounts as shown helow (applicable to Class "B" time) are available to advertisars present transcribed programs which the station leves will stirset wide listener interest. Discounts of the control of the cont 7.50

rate:

18 26 89 52

wks. wks. wks. wks.

1 hour programs... 40% 42% 45% 55%

1/2 hour programs... 25% 31% 35% 55%

1/4 hour programs... 22-1/2% 28% 30% 45%

POLITICAL BROADCASTS

Political speeches talks, sermons, addresses, etc., acceptable for sponsorship only provided station time is paid for in advance of each presentation.

TALENT

Rates on application.

ITALENT

Rates on application.

Station with the Page 1.5 station with the paid of the Page 1.5 station with the paid of the Page 1.5 station with the paid of the Page 1.5 station with the page 1.5 stat

Rates on application.

TALENT

Rates on application.

Contract and Other Requirements

Station will not permit the use of more than 12 announcements or programs by any one advertiser within a single broadcast day.

Station specifically reserves the right to change time of broadcast on account of special events and priority of network programs.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables.

Personnel

Personnel
Vice-Pres. & Gen'l Mgr.—Harold B. Kreistein.
Representatives
Spot Sales, Inc.

#### WREC (Established 1922)



Bates effective February 1, 1938. (Card No. 20.)

Owned and operated by Hort B. Wooten, d/b WREC
Broadcasting Service.
Business Office and Studio—Hotel Peabody, Memphis,
Teanmeiter—Radio Center, 4 miles from Memphis.
Wave—Power—Time
Operating power—5,000 watts.
500 meters; 600 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
Actual operating schedule: 5:00 a.m., to 12:00 midnight.

Agency Commission

Actual operating schedule: 5:00 a.m. to 12:00 midnight.

Agency Commission 15% on net charges for station time to recognized agencies. No cash discount. Program, taient and announcement charges are billed in accordance with credit arrangements approved by the credit manager of the station.

General Advertising For combination rates see listing of Columbia Broadcasting System (Southcentral Group). The following rates are for national advertising. For combination rates see listing of Columbia Broadcasting System (Southcentral Group).

The following rates are for national advertising. For local rates consult station management.

All live talent, transcribed or recorded programs, or transcribed or recorded announcements, produced for a specific trade-named product or products, by or for any advertiser or agency outside of a 25 mile radius of Memphia, shall be classed as general advertising and must carry the general rate.

Discounts allowed retroactively on the number of broadcasts given within a year, under contract, not to exceed one year's duration.

(6:00 p.m. to 10:00 p.m.)

1 th. 1 3ti. 25 ti. 52 ti. 100 ti. 150 ti. 300 ti. 1 hr. 200.00 190.00 180.00 170.00 160.00 150.00 140.00 1/2 hr. 130.00 123.50 117.00 110.50 104.00 97.50 91.00 1/4 hr. 85.00 30.75 76.50 72.25 88.00 63.75 59.50 1 min. 25.00 23.75 22.50 21.25 20.00 18.75 17.50 Chain breaks—30 words 25.00 28.75 22.50 21.25 20.00 18.75 17.50 Chain breaks—30 words 25.00 28.75 22.50 21.25 20.00 18.75 17.50 1/4 hr. 90.00 85.50 81.00 76.50 72.00 67.50 63.00 1/4 hr. 50.00 47.50 45.00 42.51 40.00 37.50 35.00 1/4 hr. 50.00 47.50 45.00 42.51 40.00 37.50 35.00 1/4 hr. 50.00 47.50 45.00 42.51 40.00 37.50 35.00 1/4 hr. 50.00 47.50 45.00 42.51 40.00 37.50 35.00 1/4 hr. 50.00 47.50 45.00 42.51 40.00 37.50 35.00 1/4 hr. 50.00 47.50 45.00 42.51 40.00 37.50 35.00 1/4 hr. 50.00 47.50 45.50 81.00 76.50 72.00 67.50 63.00 1/4 hr. 50.00 47.50 45.50 81.00 76.50 72.00 67.50 63.00 1/4 hr. 50.00 47.50 45.50 81.00 76.50 72.00 67.50 63.00 1/4 hr. 50.00 47.50 45.50 81.00 76.50 72.00 67.

1 min. 17.50 16.62 15.75 14.87 14.00 13.12 12.25 CLASS "C"

words 17.50 16.68 15.75 14.87 14.00 18.12 12.25 CLASS "C" (6:00 a.m. to 9:00 a.m. and 10:30 p.m. to 12:00 mtdnight) 1 hr. 87.50 83.12 78.75 74.37 70.00 65.62 61.25 1/2 hr. 83.00 59.85 56.70 53.55 50.40 46.25 44.10 1/4 hr. 85.00 88.25 31.50 29.75 28.00 26.25 24.50 5 min. 24.50 23.27 22.05 20.82 19.60 18.37 17.15 (\*) Chain breaks and one minute announcements cannot be combined with any other programs to earn frequency discount.

#### MEMPHIS—Continued WREC-Continued

SPECIAL FEATURES
Time Signal Service: Includes two 80 word run-ofechedule announcements each morning, afternoon and
evening, deliy except Sunday:

| evening, daily except sunday:                           |
|---|
| Complete Service:                                       |
| Less than 8 months, per month                           |
| 3 months, per month                                     |
| 6 months, per month 700.00                              |
| 9 months, per month                                     |
| 12 months, per month                                    |
| Morning and afternoon service:                          |
| Less than 3 months, per month                           |
| 2 months and months per month E95.00                    |
| 3 months, per month                                     |
| 6 months, per month 500.00                              |
| 9 months, per month                                     |
| 12 months, per month                                    |
| Night service:  |
| Less than 8 months, per month 550.00                    |
| 8 months, per month                                     |
| 6 months, per month 500.00                              |
| 9 months, per month                                     |
| 12 months, per month                                    |
| Rate for sponsorship of special reports such as cotton, |
| weather, crops, baseball and football scores is based   |
| on actual number of words used in advertising copy.     |
| and is subject to amouncement rates.                    |
| Rates for participation of group sponsored features     |
|   |
| is 75% the regular rates.                               |
| Breakfast Club: Six mornings weekly, participation      |
| available at 75% of regular announcement rates.         |
| Who's Who in Memphis; Six nights weekly; par-           |
| ticipation available at 75% of regular announcement     |
| Tetas   |

TALENT Rates on application.

Rates on application.

REMOTE CONTROL

Services and facilities for handling programs originating outside of the studio are available—rates quoted on requiest.

SERVICE FACILITIES

Rates include services of station announcer, assistance of the station management in securing, rehearsing and suditioning talent.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 88-1/8 or 78 r.p.m. double turn-tables for both vertical and lateral reproductions.

Personnel
President and General Manager—Hoyt B. Wooten. National Representatives The Kats Agency, Inc.

#### NASHVILLE

(Davidson County)

WLAC (Established 1936)



Rates effective September 1, 1944. (Card No. 4.)
Owned and operated by WLAC Broadcasting Service.
Business Office and Studio—Third National Bank
Bldg., Nashville 3, Tenn.
Transmitter—Highway 31 W., Nashville, Tenn.

Transmitter—mingway or we reason of the control of Agency Commission

avney commission
Agency commission 15% allowed to recognized advertising agencies; no cash discount. All bills recognized and payable on 1st of every month. Commission applies on gross amount billed, not including talent and service charge.

Names 1 Adventision.

General Advertising
For combination rates see listing of Columbia Broad-casting System (Southcentral Group).
The following rates are for national advertising.

CLASS "B"

(6:00 p.m. to 10:30 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 101 ti. 260 ti. 1

1 hour.... 360.00 285.00 270.00 255.00 240.00 225.00

1/2 hour.... 180.00 171.00 162.00 153.00 144.00 185.00

1/4 hour.... 12.00 114.00 108.00 102.00 96.00 90.00

5 minutes 60.00 57.00 54.00 51.00 48.00 45.00

CLASS "B"

5 minutes 60.0 57.00 54.00 51.00 48.00 48.00 CLASS "B"

(9:00 a.m. to 1:30 p.m., 4:00 p.m. to 6:00 p.m. and after 10:30 p.m.)

1 hour... 150.00 142.50 185.00 127.50 120.00 112.50 12/hour... 90.00 85.50 81.00 76.50 72.00 67.50 1/4 hour... 60.00 57.00 54.00 51.00 48.00 45.00 5 minutes 30.00 28.50 27.00 25.50 24.00 32.50 CLASS "C"

(6:00 a.m. to 9:00 a.m. and 1:80 p.m. to 4:00 p.m.)

1 hour... 115.00 109.25 108.50 97.75 92.00 88.25 1/4 hour... 46.00 48.70 41.40 89.10 36.80 34.50 5 minutes 25.00 28.75 22.50 21.35 30.00 18.75 ANNOUNCEMENTS CLASS "C"

(6:00 p.m. to 10:30 p.m.)

1 ti. 26 ti. 52 ti. 10 ti. 260 ti. 312 ti. 100 words 30.00 28.50 27.00 25.50 24.00 22.50 50 words 25.00 28.75 22.50 31.25 20.00 18.75 CLASS "B"

50 words... 25.00 23.75 22.50 31.20 20.00 18.75 CLASS "B" (All other time)
100 words... 15.00 14.25 13.50 12.75 12.00 11.25 50 words... 12.50 11.87 11.25 10.63 10.00 9.37 Announcements in participating programs in Class "B" time—150 words maximum copy, flat rate 7.50. SPECIAL FEATURES "Early Morning Varieties"—5:00 s.m. to 8:00 a.m., daily except Sunday, 15 or 80 minute units—20% of Class "A" rates.

TALENT

Extra, and charges are added to the billing for cost of time.

#### REMOTE CONTROL

Complete remote control equipment for handling programs originating outside of regular studios. Charges based on actual cost to station.

#### TRANSCRIPTIONS

Facilities for making transcriptions continuously on or off the air.

#### SERVICE FACILITIES

SERVICE FACILITIES

Services of the program department in arranging programs, announcements, and announcers are included without extra charge. Services of artists and musicians for each appended program are secured by the program service department. Maintain a promotion department for making regular contacts with trade. No extra charge except in cases where spongar requests apects surveys not in line with stations established procedure.

established procedure.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
All programs must conform to the standards of the station. When advertiser prepares his own copy, the same must be submitted for approval 24 hours in advance, and not departed from without station manager's consent. All contracts subject to the station approval and governmental regulations. Station manager reserves the right to revise or discontinue any advertising for reasons deemed logical.

#### Mechanical Program Equipment

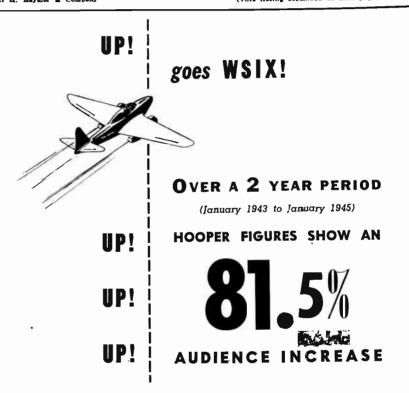
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables

Persennel
Owner—J. T. Ward.
General Menager—F. C. Sowell
Program Director—Paul Oliphant. Representatives
Paul H. Raymer & Company

WSIX (Established 1927)

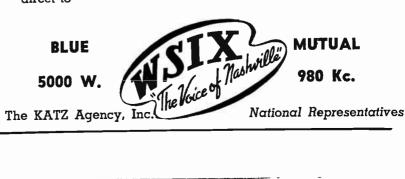
Rates effective August 1, 1948. (Card No. 4.)
Owned and operated by WSIX Broadcasting System.
Business Office and Studio—Nashville Trust Bidg.,
Nashville 8, Tenn.
Transmitter—McGavock Pike, Nashville, Tenn.
Wave—Power—Time
Operating power—5,00e watts.
306.1 meters; 980 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: Sunday 7:00 a.m. te 12:00
midnight. Week days 6:00 a.m. to 12:00 midnight.
Agency commission 15% to recognized agancies. Bills rendered ist of each month and due within ten days.
General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southcentral Group) and Mutual
Broadcasting System.
(5:00 p.m. to 10:30 p.m. week days; after Rates effective August 1, 1948. (Card No. 4.)

| (5:    | 00 p.m. | to 10  | :30 p.: |         |         | ; after | •     |
|--------|---------|--------|---------|---------|---------|---------|-------|
|        | -       | 1:00   | p.m. 8  | Sunday: |         |         |       |
|        | 1       | 1/2    | 1/4     | 10      | 5       | 1       | 50    |
|        | hr.     | hr.    | hr.     | min.    | min.    | min.    | wds   |
| 1 ti   | 180.00  | 108 00 | 12.00   | 54.00   | 26,00   | 18.00   | 15.00 |
| 18 ti  | 171.00  |        | 68.40   | 51.30   | 84,20   | 17.10   | 14.25 |
| 26 ti  | 162.00  | 97.20  | 64.80   | 48,60   | 82.40   | 16.20   | 13.50 |
| 52 ti  | 153.00  | 91.80  | 61.20   | 45.90   | 20.60   | 15.30   | 12.75 |
| 65 ti  | 144.00  | 86.40  | 57.60   | 48.20   | 28.80   | 14.40   | 12.00 |
| 180 ti | 185.00  | 81.00  | 54.00   | 40.50   | 27.00   | 18.50   | 11.25 |
|        | 126.00  | 75.60  | 50.40   | 87.80   | 25.20   | 12.60   | 10.50 |
| 156 ti |         | 72.90  | 4R.60   | 86.45   | 24.80   | 12.15   | 10.10 |
| 260 ti | 121.50  |        | 46.80   | 85.10   | 28.40   | 11.70   | 9.78  |
| 312 ti | 117.00  | 70.20  |         |         | 22.50   | 11.25   | 9,40  |
| 468 ti | 112.50  | 67.50  | 45.00   | 88.75   |         | 10.80   | 9.00  |
| 624 ti | 108.00  | 64.80  | 48.20   | 82.40   | 21.60   |         | #.Uu  |
|        | (This I | Istino | continu | ed on   | next pa | ige)    |       |



Worthy indeed is this constant climb; for WSIX, by the constant presentation of the best from two popular networks, gets and holds its listeners in the rich Nashville and Middle Tennessee market area, plus a good slice of the Southern Kentucky radio audience.

For further details write or wire the Katz Agency, Inc., or direct to



#### TENNESSEE--Continued

#### NASHVILLE—Continued

WS IX — Continued

(Before 6:00 p.m. and after 10:30 p.m. week
days; before 1:00 p.m. Sundays)

1 1/2 1/4 10 5
hr. min. min. min. w.ds.,
1 1: 108.00 64.80 48.20 32.40 21.60 10.80 8.00
13: 11: 102.06 61.55 41.05 30.80 20.55 10.25 8.55
26: 11: 97.20 58.30 38.90 29.15 18.45 9.70 8.10
52: 11: 91.80 55.05 88.75 27.55 18.35 9.15 7.65
65: 11: 86.40 51.80 84.80 20.90 17.30 8.60 7.20
130 11: 81.00 48.55 82.45 24.80 16.20 8.05 6.75
156: 11: 75.60 45.80 30.80 22.65 16.15 7.50 6.30
260 11: 72.90 43.70 29.25 21.85 14.60 7.25 6.10
312: 11: 70.20 42.05 28.15 21.05 14.05 6.95 5.85
624: 11: 64.80 38.80 25.00 19.45 18.00 6.40 5.40
POLITICAL AND RELIGIOUS

Rates on request.

SPECIAL FEATURES

Time signals, weather reports, market reports, athletic events—rates on request.

News: Lessed wire service—rates on request.

HEMOUTE CONTROL W S I X-Continued

Facilities available—rates on request.
Mobile unit available at 25.00 per hour or fraction thereof.

thereof.

SERVICE FACILITIES

Service of program, advertising and continuity departments as well as announcing and operating staff are at the disposal of the advertiser.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
President—Jack M. Draughon.
Commercial Director—E. S. Tanner.

Representatives
The Katz Agency, Inc.

#### WSM (Betablished 1925) •

States effective March 1, 1848. (Card No. 7.)
Owned and operated by the National Life and Accident Insurance Company, Inc.
Business Office and Studio—National Bldg., Seventh Avenue and Union Street, Nashville 3, Tennessee, telephone 6-7181.
Transmitter—located 12 miles in the country.

-Power-Time

telephone c-161.

Transmitter—located 12 miles in the country.

Wave—Power—Time
Operating power—60,000 watts.

\$451.5 meters; \$50 kilocycles.
Licensed to operate on clear channel full time.
Operates on Central War Time.
Agency commission 15% on net charges for station time and talent to recognized advertising agencies.
No commission on line charges. No cash discount.
Billa due and payable when rendered.
General Advertisins
For combination rates see National Broadcasting Company (Midsouth Group).
The following rates apply to both national and local advertising. Discounts allowed retroactively on the number of broadcasts given within a year. When 510% will be allowed on the lowest weekly billing retroactively. Announcements and program periods of five minutes or more cannot be combined to earn this discount. The bonus discount year and the frequency discount year must be concurrent.

All rates guaranteed for one year from date of first broadcast with or without interruption.

CLABS "A"

(6:00 p.m. to 10:30 p.m. week days and after 12:30 p.m. Sundays)

1 1/2 1/4 5

|     |          | 12:8          | 0 p.m.   | Sunda  |       |         |       |
|-----|----------|---------------|----------|--------|-------|---------|-------|
|     |          | 1             | 1/2      | 1/4    |       |         |       |
|     |          | hr.           | hr.      | hr.    | min.  | (*)     | (†)   |
|     |          |               |          |        |       |         |       |
| 1   | time     | 860.00        | 230.00   | 140.00 | 85.00 | 55.00   | 45.00 |
|     |          | 940 00        | 218.50   | 100 00 | 80.75 | 52.25   | 42.75 |
| 18  | times    |               |          |        | 80.10 |         |       |
|     |          | 000 00        | 212.75   | 198 KD | 78.68 | 50.87   | 41.62 |
| 26  | times    |               |          |        |       |         |       |
| 52  | times    | 994 00        | 207.00   | 198 00 | 76.50 | 49.50   | 40.50 |
| 92  | FILLES   |               |          |        |       |         |       |
| 100 | times    | <b>815.00</b> | 201.25   | 122.50 | 74.88 | 48.12   | 89.87 |
|     |          |               |          |        | 70 OF | 46.75   | 88.25 |
| 150 | times    | 306.00        | 195.50   | 118.00 | 72.25 |         |       |
|     |          | 907 00        | 189.75   | 11K KO | 70.18 | 45.07   | 87.12 |
| 250 | times    | 291.00        | 109.10   | 110.00 |       |         |       |
| 450 | times    | 200 00        | 184.00   | 112 00 | 68.00 | 44.00   | 26.00 |
| 200 | ermos    |               |          |        |       |         |       |
| 600 | times    | 279.00        | 178.25   | 108.50 | 65.88 | 42.62   | 84.87 |
|     |          |               |          |        | 63.75 | 41.25   | 23.75 |
| 800 | times    | 270.00        | 172.50   | 100.00 | 93.19 | 21.20   | 88.10 |
| 4   |          |               | CLASS    | B      |       |         |       |
|     |          |               |          |        | _     |         | _     |
|     | (Q ·00 a | m. to 1       | 1:80 p.: | m 4:00 | D.m.  | to 6:00 | U     |

(9:00 a.m. to 1:30 p.m., 4:00 p.m. to 6:00 p.m. and 10:30 p.m. to 1:00 p.m., to 1:00 p.m., to 1:00 p.m. to 5:00 p.m. and 10:30 p.m., to 1:00 p.m., to 1:00 p.m., to 1:00 p.m. to 5:00 p.m. to 1:00 p.m., to 1:00 p.m

electrical words or less.

SPECIAL FEATURES

Musical Clock: 5:00 a.m. to 7:30 a.m., 15 or 30 minute periods, fire days per week 25% of the evening rate.

Grand Ole Opty—rates on request.

News—rates on request.

IALENT

Station maintains a complete staff of talent for any type program. Hates on request.

ELECTRICAL TRANSCRIPTIONS

Rates on request.

Additional charges are made for programs originating outside station studies.

SERVICE FACILITIES

Services of station's continuity and production dedepartments, technical and announcing staffs, in arranging and presenting programs are included without extra charge except in the event client specifies a particular announcer. Merchandising: A complete service to the advertiser presenting regular programs; merchandising department will help plan co-operative efforts if desired.

Closing Time

Typewritten or printed copies of addresses or talks must be submitted for station's approval at least 24 hours in advance and must conform to policies of station management.

Machanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables

Personnel

General Manager—Harry Stone.

Personnel Manager—Harry Stone.
Program Director—Ottie Devine.
Commercial Manager—Dean B. Upson.

Representatives

Edward Petry & Company, Inc.

#### TEXAS

#### LONE STAR CHAIN

806 Tower Petroleum Bidg., Dallas 1, Tex.

Comprised of:

Basic Stations

KGKO-Dellas-Ft. Worth

KTSA-San Antonio

KXYZ-Houston

KXYZ-Houston

KRYS-Carpus Christi

KRGV-Weslaco

Wave—Power—Time KRGV—Wesiaco

Nee individual station listings.

Agency Commission
18% to recognized advertising agencies on station
time and lines; agency commission on talent when
specified. No cash discount. Bills for gross charges
rendered monthly and payable within 20 days.

General Advertising
Any two basic stations may be used with supplementaries available as desired; combination rates on
request. Discount allowed retroactively on number of
broadcasts given in one year. The required number
of broadcasts must be completed within a period of
one year from date of first broadcast in order to earn
discounts. All broadcasts are for a period of one
year or less.

POLITICAL

year or less. POLITICAL

One time rate applies. No agency commission allowed.

REMOTE CONTROL

Programs may originate from any basic station at
no additional cost; programs originating outside of
basic stations—rates on request

SERVICE FACILITIES

Continuity, production, merchandising, and publicity
departments available without extra charge. Extra
services billed at cost.

services billed at cost.
Line Charges
Lines available at no extra charge. Permanent lines maintained.
Contract and Other Requirements
Advertising of aicoholic beverages other than light wines and beer will not be accepted.
All contracts subject to network approval, government regulations, NAB Code of Ethics and conditions of standard AAAA contract form.

Personnel
Managing Director—Clyde B. Melville.
Operating Committee Chairman—O. L. Taylor.

#### TEXAS QUALITY NETWORK, THE Orders or correspondence may be addressed to any of the stations listed below.

the stations listed below.

Comprised of:

WFAA—Dallas (2) KPRC—Houston (2)
WBAP—Fort Worth (2) KVRC—Houston (2)
WBAP—Fort Worth (3) HOURT And Antonio (6)
Rates effective July 1, 1944. (Card No. 10.)
Agency commission 15% to recognized agencies on station time and talent; no cash discount. Bills rendered monthly and payable within 20 days.

General Advertising
Rates apply for complete network facilities. Any twe-station combination rates quoted on request.

Rates include line charges.
Discounts allowed retroactively on the number of broadcasts given within one year. Rates guaranteed only for number of broadcasts contracted for originally.

(6:00 p.m. to 10:30 p.m.)

|     | (6:00 p.m.  | to | 10:30 p.r | m.)     |         |
|-----|-------------|----|-----------|---------|---------|
|     | ,,,,,       |    | 1 hr.     | 1/2 hr. | 1/4 hr. |
| 1   | time        |    | 1.095.00  | 660.00  | 440.00  |
| 13  |             |    | 1.058.50  | 638, 10 | 425,40  |
| 26  | times       |    | 1.012.25  | 610.35  | 406.90  |
| 52  | times       |    | 966.00    | 582.60  | 388.40  |
| 104 | times       |    | 919.75    | 554.85  | 369.90  |
| 156 | times       |    | 873.50    | 527.10  | 351.40  |
| 260 | times       |    | 851.25    | 513.75  | 342.50  |
|     | times       |    | 811.25    | 489.75  | 326.50  |
| 012 | (10:30 p.m. |    |           | m.)     |         |
| 1   | time        |    | 903.00    | 544.80  | 363.20  |
| 13  | times       |    |           | 522.90  | 348.60  |
| 26  | times       |    | 829.85    | 500.91  | 333.94  |
|     | times       |    | 793.20    | 478.92  | 319.28  |
|     | times       |    | 756.55    | 456.93  | 304.62  |
|     | times       |    | 719.90    | 434.94  | 289.96  |
|     |             |    |           |         |         |

427.35 409.11

260 times......

| 1 hr.   1/2 hr.   1/4 hr.     1 time.   490.00   297.00   198.00     13 times.   471.75   286.05   190.70     26 times.   452.63   274.58   183.05     52 times.   452.63   274.58   183.05     52 times.   443.50   263.10   175.40     104 times.   414.38   251.63   167.75     156 times.   395.25   240.15   160.10     260 times.   388.13   235.88   157.25     260 times.   372.13   226.28   150.85     (6:30 a.m. to 6:00 p.m. except Sunday afternoon)     1 time.   538.00   825.80   217.20     13 times.   519.75   314.85   209.90     26 times.   448.23   301.94   201.29     26 times.   448.23   301.94   201.29     104 times.   445.18   276.11   184.07     156 times.   433.65   263.19   175.46     260 times.   424.13   257.48   171.65     1 time.   658.00   397.80   265.20     13 times.   603.75   383.25   255.50     13 times.   663.75   383.25   255.50     14 times.   663.3.75   383.25   255.50     15 times.   663.25   383.71   222.47     156 times.   552.65   317.19   211.46     260 times.   544.13   311.48   207.65     260 times.   548.73   296.84   197.89  | (11:       | 00 p.m. 1 | to 6:30 a | .m.)      |        |
|--|------------|-----------|-----------|-----------|--------|
| 1 times  | ,          |           |           |           | 1/4 hr |
| 13 times. 452.63 274.58 183.07.00 26 times. 452.63 274.58 183.05 52 times. 452.63 274.58 183.05 52 times. 453.50 263.10 175.40 104 times. 414.38 251.63 167.70 156 times. 385.25 240.15 160.10 260 times. 388.13 235.88 157.25 312 times. 372.13 226.28 150.85  (6:30 a.m. to 6:00 p.m. except Sunday afternoon) 1 time. 558.00 825.80 217.20 13 times. 519.75 314.85 209.90 26 times. 498.23 301.94 201.29 26 times. 476.70 288.02 192.86 104 times. 455.18 276.11 184.07 156 times. 433.65 263.19 175.46 260 times. 424.13 257.48 171.65 260 times. 425.73 246.44 164.29  (12:00 noon to 6:00 p.m. Sundays) 1 time. 653.75 383.25 255.50 26 times. 633.75 383.25 255.50 28 times. 606.23 366.74 244.98 104 times. 558.80 397.80 13 times. 658.00 397.80 13 times. 658.00 397.80 13 times. 578.70 350.22 233.48 104 times. 551.88 333.71 222.47 156 times. 523.65 317.19 211.46 260 times. 549.73 296.84 197.89   | 1 time .   |           |           |           |        |
| 26 times. 452.63 274.58 183.05 25 2times. 433.50 263.10 175.40 104 times. 414.38 251.63 167.75 156 times. 395.25 240.15 180.10 388.13 235.88 157.25 312 times. 388.13 235.88 157.25 312 times. 372.13 226.28 150.85 (6:30 a.m. to 6:00 p.m. except Sunday afternoon) 1 time. 538.00 325.80 217.20 13 times. 519.75 314.85 269.90 128 times. 498.23 30.194 201.29 252 times. 476.70 289.02 192.68 104 times. 455.18 276.11 184.07 156 times. 455.18 276.11 184.07 156 times. 424.13 257.48 171.65 260 times. 424.13 257.48 171.65 260 times. 424.13 257.48 171.65 260 times. 455.73 246.44 164.29 (12.00 noon to 6:00 p.m. Sundays) 1 time. 658.00 37.80 265.20 13 times. 603.75 383.25 255.20 13 times. 603.75 383.25 255.20 13 times. 603.75 383.25 255.20 13 times. 603.85 383.71 222.47 156 times. 551.18 333.71 222.47 156 times. 552.65 317.19 211.46 260 times. 553.65 317.19 211.46 260 times. 498.973 298.64 197.88  |            |           |           |           |        |
| 52 times. 433.50 263.10 175.40 104 times. 414.38 251.63 167.75 156 times. 385.25 240.15 160.10 260 times. 388.13 235.88 157.25 261 times. 388.13 235.88 157.25 261 times. 388.13 226.28 150.85  (6:30 a.m. to 6:00 p.m. except Sunday afternoon) 1 time. 558.00 825.80 217.20 13 times. 519.75 314.85 209.90 26 times. 498.23 301.94 201.29 26 times. 476.70 288.02 192.86 104 times. 455.18 276.11 184.07 156 times. 433.65 263.19 175.46 260 times. 424.13 257.48 171.65 260 times. 425.73 246.44 164.29  (12:00 noon to 6:00 p.m. Sundays) 1 time. 658.00 397.80 265.20 13 times. 653.75 383.25 255.50 13 times. 653.75 383.25 255.50 13 times. 658.00 397.80 25.20 13 times. 658.00 397.80 25.20 14 times. 658.00 397.80 25.20 15 times. 658.00 397.80 25.20 16 times. 578.70 350.22 233.48 104 times. 551.18 333.71 222.47 156 times. 523.65 317.19 211.46 260 times. 523.65 317.19 211.46 260 times. 523.65 317.19 211.46 260 times. 549.73 296.44 197.89  |            |           |           |           |        |
| 104 times  |            |           |           |           |        |
| 156 times  |            |           |           |           |        |
| 280 times.         388.13         235.88         157.25           312 times.         372.13         226.28         150.85           (6:30 a.m. to 6:00 p.m. except Sunday afternoon)         stream on the stream on t |            |           |           |           |        |
| 372 13 226.28   150.85   |            |           |           |           |        |
| (6:30 a.m. to 6:00 p.m. except Sunday afternoon)  1 time   |            |           |           |           |        |
| 1 time.   558.00   325.80   217.20   |            |           |           |           |        |
| 1 time. 538.00 325.80 217.20 13 times 519.75 314.85 209.90 26 times 498.23 301.94 201.29 52 times 476.70 289.02 192.68 104 times 435.18 276.11 184.07 156 times 433.65 263.19 175.46 260 times 424.13 257.48 171.65 312 times 405.73 246.44 164.29  (12:00 noon to 6:00 p.m. Sundays) 1 times 658.00 397.80 265.20 13 times 658.00 397.80 265.20 26 times 606.28 366.74 244.49 104 times 551.18 333.71 222.47 104 times 551.88 333.71 222.47 156 times 523.65 317.19 211.46 260 times 514.13 311.48 207.65 312 times 497.73 296.44 197.89  | (6:30 a.m. |           |           | pt Sunday |        |
| 13 times         519.75         314.85         209.90           26 times         498.23         30.94         201.29           52 times         476.70         289.02         192.88           104 times         455.18         276.11         184.07           156 times         433.65         263.19         175.46           260 times         424.13         257.48         171.65           312 times         658.00         397.80         265.20           13 times         653.75         383.25         255.50           13 times         606.23         366.74         244.49           52 times         578.70         350.22         233.48           104 times         551.18         337.1         222.47           156 times         523.65         317.19         211.46           260 times         523.65         317.19         211.46           260 times         523.65         317.19         211.46           260 times         59.87         30.98         207.65           312 times         49.97         39.08         207.65  |            |           |           | _         |        |
| 28 times. 498.23 301.94 201.29 52 times. 476.70 289.02 192.88 104 times. 455.18 276.11 184.07 156 times. 433.65 263.19 175.46 260 times. 424.13 257.48 171.65 312 times. 405.73 246.44 164.29 1 times. 658.00 397.80 265.20 1 times. 658.00 397.80 265.20 13 times. 633.75 383.25 255.50 26 times. 606.23 366.74 244.49 104 times. 551.18 333.71 222.47 104 times. 553.26 317.19 211.46 260 times. 523.65 317.19 211.46 260 times. 549.73 296.44 197.89  |            |           |           |           |        |
| 52 times         476.70         289.02         192.88           104 times         455.18         276.11         184.07           156 times         433.65         263.19         175.46           260 times         424.13         257.48         171.65           312 times         405.73         246.44         164.29           (12:00 noon to 6:00         p.m. Sundays)         265.20           13 times         683.03         397.80         265.20           13 times         603.75         383.25         255.50           26 times         560.23         366.74         244.49           52 times         578.70         350.22         233.48           104 times         551.18         333.71         222.47           156 times         523.65         317.19         211.46           260 times         514.13         311.48         207.65           312 times         489.73         296.84         197.89   |            |           |           |           |        |
| 104 times.   |            |           |           |           |        |
| 156 times  |            |           |           | 289.02    | 192.68 |
| 260 times.     424.13     257.48     171.65       312 times.     405.73     246.44     164.29       1 times.     658.00     397.80     265.20       13 times.     638.75     382.25     255.50       26 times.     606.28     366.74     244.49       52 times.     578.70     350.22     233.48       104 times.     551.18     333.71     222.47       156 times.     523.65     317.19     211.46       260 times.     514.13     311.48     207.65       312 times.     489.73     296.44     197.89   |            |           |           |           | 184.07 |
| 312 times.         405.73         246.44         164.29           (12:00 noon to 6:00 p.m. Sundays)         1 time.         658.00         397.80         265.20           13 times.         633.75         383.25         255.50           26 times.         606.23         366.74         244.49           52 times.         578.70         350.22         233.48           104 times.         551.18         333.71         222.47           156 times.         523.65         317.19         211.48           260 times.         514.13         311.48         207.65           312 times.         489.73         296.84         197.89  | 156 times  |           | . 433,65  | 263.19    | 175.46 |
| (12:00 noon to 6:00 p.m. Sundays)       1 time.     658.00 397.80       13 times.     638.75 382.25 255.50       26 times.     606.23 366.74 244.49       52 times.     578.70 350.22 233.48       104 times.     551.18 333.71 222.47       156 times.     523.65 317.19 211.46       260 times.     514.13 311.48 207.65       312 times.     489.73 296.44 197.89   | 260 times  |           | . 424.13  | 257,48    | 171.65 |
| 1 time.     658.00     397.80     265.20       13 times.     633.75     383.25     255.50       26 times.     606.23     366.74     244.49       52 times.     578.70     350.22     233.48       104 times.     551.18     333.71     222.47       156 times.     523.65     317.19     211.48       260 times.     514.13     311.48     207.65       312 times.     489.73     296.84     197.89  | 312 times, |           | 405.73    | 246.44    | 164.29 |
| 1 time.     658.00     397.80     265.20       13 times.     633.75     383.25     255.50       26 times.     606.23     366.74     244.49       52 times.     578.70     350.22     233.48       104 times.     551.18     333.71     222.47       156 times.     523.65     317.19     211.48       260 times.     514.13     311.48     207.65       312 times.     489.73     296.84     197.89  | (12:00 r   | oon to 6: | 00 n.m. 8 | lundays)  |        |
| 13 times     633.75     383.25     255.50       26 times     606.23     366.74     244.49       52 times     578.70     350.22     233.48       104 times     551.18     333.71     222.47       156 times     523.65     317.19     211.48       260 times     514.13     311.48     207.65       312 times     489.73     296.84     197.89  |            |           |           |           | 265.20 |
| 26 times     606.23     366.74     244.49       52 times     578.70     350.22     233.48       104 times     551.18     333.71     222.47       156 times     523.65     317.19     211.48       260 times     514.13     311.48     207.65       312 times     489.73     296.84     197.89  |            |           | 633.75    | 383 25    |        |
| 52 times         578.70         350.22         233.48           104 times         551.18         333.71         222.47           156 times         523.65         317.19         211.48           260 times         514.13         311.48         207.65           312 times         489.73         296.84         197.89  |            |           |           |           |        |
| 104 times     551.18     333.71     222.47       156 times     523.65     317.19     211.46       260 times     514.13     311.48     207.65       312 times     489.73     296.84     197.89  |            |           |           |           |        |
| 156 times     523.65     317.19     211.46       260 times     514.13     311.48     207.65       312 times     489.73     296.84     197.89   |            |           |           |           |        |
| 260 times  |            |           |           |           |        |
| 312 times  |            |           |           |           |        |
| 10010 20001 10100  |            |           |           |           |        |
|  | 012 1140   |           |           | 200.01    | 101.00 |

TALENT
Artists' services are available at all stations for the selection of talent and building of programs.

TRANSCRIPTIONS
Transcribed programs not acceptable.

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 of member stations.

SERVICE FACILITIES
Continuity, production, merchandising and publicity
departments are part of the regular service. Extra
services, when required, billed at net cost.

services, when required, billed at net cost.

Line Tharges
Rates shown include line charges. Permanent lines are maintained.

Centract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer.

No contract to exceed one year's duration.
All contracts subject to the conditions of the standard AAAA contract form, as modified.

Rates govern amusements and financial advertising, as well as all products or services available to the public generally.

Closing Time
One week in advance of broadcast.

Representatives
Edward Petry and Company, Inc.

#### TEXAS STATE NETWORK

1201 Lancaster St., Fort Worth 1, Tex., telephone 3-9363.

Comprised of:
Basic Stations:
KPLT—Paris
KGKL—San Angele
ng %KABC—San Antonio
KKABC—San Antonio
KKAWAC—San Antonio
KKRY—Sherman
th KTEM—Temple
KCMC—Texarkana
WACO—Waco Basic Stations:

KRBC—Abilens
KNOW—Austin
KRST—Big Spring
KBWD—Brownwood
WHR—Dallas
KFJZ—Fort Worth
KTHT—Houston
KFRU—Longriew
KRLH—Midland
(\*) Only one San Antonio station included in rates
quoted.

Rates effective March 15, 1944. (Card No. 7.)

Rates effective March 15, 1944. (Card No. 7.)

wave—Power—Time

See individual listings.
Agency Commission

15% to recognized agencies on net charges for station time. No commission on ratent. No cash discount.
General Advertising

Rates furnished on request.

Rates apply on contracts of 80 days or more. Any contract roles than 80 days takes one time per week rates.

week rate.
Rates cover broadcasting time and station facilities only; talent is extra. ASCAP and BMI licenses.
Centract and Other Requirements
No contract accepted for longer than one year, but options are allowed.
All programs of any nature subject to acceptance by management.

all programs of any nature subject to acceptance by managements subject to muscicans' local, state and federal regulations, and made subject to interference by conditions beyond the control of stations. Time discounts apply to total number of periods used within one year for one sponsor.

Pres. & Gen'l Mgr.—Gene L. Cagle. Sales & Prom. Mgr.—Leonard Coe.

Representatives
Weed & Company.

### ABILENE

(Taylor County) KRBC (Established 1986)



Sates effective July 1, 1988.

Owned and operated by the Reporter Broadcasting Company.

Business Office and Studio—11th floor, Hotel Windsor, Abliene, Texas, telephone 6255. Transmitter—Ambier & Cottonwood Streets, Abilene, Texas.

#### ABILENE—Continued K B B C-Continued

#### -Power-Time

Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

#### Agency Commission

Agency commission 15% on station time and talent to recognized agencies. No commission on political broadcasts. Cash discount 29.—20 days. Billis for gross charges rendered monthly and payable within

For combination rates see American Broadcasting

#### General Advertising

| Bros | deasting  | System | and T   | exas 8  | State A | letwork |       |    |
|------|-----------|--------|---------|---------|---------|---------|-------|----|
| Rate | s include | charge | s by or | shers : | of musi | с сору  | right | Я. |
| Also | sold in   | combi  | nation  | with    | KBST,   | Big     | Sprii | ıg |
| and  | KGKL,     | San A  | Angelo- | -for r  | ates se | e list  | ing   | υť |
| KGI  | CL.       |        |         |         |         |         |       |    |
| 1    | hour      |        |         |         |         |         | 50.0  | )0 |
| 1/2  | hour      |        |         |         |         |         | 28.   | 50 |
| 1/4  | hour      |        |         |         |         |         | 17.5  | 50 |
| . 5  | minutes   |        |         |         |         |         | 8,1   | 50 |
|      |           |        |         |         |         |         |       |    |

#### DISCOUNTS

Contract must be completed within 52 weeks of starting date for discounts to be applicable. If contract is cancelled before completed, short rate charge will be made in accordance with applicable discount for number of periods or announcements used. Each renewal or extension of a contract earns discounts are applicable within the year, but retroactive discounts are applicable only when service is continuous and renewal or extension is signed before expiration of direct contract.

| to | 25             | times                              | 5%   |
|----|----------------|------------------------------------|--|
| to | 51             | times                              | 10%  |
| to | 99             | t I mes.                           | 15%  |
| to | 149            | times                              | 20%  |
| ** | 200            | times                              | 25%  |
| ţ. | 200            | * 184 CD                           | =0.07  |
| OT | mor e          | times                              | 80 %   |
|    |                | ANNOUNCEMENTS                      |  |
|    | to<br>to<br>to | to 51<br>to 99<br>to 149<br>to 299 | to 25 times. to 51 times. to 99 times. to 99 times. to 299 times. or more times. ANNOUNCEMENTS |

| Maximum words per announcement, 100; addi-<br>words take the next higher rate.<br>Same rates apply any time during broadcast sche |      |
|---|------|
| 100 words or less.  | 6.00 |
| 1 minute electrical transcriptions  | 6.00 |

## DISCOUNTS See contract discounts under Period Rates.

See contract discounts under Period Rates.

\*\*PECIAI, FEATURES\*\*

Time Signals: Given on hour or 1/2 hour, choice being left to sponsor but subject to previous existing contracts. Time signal contract accepted for minimum of thirteen weeks. Sponsorship copy limited to 30 words. Rates on request.

\*\*ELECTRICAL TRANSCRIPTIONS\*\*

Electrical transcriptions of five minutes or longer at regular rates. Sound effect records take transcription rates; other sound effects extra.

TALENT
Station artists' service is available for selection of talent and building programs—rates and details on request.

## REMOTE CONTROL Additional charges are made for programs originating outside of the studios. SERVICE FACILITIES Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

billed at net cost.

Contract and Other Regulrements
All quotations made subject to immediate acceptance.
All contracts subject to the conditions of the standard AAAA contract form. All programs are subject to station approval, and must meet requirements of F.C.C. and National Association of Broadcasters' Code of Ethics. Price quoting permitted.

## Closing Time Closing time depends on type of program. Generally one week is desired for musical or dramatic production.

## Mechanical Program Equipment Equipped to handle programs by lateral or vertical electrical transcriptions.

## Personnel General Manager—Howard Barrett. Commercial Manager—A. C. Etter.

Representatives
John E. Pearson Company.

#### **AMARILLO**

(Potter County)

KFDA (Established 1939)



Rates effective October 1, 1944. (Card No. 12.) Owned and operated by Amarillo Broadcasting Corp.
Business Offices and Studios—Nunn Bidg., Amarillo,
Tex., telephone 5343.
Transmitter—Nunn Bulding, Amarillo, Texas.

#### Wave-Power-Time

operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on net station time. Invoices mailed and due first of each month following broadcasting; no cash discount.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southwestern Group).
The following rates are for national advertising and
include music copyright fees.
Rates are for time only; talent is extra.

CLASS 'A.

CLASS 'A.

1 1100 p.m. week days and

| - ( | 6:00    | p.m. to |           |         | days and |      |
|-----|---------|---------|-----------|---------|----------|------|
|     | 1:0     | 00 p.m. | to 11:00  | p.m. Su |          |      |
|     |         | 1 hr.   | 1/2 hr.   | 1/4 hr. | 5 min.   | (*)  |
| 1   | time    | 100.00  | 60.00     | 40.00   | 15.00    | 8.00 |
| 13  | times   | 97.50   | 58.50     | 39.00   | 14.60    | 7.80 |
| 26  | times   | 95.00   | 57,00     | 38.00   | 14,25    | 7.60 |
| 52  | times   | 90.00   | 54.00     | 36.00   | 13.50    | 7.20 |
| 104 | times   | 85.00   | 51.00     | 34.00   | 12.75    | 6,80 |
| 156 | times   | 80.00   | 48,00     | 32.00   | 12.00    | 6.40 |
| 260 | times   | 75.00   | 45.00     | 30.00   | 11.25    | 6.00 |
| 312 |         | 70.00   | 42.00     | 28.00   | 10.50    | 5.60 |
| 012 | LILLICO | 10.00   |           | "B"     |          | -    |
|     |         | 1       | All other | time)   |          |      |
| 1   | time    | 75.00   | 45.00     | 25.00   | 12.00    | 6.00 |
| 13  | times   | 73,15   | 43.85     | 24.25   | 11.70    | 5.85 |
| 26  | times   | 71.25   | 42.75     | 23.75   | 11.40    | 5.70 |
| 52  | times   | 67.50   | 40.50     | 22.50   | 10.80    | 5.40 |
|     | times   | 63.75   | 38.25     | 21.50   | 10.20    | 5.10 |
| 104 |         | 60.00   | 36.00     | 20.00   | 9.60     | 4.80 |
| 156 | times   |         |           | 18.75   | 9.00     | 4.50 |
| 260 | times   | 56.25   | 33.75     |         | 8.40     | 4.20 |
|     | times   | 52.50   | 31.50     | 17.50   | 0.10     | 4.20 |
| (1  | ) ()ne  | minute  | or less.  |         |          |      |
|     |         |         |           |         |          |      |

DISCOUNTS

No retroactive discounts given. Announcements and programs cannot be combined to earn larger discounts. When contracts are renewed without interruption, previous contracts will be credited toward discounts on future contracts.

SPECIAL FEATURES
Sports programs: regular station rates plus line charges, announcers, technicians, and school fees.

Charges, announcers, technicians, and school rees.

POLITICAL AND RELIGIOUS

Rates on request.

Talent extra. Rates on request. All talent must be spuroved by station management.

## SERVICE FACILITIES l'roduction and merchandising departments available.

Production and merchandising departments available.

Contract and Other Requirements

No contracts are accepted for more than one year.

All programs subject to approval of station management and government regulations. Station reserves

the right to refuse or discontinue any programs.

All contracts subject to circumstances beyond station
control, and all programs must conform to standards
of station and government regulations.

Closing Time
Closing time for programs, one week in advance; for announcements, 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings only.

Personnel
President-Gilmore N. Nunn.
Manager-H. P. Roberson.

Representatives
John E. Pearson Company.

#### KGNC (Established 1922)



Rates effective September 15, 1944. (Card No. S-G.)

Owned and operated by Plains Badio Broadcasting Company, Business Office and Studio—Radio Bidg., Amarillo. Texas, telephone 4242. Transmitter—Bellaire Park.

Transmitter—Seliaire Fark.

Wave—Power—Time
Operating power—5,000 watts days; 1,000 watts nights.
208.3 meters; 1440 kilocycles.
Licensed to operate on cleared regional channel.
Operating schedule: 6:00 a.m. to 12:00 midnight.

## Operating schedule; 6:00 a.m. to 12:00 midnight. Agency Commission 15% to recognized advertising agencies on station and talent charges; no cash discount. No commission on political broadcasts, Bills due and payable when rendered.

#### General Advertising

For combination rates see listings of National Broad-casting Company (Southwestern Group) and Lone Star thain ASCAP, BMI and SESAC licenses.

#### (8:00 pm to 10:00 pm)

|     |          | 1       | 1/2    | 1/4    |        |         | 100    |       |
|-----|----------|---------|--------|--------|--------|---------|--------|-------|
|     |          | hr.     | hr.    | hr.    | min.   | min.    | wds.   | (*)   |
| 1   | time     | 140.00  | 84.00  | 56.00  | 35.00  | 25.00   | 21.00  | 17.50 |
| 13  | times    | 133.00  | 79.80  | 53.20  | 33.25  | 23.75   | 19.95  | 16.63 |
| 26  | times    | 126.00  | 75.60  | 50.40  | 31.50  | 22.50   | 18,90  | 15.75 |
| 52  | times    | 119.00  | 71.40  | 47.60  | 29.75  | 21.25   | 17.85  | 14.88 |
| 104 | times    | 112.00  | 67.20  | 44.80  | 28.00  | 20.00   | 16.80  | 14,00 |
|     | times    | 105.00  | 83.00  | 42.00  | 26.25  | 18.75   | 15.75  | 13.13 |
| 260 | times    | 98.00   | 58.80  | 39.20  | 24.50  | 17.50   | 14.70  | 12.25 |
|     | times    |         |        | 36.40  |        |         |        |       |
|     |          |         |        |        |        |         |        |       |
|     | 6 :00 a. | m, to 6 | 5:00 P | .m. an | u arre | L III'O | ս թ.ա. | . )   |
| 1   | time     | 70.00   | 42.00  | 28,00  | 17.50  | 12.50   | 10.50  | 8.75  |
| 13  | times    | 66.50   | 39.90  | 26.60  | 16,63  | 11.87   | 9.98   | 8.32  |
| 26  | times    | 63.00   | 37.80  | 25.20  | 15.75  | 11.25   | 9.45   | 7.88  |

52 times 104 times 156 times 260 times 59.50 35.70 23.80 14.88 10.62 8.93 56.00 33.60 22.40 14.00 10.00 8.40 52.50 31.50 21.00 13.13 9.37 7.88 49.00 29.40 19.60 12.25 8.75 7.35 45.50 27.30 18.20 11.38 8.12 6.88

(This listing continued on next page)

## THE FAMILY STATION IN THE GREAT PANHANDLE!



#### AFFILIATED WITH NATIONAL BROADCASTING CO. LONE STAR CHAIN

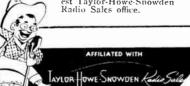
#### COVERAGE DATA

| COUNTIES served           | 43       |
|---------------------------|----------|
| *POPULATION               | 440,600  |
| †DWELLINGS                | 116,636  |
| TOTAL RADIOS              | 90,347   |
| Urban Radios              | 40,575   |
| Rural Non-Farm Radios.    | 21,671   |
| Rural Farm Radios         | 28,101   |
| †EFFECTIVE INCOME \$397   | ,897,000 |
| 77% Increase over 1940 in | ncome    |

\$3,420 per family—\$900 per capita RETAIL SALES......\$206.255,000

\*1940 Information. †1943 Information.

For up-to-the-minute in-formation, call your near-est Taylor-Howe-Snowden Radio Sales office.



#### TEXAS-·Continued

#### AMARILLO—Continued

K G N C-Continued

1 time...
13 times
26 times
52 times
104 times
156 times
260 times
312 times
(\*) 50 w

SPECIAL FEATURES

News: Regular time charges plus 20% of base rate. Time signals, weather, temperature, and market reports available—rates on request.

ELECTRICAL TRANSCRIPTIONS

Transcriptions of five minutes or longer at regular rates. Sound effects take transcription rates.

TALENT

Bates on request. POLITICAL

Not subject to frequency discounts,

TALENT

Rates on request. Program and production departments available without charge to assist advertisers and agencies in building and producing local programs.

REMOTE CONTROL

Rates on request.

BERVICE FACILITIES

ferchandising and publicity departments maintained.

When unusual merchandising services required, advertiser will be billed at net cost previously agreed

Contract and Other Requirements

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer and wine, not accepted.
Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts, but two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor and within the same time bracket, may be combined to earn the one-half bour or one hour rate. All programs so combined may be scheduled contiguously at the station's option on 28 days' notice to agency or advertiser. All rates guaranteed for one year from date of first broadcast, with or without interruption. Maximum length of contract one year. Contracts subject to conditions of standard NAB and AAAA contracts, station approval, government regulations, and NAB Code of Ethics for Broadcasting Industry.

Mechanical Program Equipment
Equipped to handle programs by electrical trans-

Equipped to handle programs by electrical trans-scription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

Parsannai

Executive General Manager—O. L. (Ted) Taylor. Station Manager—Raymond Hollingsworth. Commercial Manager—Aubrey Jackson.

Representatives

Taylor-Howe-Snowden Radio Sales.

#### **AUSTIN** (Travis County) KNOW



Rates received May 22, 1944.

Owned and operated by Frontier Broadcasting Co. Business Office and Studio—Norwood Bidg., Austin. Teras, slephone 2-6218. Transmitter—Fifth and Tillery Sts., Austin. Teras.

Wave-Power-Time

Operating power—250 watta, 261.3 meters; 1490 kilocycles, Licensed to operate full time. Operates on Central War Time.

Agency Commission

Agency commission 15% allowed to recognized advertising agencies only on station time provided payment is made before the 10th of the month following broadcast. No cash discount, Involces rendered weekly, payable at face when rendered. Short rate billed where frequency rate is not earned.

General Advertisins

For combination rates see American Broadcasting Company, Inc. (Southwestern Group), Mutual Broadcasting System and Texas State Network. In order to earn net rates quoted, contracts must be completed within 12 moeths.

CLASS "A"

(6:00 p.m. to 11:00 p.m.) 1/2 1/4 hr. hr. 5 min. (1) 49.00 32.00 j.60 80.40 5.20 28.80 0.80 27.20 38.40 25.60 j6.00 24.00 38.60 22.40 31.20 20.40 10.50 10.00 9.45 8.93 8.40 7.88 7.35 6.83 16.00 15.30 14.40 18.60 12.80 12.00 11.20 9.00 8.55 8.10 7.65 7.20 6.75 6.30 5.85

CLASS "B" (6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Idnight; 1/4 hr. 16.00 15.20 14.40 13.60 12.80 12.00 11.20 words.

SPECIAL FEATURES
Sporting Events: Rates on request.
News Service: Rates on request.

POLITICAL BROADCASTS
Rates on request, Cash and copy in advance.

TALENT

REMOTE CONTROL
Arrangements can be made for remote broadcasts
Rates on request.

SERVICE FACILITIES
Merchandising: Rates on request.
Contract and Other Requirements

contract and Other Requirements
Rates quoted cover the station time and facilities
only, for programs originating in station studies.
The editorial content of all broadcasts is subject to
the approval or revision of station.
Renewal contracts subject to rate card in effect at
time of renewal. All contracts subject to cancellation unless program starts within thirty days.
Announcement copy will be broadcast as submitted,
if approved, and charges will be made at next higher
rate if number of words exceeds limit in any class.

Closing Time

Programs close one week in advance of broadcass. Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turn-tables, vertical and lateral.

Personnel General Manager—Hardy C. Harvey.

Representatives

Weed & Company.

#### KTBC



Rates effective October 1, 1943.

Owned and operated by Badio Station KTBC. Business Office and Studio—Brown Bldg., Austin 4, Tex., telephone 2-2424.

Note: Address correspondence to Station KTBC, P. O. Box 717, Austin 4, Tex. Transmitter—5-1/2 miles north of Austin on Highway

Wave-Power-

Ave—Power—Time
Operating power—1,000 watts days; 250 watte nights.
58.4 meters; 550 kilocycles.
Licensed to operate full time.
Operates on Central War Time.

Agency Commission

15% on station time is allowed to recognized adver-tising agencies. No commission on political broad-easts. No cash discount.

General Advertising

For combination rates see Columbia Broadcasting System (Southwestern Group). (6:00 p.m. to 10:00 p.m.)

| /2 bour          |         |               |     |       |       | 21       |
|------------------|---------|---------------|-----|-------|-------|----------|
| 0 words or       | less    |               |     |       |       | 10       |
| (6:00 a.m.       | to 6:00 | p. <b>m</b> . | and | after | 10:00 | p.m.)    |
| 1 hour<br>2 hour |         |               |     |       |       | <u> </u> |
| '4 hour          |         |               |     |       |       | =        |
| 5 minutes        |         |               |     |       |       | 1        |
| 1 minute         |         |               |     |       |       | 1        |
| 50 words or      | less    |               |     |       |       |          |
|                  | D       | ISCO          | UNT | R     |       |          |
| times            |         | 5%            | 100 | time  |       | 2        |
|                  |         | 104           | 150 | time  | l     |          |
| times            |         |               |     | time  |       |          |

rates on request.

ELECTRICAL TRANSCRIPTIONS
Electrical transcriptions, both announcements and
programs, at regular rates. Transcription library
services available.
Talent billed not

Talent billed net.

REMOTE CONTROL
Equipment and facilities available for all type of
remote control broadcasts at actual cost.

SERVICE FACILITIES
Complete merchandising service available. Details on request

request

Centract and Other Requirements

Liquor advertising not accepted. Beer and light wines
advertising accepted at regular rates. All contracts
subject to conditions of standard A.A.A. contract
form, as modified. All programs are subject to station approval, government regulations and the NAB

Code of Ethics.

Rates cover all station facilities, such as time, an
nouncer, continuity, program planning, auditions, eto.
Contracts must be completed within 52 weeks of starting date for discounts to be applicable. In even of
cancellation by advertiser short rate will apply.

All rate quotations made subject to immediate acceptance and subject to change without notice.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-

Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turn-tables for lateral cut recordings. Instantaneous recording equipment available.

Personnel

Owner-Mrs. Claudia T. Johnson, General Manager-Pat Adelman.

Representatives

The Branham Company.

BEAUMONT (Jefferson County)

KFDM (Established 1924)



#### **BLUE NETWORK STATION**



Rates effective October 1, 1944.

Operated by Beaumont Broadcasting Corporation.
Business Office and Studio—Edson Hotel, Beaumont,
Texas, telephone 8882.
Transmitter—Beaumont, Texas.

Wave-Power-Time

Operating power—1.000 watts.
55.7 meters; 560 kilocycles.
Licensed to operate full time on regional channel.
Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% on station time to recog-nized agencies. No cash discount. Bills for gross charges rendered monthly and payable within 20 days. General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group). Rates include charges by owners of music copyrights. (6:00 p.m. te 19:86 p.m.)

|     |             | (6:00   | p.m.  | te 10 | :30 p.  | .m.)        |       |       |
|-----|-------------|---------|-------|-------|---------|-------------|-------|-------|
|     |             | 1       | 1/2   | 1/4   | 5       |             | 100   | 50    |
|     |             | br.     | hr.   | hr.   | min.    | (*)         | wds.  | ₩ds.  |
| 1   | time        | 100.00  | 60.00 | 40.06 | 25.00   | 16.50       | 15.00 | 12.50 |
| 18  | times       | 95.00   | 57.00 | 38.00 | 28.75   | 15.67       | 14.25 | 11.87 |
| 26  | times       | 90.00   | 54.00 | 36.00 | 22.50   | 14.85       | 18.50 | 11.25 |
| 52  | times       | 85.00   | 51.00 | 34.00 | 21.25   | 14.02       | 12.75 | 10.62 |
| 104 | times       | 80.00   | 48.00 | 89.00 | 20.00   | 18.20       | 12.00 | 10.00 |
| 156 | times       | 75.00   | 45.00 | 80.00 | 18.75   | 12.87       |       | 9.87  |
| 260 | times       | 70.00   | 42.00 |       |         | 11.55       | 10.50 |       |
| 312 |             | 65.00   | 89.00 |       | 16.25   |             | 9.75  | 8.12  |
|     | (A - AA - A | m. to ( | -     |       |         |             |       |       |
|     |             |         |       |       |         |             |       |       |
| _1  | time        |         | 80.00 |       |         | 8.25        | 7.50  | 6.25  |
| 13  | times       |         |       |       | 11.87   | 7.84        | 7.18  | 5.94  |
| 26  | times       | 45.00   | 27.00 | 18.00 | 11.25   | 7.43        | 6.75  | 5.63  |
| 52  | times       | 42.50   | 25.50 | 17.00 | 10.62   | 7.01        | 6.87  | 5.32  |
| 104 | times       | 40.00   | 24.00 | 16.00 | 10.00   | 6.60        | 6.00  | 5.00  |
| 156 | times       | 87.50   | 22.50 | 15.00 | 9.87    | 6.18        | 5.62  | 4.69  |
| 260 | times       | 85.00   | 21.00 | 14.00 | 8.75    | 5.77        | 5.25  | 4.87  |
| 312 | times       |         | 19.50 |       |         | 5.36        | 4.87  | 4.06  |
|     | One         | minute  |       |       |         |             |       | 00    |
| ٠,  | , 040       |         |       |       | ******* | . P . L OLL | •     |       |

SPECIAL FEATURES Time signals, news broadcasts, etc. Rates on request. RECORDED PROGRAMS

No phonograph records used. No additional charge for transcribed programs. Transcribed library service available.

TALENT

Rates on request.

REMOTE CONTROL

Programs broadcast from points outside of studio are subject to regular broadcasting rates plus actual cost involved for remote facilities.

SERVICE FACILITIES

Merchandising and publicity departments' services available without extra charge.

Contract and Other Requirements

ontract and Other Requirements
Advertising of alcoholio beverages other than beer and wine not accepted.
No contracts to exceed one year's duration. All rates guaranteed for one year from date of first broadcast with or without interruption.
All contracts subject to conditions of the standard AAAA contract forms. All programs are subject to the approval of the station management. Station reserves the right to refuse any order or any material submitted for broadcasting.

Closing Time

Depends on type of programs. Ten days required to make printed program schedules.

#### **BEAUMONT—Continued** K F D M---Continued

Mechanical Program Equipment Equipped to bandle programs by electrical transcrip-tion, using 38-1/8 and 78 r.p.m. double turn-table equipment.

Personnel General Manager—C. B. Locke. Representatives
Taylor-Howe-Snowden Radio Sales.

KRIC (Established 1988)



Rates received December 6, 1944. Owned and operated by KRIC, Incorporated. Business Office and Studio—130 Wall Street, Beaumont, Texas, telephone 4200. Transmitter—130 Wall Street, Beaumont, Texas.

Transmitter—130 Wall Street, Beaumont, Texas.

\*ave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight
daily. Agency Commission

Agency commission 15% to recognized advertising agencies on time charges only. No cash discount. and Advertising

| 001101   | at Maroning                             |       |
|----------|---|-------|
| For<br>1 | combination rates see Keystone Network, | 60.00 |
| 1/2      | bour                                    | 40.00 |
| 1/4      | bour                                    | 22.50 |
| 10       | minutes minutes                         |       |
| ĭ        | minute                                  | 5.00  |
| 100      | words                                   | 4.00  |
| 50       | words                                   | 8.60  |
|          | TOPOTION OF THE COTTAINS                |       |

Less than 18 times Not 53 to 99 times. 20%
13 to 25 times. 5% 100 to 149 times. 25%
26 to 38 times. 10% 150 to 299 times. 35%
39 to 52 times. 15% 300 or more times. 35%
An additional discount of 10% on programs of 15 minutes or more, fire times weekly.

SPECIAL FEATURES

Every hour on the hour, 6:00 a.m. to 12:00

News: Every hour on the hour, 6:00 a.m. to 12:00 midnight.
Sports: Broadcast 6:30 p.m., daily except Sunday—
rates and details on request.
Morning Paper and Coffee: 7:00 a.m. to 8:00 a.m.
Short spot announcements interspersed with correct
time every three to five minutes. Rates on request.
Woman's Hour: Regular station feature, news of interest to women. Rates on request.
Remote control broadcasts of all important sports
events such as baseball, basketball, football, golf,
wrestling and other sports. Rates and details on
request.

request.
All features available for sponsorship.

TALKS AND ADDRESSES

Palks and addresses, including political, accepted at card rates and are subject to station approval. Copy of speech must be submitted to station at least 24 hours in advance.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available.
Recording equipment available.
Regular rates apply to transcriptions and recorded programs.

programs.

TALENT
All types of talent available. Talent charges not included in program rates. Rates on request.

REMOTE CONTROL

Remote control facilities available.

Mobile unit available.

SERVICE FACILITIES
Services of the station staff and standard equipment available to advertiser at no additional cost.

Contract and Other Requirements
Contracts not accepted for more than one year,
Announcements and programs cannot be combined to
earn larger discounts.
All programs subject to approval of station management, which reserves the right to make any changes
necessary to meet the station's policies or governmental regulations.
Station reserves the right to refuse or to discountinue.

Station reserves the right to refuse or to discontinue any advertising for reasons sufficient to itself.

Mechanical Program Equipment Equipment Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut transcriptions.

Personnel
General Manager—Jack Neil.
Commercial Manager—G. L. Kirk.

Representatives
The Branham Company.

#### **BIG SPRING**

KBST (Established 1936)

Rates effective March 1, 1945.
Card received April 12, 1945.
Owned and operated by Big Spring Herald Broadcasting Company.
Business Office and Studio—702 Johnson St., Big Spring, Teras, telephone 1500.
Transmitter—Northeast of Big Spring.

#### Wave-Power-Time

Operating power—100 watts. 201.3 meters; 1490 kilocycles Licensed to operate full time. Operates on Central War Time.

Agency Commission

15% to recognized agencies; no cash discount.

General Advertising

eneral Advertising
For combination rates see American Broadcasting
Company, Inc. (Southwestern Supplementaries), Mutual
Broadcasting System and Texas State Network.
Also sold in combination with KBBC, Abliene and
KGKL, San Angelo—rate rates see listing of KGKL.
Rates apply to any advertisar whose distribution is
not limited to Big Spring trade territory.

| 1 hr.             | 1<br>ti.<br>45.00 | 13<br>ti.<br>42.75 | 26<br>ti.<br>40.50 | 52<br>ti.<br>38,25 | 104<br>ti.<br>36.00 | 260<br>ti.<br>33.75 | 300<br>ti.<br>31.50 |
|-------------------|-------------------|--------------------|--------------------|--------------------|---------------------|---------------------|---------------------|
|                   |                   |                    |                    |                    |                     |                     |                     |
|                   | 45.00             |                    |                    |                    |                     |                     |                     |
| 1/2 hr.           |                   | 23.75              | 22.50              | 21.25              | 20.00               | 18.75               | 17.50               |
| 1/4 hr.<br>5 min. |                   | 14.25<br>6.65      | 13.50<br>6,30      | 12.75<br>5.95      | 12.00<br>5.60       | 11.25<br>5.25       | 10.50               |
|                   |                   | ABT                | MATTRIC            | TO B C DO NO       | TPCI                |                     |                     |

| ANNOUNCEMENTS | 100 words or one min. 4.25 of words or 1/2 min. 3.00 2.85 2.70 2.55 2.40 2.25 3.00 SPECIAL FEATURES

Time Signals—Given on hour or half hour, choice being left to sponsor but subject to previous existing contracts. Open rate 3.00 flat. Time signal contract accepted for minimum of thirteen weeks. Sponsorship copy limited to 30 words.

| 3 | per | day, | eacheacheacheach | 2.75<br>2.50<br>2.25 | 26 wks<br>2.50<br>2.25<br>2.00<br>1.75 | 2.25<br>2.60<br>1.75<br>1.50 |
|---|-----|------|------------------|----------------------|--|------------------------------|
|---|-----|------|------------------|----------------------|--|------------------------------|

#### ELECTRICAL TRANSCRIPTIONS

Electrical transcriptions of five minutes or longer at regular rates. Sound effect records take transcription rates; other sound effects, extra.

Rates on request. TALENT

REMOTE CONTROL
Additional charges are made for programs originating outside of studios.

SERVICE FACILITIES

Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

Contract and Other Requirements

entract and Other Requirements

Contract must be completed within 52 weeks of starting date for discounts to be applicable. If contract is cancelled before completed, short rate charge will be made in accordance with applicable discount for number of periods or announcements used. Each renewal or extansion of a contract earns discounts are applicable with a the year, but retroactive discounts are applicable only when service is continuous and renewal or extension is signed before expiration of first contract. All quotations made subject to immediate acceptance and rates subject to change without notice.

first contract. All quotations made subject to immediate acceptance and rates subject to change without notice.

All programs are subject to station approval and must meet requirements of the Federal Communications Commission and any other agencies beyond the control of the station.

All contracts subject to the conditions of the Standard AAAA contract form.

All contracts must be completed within 52 weeks, and in the event the contract is cancelled before its expiration, a short rate billing will be effective.

Closing Time

Depends on type of program. Generally, one week is required for dramatic or musical productions. Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 73 r.p.m. double turn-tables for lateral cut recordings.

Personnel

Station Manager-Boyd Kelley.

Representatives

John E. Pearson Company.

#### BRADY (McCulloch County) KNEL

Bates effective June 1. 1987.
Owned and operated by G. L. Burns.
Business Office and Studio—Gibbons Bldg., Brady.
Texas, telephone 7.
Transmitter—East Brady, Texas.

Wave—Power—Time

Operating power—250 watts days; 100 watts nights. 201.3 meters; 1490 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Actus! operating schedule: Sundays 8:00 a.m. to 1:00 p.m. and 3:00 p.m. to 5:00 p.m. Week days 7:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% on net charges for station time to recognized advertising agencies. Cash dis-count 2% of nst, 10th of month for previous month's broadcast. Bills are rendered and payable the 15th of each month.

General Advertising

ANNOUNCEMENTS

Announcements are not to exceed 100 words in length. The same rate applies to 25, 50, 75, and 100 word announcements.

1 ti. 18 ti. 26 ti. 52 ti. 101 ti. 501 ti.

Per announce er announce-ment........... 3.00 2.70 2.55 2.40 2.25 2.10 POLITICAL TALKS

Rates on request.

RECORDED PROGRAMS

Transcription library services available at no extra

Contract and Other Requirements

In order to earn rates quoted contracts must be com-pleted within 12 months.

All programs, announcements and contents of tran-scription programs are subject to the station's ap-proval. Rates are for the facilities of the station only; talent is exfra. The facilities of the station are not available for stock or royalty promotions of any kind.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m double turn-tables. Personnel

General Manager—G. L. Burne. Commercial Director—J. S. Sloane.

Representatives

Cox and Tans.

#### BROWNSVILLE

(Cameron County)

KEEW

Rates effective November 27, 1944.

Owned and operated by Radio Station KEEW, Ltd.
Business Office—5th floor Gulf Bldg., Houston, Tex.
Studio and Transmitter—Brownsville, Texas.

Wave-Power-Time

Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission

15% to recognized advertising agencies on net station time; no cash discount. No commission on political broadcasts. Bills for gross charges rendered monthly and payable within 10 days.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Supplementaries). When identical service (same programs and same time classification) is used on KEEW and either KXYZ, Houston, Texas, or RRIS, Corpus Christi, Texas, or both, a 10% combination discount will be allowed.

(This listing continued on next page)

SOMEONE ALWAYS WAITING TO

BORROW YOUR SRDS?





Get an extra copy of this Section

Only \$20 a year!

#### TEXAS—Continued

#### **BROWNSVILLE—Continued**

#### K E E W-Continued

MUSICAL OR DRAMATIC PROGRAMS

|             |       | CLASS    | <b>A</b> |       |         |       |
|-------------|-------|----------|----------|-------|---------|-------|
|             | (5:59 | p.ms. to | 10:31    | p.m.) |         |       |
|             | 1     | 1/2      | 1/4      | 5     | 1       |       |
|             | hr.   | hr.      | hr.      | min.  | min.    | (†)   |
| l time      |       | 39.00    | 26.00    | 13.00 | 8.50    | 6.00  |
| 13 times    |       | 37.05    | 24.70    | 12.35 | 8.08 .  | 5.70  |
| 26 times    |       | 35.10    | 23.40    | 11.70 | 7.65    | 5.40  |
| 52 times    |       | 33.15    | 22.10    | 11.05 | 7.23    | 5.10  |
| 100 times   |       |          | 20.80    | 10.40 | 6.80    | 4.80  |
| 150 times   |       | 29.25    | 19.50    | 9.75  | 6.38    | 4.50  |
| 300 or more |       |          |          |       |         |       |
| times       | 45.50 | 27.30    | 18.20    | 9.10  | 5.95    | 4.20  |
|             |       | CLASS    | B.,      |       |         |       |
| (5:59 a.:   | m. to | 5:59 p.m | n. and   | 10:31 | p.m. to |       |
|             |       | 2:00 mi  |          |       | •       |       |
| l time      | 32.50 | 19.50    | 13.00    | 6.50  | 4.25    | 3.00  |
| 13 times    |       | 18.53    | 12.35    | 6.18  | 4.04    | 2.85  |
| 26 times    | 29.25 | 17.55    | 11,70    | 5.85  | 3.83    | 2.70  |
| 52 times    | 27.63 | 16.58    | 11.05    | 5.53  | 3.62    | 2.55  |
| 100 times   | 26.00 | 15.60    | 10.40    | 5.20  | 8.40    | 2.40  |
| 150 times   | 24.38 | 14.63    | 9.75     | 4.88  | 3.19    | 2.25  |
| 300 or more |       |          |          |       |         |       |
| r i mae     | 99 7K | 19 AK    | 0.10     | A KK  | 9 00    | 9 7 0 |

2.98

or more times....... 22.75 13.65 9.10 4.55 (†) 50 words or less. POLITICAL AND RELIGIOUS

Rates on request.

#### TRANSCRIPTIONS

Transcriptions of five minutes or longer take regular rates. Sound effect records take transcription rates; other sound effects extra.

Rates on request.

REMOTE CONTROL

Additional charges are made for programs originating outside of studios.

SERVICE FACILITIES

Station artists' service available for selection of talent and building of program. Merchandising and publicity departments are part of regular service. Extra services, when required, billed at not cost.

Closing Time

Generally one week desired for musical or dramatic productions. Contract and Other Requirements

Maximum length of contract one year.

Each renewal or extension of a contract earns a rate
based on the total number of times covered in both
the ortginal and the renewal. Renewal contracts which
are not continuous earn discounts on the face of the
contract only.

Machanical Program Equipment

Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

Personnel

Manager-T. Frank Smith. Commercial Manager-Bill Bennett.

Representatives

Free & Peters, Inc.

#### **BROWNWOOD**

(Brown County)

KBWD (Established 1941)

Rates effective January 22, 1945.

Owned and operated by Brown County Broadcasting Co.

Business Office and Studio—800 Hawkins, Brownwood, Texas.

Transmitter—Approximately one mile northeast of Brownwood. Texas.

Wave-Power-Time

Operating power—1,000 watts days; 500 watts nights. 217.4 meters; 1380 kilocycles. Licensed to operate full time on regional channel. Operates on Central War Time. Actual operating schedule: Sundays 7.30 a.m. to 10:30 p.m. Week days 6:30 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered and due on first of month.

General Advertising

For combination rates see Mutual Broadcasting Sys-tem, Texas State Network and Keystone Network. The following rates are for national advertising.

| THE INTOWING VECES AND THE TOTAL STAGICTS | THE.   |
|---|--------|
| (6:00 p.m. to 10:00 p.m.)                 |        |
| 1 hour                                    | 100.00 |
| 1/2 hour                                  | 60.00  |
| 1/4 hour                                  | 40.00  |
| 5 minutes                                 | 25.00  |
| 1 minute                                  | 12.50  |
| 1/2 minute or less.                       | 6.25   |
|   | 0.20   |
| (6:00 a.m. to 6:00 p.m.)                  |        |
| 1 hour                                    | 50.00  |
| 1/2 hour                                  | 80.00  |
| 1/4 hour                                  | 20.00  |
| 5 minutes                                 | 12.50  |
| 1 minute                                  | 6.25   |
| 1/2 minute or less                        | 3.13   |
| DISCOUNTS                                 |        |
| 1 to 12 times Net 101 to 300 times        | 20%    |
| 13 to 25 times 5% 301 to 500 times        | 25%    |
| 26 to 51 times                            | 30%    |
| 52 to 100 times15%                        |        |
| POLITICAL AND RELIGIOUS PROGRAM           |        |
| Rates on request.                         | 70     |
| verse on vodense,                         |        |

SPECIAL FEATURES
Sports—Regular rate plus line, announcer, technicians costs and fees to schools.
Time signals and weather reports—rates on request.
News—Regular rates plus news costs.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission.

TALENT
Talent extra, rates on request. All talent must be approved by station management.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts ambject to cancellation by written notice accompanied by certified check at short rate to date of last program. Complete details or request.

Closing Time
Contracts close one week in advance of first broadcast.

Announcement copy, transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.

Personnel

Station Manager—Wendell Mayes. Commercial Manager—Ingham S. Roberts.

Representatives

The Walker Company.

#### **COLLEGE STATION**

(Brasus County)

WTAW

Rate card issued November 26, 1943.

Owned and operated by Agricultural and Mechanical College of Texas. Business Office and Studio — Administration Bldg., College Campus, College Station, Tex.

Wave-Power-Time

Operating power—1,000 watta,
260.9 meters; 1150 kilocycles,
Licensed to operate to local sunset, Operates on
Central War Time.
Operating schedule: 6:00 a.m. to focal sunset.

Agency Commission

15% on net atation time to recognized agencies; no cash discount. Bills rendered monthly and payable within 20 days.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group).

The following rates are for national advertising. coup).

CLASS "A"

(6 ° 0 p.m. to 10:00 p.m.) 105 to 11.1 15 to 26 ti 89 ti. 52 ti 800 ti. 1 1 hour.... 65.00 61.75 59.50 55.25 52.0 04.87 5.1 12 hour.... 89.00 87.05 85.10 88.15 81.20 29.25 1/4 hour.... 23.00 21.85 20.75 19.55 18.40 17.25 minutes 13.80 18.10 12.40 11.70 11.05 10.85 1 minute transcription (100 wds.) 8.30 7.90 50 words... 4.90 4.65 25 words... 2.95 2.80 7.45 4.40 2.65 6.25 8.65 2.20

| 1<br>1/2<br>1/4<br>5 |           | 30.00<br>18.00 | a.m. to<br>47.50<br>28.50<br>17.10<br>10.25 | 6:00<br>45.00<br>27.00<br>16.20<br>9.70 | 42.50<br>25.50 | 40.00<br>24.00<br>14.40<br>8.65 | 37.50<br>22.50<br>18.50<br>8.10 |
|----------------------|-----------|----------------|---|---|----------------|---------------------------------|---------------------------------|
| 1                    | minute    |                | detten                                      |   |                |                                 |                                 |
|                      |           |                |   |   |                |                                 |                                 |
| (1                   | 100 wds.) | 6.40           | 6.10  | 5.75                                    | 5.45           | 5.10                            | 4.80                            |
| 50                   | words     |                | 8.65  | 8.45                                    | 3.25           | 3.10                            | 2.90                            |
| 25                   | words     | 2.25           | 2.15  | 2.00                                    | 1.90           | 1.80                            | 1.70                            |
| ANNOUNCEMENTS        |           |                |   |   |                |                                 |                                 |

Time Signals: Nights (6:00 p.m. to 10:00 p.m.), six 18 word announcements daily, 150.00 per month; days (6:00 a.m. to 6:00 p.m.), twelve 18 word announcements daily, 185.00 per month.

Morning program—One 50 word announcement, daily 65.00 per month.

SPECIAL FEATURES

News-Leased wire service available. No charge for news used as a program.

REMOTE CONTROL

Equipped to handle programs by remote control,

TRANSCRIPTIONS No extra charge

SERVICE FACILITIES

Station artist's service is available for selection of talent and building of program. 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.
No contract shall exceed one year's duration. All programs subject to the approval of station and the management reserves the right to refuse any material with or without reason therefor.
To earn the discounts, required number of broadcasts must be within one year from date of first broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tions, using 83-1/8 and 78 r.p.m. turntables for lateral or vertical recordings. Instantaneous record-ing equipment available.

Personnel

Manager-Ted Hills.

Representatives

William G. Rambeau Company.

#### CORPUS CHRISTI

(Nueces County)

KEYS (Betablished 1941)

(Betablished 1941)

Rates effective January 1, 1944.
Owned and operated by Nueces Broadcasting Co.
Business Office and Studio-Centre Theatre Bldg.,
Corpus Christi, Tex.
Tansmitter—Three miles west of Corpus Christi,
Texas.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel.
Operates on Central War Time.
Actual operating schedule: Sundays 7:00 a.m. to
12:00 midnight; week days 6:00 a.m. to 12:00 midnight.
Agency Commission

Agency Commission
Agency commission 15% to recognized agencies on
station time only. No cash discount. Bills rendered
first of month and are due 10th of month.

first of month and are due.

General Advertising
For combination rates see Columbia Broadcasting
System (Southwestern Group) and Keystone Network.
The following rates are for national advertising.
Rates include charges by owners of music copyrights.

CLASS "A"

|      | (6:00 p.m. to 11:00 p.m.)                   |              |
|------|---|--------------|
| 1/2  | hour  | 4R.00        |
| 1/4  | bour  | 82.00        |
| - 5  | minutes                                     | 16.00        |
| ĭ    | minute                                      | 9.00         |
| 50   | Words or less                               | 7.00         |
| 00   | words or less                               | 1.00         |
|      | (0:00 A 0:00 A                              |              |
| 3 /0 | (6:00 a.m. to 6:00 p.m.)                    |              |
| 1/2  | hour  | 24.00        |
| 1/4  | hour  | 16.00        |
| 5    | minutes                                     | 8.00         |
| 1    | minute                                      | 5.00         |
| 50   | words or less                               | 4.00         |
|      | SUNDAY                                      |              |
|      | (12:00 noon to 6:00 p.m.)                   |              |
| 1/2  | hour  | <b>36.00</b> |
| 1/4  | hour  | 24.00        |
| - 5  | minutes                                     | 12.00        |
| ĭ    | minute                                      | 6.75         |
| 50   | words or less                               | 5.25         |
| 30   | DISCOUNTS                                   | 0.20         |
|      | to 12 times Net 100 to 149 times            |              |
| 16 1 | O 12 times Net 100 to 149 times             | . 20%        |
| 19 1 | 0 25 times 5% 150 to 299 times              | . 25%        |
| 20 1 | o 51 times 10% 300 or more times            | . 80%        |
| 52 t | o 99 times                                  |              |
|      | ELECTRICAL TRANSCRIPTIONS                   |              |
|      | ular rates apply. Rates include use of tran | scrip-       |
| TIOD | library service.                            |              |

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency

chanical costs. Extra charges not subject to agency commission.

Centract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and wine. Contracts subject to cancellation by four week written notice accompanied by certified check at short rate to date of last program.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 12 hours in advance.

Mechanical Program Equipment
Equipment Soulpped to Handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral out recordings.

for vertical and lateral cut recordings Personnel
General Manager—Bill Hughes,
Station & Com'l Mgr.—Fred Burr,
Program Director—Jack Sharpe,
Representatives Forjoe & Company.

KRIS (Established 1987)



Rates effective May 1, 1942. Owned and operated by Gulf Coast Broadcasting Co. Business Office and Studio-Robert Driscoll Hotel, Corpus Christi, Texas, P. O. Box 840, telephone 6884.

Corpus Christi, Texas, P. O. Box 840, telephone 8854.

Tranamitter—Cornus Christi. Texas

Wave—Power—Time
Operating power—1.000 watta.
229.6 meters; 1860 kilocycles.
Licensed to operate full time on cleared channel.
Operates on Central War Time.
Agency commission
Agency commission
Agency commission 15% on station time and talent
to recognized agencies. No commission on political
broadcasts. No cash discount. Bills for gross charges
rendered monthly and payable within 10 days.
Seneral Advertising
For combination rates see listings of National Broadcasting Company (additional to Southwestern Group).
Mutual Broadcasting System, and Lone Star Chain,
Rates include charges by owners of music copyrights.
When identical service (same program and same time
classification) is used on KRIS and either KXYZ,
Houston, Texas, or KEEW, Lower Rio Grande ValleyBrownsville, Texas, or both, a 10% combination discount will be allowed.

MUSICAL OR DRAMATIC PROGRAMS
CLASS "A"
(5:59 pm. to 10:31 p.m.)

|     |        |       |         |        | Α     |       |       |        |
|-----|--------|-------|---------|--------|-------|-------|-------|--------|
|     |        | (     | 5:59 p. | m. to  | 10:31 | p.m.) |       |        |
|     |        |       | 13      | 26     | 52    | 100   | 150   |        |
|     |        | Net   | ti.     | ti.    | ti.   | ti.   | ti.   | (†)    |
| .1  | hour   |       |         | 108.00 |       |       | 90.00 | 84.00  |
|     | hour   | 72.00 |         |        | 61.20 | 57.60 | 54.00 | 50.40  |
|     | hour   | 48.00 |         | 48, 20 | 40.80 | 38.40 | 36.00 | 33.60  |
|     | min.   | 24.00 | 22.80   | 21.60  | 20.40 | 19.20 | 18.00 | 16.80  |
| 1   | min.   | 14.40 | 13,68   | 12.96  | 12,24 | 11.52 | 10.80 | 10.08  |
|     | word   |       |         |        |       |       |       |        |
| OI  | less   | 12.00 | 11.40   | 10.80  | 10.20 | 9.60  | 9.00  | 8.40   |
|     |        |       | (       | CLASS  | "B"   |       | •     | 0.10   |
|     |        |       | (5:59 a | .m. to | 5:59  | p.m.) |       |        |
|     | hour   | 60.00 | 57.00   | 54.00  |       |       | 45.00 | 42.00  |
| 1/2 | hour   | 36.00 | 34.20   | 32,40  | 30.60 | 28,80 | 27.00 | 25.20  |
| 1/4 | hour   | 24.00 | 22.80   | 21.60  | 20.40 | 19.20 | 18.00 | 16,80  |
| 5   | min.   | 12.00 | 11.40   | 10.80  | 10.20 |       | 9.00  | 8.40   |
| 1   | min.   | 7.20  | 6,84    | 6.48   | 6.12  |       | 5.40  | 5.04   |
| 50  | word   |       |         |        | ,,    |       |       | J. 0 7 |
| 0   | r less | 6.00  | 5.70    | 5.40   | 5.10  | 4.80  | 4.50  | 4.20   |
|     |        |       |         |        |       |       |       |        |

#### CORPUS CHRISTI—Continued KRIS-Continued

1 min. 10.80 10.26 9.72 9.18 8.64 8.10 7.06 50 words or less 9.00 8.55 8.10 7.65 7.20 6.75 6.30 (†) 300 or more times.

DINCOUNTS

Each renewal or extension of a contract earns a discount, based on the total number of times covered in both the original and the renewal. Bates are guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Renewal contracts which are not continuous earn discounts on the face of the contract only.

POLITICAL AND RELIGIOUS

Rates on request.

TALENT

Rates op application.

Rates on request.

TALENT

Rates op application.

REMOTE CONTROL

Additional charges are made for programs originating outside of studios.

ELECTRICAL TRANSCRIPTIONS

Transcriptions of fire minutes or longer at regular rates. Sound effect records take transcription rates; other sound effect extra.

SERVICE FACILITIES

Station artists service is available for selection of talent and building of program. Merchandising and publicity departments are part of the regular service.

Extra services. when required, hilled at not cost.

Closing Time
Generally one week is desired for musical or

Generally one week is desired for musical or dramatic productions

Personnel
Manager—T. Frank Smith
Commercial Manager—Bill Bennett.

Representatives Free & Peters, Inc.

#### KWBU (Established 1948)



### BLUE NETWORK STATION $\mathbf{\mathbf{\mathbf{\mathcal{C}}}}$

Rates effective October 1, 1944.

Owned and operated by Century Broadcasting Co.
Business Office-912 Commerce St., Dalias 2, Tex.
Studios-Dalias, Corpus Christi and Waco, Tex.
Transmitter — Gregory, 12 miles southeast of Corpus
Christi. Tex.

Wave—Power—Time
Operating power—50,000 waits,
291.3 meters; 1030 kilocycles.
Licensed to operate to local sunset. Operates on Central War Time.
Operating schedule: January 8:30 a.m. to 7:00 p.m.;
February 8:15 a.m. to 7:15 p.m.; March 7:45 a.m. to
7:45 p.m.; April 7:00 a.m. to 8:00 p.m.; May 6:45
a.m. to 8:15 p.m.; June 6:30 a.m. to 8:30 p.m.; May 6:45
a.m. to 8:15 p.m.; June 6:30 a.m. to 7:30 p.m.; October 7:30 a.m. to 7:00 p.m.; November 7:45 a.m. to
8:15 p.m.; Beptember 7:15 a/m. to 7:30 p.m.; October 7:30 a.m. to 7:00 p.m.; November 7:45 a.m. to
8:45 p.m.; December 8:15 a.m. to 6:30 p.m.
Agency Commission
15% on net station time to recognized agencies; no
cash discount. Bills rendered monthly and payable
within 20 days.
General Advertises
For combination rates see American Broadcasting
Company, Incarn the discounts quoted, required numbod first broadcast. Rates are for station time only,
and include music copyright fees.

(Before 6:00 p.m. week days and before
12:00 noon Sundays)
1 32 65 104 156 312
11. 11. 12. 10. 15. 15. 10. 11. 25. 10. 50
1/4 hr 75.00 71.25 67.50 63.75 60.00 52.52.50
1/4 hr 50.00 4.75 04.50.04.25.04.00.0 95.75 87.50
1/4 hr 75.00 13.75 22.50 21.25 20.00 18.75 17.50
1 minute or 100 words or
less 15.00 14.25 13.50 12.75 12.00 11.25 10.50
(After 6:00 p.m. week days and after 12:00
noon Sundays)
One and one-half times day time rates.

News: Lessed wire services available. Strip news
rates for station time, commentator and news service.

13 000 entered for the commentator and news service.

14 hour programs:
Six times weekly:
Per wk.

| 1/4 hour programs:                         |         |
|--|---------|
| Six times weekly:                          | Per wk. |
| 13 weeks                                   | 830 00  |
| 13 W66Ks                                   | 330.00  |
| 26 weeks                                   | 300.00  |
| 52 Weeks                                   |         |
|  | 200.00  |
| Five times weekly:                         |         |
| 13 weeks                                   | 975 00  |
| 13 Wetas                                   | 200.00  |
| 26 weeks                                   | 262,50  |
| 52 weeks                                   | 250.00  |
|  | 200.00  |
| Three times weekly:                        |         |
| 13 weeks                                   | 172 50  |
|  |         |
| 26 weeks                                   |         |
| 52 weeks                                   | 150.00  |
| 32 W00E3                                   |         |
| POLITICAL                                  |         |
| One time rate applies: no frequency discou | nta: no |

agency discount; payable in advance.

Rates on request.

REMOTE CONTROL

EMOTE CONTROL

Equipped to handle programs by remote control.

Leased wire from all studies to transmitter at Gregory,

Tex. Leased lines from Haskell Telephone Exchange,

Dallas, Tex., to transmitter at Corpus Christi, Tex.

TRANSCRIPTIONS

Transcribed programs accepted at no extra charge.

Mechanical Requirements
Equipped to handle programs by electrical transcrip-tions, using 33-1/8 and 78 r.p.m. turntables for lateral or vertical recordings.

Personnel
President—Carr P. Collina.
Manager—Homer Hogan.
Representatives The Branham Company.

#### CORSICANA (Navarro County)

KAND

(Established 1987)



Rates effective April 1, 1948.

Owned and operated by Navarro Broadcasting Ass'n.
Business Office and Studio—Highway 75, Corsicans,
Tex., telephone 141.

Transmitter—Highway 75, one mile north of Corsican Tey

Business Office and Studio—Highway 75, Corsicana, Tex., telephone 141.

Transmitter—Highway 75, one mile north of Corsicana, Tex Wave—Power—Time Operating power—250 watts. 223.9 meters; 1340 kilocycles. Operating schedule: 6:00 a.m. to 12:00 midnight. Operates on Central War Time. Agency Commission Agency commission of a station time only. No cash discount. Line fees and talent billed at actual cost to station. General Advertising.

For combination rates see Mutual Broadcasting System and Keystone Network. CLASS "A".

(6:00 p.m. to 11:00 p.m.)

1 3 26 52 104 156 300 tt. ti. ti. ti. ti. 1 hour.... 60.00 57.00 54.00 51.00 48.00 45.00 42.00 1/2 hour... 38.00 84.20 324.00 40.00 45.00 42.00 1/2 hour... 38.00 84.20 324.00 40.00 20.00 18.00 5 minutes 12.00 11.40 10.80 10.20 9.00 9.00 8.40 One minute transcription or 7100 words 6.00 57.0 5.40 5.10 4.80 4.50 4.20 1/4 hour...... 24.00 22.80 21.60 20.40 19.20 18.00 18.80
5 minutes 12.00 11.40 10.80 10.20 9.60 9.00 8.40
One minute transcription or
100 words 6.00 5.70 5.40 5.10 4.80 4.50 4.20
1/2 minute transcription or
50 words 4.00 8.80 8.60 8.40 8.20 8.00 2.80
Fifty word station break, guaranteed time, available at one minute transcription rate.

(6:30 a.m. 6:30 p.m.)
1 hour..... 30.00 28.50 27.00 25.50 24.00 22.50 21.00
1/2 hour..... 18.00 17.10 18.20 15.30 14.00 18.50 12.60
1/4 hour..... 18.00 17.10 18.20 15.30 14.00 18.50 12.60
1/4 hour..... 12.00 11.40 10.80 19.20 8.40 9.00 8.40
5 minutes 6.00 5.70 5.40 5.10 4.80 4.50 4.20
One minute transcription or
100 words 8.00 2.85 2.70 2.55 24.00 22.5 21.00
1/2 minute transcription or
80 words 2.00 1.90 1.80 1.70 1.60 1.50 1.40
Fifty word station break, guaranteed time, available at one minute transcription rate.

Sports events and special features—rates on request POLITICAL BROADCANTS
One time rate applies. Cash and copy in advance RECORDED PRIGEBAMS
RECORDED RECORDED PRIGEBAMS
RECORDED RECORDED PRIGEBAMS
RECORDED RECORDED PRIGEBAMS
RECORDED RE

Rates on request.

BEMOTE CONTROL

Equipped to handle remote controlled programs from

Equipped to handle remote controlled programs 'rom any point.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription. using 33-1/3 and 78 r.p.m. double turn-tables instantaneous recording equipment available.

Personnel Manager—Aubrey H. Eacos.

Representatives
The Walker Company.

## DALLAS

(Dallas County)

K G K O

Considered by the Blue Network Company as their
Dallas-Fort Worth outlet. See listing under Fort
Worth, Tex.

## KRLD (Established 1926)



Rates effective October 1, 1948.

Owned and operated by KRLD Radio Corporation.

(The Times-Herald).

Business Office and Studio—Adolphue Hotel, Dallas.

Texas, telephone C-6811.

Transmitter—Dallas County, Texas.

Wave—Power—Times
Operating power—50,000 watts.

277.8 meters; 1988 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operates on Central War Time.
Operates on Commission
Agency commission
Agency commission 15% on net charges for station
facilities to recognized advertising agencies. No
commission on program costs or production charges.
Billis due and payable 10th of month following service.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Southwestern Group).
Rates include charges by owners of music copyrights.
The following rates are for national advertising. For
local advertising rates consult station management.
Rates apply to total number of broadcasts within one
year under the same (and/or renewal) contracts.

(6:00 p.m. to 10:30 p.m. daily)

| (6:00 p.m. to 10:80 p.m. daily)            |        |
|--|--------|
| 1/2 hour                                   | 240.00 |
| 1/4 hour                                   | 163.00 |
| 5 minutes                                  | 89.00  |
| (7:30 a.m. to 6:00 p.m. week days, 10:80 p | .m.    |
| to 12:00 midnight daily, and 7:80 a.m.     | to     |
| 12:00 noon Sunday)                         |        |
| - 10                                       | 190 80 |

120.00 80.00 40.00 5 minutes

(12:00 midnight to 7:30 a.m. daily) 1/2 hour...
1/4 hour...
5 minutes...
1/2 hour...
1/2 hour...
1/2 hour...
1/2 hour...
5 minutes...
1/2 hour...
5 minutes...
4 hour...
5 minutes...
4 NNOUNCE VENTS. 

must be concurrent. No discount to exceed one year's duration.

SPECIAL FEATURES

News: Time charges only, regular discounts apply. Advertiser pays for commentator.

Weather Reporte, Time Signals, etc.—Regular rates apply less frequency discounts. No charge for additional wordage to give reports. Rates apply to commercial copy only.

Dealer Identification or other "cut-in" announcements made locally within advertiser's network time. Service charge: days 25.00; nights 50.00. No discounts.

Political advertising—one time rate applies. No agency commission

Political advertising—one than agency commission.

gency commission.

LLEUTRIUAL TRANSCRIPTIONS

l'rograms by electrical transcription accepted at regular rates without service charge or time restrictions.

TALENT

Rates on request.

<u>KEMOTE CONTROL</u>

Arrangements for remote control broadcasts at actual cost. On remote control broadcasts, traveling expenses of announcers, operators and artists to be paid by advertiser.

Closing date four weeks in advance of service if program is to be included in publicity releases. Final closing two weeks.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
President—J. W. Bunyon.
Managing Director—Clyde W. Bembert.

Representatives
The Branham Company.

## KSKY (Established 1941)



Rates effective June 1, 1944.

Owned and operated by Sky Broadcasting Service.
Business Office and Studios—Hotel Stoneleigh, 2927
Maple Avenue, Dallas, Texas.
Transmitter—Bruton Road, siy miles southeast of
business district, Dallas, Texas.

Wave—Power—Time
Operating power—1,000 watts.
454.5 meters; 660 kilocycles.
Licensed to operate days on clear national channel.
Operates on Central War Time.
Actual operating schedule: 6:15 a.m. to local sunset.

Agency Commission
Agency commission 15% to recognized agencies on
station time only. No cash discount. Bills rendered
last of month: due 20th of following month.

General Advertising
The following rates are for national advertising. Bates
include charges by owners of music copyrights;
ASCAP, BMI, SESAC licenses.
Musical program (one time weekly) rate applies to
contracte scheduled as advertiser desires, and to be
used within one year. MUSICAL PROGRAMS

|                                   | Per week |       |       |       |       |
|-----------------------------------|----------|-------|-------|-------|-------|
|                                   | 1        | 4     | 18    | 26    | 82    |
| 1/2 hour:                         | wk.      | wks.  | wks.  | wks.  | wks.  |
| 1 time weekly                     | 40.00    | 36.00 | 32.00 | 28.00 | 24.00 |
| S times weekly<br>5 or more times | 33.50    | 80.15 | 26.80 | 28.45 | 21.80 |
| weekly                            | 27.00    | 24.30 | 21.60 | 18.90 | 16.29 |
| 1/4 hour:                         |          |       |       |       |       |
| 1 time weekly                     | 24,00    | 21.69 | 19.20 | 16.80 |       |
| 8 times weekly                    | 20.00    | 18.00 | 16.00 | 14.00 | 12.00 |
| 5 or more times                   |          |       |       |       |       |
| weekly                            | 16.00    | 14,40 | 12.80 | 11.20 | 9.60  |
| Five minutes:                     |          |       |       |       |       |
| 1 time weekly                     | 12.00    | 10.80 | 9.60  | 8.40  | 7.20  |
| S times weekly<br>5 or more times | 10.00    | 9.00  | 8.00  | 7.00  | 6.00  |
| weekly                            | 8.00     | 7.20  | 6.40  | 5.60  | 4.80  |
| ANT                               | NOUNC    | EMEN  | T8    |       |       |
|                                   |          |       |       |       |       |

Announcements (6 times weekly) rate applies to extracts scheduled as advertiser desires, and to used within one year.

(This listing continued on next page)

#### TEXAS--Continued

#### DALLAS—Continued K S K Y-Continued

|                     | 1      | 4       | 13   | 26       | 52     |
|---------------------|--------|---------|------|----------|--------|
| Fifty words:        | ₩k.    | wks.    | wks. | wks.     | wks.   |
| 6 times weekly      |        | 3.37    | 3.15 | 2.92     | 2.70   |
| 12 times weekly     | 4.12   | 3.09    | 2.90 | 2.69     | 2.47   |
| 18 times weekly     | 3.75   | 2.82    | 2.63 | 2.44     | 2.25   |
| 36 times weekly     | 3.37   | 2.55    | 2.37 | 2.20     | 2.02   |
| Limited to 10 annou |        |         |      |          |        |
| 100 words-50 word   | d elar | lus 50% |      | 01.10 pt | oudet. |

SPECIAL FEATURES
News: Leased wire service available—R
apply plus 25%; sold on strip basis. -Regular rates is, seven days

News: Leased wire both apply plus 25%; sold on strip users, a week only, TALKS AND SPEECHES
Regular rates apply plus 50%.
ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Bates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL

Auditorial and me charges for line and me charges not subject to agenc

chanical costs. Extra charges not subject to agency commission.

Closing Timelose one week in advance of first broadcast. Announcement copy and transcriptions close sin hours in advance. Talks close 24 hours in advance.

Mechanical Program Equipment Equipment Equipped to handle programs by electrical transcription using 38-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Station Manager—A. L. Chilton.
Commercial Manager—R. G. Terrill.
Representatives

## WFAA (Established 1922)

Rates effective July 1, 1944. (Card No. 10.)

Owned and operated by The Dalias Morning News. Studios—1122 Jackson St., Dalias 2, Tex., Riverside 9631.

9681.

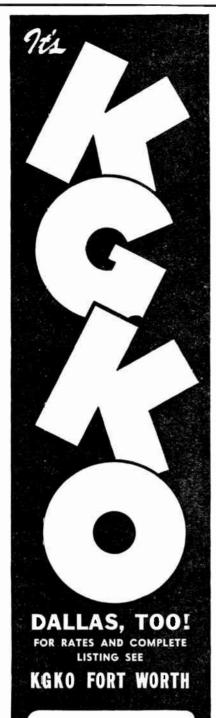
Transmitter—Grapevine, Texas (between Dallas and Fort Worth).

Wave—Power—Time
Operating power—50,000 watts.
365.9 meters; 820 kilocycles.
Operates on Central War Time.

WFAA and WBAP. Fort Worth, licensed to operate full time on cleared national channel, using same transmitter.

tion.

Two or more program units of 15 minutes or more, broadcast on the same day for one sponsor within the same time bracket (Class "A." "B" or "C"), may be combined to earn the 1/2 hour, 3/4 hour or one hour rate, whichever applies. All programs excumbined into larger units to earn a lower rate may



Coverage of the Southwest Second only to WFAA-WBAP, Dollos and Forth Worth.

5000 Watts—570 Kc. ELUE NETWORK Affiliate -- Key Stotion of LONE STAR CHAIN

Programmed by the staffs of WFAA and WBAP. Owned and operated by The Fort Worth Star-Telegram and The Dallas Morning News.

NAT'L REP .: EDWARD PETRY & CO., INC.

be scheduled contiguously at the option of the station on 28 days' notice.

SPECIAL FEATURES
Time signals available on annual basis only and are exclusive to one advertiser at a time—rates and details on request.

News: Leased wire service available—rates on request.

Regular rates apply; no agency commission allowed.

RECORDED PROGRAMS

Transcribed program library service available.

TALENT
Rates and details on request. Station Artists Service is available for selection of talent and building of programs. REMOTE CONTROL

Additional charges are made for programs originating outside of the studies.

SERVICE FACTLITIES

Merchandising and publicity services, when required, billed at net cost.

Closing Time

Closing Time

Closing time depends on type of program. Generally two weeks are desired for musical or dramatin pro-

Closing Time
Closing time depends on type of program. Generally
two weeks are desired for musical or dramatic productions.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double turn-tables, both 83-1/8 and 78
r.p.m. No phonograph records used.

r.p.m. No phonograph records used.
Personnel
General Manager—Martin Campbell.
Assistant Manager (Sales)—Ralph Nimmons.
Representatives
Edward Petry & Company, Inc.

### WRR



Bates effective August 1, 1941.

Owned and operated by City of Dallas.
Business Office and Studio-WRR Building, State
Fair Grounds, Dallas 1, Tex., telephone Tenison
3.8101 Fair Grounds, Dallas 1, Tex., telephone 7 3-6101.
Transmitter—White Rock Lake, Dallas, Texas.

Transmitter—White Rock Lake, Dallas, Texas.

Wave—Power—Time
Operating power—5.000 wats. (100% modulation.)
229.0 meters; 1310 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule—18 hours daily.
Agency Commission
Agency commission

Actual operating schedule—18 hours daily.

Agency Commission 15% allowed to recognized advartising agencies. No commission paid on remote control or talent charges. No cash discount, All program, talent and announcement charges are billed in accordance with credit arrangements approved by managing director of station, and are due and payable upon receipt of statement.

General Advertising

For combination rates see listings of Mutual Broadcasting System and Texas State Network.

Also sold in combination with KFIZ, Fort Worth. Combination rates shown in this listing, listes include charges by owners of music copyrights. The following rates apply to national advertising. For local advertising rates consult station management.

SPUNSORED PROGRAMS

(Week days 6:00 p.m. to sign-off and all day Sunday)

1 htt. 1/2 no. 4 cc. of the consult is the consult of the consult is the consult of the consult is the consult of the consult o

|               | l hr.    | 1/2 hr.   | 1/4 hr.  | 5 min |
|---------------|----------|-----------|----------|-------|
| 1 time        | 170.00   | 102.00    | 68.00    | 84.00 |
| 13 times      | 161.50   | 96.90     | 64.60    | 82.30 |
| 26 times      | 153.00   | 91.80     | 61.20    | 30.60 |
| 52 times      | 144.50   | 86.70     | 57.80    | 28.90 |
| 104 times     | 136.00   | 81.60     | 54.40    | 27.20 |
| 156 times     | 127.50   | 76.50     | 51.00    | 25.50 |
| 250 times     | 119.00   | 71.40     | 47.60    | 23.80 |
| 500 times     | 110.50   | 66.30     | 44.20    | 22.10 |
| 800 times     | 102,00   | 61.20     | 40.80    | 20.40 |
| (6:00 a.m.    | to 6:00  | p.m. week | days)    |       |
| 1 time        | 110,00   | 66.00     | 44.00    | 22.00 |
| 13 times      |          | 62.70     | 41.80    | 20.90 |
| 26 times      | 99.00    | 59.40     | 39.60    | 19.80 |
| 52 times      | 98.50    | 56.10     | 37.40    | 18.70 |
| 104 times     | 88.00    | 52.80     | 85.20    | 17.60 |
| 156 times     | 82.50    | 49.50     | 33.00    | 16.50 |
| 250 times     | 77.00    | 46.20     | 30.80    | 15.40 |
| 500 times     | 71,50    | 42.90     | 28.60    | 14.80 |
| 800 times     | 66.00    | 39.60     | 26.40    | 13.20 |
| AN            | NOUNCE   | EMENTS    |          |       |
| (6:00 p.m. to | sign-off | week day  | s and    | all   |
|               | day Sur  |           | 100 wds. |       |
| 1 time        | -        |           |          | 10.00 |

|   | , 0.00   |      | - 0  |   |            | 300  |  |
|---|--|------|------|---|------------|--|--|
| _   |  |      |      | nday)                                   |            |  | a. 50 wds  |
| 1   |  |      |      |   |            |  |  |
| 13  | times  | <br> | <br> |   |            | . 12.92  | 9.61   |
| 26  | times  | <br> | <br> |   |            | 12.24  | 9.18   |
| 52  | times  | <br> | <br> | **********                              |            | 11.56  | 8.6  |
| 104   |  |      |      |   |            |  |  |
| 156   |  |      |      |   |            |  |  |
| 250   |  |      |      | ·····                                   |            |  |  |
| 500   |  |      |      |   |            |  |  |
| 800   |  |      |      |   |            |  |  |
|   |  |      |      |   |            |  |  |
| One   |  |      |      | take                                    |            | word   |  |
|   |  |      |      |   |            |  |  |
|   |  |      |      | p.m.                                    |            |  |  |
| 1   |  |      |      | p.m.                                    |            | 8.80   | 6.60   |
| 1<br>13   | time   | <br> | <br> |   | ********   | 8.80   | 6.60   |
|   | time   | <br> | <br> |   |            | 8.80   | 6.6  |
| 13  | time<br>times<br>times                                       | <br> | <br> |   |            | 8.80<br>8.86<br>7.92                                 | 6.66<br>6.27<br>5.94   |
| 13<br>26<br>52                                    | times<br>times<br>times<br>times                             | <br> | <br> |   |            | 8.86<br>8.86<br>7.92<br>7.48                         | 6.66<br>6.27<br>5.94<br>5.6  |
| 13<br>26<br>52<br>104                             | times.<br>times<br>times<br>times                            | <br> | <br> | **********                              |            | 8.86<br>8.86<br>7.92<br>7.48<br>7.04                 | 6.66<br>6.27<br>5.94<br>5.61<br>5.21                                 |
| 13<br>26<br>52<br>104<br>156                      | times<br>times<br>times<br>times<br>times<br>times           | <br> | <br> | ***********                             | *******    | 8.80<br>8.86<br>7.92<br>7.48<br>7.04                 | 6.66<br>6.27<br>5.94<br>5.61<br>5.21                                 |
| 13<br>26<br>52<br>104<br>156<br>250               | times<br>times<br>times<br>times<br>times<br>times           | <br> | <br> |   | ********** | 8.80<br>8.86<br>7.92<br>7.48<br>7.04<br>6.60<br>6.10 | 6.66<br>6.27<br>5.94<br>5.61<br>5.21<br>4.95                         |
| 13<br>26<br>52<br>104<br>156<br>250<br>500        | times<br>times<br>times<br>times<br>times<br>times<br>times  | <br> |      | ************                            | *******    | 8.86<br>7.92<br>7.48<br>7.04<br>6.60<br>6.16         | 6.66<br>6.27<br>5.94<br>5.63<br>5.21<br>4.93<br>4.63                 |
| 13<br>26<br>52<br>104<br>156<br>250<br>500<br>800 | times. times times times times times times times times times |      |      | *************************************** | *******    | 8.86<br>7.92<br>7.48<br>7.04<br>6.60<br>6.16<br>5.72 | 6.66<br>6.27<br>5.94<br>5.63<br>5.21<br>4.93<br>4.63<br>4.21<br>8.96 |
| 13<br>26<br>52<br>104<br>156<br>250<br>500        | times. times times times times times times times times times |      |      | ************                            | *******    | 8.86<br>7.92<br>7.48<br>7.04<br>6.60<br>6.16         | 6.66<br>6.27<br>5.94<br>5.63<br>5.21<br>4.93<br>4.63                 |

COMBINATION RATES
The following rates apply for national spot advertisers using KFJZ. Fort Worth, and WRR, Dallas, in combination:
(6:00 p.m. to sign-off week days and all

|    |       | day Sun | day)    | -       |        |
|----|-------|---------|---------|---------|--------|
|    |       | l hr.   | 1/2 hr. | 1/4 hr. | 5 min. |
| 1  | time  | 250.00  | 150.00  | 100.00  | 50.00  |
| 13 | times | 237.50  | 142.50  | 95.00   | 47.50  |
| 26 | times | 225.00  | 135.00  | 90.00   | 45.00  |
|    | times |         | 127.50  | 85.00   | 42.50  |
|    | times |         | 120.00  | 80.00   | 40.00  |
|    | times |         | 112.50  | 75.00   | 37.50  |
|    | times | 175.00  | 105.00  | 78.00   | 85.60  |

#### DALLAS—Continued W R R—Continued

| (6:00 a.m. to 6:00 p.m. we         | ek days)         |
|------------------------------------|------------------|
| 1 hr. 1/2 hr.                      | 1/4 hr. 5 min.   |
| 1 time 150.00 90.00                | 60.00 30.00      |
| 13 times 142.50 85.50              | 57.00 28.50      |
| 26 times                           | 54.00 27.00      |
| 52 times                           | 51.00 25.50      |
| 104 times                          | 48.00 24.00      |
| 156 times                          | 45.00 22.50      |
| 250 times                          | 42.00 21.00      |
| ANNOUNCEMENTS                      |                  |
| (6:00 p.m. to sign-off week da     | ys and all       |
| day Sunday)                        | 100 wds. 50 wds. |
| 1 time                             | 20.00 15.00      |
| 13 times                           | 19.00 14.25      |
| 26 times                           | 18.00 18.50      |
| 52 times                           |                  |
| 104 times                          | 16.00 12.00      |
| 156 times                          | 15.00 11.25      |
| 250 times                          | 14.00 16.50      |
| One minute transcriptions take 100 | word rate.       |
| (6:00 a.m. to 6:00 p.m. wee        | ek daya)         |
| 1 time                             |                  |
| 18 times                           | 11.40 8.55       |
| 26 times                           |                  |
| 52 times                           |                  |
| 104 times                          |                  |
| 156 times                          |                  |
| 250 times                          | 8.40 6.80        |
| One minute transcriptions take 100 | word rate.       |

One minute transcriptions take 100 word rate.

SPECIAL FEATURES

News reports, sports, and special events—rates on request.

POLITICAL

National open fiat; cash and copy in advance.

RECORDED PROGRAMS

Recorded and transcribed programs are permissible at any time program schedule will permit.

TALENT

Rates on application. Talent charges are to be paid for by advartisers at actual cost of artists selected.

REMOTE CONTROL

Service and facilities for handling programs originating out of the studio are available, and prices for such remote control broadcasts will be quoted upon request. SERVICE FACILITIES

Station maintains a booking department for the securing and rehearing of all talent requirements. Station maintains audition equipment for use at any time advertiser, requests testing of talent, announcare, and Other Requirements.

Station maintains audition equipment for use at any time advertiser, requests testing of talent, announcers, etc. Centract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and wine.
Rates cover all station facilities, such as time, announcers, continuity, program planning, auditions, all contracts must be completed within 52 weeks, and in the event the contract is cancelled before its expiration, a short rate charge will be made to bring the rate up to conform with the card rate on the number of programs or announcements actually used. All programs, announcements, and contents of transcription programs are accepted with the understanding that they will conform to the rules and regulations of the Federal Communications Commission. Station reserves the right to request copy of all continuity for programs and announcements 24 hours in advance of presentation.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. turn-tables.

Persennel General Manager—Charles B. Jordan.

Persennel
General Manager—Charles B. Jordan.

Representatives
Weed & Company.

#### **DENTON** (Denton County)

KDNT (Established 1938)

Rates effective March 1, 1945.
Rates received February 27, 1945.
Owned and operated by Harwell V. Shepard.
Business Office and Studio—Kimbrough Bldg., Denton, Tex., telephone 276.
Transmitter—1-1/4 miles north of Denton, Texas.
Caye—Power—Time
Obserting power—100 watta

ton, Tex., telephone 276.

Transmitter—1-1/4 miles north of Denton, Texas.

Wave—Power—10me
Operating power—100 watta.
206.9 meters; 1450 kilocycles.
Licensed to operate full time on local channel.
Operates on Central War Time.
Actual operating schedule: Sundays 8:00 s.m. to 9:00 p.m. Week days 7:00 s.m. to 10:00 p.m.
Agency commission
Agency commission 15% to recognized as-ertising agencies; no cash discount. No commission paid on remote control or talent charges. Bills residered 1st of each month, due 10th of each month.
General Advertising
For combination rates see Keystone Network.
The following rates apply to both local and national advertising and include music copyright fees. Morning, afternoon and evening broadcast rates are the same.

13 26 52 100 150
11t. 1t. 1t. 1t. 1t. 1t. 1t. (\*)
1 hour...... 36.00 34.20 32.40 30.60 28.80 27.00 25.20
1/4 hour...... 36.00 34.20 32.40 30.60 28.80 27.00 25.20
1/4 hour...... 36.00 34.20 32.40 30.60 28.80 27.00 25.20
1/4 hour...... 36.00 11.40 10.80 10.20 9.60 9.60 8.40
1 minutes. 12.00 11.40 10.80 10.20 9.60 9.60 8.40
1 minutes. 12.00 11.40 10.80 10.20 9.60 9.60 8.40
1 minutes. 12.00 11.40 11.80 10.20 18.00 16.80
5 minutes. 12.00 11.40 10.80 10.20 9.60 9.60 8.40
1 minutes. 12.00 11.40 10.80 10.20 9.60 9.60 8.40
2 50 words or less..... SPECIAL FEATURES
News: Lessed wire service swallable at no extra charge.
Sports and other special events—no additional talent or news service charge other than regular broadcast time when originating from studios.

POLITICAL
1.00 per minute. Cash and copy in advance.

TRANSCRIPTIONS
Transcription library services available at no additional charge.

REMOTE CONTROL

Service and facilities for handling programs originating outside of the studios are available—rates on request.

SERVICE FACILITIES
Merchandising and publicity services, when rendered, billed at net cost.

Closing Time
Contracts close two weeks in advance; announcement copy and transcriptions 24 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral cut recordings.

Personnel
General Manager—Harwell V. Shepard.
Commercial Manager—David B. Worley.
Representatives Nene.

**EL PASO** (El Paso County)

KROD (Established 1940)



Rates effective June 1, 1949.

Owned and operated by Dorrance D. Roderick.

(Affiliated with the El Paso Times.)

Business Office and Studio—Radio Center, Wyoming at Walnut, El Paso, Texas.

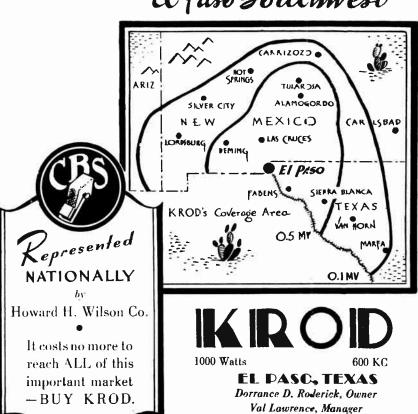
Transmitter-Near Cordova Island, 4 miles southeast

1 hour (6:00 p.m. to 10:30 p.m.)
1/2 hour 1/4 hour 5 minutes 125 words or 1 minute electrical transcription (6:00 s.m. to 6:00 p.m. and 10:30 p.m. (12:00 minute)

|     | 12:00 midnight)                              |       |
|-----|--|-------|
| 1   | bour   | 62.50 |
| 1/2 | hour   | 87.50 |
| 1/4 | hour   | 25.00 |
| - 5 | minutes                                      | 15.00 |
| 125 | words or 1 minute electrical transcription.  | 7.50  |
|     | words or 1/2 minute electrical transcription | 5.00  |
| -   | Discounts                                    |       |
|     |  |       |

Each renewal or extension of a contract earns applicable discounts; applicable only when an order is continued without interruption beyond the time (This listing continued on next page)

Pardon us if we repeat But it's still true that Only KROD serves ALL the rich El Paso Southwest



#### TEXAS—Continued

#### EL PASO—Continued K R O D—Continued

News service, sports, market and weather reports—
rates on request.

ELECTRICAL TRANSCRIPTIONS
Electr'cal transcriptions of five minutes or longer at
regular rates. For rates that apply to transcriptions
under five minutes in length see "General Advertising." Sound effect recordings take transcription rates.
Musical library service available. Kates on request.
REMOTE CONTROL
Remote control facilities available. Hates on request.
Merchandising and publicity departments are part or
the regular service. Extra services, when required,
billed at net cost. Artists bureau maintained
Closing Time
Contracts close one week in advance; announcements,
transcriptions and talks close 24 hours in advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for
vertical or lateral cut recordings.

Personnel
President—Dorrance D. Roderick

Personnei
President—Dorrance D. Roderick
General Manager—Val Lawrence.
Commercial Manager—Cecil Trigg.
Representatives Howard H. Wilson Company

## KTSM (Established 1929)

6 mos. 12 mos. 24.00 19.00 (Daytime)

1/4 hour POLITICAL TALKS

Regular time charges apply,
RECONDED PROGRAMS

No extra charge for handling electrical transcriptions.

Rates on application:
TALENT
REMOTE CONTROL
REGular wires available from all important local points.

Service of announcer, continuity, merchandising and program departments is available without extra charge. Contract and Other Requirements only beer and legalized wine advertising accepted. Rates do not include talent. All copy subject to approval of management. Price quoting permitted. Closing Itime Closing Itime Closing of the contract of the con

For inclusion or required. Rechanical Program Equipment Sequipment Equipment Equipment to another to see the sequipment of the sequipment Personnel
Manager—Karl O. Wyler.
Representatives George P. Hollinghery Company

#### FORT WORTH

(Tarrant County) KFJZ (Established 1922)



Rates effective August 1, 1941. (Card No. 5.)

Owned and operated by Tarrant Broadcasting Company. Inc
Business Office and Studios—1201 W Lancaster.

Fort Worth 1, Tex., telephone 8-3474. Transmitter—Birdville, Texas. ave—Power—Time Operating power—5,000 watts. 236.2 meters; 1270 kilocycles. Operating schedule: 5:30 a.m. to 12:00 midnight.

Operating schedule: 5:30 a.m. to 12:00 minnight.

Agency Commission
Agency commission 15% on station time to recognized
advertising agencies. No cash discount.
General Advertising
For combination rates see listings or Mutual Broadcasting System and Texas State Network.
Also sold in combination with WRK, Dallas. Combination rates shown in this listing.
The following rates are for national advertising. For
local advertising rates consult station management.

(6:00) b.m. to 12:00 midnight week days and

|     | (6:00 | p.m. |        |       |     | dnight  |      | days   | and     |
|-----|-------|------|--------|-------|-----|---------|------|--------|---------|
|     |       |      | 8.     | lì ca | у : | Sunday  | ,    |        |         |
|     |       |      |        | 1     | hr. | 1/2     | hr.  | 1/4 hr | . 5 min |
| 1   | ume.  |      |        | 170.  | .00 | 102.    | 00   | 68.00  | 34.0    |
| 13  | time  | 8    |        | 161.  | 50  | 96.     | 90   | 64.60  | 32.3    |
| 26  | times | s    |        | 153.  | 00  | 91.     | 80   | 61.20  | 30 6    |
| 52  |       | š    |        |       |     |         | 70   | 57.80  | 28.9    |
| 104 |       | š    |        |       |     |         | 60   | 54.40  | 27.2    |
| 156 | time  | 8    |        | 127.  | 50  | 76.     | 50   | 51.00  | 25.5    |
| 250 | time  | s    |        | 119   | 00  | 71.     | 40   | 47.60  | 23.8    |
|     | (     | 6:00 | s m.   | to 6  | :00 | p.m.    | week | days)  |         |
| - 1 |       |      |        |       |     | 66.     |      | 44.00  | 22.0    |
| 13  | time  | B    |        | 104   | .50 | 62.     | 70   | 41.80  | 20.9    |
| 26  |       | 8    |        |       | 00  | 59.     | 40   | 39.60  | 19.8    |
| 52  | time  | S    | ****** | 93    | .50 | 56.     | 10   | 37.40  | 18.7    |
| 104 |       | 8    |        |       |     |         | 80   | 35.20  | 17.6    |
| 156 |       | 8    |        |       | 50  | 49.     | 50   | 33.00  | 16.5    |
| 250 |       | 9    |        |       | 00  | 46.     | 20   | 30.80  | 15.4    |
|     |       |      | AN     | NOU   | NO  | EMEN    | TS   |        |         |
|     | (6.0) | D.m. | . to 1 | 12:00 | m   | idnight | week | days   | ≗nd     |
|     |       |      |        |       |     | Sunday  | )    | •      |         |
|     |       |      |        |       |     |         |      |        |         |

all day Sunday)
1 13 26 52 104 156
11 13 26 52 104 156
11 10 words. 13.60 12.92 12.24 11.56 10.88 10.20
50 words. 10.20 9.69 9.18 8.67 8.16 7.65
(6:00 a.m. to 6:00 p.m. week days)
100 words. 8.80 8.36 7.92 7.48 7.04 6.60
50 words. 6.60 6.27 5.94 5.61 5.28 4.95
One minute transcriptions take 100 word rate. 250

50 words. 8.80 8.36 7.92 1...

100 words. 8.80 8.36 7.92 1...

50 words. 6.60 6.27 5.94 5.61 5.28 7...

One minute transcriptions take 100 word rate.

COMBINATION RATES

The following rates apply for national spot advertisers using KPJZ. Fort Worth, and WRR. Dallas, in combination:

(6.00 p.m. to sign-off week days and all day Sunday)

1 time 250.00 132.00 100.00 50.00

13 times 237.50 122.50 95.00 47.50

26 times 222.00 135.00 90.00 45.00

55 times 222.00 135.00 90.00 45.00

16 times 220.00 130.00 90.00 45.00

17 times 200.00 100.00 80.00 40.00

18 times 200.00 100.00 80.00 40.00

19 times 200.00 100.00 80.00 40.00

10 times 200.00 100.00 80.00 40.00

11 times 100.00 90.00 80.00 80.00 80.00

12 times 135.00 85.00 54.00 27.00

20 times 135.00 85.00 54.00 27.00

21 times 140.00 90.00 80.00 40.00

22 times 150.00 65.00 54.00 27.00

23 times 150.00 65.00 54.00 27.00

24 times 150.00 65.00 48.00 22.00

25 times 150.00 65.00 48.00 22.00

26 times 150.00 65.00 48.00 22.00

27 times 160.00 100.00 15.00

1 time 100.00 80.00 40.00 91.00

1 times 100.00 80.00 80.00 80.00 80.00

1 times 100.00 80.00 80.00 80.00

1 times 100.00 80.00 80.00 80.00 80.00

1 times 100.00 80.00 80.00 80

| time | day | Sunday | 100 wds | 50 |
| time | 20,00 | |
| times | 19,00 |
| times | 18,00 |
| times | 18,00 |
| times | 17,00 |
| times | 16,00 |
| times | 15,00 |
| times | 14,00 |
| times | 14,00 |
| time | 14,00 |
| time | 12,00 |
| time | 12,00 |
| time | 12,00 |
| time | 13,00 |
| time | 14,00 |
| time | 12,00 |
| time | 13,00 |
| time | 14,00 |
| time | times 11.40
times 10.80
times 10.80
times 9.60
times 9.60
times 9.00
times 9.00 One minute transcriptions take 100 word rate.

SPECIAL FEATURES

Sporting events and special features, rates on request,
POLITICAL BROADCASTS

National open flat; cash and copy in advance.
SERVICE FACILITIES
Merchandising service available, Bates on request.
Contract and Other Requirements
No contract for period longer than one year accepted.

Closing Time
Talent programe close one week in advance of broadcast; announcements, talks, recorded programs close
48 hours in advance. Publicity two weeks in ad-

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. turn-tables.

res. & Mgr.—Gene L. Cagle. Representatives
Weed and Company

## KGKO



Rates effective October 1, 1944, (Card No. 5.) Owned and operated by The Fort Worth Star Tele-gram and The Dallas Morning News. Business Offices—Star-Telegram Bldg., Fort Worth 2,

Business Offices—Star-Telegram Bidg., Fort Worth 2, Tex.
Sales Office—Santa Fe Bidg., Dallas 2, Tex., Riverside 9631, or L. D. 794.
Studios—Medical Arts Ruilding, Fort Worth, Texas;
Santa Fe Bidg., Dallas, Tex.
Transmitter—Arlington. Texas. midway between Ft.
Worth and Dallas.
Vave—Power—Time
Operating power—5.000 watts.
526.3 meters; 570 kilocycles.

Licensed to operate full time on regional channel. Operates on Central War Time.

Actual operating schedule: 6:00 a.m. to 12:00 midnight daily.

Agency Commission

Agency commission 15% on attation time and talent to recognized agencles. No cash discount. Bills for gross charges rendered monthly and payable within 20 days. No commission on political broadcasts.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Lone Star Chain.

The following rates are for national advertising.

Maximum words per minute 100; additional words take proportionately higher rate.

CLASS "A"

(6:00 p.m. to 10:30 p.m. daily)

1 hr. 1/2 hr. 1/4 hr. 5 min. 1 min. (\*) (†)

1 ti 240.00 144.00 96.00 50.00 25.00 20.00 18.00

13 ti 228.00 138.80 91.20 47.50 23.75 19.00 15.20

28 ti 121.00 121.40 81.80 45.00 22.50 18.00 14.40

52 ti 204.00 122.40 81.80 45.00 22.50 18.00 14.40

52 ti 204.00 122.40 81.80 45.00 22.50 18.00 11.20

300 ti 188.00 108.00 72.00 37.50 18.75 15.00 12.00

300 ti 188.00 108.00 67.20 35.50 17.50 18.00 12.80

13 ti 120.00 78.00 67.20 35.50 17.50 14.00 11.20

600 ti 150.00 93.80 62.40 32.50 16.25 13.00 10.40

13 ti 112.00 72.00 48.00 25.00 12.00 9.60

CLASS "B"

(Before 6:00 p.m. and after 10:30 p.m. week days; 12:00 noon to 6:00 p.m. Stundays)

1 ti 120.00 72.00 48.00 25.00 12.50 10.00 8.00

13 ti 114.00 84.04 57.60 38.10 18.85 1.88 9.50 7.60

20 ti 168.00 48.80 43.20 22.50 11.25 9.00 7.20

52 ti 102.00 81.20 48.08 21.25 10.63 8.50 6.80

10 ti 90.00 54.00 38.00 17.50 8.75 7.00 5.60

600 ti 78.00 46.80 31.20 16.25 8.18 6.50 5.20

11 180.00 109.00 70.00 58.00 17.50 8.75 7.00 5.60

600 ti 78.00 46.80 31.20 16.25 8.18 6.50 5.20

11 11.20.00 70.00 68.00 48.00 21.25 10.00 8.00 6.40

120.00 noon to 70.00 58.85 11.88 9.50 7.60

11 180.00 109.00 70.00 8.00 6.00 10.00 8.00 6.40

120.00 noon to 70.00 8.00 8.75 9.87 7.00 5.60

600 ti 78.00 48.00 38.00 18.75 9.88 7.50 6.00

120.00 noon to 70.00 8.00 8.75 9.87 7.00 5.60

11 11.20.00 70.20 6.80 8.30 9.81 11.00 11.25 9.00 7.20

20 CLASS C. (12:00 noon to 6:00 p.m. Sundays)

1 11 180.00 108.00 72.00 37.50 18.75 15.00 12.00
13 11 171.00 102.80 68.40 35.63 17.81 14.25 11.40
26 11 162.00 97.20 64.80 33.75 16.88 13.50 10.80
52 11 153.00 91.80 61.20 31.88 15.94 12.75 10.20
100 11 144.00 86.40 57.60 30.00 15.00 12.00 9.60
150 11 135.00 81.00 54.00 28.13 14.06 11.25 9.00
300 11 126.00 75.60 50.40 28.13 14.06 11.25 9.00
800 11 108.00 64.80 43.20 22.50 11.25 9.75 7.80
800 11 108.00 64.80 43.20 22.50 11.25 9.00 7.20
(\*) 100 words.
(\*) 50 words or less.
(\*) 50 words or less.
(\*) 50 words or less.

Discounts allowed retroactively on the number of broadceasts given within year. All rates guaranteed for one year from date of are broadcast, announcements and program period of five minutes or more cannot be combined to earn larger discounts.

Two or more program units of 15 minutes or more broadcast on the same day for one such that the same time bracket (Class "A." B." "C") may be combined to earn the 1/2 hour, 3/4 hour or one hour rate, whichever applies. All programs accombined into larger units to earn a lower rate may be scheduled contiguously at the option of the station on 28 days notice.

NEPECIAL FEATURES

News: Leased wire service available. Rates on request.

Time signais: Available on annual basis only, exclusions of the station of the

News: Leased wire service available. Rates on request.
Time signals: Available on annual basis only, exclusively to one advertiser at a time—rates and availabilities on request.
POLITICAL, FINANCIAL AND AMUSEMENT Regular rates apply.
Artists' services available.
SERVICE FACILITIES
Services of merchandising and publicity departments extra, billed at net cost.
TRANSCRIPTIONS
Transcribed program library service available.
REMOTE CONTROL
Rates on request.
Closing Time
Depends on type of program. Two weeks are desired for musical or dramatio productions.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables.
Personnel

tion, using order or Personnel
General Supervisor—Harold V. Hough.
National Sales Director—Martin Campbell.
Managers—George Cranston (Fort Worth Division),
and Ralph Nimmons (Dallas Division).

Representatives
Edward Petry & Company, Inc.

## WBAP (Established 1922)



Rates effective July 1, 1944. (Card No. 10.)
Owned and operated by Fort Worth Star-Telegram.
Executive Offices — Star-Telegram Building, Fort
Worth 2, Tex., telephone 32301.
Studio—Medical Arts Building, Fort Worth, Texas.
Transmitter—Grapevine, Texas (between Dallas and
Fort Worth).
Wave—Power—Time
Operating power—50,000 watts.
(100% modulation—crystal control.)
365.9 meters; 820 kilocycles.
WBAP and WFAA licensed to operate full time en
cleared national channel, using same transmitter—Onerates on Central War Time,
Agency commission
Agency commission
Agency commission 15% on station time and talent
to recognized agencies. No commission on political
broadcasts. No cash discount. Bills for gross charges
rendered monthly and payable within 20 days.
General Advertising
For combination rates see listings of National Broadcasting Company (Southwestern Group) and Texas
Quality Network.
The following rates are for national advertising. For
local advertising rates consult station management.
Maximum words per minute 100; additional words
take next higher rate.
(This listing continued on next page)

# FORT WORTH—Continued

When 52 consecutive weeks of advertising are used, a bonus discount of 5% will be allowed on the lowest weekly billing retroactively. Announcements and programs of 5 minutes or more cannot be combined to earn this bonus discount.

Discounts allowed retroactively on the number of hroadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

case year from date or lifst broadcast, with or without interription. No contract to exceed one year's
duration.

Two or more program units of 15 minutes or more,
broadcast on the same day for one sponsor within
the same time bracket (Clase "A." "B" or "("),
may be combined to earn the 1/2 hour, 8/4 hour one
one hour rate, whichever applies, All programs so
combined into larger units to earn a lower rate may
be scheduled contiguously at the option of the station
on 28 days' notice.

Time signals available on annual basis only and are
exclusive to one advertiser at a time—rates and details on request.

News: Leased wire service available—rates on request.

RECORDED PROGRAMS

Transcribed program library service available.

TALENT

Ratee and details on request.

REMOTE CONTROL

Additional charges are made for programs originating outside of the studios.

SERVICE FACILITIES

Merchandising and publicity services, when required,
billed at net cost.

Justing Time

Closing Time

Closing Time

Glosing Time
Closing time depends on type of program. Generally
two weeks are desired for musical or dramatic productions.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 88-1/8 and 78 r.p.m. double turn-tables. No phonograph records used.

srsennei President—Amon G. Carter Radio Supervisor—Harold V. Hough. National Sales Director—Martin Campbell. Manager—George C. Cranston.

Representatives
Edward Petry & Company, Inc.

#### **GALVESTON**

(Galveston County)

KLUF



| 1/4 hour  | 26.00 |
|---|-------|
| 5 minutes                                       | 18.00 |
|   | 8.50  |
| l minute  |       |
| Chain break                                     | 6.00  |
| Chain break CLASS "B"                           |       |
| (7:00 a.m. to 6:00 p.m.)                        |       |
|   | 32.50 |
|   |       |
| 1/2 hour  | 19,50 |
| 1/4 hour  | 13.00 |
| 5 minutes                                       | 6.50  |
| 1 minute  | 4.2   |
| Ob in heart                                     | 3.00  |
| Chain break                                     | 3.00  |
| DISCOUNTS                                       |       |
| 1 time Net 100 times                            | 20%   |
| 13 times 5% 150 times                           | 95.00 |
| 10 111100                                       | 20 7  |
| 26 times 10% 300 or more times                  | 30%   |
| 52 times  |       |
| SPECIAL FEATURES                                |       |
| Mauracete: Perulas sates annis Deales identific |       |

Newscasts: Regular rates apply. Dealer identification or other "cut-in" announcements made locally within advertiser's network time. Service charge: days 2.44, nights 4.88; no discounts.

POLITICAL AND RELIGIOUS
Rates on request. Manuscripts for political talks must be supplied 24 bours in advance of broadcast. No discount or commission on political broadcasts.

TALENT

Rates on request.

REMOTE CONTROL

REMOTE CONTROL

Rates on request.

TRANSCRIPTIONS

Recorded and transcribed programs and announcements accepted—regular rates apply.

Closing Time
Depends upon type of program. Usually 24 hours for newscasts and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
Instantaneous recording equipment available.
Personnel President—George Roy Clough.
General Manager—L. D. "Lee" Clough.
Commercial Manager—Victor Bracht.

#### HARLINGEN

(Cameron County)

KGBS (Established 1941)

Rates effective September I, 1944. (Card No. G-3.) Owned and operated by Harbenito Broadcasting Co.,

lnc.
Busines Office and Studio—P. O. Box 711, Harlingen.

Busines Office and Studio—P. O. Box 711, Hartingen, Texas.
Transmitter—Harbenito, equidistant between Harlingen and San Benito, Texas.
Wave—Power—Time
Operating power—250 watts.
24.19 meters; 1240 kilocycles.
Licensed to operate full time on local channel.
Operates on Central War Time.
Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight

night.
Agency Commission
Agency commission
15% to recognized agencies on
station time only. Talent is billed net, unless otherwise requested. No cash discount. Bills rendered
monthly and are due within 20 days.
General Advertising
Per combination rates see Columbia Broadcasting

monthly and are due within 20 days. General Advertising For combination rates see Columbia Broadcasting System (Southwestern Group). The following rates are for national advertising. Rates include charges by owners of music copyrights. CLASS "A" (6:00 p.m. to 10:00 p.m. daily)

1.1/2 1.4/8 5.1.2 1.4/8 5.1.25 6.90

13 times... 75.00 45.00 30.00 18.75 11.25 6.90
13 times... 71.25 42.75 28.50 17.82 10.63 5.70
12 times... 67.50 40.50 27.00 18.88 10.18 5.40
52 times... 67.50 40.50 27.00 18.88 10.18 5.40
52 times... 63.75 38.25 25.59 15.95 9.57 5.18
101 times... 60.00 36.00 24.00 15.00 9.00 4.80
301 times... 60.00 36.00 24.00 15.00 9.00 4.80
301 times... 65.25 33.75 22.50 14.07 8.45 4.50
301 times... 52.50 31.50 21.00 18.18 7.88 4.20
1000 times... 48.75 29.26 19.50 12.20 7.32 3.90
(CLASS "B"

| daily) |          |       |       |       |       |      |      |  |  |  |
|--------|----------|-------|-------|-------|-------|------|------|--|--|--|
| 1      | time     | 50.00 | 30.00 | 20.00 | 12.50 | 7.50 | 4.00 |  |  |  |
|        | times    |       | 28.50 | 19.00 | 11.88 | 7.12 | 8,8  |  |  |  |
|        | times    |       | 27.00 | 18.00 | 11.25 | 6.75 | 3.60 |  |  |  |
|        | times    |       | 25.50 | 17.00 | 10.63 | 6.88 | 8.40 |  |  |  |
|        | times    |       | 24.00 | 16.00 | 10.00 | 6.00 | 8.20 |  |  |  |
|        | times    |       | 22.50 | 15.00 | 9.38  | 5.63 | 8.0  |  |  |  |
|        | times    |       | 21.00 | 14.00 | 8,75  | 5.25 | 2,8  |  |  |  |
|        | times    |       | 19.50 | 13.00 | 8.13  | 4.88 | 2.60 |  |  |  |
| (1     | *) 100 w | oras. |       |       |       |      |      |  |  |  |

(†) 50 words. ELECTRICAL TRANSCRIPTIONS

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Sound effect records may be used without additional charge, provided their use does not increase scheduled time.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs. Service available at net cost for required facilities, plus expenses incurred.
TALENT
Management will assist in booking talent and in supervising rehearsais and production of programs for which service a charge of 10% over net talent cost will be made.

SERVICE FACILITIES

which service a charge of 10% over not talent cost will be made.

Merchandising and publicity departments are part of the regular service. Extra services, when required. billed at net cost.

Closing Time
Usually 24 hours, except political broadcasts which require copy 48 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.pm. double turn-tables for vertical and lateral out recordings.

Personnel
President—McHenry Tichenor.

Manager—Troy McDaniel.

Commercial Manager—Dave Bennett.

Representatives

Representatives
The Walker Company.

#### HOUSTON

(Harris County)

KPRC (Retablished 1925)



Sates effective January 15, 1988.

Rates effective January 15, 1988.

Owned and operated by the Houston Printing Corp.

Business Office and Studios—Mezzanine Floor. Lamar
Hotel, Lamar and Main Streets, Houston 2, Tex.,

Fairfax 7101.

Transmitter—Deepwater, Texas, 10 miles east of
Houston.

January Power—5,000 watta.

315.8 meters; 950 kilocycles.

Licensed to operate full time on oleared regional
channel. Operating echeduie: 5:80 s.m. to 12:00 midnight.

Jenney Commission

night.
Agency Commission
Agency commission 15% to recognized advertising
agencies on time charges only. Cash discount none.
General Advertising

Agency commission 15% to recognized advertising agencies on time charges only. Cash discount none. For combination rates see listings of National Broadcasting Company (Southwestern Group) and Texas Quality Network.

Rates include charges by owners of music copyrights. The following rates are for national advertising. Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts.

When 52 consecutive weeks of advertising are used, a bonus discount of 10% will be allowed on the low-est weekly billing retroactively on regular units of sale. This does not apply to any packaged rate. Announcements and program periods of five minutes or more cannot be combined to earn file bonus discount. The bonus discount year and the frequency discount year must be concurrent.

\*\*CLASS\*\*

(5:00 p.m. to 11:00 p.m. daily)

Less than 1 hr. 1/2 hr. 1/4 hr. 5 min. (\*) (†)

13 times 250.00 150.00 100.00 60.00 82.90 25.00

13 times 251.25 183.75 92.50 55.00 29.60 28.18

52 times 231.25 183.75 92.50 55.00 29.60 28.18

53 times 231.25 183.75 92.50 55.50 29.60 28.18

54 times 212.50 127.50 85.00 51.00 27.20 21.25

55 times 212.50 127.50 85.00 51.00 27.20 21.25

56 times 206.25 123.75 82.50 44.50 26.40 26.85

50 times 206.25 123.75 82.50 44.50 26.40 26.85

50 times 206.25 123.75 82.50 44.50 26.40 26.85

50 times 193.75 116.25 77.50 45.00 24.00 18.75

2000 times 187.50 112.50 75.00 45.00 24.00 18.75

2000 times 187.50 112.50 75.00 45.00 24.40 18.87

2000 times or more. 175.00 165.00 70.00 42.00 22.46 17.50 times times times times

times more... 175.00 105.00 70.00 42.00 22.40 17.50 CLASS "B" (6:00 a.m. to 5:00 p.m. daily)

si than

1 times 125.00 75.00 50.00 80.00 16.00 times 118.75 71.25 47.50 28.50 15.20 times 119.50 89.50 45.00 27.00 14.40 times 119.86 69.58 45.75 26.25 14.00 times 109.88 65.85 45.75 26.25 14.00 times 108.26 68.75 42.50 25.50 18.60 times 108.18 61.88 41.25 24.75 18.20 times 100.00 80.00 40.00 24.00 12.80 times 109.08 55.81 38.75 28.25 12.40 times 98.75 56.25 37.50 22.50 12.00 times 98.75 56.25 37.50 22.50 12.00 times 99.76 56.25 37.50 22.50 12.00 times 70.68 55.81 36.25 21.75 11.80 times 70.68 57.50 76.25 76.2

2000 times or more. 87.50 52.50 35.00 21.00 11.20 8.75 (\*) One minute electrical transcription or 108 words. (†) Frity words or less. POLITICAL AND RELIGIOUS TALKS Rates on application

Rates on application SPECIAL FEATURES
Time signals: Regular announcement rates apply.
Pealer identification or other cut-in announcements made locally within advertiser's network time. Service charge: Nights \$2.00; days 16.00. No discounts allowed

RECORDED PROGRAMS
Transcription programs accepted at no extra charge.
Transcription library service available—details on

TALENT
Talent requirements can be filled through station booking department. All talent subject to approval.

REMOTE CONTROL

Remote control facilities are available at extra cost, which will be quoted upon request.

Mechanical Program Equipment

Equipped to handle programe by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for both lateral and vertical recordings.

Personnel
Manager—Kerm Tipe.
Representatives Edward Petry & Company, Inc.

KTHT (Established 1944)



Rates effective September 1, 1944.
Owned and operated by the Texas Star Broadcasting Ce.
Business Office and Studio—Sth floor, Southern Standard Bidg., Houston, Tex.
Transmitter—315 N. Ennis St., Houston, Tex.
Wave—Fewer—Time
Operating power—250 watts.
243.9 meters: 1230 kilocycles.
Licensed to operate full time on local clear channel.
Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight
daily.
Agency Commission
15% to recognized advertising agencies on time
charges only; no cash discount. Bills due by the
10th of each month. No commission on political.
General Advertising
For combination rates see Mutual Broadcasting System and Texas State Network.

(This listing continued on next page)

#### TEXAS—Continued

## **HOUSTON—Continued**

HUUS I UIN—CONTINUED

K T H T—Continued

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

1 13 26 52 104 156
ti. ti. ti. ti. ti. ti. ti.
1 hr 160.00 152.00 144.00 136.00 128.00 120.00 112.00
1/2 hr 96.00 91.20 86.40 81.60 76.80 72.00 67.20
1/4 hr 64.00 68.80 57.60 54.40 61.30 48.00 44.80
5 min 38.40 38.50 34.60 32.65 30.72 28.80 26.90

1/4 hr \$6.00 6.82 85.40 81.50 (6.80 72.00 67.20 67.20 67.20 67.10 1 44 8.00 44.80 5 min 38.40 36.50 34.80 32.65 30.72 28.80 26.90 1 minute electrical transcription or 100 words 23.05 21.90 20.75 19.60 18.45 17.39 16.15 50 wds 16.00 15.20 14.40 18.60 12.80 12.00 11.20 (6.00 a.m. to 6.00 pm. and 10:30 p.m. to 12:00 midnight week days and 6:00 a.m. to 12:00 mordinght 80.00 72.00 68.00 44.00 60.98 56.00 1/2 hr \$8.00 45.60 43.20 40.80 38.40 36.00 33.60 1/4 hr \$8.00 45.60 43.20 40.80 38.40 36.00 33.60 1/4 hr \$8.00 46.60 42.80 42.00 22.40 22.40 25.01 1 minute electrical transcription or 100 words 11.60 11.05 10.45 9.90 9.30 8.70 8.15 50 wds 8.00 7.60 7.20 6.80 4.00 56.00 5.60 (12:00 noon to 6:00 p.m. 8undays)

1 hr 120.00 114.00 108.00 102.00 96.00 90.00 24.00 1/2 hr 7.20 68.40 48.80 61.20 57.60 55.00 50.40 1/4 hr 48.00 45.60 48.20 40.20 38.40 38.40 36.00 33.60 1/2 hr 47.20 68.40 48.80 61.20 57.60 54.00 50.40 1/4 hr 48.00 45.60 48.20 40.80 38.40 36.00 33.60 1/2 hr 7.20 68.40 48.80 61.20 57.60 54.00 50.40 1/4 hr 48.00 45.60 45.80 42.90 9.60 90.00 24.00 1/2 hr 7.30 16.85 15.60 14.70 13.85 13.00 12.15 50 wds 12.00 11.40 10.80 10.20 9.60 9.00 8.40 (f) 300 or more times.

Time Signals: Esgular ansuncement rates apply. Dealer identification er other cut-in announcements made locally during advertiser's network time. Service charge: nights 16.60, days 8.00. No disceunts.

Rates on request.

POLITICAL

Rates on request.

TALENT

Station talent available; all talent subject to station approval.

REMOTE CONTROL.

Service and equipment for handling remote pick-ups available—rates on request.

TEANNCRIPTIONS

No additional charge made for either recordings or transcriptions, including spots.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral recordings.

Personnel
President—Roy Hofheinz.
Station Supervisor—Ted Hills.
Commercial Manager—Max Armstrong.

Representatives Weed & Company.

#### KTRH (Betablished 1980)



Rates effective June 15, 1842. (Card No. 8.)
Owned and operated by the KTRH Broadcasting Co.
Business Office and Studio — Rice Hotel, Houston,
Texas, Precton 4850.
Transmitter—Cedar Bayou, 25 miles east of Houston,
veve—Power—Time
Operating power—50,000 watts,
405.4 meter; 740 kilocycles.
Licensed to operate full time on oleared regional

Wave—Flower—Time
Operating power—50,000 waits,
405.4 meters; 740 kilocycles.
Licensed to operate full time on oleared regional channel.
Operates on Central War Time.
Agency commission
Commission
Agency commission
Agency commission
Agency commission
For combination rates see listing of Columbia Broadcasting System (Southwestern Group).
The following rates are for national advertising.
CLAABS "A"

(6:00 p.m. te 18:30 p.m.)

1 1/3 1/4 5 min. (\*)

1 time... 350.00 210.00 140.09 84.00 50.00 24.00
12 times... 350.00 210.00 140.09 84.00 50.00 24.00
12 times... 350.00 210.00 140.09 84.00 50.00 24.00
13 times... 350.00 188.00 129.00 75.00 45.00 26.00
62 times... 287.50 188.00 79.80 47.50 22.50
160 times... 287.50 178.50 119.00 71.40 42.50 28.90
160 times... 287.50 178.50 119.00 71.40 42.50 28.90
160 times... 287.50 178.50 119.00 71.40 42.50 28.50
20 times... 287.50 157.50 108.50 68.00 37.50 25.50

CLAABS "B"

(5:30 a.m. to 4:00 p.m.)

1 time... 175.00 108.00 109.00 42.00 25.00 17.00
12 times... 175.00 108.00 70.00 42.00 25.00 17.00
13 times... 16:25 99.75 66.50 59.90 23.75 1e.15
26 times... 16:35 89.75 66.50 59.90 23.75 1e.15
26 times.

Dealer identification or cut-in announcements made

locally within advertiser's network time. Service charge: nights, 50.00: days 25.00.
POLITICAL AND RELIGIOUS BROADCASTS Rates on request.

POLITICAL AND RELIGIOUS BROADCASTS
Rates on request.

All talent is subject to station's approval. Any
talent requirements can be filled through the station's
talent bureau.

RECORDED PROGRAMS
Recorded programs permissible only before 6:00 p.m.
with the exception of transcriptions. No additional
charge is made for transcriptions other than 1/2
and one minute announcements.

REMOTE CONTROL

Service and facilities for bandling programs originating outside of studies are available. Rates on
request.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
For vertical and lateral cut recordings.

Persennel

Personnel
Station Supervisor—B. F. Orr.
Commercial Manager—Ray Bright.
Representatives John Blair & Company.

#### KXYZ (Established 1930)

Rates effective December 1, 1848.

Owned and operated by the Harris County Broadcast Company.

Business Office and Studio—5th floor of Gulf Building. Houston, Texas.

Transmitter—Deepwater, Tex.

Wave—Pewer—Time
Operating schedule—5,000 watta.

(100% modulation—crystal convol.)
227.3 meters; 1,320 kilocycles.

Licensed to operate full time on regional channel..

Operates on Central War Time.

Actual operating schedule: 24 bours daily.

Agency Commission
Agency commission 15% on net station time to recognized advertising agencies. No commission on political broadcasts. Cash discount none, Bills for gross charges rendered monthly and payable within 10 days.

General Advertising

10 days.
neral Advertising
For combination rates see American Broadcasting
Company, Inc. (Southwestern Group) and Lone Star

Company, Inc. (Southwestern Group) and Lone Star Chain.

Chain, Inc. (Southwestern Group) and Lone Star Chain.

Chain is use on KXYZ and either KRIS, Corpus Christi, or KEEW, Lower Rio Grande Valley-Brownsville, Texas, or both, a 10% combination discount will be allowed.

MUSICAL OR DRAMATIC PROGRAMS

(5:59 p.m. to 10:31 p.m.)

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

1 1/2 1/4 5 11.

150-299 ti. 180.00 108.00 72.00 86.00 21.75 300 or more times..... 188.00 100.80 67.20 88.60 20.80 CTLASS 1.1 1.1 1.2 ti. 120.00 72.00 88.00 24.00 14.50 13-25 ti. 114.00 84.80 45.60 22.80 18.05 22-99 ti. 102.00 84.80 45.60 22.80 18.05 52-99 ti. 102.00 61.20 40.80 20.40 12.88 100-149 ti. 98.00 57.60 88.40 19.20 11.80 150-299 ti. 98.00 57.60 88.40 19.20 10.88 300 or more times.... 84.00 55.40 83.60 16.80 10.15 CTLASS 1.00 14.88 7.00

(†) 50 words or less.

POLITICAL AND RELIGIOUS

POLITICAL AND RELIGIOUS 42.00 25.20 16.80 8.40 5.04 2.24

POLITICAL
Rates on request.

ELECTRICAL TRANSCRIPTIONS
Transcriptions of five minutes or longer at regular
rates. Sound effect records take transcription rates:
other cound effects extra.
TALENT

Rates on application.

TALENT

Rates on application.

Additional charges are made for programs originating outside of the studios.

SERVICE FACILITIES

Station Artists' Service is available for selection of talent and building of program. Merchandising and publicity departments are part of the regular service.

Extra services, when required, billed at net coat.

Closing Time

Generally one week is desired for musical or dramatic productions.

Generally one week is desired for musical or dramatic productions.

Mechanical Program Equipment Equipment Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables for lateral and vertical out recordings.

Personnel Manager—T. Frank Smith.

Commercial Manager—Bill Bennett.

Representatives Free & Peters, Inc.

## HUNTSVILLE

KSAM (Established 1988)



Rates effective April 1, 1841 Owned and operated by W. J. Harpole and J. C. Rothwell.

spot........ 2.00 1.90 1.80 1.75 1.60 1.50 1.25 50 word

## KILGORE

(Gregg County)
KOCA (Established 1986)

KOCA
(Established 1986)

Rates effective January 1, 1937.
Owned by Oil Capital Broadcasting Association.
Business Office and Studio—Radio Building, 102-1/2
East North Street, Kilgore, Texas, telephone 616.
Transmitter—Duval and S. Martin Sta., Kilgore,
Texas.
Wave—Power—Time
Operating power—250 waits.
24.1.9 meters; 1240 kilcoryoles.
Operates on Central War Time.
Assney Commission 15%. Commission not paid on talent. Cash discount 2% on net—10th of month following broadcast. Cash discount does not apply on talent. Invoices mailed 1st of each month.
General Advertising.
For combination rates see Keystone Network.
Rates include fees charged by owners of music copyrights.
11 hour.... 25.10 S 2.50 0.50 48.0 48.00 12 hour... 28.75 26.75 26.50 48.0 48.00 12 hour... 28.75 26.75 26.50 48.0 48.00 12 hour... 28.75 26.75 26.50 12.55 10.75 14 hour... 28.75 26.75 26.50 12.55 10.75 11 hour... 25.75 16.00 12.50 12.25 2.00 10.75 10.00 km/s... 20.00 2.75 2.50 2.25 2.00 2.25 2.00 2.25 2.00 2.25 2.00 2.25 2.00 2.25 2.00 2.25 2.00 2.25 2.00 2.25 2.00 2.25 2.00 2.25 2.00 2.25 2.00 2.25 2.00 2.25 2.00 2.25 2.00 2.25 2.00 2.25 2.00

#### LAREDO (Webb County)

KPAB (Established 1988)



Rates received October 5, 1948.

Owned and operated by Laredo Broadcasting Company. Studios—Hamilton Hotel, Laredo, Tex., telephone 2124. Transmitter—No. 1 Stone Avenue, Laredo. Texas. (This listing continued on next page)

## LAREDO—Continued

## K P A B-Continued

-Power--Time 'ave-rower-11ms
Operating power-250 watta.
201.3 meters; 1490 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
Actual operating schedule: 7:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% on time charges allowed to agencies recognized by station. No cash discount. Invoices rendered monthly; payable when rendered. General Advertising

For combination rates see Mutual Broadcasting Sys-tem and Keystone Network. Fees charged by owners of music copyrights are not included in rates.

CLASS "A"

|      | CLASS A                   |     |
|------|---------------------------|-----|
| _    | (6:00 p.m. to 10:30 p.m.) |     |
| - 1  | hour                      | 75. |
| 1/2  | hour                      | 45. |
| 1/4  | hour                      | 80. |
| 'nŝ. | minutes                   |     |
| ĭ    | minutes                   | 15. |
| เกกิ | minute transcription      |     |
|      | words                     | 9.  |
| 50   | words or less.            | 6.  |
|      | CLASS "B"                 | •   |
|      |                           |     |

|     | (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to | 1     |
|-----|---|-------|
| 1   | hour12:00 midnight)                       | 87.50 |
| 1/2 | hour                                      | 22.50 |
| 1/4 | neur                                      | 15.00 |
| 5   | minutes                                   | 7.50  |
| . 1 | minute transcription                      | 5.25  |
| 100 | words                                     | 4.50  |
| 50  | words or less                             | 2 40  |

|         | CLASS          | "C"       |   |
|---------|----------------|-----------|---|
| (1      | 12:00 midnight | to 8:00   | 6. m. )                                 |
| hour    |                | ******    |   |
| bour    |                |           | 120400000000000000000000000000000000000 |
| hour    |                | ********* |   |
| minutes | l              |           |   |
| minute  | transcription  |           | 10600090th                              |
| words   |                |           |   |
|         | r less.        |           | *****                                   |

| DISCOUNTS                             |            |     |
|---------------------------------------|------------|-----|
| Discounts on gross rates for number   | of periods | un- |
| der contract not to exceed one year's | duration   |     |
| 1 to 12 times Net 100 to 149          | times      | 20% |
| 13 to 25 times                        | times      | 25% |
| 26 to 51 times 19% 280 to 899         | times      | 30% |
| 52 to 99 times 15% 400 or mo          | re times   | 85% |
| SPECIAL FEATURES                      |            | ,-  |

Time Signals: With 30 word commercials—50 word earmed rate, less 20%.

News Service: Rates on request.

Spanish broadcasts—6:35 p.m. to 7:00 p.m.

Station will assist in the selection of talent and the building of programs. Station rates do not include fees for live talent where same is required.

REMOTE CONTROL and maintenance charges extra on removed these.

mote lines. SERVICE FACILITIES
Merchandising and publicity departments are
of regular service. Extra service, when re
billed at cost.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. turn-tables.

Closing Time

One week in advance of broadcast. Persennel

President—Heward W. Davis. General Manager—Mrs. Doane Chapman.

Representatives
Burn-Smith Company, Incorporated.

#### **LONGVIEW** (Gregg County) KFRO (Betablished 1984)



Rates effective October 15, 1942.

Owned and operated by "Voice of Longview."

Business Office and Studio-Glorer Crim Building,
Longriew, Texas, telephone 411.

Other Studios— Marshall Hotel, Marshall, Texas,
telephone 282.

Transmitter—1918 Longview-Marshall Highway, Long-

-1918 Longview-Marshall Highway, Long-

Transmitter—1918 Longview-Marshall Highway, Longview Toxas.

Wave—Power—Time
Operating power—1,000 watts.
219.0 meters; 1370 kilocycles.
Operates on Central War Time.
Actual operating schedule: Sundays 6:30 a.m. to
10:30 p.m. Week days 6:00 a.m. to 11:05 p.m.

10:30 D.m. Week days 0.00 a.m. Agency Commission 15% on net station time to recognized agencies. Commission of 15% also given to recognized agencies on talent purchased through station facilities and paid for in addition to station rates. Involces mailed 1st of each month, payable on or before the 10th. No cash discount.

on or before the 10th. No cash discount.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southwestern Supplementaries), Mutual
Broadcasting System, Keystone Network and Texas
State Network.
The following rates are for national advertising, Rates
include fees charged by and/or Broadcast Music
Incorporated and/or Society of European Stage Authors and Composers. Rates apply to total number of
broadcasts within one year under the same (and/or
renewal) contracts.

For discounts to apply, contract must be completed within one year of starting date. If contract is cancelled before completion, short rate charges will be made at discount applicable for actual number of periods or announcements used. Contracts extended will earn retroactive rates only when service is continuous. Renewal contracts which are not continuous earn discounts on the face of the contract only. Programs and announcements are different types of programs and cannot be added together to earn higher discount rates.

CLASS "A"

84.00 59.40 83.00 16.80 10.15

|             |       | CLASS   | B     |       |      |      |
|-------------|-------|---------|-------|-------|------|------|
|             | (7:00 | a.m. to |       |       |      |      |
| 1- 12 ti.   | 60.00 | 36.00   | 24,00 | 12.00 | 7.20 | 4.80 |
| 13- 25 ti.  | 57.00 | 34.20   | 22,80 | 11.40 | 6.84 | 4.56 |
| 26 - 51 ti. | 54.00 | 32.40   | 21.60 | 10.80 | 6.48 | 4.32 |
| 52- 99 ti.  | 51.00 | 30.60   | 20.40 | 10.20 | 6.12 | 4.08 |
| 100-149 ti. | 48.00 | 28.80   | 19.20 | 9.60  | 5.76 | 3.84 |
| 150-299 ti. | 45.00 | 27.00   | 18.00 | 9.00  | 5.40 | 3.60 |
| 300 or more |       |         |       |       |      |      |
| times       | 42.00 | 25.20   | 16.80 | 8.40  | 5.04 | 8.36 |
|             |       | CLASS   | "("   |       |      |      |

(10:30 p.m. to sign-off and 6:00 a.m. to

|             |       | 7:00 1 | i.m.) |      |      |      |
|-------------|-------|--------|-------|------|------|------|
| 1- 12 ti.   | 40.00 | 24.00  | 16.00 | 8.00 | 4.83 | 3.33 |
| 13- 25 ti,  | 38,00 | 22,80  | 15.20 | 7.60 | 4.59 | 8.17 |
| 26- 51 ti.  | 36.00 | 21.60  | 14.40 | 7.20 | 4.35 | 3.00 |
| 52- 99 ti.  | 34.00 | 20.40  | 13.60 | 6.80 | 4.11 | 2.83 |
| 100-149 ti. | 32.00 | 19.00  | 12,80 | 6.40 | 8.87 | 2.67 |
| 150-299 ti. | 30.00 | 18.00  | 12.00 | 6.00 | 3.63 | 2.50 |
| 300 or more |       |        |       |      |      |      |
| times       | 28.00 | 16.80  | 11.20 | 5.60 | 8.38 | 2.33 |
| (#) EO      |       | 1000   |       |      |      |      |

COMMERCIAL AND POLITICAL TALKS

COMMERCIAL AND POLITICAL TALKS
All manuscripts for commercial talks or political talks
must conform to station management requirements in
regard to contracts, presentation and other relevant
matter. Commercial talks take the regular rates and
discounts applicable to regular commercial advertising
for time used. Political talks also take the regular
rates and discounts applicable to regular commercial
advertising for time used except all political talks
must be paid in advance. Talks must be submitted
in writing for approval 24 bours before broadcast.
No deviation from manuscript permitted.

RECORDED PROGRAMS

Phonograph record programs permitted at no extra charge. No extra charge for handling transcriptions. Records or transcriptions may be used at any time.

Records or transcriptions may be used at any time.

TALENT

Rates and details on request. Station artists' service is available for selection of talent and building of programs.

REMOTE CONTROL

Service of announcer and equipment is furnished, but advertiser must pay all wire, line and installation charges, in addition to regular time rates.

Closing Time

Talent programs close one week in advance of broadcast. Announcements, talks, recorded programs and transcriptions close 48 hours in advance of broadcast.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical out recordings.

Personnel
Fresident—James B. Curtis. Representatives
Burn-Smith Company, Incorporated

#### **LUBBOCK** (Lathbook County KFYO (Established 1927)



Bates effective January 1, 1945.
Owned and operated by Plains Radio Broadcastins Company.
Business Office and Studio—914 Avenue J. Lubbock.
Texas, telephone 556.
Transmitter—2312 Fifth Street. Lubbock.

Transmitter—2312 Fifth Street. Lubbock. Twave—Power—Time
Operating power—250 watts.
(100% modulation.)
223.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operating schedule: 7:00 a.m. to 11:00 p.m.

Agency Commission
15% commission on station time and talent to recognized agencies; no cash discount. No commission on political broadcasts. Bills due and payable when rendered.

rendered.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southwestern Supplementaries) and
Lone Star Chain.
Discounts allowed retroactively on total number of
broadcast given within one year. Announcements and
programs cannot be combined to earn larger discounts;
but two or more program units of 15 minutes or
more, broadcast on the same day for the same
sponsor and within the same time bracket may be
combined to earn the 1/2 hour or one hour rate.
All programs so combined may be scheduled contiguously at the station's option on 28 days' notice to
agency or advertiser.

ASCAP, BMI and SESAC music licenses.

(6:00 p.m. to 10:00 p.m.)

1 1/2 1/4 5 1

hr. hr. hr. min. min. (\*) wda.

1 times... 90:00 54:00 35:00 16:00 10:00 8:00 6:00

13 times... 85:50 51:30 33:25 15:20 9:50 7:60 5:70

25 times... 81:00 48:60 81:50 16:00 9:00 7:20 5:40

52 times... 76:00 45:00 29:75 13:60 8:50 6:80 5:10

186 times... 67:00 45:02 28:00 12:80 8:00 6:40 4:80

186 times... 67:00 45:02 28:00 12:80 8:00 6:40 4:80

186 times... 67:00 45:02 28:00 11:20 7:00 5:60 4:50

187 times... 63:00 37:38 24:50 11:20 7:00 5:60 4:50

181 times... 63:00 37:38 24:50 11:20 7:00 5:60 4:25

181 times... 45:00 27:00 17:50 8:00 6:00 5:00 4:00

181 times... 42:75 25:55 16:62 7:60 5:70 4:75 3:80

260 times... 40:50 27:00 17:50 8:00 6:00 5:00 4:00

181 times... 42:75 25:55 16:62 7:60 5:70 4:75 3:80

261 times... 38:25 22:85 14:88 6:80 5:10 4:25 3:40

104 times... 38:50 22:85 14:86 8:80 5:10 4:25 3:40

104 times... 38:50 22:25 13:10 6:00 4:50 3:75 3:00

260 times... 31:50 18:90 12:25 5:60 4:20 3:50 2:80

100 p.m. to 11:00 p.m. week days and

12:00 ncont of 6:00 p.m. Sundays)

1 time... 70:00 42:00 28:00 12:50 7:50 6:3 4:50

12 times... 68:50 39:00 28:00 11:87 7:18 5:94 4:75

26 times... 68:50 39:00 28:00 11:87 7:18 5:94 4:75

26 times... 68:50 39:00 28:00 11:87 7:18 5:94 4:75

26 times... 59:50 35:70 23:80 11:87 7:18 5:94 4:75

26 times... 59:50 35:70 23:80 10:62 6:38 5:31 4:25

104 times... 59:50 35:70 23:80 10:62 6:38 5:31 4:25

104 times... 59:50 35:70 23:80 10:62 6:38 5:31 4:25

104 times... 68:50 39:00 28:00 11:87 7:18 5:94 4:75

26 times... 68:50 39:00 28:00 11:87 7:18 5:94 4:75

26 times... 59:50 35:70 23:80 10:62 6:38 5:31 4:25

104 times... 59:50 35:70 23:80 10:62 6:38 5:31 4:25

104 times... 59:50 35:70 23:80 10:62 6:38 5:31 4:25

104 times.... 68:50 39:00 28:00 11:87 7:18 5:94 4:75

26 times... 68:50 39:50 22:40 10:00 6:00 5:00 4:00

13 times... 59:50 35:70 23:80 10:62 6:38 5:31 4:25

104 times... 59:50 35:70 23:80 10:62 6:38 5:31 4:25

105 times... 59:50 35:70 23:80 10:62 6:38 5:31 4:25

105 times... 59:50 35:70 23:80 10:62 6:38 5:31 4:25

105 times... 59

Rates on request. REMOTE CONTROL

Rates on request.

SERVICE FACILITIES

Merchandising and publicity departments are part of
the regular service. Extra services, when required,
billed at net coat.

hilled at net cost.

Contrast and Other Requirements

All rates guaranteed for one year from date of first
broadcast, with or without interruption. Maximum
length of contract one year. Contracts subject to
conditions of standard NAB and AAAA contracts,
station approval, government regulations, and NAB
Code of Ethics for Broadcasting Industry.

Closing Time depends on type of program. Generally one week is desired for musical or dramatic productions.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turn-tables for ver-tical and lateral out recordings.

Personnel
General Manager—O. L. (Ted) Taylor.
Station Manager—DeWitt Landis.

Representatives
Taylor-Howe-Snowden Radio Sales.

#### LUFKIN (Angelina County)

KRBA (Established 1988)

(Established 1938)
Rate card undated—received June 18, 1938.
Owned and operated by Red Lands Broadcasting Association.
Business Office and Studio—Lufkin, Texas.
Transmitter—Lufkin, Texas.
Wave—Pewer—Time
Operating power—350 watts.
223.9 meters; 1840 kilocycles.
Licansed to operate unlimited time.
Operates on Central War Time.

Agency commission
Agency commission 15% to recognised advertising
agencies on station time only. Cash discount 2%. General Advertising copyrights

steral Advertising
For combination rates see Heystone Network.
Fees charged by owners of music copyrincluded in rates.

1 tt. 13 ti. 26 ti. 52 ti. 1 to 1 ti. 1 ti. 1 ti. 26 ti. 52 ti. 1 ti. 1

| 5 minutes<br>1 minute<br>Special one- | 8.00 | 2.75 |     | 5.00<br>2.50<br>immed | 4.75<br>2.25<br>iste notice | 4.20<br>3.00<br>60.00 |
|---------------------------------------|------|------|-----|-----------------------|-----------------------------|-----------------------|
| 100 words<br>50-75 words<br>25 words  | 8.00 | 2.25 | EM! | 2.50<br>2.15<br>1.80  | 2.25<br>2.60<br>1.75        | 2.06<br>1.86<br>1.66  |
|                                       |      |      |     |                       |                             |                       |

SPECIAL FEATURES News: Leased wire services available.

TALENT
Talent charges to be paid by the advertisers at actual cost of artists selected.

Contract and Other Requirements
Rates cover station facilities such as time, announcer, continuity program planning, auditions, etc.
Persennel

Persennel
President.—Ben T. Wilson.
Station & Prom. Mgr.—Dazrell E. Yates.
Representatives
Cox and Tans.

#### TEXAS—Continued

#### MIDLAND

(Midland County)

KRLH (Established 1935)



Rates effective August 1, 1944.

Owned and operated by Clarence Scharbauer Estate.
Business Office and Studio-Hotel Scharbauer. Mid-land, Texas, telephone 1070.
Transmitter-Midland, Texas.
Wave-Power-Time

Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

#### Agency Commission

Agency commission 15%.

#### General Advertising

 eneral Advertising

 For combination rates see Texas State Network,

 Mutual Broadcasting System.
 The following rates are for national advertising.

 1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 260 ti.

 1 hour..... 60.00 47.50 40.00 35.00 30.00 25.00

 1/2 hour..... 32.50 27.50 22.50 20.00 17.50 15.00

 1/4 hour..... 17.50 15.00 13.50 12.50 11.00 10.00

 5 minutes 8.50 7.75 7.00 6.25 5.50 5.00

SPOT ANNOUNCEMENTS

100 words.... 5.00 4.75 4.50 4.25 50 words or 4.00 3.75 .. 3.50 3.25 3.00 2.75 2.50 2.25 SPECIAL FEATURES

Football, baseball, sports reviews, newscasts, time signals, home hour—rates on request. POLITICAL RATES

Rates on request,

#### TALENT

Rates on application.

#### SERVICE FACILITIES

Program ideas and preliminary continuities furnished advertisers without charge.

#### Contract and Other Requirements

Contract and Other Requirements
Contracts must be completed within 52 weeks of
starting date for discounts to be applicable. If contracts are cancelled before completed, short rate
charge will be made in accordance with applicable
discount for number of periods or announcements used.
Each renewal or extension of a contract earns discounts applicable within one year, but retroactive
discounts are applicable only when service is continuous and renewal or extension is signed before
expiration of first contract.
All rate quotations made subject to immediate acceptance, and subject to change without notice.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r p.m. double turn-tables for lateral cut recordings.

#### Personnel

Manager-J. M. McDonald.

#### Representatives

None.

#### **PALESTINE**

(Anderson County)

KNET

(Established 1986)



Rates received September 22, 1944.
Owned by Palestine Broadcasting Corp.
Business Office and Studio—Municipal Bidg., Palestine. Texas.
Transmitter—Strickland Park, Palestine. Texas.

Transmitter—Strickland Park, Palestine, Texas.

Wave—Power—Time

Operating power—100 watts.
(100% modulation.)
206.9 meters; 1300 kilocycles.
Licensed to operate full time on local channel.
Operates on Central War Time.
Operating schedule: 7:00 s.m. to 10:00 p.m.

Agency Commission
Agency Commission 15%. Commission not paid on tailent. Invoices malled lat of each month.
General Advertising
For combination rates see Keystone Network.
Rates include fees charged by owners of music copyrights.

| tikn                   | us.    |       | 10.44  | 00     | <b>50.</b> | ****    |  |  |  |  |
|------------------------|--------|-------|--------|--------|------------|---------|--|--|--|--|
|                        |        | 1 ti. | 13 ti. | 26 ti. | 52 tl.     | 104 tl. |  |  |  |  |
| - 1                    | hour   | 47.50 | 45.00  | 42.75  | 40.50      | 38.75   |  |  |  |  |
|                        | hour   |       | 27.00  | 25.50  | 24, 25     | 23.00   |  |  |  |  |
|                        | hour   |       | 16.25  | 15.50  | 14.75      | 14.00   |  |  |  |  |
| - 5                    | minute |       | 8.10   | 7.70   | 7.30       | 6.95    |  |  |  |  |
| ANNOUNCEMENTS          |        |       |        |        |            |         |  |  |  |  |
| 1 minute transcription |        |       |        |        |            |         |  |  |  |  |
| 100                    | words  |       | *****  |        |            | 8.50    |  |  |  |  |
| 50                     | words  |       |        |        |            | 2.50    |  |  |  |  |

100 words 2.5.0

50 words 2.5.0

13 times 5.7 104 times 22.7

26 times 10.7 208 times 25.7

52 times 15.7 416 times 30.7

Time Signals: On contract 25 word announcements, six times daily, per month 100.00.

Weather Forecast: Once daily, per month 60.00.

TALENT

Talent charges to be padd by the advertiser at actual cost of artists selected.

REMOTE CONTROL

Arrangements can be roade for remote control broadcasts, advertiser paying actual cost of installations. 50 words .

Contract and Other Requirements
Rates cover all station facilities, such as time, announcer, continuity, program planning, auditions, etc. All contracts are subject to the approval of the station management. etc. All constation mans

Program arrangements on talent programs must be made two weeks in advance. Announcements and talks close two days preceding. Recorded programs accepted up to time of broadcast

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. turn-tables.

Personnel
General Manager—Bill Laurie.

Representatives
The Walker Company.

#### **PAMPA**

(Gray County)

KPDN (Established 1986)



Rates received January 17, 1945.
Owned and operated by C. H. Harry and Jane Hoiles.
Business Office and Studio—tulberson Smalling
Building, Pamps, Texas, telephone 1100.
Transmitter—8/10 of a mile east of city limits

Wave—Power—Time
Operating power—100 watta.
223.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operates on Central War Time.

Agency Commission

gency Commission
Agency commission 15% allowed to recognized advertising agencies only on station time charges provided payment is made before the 15th of month following broadcast. All invoices rendered weekly, paysible at face, when rendered. Short rate billed wherefrequency rate is not earned.

frequency rate is not earned.

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network. In order to earn net rates quoted, contracts must be completed within 12 months.

|    | (6:00 p.m. until                 |       |        | Sign-off daily) |        |         |         |  |  |  |
|----|----------------------------------|-------|--------|-----------------|--------|---------|---------|--|--|--|
|    | -                                | l ti. | 13 tl. | 26 tl.          | 52 t1. | 104 tl. | 300 t1. |  |  |  |
| 1  | hour                             | 40.00 |        |                 | 33.50  | 31.00   | 28.50   |  |  |  |
|    | hour                             |       | 22.95  | 21,45           |        | 18.60   | 17.10   |  |  |  |
|    | hour                             |       | 15.30  | 14.30           | 13.40  | 12.40   | 11.40   |  |  |  |
|    | minutes                          |       | 7.65   | 7.15            | 6.70   | 6.20    | 5.70    |  |  |  |
|    | words                            |       |        | 2.55            |        |         | 2.30    |  |  |  |
| 50 |                                  |       | 1.95   |                 |        | 1.70    | 1.65    |  |  |  |
|    | (Before                          |       |        |                 |        |         |         |  |  |  |
|    | 12:00 roon Sundays and holidays) |       |        |                 |        |         |         |  |  |  |
|    |                                  |       |        |                 |        |         |         |  |  |  |

50% of night rates.
(12:00 noon to 6:00 p.m. Sundays and holidays)
66-2/3% of night rates.

POLITICAL RATES

TALENT
Program charges (artists, orchestra, continuity, etc.), rates on application. REMOTE CONTROL
Arrangements can be made for remote control broadcasts at cost.

SERVICE FACILITIES
Upon request, estimates submitted on complete merchandising service.

Closing Time
Programs close one week in advance of broadcast
Talks, programs, continuities, etc., must be submitted
at least one week in advance for review by program
director.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 58-1/8 and 78 r.p.m. double turn-tables with vertical and lateral pick-up.

ersonnel Manager-Wayne Phelps.

Representatives None.

#### **PARIS** (Lamar County) KPLT



Bates effective March 1, 1944, (Card No. 7.)
Uwned and operated by the North Texas Broadcasting
Company.
Business Office and Studio—Mezzanine floor of the
Gibraiter Hotel, Paris, Texas, telephone 1124.
Transmitter—Located one-half mile south on Texas
State Highway No. 24.

#### Wave-Power-Time

Operating power—250 watte. 201.3 meters; 1490 kilocycles. Licensed to operate full time. Operates on Central War Time.

#### Agency Commission

gency commission allowed recognized advertising agen-cies only on station time charges providing payment is made before the 15th day of the month following broadcast. No cash discount, invoices rendered monthly: payable at face, when rendered. Short rate billed where frequency rate is not earned.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Supplementaries), Mutual Broadcasting System and Texas State Network.

| _        | _        |        |        |       |       |       |       |        |
|----------|----------|--------|--------|-------|-------|-------|-------|--------|
|          |          |        | m. to  | 19.00 | midn  | icht) |       | 312 or |
|          | ,,,      | ,,00 E |        |       |       |       |       |        |
|          |          | 1      | 13     | 26    | 52    | 104   | 208   | more   |
|          |          | ti.    | t1.    | t1.   | ti.   | t1.   | t1.   | ti.    |
| 1        | hour     | 45.00  | 42,75  | 40.50 | 38.25 | 86.00 | 33,75 | 82.50  |
| 1/2      | hour     | 27.50  | 26.15  | 24,25 | 23,50 | 22,50 | 20.15 | 19.25  |
| 1/4      | hour     | 16.00  | 15.20  | 14.40 |       | 12.80 | 12.00 | 11.20  |
| 5        | minutes  |        | 7.15   | 6.75  | 6.85  | 6.00  | 5.65  | 5.25   |
| Ī        | minute   | 3.25   | 8.10   | 2.95  | 2.80  | 2.65  | 2.50  | 2.25   |
| 100      | words    | 3.00   | 2.85   | 2.70  | 2.55  | 2.40  | 2.25  | 2.10   |
| 1/2      | minute   | 2,80   | 2.65   | 2.50  | 2.35  | 2.20  | 2.05  | 1.90   |
| 50       | words    |        |        |       |       |       |       |        |
| or       | less     | 2.65   | 2.50   | 2.35  | 2.20  | 2.05  | 1.90  | 1.75   |
| Person   | nel      |        | -      | _     |       |       |       |        |
| Man      | ager-E   | rnest  | T. Jos | 268.  |       |       |       |        |
|          | entative |        |        |       |       |       |       |        |
| Non      |          | -      |        |       |       |       |       |        |
| .,,,,,,, | ••       |        |        |       |       |       |       |        |

#### **PECOS** (Beeves County)

KIUN

(Established 1985)

(Established 1985)
nates received April 15, 1988.

Owned and operated by Jack W. Hawkins and Barney
H Hubbs.
Business Office and Studio—KIUN Building, Pecos,
Texas, telephone 21.
Transmitter—One mile north of Pecos.

Wave—Power—Time
Operating power—100 watts.
21-1.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel.
Operates on Central War Time.
Agency Commission
Axency commission 15% to recognized advertising
agencies on station 15% to recognized advertising
agencies on station time. Caan discount 2% on
gross—10 days after invoice date Invoices mailed
lat of month. No cash discount allowed on talent.
General Advertising
For combination rates as Kavetana Natural.

gross-10 days after invoice date livedces mailed let of month. No cash discount allowed on talent. General Advertising.

For combination rates see Keystone Network. Fees charged by owners of music copyrights are not included in rates.

| 1<br>100<br>50 | words |       |     |            |       | 8.50  |
|----------------|-------|-------|-----|------------|-------|-------|
| 26             | tlmes |       | 10% | 100<br>150 | times | 25%   |
| 12             | чине  | SPECT |     |            |       | OU 70 |

#### PLAINVIEW KVOP



#### PORT ARTHUR

KPAC (Established 1934)



Rates effective November 1, 1944.

Owned and oberated by Port Arthur College.
Business Office and Studio—P.O. Bus 511. Port Arthur Texas, telephone 7458.

Transmitter—Port Arthur College campus \*vsve—Power—Time\*
Operating power—1,000 watta.
(100% modulation—crystal control—directional antenna.)
240.0 meters; 1250 kilocycles.
Licensed to operate full time on regional channel Operates on Cenfral Standard Time.

Actual operating schedule: 6:00 a.m. to 12:00 midmight.

night.

Igency Commission

Agency commission 15% to recognized advertising agencies on time charges. Cash discount none. No commission on political broadcasts. Bills for gross charges rendered monthly and payable within 10 days. Seneral Advertising

For combination rates see listing of Mutual Broadcasting System.

Rates include charges by owners of music copyrights. The following rates are for national advertising (6:00 p.m. to 10:30 p.m. daily and 12:00 noon to 6:00 p.m. Sundays)

10 26 52 100 150 260 500

|        |         | ոսսու ք | 0 0:00 | υ.щ.  | Bung  | 8331  |       |      |
|--------|---------|---------|--------|-------|-------|-------|-------|------|
|        | 1       | 13      | 26     | 52    | 100   | 150   | 260   | 500  |
|        | ti.     | ti.     | ti.    | ti.   | ti.   | ti.   | ti.   | ti.  |
|        | 110.00  | 95.00   | 90.00  | 85.00 | 80.00 | 75.00 | 70.00 | -    |
| 8/4 hr |         | 76.00   |        |       |       |       |       |      |
| 1/2 hr |         | 57.00   |        |       |       |       |       |      |
| 1/4 hr | 40.00   | 38.00   | 86.00  | 84.00 | 82.00 | 30.00 | 28.00 |      |
| 5 min  | 20.00   | 19.00   |        |       |       |       |       |      |
| I min  | 10.00   |         | 9.00   | 8.50  | 8.00  | 7.50  | 7.00  | 6.00 |
| Chain  | break o | r 30    |        |       |       |       |       |      |
| word   | a 6 00  | 5.70    | 5 40   | K 10  | 4 90  | 4 50  | 4 20  | 9 60 |

rds 6.00 5.70 5.40 5.10 4.80 4.50 4.20 (6:00 a.m., to 6:00 p.m. week days, 10:30 p.m., to 12:00 midnight daily and 7:00 a.m. 10:30

|    |      |        | to I  | 2:00 1 | noon E | dunday | a)    |       |      |
|----|------|--------|-------|--------|--------|--------|-------|-------|------|
|    | l hr | 55.00  | 47.50 | 45.00  | 42,50  | 40.00  | 87.50 | 35.00 |      |
| 3/ | 4 hr | 40.00  | 88.00 | 86.00  | 34.00  | 32.00  | 30.00 | 28.00 |      |
| 1/ | 2 hr | 30.00  | 28.50 | 27.00  | 25.50  | 24.00  | 22.50 | 21.00 |      |
| 1/ | 4 hr | 20,00  | 19.00 | 18.00  | 17.00  | 16.00  | 15.00 | 14.00 |      |
| 5  | min  | 10.00  | 9.50  | 9.00   | 8.50   | 8.00   | 7.50  | 7.00  |      |
|    |      | 5.00   |       |        |        |        |       |       | 8.00 |
|    |      | reak o |       |        |        |        |       | ••••  |      |
|    |      | 4.00   |       | 2.60   | 8.40   | 8.20   | 8.00  | 2.20  | 2.40 |

Chain break or 30 2.60 3.40 3.20 3.00 2.60 3.00 words 4.00 3.80 2.60 3.40 3.20 3.00 2.80 2.40 SPECIAL FEATURES

Time signals, sports, political or religious talks and weather reports—rates on request.

"1250" Club: Monday, through Saturday; available for sponsorship in 1 hour, 1/2 hour and 1/4 hour periods, or 1 minute spot announcements; recorded music. Talent fee (not subject to agency commission) for six days weekly—one hour 32.50; 3/4 hour 25.00; 1/2 hour 18.00; 1/4 hour 10.00.

"Harlem Juke Box:" Cooperative recorded musical program broadcast between 10:15 a.m. to 10:35 a.m.. Tuesday, Thursday and Saturday.

Minimum one minute spots available to those advertisers who wish to reach a colored audience. Cliff Bruner and the Showboys: Broadcast at noon daily. Spots available on a cooperative basis with a minimum of four in the half hour period. Regular rates plus talent fee apply.

RELIGIOUS PROGRAMS

One time rate applies in each classification.

TALENT

Batee on application.

One time rate applies in soon casesinestics.

Bates on application.

Additional charges are made for programs originating outside of studios.

SERVICE FACILITIES

Station artists service is available for selection of talent and building of program. Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost. Closing Itme
Closing Itme
Closing date one week in advance of service.

Meshanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turn-tables for vertical and lateral out recordings.

Personnel
Manager—Sam Leavitt.
Representatives
Joseph Hershey McGillvra. Inc.

#### SAN ANGELO

(Tom Green County)

KGKL (Established 1928)



Rates effective June 1, 1938.

Rates effective June 1, 1938.

Owned and operated by KGKL, Inc.
Business Office and Studio-St. Angelus Hotel. San
Angelo, Texas, telephone 6715-5516.

Transmitter—50 S. Mitton St., San Angelo, Texas.

Wave-Power—Time
Operating power—250

Licensed to operate full time on cleared local channel.
Operates on Central War Time.
Actual operating schedule: 6:30 a.m. to 11:00 p.m.
Agency commission
Agency commission 15% to recognized agencies on
estation time only. Cash discount 2%—10 days from
date of invoice. Bills for gross charges rendered
monthly and payable within ten days.

General Advertising
Rates include ASCAP and SESAC fees.
For combination rates see American Broadcasting
Company, Inc. (Southwestern Supplementaries), Mutual
Broadcasting System and Texas State Network.

| Broa | dcasting | System       | and | Texas | State    | Network. |       |
|------|----------|--------------|-----|-------|----------|----------|-------|
| 1    | hour     | ************ |     |       |          |          | 50.00 |
| 1/2  | hour     |              |     |       | ******** |          | 28.50 |
| 1/4  | hour     |              |     |       |          |          | 17.50 |
| 5    | minutes  |              |     |       | *******  |          | 8.50  |

ANNOUNCEMENTS
100 words or one minute transcription.
50 words or 1/2 minute transcription.
DISCOUNTS
Less than 18 times.
18 to 25 times.
28 to 51 times.
28 to 59 times.
190 to 149 times.
190 to 799 times.
300 or more times.

COMBINATION RATES ene — KBST, Big Spring — KGKL, San KRBC. Abilene

Rate card received April 12, 1945.

Raic card received April 16, Across Agency Commission: 15% to recognized agencies; no cash discount. Bills due and payable as billed. General Advertising: 26 52 104 260 300 1 1 3 26 51 11 11 11 11 11 11

RECORDED PROGRAMS
Regular time charges apply to recorded programs
Not restricted to certain hours.
TALENT

Rates on application.

REMOTE CONTROL

Station can broadcast from any point where there are telephone lines. Sponsor to pay all line charges and connection fees, also transportation charges of

and connection fees, also transportation charges of equipment.

Closing Time
Theint programs and talks close two weeks in advance of broadcast. Announcements can be broadcast the day they are received.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

for vertical and laws.
Personnel
General Manager—Lewis O. Seibert.
Representatives
John E. Pearson Company.

#### SAN ANTONIO

(Bexar County)

KABC (Established 1926)



Rates effective May 1, 1944.

Rates effective May 1, 1944.

Owned and operated by Alamo Broadcasting Co., Inc. Business Office and Studio-Milam Bidg., San Antonio 5, Tex., telephone Fannin 3126.

Transmitter—San Antonio. Texas.

Wave—Pewar—Times
Operating power—250 watts.
(100% modulation—crystal control.)
206.9 meters; 1450 kilocycles.

Licensed to operate full time.
Operating schedule: 5:00 s.m. to 12:00 midnight.
Agency commission
Agency commission
Agency commission 15% on net charges for station time to recognized agencies. No commission on political broadcasts. No cash discount. Bills for gross charges rendered monthly and payable within 20 days.
General Advertising
For combination rates see American Broadcasting Company, Inc. (Southwestern Group) and Texas State Network.

ictwork.

sates apply on 12 month basis only. Continuation of
bar's contract automatically starts on previous earned
ate or less.

CLASS "A"

CLASS 'A'.

(6:00 p.m. to 11:00 p.m.)

1 18 26 52 100 150 280

12 1n 18.02.00 119.00 112.00 120.00 120

12 1n 184.00 79.80 75.80 71.40 67.20 63.00 68.80 1/4 hr 56.00 53.00 55.00 47.10 44.80 42.00 39.20 5 min 28.00 26.60 35.20 23.80 22.40 31.00 19.60 1 minute or 100 wds 14.00 13.80 12.60 11.90 11.20 10.50 9.80 50 word station break 12.00 11.40 10.80 10.20 9.60 9.00 8.40 30 word station break 9.00 8.55 8.10 7.65 7.20 6.75 6.30 15 word time signal 4.50 4.28 4.05 8.38 8.60 8.38 8.15 Rates for 400 or more times on request.

62.50 31.50 21.00 10.50 49.00 29.40 19.60 9.80 5.60 4.90 4, 20 break 6.00 5.70 5.40 5.10 4.80 4.30 4.20

15 word time
signal 3.00 2.85 2.70 2.55 2.40 2.25 2.10

Rates for 400 or more times on request.

Sunday rate same as week days except that 12:00

noon to 4:00 p.m. takes two-thirds of Class "A"

rate and 4:00 p.m. takes two-thirds of Class "A"

rate and 4:00 p.m. to 6:00 p.m. takes three-fourths
of Class "A" rate. Announcement rate same as week

days entire day.

Thirty word station break subject to being run with

non-competitive 15 word time signal. Fifty word

rate takes entire break.

ELECTRICAL TRANSCRIPTION

Maximum of 26-second transcribed announcement acceptable for 50-word live announcement; 17 seconds

for 30 words; one minute for 100 words. Transcribed

for 30 words; one minute for 100 words. Transcribed

row of the following the followords of the fight

to cut down transcriptions er announcements running

over, or charge next highest rate. No transcriptions acceptable for time signals. Ten per cent average allowed on live word count, none on transcriptions. TALENT Rates on request. Not commissionable. HEMOTF CONTROL. Additional charges are made for programs originating outside of the studios.

SERVICE FACILITIES
Station artists service is available for selection of talent and building of program. Extra services, when required, billed at net cost.
Contract and Other Requirements
Only one order and one set of continuity required Ail programs are subject to station approval. Price quoting permitted.
Closing Time
Generally one week is desired for musical or dramatic productions.

Mechanical Program Equipment
Equipment Equipment
Equipmed to handle programs by electrical transcription using 33-1/8 and 78 r.p.m. double turn-tables.
Personnel
Manager—Charles W. Balthrope.
Assistant Manager—Bill Michaels.
Representatives
Weed & Company.

KMAC



Rates received October 10, 1944.

Rates received October 10, 1944.

Owned and operated by Howard W. Davis,—The Waimac Company,
Business Office and Studio—12th floor. National Bank of Commerce Bidg., San Antonio, Tex.
Transmitter.—319 Avenue A. San Antonio. Texas.

wave—Power.—Time
Operating power—250 watta.
241.9 meters; 1240 kilocycles.
Licensed to operate on cleared local channel.
Operates on Central War Time.
Actual operating schedule: 6:00 s.m. to 1:00 s.m.
Agency Commission
Agency commission

84.00 56.00 28.00 19.60 (8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

words or less "C"

CLASS "C"
(12:00 midnight to 8:00 a.m.)

request. POLITICAL RATES

All political talks and announcements take the one time rate.

ELECTRICAL TRANSCRIPTIONS

Regular program rates apply for transcriptions made exclusively for broadcasting purposes.

Rates include the use of ar extensive recorded library.

Rates include the use of ar extensive recorded library.

TALENT

Staff orchestra of 12 pieces available for sponsorship between 7:00 p.m. and 8:00 p.m. at 35:00 per program. Additional staff talent maintained on the station including string ensembles. Hill-Billy band, individual singers, plano sqioists and special sports announcers. Talent quotation given on request.

REMOTE CONTROL

Can be sold under special arrangements. Prices vary according to nature of the pick-up, distance from the studios, etc. Remote control broadcasts take station time rate plus line charges and remote operator. SERVICE FACILITIES

Regular contracts are maintained with drug and food outlets within the service radius of the station. Closing Time

Contracts must be closed at least seven daye in advance of opening date of broadcast in order to make program adjustments. All written quotations subject to prior disposal of time.

(This listing contleued an sext nases)

#### TEXAS--Continued

## SAN ANTONIO—Continued

K M A C—Continued

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double 33-1/8 and 78 r.p.m. turn-tables.

Personnel
General Manager—Howard W. Davis.
Commercial Manager—Patt McDonald.
Program Director—A. S. (Tony) Bessan.

Representatives
Burn-Smith Company, Incorporated.

#### KONO



**b**er 1, 1944. Rates effective September

Owned and operated by Mission Broadcasting Co. Studio-317 Arden Grove. San Antonio, Texas. Transmitter-317 Arden Grove, San Antonio 6, Tex.

reasemitter—317 Arden Grove, San Antonio 6, Tex.

Vave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocyoles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 8:00 a.m. to 12:66 midnight.

Agency Commission 15%. Commission does not apply on talent. Cash discount none.

General Advertising
ASCAP, BMI and SESAC licenses.

|             | 1       | 1/2   | 1/4   | 5    | 1    | 1/2  |
|-------------|---------|-------|-------|------|------|------|
|             | br.     | hr.   | hr.   | min. | min. | min. |
| 1 time      | . 54.00 | 27.00 | 18.00 | 9.00 | 6.00 | 4.20 |
| 13 times    | . 51.00 | 25.50 | 17.00 | 8.50 | 5.80 | 4.10 |
| 26 times    |         | 24.00 | 16.00 | 8.00 | 5.60 | 4.00 |
| 52 times    |         | 22.50 | 15.00 | 7.50 | 5.40 | 8.90 |
| 104 times   | . 42.00 | 21.00 | 14.00 | 7.00 | 5.20 | 3.70 |
| 156 times   | . 39.00 | 19.50 | 13.00 | 6.50 | 5.00 | 3.50 |
| 260 times   |         | 18.00 | 12,00 | 6,00 | 4.80 | 3.25 |
| 312 or more | •       |       |       |      |      |      |
| times       | 33.00   | 16.50 | 11.00 | 5.50 | 4.40 | 3.00 |



KTSA (Established 1998)



Rates effective September 1, 1944.

Owned and operated by Sunshine Broadcasting Co.
Business Office and Studio—Gunter Hotel, San
Antonio 6, Tex., P. O. Box 1161.

Transmitter—St. Hedwig Road, extension of East
Houston Street. San Antonio, Texas.

Ave—Power—Time
Operating power 5,000 watts days; 1,000 watte nights.

545.5 meters; 550 kilocycles. Licensed to operate full time on cleared regional

Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized agencies on time charges; no cash discount. No commission on political broadcasts.
Bills due and payable when rendered.

Bilis due and payable when rendered.

General Advertising
For combination rates see Columbia Broadcasting
System (Southwestern Group), and Lone Star Chain.
In order to earn net rates quoted, contracts must be
completed within 12 months.
Tie-in announcements in connection with network programs not commissionable. Service charge 18.00. Discounts allowed retroactively on total number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts,
but two or more programs units of 15 minutes or
more, broadcast on the same day for the same sponsor
and within the same time bracket, may be combined
to earn the 1/2 hour or one hour rate. All programs so combined may be scheduled contiguously
at the station's option on 28 days notice to agency
or advertiser.

grams so combined may be scheduled contiguously at the station's option on 28 days notice to agency or advertiser.

(6:00 p.m. to 10:00 p.m.)

1 1/2 1/4 5 1
hr. hr. hr. min. min. (\*) (†)
1 ti 225.00 135.00 90.00 56.25 37.50 33.75 28.13
13 ti 213.75 128.25 85.50 53.44 35.63 82.06 26.73
26 ti 202.50 121.50 81.00 50.63 33.75 30.38 25.32
25 ti 191.25 114.75 76.50 47.82 31.88 28.69 23.92
104 ti 180.00 108.00 72.00 45.00 30.00 27.00 22.52
116 ti 168.75 101.25 67.50 42.19 28.13 25.31 21.12
260 ti 157.50 94.50 63.00 39.38 26.25 23.62 19.69
312 or more

times 146.25 87.75 58.50 36.57 24.38 21.93 18.29
(10:00 p.m. to 10:30 p.m.)
1 ti 112.50 67.50 45.00 28.13 18.75 16.88 14.07
13 ti 106.88 64.13 42.75 24.73 17.82 16.03 13.37
26 ti 101.25 60.75 40.50 28.13 18.75 16.88 14.07
13 ti 106.88 64.13 42.75 24.73 17.82 16.03 13.37
26 ti 101.25 60.75 40.50 28.13 18.75 16.88 14.07
13 ti 106.88 64.13 42.75 24.73 17.82 16.03 13.37
26 ti 101.25 60.75 40.50 28.13 18.75 16.86 16.56
25 11 95.63 57.38 33.25 22.31 15.94 14.35 11.96
104 ti 90.00 54.00 36.00 22.50 15.00 13.50 11.26
260 ti 78.75 47.25 31.50 19.69 13.13 11.81 9.85
312 or more

times 73.13 43.88 29.25 18.12 12.18 10.97 9.15
Chain breaks limited to 30 words.
(\*) 100 words.
(\*) 100 words.

(\*) 100 words.

TALENT, REMOTE CONTROL

Base rate applies.
TALENT, REMOTE CONTROL

Base rate applies.

TALENT, REMOTE CONTROL

Rates on request.

SERVICE FACILITIES

Merchandising department maintained.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and wine, not accepted.

All rates guaranteed for one year from date of first broadcast, with or without interruption. Maximum length of contract one year.

Contracts subject to conditions of standard NAB and AAAA contract station approval, government regulations, and NAB Code of Ethics for Broadcasting Industry.

All contracts subject to cancellation unless program starts within 30 days.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/2 and 78 r.p.m. double turn-tables, vertical and lateral.

Personnel

General Manager—G. W. Johnson.

Merchandising Manager—C. D. Lut
Representatives

Taylor-Howe-Snowden Radio Sales.

WOAI (Established 1922)



Rates effective February 1, 1944. (Card No. 27.)
Owned and operated by Southland Industries, Ino.
Business Office and Studio-WOAI Bidg.. San Antonio 6, Tex.
Transmitter—Selma. Texas.

Wave—Power—Time
Operating power—50,000 watts.
(100% modulation—crystal control.)
250.0 meters; 1200 kilocycles.
Licensed to operate full time on cleared channel.
Operates on Central War Time.
Agency commission
Agency commission
Agency commission 15% on net charge for station
time to recognized advertising agencies.
No cash discount. Bills due and payable when rendered.
(This listing continued en next mass) Rates effective February 1, 1944. (Card No. 27.)

# SAN ANTONIO—Continued W O A I--Continued

۵

General Advertising
For combination rates see listings of National Broad-casting Company (Southwestern Group) and Texas
Quality Group.

|          | (6     | :00 p. | m. to  | 10:80 | p.m.) |        |       |
|----------|--------|--------|--------|-------|-------|--------|-------|
|          | 1      | 1/2    | 1/4    | 5     | 1     | 100    | 80    |
|          | hour   | hour   |        | min.  | min.  | words  | words |
| 1 tl.    |        | 192.00 | 128.00 | 80.00 | 45.00 | 42.50  | 40.00 |
|          | 804.00 |        |        | 76.00 | 42.75 | 40.88  | 28.00 |
|          | 288.00 |        |        | 72.00 | 40.50 | 88, 25 | 86.00 |
|          | 272.00 |        |        | 68.00 | 88.25 | 86.18  | 84.00 |
|          | 256.00 |        |        | 64.00 | 86.00 | 84.00  | 82.00 |
| 260 ti.  |        |        |        | 60.00 | 83.75 | 81.88  | 20.00 |
| 812 ti.  | 224.00 | 184.40 | 89.60  | 56,00 | 81.50 | 29.75  | 28.00 |
| 624 or : | more   |        |        |       |       |        |       |
| ti.      | 208.00 | 124.80 | 83 20  | 52.00 | 20 2K | 27 68  | 98 00 |

| (6:     | BO s.m. | to 6:   | 00 p.m.<br>1:00 p. | _and   | 10:80 | p.m. t | 0     |
|---------|---------|---------|--------------------|--------|-------|--------|-------|
|         |         |         |                    |        |       |        |       |
| 1 ti.   | 128.00  | 76,80   | 51,20              | 82.00  | 22.50 | 21.25  | 20.00 |
| 26 ti.  | 121.60  | 72.96   | 48.64              | 80.40  | 21.88 | 20.19  | 19.00 |
| 52 t1.  | 115.20  | 69.12   | 46.08              | 28.80  | 20.25 | 19.18  | 18.00 |
| 104 ti. | 108.80  |         |                    |        |       |        |       |
|         |         | 65.28   | 48.52              | 27.20  | 19.18 | 18.06  | 17.00 |
| 156 tl. | 102.40  | 61.44   | 40.96              | 25,60  | 18.00 | 17.00  | 16.00 |
| 260 tl. | 96.00   | 57.60   | 88.40              | 24.00  | 16.88 | 15.94  | 15.00 |
| 812 tl. | 89.60   | 58.76   | 85.84              | 22,40  | 15.75 | 14.88  | 14.00 |
| 624 or  |         | 55.10   | 00.02              | 44. TV | 10.10 | 13.00  | 14.00 |
|         |         |         |                    |        |       |        |       |
| ti.     | 88, 20  | 49.92   | 88.28              | 20.80  | 14.63 | 18.81  | 18.00 |
|         |         |         |                    |        |       |        |       |
|         | (1)     | l:00 p. | m. to              | 6:80   | a.m.) |        |       |
| 1 ti.   | 80.00   | 48.00   | 82.00              | 20.00  | 11.25 | 10.68  | 10.00 |
| 26 tl.  | 76.00   | 45.60   | 80.40              | 19.00  | 10.69 |        |       |
|         |         |         |                    |        |       | 10.15  | 9.50  |
| 52 t1.  | 72.00   | 48.20   | 28.80              | 18.00  | 10.18 | 9.61   | 9.00  |
| 104 tl. | 68.00   | 40.80   | 27.20              | 17.00  | 9.56  | 9.08   | 8.50  |
| 156 ti. | 64.00   | 88.40   | 25.60              | 16.00  | 9.00  | 8,54   | 8.00  |
| 260 t1. | 60.00   | 86.00   | 24.00              | 15.00  | 8.44  |        | 7.50  |
|         |         |         |                    |        |       | 8.01   |       |
| 812 tl. | 56.00   | 88.60   | 22.40              | 14.00  | 7.88  | 7.48   | 7.00  |
|         | more    |         |                    |        |       |        |       |
| t1.     | 52,00   | 81.20   | 20,80              | 18.00  | 7.31  | 6.94   | 6,50  |
|         |         |         |                    |        |       |        | 0.00  |

## DISCOUNTS

DISCOUNT'S

Discounts allowed retroactively on number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption.

Two or more program units of 15 minutes or more broadcast on the same day for the same sponsor within the same time bracket may be combined to earn the 1/2 hour, 3/4 hour or one hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled contiguously at the station's option on 28 days' notice.

# SPECIAL FEATURES

-News service and special news announcer (6:00 p.m. to 10:80 p.m.)

| (0:00 p.m. to           | 10:80 D'I | n.)           |                |
|-------------------------|-----------|---------------|----------------|
|                         | 1/4 hr.   | 5 min.        | (†)            |
| 1 time                  | 170.68    | 106.70        | 56.69          |
| 26 times                | 162.18    | 101.87        | 58.85          |
| 52 times                | 153.65    | 96.08         | 51.02          |
| 104 times               | 145.11    | 90.70         | 48.19          |
| 156 times               | 186.58    | 85.86         | 45.25          |
| 260 times               | 128.04    | 80.02         | 42.52          |
| 812 times               | 119.50    | 74.69         | 92.52<br>89.68 |
| 624 or more times       | 110.97    |               |                |
| OF A CHE THOU CHIEF     | 110.97    | 69.86         | 36.84          |
| (6:80 a.m. to 6:00 p.m. | 10        |               | 4 -            |
| 11:00 p.                |           | :80 p.m.,     | 10             |
| 1 time 11.00 p.         |           | 40.00         |                |
|                         | 68.22     | 42.68         | 28,84          |
|                         | 64.87     | 40.55         | 26.92          |
|                         | 61.46     | 88.41         | 25.50          |
|                         | 58.04     | 86.28         | 24.09          |
| 156 times               | 54.68     | 84.14         | 22.67          |
| 260 times               | 51.22     | <b>82</b> .01 | 21.25          |
| 812 times               | 47.80     | 29.88         | 19.84          |
| 624 or more times       | 44.89     | 27.74         | 18.42          |
| /11:00 4:               |           |               |                |
| 1 time (11:00 p.m. to   | 6:80 a.r  |               |                |
|                         | 42.68     | 26.68         | 14.17          |
|                         | 40.55     | 25.84         | 18.47          |
|                         | 88.41     | 24.00         | 12.75          |
| 104 times               | 86.28     | 22.67         | 12.05          |
| 156 times               | 84.14     | 21.84         | 11.88          |
| 260 times               | 82.01     | 20.00         | 10.68          |
| 312 times               | 29.88     | 18.67         | 9.92           |
| 624 or more times       | 27.74     | 17.84         | 9.20           |
| (†) 100 words or less.  |           |               |                |
|                         |           |               |                |

Time signals: Spot announcement rates subject to discounts. Number of words to include "correct time." Weather reports: Spot announcement rates subject to discount. Limited to 50 words commercial copy. Desier identification or other "out-in" announcements made locally within advertiser's network time. Service charge: night 42.50; day 21.25.

# REMOTE CONTROL

Charges for programs originating outside of the studios will be quoted on request.

# Contract and Other Requirements

contract and Other Requirements

Rates are for station time and facilities only and
do not include talent.

No contract accepted for over one year's duration.
All programs and announcements subject to approval
of station management, government regulations and
NAB Code of Ethics for Broadcasting Industry.
All contracts subject to conditions of standard NABAAAA form.

Contracts, at the station's option, are not subject to
cancellation until two weeks after starting date as
contracted for therein.

# Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings. Recording equipment available.

General Manager—Hugh A. L. Halff. Promotion Manager—Fred A. Peery. Commercial Manager—Cecil K. Beaver.

# Representatives

Ndward Petry & Company, Inc.

# **SHERMAN**

(Grayson County)

# KRRV

(Established 1986)

Rates effective September 1, 1944. (Card No. 5.) Owned and operated by The Red River Valley Broad-casting Corporation.

Businese Office and Studio—Sherman, Texas. (P. O. Box 665), telephone 201.

Other Studio—Fannin Avenue and Owing Street. Denison, Texas. Telephone 423.

Transmitter—Highway 75 between Sherman and Deni-son, Texas.

Wave-Power-Time

Operating power—1,000 watta.
(100% modulation—crystal control.)
329.7 meters; 910 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.

# Agency Commission

Agency commission of 15% to recognized advertising agencies on net charges for station time only. Cash discount 2%. Bills payable on 15th of month following service.

# General Advertising

For combination rates see listing of Texas State Network and Mutual Broadcastins System.

(6:00 p.m. to 10:00 p.m.)

|     |       | l hr.    | 1/2 hr. | 1/4 hr. | 5 min. |
|-----|-------|----------|---------|---------|--------|
| 1   | time  | 90.00    | 54.00   | 86.60   | 22,50  |
| 13  | times | 85.50    | 51.80   | 84.20   | 21.37  |
| 26  | times | 81.00    | 48.60   | 82.40   | 20.21  |
| 52  | times | 76.50    | 45.90   | 30.00   | 19.13  |
| 104 | times | 72.00    | 48.20   | 28.80   | 18.00  |
| 156 | times | 67.50    | 40.50   | 27.00   | 16.87  |
| 208 | times | 63.00    | 37.80   | 25.20   | 15.74  |
| 300 | times | 58.50    | 85.10   | 23,40   | 14.61  |
|     |       |          |         | 20. 10  | 14.01  |
|     | (A)   | ll other | time)   |         |        |
| 1   | time  | 45.00    | 27.00   | 18.00   | 11.25  |
| 13  | times | 42.75    | 25.65   | 17.10   | 10.69  |
| 26  | times | 40.50    | 24.30   | 16.20   | 10.12  |
| 52  | times | 38.25    | 22.95   | 15.30   | 9.57   |
| 104 | times | 36.00    | 21.60   | 14.40   | 9.00   |
| 156 | times | 33.75    | 20.25   | 18.50   | 8.44   |
| 208 | times | 81.50    | 18.90   | 12.60   | 7.87   |
| 300 | timas | 29.25    | 17.55   | 11.70   | 7.31   |
|     |       |          |         | 11.70   | 1.01   |
|     | ANN   | OUNCE    | MENTS   |         |        |

(6:00 p.m. to 10:00 p.m.)

| One minute or 100 v   | words:  |       |           |      |
|-----------------------|---------|-------|-----------|------|
| l time                | 10.00   | 104   | times     | 8.00 |
| 13 times              | 9.50    | 156   |           |      |
| 26 times              | 9.00    | 208   |           |      |
| 52 times              |         |       | times     |      |
|                       |         |       |           | 0.00 |
| One-half minute or 50 |         |       |           |      |
| 1 time                | 8.00    | 104   | times     |      |
| 13 times              | 7.60    | 156   | times     | 6.00 |
| 26 times              | 7.20    | 208   | times     | 5.60 |
| 52 times              | 6.86    | 800   | times     | 5.20 |
| (A1:                  | 1 other |       |           |      |
| One minute or 100 v   |         | tit   | De)       |      |
|                       |         |       |           |      |
| 1 time                | 5.00    | 104   | times     | 4.00 |
| 13 times              | 4.75    |       | times     |      |
| 26 times              | 4.50    | 208   | times     | 2.50 |
| 52 times              | 4.25    |       | times     |      |
| One-half minute or 50 | words   |       |           |      |
| 1 time                | 4.00    | 104   | times     | 2 20 |
| 13 times              | 3.80    | 156   | times     |      |
| 26 times              | 3.60    | 208   | times     |      |
| 52 times              | 8.40    |       | times     | 2.80 |
|                       |         | 300   | MIMUR     | 2.60 |
| ELECTRICA             | L TK    | AN N. | CKIPTHINS |      |

Electrical TRANSCRIPTIONS
Electrical transcription facilities are available.
TALENT

REMOTE CONTROL

Remote control facilities are furnished at actual coeffor services and telephone lines.

MERVICE FACILITIES

Merchandising and publicity departments are part of regular service. Extra service, when required, will be billed at actual cost.

Contract and Other Requirements
All contracts subject to the conditions of the standard AAAA contract form.

Contracts are subject to cancellation only when written notice with check for short rate to date of the last program are furnished two weeks in advance. Maximum contract term is one year.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcrip-tion, using 38-1/8 and 78 r.p.m. turntables for ver-tical and lateral out recordings.

Personnel
Manager—L. L. Hendrick.

Representatives
John E. Pearson Company.

# **SWEETWATER**

(Nolan County) KXOX (Established 1989)

Rates effective December 1, 1989. Revised.

Rates effective December 1. 1989. Revised.

Owned and operated by Sweetwater Radio. Inc.
Business Office and Studio—Highway 70, SweetTransmitter—
Transmitter—
Wave—Fower—Time
Operating power—250 waits.
24.1.9 meters: 1240 kilocycles.
Ideensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 7:00 a.m. to 8:00 p.m.
Agency commission 15% on station time and talent to recognized agencies. No commission on political broadcasts. Cash discount 2%—20 days. Bills for gross charges rendered monthly and payable within 20 days.

General Advertising

For combination rates see Keystone Network.

Maximum words per minute 100; additional words
take next higher rate. Minimum period 1/2 minute.

Price quoting permitted.

The following rates are for national advertising.

For local rates consult station management.

(7:00 a.m. to 10:00 p.m.)

45.00

ELECTRICAL TRANSCRIPTIONS
Electrical transcriptions of 5 minutes or longer at regular rates. Sound effect records take transcription rates; other sound effects extra.

Station artists' service is available for selection of talent and building of program.

REMOTE CONTROL

Additional charges are made for programs originating outside of the studies.

SERVICE FACILITIES
Merchandising and publicity departments are part of
the regular service. Extra services, when required,
hilled at net cost.

Contract and Other Requirements
Rates apply for all advertisers classified as nations
All contracts subject to the conditions of the standar
AAAA contract form. All programs are subject station approval.

Closing Time
Closing time depends on the type of program. Generally one week is desired for musical or dramatic productions.

General Manager—J. Harley Hubbard.

Representatives None.

# **TEMPLE** (Bell County)

KTEM

(Established 1986) Rates effective July 18, 1937.

name enective July 18, 1937.

Owned and operated by the Bell Broadcasting Co., inc., Temple, Tex.,

Rus. office and studios—Kyle Hotel, Temple, Texas.

Transmitter—2-1/2 miles north of Temple.

ave—Power—Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Central War Time.

# Agency Commission

Agency commission 15% on station time to recognized agencies. Bills for gross charges rendered monthly and payable within 15 days.

# General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Group), Mutual Broad-casting System, Keystone Network and Texas State

Network.

All contracts to be completed within 52 weeks. Cancellations before expiration date take short rate applicable in discount table for periods or announcements used.

Renewals only earn discounts allowable within year.

1 18 28 52 100 125

tion...... 3.00 z.ou 2.... 1/2 minute transcription..... 2.00 1.90 1.90 1.70 1.60 1.50 1.40

REMOTE CONTROL

Regular rates plus line charges.

SERVICE FACILITIES

Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

# Closing Time

Closing time depends on type of program. Generally one week is desired for musical or dramatic production.

# Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 38-1/8 of 78 r.p.m. double turn-tables for lateral recordings.

# Personnel

General Manager—Frank W. Mayborn. Station Manager—Burton Blahop.

Representatives
John E. Pearson Company.

# TEXAS—Continued

# TEXARKANA

(Eowie County, Texas: (Affiller County, Arkansas;

> KCMC (Established 1982)



Rate card undated; received November 2, 1948. Owned and operated by KCMC, Inc. Business Office and Studio-Gazzette Hidg., 817 Pins-Street, Texarkana, Arkansas-Texas.
Transmitter—Texarkana, Arkansas-Texas

Wave-Power-Time

Operating power—250 watts.
(100% modulation—crystal control.;
243.9 meters; 1230 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 6:30 a.m. to 11:00 p.m.
daily.

Agency Commission

Agency commission 15% on net charge for station time to recognized agencies on business created and contracted for by them. No commission on program

No cash discount. Bills rendered monthly and due when rendered.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Southwestern Supplementaries), Mutual Broadcasting System and Texas State Network.

| 1   | hour          | 70.00 |
|-----|---------------|-------|
| 1/2 |               | 87.50 |
| 1/4 | hour          | 22.50 |
| 5   | minutes       | 11.00 |
| 1   | minute        | 4.00  |
|     | ANNOUNCEMENTS | 8.50  |
| 100 | words         | 3.00  |
| 50  | words or less | 8.00  |
|     | DISCOULATE    |       |

POLITICAL

Rates on request; cash and copy in advance. REMOTE CONTROL

Arrangements can be made for remote control broad-casts at actual cost,

SERVICE FACILITIES

Merchandising service available.

Closing Time

After all details have been arranged, final closing time is one week in advance. Machanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables

Manager-Frank O. Myers.

TYLER (Smith County) KGKB (Established 1929)



Rates effective January 1, 1945.

Owned by the East Texas Broadcasting Company Business Office and Studio-Tyler Commercial Col-lege, 115 S. College Street. Tyler. Texas Transmitter—North Church and Carlyle Sts. (Sand-flat Road), Tyler. Tex.

Wave-Power-Time

Operating power—250 watts.
(100% modulation.)
201.3 maters: 1480 kilocycles.
Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices mailed 1st of each month.

General Advertising

For combination rates see Mutual Broadcasting System and Keystone Network.
Rates include music copyright fees.

| 5 minutes 7.65 7.00 6.35 6.00 5.40<br>1 minute 3.80 3.50 3.20 2.85 2.55<br>Special one hour program on immediate notice 75.00. | 1 ti.<br>1 hour 70.00<br>3/4 hour 54.75<br>I/2 hour 36.60<br>1/4 hour 22.25 | 13 t1.<br>67.00<br>52.25<br>34.00<br>20.20 | 26 ti.<br>64.25<br>49.00<br>33.75<br>17.20 | 61.00<br>45.80<br>31.50<br>15.60 | 104 ti.<br>57.50<br>44.00<br>31.00<br>13.70 |
|--|---|--|--|----------------------------------|---|
| 1 minute 3.80 3.50 3.20 2.85 2.55  |   | 7.00                                       | 6.35                                       | 6.00                             | 5.40  |
| Special one hour program on immediate notice 75.00.  |   |  |  |                                  |   |
|  | Special one hour  | program on                                 | immedia                                    | te notice                        | 75.00.                                      |

# ANNOUNCEMENTS

| 100 words   | 3.20 | 3.50 | 3.20 | 2.85 | 2.55 |
|-------------|------|------|------|------|------|
| 50-75 words |      | 2.85 | 2.65 | 2.55 | 2.30 |
| 25 words    |      | 2.55 | 2.30 | 2.25 | 1.90 |
| 20 WOLUB    | 2.00 | 2,00 | 2.00 | 2.20 | 1.00 |

## TALENT

Faient charges to be paid by the advertiser at actual cost of artists selected.

REMOTE CONTROL

Arrangements can be made for remote control broad casts—advertiser paying actual cost of installations Contract and Other Requirements

listes cover all station facilities, such as time, an nouncer, continuity, program planning, auditions, etc. All contracts are subject to the approval of the station management.

Clusing Time

Program arrangements on talent programs must be made two weeks in advance. Announcements and talks close two days preceding Recorded programs accepted up to time of broadcast

Mechanical Program Equipment

Equipped to handle programs by electrical transcription and for cutting transcriptions, using 33-1/3 and 78 r.p.m. turntables.

Personnei

Pres. & Gen'i Mgr.-Jas. G. Ulmer Representatives

John E. Pearson Company.

# VERNON

Wilbarger County

KVWC (Established 1939)

Rates effective February 1, 1939. (Card No. 1.) Owned and operated by the Northwestern Broadcasting Company.

Business Office and Studio-1813 Williarger Street. Vernon, Texas.

Transmitter-One mile east of the Wilbarger County Courtbouse.

Wave-Power-Time

Operating power—250 watts.
201.3 meters: 1490 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Overating schedule: 7:30 a.m. to 9:35 p.m.

Agency Commission

Agency commission 15% allowed to recognized agen-cies only on station time charges provided payment is made before the 15th day of the month following broadcast. All invoices rendered weekly, payable at face, when rendered. Short rate billed where fre-quency rate is not earned.

General Advertising

For combination rates see listings of Mutual Broad-casting System and Keystone Network,

|        |         | l hr.      | 1/2 hr. | 1/4 hr. | 5 min |
|--------|---------|------------|---------|---------|-------|
| 1- 6   | times   | 45.00      | 26.25   | 15.00   | ຳ.ວັນ |
| 7 - 13 | times   | 42.75      | 24.95   | 14.25   | 7.10  |
|        | t1mes   |            | 23.62   | 13.50   | 6.70  |
|        | times   |            | 22.35   | 12.75   | 6,30  |
|        | times   |            | 21.05   | 12.00   | 5.90  |
|        | times   |            | 19 75   | 11.25   | 5.50  |
|        | times   |            | 18.45   | 10.50   | 5.10  |
|        | times   |            | 17.15   | 9.75    | 4.70  |
|        | NIDOM A | B1 8141 27 | NORMEN  | Pul     |       |

|         |                              | 100 words  |           |
|---------|------------------------------|------------|-----------|
| 1-6     | times                        | 3.75       | 8.00      |
| 7-13    | times                        | 3.30       | 2.70      |
| 14-28   | times                        | 2.90       | 2.40      |
| 27 - 39 | times                        | 2.50       | 2.10      |
| 40 - 52 | times                        | 2.10       | 1.80      |
| 58 or   | mure times                   | 1.70       | 1.50      |
| Annous  | ncement copy will be broad   | cast as a  | ubmitted. |
| If ann  | roved, and charges will be n | nade at ne | at higher |
| rate if | number of words exceed lin   | mit in any | class.    |

# Traculance Discounts on Announcements

|      | 1.100    | Incom  | 1710004  | Ten On TV | Middired |        |           |
|------|----------|--------|----------|-----------|----------|--------|-----------|
|      | tract re |        |          |           |          |        | 13 wks.   |
| 125  | words.   | 1 da   | ily, per | month     |          | 90.00  | 81.00     |
| 100  | words.   | 1 ds   | ily, per | month     |          | 70.00  | 63.00     |
| 50   | words.   | 1 ds   | ily, ner | month     | 1        | 60.00  | 54.00     |
| 25   | words.   | 1 de   | ily. Der | month     |          | 52,00  | 48.00     |
| Stat | ton br   | eak a  | nnounce  | ments at  | fixed    | time   | are sold  |
| only | six or   | sever  | n days a | week. A   | Announce | ements | limited   |
| to   | thirty   | word   | . Indiv  | ldual st  | ation b  | reak   | may be    |
| bana | tht aud  | piect  | to move  | in the    | event    | an a   | dvertiser |
| buy  | ing ata  | tion I | oreaks s | ix or sev | ven days | a we   | ek fixed  |
| post | tion. r  | eaulr  | 80 8DY   | spot sole | d indivi | dually |           |
|      |          |        |          |           |          |        |           |

POLITICAL BROADCASTS

Rates on request. REMOTE CONTROL

Arrangements can be made for remote control broad-casts at cost.

Contract and Other Requirements

In order to earn net rates quoted, contracts must be  $com_{\rm P}$  leted within twelve months.

completed within twelve months.

Program charges (artists, orchestra, continuity, etc.) are in addition to charges. Rates cover only station time and facilities for programs originating in station's studios. The editorial content of all broadcasts is subject to the approval or revision of station.

Contract renewals subject to rates in effect at time of renewal. All contracts subject to cancellation unless program starts within 30 days.

Closing Time

Programs close one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program

Mechanical Program Equipment

Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. turn tables for lateral cut recordings.

Representatives

None.

# VICTORIA

(Victoria County)

KVIC (Established 1989)

Rates effective July 1, 1944.

Owned and operated by Radto Enterprises, Inc. Business Office and Studios—P. O. Box 725, Victoria, Texas. telephone 999.
Transmitter—Victoria, Texas

Wave-Power-Time

Operating power—250 watta.
223.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operating schedule: Sundays 9:00 a.m. to 8:00 p.m.;
week days 7:00 a.m. to 8:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies. Bills rendered first of month, payable 10th of month.

General Advertising

For combination rates see Keystone Network.

The following rates are for national advertising. Rates include station time and facilities, music copyright fees, service and announcing staff, continuity and program departments. Specified time rate is 10%

| Comparison | Com SPECIAL FEATURES

Rates for special features on request.

News: Leased wire service available; regular rates
plus 20% apply.

TALENT

Rates do not include talent; rates and details on re-

REMOTE CONTROL

Rates do not include expenses for remote facilities; rates and details on request. TRANSCRIPTIONS

Transcription library service available, Contract and Other Requirements

ontract and Other Requirements

Station reserves the right to refuse or discontinue
any advertising or program for reasons satisfactory
to itself. All time and service is sold subject to all
erms and conditions of station's regular advertising
contract form. All contracts, except those specified
herein, are subject to cancellation by client by 15
stays' written notice accompanied by remittance in
full for all broadcasts to date of cancelled expiration at short rate.

All programs and announcements, etc., are subject to the approval of station management. All rates, contracts, programs subject to all state and federal regulations.

Talent programs close one week in advance of broad-cast. Announcements, talks and recorded programs close 48 hours in advance,

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turn-tables. Personnel

President-Morris Roberts. General Manager-Jerry Fisher.

Represent**atives** 

# WACO (City) (McLennan County)

WACO (Established 1922)



Rates effective April 15, 1944. (Card No. 9.)
Owned and operated by Frontier Broadcasting Co.,

Inc.
Rusiness Office and Studio—4th floor, Amioabla
Building, Waco, Texas.
Transmitter—Amicable Building, Waco. Texas.
Wave—Power—Time

operating power—250 watts.

(100% modulation—crystal control.)

204.9 meters; 1450 kilocycles.

Licensed to operate full time.

Operates on Central War Time.

Operating schedule: 6:80 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15% allowed to recognised advertising agencies only on station time charges provised payment is made before the 15th of month following broadcast. No cash discount. All involces rendered monthly, payable at face, when rendered. Short rate billed where frequency rate is not earned.

General Advertising For combination rates see American Broadcasting Company, Inc. (Southwestern Group), Mutual Broadcasting System and Texas State Network.

In order to earn net rates quoted, contracts must be completed within twelve months. (This listing continued on next page)

# WACO (City)—Continued WACO-Continued

CLASS "A"

|     |         | (6:00 | p,m, to | 11:00  | p.m.)  |         |         |
|-----|---------|-------|---------|--------|--------|---------|---------|
|     |         | 1 ti. | 13 ti.  | 26 ti. | 51 ti. | 101 ti. | 301 ti. |
| 1   | hour    | 75.00 | 72.00   | 69.00  | 66,00  | 63.00   | 54.00   |
| 1/2 | hour    | 45.00 | 42.75   | 40.50  | 38.25  | 36,00   | 29.25   |
| 1/4 | hour    | 30.00 | 28.50   | 27.00  | 25.50  | 24.00   | 19.50   |
|     | minutes |       | 14.25   | 13.50  | 12.75  | 12.00   | 9.75    |
|     |         |       | CLASS   | B      |        |         |         |

(8:00 a.m. to 6:00 n.m. and 11:00 n.m. to

|     |         | 1     | 2:00 mi | dnight | )     |       |       |
|-----|---------|-------|---------|--------|-------|-------|-------|
| 1   | hour    | 37.50 | 35.65   | 33.80  | 31.95 | 30.10 | 28.25 |
| 1/2 | hour    | 22.50 | 21.20   | 19.90  | 18.60 | 17.30 | 16.00 |
| 1/4 | hour    | 15.00 | 13.30   | 12,60  | 11.90 | 11.20 | 10.50 |
| 5   | minutes | 7.50  | 7.20    | 6.90   | 6.60  | 6.30  | 5.40  |
|     |         |       |         |        |       |       |       |

(12:00 midnight to 8:00 s.m.)

| 1 hour       | 25.00    | 24.00     | 23.00    | 22.00 | 21.00 | 18.00 |
|--------------|----------|-----------|----------|-------|-------|-------|
| 1/2 hour     |          | 14.25     | 13.50    | 12.75 | 12.00 | 10.40 |
| 1/4 hour     |          |           |          | 8.50  |       | 7.50  |
| 5 minutes    |          |           |          |       |       |       |
| Sunday rate  |          |           |          |       |       |       |
|              |          |           |          |       |       |       |
| from 12:00 r |          |           |          |       |       |       |
| of Class "A  |          |           |          |       |       | p.m.  |
| are charged  | three-fo | ourths of | of Class | "A"   | rate. |       |

# ANNOUNCEMENTS

Announcement copy will be broadcast as submitted, if approved, and charges will be made at next higher rate if number of words exceed limit in any class. Announcements in excess of 100 words will be charged pro rata of the 100 word rate.

(6:00 p.m. to 11:00 p.m.)
1 tl. 26 tl. 51 tl. 101 tl. 201 tl. 501 tl
\*100 words..... 6.25 5.95 5.65 5.35 5.05 4.75
Chain breaks 4.00 3.80 3.60 3.40 3.20 3.00

Chain breaks 4.00 3.80 3.60 3.40 3.20 3.00 (11:00 p.m.) to 6:00 p.m.)

100 words..... 4.25 4.05 3.85 3.65 3.45 (11:00 p.m.) 2.85 2.70 2.55 2.40 2.25 (\*) One minute electrical transcriptions or 100 words. Service available only if regularly scheduled program precedes or follows.

Tie-in announcements in connection with network programs, add 50%.

# SPECIAL FEATURES

Temperature, time or weather reports: Minimum of six days weekly; copy limited to 30 words. Rates on

request.

News Service: Available morning, afternoon or evening, Regular rates apply plus cost of service. Rates on request.

ning, Regular raises many, proceedings of sequents of requests. At guaranteed fixed position, sold only six or seven days a week. Individual station breaks may be bought subject to move in event an advertiser buying six or seven days weekly. Sixed position, recuires any spot sold individually. Copy limited to 30 words.

POLITICAL

Cash in advance. Rates on request TALENT

Rates on request.

REMOTE CONTROL

Arrangements can be made for remote broadcasts at cost. Rates on request.

# SERVICE FACILITIES

Merchandising service details on request. Estimate-submitted on complete merchandising service. Program charges (artists, orchestra, continuity, etc.) are in addition to station charges.

# Contract and Other Requirements

entract and Other Hequirements
Editorial content of all broadcasts is subject to the
approval or revision of station. Contract renewals subject to rates in effect at time of renewal. All contracts subject to cancellation unless program starts
within 30 days. Rates cover only station time and facilities for program originating in station in studios.

Closing fime
Programs close one week in advance of broadcast
Talks, programs, continuities, etc. must be submitted at least one week in advance for review by
program director.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip
tion, using 33-1/8 and 78 r.c.m. double turn-tables
vertical and lateral
Recording facilities available—rates on request

Personnel
General Manager—R. E. Lee Glasgow

Representatives
Weed & Company.

# WESLACO

(Hidalgo County)
KRGV

(Established 1927)



Rates effective February 1, 1944. (Card No. G8.) Owned and operated by KRGV, Inc.
Business Office and Studio-201 Border, Washare
Texas.

Transmitter----Weelaco, Texas.

3

Transmitter—Weelaco, Texas.

/ave—Power—Time
Operating nower—1,000 watts.
232.6 meters; 1290 kilosycles.
Licensed to operate full time.
Operates in :leared regional obanne:
Operates on Central War Time.
Actual operating schedule: 6:00 s.m. to 12:00 midnight. (Mexican broadcasts from 6:00 s.m. to 8:30
s.m. week days and 9:30 s.m. to 11:00 s.m. Sundays.)

Agency Commission
Agency commission 15% on station time and talent
to recognized agencies. No cash discount. No commission on political broadcasts. Bills for gross
chargos rendered monthly and payable within 20 days.

General Advertising

For combination rates see National Broadcasting Company (Southwestern Group), and Lone Star Chain, thetes thefude charges by owners of music copyrights. The following rates are for national advertising. For oral advertising rates consult station management Maximum words per minute, 120; additional words take next higher rate. Minimum period, 1/2 minute, ifrice quoting permitted.

| 1                | (6:00 p.m. to 11:00 p.m. daily)     |
|------------------|-------------------------------------|
| 2                | hour                                |
| 4                | hour                                |
| 5                | minutes                             |
| 1                | minute transcription                |
| 0                | words                               |
| 0                | words or less                       |
|                  | (*6:00 a.m. to 6:00 p.m. week days) |
| ı                | hour                                |
| 2                | hour                                |
|                  | hour                                |
|                  |                                     |
| 5                |                                     |
| 5<br>1           | minutes minute transcription        |
|                  | minutes                             |
| 5                | minutes minute transcription words  |
| 5<br>1<br>0<br>0 | minutes                             |

# DISCOUNTS

Discounts allowed retroactively on total number of boadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first brondeast, with or without Interpution.

|     | 111 54 | broadcast, with or without interingation, |
|-----|--------|---|
| - 1 | to     | 12 times                                  |
| 13  | to     | 25 times                                  |
| 26  | to     | 51 times                                  |
| 52  | to     | 99 times                                  |
| 00  | to     | 149 times 2                               |
| 50  | to     | 259 times                                 |
| 60  | to     | 399 times                                 |
| 00  | 91     | more times                                |
|     |        | CONTRACT AND APPEARING THE                |

Neuscasta 196 words or 1/4 hour, when available, 20% additional on base rate. Frequency discount applies to time only.

# ELECTRICAL TRANSCRIPTIONS

Electrical transcriptions of five minutes or longer at regular rates. Sound effect records take transcription rates; other sound effects extra Recording equipment available.

TALENT
Artists' Nervice is available for selection of talent and incliding of programs.

# REMOTE CONTROL

Additional charges are made for programs originating outside of the studios.

# SERVICE FACILITIES

Merchandising and publicity departments are oars of the regular service. Extra services, when required billed at net cost.

# Contract and Other Requirements

All programs are subject to station approval.

Maximum length of contract one year.

Contracts subject to conditions of Standard NAB and AAAA contracts, station approval, government regulations, and NAB Code of Ethics for Broadcasting Industry,

# Closing Time

Closing time depends on type of program. Generally one week is desired for musical or dramatic produc-

# Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tions, using double turn-tables 83-1/3 and 78 r.p.m for both vertical and lateral cut recordings.

# Personnel

General Manager-Archie J. Taylor. Executive General Manager-O. L. Taylor.

# Representatives

Taylor · Howe · Snowden Radio Sales.

# WICHITA FALLS

KWFT (Established 1989)



Rates effective May 1, 1948. (Card No. 2.)

Owned and operated by the Wichita Broadcasters, Business Office and Studios—Kemp Hotel Wichits Falls, Texas.

Transmitter—Wichita Falls, Texas.

# Wave-Power-Time

Operating power 5.000 waits days; 1,000 waits nights 183.9 meters; 820 kilocycles.
Licensed to operate full time on regional channel Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 12:00 mid night.

# Agency Commission

Agency commission 15% on net station time to recognized agencies. No cash discount. Bills for groscharges rendered monthly and payable within 20 days

# General Advertising

For combination rates see listing of Columbia Recac-casting System (Supplementary Stations).

In order to earn discounts quoted, required number of broadcasts must be within one year from date of first broadcast. Announcements and programs of fir-minutes or more may not be combined to earn larger discounts.

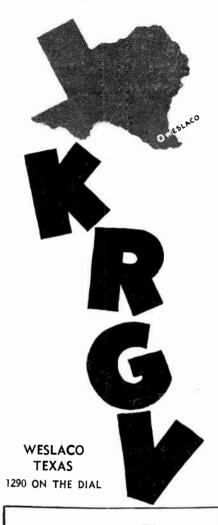
discounts.

No hitch-hike or cow-catcher announcements acceptable.

The following rates do not include music copyright fees; ASCAP—regular rates plus 8%.

(This fisting continued on next page)

# A CITY WITH A MAIN STREET 65 MILES LONG!



AFFILIATED WITH NATIONAL BROADCASTING CO. LONE STAR CHAIN

# \_\_\_\_\_ COVERAGE DATA

POPULATION served 254,340 DWELLINGS served 68.481 TOTAL RADIOS..... 30,052 Urban Radios..... 15,266 6.941 Rural Non-Farm Radios... Rural Farm Radios..... 7,845 INCOME ......\$165,318,000 RETAIL SALES ..... 88,712,000

Fifth largest ranking area in Texas in retail sales-1943 eighth largest ranking area in the Great Southwest.



# TEXAS—Continued

# WICHITA FALLS—Continued K W F T-Continued

(8:00 a.m. to 6:00 p.m.)

1 hr 75.00 71.25 67.50 68.75 60.00
1/2 hr 45.00 42.75 40.50 88.25 86.00
1/4 hr 30.00 28.50 27.00 25.50 24.00
5 min 12.00 11.40 10.80 10.20 9.60 56.25 83.75 22.50 9.00 1 minute transcription 7.50 7.18 6.75 6.38 6.00
25 second transcribed chair break or 100 words 6.00 5.70 5.40 5.10 4.80
50 words 5.00 4.75 4.50 4.25 4.00 5.63 5,25

SPECIAL FEATURES
Time Signals: Copy limit 25 words. Regular 59 word rate applies.
News: Leased wire service available.

POLITICAL BROADCASTS
One time rate applies; no quantity discounts.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available. No phonograph

records used.

REMOTE CONTROL

Regular rates plus actual additional cost.

SERVICE FACILITIES
Service of continuity, program, production, publicity, and merchandising departments available.

Contract and Other Requirements
No contract to exceed one year's duration.
Rates are for programs from station's studios.
Advertising of alcoholic beverages, other than beer, is not accepted. All programs are subject to the approval of the station, and the management reserves the right to refuse any order or any material submitted for broadcasting with or without reason therefor

Contracts subject to standard AAAA contract form.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.

Owner-Joseph B, Carrigan, Gen'l & Com'l Mgr.-Charles E. Clough.

Representatives
Paul H. Raymer Company.

# UTAH

# INTERMOUNTAIN NETWORK, THE



Business Offices and Studios—Ben Lomond Hotel, Ogden, Utah, telephone 5721. Other Studios—248 S. Main St., Salt Lake City, Utah, telephone 5-2831.

Key station-KLO, Salt Lake City-Ogden.

Comprised of: Comprised of:

KLO—Salt Lake City-Ogden, Utah

KOVO—Provo, Utah

KEUB—Price, Utah

KID—Idaho Falis, Idaho

KVNU—Logan, Utah

KVNU—Logan, Utah

KVRS—Rock Springs, Wyo.

Rates effective July 1, 1944.

Wave-Power-Time See individual listings.

Agency Commission
15% on net station time to recognized agencies; ne
cash discount. All bills due and payable within 10
days after date of invoice.

General Advertising
The following rates are for national advertising.
ASCAP, BMI, SESAC licenses.

|     |       |          | CLA     | .88 "A  | ••     |        |       |
|-----|-------|----------|---------|---------|--------|--------|-------|
|     |       | .m. to   | 10:30   | p.m.    | week d | Ays en | a     |
|     | 12    | :00 nooi | n to 6: | 00 p.m. | Sunda  | 78)    |       |
|     |       | 1        | 1/2     | 1/4     | 5      | 100    | 50    |
|     |       | hr.      | hr.     | hr.     | min.   | wds.   | wds.  |
| 1   | time  |          |         | 100,00  | 60.00  | 37.50  | 25.00 |
| 13  |       | 244.00   |         | 97.50   | 58.00  | 36.50  | 24.25 |
| 26  | times | 238.00   | 142.50  | 95.00   | 56,00  | 35.50  | 28.50 |
| 52  | times | 232.00   | 138.75  | 92.50   | 54.00  | 84.50  | 22.75 |
| 104 | times | 226.00   | 135.00  | 90.00   | 52.00  | 33.50  | 22.00 |
| 156 | times | 220.00   | 131,25  | 87.50   | 50,00  | 32.50  | 21.25 |
| 260 | times | 214.00   | 127.50  | 85.00   | 48.00  | 31.50  | 20.50 |
| 312 | times | 208.00   | 123,75  | 82.50   | 46.00  | 30.50  | 19.75 |
| 800 | times | 202.00   | 120.00  | 80 08   | 44 00  | 90 KO  | 10.60 |

CLASS "B" (7:00 a.m. to 6:00 p.m.)

1 1/2 1/4 5

time... 150.00 90.00 00.00 36.00

times. 147.00 88.00 58.20 85.25

times. 141.00 84.00 54.60 34.50

times. 138.00 82.00 55.00 33.00

times. 138.00 80.00 51.00 32.50

times. 132.00 78.00 49.20 31.50

times. 132.00 78.00 49.20 31.50

times. 126.00 74.00 47.40 30.50

CLASS "B"

In // 1/4 5/5

In // 1/4 5

CLASS "C" (10:30 p.m. to 7:00 a.m.)
Class "B" rates less 25%.

SPECIAL FEATURES

News-Leased wire service available. Five or 15 minute periods.
This is Utah, Meet the Band, Mutual Cooperative Shows, Sports Bound-up (woman's interest program).

POLITICAL,

Regular rates apply. Cash in advance.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available. No extra charge for use of transcriptions or records in music library.

TALENT
All types of musical or dramatic talent furnished at actual cost.

REMOTE CONTROL

Remote control facilities furnished at cost of additional labor and lines.

MERCHANDISING SERVICE
Every sponsor is entitled to the services of station
merchandising department. This department operate
on the unit plan. Besides services for which no unit
charge is made, each sponsor is entitled to one unit
of special assistance without additional cost for every

dollar spent with the station. Services not listed be-low are available at cost which will be quoted on request. Accompany contracts with schedule of mer-chandising desired calculated on the following unit

- Pre-announcements and program announcements (beyond the five courtesy pre-announcements for which no charge is made on new programs and time changes), each 65 units.
- Studio lobby display space in Ogden and Salt Lake City for materials supplied by advertiser, no unit charge.
- A personal or telephone call upon distributors and large dealers in the trade territory informing them of advertising campaigns, suggesting their active cooperation and generally making them aware of the support they are receiving from manufacturers, no unit charge.

- aware of the support they are receiving from manufacturers, no unit charge.

  4. Listing of sponsor's program in Utah's four daily newspapers, no unit charge.

  5. Listing of sponsor's program in weekly newspapers in Utah and Idaho, no unit charge.

  6. Newspaper display advertising in Utah's four daily newspapers, for each column inch placed, 120 units.

  7. Supply advertiser with wholesale and retail dealer lists of specific classifications, such as grocers, drug stores, etc., in primary area. Per classification list, 100 units.

  8. Mail out letters and/or printed matter to the trade. Advertiser to furnish printed matter, station to supply letterheads, addressing, mimeographing, mailing and postage. Per piece, 2 units.

  9. Distribute counter displays, cards or window posters, advertiser to furnish material. Per piece placed, 10 units.

  10. Arrange for down-town window displays. Advertiser to supply and erect display material. Per display, 250 units.

  (This listing continued on next page)

(This listing continued on next page)

# ADVERTISING IN

# STANDARD RATE & DATA SERVICE

SELLS ADVERTISING

# INTERMOUNTAIN NETWORK, THE -Continued

Contract and Other Requirements
Contracts and discounts are based on service within

Contracts and discounts are based on service within one year.

All advertising and programs subject to station approval, government regulations and public policy. Retroactive discounts are given on renewals providing for continuous service within a year.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral recordings.

Personnel
General Manager—George C. Hatch.
General Sales Manager—Lynn L. Meyer.
Representatives
Joseph Hershey McGillvra, Inc.

# CEDAR CITY

(Iron County)

KSHR (Established 1987)



Rate card dated November 1, 1944.

Owned and operated by Southern Utah Broadcasting Company.

(Company, Market and Studio—Escalante Hotel, Cedar City, Utah, telephone 398.

Transmitter—Cedar City, Utah.

Vave—Power—Time
Operating power—250 wetta.

223.9 meters; 1340 kilocycles.

Licensed to operate unlimited time Operates on Mountain War Time.

Agency Commission
15% to recognized advertising agencies; no cash
discount. No discounts on talent. Bills due when
rendered.

rendered.

General Advertising
For combination rates see Columbia Broadcasting
System (Mountain Group) and Keystone Network.
The frequency discount will be allowed retroactively
on the number of announcements or the number of
programs, five minutes or more in length, broadcast
within a year. A bonus discount will be allowed
retroactively on the station's not charges for announcements of the corresponding charges for programs, five minutes or more in length, when 52 consecutive weeks of broadcast advertising has been used,
the bonus to be 10% of the lowest weekly billing
for the year multiplied by 52.
Announcements cannot he combined with the program broadcasts of five minutes or more to earn
either a frequency discount or a bonus discount. Also,
the bonus discount year must be concurrent with
that for the frequency discount.

1 hour...... 55.00 48.00 46.00 44.00 42.00 40.00
1/2 hour...... 25.00 24.00 23.00 22.00 21.00
1/2 hour...... 25.00 24.00 23.00 22.00 21.00
1/2 hour...... 15.00 14.00 13.00 12.00 11.00 10.00
1 minute 5.00 4.75 4.50 4.25 4.00 8.75
100 words or chain
break........... 4.00 8.75
5 minute rate: one half of 1/4 hour rate; 10 minute
rate: three quarters of 1/4 hour rate;

SPECIAL FEATURES
Time signals and weather reports—regular rates
apply.

POLITICAL
Regular rates apply; cash in advance. General Advertising

apply.

POLITICAL
Regular rates apply; cash in advance.

REMOTE CONTROL

Additional charges are made for programs originating outside of the studies.

Contract and Other Requirements
All rates guaranteed for one year from date of first
broadcast. No contract to exceed one year's duration.
All contracts subject to the conditions of the standard
AAAA contract form.
All programs and advertising copy subject to the
approval of the station.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables.

Personnel
President—Ivor Sharp.
General Manager—Lennox Murdoch.
Resident Manager—Hurschell Urie.

Representatives
Joseph Hershey McGillyra, Inc.

LOGAN (Cache County)

KVNU (Retablished 1988)



Rates received September 22, 1944. (Card No. 8.) Owned and operated by the Cache Valley Broadcast-ing Company.

Business Office and Studio—1393 N. Main Street, Logan, Utah, telephone 1400.

Transmitter—Logan, Utah.

3

Operating power—250 watte.
243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time.
Operates on Mountain War Time.
Operating schedule: Sundays 7:00 a.m. to 11.00 p.m.;
week days 6:00 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies. No cash discount. No discounts on talent. Bills due when rendered.

General Advertising

For combination rates see Mutual Broadcasting System, Intermountsin Network and Keystone Network. (12:00 noon to 1:00 p.m. and 6:00 p.m. te 10:00 p.m.)

1 ti. 2ti. 2ti. 4ti. 5ti. 6ti. 7 ti. 1 hour... 40:00 28:50 28:00 28:50 28:00 27:50 27:00 1/2 hour... 23:00 22:70 22:40 22:10 20:00 19:75 19:45 1/4 hour... 14:50 14:00 14:00 18:00 18:70 18:50 18:30 5 minutes 9:50 9:40 9:30 9:30 9:10 9:00 8:50 (7:00 am to 12:00 p.m.)

5 minutes 9.50 9.40 9.30 9.20 9.10 9.00 8.80 (7:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. to 10:00 p.m. to 11:00 p.m. to 10:00 p.m. to 11:00 p.m.)

1/3 hour... 21.50 21.20 20.90 20.8

ANNOUNCEMENTS

ANNOUNCEMBENTS
(12:00 noon to 1:00 p.m. and 6:00 p.m. to
9:00 p.m.)

1 st. 6 st. 18 st. 36 st. 52 st.
100 words... 6:00 5.50 5.25 5.00 4.75
50 words... 5:00 4.50 4.25 4.00 8.75
(7:00 a.m. to 12:00 noom, 1:00 p.m. to 6:00
p.m. and 9:00 p.m. to 12:09 midnight)
100 words... 5:00 4.50 4.25 4.00 8.75
50 words... 5:00 4.50 3.75 8.50 8.25
Additional discount of 10% on contract for 300 on contract for 300 ones times

wors times.

8PECIAL FEATURES

Weather forecasts, time signals and other similar services require special rates which will be furnished on request.

POLITICAL TALKS
Regular rates apply; cash in advance.

TALENT
All kinds available—rates on request.

All kinds available—rates on request.

REMOTE CONTROL.

Station is equipped to broadcast all types of remote control features at regular rates plus actual production costs. Details on request.

TRANSCRIPTIONS

Transcription library and special planned program services available at slightly additional cost.

services available at slightly additional cost.

Contract and Other Requirements

Maximum length of contract one year. No blanket contracts accepted, Preferred position governed by priority and availability of time. All contracts subject to government regulations and approval of station management. Management reserves the right to refuse or discontinue any advertising and/or programs or talks for reasons satisfactory to itself. Rates do not cover cost of artists services.

Cleaing Time
All talks must be submitted in manuscript form prior to 12:00 noon of the day preceding the broadcast.

Mechanical Programs Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables, for lateral cut recordings.

Personnel General Manager—Reed Bullen. Representatives
Joseph Hershey McGillyra, Inc.

# OGDEN

KLO (Established 1924)



Rates effective October 1, 1948, (Card No. 18.) Owned and operated by Inter-state Broadcasting Corp. Business Offices and Studios—Ben Lomond Hotel. Ogden, Utah, telephone 5721.
Other Offices and Studios—348 S. Main St., Salt Lake City 1, Utah, telephone 5-2831.
Transmitter—Kanesville, Utah.

Wave-Power-Time

Operating power—5,000 watts.
209.8 meters; 1430 kilocycles.
Licensed to operate full time on cleared regional channel.
Operates on Mountain War Time.
Operating schedule: 6:30 a.m. to 12:15 a.m.

Agency Commission

15% paid to recognized agencies on net station time. No cash discount.

General Advertising

sereral Aurenteims
For combination rates see listings of Mutual Broadeasting System and Intermountain Network.
Rates include charges by owners of music copyrights.
The following rates are for national advertising. For
local advertising rates consult station management.
ASCAP, BMI, SESAC licenses.

CLA88 "A" (6:00 p.m. to 10:80 1/2 hr. 72.00 69.00 66.00 68.00 60.00 57.08 54.00 51.00 1/4 hr. 48.00 45.50 48.00 40.50 88.00 85.50 88.00 120.09 116.00 110.00 104.00 98.00 92.00 86.00 80.00 28.00 26.50 25.00 28.50 22.00 times... times... times... times... times... times... CLASS "B"
(7:00 a.m. to 8:00 p.m. and 10:80 p.m. to 11:80 p.m.) 11:30 p.m.)
48.00 22.00 18.00
45.50 30.00 17.46
43.00 28.00 16.20
40.50 28.00 16.20
88.00 24.00 15.60
85.50 22.00 15.00
88.00 20.00 14.40
80.50 18.00 13.80

CLASS "C" (11:80 p.m. to 7:00 a.m.)
Class "B" rates less 25%.

PRUSE 188 20%.

SPECIAL FEATURES

News—Five or 15 minute periods.

Music and Markete, sarly morning program; Musical

Train, mid-morning request program; Women in the

War, morning program; Sports Roundby, svening;

KLO Varlety Show, afternoon program. Regular rates
andly.

Regular rates apply. Cash in advance.

ELECTRICAL TRANCRIPTIONS
Transcription library service available. No extra
charge for use of transcriptions or records in station
library.

TALENT Rates on request.

REMOTE CONTROL

Remote control facilities furnished with additional engineering, telephone lines, and announcer services supplied at cost.

MERCHANDISING SERVICE
For details see listing of Intermountain Network.

Contract and Other Requirements
All contracts and discounts are based on service
within one year.
All advertising and programs are subject to station
approval, government regulations and public policy.
Retroactive discounts are given on renewals provuing for continuous service within a year.

Meehanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables.

Vice-Pres. & Gen'l Mgr.—George C. Hatch. General Sales Manager—Lynn L. Meyer.

Representatives
Joseph Hershey McGillyra, Inc.

# PRICE

(Carbon County)

KEUR (Established 1986)

MODELL Straining INTERNATIONAL MENTINE KOVO KVRS KEUB

Rates effective March 1, 1944.

Hates effective March 1, 1944.

Owned and operated by Eastern Utah Broadcasting Company,
Business Office and Studio—Price, Utah, Price 200.

Transmitter—Price, Utah.

Wave—Pewer—Time
Operating power—250 watts.
200.9 meter; 1450 kilogreise.
Licensed to operate full time.
Operates on Mountain War Time.
Actual operating schedule: Sundays 2:00 a.m. to
10:00 p.m. Week days 7:00 a.m. to 11:00 p.m.

Agency Commission 15% to recognised advertising agencies on net station time. Bills due when rendered. Cash discount 2%.

General Advertising
For combination rates see listings of Mutual Broad-casting System, Intermountain Network and Key-stone Network. stone Network.

The following rates are for national advertising.

| 1    | (7:00 a.m.    | to 12: | 00 z | nidnight)          | 98 M  |
|------|---------------|--------|------|--------------------|-------|
| 1/2  | hour          |        |      |                    | 18.00 |
| 1/4  | minutes       |        |      | ****************** | 13,00 |
| 100  | words         |        |      |                    | 3.7   |
| 50   |               |        |      |                    | 8.00  |
| _    |               | ISCOU  | NT   | 5                  |       |
| 13 t | than 13 times | 4%     | 100  | times              | 16%   |

SPECIAL FEATURES
Time signals at 100 word announcement rate.

POLITICAL TALKS acceptable, 25% above regular rates. Cash in

RECORDED PROGRAMS
Bates and details on request. Bates do not include copyright fee where transcriptions are furnished by the station.

(This listing continued on mext page)

# **UTAII—Continued**

PRICE—Continued

KE UB—Continued

ELECTRICAL TRANSCRIPTIONS
Transcription library service available.

TALENT

itates on application.

Contract and Other Requirements
Programs and commercial copy must be acceptable to station management. No contract accepted for longer than one year. Right reserved to limit the length and frequency of all broadcasts, all advertising and programs subject to rules and regulations of the Federal Communications Commission and the Federal Communications Commission and the Federal Trade Commission.

All times subject to change for network programs.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral recordings.

Personnel
Commercial Management Advanced

Personnel
Commercial Manager—John Richards Representatives
Joseph Hershey MoGillyrs, Inc.

> **PROVO** (Utah County)

KOVO
(Established 1989)





Rates effective March 1, 1944. (Card No. 5.)
Owned and operated by KOVO Broadcasting Company.
Business Office and Studios—108 W. Center Street,
Provo. Utah.
Provo. Utah. telephone 1880.
Transmitter—17th West and 3rd South Street, Provo.
Utah.
Vave—Power—Time
Operating power—250 watta.
(100% modulation—crystal control.)
211.3 meters; 1340 kilococles.
Licensed to operate full time on local channel.
Operates on Mountain War Time.
Actual operating schedule: Sundays 7:00 a.m. to
12:00 midnight; week days 6:30 a.m. to 12:00 midnight;

night.

Agency Commission
Agency commission 15% to recognized advertising agencies on net charges for station time. All bills rendered monthly. Cash discount 2%.

General Advertising
For combination rates see Mutual Broadcasting System and Intermountain Network.

The following rates are for both national and local advertising.

(6:00 p.m. to 11:00 p.m.)

|      |        | (6:00        | p.m. to  | 11:00     | p.m.)      |     |
|------|--------|--------------|----------|-----------|------------|-----|
| 1    | hour   |              | ,        |           |            | 50. |
| 1/2  |        |              |          |           |            |     |
| 1/4  | hour   |              |          |           |            | 19. |
| 5    |        |              |          |           |            |     |
| 100  | words  |              |          |           |            | 4.  |
| 50   |        |              |          |           |            |     |
|      |        |              | All othe | r time    | )          |     |
| 1    | hour   |              |          |           |            | 25. |
| 1/2  |        |              |          |           |            |     |
| /4   |        |              |          |           |            |     |
| 5    | minute | JI           |          |           |            | 4.  |
| 100  | words. |              |          | ********* |            | 8   |
| 50   | words  |              |          |           |            | 2   |
|      |        |              | DISCOL   | INTR      |            |     |
| Lesi | than   | 13 tim       |          |           | ********** | N   |
| 13   | times  |              | 5%       | 150 +     | imes       | 25  |
| 26   |        |              | 10%      |           | imes       | 80  |
| 39   | times  | ************ | 15%      |           | imes       |     |
| 52   |        |              | 20%      |           | 144V8      | 00  |
| -    | •ш     |              | LITICAL  | RA'       | TES        |     |

POLITICAL RATES
Itegular one time rate. Copy must be submitted 24 hours prior to broadcast.

News: May be sponsored at card rates plus a charge for the service, rates on request.

Weather Forecasts, Time Signals, and other similar services—rates on request.

Sports Events—Play-by-play descriptions from field available in season, including baseball, football, basekothal and track—rates on request.

Women's participating programs—rates on request.

ELECTRICAL THANSCRIPTIONS

Regular rates apply. Complete transcription library and planned program service available—details on request.

REMOTE CONTROL

and planned program service available—details on request.

REMOTE CONTROL

Station is equipped to broadcast all types of remote control features at regular rates plus actual production costs. Details on request.

SERVICE FACTINTES

The services of the Production Department are at the disposal of broadcasters using the station, without charge. Program ideas, continuities, etc., prepared and submitted.

Contract and Copy subject to the station owner's approval and governmental regulations. Rates are for station time only. Maximum contract period, one year. It at the same of advertising.

Rights reserved to limit the length and frequency of all broadcasts.

Mechanical Program Equipment
Equipped to handle programs by electrical transcriptions, using hoth 33-1/3 and 78 r.p.m. double turntables.

Personnel
Manager—Clifton A. Tolboe.

Sales Manager—S. Garn Carter,

Representatives Joseph Hershey McGillyra, Inc



# Local **Advertisers** Know

Utah's sheep, cattle and hogs brought \$54,531,000 of new wealth into this state last year, according to preliminary figures. That averages more than \$1,000,000 a week—and livestock is just one of Utah's basic industries, just one of the reasons why business is good here.

To reach Utah's radio homes — and that means 970 homes in every 1,000 —local and national advertisers know they can depend on KDYL, the station that brings results. For example: Salt Lake's



four largest department stores consistently use KDYL.



National Representative: JOHN BLAIR & COMPANY

# SALT LAKE CITY

(Salt Lake County)

KDYL (Established 1922)



Rates effective February 1, 1944, (Card No. 16.) Owned and operated by Intermountain Broadcasting Corporation.

Business Office and Studio—6th floor, Tribune-Tele-gram Fldg., Salt Lake City, Utah, telephone 5-2991.

Transmitter—Murray, Utah.

# Wave-Power-Time

Operating power—5.000 watts.
227.3 meters; 1320 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Mountain War Time.
Actual operating schedule: 6:00 a.m. to 1:00 a.m.

## Agency Commission

Agency commission 15% to recognized agencies. Invoices mailed lat of month following broadcast. Affidavits of performance furnished if required. Commission applies on time only; not talent, remote control or other production expenses. No cash discounts

# General Advertising

For combination rates see listing of National Broad-casting Company (Mountain Group). The following rates are for national advertising. For ocal advertising rates consult station management.

|                  | CLASS      | "A"       |          |          |
|------------------|------------|-----------|----------|----------|
| (6:00            | p.m. to    | 10:30 p.p | ٠,١      | 100 or   |
| 1 ti             |            | 26 ti.    | 52 ti.   | more ti. |
| l hour 200.00    |            | 180.00    | 170.00   | 160.00   |
| 1/2 hour. 135.00 |            | 121.50    | 114.75   | 108.00   |
| 1/4 hour. 90.00  |            | 81.00     | 76.50    |          |
| 5 minutes 45.00  |            | 40.50     | 38.25    | 72,00    |
| 1 minute (100    | 12.10      | 40.50     | 38.23    | 86.00    |
| words) 30.00     | 28.50      | 27.50     | 05.50    |          |
| 50 words or      | 28.50      | 27.50     | 25.50    | 24.00    |
| less 24.00       | 22.80      | 01 00     | 00.40    |          |
| 1000 21.01       | 22.80      | 21,60     | 20.40    | 19.20    |
|                  | CLASS      | "B"       |          |          |
| 7:00 a.m. t      | о 6:00 р.  | m. and    | 10:90 p. | m.       |
|                  |            | idnight)  | р.       | ш.       |
| 1 hour., 100,00  | 95.00      | 90.00     | 85.00    | 80.00    |
| 1/2 hour 67.50   | 64.15      | 60.75     | 57.40    | 54.00    |
| 1/4 hour., 45.00 | 42.75      | 40.50     | 38.25    | 36.00    |
| 5 minutes 22.50  | 21.15      | 20.25     | 19.15    | 18.00    |
| l minute (100    |            |           |          | 10.00    |
| words) 15.00     | 14.25      | 13.50     | 12.75    | 12.00    |
| 50 words or      |            | 10.00     | 12.10    | 12.00    |
| less 12.00       | 11.40      | 10.80     | 10.20    | 9.60     |
|                  |            |           | 10.20    | 2.00     |
|                  | CLASS      | "C"       |          |          |
| (12:00           | midnight   | to 7:00 ( | ı.m.)    |          |
| 1 hour 67.00     |            | 60.00     | 56.50    | 53.00    |
| 1/2 hour. 45.00  |            | 40.50     | 38.25    | 36.00    |
| 1/4 hour 30.00   |            | 27.00     | 25.50    | 24,00    |
| 5 minutes 15.00  | 14.25      | 13.50     | 12,75    | 12,00    |
| 1 minute (100    |            |           |          |          |
| words) 10.00     | 9.50       | 9.00      | 8.50     | 8.00     |
| 50 words or      |            |           |          |          |
| less 8.00        |            | 7.20      | 6.80     | 6.40     |
| Additional disco | unt of 109 | 6 on 260  | times o  | r more.  |
|                  |            | T         |          |          |

# TALKS

If acceptable, 25% extra.

# ELECTRICAL TRANSCRIPTIONS

No surcharge for handling transcribed announcements on programs.

# TALENT

Artists bureau equipped to furnish talent for all types of programs. Talent supplied at actual cost All types of talent available for the building of musical and dramatic programs.

# REMOTE CONTROL Pick-ups arranged for actual cost of lines, installation, etc.

SERVICE FACILITIES Continuity department offers assistance in preparing copy or carrying out instructions for presentation, if copy is furnished.

Other service facilities include production department and merchandising aids.

# Contract and Other Regulrements

Rates include announcer.

No contracts for over one year accepted. Contracts subject to station approval, government regulations, and code of ethics of the National Association of Broadcasters, and regulations of the Federal Trades Commission.

Broadcasters, and regulations of the Federal Trades Commission.

No talks accepted except by special arrangement. All talks subject to estation approval.

All advertising copy subject to approval of the Federal Trades Commission. All times subject to change for network programs. No billing period longer than 30 days, regardless of length of comtract. Station will not be liable for failure or impairment in transmission but will allow pro rata reduction for time missed.

Rates are for origination in main studies and include services of announcer.

# Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

President and General Manager—S. S. Fox. Commercial Manager—G. A. Provel.

# Representatives

John Blair & Company,

# SALT LAKE CITY—Continued KLO



Considered by the Mutual Broadcasting System and Intermountain Network as their Salt Lake City-Ogden eutlet. See listing under Ogden.

# KSL (Established 1921)



Rates effective February 1, 1940. (Card No. 12.) Owned and operated by the Radio Service Corporation of Utah.

tion of Utan. Business Office and Studio—Union Pacific Building, Sait Lake City, Utah, telephone 5-4641. Transmitter—12 miles west of Sait Lake City on shores of Great Sait Lake, U. S. Highway 40.

# Wave-Power-Time

Operating power—50,000 watts, 258.6 meters; 1160 kilocycles. Licensed to operate on cleared national channel, full time, Operates on Mountain War Time, Operating schedule; 6:00 a.m. to 12:00 midnight.

# Agency Commission

Agency commission 15% to recognized advertising agencies. No cash discount. No discounts on talent. Bills due when rendered.

# General Advertising

For combination rates see listings of Columbia Broad-casting System (Mountain Group) and Columbia Pacific Network (Supplementary Stations). The following rates are for national advertising. For local advertising rates consult elation management. (6:00 p.m. to 10:80 p.m.)

|            |         | 1 hr.  | 1/2 hr. | 1/4 hr. | 5 min. | (*)   | (1)   |
|------------|---------|--------|---------|---------|--------|-------|-------|
| 1          | time    | 300.00 | 200.00  | 130.00  | 80.00  | 50.00 | 40.00 |
| 13         | times   | 285.00 | 190.00  | 123.50  | 76.00  | 47.50 | 88.00 |
| 26         | times   | 277.50 | 185.00  | 120.25  | 74.00  | 46.25 | 87.00 |
| 52         | timee   | 270,00 | 180.00  | 117.00  | 72.00  | 45.00 | 36.00 |
| 100        | times   | 262.50 | 175.00  | 113.75  | 70.00  | 43.75 | 35.00 |
| 150        | times   | 255.00 | 170.00  | 110.50  | 68.00  | 42.50 | 34.00 |
| 250        | times   | 247.50 | 165.00  | 107.25  | 66.00  | 41.25 | 33.00 |
| 450<br>600 | times   | 240,00 | 160.00  | 104.00  | 64.00  | 40.00 | 82.00 |
| 600        | times   | 232.50 | 155.00  | 100.75  | 62.00  | 88.75 | 81.00 |
| 800        | or more |        |         |         |        |       |       |
|            |         |        |         |         |        |       |       |

times... .. 225.00 150.00 97.50 60.00 87.50 80.00

112.50 75.00 48.75 30.00 18.75 15.00

.... 112.50 75.00 48.75 30.00 1 (12:00 midnight to 8:00 a.m.) 8 75.00 50.00 40.00 32.50 2 68 71.25 47.50 38.00 30.88 2 68 69.38 46.25 37.00 30.07 2 68 67.50 45.00 36.00 29.25 68 66.33 43.75 35.00 28.45 2 68 68.35 42.55 34.00 27.63 2 68 61.88 41.25 33.00 26.82 5 68 60.00 40.00 32.00 26.80 2 68 60.00 40.00 32.00 26.00 1 68 58.13 38.75 31.00 25.19 3 0 76 1 time
13 times
26 times
52 times
150 times
150 times
450 times
450 times
800 or more
times.....

of times..... 56.25 37.50 80.00 24.38 18.75 15.00 (\*) One minute electrical transcription or 100

# words. (†) Fifty words or less.

# DISCOUNTS

A frequency discount will be allowed retriectively on the number of announcements or the number of programs, five minutes or more in length, broadcast within a year. A bonus discount will be allowed activactively on the station's net charges for announcements or the corresponding charges for programs. Preminutes or more in length, when 52 consecutive weeks of broadcast advertising has been used, the bonus to be 10% of the lowest weekly billing for the year multiplied by 52.

Announcements cannot be combined with the program broadcasts of five minutes or more, to earn either a frequency discount or a bonus discount. Also, the bonus discount year must be concurrent with that for the frequency discount.

# SPECIAL FEATURES

Time Signals and Weather Reports—General broad-casting rates apply. POLITICAL RATES

Regular rates apply, cash in advance.
PUBLIC INTEREST EVENTS

Special sporting events, parades and other items of general public interest, of over one hour in length, 50% of regular rate, plus charges for telephone lines or other service facilities.

# TALENT Bates on application.

# REMOTE CONTROL

Additional charges are made for programs originating outside of the studies.



# What's a ISLA



Geographically, an island is: a body of land entirely surrounded by water. But in Radio, it might be a body of land so completely surrounded by natural obstacles that "outside" stations don't stand a chance.

That description fits the Inter Mountain Markets. The only way to get satisfactory sales results is to reach your prospects from within . . . with local stations.

Completely cover this radio island with ...

KID **KVRS** KVNU KLO KOVO

Lynn L. Meyer, Sales Manager Hotel Ben Lomond, Ogden 248 S. Main St., Salt Lake City McGILLVRA, INC., Nat'l Representatives

# Contract and Other Requirements

All rates guaranteed for one year from date of first broadcast. No contract to exceed one year's duration. All contracts subject to the conditions of the standard AAAA contract form. All programs and advertising copy subject to the approval of the station.

# Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables

Vice-Pres. & Mgr.—Ivor Sharp. Sales Manager—Ed Broman. Promotion Director—Perry Driggs.

## Representatives

Edward Petry & Company, Inc.

# KUTA (Established 1988)



Rates effective July 1 1944.

Owned and operated by Utah Broadcasting Company Business Office and Studio-29 S. State St., Salt Lake City 1, Utah. Transmitter-North Salt Lake, Utah.

Wave—Power—Time
Operating power—5,000 watts.
526.3 meters; 570 kilosycles.
Licensed to operate full time.
Operates on Mountain War Time.
Actual operating schedule: 6:00 s.m. to 1:00 a.m.

Agency Commission
15% to recognized agencies on net station time; no cash discount. Bills due when rendered.

cash discount. Bills due when rendered.

General Advertising

For combination rates see American Broadcasting

Company, Inc. (Mountsin Greup).

The following rates are for national advertising and
include music copyright fees.

ASCAP, SENAC and BMI licenses.

Programs of five minutes or more may not be combined with announcements of one minute or less to
obtain frequency discount.

quency discount.

CLASS ''A'
(6:00 p.m. to 10:30 p.m.)

1 1/2 1/4 5 n. 100 p.m.)

1 140.00 80.00 50.00 29.00 19.50 18.50 17.60
120.00 72.00 48.00 28.00 19.00 18.00 18.50 17.60
120.00 72.00 48.00 28.00 19.00 18.00 18.50
110.00 80.00 41.00 28.00 17.50 18.50 17.50 18.00
110.00 80.00 41.00 24.00 18.00 17.00 18.50
190.00 64.00 42.00 28.00 17.50 16.50 15.00
99.00 56.00 88.00 21.00 16.50 15.50 14.00

CLASS "BY

0 times 90.00 56.00 38.00 21.00 16.50 15.50 CLASS "B".
(7:90 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight).
1 time. 90.00 60.00 35.00 21.00 11.00 10.00 3 times 86.00 57.00 33.00 21.00 11.70 10.10 3 times 82.00 54.00 31.00 20.00 11.40 10.40 2 times 78.00 51.00 29.00 19.00 11.00 10.10 3 times 84.00 45.00 29.00 19.00 11.00 10.10 5 times 74.00 48.00 27.00 18.00 10.80 9.80 2 times 68.00 45.00 25.00 17.00 10.50 9.80 2 times 64.00 42.00 25.00 17.00 10.50 9.20 1 times 64.00 42.00 23.00 13.00 10.20 9.20

CLARS "C"
(Before 7:00 s.m. and after 12:00 midnight)
1 time. 60.00 40.00 25.00 15.00 8.50 7.75 6.50
13 times 56.00 37.00 28.00 13.00 8.25 7.50 6.25
26 times 52.00 34.00 25.00 13.00 8.00 7.25 6.00
52 times 48.00 31.00 19.00 12.00 7.75 7.00 5.75
156 times 44.00 28.00 17.00 11.00 7.50 6.75 5.50
312 times 40.00 26.00 15.00 10.00 7.25 6.50 5.25
500 times 36.00 24.00 13.00 9.00 7.00 6.25 5.00
(1) Chain break
Announcements sold at time adjacent to higher classification will be billed at rate of higher classification.

SPECIAL EFFATURE DEC

SPECIAL FEATURES
News: Leased wire service available—Rates on re-

TALKS
Regular rates plus 50%. Political time payable in advance.

SCHOOLS, CHURCHES, INSTITUTIONS Regular rate if commercial in character.

TALENT
Any kind of talent can be supplied. Rates on request

REMOTE CONTROL
Complete facilities for furnishing remote control
broadcasts. Reasonable engineering and special announcer fees.
TRANSCRIPTIONS
Regular rates apply.

# Contract and Ciher Requirements

ontract and curier requirements. No contracts for over one year accepted. Programe and commercial copy mest be acceptable to station management. All advertising and programs are subject to rules and regulations of the Federal Communications Commission, the Federal Trade Commission and National Association of Broadcasters code of ethics.

All time subject to change for network programs and programs considered of special interest to public and war effort.

# Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical or lateral out recordings.

General Manager—Frank C. Carman. Commercial Manager—Jack A. Burnett.

# Representatives

The Kats Agency, Inc.

# **VERMONT**

# BURLINGTON

(Chittenden County)

WCAX

(Ketablished 1981



Rates effective March 1, 1944. (Card No. 8.)

Owned and operated by WCAX Broadcasting Corp.

Business Office and Studio—137 Main Street, Burlington, Vermont, telephone 2000.

Transmitter—Colchester, Vermont.

Wave—Power—Time

Operating power—1,000 watts.

483.9 meters; 820 kilocycles.

Licensed to operate unlimited time on regional channel, Operates on Eastern War Time.

Operating schedule: Sundays 8:00 s.m. to 11:15 p.m.; week days 6:45 s.m. to 11:15 p.m.

p.m.; wees days 6:45 a.m. to 11:15 p.m.
Agency Commission
Agency commission 15% on net station time to recognized advertising agencies. Cash discount 2% of net—10 days from invoice date. Commission and discounts apply to time charge only. Invoices mailed lat of month.

General Advertising
For combination rates see listings of Columbia Broadcasting System (Basic Supplementary Group) and
Columbia New England Network.
For local advertising rates consult station management.

|     |         | (6:00  | p.m. to   |        | p.m.)   |         |        |
|-----|---------|--------|-----------|--------|---------|---------|--------|
|     |         | 1 ti.  | 26 ti.    | 52 ti. | 100 tt. | 200 tl. | 800 tt |
| 1   | hour    | 100.00 | 95.00     | 90.00  | 85.00   | 75.00   | 70.00  |
| 1/2 | hour    | 60.00  | 57.00     | 54.00  |         |         |        |
|     |         |        |           |        | 51.00   | 45.00   | 42.00  |
| 1/4 | hour    | 40.00  | 38.00     | 86.00  | 84.00   | 80.00   | 28.00  |
| 5   | minutes | 15.00  | 14.25     | 18.50  | 12.75   | 11.25   | 10.50  |
| 1   | minute  |        |           |        | . 4. 10 | 11,20   | 10.00  |
|     | or less | 10.00  | 9.50      | 9.00   | 8,50    | 7.50    | 7.00   |
|     |         | - (    | All other |        |         | 1.00    | 1.00   |
|     | h       |        |           |        |         |         |        |
| 1   | hour    | 60.00  | 57.00     | 54,00  | 51.00   | 45.00   | 42.00  |
| 1/2 | hour    | 36.00  | 84.20     | 32.40  | 30.60   | 27.00   | 25.20  |
| 1/4 | hour    | 24.00  | 22.80     | 21.60  | 20.40   | 18.00   | 16.80  |
| 5   | minutes | 9.00   | 8.55      | 8.10   | 7.65    |         |        |
| ī   |         |        |           |        |         | 6.75    | 6.80   |
|     | minute  | 7.50   | 7.10      | 6.75   | 6.35    | 5.60    | 5, 25  |
| 80  | words   | 5.00   | 4.75      | 4.50   | 4.25    | 8,75    | 8.50   |
|     |         | SPE    | CIAL F    | EATT   | RES     |         |        |
| 2.4 |         | –      |           |        |         |         |        |

News sponsorship and broadcasts preceding or fol-lowing news—regular rates plus 10%.

Rates on application.

REMOTE CONTROL
Additional charges for remote control are made at actual cost.

actual cost.

Centract and Other Requirements
No contracts accepted for longer than one year.

All contracts subject to standard conditions governing contracts for spot broadcasting adopted 1942 by the N.A.B.

Closing Time

All commercial copy must be filed at least 24 hours in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tions, using SS-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
President—C. P. Hasbrook,
Manager—Robert A. Kelley.

Representatives
Weed & Company

**RUTLAND** (Rutland County) WSYB (Established 1980)



Bates effective July 8, 1989. (Card No. 8.) Owned and operated by Philip Weiss Music (to. Business Office and Studio-80 West Street, Rutiand. Vermont, telephone 1247. Transmitter—Creek Road, Rutland, Vermont

-Power-Time over-rower-lime
Operating power-1.000 watts.
217.4 meters; 1880 kilocycles.
Licensed to operate unlimited time on regional

channel. Operates on Eastern War Time.

Agency Commission
Agency commission 15% on net station time to recognized advertising agencies. Cash discount 2%—10 days. Bills payable when invoices are rendered. General Advertising

eneral Advertising

For combination rates see listings of Yankes Network, Mutual Broadcasting System and Keystone Network. Autual Broadcasting System and Keystone Network.

In order to sarn net rates quoted, contract must be completed within 12 months. Discounts earned on announcements cannot be applied to program contracts or vice versa. To sarn program discounts a minimum of one program per week must be used; contracts must be renewed or extended on, or before, expiration to earn a lower rate. Class "A," "B" or "C" program time can be grouped to earn maximum discounts.

| 1   | (6:00 p.m. to 11:00 p.m. daily) | 60.00          |
|-----|---------------------------------|----------------|
| 1/4 | hour                            | 36.00<br>24.00 |
| 5   | minutes                         | 12.00          |

| /2<br>/4<br>5 | hour             | 27.<br>18. |
|---------------|------------------|------------|
| o             | (All other time) | 9.         |
| 1             | hour             | 80.        |
| 12            | hour             | 18.        |
| / 9           | hour             | 12.        |
| 5             | minutes          | 6          |

25 to 30 word station breaks... (All other time) 25 to 30 word station breaks. times. DISCOUNTS
times. Net 156 times.
times. 5% 208 times.
times. 10% 258 times.
times. 12-1/2% 500 times.
times. 16% 17-1/2% 20% 22-1/2% 25%

SPECIAL FEATURES

Yankee Network News: Week days 8:00 a.m. to 8:15 a.m.; 1:00 p.m. to 1:15 p.m.; 6:00 p.m. to 6:15 p.m.; 1:00 p.m. to 1:15 p.m. Sundays 8:45 a.m. to 9:00 a.m.; 1:30 p.m. to 11:15 p.m. Sundays 8:45 a.m. to 9:00 a.m.; 1:30 p.m. to 11:15 p.m.; 0:30 p.m. to 6:45 p.m.; 11:00 p.m. to 11:15 p.m. 100 word announcements before or after News: Before 6:00 p.m., each 4:00. Daily except Sunday. Sunday all day, and 6:00 p.m. to 11:15 p.m. week days, each 6:00.

each 6.00. Local baseball, football, basketball, and other sports programs—rates on request.

SERVICE FACILITIES Merchandising facilities available at no extra charge.

RECORDED PROGRAMS

Regular time charges apply to recorded programs Not restricted to certain hours.

TALENT Rates on request,

Contract and Other Requirements

Hard liquor advertising accepted subject to state and rederal regulations. Rates do not include cost of artists' services. Contracts accepted for one year only.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/2 and 78 r.p.m. double turn-tables

Personnel

Business Manager-J. H. Weiss.

Representatives

Joseph Hershey McGillyra, Inc. New England—Robert C. Foster.

# TO LOCATE

# AN ELUSIVE

# STATION



# QUICK AS A FLASH

Consult Contents page 3 for location of alphabetical list Stations with Locations.

# ST. ALBANS

(Franklin County)

WWSR (Established 1941)

Rates affective April 80 1941

Owned by Vermont Radio Corporation, Inc.
Operated by Lloyd E. Squier and William G. Ricker.
Business Office and Studio—Main St., St. Albane,
Vermont, telephone 1830.
Transmitter—Two miles north of business district.
St. Albane, Vermont.

ave—Power—Time
Operating power—1 2020 ------

Wave 'ave--Power--Time'
Operating power--1,000 watts.
211.1 meters; 1420 kilooycles.
Licensed to operate days on regional channel.
Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 5:30 p.m.;
week days 7:00 a.m. to local sunset.

Agency Commission
Agency commission 15% to recognized agencies on
station time only. No cash discount. Bills rendered
let of month; due 10th of month.

| DISCOUNTS | 1 time. | Net | 53 times | 13 times. | 55 | 100 times. | 26 times | 10% | 300 times. |

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

ment available.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.

Contract and Other Requirements
Advertising of alcoholio beverages accepted.

Preferred position governed by priority and availability on contract basis.

Contracts close one week in advance of first broad-cast. Announcement copy, transcriptions and talks close 48 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.

Personnel
Station Manager—W. L. Blake.
Commercial Manager—Lloyd E. Squier.

Representatives
Howard H. Wilson Co.

# WATERBURY

(Washington County)

WDEV

Washington County)

WDEV

Rates effective October 1. 1937.
Owned and operated by Lloyd E. Squier and Wm. G. Ricker.
Business Office and Studio—8 Stowe St., Waterhury.
Vermont, telephone 13-2.
Transmitter—Blush Hill, Waterbury. Vermont.
Wave—Power—Time
Operating power—1,000 watts.
545.5 meters; 550 kilocycles.
Licensed to operate full daytime.
Operates on Eastern War Time.
Actual operating schedule: 6:30 a.m. to sunset.
Agency commission
Agency commission 15% allowed to recognized agencies on net station time.
General Advertising
For combination rates see Keystone Network.
The following rates are for national advertising.

1 ti. 18 ti. 22 ti. 52 ti. 100 ti. 800 ti.
1 hour.... 60.00 57.00 54.00 51.00 48.00 45.00 17/4 hour... 24.00 22.80 21.60 20.40 19.20 18.00 17/4 hour... 24.00 22.80 21.60 20.40 19.20 18.00 10 minutes 18.00 17.10 16.20 15.30 14.40 13.50 5 minutes 18.00 17.10 16.20 15.30 14.40 13.50 10 minutes 18.00 17.10 18.00 10.20 9.60 9.00 1 minute or station break.... 6.00 5.70 5.40 5.10 4.80 4.50 NPEUIAL FEATURES FOR COMPLETE Weather and time announcements; plano programs: daily news reviews every hour on the hour—rates on application.

TALENT
Talent for programs (orchostrae, seoloists, etc.), can

application.

TALENT
Talent for programs (orchestrae, soloiets, etc.), can be supplied at extra charge—rates on application.

he supplied at entra charge—rates on application.

HEMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser when required in advance.

paid by advertiser when required in advance.

Contract and Other Requirements

Beer advertising accepted on sponsored programs only.

Preferred position governed by priority and availability on contract basis.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical or lateral cut recordings.

Personnel
General Manager—Lloyd E. Squier. Representatives
Howard H. Wilson Company.

# VIRGINIA

# TRI-CITY STATIONS ASSOCIATION of Virginia



# **BLUE NETWORK STATION**



Allied Arts Bldg., Lynchburg, Vs., telephone 3032. Note: Address all communications to executive offices, P. O. Box 238, Lynchburg, Virginia.

Rates effective November 1, 1942.

Comprised of: WSLS-Roanoke, Virginia WLVA-Lynchburg, Virginia WBTM-Danville, Virginia

Affiliated with the Mutual Broadcasting System and the Blue Network Company.

Wave—Power—Time See individual station listings.

Agency Commission 15% allowed to recognized agencies on net station time. No commission allowed on talent or line charges. Cash discount 2%, invoices mailed the first of the month, payable on the 15th of the month following service.

General Advertising
Hook-ups may originate from any one station and
feed to other Tri-City stations, the Mutual Broadcasting System, or American Broadcasting Company,

CLASS "A"

|     |         |        | р. щ. и |        |        |         |         |
|-----|---------|--------|---------|--------|--------|---------|---------|
|     |         | 1 ti.  | 13 ti.  | 26 ti. | 52 ti. | 104 ti. | 313 ti. |
| 1   | hour    |        | 190.00  |        |        |         | 150.00  |
| 1/2 | hour    | 120.00 | 114.00  | 108.00 | 102.00 |         | 90.00   |
| 1/4 | hour    | 80.00  | 76.00   |        | 68.00  | 64.00   | 60.00   |
| 5   | minutes | 40.00  | 88.00   | 36.00  | 34.00  | 32.00   | 80.00   |

CLASS "B" (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to

|     |         |        | 7:00   |        |        | •      |        |
|-----|---------|--------|--------|--------|--------|--------|--------|
|     | hour    | 135.00 | 128.25 | 121.50 | 114,75 | 108.00 | 101.25 |
|     |         |        |        | 72.90  | 68.85  | 64.80  | 60.75  |
| 1/4 | hour    | 54.00  | 51.30  | 48.60  | 45.90  | 43.20  | 40.50  |
| - 5 | minutes | 97 00  | 95 85  | 94 90  | 99 05  | 91 80  | 20.25  |

5 minutes 27,00 25.65 24.30 22.95 21.60 20.25

ANNOUN(EMENTS
(E3:00 p.m. to 11:00 p.m.)

1 minute or 100
words..... 20.00 19.00 18.00 17.00 16.00 15.00
35 words.... 15.00 15.20 14.40 13.60 12.80 12.00

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

1 minute or 100 words..... 13.50 12.80 12.15 11.45 10.80 10.10 35 words.... 10.80 10.35 9.80 9.25 8.70 8.10

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply. Not restricted to certain
hours. Musical library charges included in rates.

TALENT

Rates on request.

SERVICE FACILITIES

Services of announcing and operating staff in obtaining taient, production department in writing and presenting programs, are included without extra charge. Cooperation of publicity departments, no charge. Special market survey made at cost. Mailing of merchandising promotion—postage will be charged at cost.

cost
Line Charges
Permanent lines are maintained between the Tri-City
Stations. No charge for these lines.
Contract and Copy Requirements
Rates apply to all classes of acceptable accounts and
advertising of alcoholic beverages not accepted, excepting beer and wine.
Preferred position governed by priority and availability on contract basis.
Programs and announcements may not be combined to
earn an accumulative discount. Programs take precadence over announcements.
Live talent programs need not necessarily be broad-

earn an accumulative discount. Programs take precedence over announcements.

Live talent programs need not necessarily be broadcast simultaneously on all three stations should advertiser prefer a staggered schedule. In the latter instance transcriptions may be made by the individual stations and cost of cutting disc will be billed. It is expressly agreed that the broadcaster reserves the right to change the time scheduled when necessary. Should any announcement be made erronecular or not made on account of mechanical irregularities, it is agreed that the broadcaster will make the announcement good during an ensuing non-commercial broadcast period. It is understood, where no payment is made for taient, the broadcaster will use the best station talent available, or may use recordings at his option.

station taient available, or may use recordings at his option.
Staff announcers used during programs, unless special permission is granted for other announcers.
The broadcaster reserves the right to reject any advertising matter, or any part of an announcement that may be deemed objectionable, and stubstitute other copy at his discretion.
The broadcaster reserves the right to refuse, or discontinue any advertising for any reasons satisfactory to himself.
Ontract subject to laws, rules or regulations now

continue any advertising for any reasons satisfactory to himself. Contract subject to laws, rules or regulations now existent or made in the future by any duly constituted authority or governmental agency in relation to radio or kindred subjects. Contracts cannot be made for a period longer than one year.

Advertising copy shall be furnished by the advertisor advertisor of contracts and the subjects. Advertisor of contracts will collaborate with advertisor in the preparation of copy. Contracts may be cancelled by the advertisor by giving 30 days advance notice accompanied by the payment for short time rates, as determined by discount to the date of cancellation.

All proposals subject to prior booking of time.

Closing Time

Talent programs close one week in advance. Material for announcements should be sent by the advertiser or his agent at least one week in advance of broadcasting date to allow opportunity for program ar-

## Mechanical Pregram Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical out recordings.

General Manager-Philip P. Allen.

# BRISTOL

WOPI

See listing under Bristol, Tenn.

# **CHARLOTTESVILLE**

(Albermarle County)

WCHV

(Established 1929) Rates effective October 15, 1941.

Owned and operated by Barham and Barham.
Business Office and Studios—Fourth and E. Market
Sts., Charlottesville, Va., telephone 2500.
Transmitter—Route 250, Richmond Road, Albemarie
County, Virginia.

Wave—Power—Time

Operating power—250 watts.
241.9 meters; 1240 kilosycles.
Operates on Eastern War Time.
Licensed to operate unlimited time.
Actual operating schedule: 7:00 s.m. to 12:00 midnight.

# Agency Commission

Agency commission 15% on net charge for station time only. No commissions on program charges. No cash discount. Bills rendered first of month; pay-sible 30 days net.

# General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Keystone

| Network | Revenue | Network | Network | Rates include charges | December | Network |

# ANNOUNCEMENTS

1 minute...... 1 ti. 11 ti. 51 tr. 101 ti. 201 ti. 1 minute...... 4.50 4.25 4.00 3.80 3.60 Station break 3.50 3.25 3.09 2.85 2.70 (\*) 301 or more times. TALENT

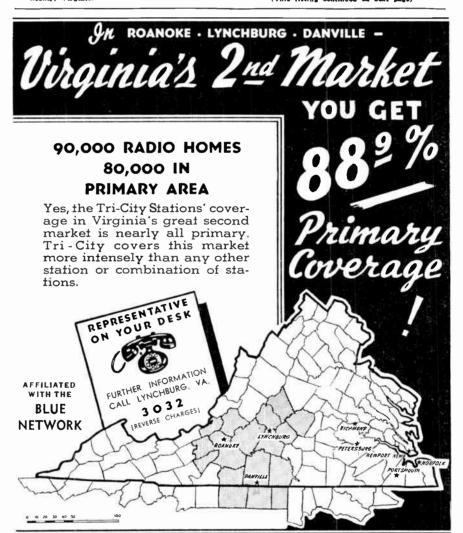
states on request.

REMOTE CONTROL

Equipped to handle remote control programs anywhere to Central Virginia, Rates on request.

Station has a complete artist bureau and program department for constructing any type program desired, Complete merchandleing service. Rates on request.

(This listing continued on next page)



WLVA - Lynchburg

Permanently Connected with Class A Lines Operated by One Management ADDRESS PHILIP P. ALLEN, Gen. Mgr., LYNCHBURG, VIRGINIA

# **VIRGINIA**—Continued

# CHARLOTTESVILLE—Cont'd

W C H V-Continued

Contract and Other Requirements
Advertising of alcohol beverages not accepted, excepting beer and wine. Rates are for time only.
All proposals subject to prior bookings. All programs and announcements must conform to standards of station. Station manager reserves right to revise or discontinue any advertising for reasons deemed logical.

Closing Time
One week prior to starting date.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using latest 78 and 38-1/3 r.p.m. double turn-tables for vertical and lateral cut recordings.

General Manager—Charles Barham, Jr Commercial Manager—Randolph Bean,

Representatives Cox & Tans.

# COVINGTON

(Alleghany County)

WKEY (Established 1941)



Rates received September 15, 1948.

Owned and operated by Earl M. Key.

Tusiness Office and Studio—214 Main St.. Covington, Va., telephone 840.

Transmitter—Covington, Va.

'aye...-Power... Time
Operating power...-250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Operating schedule: Sundays 7:50 s.m. to 11:00 p.m.;
week days 7:00 s.m. to 11:00 p.m.

Agency Commission
Agency commission 15% on net charges for station
time only. No commission on program charges. No
cash discount. Bills rendered monthly.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southeastern Group) and Keystone
Network.

| 1/4 | hour<br>hour<br>hour<br>minutes | (6:00<br>1 t1.<br>45.00<br>85.00<br>27.50<br>18.00 | p.m. to<br>18 ti.<br>40.00<br>83.00<br>24.50<br>15.00 | 10:00 1<br>26 tl.<br>88.50<br>80.00<br>22.50<br>18.00 |                                       | 156 t1.<br>82.50<br>24.50<br>16.00<br>9.00 | 865 ti.<br>80.00<br>22.00<br>18.00<br>7.00 |
|-----|---------------------------------|--|---|---|---------------------------------------|--|--|
| 1/4 | hour<br>hour<br>hour<br>minutes | (81g<br>80.00<br>24.00<br>18.00<br>9.00            | 28.50<br>20.00<br>12.00<br>8.00                       | 6:00 p.<br>26.50<br>18.50<br>11.50<br>6.00            | m.)<br>24.50<br>14.50<br>8.50<br>5.00 | 22.50<br>12.50<br>5.00<br>8.50             | 20.09<br>11.00<br>4.09<br>2.00             |

# ANNOUNCEMENTS

Announcement periods are periods selected by the station and are not guaranteed time. Announcements over 100 words must be considered programs.

|     |         | 10:00 | р.щ. ю  |         |        |         |         |
|-----|---------|-------|---------|---------|--------|---------|---------|
|     |         | 1 ti. | 18 ti.  | 26 tL   | 52 t1. | 156 ti. | 865 ti. |
| 100 | words   | 9.00  | 8.00    | 7.00    | 6.00   | 5.00    | 4.00    |
| 50  | words   | 6,00  | 5.00    | 4.00    | 2.50   | 8.00    | 1.00    |
|     |         | (818) | n-on to | 6:00 p. | .m.)   |         |         |
| 100 | words   |       | 5.00    | 4.00    | 8.00   | 2.00    | 1.58    |
| 50  | words   | 4.50  | 8.50    | 2.50    | 1.75   | 1.00    | 1.00    |
| ••  | " OL UB | Z. 90 | 0.00    | 4,00    | 1.10   | 1.00    | 1.00    |

# SPOT ANNOUNCEMENTS

REMOTE CONTROL

Requipped to handle remote control programs any part of Virginia. Cost to depend on line and installation fees. Details on request.

TALENT

Rates on request.

SERVICE FACILITIES
Station has a complete artist bureau and program department for constructing any type program desired.
Complete promotion service.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and wine. Rates are for time only. All
programs subject to approval of station management.

Closing Time
Contracts close one week before first broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, uring 78 and 33-1/3 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Gen'l & Bus. Mgr.—Earl M. Key

Representatives None.

# **DANVILLE**

(Pitterlyania County) WBTM

(Established 1980)



# **BLUE NETWORK STATION**



Rates effective November 1, 1942.

Owned and operated by the Pledmont Broadcasting Corporation. Rustness Office and Studio-Hotel Danville. Danville. Virginia, telephone 2350. Transmitter-Danville, Virginia.

Vave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:50 a.
12:05 a.m. Week days 7:00 a.m. to 12:05 a.m.

a.m. to

Agency Commission
Agency commission 15% to recognized agencies on
net station time. No commission allowed on talent or
line charges. Cash discount 2%. Invoices mailed the
first of month, payable on the 15th of month following service.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southeastern Group) and Tri-City
Stations Association of Virginia.

| 1/2 1 | bour<br>hour<br>hour<br>minutes | 6:00 p<br>1 t1.<br>75.00<br>45.00<br>80.00 | CLASS<br>.m. to<br>13 t1.<br>71.25<br>42.75<br>28.50<br>14.25 | 11:00<br>26 t1.<br>67.50<br>40.50<br>27.00<br>18.50 | p.m.)<br>52 ti.<br>63.75<br>88.25<br>25.50<br>12.75 | 104 t1.<br>60.00<br>86.00<br>24.00<br>12.00 | 818 ti.<br>56.25<br>33.75<br>22.50<br>11.25 |
|-------|---------------------------------|--|---|---|---|---|---|
| (7    | 7:00 a.m                        |  | CLASS<br>:00 p.m<br>7:00 s                                    |   | 11:00   | p.m. t                                      | 0   |

| $\frac{1/2}{1/4}$ | hour<br>hour<br>hour<br>minutes | 30.00<br>20.00 | 47.50<br>28.50<br>19.00<br>9.50 | 45.00<br>27.00<br>18.00<br>9.00 | 42.50<br>25.50<br>17.00<br>8,50 | 40.00<br>24.00<br>16.00<br>8.00 | 37.50<br>22.50<br>15.00<br>7.50 |
|-------------------|---------------------------------|----------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
|                   |                                 | A N            | NOTING                          | EMEN                            | TS                              |                                 |                                 |

ANNOUNCEMENTS

CLASS "A"

1 minute or (6:00 p.m. to 11:00 p.m.)
100 words 7.55 7.15 6.75 6.40
35 words..... 6.00 5.70 5.40 5.10

words..... 6.00 5.70 5.40 5.10 4.80 4.50

CLASS 'B'

(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to

1 minute or 7:00 a.m.)

100 words 5.00 4.75 4.50 4.25 4.00 3.75

35 words.... 4.00 3.80 3.60 3.41 3.20 3.00

Mutual Broadcasting System participating programs at above rates plus network talent fees. No extra charges for lines.

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply. Not restricted to certain hours. Musical library charges included in rates.

TALEN'T Rates on request.

Rates on request.

SERVICE FACILITIES

Services of announcing and operating staff in obtaining taient, production department in writing and presenting programs, are included without extra charge. Cooperation of publicity departments, no charge. Special market surveys made at cost. Mailing of merchandising promotion—postage will be charged at cost.

Line Charges
Permanent lines are maintained between the Tri-City
Stations. No charge for these lines.

Contract and Other Requirements
See Tri-City Stations Association of Virginia.

Closing Time
Talent programs close one week in advance. Material
for announcements should be sent by the advertiser
or his agent at least one week in advance of broadcasting date to allow opportunity for program arrangement.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

Personnel
Manager—R. Sanford Guyer.
Commercial Manager—Edward G. Gardner.

Representatives
Tri-City Stations Association of Virginia.

# **FREDERICKSBURG**

(Spotaylvania County)

WFVA (Established 1989)

Rate card dated March 31, 1945. Card received April 3, 1945.

Caru received April 3, 1945, Owned and operated by Fredericksburg Broadcasting Corporation. Business Office and Studio—528 Wolfe St., Fredericksburg, Va. Transmitter—Two miles East of Fredericksburg on Route 3.

wave—Power—Time
Operating power—250 waits.
243.9 meters; 1230 kilocycles.
Operates on Eastern War Time.
Operating schedule: Sundays 8:30 s.m. to 11:00 p.m.,
week days 7:30 s.m. to 10:30 p.m.

Agency Commission

15% to recognized advortising agencies on net station time. No cash discount. Charges for facilities payable on presentation. Invoices rendered monthly.

General Advertising
For combination rates see American Broadcasting Company. Inc. (Basic Network) and Keystone Network.

ANNOUNCEMENTS

100 words or
1 minute... 4.00 8.80 8.60 8.40 8.20 2.80
50 words.... 3.25 8.10 2.90 2.75 2.60 2.25
SPECIAL FEATURES
Network cooperative programs available for local sponsorship—rates and details on request.
Time Signals: Exclusive sponsorship, 50 words maximum, 3 daily, per week, 18.00. Minimum contract four weeks. four weeks.

mum. 3 daily, per week, 18.00. Minimum contract four weeks.

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., to be paid for by advertiser, when required, in advance.

NERVICE FACILITIES

Production department equipped to plan and produce complete radio features and program ideas, or serve in as advisory unit when desired.

Contract and Other Requirements

Preferred position governed by priority and availability on contract basis. All contracts are subject to station approval and governmental regulations. Rates quoted are for sistion time and announcer only.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Parsonnel

Station Supervisor—Phil Whitney.
Commercial Manager—Nan Winkler.

Representatives
Burn-Smith Company, Inc.

# HARRISONBURG

(Rockingham County) WSVA (Established 1985)



Bates effective June 1, 1941. (Card No. 7.)
Owned and operated by Shenandoah Valley Broad
casting Corporation.
Business Offices and Studios—Main and East Maket Sts., Harrisonburg, Va., telephone 875.
Transmitter—R.F.D. 1, Rockingham County, Va.

Vave—Power—Time
Operating power—1, 000 watts,
545.5 meters; 550 kilocycles,
Licensed to operate days only,
Operates on Eastern War Time,
Actual operating schedule: Sundays 7:00 s.m. to local
sunset. Week days 6:00 s.m. to local sunset.

sunset. Week days 0.00 a.m. to successful to the sunset of the sunset of

General Advertising
The following rates are for national advertising.
Rates include fees charged by owners of music or
rights.

words or

CLASS 'B' 'B' (9:00 a.m. to 11:59 a.m. and 5:00 p.m. to sign-off week days and 7:00 a.m. to 11:59 a.m. and 1:00 p.m. to sign-off Sundays and 7:00 a.m. to 11:59 a.m. and 1:00 p.m. to sign-off Sundays) 1 hour. 48.00 45.60 48.20 40.80 38.40 1/2 hour... 48.00 45.60 48.20 40.80 38.40 1/2 hour... 15:00 15:20 14.40 13:60 12:80 1/4 hour. 16:00 15:20 14.40 13:60 12:80 10 minutes 12:00 11:40 10:80 10:20 9:60 5 minutes 8:00 7:60 7:20 6:80 6:40 100 words or 1:00 10:00 1 36.00 18.00 12.00 9.00 6.00 4.13

| CLASS 'CC' | CLA 28.80 27.00 14.40 18.50 9.60 9.00 7.20 6.75 8.50 3.83 8.15 2,98 2.80

SPECIAL FEATURES
Time signals, weather reports, temperature reports and newscasts—rates on request.

POLITICAL BROADCASTS
Charged for at regular one time general broadcasting rate for class of service purphased. No frequency discount allowed. Payment must accompany contract.

RECORDED PROGRAMS
Information on request.

TALENT Rates on request.
(This listing continued on next page)

# HARRISONBURG—Continued W S V A-Continued

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser, when required, in advance.

SERVICE FACILITIES

Production department plans and produces complete radio features and program ideas, or service in an advisory capacity when desired.

# Contract and Other Requirements

contract and Other Requirements

Beer advertising accepted after 12:00 noom for program service only. No announcements accepted. No hard liquor or wine advertising.

Rates are for station time and include services of announcer.

Preferred position governed by priority and availability on contract basis. All contracts subject to station approval and governmental regulations.

Maximum length of contract is one year. Program and announcement contracts must be figured separately for discounts earned. Extra announcers. 50 each on announcements and 1.00 each on programs. Station reserves the right to refuse or discontinue any advertising program for reasons satisfactory to itself. Publicity talks accepted only when subject is of public interest and service. In the opinion of the station director. When advertiser arranges his own program it must be submitted a reasonable time in advance for approval.

Closing Time
Closing date for inclusion in general publicity and printed announcements is 14 days before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables

Personnei Gen'l & Sales Mgr.—R. B. Harrington, Program Director—Dick Johnson.

Representatives
Howard H. Wilson Company.

# LYNCHBURG

(Campbell County)
W L V A



# **BLUE NETWORK STATION**



Rates effective November 1, 1942.

Owned and operated by Lynchburg Broadcasting Corp. Business Office and Studio-Ailled Arts Building. Lynchburg, Virginia, telephone 3030.

Transmitter-Page Street in Lewood Addition, Lynch burg, Virginia.

# Wave-Power-Time

Operating power—250 watta.
248.9 meters; 1280 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:50 a.m. to
12:05 a.m. Week days 7:00 a.m. to 12:05 a.m.

# Agency Commission

Agency commission 15% paid to recognized adver-tising agencies on net station time. No commission allowed on taient or line charges. Cash discount 2%. Invoices mailed the first of month, payable on the 15th of month following service.

# General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Tri-City Stations Association of Virginia.

|                   |                         |                | CLASS | Α                        |                          |                         |                         |
|-------------------|-------------------------|----------------|-------|--------------------------|--------------------------|-------------------------|-------------------------|
| 1                 | hour                    | 1 ti.          |       | 11:00<br>26 ti.<br>67.50 | p.m.)<br>52 tl.<br>63.75 | 104 ti.<br>60.00        | 813 ti.<br>56.25        |
| $\frac{1/2}{1/4}$ | hour<br>hour<br>minutes | 45.00<br>30.00 |       | 40.50<br>27.00<br>13.50  | 38.25<br>25.50<br>12.75  | 36.00<br>24.00<br>12.00 | 33.75<br>22.50<br>11.25 |

(7:00 s.m. to 6:00 p.m. and 11:00 p.m. to 7:00 s.m.)

1 hour.... 50:00 47:50 45:00 42:50 40:00 1/2 hour.... 30:00 28:50 27:00 25:50 24:00 1/4 hour... 20:00 19:00 18:00 17:00 16:00 5 minutes 10:00 9:50 9:00 8:50 8:00

# ANNOUNCEMENTS

CLASS "A"
(6:00 p.m. to 11:00 p.m.)
1 ti. 13 ti. 26 ti. 52 ti. 104 ti. 318 ti.

1 minute or 100 words 7.50 7.15 6.75 6.40 6.00 5.85 85 words...... 6.00 5.70 5.40 5.10 4.80 4.50 CLASS "B" (7:00 s.m. to 6:00 p.m. and 11:00 p.m. to 7:00 s.m.)

| 1 minute or | 100 words | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 | 35 words | 4.00 | 3.80 | 3.60 | 3.40 | 3.20 | 3.00 |
| Mutual Broadcasting | System participating | programs at above rates plus | network talent fees. No extra

ELECTRICAL TRANSCRIPTIONS
Regular time charges apply. Not restricted to certain hours. Musical library charges included in rates.

# TALENT

Rates on request

Naies on request.

SERVICE FACILITIES

Services of announcing and operating staff in obtaining talent, production department in writing and presenting programs, are included without extra charge. Cooperation of publicity departments, no charge. Special market surveys made at cost. Mailing of merchandising promotion—postage will be charged at cost.

# Line Charges

Permanent lines are maintained between the Tri-tity Stations. No charge for these lines.

# Contract and Other Requirements

See Tri-City Stations Association of Virginia.

Taient programs close one week in advance. Material for announcements should be sent by the advertiser or hie agent at least one week in advance of broadcasting date to allow opportunity for program arrangement.

# Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

President—Edward A. Ailen. General Manager—Philip P. Allen. Sales Manager—J. P. Read, Jr.

# Representatives

Tri-('ity Stations Association of Virginia

# **MARTINSVILLE**

(Henry County)

WMVA (Established 1941)



Rates effective January 1, 1944. (Card No. 4.) Owned and operated by Martinsville Broadcasting Co., Inc.

Co., Inc.
Business Office and Studio—Figsboro Road, Martins-ville, Va., telephone 2152.
Transmitter—Figsboro Road, Martinsville, Va. Wave-Power-Time Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Operating schedule: Sundays 7:30 a.m. to 11:30 p.m.;
week days 6:30 a.m. to 11:30 p.m.

Agency Commission 15% to recognized advertising agencies on station

General Advertising
For combination rates see listing of National Broadcasting Company (Southeastern Group) and Keystone Network.
The following rates are for national advertising.
Rates include charges by owners of mucic copyrights.

CLASS "A"
(6:00 p.m. to 11:00 p.m. daily)

| 1/2 hour                                 | 30.00 |
|--|-------|
| 1/4 hour                                 | 20.00 |
| 5 minutes                                | 10.00 |
| 100 words or 1 minute announcements      | 5.00  |
| Chain breaks                             | 8.50  |
| CLASS "B" (6:00 a.m. to 6:00 p.m. daily) |       |
| 1 hour                                   | 40.00 |
|  |       |
| 1/2 hour                                 | 24.00 |
| 1/4 hour                                 | 16.00 |
| 5 minutes                                | 8.00  |
| 100 words or 1 minute announcements      |       |
| Chain breaks                             | 8.00  |
| DISCOUNTS                                |       |

Lines and connections extra—rates and details on request.

request.

SERVICE FACILITIES

Merchandieing and publicity facilities available. Extra services, when required, billed at extra cost.

POLITICAL One time rate applies.

### TALENT Rates on request

Contract and Other Requirements
Heer and wine advertising accepted.
Station reserves the right to reject any material or talent that in its opinion is not suitable for broadcasting. Maximum contract one year.
All contracts subject to the conditions of the standard AAAA contract form. All programs are subject to station approval.

Closing Time.
Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks
close 24 hours in advance.

# Mechanical Program®Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

General Manager-John W. Shults. Commercial Manager-C. Robert Ray.

## Representatives

Howard H. Wilson Company,

# **NEWPORT NEWS**

(Warwick County)



# BLUE NETWORK STATION



WGH (Retablished 1928)



itates effective October 1, 1942.

Owned and operated by Hampton Boads Broadcastins Corporation, a subsidiary of Daily Press, Inc. Business Office-Portlock Bidg., Norfolk 10, Va., telephone 27031. Other Studios-Hotel Warwick, Newport News, Va.

## Wave-Power-Time

Operating power—250 watta. 223.9 meters; 1840 kilocycles. Licensed to operate full time on cleared local channel. Operates on Eastern War Time.

Agency Commission

Agency commission 15% to recognized advertising agencies on station time.

# General Advertising

For combination rates see American Broadcasting Company, Inc. (Southeastern Group), Rates are for national advertising and include music copyright fees. (6:00 p.m. to 11:00 p.m.)

|                 | (6:00 p.m. to 11:00 p.m.)                  |        |
|-----------------|--|--------|
| 1               | hour                                       | 120.00 |
| 1/2             | hour                                       | 72.00  |
| 1/4             | hour                                       | 48,00  |
| 5               | minutes                                    | 24.00  |
| 1               | minute transcription or 150 words          | 12.00  |
| 1/2             | minute transcription or 100 words          | 10.00  |
| 50              | words or less                              | 8.00   |
|                 | (4:00 p.m. to 6:00 p.m. Sundaye)           |        |
| 1               | hour                                       | 90.00  |
| $1/\frac{1}{2}$ | hour                                       | 54.00  |
| 1/4             |  | 36.00  |
| 5               | hour                                       | 18.00  |
| 3               | minutes                                    | 12.00  |
| 1.2             | minute transcription or 100 words          | 10.00  |
| 50              | minute transcription or 100 words          | 8.00   |
| 30              | words or less                              | 8.00   |
|                 | (12:00 noon to 4:00 p.m. Sundays)          |        |
| 1               | hour                                       | 80.00  |
| 1/2             | hour                                       | 48.00  |
| 1/4             | hour                                       | 82.00  |
| 5               | minutes                                    | 16.00  |
| 1               | minute transcription or 150 words          | 12.0v  |
| 1/2             | minute transcription or 100 words          | 10.00  |
| 50              | words or less                              | 8.00   |
|                 | (8:00 a.m. to 6:00 p.m. week days and 11:0 | 10     |
|                 | p.m. to 12:00 midnight daily)              |        |
| 1               | hour                                       | 60.00  |
| 1/2             | hour                                       | 86.00  |
| 1/4             | hour                                       | 24.00  |
| 5               | minutes                                    | 12.00  |
| 1               | minute transcription or 150 words.         | 8.00   |
| 1/2             | minute transcription or 100 words          | 6.50   |
| 50              | words or less                              | 5.00   |
| 30              |  | 3.00   |
|                 | (#19:00 midnight to 8:00 am )              |        |

Apply on announcements or programs. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts. To earn discounts, stipulated number of programs or announcements must come within 12 month period. Less than 13 times. Net 100 times. 20%, 13 times. 5%, 150 times. 25%, 26 times. 10%, 260 times. 80%, 52 times. 15%

# Contract and Other Requirements

ontract and Other Requirements
Advertising of slooholfo bersrages, other than beer,
ale and wine, not accepted. Advertising of beer, ale
and wine not permitted on Sundays. Contracts subject to standard conditions of NAB-AAAA contract.
Program periods of five minutes or more are sold
with the understanding that the final 30 seconds of
each such program period may be used by station
for pre-scribed announcement of station identification,
or commercial announcement, known as "spot" or
"station break" announcement, or both.

Vice-Pres. & Gen'l Mgr.—Edward E. Bish-Commercial Manager—Edward E. Edgar.

# Representatives

Burn-Smith Company, Incorporated.

# VIRGINIA—Continued

# NORFOLK

WTAR

(Established 1928)



# Rates effective December 15, 1948. (Card No. 14.)

Owned and operated by WTAR Radio Corporation, a subsidiary of Norfolk Newspapers, Inc. Business Office and Studio-National Bank of Commerce Bidg., Norfolk 10, Vs.
Transmitter-Glen Rock Road, near Norfolk, Virginia.

Operating power—5,000 watts days (non-directional): 5,000 watts nights (directional). 379.7 meters; 790 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operating schedule: Sundays 7:30 a.m. to 1:00 a.m.; week days 5:30 a.m. to 1:00 a.m.

# Agency Commission

15% to recognized agencies. Commission applies to station time only. No cash discount. Bills rendered let of month following service and payable within 15

## General Advectising

eneral Advertising
For combination rates see fisting of National Broadcasting Company (Southeastern Group).
The following rates are for national advertising. National rates apply to all advertisers located outside
the state of Virginia. For local advertising rates
consult station ramagement.
Rates for longer perficia than one hour are in exact
proportion to the corresponding one hour rate.

| (   | 6:00      | p.m. | to        | 11:00      | p.m.) |     |     |
|-----|-----------|------|-----------|------------|-------|-----|-----|
| hr. | 1/:<br>hr | 1    | /4<br>br. | 10<br>min. | nin.  | (*) | (†) |

| Less than 26              |                           |
|---------------------------|---------------------------|
| ti. 180.00 110.00 12.0    |                           |
| 26 tl. 171.00 104.50 58.4 | 0 51.20 84.20 23.75 17.10 |
| 52 tl, 162.00 99.00 34.8  | 0 48.60 82.40 22.50 16.20 |
| 104 ti, 153.00 98.50 61.2 | 0 45.90 80.60 21.25 15.80 |
| 156 ti. 144.00 88.00 57.6 | 0 48.20 28.80 20.00 14.40 |
| 260 ti. 135.00 82.50 54.0 | 0 40.50 27.00 18.75 18.50 |
| 312 ti. 180.50 79.75 52.2 | 0 89.15 26.10 18.18 18.05 |
| 624 or more               |                           |
| ti. 126.00 77.00 50.4     | 0 87.80 25.20 17.50 12.60 |

(7:08 s.m. to 6:80 n.m. and 11:00 n.m. to

|          |       | 1      | 1:80 g | ). m. ) |       |       |      |
|----------|-------|--------|--------|---------|-------|-------|------|
| Less th  | an 26 |        |        |         |       |       |      |
| ti.      | 90.00 | 55.00  | 36.00  | 27.00   | 18.60 | 12.50 | 8.00 |
| 26 t1.   | 85.50 | 52, 25 | 84.20  | 25,60   | 17.10 | 11.88 | 8.6  |
| 52 ti.   | 81.00 | 49.50  | 82, 40 | 24.80   | 16.20 | 11.25 | 8.1  |
| 104 ti.  | 76.50 | 46.75  | 80,60  | 12.95   | 15.80 | 10.68 | 7.6  |
| 156 ti.  | 72.00 | 44.00  | 28.8C  | 21,60   | 14.40 | 10.00 | 7.2  |
| 260 11.  | 67.50 | 41,25  | 27.08  | 20.25   | 18,50 | 9.88  | 6.7  |
| 812 ti.  | 65.25 | 89.88  | 26.10  | 19.58   | 18.05 | 9.06  | 8.5  |
| 624 or 1 | D:OTe |        |        |         |       |       |      |
| +4       | 48 00 | 88 KA  | 95 96  | 18 00   | 19 66 | # 7K  | 4 9  |

# (11:80 p.m. to T:00 s.m.\*\*)

Less than 28 ti. 60.00 88.65 24.00 18.00 12.00 28 ti. 57.00 84.81 28.80 17.10 11.40 52 ti. 57.00 84.81 28.80 17.10 11.40 52 ti. 54.00 82.98 21.60 16.20 10.80 104 ti. 51.00 81.14 20.40 15.30 10.20 155 ti. 48.00 29.80 19.20 14.40 9.60 280 ti. 48.00 29.80 19.20 14.40 9.60 280 ti. 48.50 26.54 17.60 18.85 8.70 8.85 7.93 7.52 7.10 6.68 6.26 6.05 4.50

624 or more ti. 42.00 25.62 16.80 12.60 8,40 5,85 4.20 (\*) One minute transcription, 100 words or 1/2 minute transcription.

(\*\*) Available only if regularly scheduled program immediately precedes or follows.

## DISCOUNTS

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year under contract not to exceed one year's duration. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast under contract with or without interruption. In the event of a rate increase advertisers under contract with atation will be protected at current rate for a period of one year from the effective date of the increase. New advertisers who place a contract before the effective date of the rate increase to start not later than 30 days after, will be protected as to rate for a period of 12 months from the effective date of the increase.

# SPECIAL FEATURES

News sponsorship, time signals, weather forecasts, football and baseball scores, sports review, etc.—rates on request.

Rates on application.

# REMOTE CONTROL

Service and facilities for programs by remote control are available. Prices will be quoted on request.

TRANSCRIPTIONS

Transcribed library service available. Rates on request.

SERVICE FACILITIES

Merchandising included as part of regular service. Where extra services are requested, prices will be quoted at net cost.

# Contract and Other Requirements

Announcements are sold with the understanding that programs take precedence, and that announcements scheduled for periods later sold for programs, may be reacheduled by station at equally advantageous times.

Closing time depends on type of service requested. Two weeks desirable for publicity releases. Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

# Personnei

General Manager—Campbell Arnoux.
Sales Manager—John W. New.
Program Director—Henry Cowles Whitehead.

# Exclusive National Representatives

Edward Petry & Company, Inc.

# PETERSBURG

(Dinwiddle County)

# WBHD (Established 1945)

Rates effective April 1, 1945.

Owned and operated by Southside Virginia Broad-casting Corp.

Business Office and Studio — 112 W. Tabb Street.
Petersburg. Virginia.
Transmitter—Near Appomattox River on E. Bank St.
Wave—Power—Time

Operating power—250 watta.
241.9 meters; 1,240 kilocycles.
Operates on Eastern Standard Time.
Operating schedule: Sundays 7:00 a.m to 11:00 p.m.;
week days 6:45 a.m. to 12:00 midnight.

# Agency Commission

15% commission on station time only; no cash discount. No commission on talent.

# General Advertising

26 52 1. It. 67.50 63.75 6 7 40.50 38.25 7 9 27.00 25.50 0 10.80 10.20 6.30 5.60 7 95 2.95 11. 60.00 36.00 21.00 9.60 5.25 2.70 t1. 56.25 33.75 19.75 9.00 4.90 2.50

TALENT

TRANSCRIPTIONS
Transcribed and recorded programs accepted at no additional charge. Transcription library services available—rates on request.

REMOTE CONTROL
Station has facilities for handling programs by remote control—details on request.

Contract and Other Requirements
Maximum length of contract one year. Rates do not include artists' services.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

# How to Make Testing Profitable WTAR'S complete, economical coverage of the

# test market

gives you accurate answers to product, package and ad-questions

# Look at NORFOLK\*-

Sized right for thorough coverage, on a test budget. Ample for profitable sales volume-650,000 people who buy as a metropolitan unit.

# **Durable Prosperity—**

One of the nation's vital industrial ports, prepared for foreign and coast-wise shipping's mammoth activity; busy with a great industrial activity requiring only 10% reconversion for full peace-time production.

# NORFOLK\* is Accessible-

Easy to supply, easy to watch and check. Norfolk's\* accessibility is another durable advantage for test-marketing.

# COVER NORFOLK\* Completely, Economically-

WTAR dominates the NORFOLK\* market, reaching more listeners than all other stations combined, with listening to outside stations practically nil.... Details on Hooper reports available on request.

\*NORFOLK METROPOLITAN MARKET: a market unit of 3 adjoining cities: Norfolk, Portsmouth and Newport News, Virginia.



NBC NETWORK 5000 Watts Day and Night

National Representatives: Edward Petry & Co.

# PORTSMOUTH

(Norfolk County)

# WSAP (Established 1942)



Rates effective September 1, 1942. Owned and operated by Portsmouth Radio Corp.
Business Office and Studio—205 Professional Bidg.,
Portsmouth, Va.
Transmitter—
Wave—Power—Time

Operating power—250 watts.
(100% modulation.)
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Operating schedule: 6:00 a.m. to 2:00 a.m.

Agency Commission

15% to recognized advertising agencies on station time only. Cash discount 2%-10th of month following service. Involces mailed 1st of month following presentation.

## General Advertising

sneral Advertising
For combination rates see listing of Mutual Broadcasting System.
The following rates are for national advertising.
For local advertising rates consult station management. Rates include fees charged by owners of music
copyrights.
CLASS "A".

| CLASS | "A". |
|-------|------|
|-------|------|

|     | (6:00 p.m. to 10:00 p.m.) |        |
|-----|---------------------------|--------|
| 1   | hour                      | 120.00 |
| 1/2 | hour                      | 72.00  |
| 1/4 | hour                      | 48.00  |
| 5   | minutes                   | 24.00  |
|     | CLASS "B"                 |        |

# (6:00 a.m. to 6:00 p.m. and 10:00 p.m. to

|     | 2.07 6.111.7  |       |
|-----|---------------|-------|
| 1   | hour          | 80.00 |
| 1/2 | hour.         | 48,00 |
| 1/4 | hour          | 32.00 |
| 5   | minutes       | 16.00 |
|     | ANNOUNCEMENTS |       |

|            | CLASS            | "A"                      |                       |
|------------|------------------|--------------------------|-----------------------|
| 1/2 minute | transcription or | 10:00 p.m.)<br>150 words | 11.00<br>9.00<br>7.00 |
|            | CLASS            | "B"                      |                       |

# 

# DISCOUNTS

Apply on announcements or programs. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts. To earn discounts, stipulated number of programs or announcements must come within 12 month period. Less than 13 times. Net 100 times. 20% 13 times. 5% 150 times. 25% 26 times. 10% 280 times. 30% 52 times. 15%

# SPECIAL FEATURES

Newscasts, weather and time reporting services available. Itates on request, Participating — Certain programs are available to non-competing products for participating announcements. Advertiser must use a minimum of six announcements per week for a minimum period of 18 weeks. Regular rates apply.

RECORDED PROGRAMS

RECORDED PROGRAMS

Regular time charges apply to recorded programs, transcriptions and transcribed announcements. Transcription library service available. Rates on request.

Rates on request.

REMOTE CONTROL

Services and facilities available—rates on request.

SERVICE FACILITIES

Services of merchandising department and station staff available without extra charge.

Services of merchandising department and station statif available without extra charge.

Contract and Other Requirements
Rates quoted are for station time only. Maximum contract accepted is one year.

All programs must conform to the standards of the station and be in compliance with the laws of the United States, the laws of the State of Virginia, and the rules and regulations of the Federal Communications Commission.

Station management reserves the right to cancel, advance the time of, or postpone the program or announcement of any advertiser if it interferes with the broadcasting of public messages or announcements of sectional or national importance.

All contracts are made subject to interference by strikes, weather conditions or other unavoidable conditions beyond the control of the station and no responsibility will be assumed beyond the cancellation of charges for time involved.

The advertiser and his agent or employees agree to indemnify and to keep station indemnified from any loss caused by reason of any action in libel, slander or copyright infringement, and, in addition, advertiser agrees to pay all costs of defending the action, including the attorney's fee.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m., double turn-tables for vertical and lateral cut recordings.

병

General Manager—T. W. Aydlett. Commercial Manager—J. L. Norfleet.

# Representatives

Howard H. Wilson Company.

The perfect supplement

to personal selling,

Standard Rate & Data

Service strengthens

the salesman's effort.

prepares the way for

him, and follows

through after him.

# VIRGINIA—Continued

# RICHMOND

(Henrico County)

WMBG

(Established 1926)



Rates effective January 1, 1945.
Rates received December 7, 1944.

Owned and operated by Havens & Martin, Inc. Business Office and Studio—3301 W. Broad St., P.O

Box 5229, Richmond, Va., telephone 5-8611. Transmitter—Staples Mill Road and Broad Street 1/2 mile west of Richmond Virginia

## Wave-Power-Time

Operating power-5,000 watts.

(100% modulation—crystal control.)

(100% modulation—crystal control.

217.4 metera; 1880 kilocycles.

Licensed to operate full time on regional channel.

Operates on Eastern War Time.

Operating schedule: Sundays 8:00 a.m. to 1:00 a.m.;

week days 6:00 a.m. to 1:00 a.m.

## Agency Commission

Agency commission 15% allowed to recognized agencies on station time only. No cash discount. Bills due and payable when rendered.

# General Advertising

For combination rates see listing of National Broadcasting Company (Basic Supplementary).

Rates for time in excess of one hour are in exact proportion.

CLASS "A"

|     | (6:00 g | D.E. 10 | 11:00 p.p | n.)     |        |
|-----|---------|---------|-----------|---------|--------|
|     |         | 1 hr.   | 1/2 hr.   | 1/4 hr. | 5 mln. |
| 1   | time    | 200.00  | 140.00    | 100.00  | 50.00  |
| 13  | times   | 190.00  | 133.00    | 95.00   | 47.50  |
| 26  | times   | 180.00  | 126.00    | 90.00   | 45.00  |
| 52  | times   | 170.00  | 119.00    | 85.00   | 42.50  |
| 100 | times   | 160.00  | 112.00    | 80.00   | 40.00  |
| 200 | 4.1     | 150.00  | TOK DO    | 75 00   | 07 50  |

# CLASS "B"

(8:00 a.m. to 2:00 p.m. and 5:00 p.m. to

|     |       | 6:00 p.1 | mg.)  |       |       |
|-----|-------|----------|-------|-------|-------|
| 1   | time  | 100.00   | 70.00 | 50.00 | 25.00 |
| i3  | times | 95.00    | 66.50 | 47.50 | 28.75 |
| 26  | times | 90.00    | 63.00 | 45.00 | 22.50 |
| 52  | times | 85.00    | 59.50 | 42.50 | 21.25 |
| 100 | times | 80.00    | 56.00 | 40.00 | 20.00 |
| 200 | times | 75.00    | 52.50 | 37.50 | 18.75 |

## CLA88 "C"

(6:00 a.m. to 8:00 a.m., 2:00 p.m. to 5:00 p.m. and 11:00 p.m. to 1:00 a.m.)

|         |       | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. |  |
|---------|-------|-------|---------|---------|--------|--|
| 1       | time  | 80.00 | 56.00   | 40.00   | 20.00  |  |
| 13      | times | 76,00 | 53.20   | 38.00   | 19.00  |  |
| $^{26}$ | times | 72.00 | 50.40   | 36.00   | 18.00  |  |
| 52      | times | 68.00 | 47.60   | 84.00   | 17.00  |  |
| 100     | times | 64.00 | 44.80   | 32.00   | 16.00  |  |
| 200     | times | 60.00 | 42.00   | 80 00   | 15 00  |  |

### ANNOUNCEMENTS

One minute or less:

|     | (After 6:00 p.m.) |       |
|-----|-------------------|-------|
| 1   | time              | 36.00 |
| 13  | times             | 84.20 |
| 26  | times             | 82.40 |
| 52  | times             | 30.60 |
| 104 | times             | 28.80 |
| 208 | times             | 27.00 |
| 300 | or more times.    | 95.90 |

# (Before 6:00 p.m.)

|     | (Догото вто р.ш.) |       |  |
|-----|-------------------|-------|--|
| 1   | time              | 18.00 |  |
| 13  | times             | 17.10 |  |
| 26  | times             | 16.20 |  |
| 52  | times             | 15.30 |  |
| 104 | times.            | 14.40 |  |
| 208 | times             | 13.50 |  |
| 300 | or more times     | 19.80 |  |

### SPECIAL FEATURES

News: Five and 15 minute periods. Sunday through Saturday.

Sports: Fifteen minute periods, Monday through Saturday.

l'articipating programs:

"Good Morning Neighbor"-7:00 a.m. to 7:45 a.m.. Monday through Saturday.

Suppor Special: 6:30 p.m. to 6:45 p.m., Monday through Saturday.

# RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours. Transcription library services available. Rates on request.

# TALENT

Rates on request.

# REMOTE CONTROL

Arrangements can be made for remote broadcasts.

# SERVICE FACILITIES

Merchandising service available.

Services of the station program department, scheduled staff announcers and staff engineers in arranging and presenting programs are included without extra charge. Additional charges are made for programs originating outside the station studios and for pregrams requiring special production. All programs must conform to the standards of the station.

# Contract and Other Requirements

Advertising of alcoholic beverages other than beer and wine not accepted.

All contracts subject to the conditions of the standard AAAA form.

All programs subject to station approval, government regulations and the NAB Code of Ethics of the Radio Broadcasting Industry.

hates quoted cover the station time and facilities only for programs originating in the station studies.

# Closing Time

Announcements and recorded programs close at least two days in advance.

# Mechanical Program Equipment

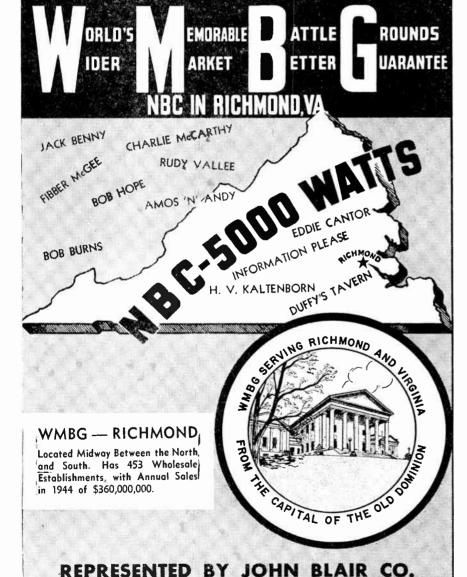
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

# Personnel

General Manager-Wilbur M Havens.

# Representatives

John Blair & Company.



5000 WATTS

# RICHMOND—Continued

# WRNL

(Established 1927)



# Rates effective August 1, 1948,

Owned and operated by Richmond Radio (orp. Studios-328 E. Grace Street. Richmond, Virginia.

Transmitter-Wilkinson Road, two miles North of Richmond, Va.

## Wave-Power-Time

Operating power—5,000 watta.

(100% modulation—crystal control.)
829.7 meters; 910 kilocycles.
Operates on regional channel.
Operates on Eastern War Time.
Actual operating schedule: Sundays 7:00 s.m. to 1:00

s.m. Week days 5:30 a.m. to 1:00 a.m.

### Agency Commission

Agency commission 15% on act charge for station time only. No commission on program charges. No cash discount. Bills due and payable when rendered.

# General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network) and Mutual Broadcasting System.

# CLASS "A"

# (6:00 p.m. to 11:00 p.m.)

|     |         | 1      | 1/3   | 1/4   | ь     |       |       |       |
|-----|---------|--------|-------|-------|-------|-------|-------|-------|
|     |         | hr.    | hr.   | hr.   | min.  | (*)   | (†)   | (‡)   |
| 1   | time    | 140.00 |       |       |       |       |       |       |
| 26  | times   | 133.00 | 79.80 | 53.20 | 26.60 | 19.00 | 17.10 | 11.40 |
| 52  | times   | 126.00 | 76.50 | 50.40 | 25.20 | 18.00 | 16.20 | 10.80 |
| 65  | times   | 119.00 | 71.40 | 47.60 | 23.80 | 17.00 | 15.80 | 10.20 |
| 130 | times   | 112.00 | 67.20 | 44.80 | 22.40 | 16.00 | 14.40 | 9.60  |
| 156 | times   | 105.00 | 63.00 | 42.00 | 21.00 | 15.00 | 18.50 | 9.00  |
| 260 | times   | 98.00  | 58.80 | 39.20 | 19.60 | 14.00 | 12.60 | 8.40  |
| 312 | times   | 91.00  | 54.60 | 36.40 | 18.20 | 13.00 | 11.70 | 7.80  |
| 468 | times   | 84.00  | 60.40 | 88.60 | 16.80 | 12.00 | 10.80 | 7.20  |
| 624 | or more |        |       |       |       |       |       |       |
| ti  | mes     | 77.00  | 46.20 | 80.80 | 15.40 | 11.00 | 9.90  | 6.60  |

# CLASS "B"

|     |         | (9:00 | 8.m.  | to 6: | 00 p.n | n.) . |       |      |
|-----|---------|-------|-------|-------|--------|-------|-------|------|
| 1   | time    | 84.00 | 50.40 | 88.60 | 16.80  | 12.00 | 10.00 | 7.00 |
| 26  | t:mes   | 79.80 | 47.88 | 81.92 | 15.96  | 11.40 | 9.50  | 6.65 |
| 52  | times   | 76.50 | 45.86 | 80.24 | 15.12  | 10.80 | 9.00  | 6.30 |
| 65  | times   | 71.40 | 42.84 | 28.56 | 14.28  | 10,20 | 8.50  | 5.95 |
| 130 | times   | 67.20 | 40.32 | 26.88 | 18.44  | 9.60  | 8.00  | 5.60 |
| 156 | times   | 68.00 | 87.80 | 25.20 | 12.60  | 9.00  | 7.50  | 5.25 |
| 260 | times   | 58.80 | 85.28 | 28.52 | 11.76  | 8.40  | 7.00  | 4.90 |
| 812 | times   | 54.60 | 82.76 | 21.84 | 10.92  | 7.80  | 6.50  | 4.55 |
| 468 | times   | 50.40 | 80.24 | 20.16 | 10.08  | 7.20  | 6.00  | 4.20 |
| 624 | or more |       | •     |       |        |       |       |      |
|     |         |       |       |       |        |       |       |      |

- times...... 46.20 27.72 18.48 9.24 6.60 5.50 8.85
  (\*) One minuts electrical transcription.
- (†) One hundred words.
- (\$) Fifty words.

d

# CLASS "C"

# (11:00 p.m. to 12:00 midnight and 7:00 a.m. to 0:00 a.m.)

|     |       | 1 hr. | 1/2 hz. | 1/4 hr. | 5 min. |
|-----|-------|-------|---------|---------|--------|
|     |       |       |         |         |        |
| 1   | time  | 10.00 | 42.00   | 28.00   | 14.00  |
| 28  | times | 66.50 | 89.90   | 26.60   | 18.80  |
| 52  | times | 68.00 | 87.80   | 25.20   | 12.60  |
| 65  | times | 59.50 | 85.70   | 28.89   | 11.90  |
| 180 | times | 56.00 | 38.60   | 22.40   | 11.20  |
| 156 | times | 52.50 | 81.50   | 21.00   | 10.50  |
| 260 | times | 49.00 | 29.40   | 19.60   | 9.80   |
| 312 | times | 45.50 | 27.80   | 18.20   | 9.10   |
| 468 | times | 42.00 | 25.20   | 16.80   | 8.40   |
|     | 11    |       | 99 10   | 18.40   | 7 70   |

# CLASS "D'

| (12:00 | midnight         | to | 7:00 | a.m.) |
|--------|------------------|----|------|-------|
| /22:00 | mar con 11 0 110 |    |      |       |

| 1   | time          | 50.00 | 80.00 | 20.00 | 10,00 |
|-----|---------------|-------|-------|-------|-------|
| 26  | times         | 47.50 | 28.50 | 19.00 | 9.50  |
| 52  | times         | 45.00 | 27.00 | 18.00 | 9.00  |
| 65  | times         | 42.50 | 25.50 | 17.00 | 8.50  |
| 130 | times         | 40.00 | 24.00 | 16.00 | 8.00  |
| 156 | times         | 37.50 | 22.50 | 15.00 | 7.50  |
| 260 | times         | 35.00 | 21.00 | 14.00 | 7.90  |
| 312 | times         | 32.50 | 19.50 | 13.00 | 6.50  |
| 468 | times         | 30.00 | 18.00 | 12.00 | 6.00  |
| 824 | or more times | 27.50 | 16.50 | 11.00 | 5.50  |

# Contiguous Units

Two or more program units of 15 minutes or more, broadcast on same day for the same sponsor within the same time bracket, may be combined to earn the one half hour, the three quarter hour, or one hour rate, whichever applies. All programs so combined to earn a lower rate may be scheduled continuously at the station option on 28 days' notice.

### DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's dura-

# SPECIAL FEATURES

News: Regular five, ten and fifteen minute news periods—rates on request.

Time signal, weather reports, news finishes and other special features—rates on application.

## TALKS

Regular rates apply.

## TALENT

The station will furnish any type local talent available.

ELECTRICAL TRANSCRIPTIONS

Library of electrical transcriptions available at all times. Rates on request.

# REMOTE CONTROL

Equipped for handling programs originating outside of studio. Rates on request.

# SERVICE FACILITIES

Merchandising service available.

# Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer,

# Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral recordings.

## Personnel

General Manager—E. S. Whitlock.

Production Manager—G. Mallory Freeman.

## Representatives

Edward Petry & Company.

# WARTIME CULTIVATION for PEACETIME SALES

COVERAGE of stable markets for present and post war sales is a wise sales promotion investment.

The rich markets of Richmond and Virginia, covered by Station W R N L are stable markets.

The facts below are proof of results.

- 70.8% OF THE NATIONAL ADVER-TISERS ON THIS STATION ARE RE-NEWALS.
- 88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

Advertisers don't renew contracts unless the medium they use pays off in results.



# VIRGINIA—Continued

# RICHMOND—Continued

WRVA

(Established 1925)



Rates effective August 15, 1944. (Card No. 8.)

Owned and operated by Larus & Bro. Company. Business Office-Hotel Richmond, Ninth and Grace Streets, Richmond 12, Virginia, telephone 8-6633.

Studios - Richmond - Hotel Richmond, Ninth and Grace Streets; Norfolk-1506 Colley Ave.

Transmitter-Edgeworth, Henrico County, Va.

# Waye-Power-Time

Operating power--50,000 watts.

263.2 meters: 1140 kilocycles.

Licensed to operate full time on national clear channel.

Operates on Eastern Standard Time,

Operating schedule: 6:00 a.m. to 1:00 a.m.

## Agency Commission

Agency commission 15% on net charge for station time only. No commission on program charges. cash discount. Bills rendered 1st of month follow ing service and are due on the 10th of same month.

## General Advertising

For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).

To earn discounts, stimulated number of programs must come within twelve month period.

## CLASS "A"

(6:00 p.m. to 10:30 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 200 ti.

i hour.... 350.00 332.50 315.00 297.50 280.00 262.50

1/2 hour.... 210.00 199.50 189.00 178.50 188.00 157.50

1/4 hour.... 140.00 133.00 126.00 119.00 112.00 105.00

5 minutes 70.00 66.50 68.00 59.50 56.00 52.50

# CLASS "B"

(7:00 a.m. to 2:00 p.m., 5:00 p.m. to 6:09 p.m. and 10:30 p.m. to 11:00 p.m.)

hour.... 175.00 166.25 157.50 148.75 140.00 181.25

1/2 kour.... 105.00 99.75 94.50 89.25 84.00 78.75

1/4 hour.... 70.00 66.50 68.00 59.50 56.00 52 50

5 minutes 85.00 88.25 81.50 29.75 28.00 26,25

# "I AM CLOSING THE LAST SCENE OF MY LIFE

. . . . by fashioning and fostering an establishment for the instruction of those who come after us." Thus spoke Thomas Jefferson, father, founder, and architect of the University of Virginia . . . the famous Rotunda of which is illustrated.

He also endowed this beautiful temple of learning with the flame of "illimitable freedom of the human mind".... and it is interesting to note that for thirteen years after its inception WRVA broadcast regular educational programs from this famous old institution of learning.

> 50,000 WATTS . . . NIGHT AND DAY STUDIOS IN RICHMOND AND NORFOLK REPRESENTED BY RAYMER



# CLASS "C"

(2:00 p.m. to 5:00 p.m., and 11:00 p.m. to 12:00 midnight)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 200 ti.

1 hour.... 140.00 138.00 126.00 119.00 112.00 105.00

1/2 hour.... 84.00 79.80 75.60 71.40 67.20 63.00

1/4 hour.... 56.00 53.20 50.40 47.60 44.80 42.00

5 minutes 28.00 26.60 25.20 23.80 22.40 21.00

## CLASS "D

(12:00 midnight to 7:00 a.m.)

1 hour..... 70.00 66.50 63.00 59.50 56.00 52.50

1/2 hour..... 42,00 39,90 37,80 35,70 33,60 31,50

1/4 hour..... 28.00 26.60 25.20 23.80 22.40 21.00

5 minutes 14.00 13.30 12.60 11.90 11.20 10.50

Note: Sunday Class "R" until 6:00 nm

## ANNOUNCEMENTS

(6:00 p.m. to 10:30 p.m.)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 200 ti

One minute electrical transcription (150 words

live)........ 43.00 40.85 38.70 36.55 34.40 32.25

20 second electrical transcription (35 words live)...... 30.00 28.50 27.00 25.50 24.00 22.50

(10:30 p.m. to 12:00 midnight and 7:00 a.m.

to 6:00 p.m.)

One minute electrical transcription (150 words

live)....... 21.50 20.42 19.35 18.27 17.20 16.12

20 second electrical transcription (35 words live)........ 15.00 14.25 13.50 12.75 12.00 11.25

(12:00 midnight to 7:00 a.m.)

One minute electrical transcription (150 words

TALENT

live), no discounts

. 10.00

Air-check transcriptions of talent programs available at moderate extra charge. Audition transcription of talent available may be had on request.

Special scripts, talent and production at extra charge

# REMOTE CONTROL

Additional charges are made for programs originating outside the studios of station and for programs requiring special production.

Norfolk studio origination by special arrangement.

# TRANSCRIPTIONS

Transcription library services and recording laboratory available.

# Contract and Other Requirements

Advertising of alcoholic beverages not accepted. Maximum contract, one year.

Rates include service of one announcer.

All contracts subject to station approval and may be rejected without giving reason therefor.

All contracts subject to standard conditions for spot broadcasting adopted in 1942 by the National Association of Broadcasters in cooperation with the American Association of Advertising Agencies.

# Closino Time

Closing date 48 hours in advance of broadcast.

# Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. both lateral and vertical pick-upa.

# Personnal

General Manager-C. T. Lucy Business Manager-Barron Howard Program Service Manager-Irvin Abeloff

Paul H. Raymer Company

# ROANOKE

(Rosnoke County)

WDBJ (Established 1924)



Rates effective July 1, 1944. (Card No. 5.)

Owned and operated by Times-World Corporation, P. O. Box 150, Roanoke 2, Va.
Business Office and Studio-124 W. Kirk Avenua Roanoke 2, Va. telephone 8181.
Note: Address mail to Radio Station WDBJ, P. O. Box 150, Roanoke 2, Va.
Transmitter—Colonial Heights, Roanoke, Virginia.

Transmitter—Colonial Heights, Roanoke, Virginia, Wave—Power—Time
Operating power—5.000 wats,
(1907; modulation—direct evistal control.)
312.5 meters; 950 kilocycles,
Licensed to operate full time on regional channel,
Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:05 a.m.;
week days 6:00 a.m. to 12:05 a.m.

Agency Commission

Operates on Depender War Tille
Operates on Sestern War Tille
Operates on Sestern War Tille
Operating Schedule: Stundays 8:00 a.m. to 12:05 a.m.;
week days 6:00 a.m. to 12:05 a.m. to 12:05 a.m.;
week days 6:00 a.m. to 12:05 a.m.

Agency Commission
Agency Commission
Agency Commission
15% on net charges for station
time only to recognized agencies. Cash discount 2%
of net-15 days from invoice date. Invoices mailed
1st of each month.
General Advertising
For combination rates see Columbia Broadcasting
System (Southeastern Group).
The following rates are for national advertising and
include housic copyright fees.

GENERAL BROADCASTING RATES

CLASS "A"

(6:00 p.m. to 10:30 p.m. daily)
1 13 26 52 100 150 260
11 tt tt. tt. tt. tt. tt.
1 tt. tt.
1 tt. tt.
1 tt. tt.
1 tt. tt.
2 p. tt.
2 p. 12:50 11.85 112.50 106.25 100.00 93.75 87.50
1/4 hr 50.00 47.50 45.00 42.50 40.00 93.75 87.50
5 min 25.00 23.75 22.50 21.25 20.00 18.75 17.50
One ininute electrical transcription or 35
words 10.00 9.50 9.00 8.50 8.00 7.50 7.00
CLASS "B"

(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to
11:00 p.m. daily)
1 hr 75.00 71.25 67.50 63.75 60.00 56.25 52.50
1/2 hr 45.00 42.75 40.50 38.25 38.00 33.75 31.60
1/4 hr 30.00 28.50 27.00 25.50 24.00 25.50 21.00
5 min 15.00 14.25 13.50 12.75 12.00 11.25 10.60
One minute electrical transcription or 35
words 6.50 6.18 5.85 7.23 6.80 6.38 5.95
15 reconds electrical transcription or 35
words 6.50 6.18 5.85 5.35 5.20 4.88 4.55
CLASS "C"

(6:00 a.m. to 8:00 a.m. and 11:00 p.m. to
11 p. 50.00 47.50 45.00 42.50 40.00 37.50 35.00
1/4 hr 20.00 19.00 18.00 17.00 16.00 15.00 16.00
1/4 hr 20.00 19.00 18.00 17.00 16.00 15.00 16.00
1/4 hr 20.00 19.00 18.00 17.00 16.00 15.00 16.00
5 min 10.00 4.75 4.50 4.25 4.00
3.75 3.50

(6:00 a.m. to 8:00 a.m. and 11:00 p.m. to
1 p. 50.00 47.50 45.00 42.50 40.00 37.50 35.00
1/2 hr 30.00 28.50 27.00 25.50 24.00 25.50 21.00
1/2 hr 30.00 28.50 27.00 25.50 24.00 25.50 21.00
1/2 hr 30.00 28.50 27.00 25.50 24.00 25.50 21.00
1/

Regular time clarges apply to electrical transcrip-tions and announcements. Not restricted to certain hours.

Transcription library service available—rates on re-

houre.

Transcription librar; service available—rates on request.

Transcription librar; service available—rates on request.

REMOTE CONTROL

Revice and facilities for programs by remote control are available. Rates on request.

SERVICE FACILITIES

Services of the station staff in arranging and presenting programs are included in rates.

Contract and Other Requirements

Advertising of sicoholib beverages not accepted, except beer and wine; aninouncements accepted on run of program basis only.

Maximum contract accepted, one year.

Rates are for station time only, talent is extra. All contracts subject to the approval of the station management and governmental regulations. Station reserves the right to cancel or more to other periods of equal card rate value any program or announcement in order to handle events of unusual program interest cancellations or mores to periods of lesser card rate value credited on account.

The station reserves the right to refuse or discontinue any programs or to revise all advertients and NAB code.

No periods solid in hulk for resale. Agreements

NAB cook.

No periods sold in hulk for resale. Agreements
made contingent u.o.n strikes, three, accidents or
causes beyond station's control
coing Times.

causes beyond station a concroi Closing Time ('losing date one week in advance of service if program is to be included in publicity releases. Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
General Manager—Bay P. Jordan.
Commercial Manager—Frank D. Kesler.
Program Director—Jack Weldon.
Representatives
Free & Peters, Inc.

WSLS (Established 1940)

# **BLUE NETWORK STATION**



Rates effective November 1, 1942.
Owned and operated by Roanoke Broadcasting Corp.
Business Office and Studio—Shenandoah Life Building, Roanoke 7, Va.
Transmitter — Shenandoah Life Building, Roanoke,
Virginia.

Survey rginia.
-Power—Time
-ring power—250 watts.
-ring power—crystal control.)

Yuginis.

Aves—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
242 meters; 1240 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 7:30 a.m. to 12:05 a.m.; week days 6:00 a.m. to 12:05 a.m. to 12:05 a.m.; week days 6:00 a.m. to 12:05 a.m. agency Commission
Agency commission
Agency commission 15% to recognized advertising agencies on net station time. No commission allowed on talent or line charges. Cash discount 2%. Invoices matled on the first of the month, payable on the 15th of the month following service.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Southeastern Group) and Tri-City
Stations Association of Virginia.

| CTARS | CASSOCIATION of VIRSIDIA: | CTARS | CASSOCIATION | CASSO

12.00 (4.25 - 15.75) (2 ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 11:00 p.m.)

(6:00 p.m. to 11:00 p.m.)

1 minute or 1:00 words 7.50 7.15 8.75 8.40 8.00 5.65 35 words.... 6.00 5.70 5.40 5.10 4.80 4.50 CLASS 87 (7:00 s.m. to 6:00 p.m. and 11:00 p.m. to 1 minute or 7:00 s.m. 4.00 4.75 4.00 8.75 35 words... 4.00 3.80 3.40 3.20 3.00 Blue Network participating programs at above rates plus network talent fees. No extra charge for lines. ELECTRICAL TRANSCRIPTIONS Regular time charges apply. Not restricted to certain hours. Musical library charges included in rates.

TALENT

Hates on request.

SERVICE FACILITIES
Services of announcing and operating staff in obtaining taient, production department in writing and presenting programs, are included without outra charge.

(This listing continued on next page)



# THEN FOR ANOTHER **BIG JOB!**

When the last bomb has fallen on Germany or Japan . . . when the last gun has been fired . . . what a problem of re-tooling and job-changing will face many a "boom" town!

Not for Roanoke! On V-Day Plus 1 our three big industries—railroading, rayon milling, steel production—will be functioning as smoothly for civilian goods as they now are for the war effort.

You should be known by these people of Southwest Virginia whose present prosperity will continue. Only one station, WDBJ, satisfactorily covers all their 118,921 daytime listening homes. A Class B quarter-hour, once, only \$30. Let us—or Free & Peters—tell you more!



CBS • 5000 Watts • 960 KC Owned and Operated by the TIMES-WORLD CORPORATION



Free & Peters, Inc. National Representatives

# VIRGINIA—Continued

# ROANOKE—Continued

WSLS—Continued
Cooperation of publicity departments, no charge,
Special market surveys made at cost. Mailing of
merchandising promotion—postage will be charged at

Special market surveys made at cost. Mailing of merchandising promotion—postage will be charged at cost.

Line Charges
Permanent lines are maintained between the Tri-City Stations. No charge for these lines.

Centract and Other Requirements
Rates apply to all classes of acceptable accounts and advertising.

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Preferred position governed by priority and availability on contract basis.

Programs and announcements may not be combined to earn an accumulative discount. Programs take precedence over announcements.

It is expressly agreed that the broadcaster reserves the right to change the time scheduled when necessary. Should any announcement be made erroneously or not made on account of mechanical irregularities, it is agreed that the broadcaster will make the announcement good during an ensuing non-commercial broadcast period. It is understood, where no payment is made for talent, the broadcaster will use the best station talent available, or may use recordings at his discretion.

Staff announcers used during programs, unless special permission is granted for other announcers.

The broadcaster reserves the right to reject any ad-

station talent available, or may use recordings at his discretion.

Staff announcers used during programs, unless special permission is granted for other announcers.

The broadcaster reserves the right to reject any advertising matter, or any part of an announcement that may be deemed objectionable, and substitute other copy at his discretion.

The broadcaster reserves the right to refuse, or discontinue any advertising for any reasons satisfactory to himself.

Contract subject to laws, rules or regulations now existent or made in the future by any duly constituted authority or governmental agency in relation to radio or kindred subjects.

Contracts cannot be made for a period longer than one year.

to radio or anoneus subjects.
Contracts cannot be made for a period longer than
one year.
Advertising copy shall be furnished by the advertiser
and may be changed as often as desired. Station
continuity department will collaborate with advertiser
in the preparation of copy.
Contracts may be cancelled by the advertiser by giving 30 days advance notice accompanied by the payment for short time rates, as determined by discount,
to the date of cancellation.
All proposals subject to prior booking of time. Fees
charged by owners of copyrights are included.
Closing Time
Talent programs close one week in advance. Material
for announcements should be sent by the advertiser
or his agent at least one week in advance of broadcasting date to allow opportunity for program arrangement.

casting date to allow opportunity for program arrangement.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

for lateral va. Personnel
Station Manager—James H. Moore.
Commercial Manager—Horace Fitzpatrick.
Representatives
Tri-City Stations Association of Virginia.

# SUFFOLK (Nansemond County)

WLPM (Established 1940)

(Established 1940)
Rates received September 20, 1940,
Owned and operated by the Suffolk Broadcasting Corporation.
Business Office and Studio—105 Bank St., Suffolk, Virginia.
Transmitter—One mile northwest of Suffolk, Vs., on Route 460.

\*Ave—Power—Time
Operating power—250 watts.
206.9 moters; 1450 kilocyles.
Licensed to operate full time on local channel.
Operation Eastern War Time.
Operating schedule: Sundays 7:55 a.m. to 11:05 p.m.;
week days 7:00 a.m. to 11:05 p.m. to 11:05 p.m. agency commission
Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered monthly.
Due ten days after rendition.
General Advertising
Por combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Keystone Network.
Rates include charges by owners of music copyrights.

For combination rates see American Broadcasting Company, Inc. (Southeastern Group) and Keystone Network.

Rates include charges by owners of music copyrights. The following rates are for national advertising.

1 ti. 13 ti. 28 ti. 52 ti. 100 ti. 300 ti. 1 hour...... 50.00 45.00 41.50 37.15 33.45 26.75 1/2 hour... 30.00 27.00 24.30 21.85 19.85 14.65 1/4 hour..... 18.50 16.85 15.00 13.50 12.15 9.70 10 minutes 11.00 9.90 8.90 8.00 7.20 6.45 5 minutes 8.00 7.20 6.50 5.85 5.30 4.25 1 minutes 8.00 7.20 6.50 5.85 5.30 4.25 1 minutes 8.00 5.40 4.90 4.40 4.00 3.20 50 words... 4.00 3.60 3.15 2.85 2.60 2.10 ELECTRICAL TRANSCRIPTIONS General advertising rates apply. Transcription library service available at no extra charge.

REMOTE CONTROL

Facilities subject to extra charge for line and mechincal costs.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer and light wines.

Closing Time

Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks 24 hours in advance.

Mechanical Program Equipment

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tions, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Personnel
General Manager—Fred L. Hart.
Representatives Sears & Ayer, Inc.

# WINCHESTER

(Frederick County)

WINC (Established 1941)



Rate card undated; received December 17, 1941. Owned and operated by Richard Field Lewis. Business Office and Studio-WINC Building, Win-chester, Virginia. Transmitter—

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: 7:00 a.m. to 11:30 p.m.

Agency Commission
Agency commission ---: cash discount -

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Network) and Keystone Net-Rates include charges by owners of music copyrights.

| 1 hour              | 22.50<br>17.00 | 31 t1.<br>27.00<br>20.00<br>15.00<br>9.00 | 270 t1.<br>24.00<br>18.00<br>13.50<br>8.00 |  |
|---------------------|----------------|---|--|--|
| ANNOUNCE            | MENTS          |   |  |  |
| Maximum one minute: |                |   | 181 to                                     |  |
| Spotted 3.50        | 31 ti.<br>3.25 | 91 ti.<br>3.00                            | 365 ti.<br>2.75                            |  |

Contract and Other Requirements
Preferred position governed by priority and availability on contract basis. Contracts are subject station approval and governmental regulation. Rates are for station time and service of announcer. Advertiser must accept rearest period when station is required to clear time for network programs.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 73 r.p.m. double turntables for vertical and lateral cut recordings.

Personnet Manager-Richard F. Lewis, Jr.

Representatives

# WASHINGTON

# NORTH PACIFIC PACKAGE

KXRO-P. O. Box 1120, Aberdeen, Wash., Aberdeen 4098.

Rates effective August 1, 1944, (Card No. 1.) Card received December 15, 1944.

Comprised of:
KXRO—Aberden-Hoquiam
KELA—Centralia-Chebalis
KGY—Olympia
KWLK—Longview-Kelso
KAST—Astoria, Ore.

KANT—Astoria, O.C.

Wave—Power—Time
See individual listings.
Agency Commission
15% to recognized advertising agencies on station
time charges only; cash discount
General Advertising

CLANS "A"

Wask days and 4:00

|     |           |          | CHARG    |         |         |         |         |
|-----|-----------|----------|----------|---------|---------|---------|---------|
|     | (G:00 p.1 | n. to 1: | 1:00 p.1 | n. week | days:   | and 4:0 | 0       |
|     | p.        | .m. to   | 11:00    | p.m. S  | undays) |         |         |
|     |           | l ti.    | 13 ti.   | 26 ti.  | 52 tl.  | 104 ti. | 260 ti. |
| 1   | hour      | 157.50   | 149.50   | 141.75  | 134.00  | 126.00  | 118.25  |
| 1/2 | hour      | 94.50    | 89.75    | 85.00   | 80.25   | 75.50   | 71.00   |
| 1/4 | hour      | 63.00    | 59.75    | 56.75   |         | 50.50   | 47.25   |
| - 5 | minutes   | 38.25    | 36.50    | 34.50   |         | 30.50   | 28.50   |
|     |           |          | CLASS    |         |         | 00.00   | 20,00   |
|     | (7:00 a.r |          |          |         | days a  | and 8:0 | 0       |
|     | 1         | m. to    | 4:00     | o.m. Bu | indays) |         |         |
| 1   | hour      | 112.50   | 106.75   | 101.25  | 95.75   | 90.00   | 84.50   |
| 1/2 | hour      | 67.50    | 64.00    | 60.75   | 57.50   | 54.00   | 50.50   |
| 1/4 | bour      | 45.00    | 42.75    | 40.50   |         | 36.00   | 33.75   |
| , s | minutes   |          | 95 50    | 94 95   | 00.00   | 01.60   | 00.10   |

| 5 minutes 27.00 25.50 24.26 28.00 21.50 20.25 |  |  |  |  |  |
|---|--|--|--|--|--|
| ANNOUNCEMENTS                                 |  |  |  |  |  |
| 100 words or less.                            |  |  |  |  |  |
| 100 WORDE OF 108E.                            |  |  |  |  |  |
| CLASS "A"                                     |  |  |  |  |  |
| (6:00 p.m. to 11:00 p.m. week days and 4:00   |  |  |  |  |  |
| p.m. to 11:00 p.m. Sundays)                   |  |  |  |  |  |
| 1 time 24.75 52 times                         |  |  |  |  |  |
| 13 times                                      |  |  |  |  |  |
| 26 times                                      |  |  |  |  |  |
| CLASS "B"                                     |  |  |  |  |  |
| (6:00 a.m. to 6:00 p.m. week days and 8:00    |  |  |  |  |  |

a.m. to 4:00 p.m. Sundays)

18.96 52 times.

17.96 104 times.

14.90 260 times. 1 time.... 13 times... 26 times...

POLITICAL
One time Class "A" rates apply, Copy must be submitted 48 hours in advance of broadcast,
TALENT

Rates on request.

Contract and Other Requirements
Advertising of alcoholic beverages, other than beer
and wine, not accepted.

All discounts are predicated upon the fulfillment of
contracts within a 12 month period. Rates are for
station time only; talent is extra.

Contracts and copy subject to approval of station
management.

management.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral cut recordings.

Manager—Fred G. Goddard (KXRO).
Representatives
Howard H. Wilson Cempany.

ABERDEEN

(Grays Harbor County) KXRO



Rates effective January 1, 1944. (Card No. 8.) Nates effective January 1, 1944. (Card No. 8.)

(wheed and operated by KXRO, Inc.

Business Office Address—P. O. Box 1120, Aberdeen,
Wash., Aberdeen 4098.

Studio—207 E. Market St., Aberdeen, Wash.

Transmitter——ne mile south of Aberdeen.

Wave—Power—Time

Operating power—250 watta.
223.9 meters; 1340 kilocycles.

Licensed to operate full time on cleared local channel. Operaties on Pacific War Time.

Operating schedule: Sunday 8:00 a.m. to 10:30 p.m.;

week days 7:00 a.m. to 10:30 p.m.

Agency Commission
Agency commission 15% to recognized agencies is
allowed on net station time. No cash discount. On
approved credit, accounts payable 10th of month following service.

allowed on net station time. No cash discount. On approved credit, accounts payable 10th of month following service.

General Advertising
For combination rates see Don Lee Broadcasting System (Northwest | Washington| Group). Mutual Broadcasting System. Pactific Broadcasting Company (Washington Network) and Keystone Network.

The following rates are for national advertising and include music copyright see for national advertising and include music copyrights. See for national advertising and include music copyrights see for national advertising and include music copyrights. See for national advertising and include national advertising and include

News; Three to minute periods usiny—rates on request.
For Women Only: One-half hour mid-morning live talent program, daily except Sunday; two announcers—rates on request.

(\*\*) l'articipation programs.

Artists and orchestras—rates on request.
REMOTE CONTROL.

Complete facilities for remote control broadcasts.
Charges are extra.

SERVICE FACILITIES

Services of the continuity department, no additional charge.

Services of the continuity department, no additional charge.

Contract and Other Requirements
Advertising of beer and wine acceptable.

All discounts are predicated upon the fulfillment of contracts within a 12 month period.

Rates are for station time only; talent is extra, Contracts and copy subject to approval by station

Contracts and copy subject to approval by station manager.

Mechanical Program Equipment Equipment Equipment Equipment Equipment Equipment Equipment Equipment Manager.

Mechanical Program Equipment Program by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel President—Harry R. Spence.

Manager—Fred G. Goddard.

Promotion Manager—Ruth Poindexter.

Representatives

Howard H. Wilson Company.

# BELLINGHAM

(Whatcom County)

KVOS

(Established 1927) Rate card received May 12, 1944. (Card No. 11.) Rate card received May 12, 1944. (Card No. 11.)
Owned and operated by KVOS, Inc.
Business Office and Studio-1321 Commercial, Bellingham, Wash., telephone 4200.
Transmitter-Roeder & E Sts., Bellingham, Wash.
Wave-Power-Tims
Operating power-250 watts.
(C.P. 1,000 watts.)
379.9 meters; 790 kilocytes.
Licensed to operate full time on cleared local channel.
Operates on Pacific War Time.
Actual operating schedule: Sundays 9:00 a.m. to
11:00 p.m.; week days 6:00 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% to recognized advertising agencies on not station time and talent. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising
Except for Run of Schedule Announcements, discounts in any one classification may be computed on total items.

 Items.
 1
 13
 26
 52
 78
 156
 312

 t.
 ti.
 ti.

5 minutes 8.00 8.40 8.00 5.60 4.80 4.40

ANNOUNCEMENTS

Specified time—50 worus:
1 time 3.00 312 times.
26 times 2.40 624 times.
78 times 2.25 1560 times.
156 times 2.10 3120 times.

Time not specified—50 words:
1 time 2.25 312 times.
26 times 1.80 624 times.
78 times 1.69 1560 times.
158 times 1.58 3120 times.

Run of Schedule Announcements
Time not specified—50 words:
3 announcements, per day 5 announcements
5 announcements, per day 10 announcements, per day 11 announcements, per day 12 announcements, per day 12 announcements, per day 12 announcements, per day 13 announcements, per day 14 announcements, per day 15 announcements, per day 17 announcements, per day 18 announcements, per day 18 SPECIAL FEATURES

POLITICAL
Rates on request.

Rates on request.

Rates on request.

REMOTE CONTROL

Facilities available—rates on request.

Contract and Other Requirements

Contracts and copy subject to station approval and government regulations.

Advertising of beer and withe acceptable Maximum length of contract one year. Service for use only as outlined in contract. During period of contract at least one program or announcement must be used each week.

Closing Time
All programs for guaranteed listing close five days
in advance of broadcast.

in avance or broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
for vertical or lateral cut recordings.

Representatives

# CENTRALIA-CHEHALIS

(Lewis County)

KELA (Established 1987)



**B** Broadcasting System



Information received September 13, 1944.

Owned and operated by Central Broadcasting Corp. Business Office and Studio-KELA Bidg., Midway between Centralia and Chehalis, Washington. Transmitter-KELA Bidg., Midway between Contralia and Chehalis, Washington.

Wave—Power—Time
Operating power—1,000 watts.
204.1 meters; 1470 kilocycles.
Licensed to operate unlimited time.
Operates on Pacific War Time.
Operating schedule; 7:00 a.m. to 12:00 midnight.

Operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized advertising
agencies on station time charges only. On approved
credit, accounts payable 10th of month following
service. No cash discount.

General Advertising
For combination rates see listing of Don Lee Broadcasting System (Northwest [Washington] Group),
Mutual Broadcasting System (Pacific Northwest Stations) and Pacific Broadcasting Company (Washington Nortwork).

Also see listing of North Pacific Package.

Rates on request.

rates on request.

Contract and Other Requirements

Advertising of beer and wine accepted.

All discounts are predictated upon the fulfilment of contracts within a 12 month period; talent is extra. Itales are for states are for states. Bates include radio charges by owners of music copyright. Contracts and copy subject to approval by station manager.

Mechanical Program Equipment
Equipped to handle both 78 and 88-1/8 r.p.m. transcriptions, lateral-cut.

Personnei General Manager—Joe Chytil.

Representatives
Howard H. Wilson Company.

# EVERETT

Snohomish County

KRKO (Established 1922)



B Broadcasting System

Rates effective December 1, 1943. (Card No. 2.) Rates effective December 1. 1943. (Card No. 2.)
Owned and operated by Everett Broadcasting Company, Inc.
Business Office and Studio—Highway 99—North City
Limits, Everett, Washington.
Transmitter—Highway 99—North City Limits,
Everett, Washington.
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operating schedule: 6:30 a.m. to 12:00 midnight.
Agency Commission

Agency Commission
15% on net station time and talent to accredited
advertising agencies; payable 10th of month following service. No cash discount.

General Advertising
For combination rates see listings of Don Lee Broad-casting System (Northwest [Washington] Group),
Mutual Broadcasting System, Pacific Broadcasting Company (Washington Network), and Keystone Network.

Hairs include charges by owners of music copyrights.

(8:00 p.m. to 10:30 p.m. week days, 12:00
noon to 10:30 p.m. Sundays)

35.00

(All other time) hour.....hour.... 25.00 | 15.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00

| 30 announcements.  | each | 4.12 |
|--------------------|------|------|
| 90 announcements.  | each | 8.85 |
| 180 announcements. | each | 8.58 |
| 270 announcements. | each | 3.30 |
| 365 announcements. | each | 8.08 |
|                    |      |      |

(All other time) Bass rate

30 announcements, each.
30 announcements, each.
210 announcements, each.
210 announcements, each.
210 announcements, each.
210 announcements, each.
211 Announcements, each.
212 Announcements, each.
213 Announcements, each.
213 Announcements, each.
214 Announcements, each.
215 Announcements, each.
216 Announcements, each.
217 Announcements, each.
218 Announce Base rate .

Regular rates apply; payable in advance.

TALLENT

Hates on application.

Kathorn Country

Manual Resource of the state for presenting political or other cities of the state for presenting political or other broadcasts.

Ontract and Other Requirements

Advertising of beer and wine accepted.

No contract accepted for longer than one year. All contracts and copy and programs subject to station management's approval and government regulations.

Contracts are for exclusive use of contracting parties and cannot be used by two or more firms. Musical programs must conform with station licenses.

Network has prior option on all time.

If, because of war time conditions, advertiser finds it necessary to suspend or curtail his operations to such an extent as to warrant the discontinuance of all advertising, contract may be cancelled upon proper notice in writing at less ten days before the and of the current month.

Station does not assume any financial responsibility or damages for losses sustained in any way as a result of statements made over station.

All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.

Rates are for station time only, talent is extra.

All discounts are predicated upon the fulfilment of contracts within a 12 month period dating from the first broadcast.

Rates are for station time only, talent is extra.

Closing Time

Programs requiring artists services must be ar ranged one week prior to date of presentation.

Mechanical Prugram Equipment

Equipment and the programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Personnel

Pres. & Gen'l Mgr.—William B. Taft.

Representatives

None.

# **LONGVIEW**

(Cowlite County)



A

itates received May 15, 1944,
Owned and operated by Twin City Broadcasting Corporation.
Business Office and Studio—National Bank of Commerce Building, Longview, Washington.
Transmitter—Ocean Beach Highway.
Wave—Power—Time
Operating power—250 watta.
214.3 meters; 1400 kilocyoles.
Licensed to operate unlimited time.
Operates on Pacific War Time.
Agency commission
Agency commission
Agency commission
Agency commission
Agency commission
For tombustion to the commission
Agency commission
Agency commission
For tombustion rates ace listings of Don Lee Breadcasting System (Northwest [Washington] Group,
Pacific Broadcasting System and Mutual Broadcasting System.
Also see listing of North Pacific Package.

(This listing continued on next page)

# WASHINGTON-Cont'd

# LONGVIEW—Continued

K W L K-Continued

Rates are for station time only; talent is extra. Rates include radio charges by owners of music copyright. Contracts and copy subject to approval by station manager.

Closing Time
All commercial and program copy must be submitted not later than 24 hours before time of broadcast.

Personnel General Manager—C. O. Chatterton.

Representatives
Howard H. Wilson Company.

**OLYMPIA** (Thurston County) KGY



B Broadcasting System



Rates effective January 1, 1944. (Card No. 8.) Owned and operated by Tom Olsen, Olympia, Wash, Business Office and Studio—Radio Center, State and Washington Sts., Olympia, Wash, telephone 6636. Transmitter—

Transmitter—
Wave—Power—Time
Operating power—250 watts.
24:1.9 meters: 1240 kilocycles.
Licensed to operate on local channel.
Operating on Pacific War Time.
Operating schedul: 6:30 a.m. to 11:00 p.m.

Agency Commission 15% on station charges to an recognized agencies. No cash discount. Agency commission paid only when bills are paid on or before 10th of month following service.

 b minutes
 6.00
 5.70
 5.40
 5.10
 4.80
 4.56

 ANNOUNCEMENTS:
 CLASS
 "A"
 CLASS
 "A"
 CLASS
 "A"
 4:00
 \*\*\*

 100 words or less.....
 5.50
 5.25
 4.12
 8.85
 8.80
 \*\*\*

 CLASS
 "B"
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*

 (7:00 a.m. to 6:00 p.m. week days and s:00
 a.m. to 4:00 p.m. Sundays)
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*\*
 \*\*

100 words

0 words or less,.... 4.12 8.92 8.09 2.88 2.68 2.47

News: Two 15 minute periods daily, sold on a participating basis—rates on request.

Other news availabilities—rates and details on request.

quest.

Class "A" one time rates apply. Copy must be submitted 48 hours in advance of broadcast.

Rates on application.

Rates on application.

REMOTE CONTROL

Complete facilities for remote control service. All wire and mechanical charges, all traveling expenses, salaries, etc., to be paid in advance when required.

Contract and Other Requirements

All discounts are predicated upon the fulfillment of contracts within a 12 month period. Rates are for station time only; talent is extra. Rates include radio charges by owners of music copyrights.

Contracts and copy subject to approval by station manager.

Contracts and copy subject to approval by station manager.

Advertising of beer and wine acceptable.

Closing Time

If program is to be included in publicity releases, closing dates are three weeks in advance of service. Final closing date one week in advance of service. Talks must be submitted one week before broadcasting date.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using \$38-1/8\$ and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
General Manager—Tom Olsen.
Commercial Manager—J. Harris Dorr. Representatives
Howard H. Wilson Company.

# PORT ANGELES

KONP



Rates effective December 1, 1944. (Card No. 1.)
Owned and operated by Evening News Press, Ino.
Business Office and Studios—313-315 W. First St.,
Port Angeles, Wash.
Transmitter—313-315 W. First St., Port Angeles,
Wash.
ave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.
gency Commission
15% to recognized advertising agencies on nat sta-

Licensed to operate untimited time.

Agency Commission

15% to recognized advertising agencies on net station time only; no eash discount. On approved credit, accounts payable 10th of month following service.

General Advertising

Rates are for national advertising and include music copyright fees.

| Seneral Advertising | Rates are for national advertising and include music copyright fees. | CLASS "A" (6:00 p.m. to 10:30 p.m. week days and 1:00 p.m. to 10:30 p.m. week days and 1:00 p.m. to 10:30 p.m. seek days and 1:00 p.m. to 10:30 p.m. seek days and 1:00 p.m. to 10:30

TALENT

applies. TALENT

Rates on request.

REMOTE CONTROL

Remote and production facilities available—rates on request.

Contract and Other Requirements
All discounts are predicated upon fulfillment of contracts within one year from date of first broadcast. Discounts computed only on number of announcements or programs contracted for. No contracts longer than one year. All contracts, programs, copy, etc., subject to approval of station management.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

Personnel

Manager—H. J. McAllister.

Representatives

Sears & Ayer, Inc.

# **PULLMAN** (Whitman County)

KWSC

Owned and operated by State College of Washington.

Wave—Power—Time
Operating power—5,000 watts.
240.0 meters; 1250 kilocycles.
Divides time with station KTW. Does not sall time.

> **SEATTLE** (King County)

KEVR (Established 1940)



Rates effective September 7, 1941.

Rates effective September 7, 1941.

Owned and operated by the Evergreen Broadcasting Corporation.

Business Office and Studio—2102 Smith Tower, Seattle 4, Wash., Seneca 2056.

Transmitter—Smith Tower. Seattle. Washington.

Wave—Power—Time
Operating power—250 watts.
275.2 meters; 1096 kilocycles.

Licensed to operate full time.
Operates on Pacific War Time.

Actual operating schedule: 6:00 s.m. to 12:00 midnight.

night.
Agency Commission
Agency commission 15% on net charges for station
time to recognized advertising agencies. No cash discount. Bills rendered and payable on 10th of month
following service.
General Advertising
Rates include charges by owners of copyrighted music.
The following rates are for national advertising. For
local advertising rates consult station management.

| (6:00 p.m. to 10:00 p.m.)                        |        |
|--|--------|
| 1 hour   | 50.00  |
| 1/2 hour   | 27.00  |
| 1/4 hour   | 16.50  |
| 5 minutes.                                       | 10.00  |
| 100 word announcement                            | 4.25   |
| (6:00 a.m. to 6:00 p.m. and 10:00 p.m. to        |        |
| 12:00 midnight)                                  |        |
| 1 hour   | 41.00  |
| 1/2 hour   | 22.50  |
| 1/4 hour   | 14.00  |
| 5 minutes  | 8.00   |
| 100 word announcement                            | 8.25   |
|  |        |
| DISCOUNTS  | 0 " 0" |
| 1 to 12 times Net 300 to 449 times               |        |
| 13 to 25 times 5% 450 to 599 times               |        |
| 26 to 51 times 10% 600 to 749 times              | 35%    |
| 52 to 99 times 15% 750 or more times             | 40%    |
| 100 to 299 times 20%                             |        |
| Discounts allowed retroactively on the numb      | er of  |
| broadcasts given within one year, with or w      | ithout |
| interruption. Discounts apply to combinations of |        |
| nouncements and programs                         |        |

Contract and Other Requirements
Advertising of spiritous liquors not accepted. All
programs and announcements are subject to approval
by station management. Rates are for station time
only.

Closing Time

Programs to be included in publicity release close three weeks in advance of service. Final closing time one week in advance of service.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Personnel
General Manager—Bartley Sims.

Representatives
William G. Rambeau Company.

# KIRO (Established 1985)

Rates effective December 1, 1948

Rates effective December 1, 1948.

Owned and operated by Queen City Broadcasting Co. Business Office and Studio — 86 Cobb Building Seattle 1, Washington, Seneca 1500.
Transmitter—Vashow-haury Island, Washington.
Wave—Power—Time
Operating power—50,000 watts.
422.5 meters; 710 kilocycles.
Licensed to operate full time.
Operating schedule: 6:00 a.m. to 1:00 a.m.
Agency Commission
Agency commission 15% on net charges for station time to recognized advertising agencies. No cash discounts. Bills rendered and payable monthly following broadcast.
General Advertising

discounts. Date Lower Lower Branch Columbia Broadcast.

General Advertising
For combination rates see listings of Columbia Broadcasting System (Paolifo Coast Group) and Columbia Pacific Network (Paolifo Coast Group).

CLASS "A"

(\$:00 p.m. to 10:00 p.m.)

1 1/2 1/4 5 1 chain-break min. min. break

|     |          | 1       | 1/2     | 1/4     | 5              | 1       | chain- |
|-----|----------|---------|---------|---------|----------------|---------|--------|
|     |          | hour    | hour    | hour    | min.           | min.    | break  |
| 1   | time     | 325.00  |         | 130.00  | 96.00          | 72.00   | 40,00  |
| 18  | times    |         | 185.25  | 128.50  | 91.20          | 68.40   | 88.00  |
| 26  | times    |         | 175.50  | 117.00  | 86.40          | 64.80   | 86.00  |
| 52  | times    |         | 165.75  | 110.50  | 81.60          | 61.20   | 84.00  |
| 100 | times.   |         |         | 104.00  | 76.80          | 57.60   | 82.00  |
| 300 | times    |         | 146.25  | 97.50   | 73.00          | 54.00   | 80.00  |
| 000 | VIII 00  | 210.10  | CLASS   |         | 12.00          | 01.00   |        |
|     | (7:00    | 8 m to  |         |         | d 10:00        | D. 20.  |        |
|     | (1.00    |         | to 11:0 |         | <b>u</b> 10.00 | <b></b> |        |
| 1   | time     |         | 97.50   | 85.00   | 48.00          | 86.00   | 20.00  |
| 18  | times    | 154.88  | 92.68   | 61.75   | 45.60          | 84.20   | 19.00  |
| 26  | times    |         | 87.75   | 58.50   | 43.20          | 82.40   | 18.00  |
| 52  | times    | 138.18  | 82.88   |         | 40.80          | 80.60   | 17.00  |
| 100 | times    | 180.00  | 78.00   | 52.00   | 88.40          | 28.80   | 16.00  |
| 800 | times.   | 121.88  | 78.13   | 48.75   | 86.00          | 27.00   | 15.00  |
| 800 | ermion   | 121.00  | CLASI   |         | 50.00          | 21.00   | 10.00  |
|     |          | (11:00  |         | to 7:00 | em)            |         |        |
| 1   | time     |         | 78.18   | 48.75   | 86.00          | 27.00   | 15.00  |
| 18  | times_   | 115.79  | 69.47   | 46.81   | 84.20          | 25.65   | 14.25  |
| 26  | times    | 109.69  | 65,82   | 48.88   | 82.40          | 24.80   | 18.50  |
| 52  | times    | 108.60  | 62.16   | 41.44   | 80.60          | 22.95   | 13.75  |
| 100 | times    | 97.50   | 58.50   | 89.00   | 28.80          | 21.60   | 12.00  |
| 300 | times    | 91.41   | 54.85   | 36.56   | 17.00          | 10.15   | 11.25  |
| 900 | F112 69" | 21.21   | DISCO   |         | 21.00          | 24.20   | 11.20  |
| Die |          | allowed |         | ctively | on the         | num     | ber of |
| D18 | counts   | #110Med | retros  | CFIAGIA | on ule         |         |        |

TALENT Rates on request.

Rates on request.

REMOTE CONTROL

Complete arrangements can be made for remote control broadcasts. Rates and details on request.

Contract and Other Requirements

Advertising of spirituous liquiors not accepted.

All programs and announcements subject to approval by station management.

Mechanical Program Equipment

Equipped to handle grograms by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

(This listing continued on mext page)

# SEATTLE—Continued K I R O-Continued

Personnei General Manager—Loren B. Stone, National Sales Manager—W. F. Tucker. Representatives Free & Peters, Inc.

# KJR



Rates revised April 1, 1948. Owned and operated by Fisher's Biend Station, Inc.
Business Office and Studio-808 Skinner Building,
Seattle, Washington.
Transmitter—2500 Twenty-Sixtb Ave., S. W. Weet
Waterway.

Waterway.

Wave—Power—Time

Operating power—5,000 watts,

(100% medulation—crystal control.)

315.8 memory 1505 kilocycles.

Licensed to operate full time on regional channel.

Operates on Pacific War Time.

Operating schedule: Sundays 8:00 s.m. to 11:00 p.m.;

week days 5:30 s.m. to 12:00 midnight. Agency Commission

gency Commission
Agency commission 15% to recognized advertising
agencies on net charges for station time only. No
cash discount. Bills due and payable when rendered.

cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Pacific Coast Group).

Associated with KGA and KRQ, spokane, Washington; KEX, Portland, Oregon, for Northwest Triangle
Chain programs. ton; KEX, Portland, Oregon, for nonliness. Allers. Chain programs.
Rates include charges by owners of music copyrights.

|     | (6:00         | p.m. to |        |        |         |       |
|-----|---------------|---------|--------|--------|---------|-------|
|     |               | 1       | 3/4    | 1/2    | 1/4     | 5     |
|     |               | hr.     | hr.    | hr.    | hr.     | min.  |
| 1   | time          | 200.00  | 144.00 | 108.00 | 65.00   | 48.00 |
| 18  | times         | 190.00  | 136.80 | 102.60 | 61.75   | 45.60 |
| 26  | times         | 180.00  | 129.60 | 97.20  | 58.50   | 48.20 |
| 52  | times         | 170.00  | 122.40 | 91.80  | 55,25   | 40.80 |
| 100 | times         | 160.00  | 115.20 | 86.40  | 52,00   | 88.40 |
| 300 | tlmes         | 150,00  | 108.00 | 81.00  | 48.75   | 86.00 |
| 150 | times         | 140.00  | 100.80 | 75.60  | 45.50   | 88.60 |
| 600 | times         | 130.00  | 93.60  | 70.20  | 42.25   | 81.20 |
| 750 | or more times | 120.00  | 86.40  | 64.80  | 89.00   | 28.80 |
|     | (9:00 a.m. to |         |        | 10:80  | p.m. te | 0     |
|     |               | 11:00   | D.m.)  |        |         |       |

| 130 | or more   | rimes | 120.00 | 80.20  | 01.00 | 89.00   | 28.80 |
|-----|-----------|-------|--------|--------|-------|---------|-------|
|     | (9:00 a.n | a. to |        | n. and | 10:80 | p.m. to | 0     |
|     |           |       | 11:00  | p.m.)  |       |         |       |
| 1   | time      |       | 100.00 | 72.00  | 54.00 | 82.50   | 24.00 |
| 13  | times     |       | 95.00  | 68.40  | 51.30 | 80.88   | 22.80 |
| 26  | times     |       | 90.00  | 64.80  | 48.60 | 29.25   | 21.60 |
| 52  | times     |       | 85.00  | 61.20  | 45.90 | 27.68   | 20.40 |
| 100 | times     |       | 80.00  | 57.60  | 43.20 | 26.00   | 19.20 |
| 300 | times     |       | 75.00  | 54.00  | 40.50 | 24.88   | 18.00 |
| 450 | times     |       | 70.00  | 50.40  | 87.80 | 22.75   | 16.80 |
| 600 | times     |       | 65.00  | 46.80  | 85.10 | 21.18   | 15.60 |
| 750 | or more   | times | 60.00  | 48.20  | 82.40 | 19.50   | 14.40 |
|     |           | 11:00 | p.m. t | 00:8 0 | 8.m.) |         |       |
| 1   | time      | ·     | 50.00  | 86.00  | 27.00 | 16.25   | 12.00 |
| 18  | times     |       | 47.50  | 84.20  | 25.65 | 15.44   | 11.40 |
| 26  | times     | ***** | 45.00  | 32.40  | 24.80 | 14.63   | 10.80 |
| 52  | times     |       | 42.50  | 30.60  | 22.95 | 18.82   | 10.20 |
| 100 | times     |       | 40.00  | 28.80  | 21.60 | 13.00   | 9.60  |
| 300 | times     |       | 37.50  | 27.00  | 20.25 | 12.19   | 9.00  |
| 450 | times     |       | 85.00  | 25.20  | 18.90 | 11.88   | 8.40  |
| 600 | times     |       | 32.50  | 23,40  | 17.55 | 10.57   | 7.80  |
| 750 | or more   |       | 80.00  | 21.60  | 16.20 | 9.75    | 7 20  |

| 100 |                 | 00.00   | 21.00 10.2 |       | 1.40  |  |  |
|-----|-----------------|---------|------------|-------|-------|--|--|
|     | ANNOUNCEMENTS   |         |            |       |       |  |  |
|     | (6:00 p.        |         | 10:30 p.m  |       |       |  |  |
|     |                 | (*)     | 100 wds.   | (†)   | (‡)   |  |  |
| 1   | time            | 40.00   | 85.00      | 25.00 | 20.00 |  |  |
| 18  | times           | 88.00   | 88.25      | 28.75 | 19.00 |  |  |
| 26  | times           | 86.00   | 81.50      | 22.50 | 18.00 |  |  |
| 52  | times           | 84.00   | 29.75      | 21.25 | 17.00 |  |  |
| 100 | times           | 82.00   | 28.00      | 20.00 | 16.00 |  |  |
| 800 | times           | 80.00   | 26.25      | 18.75 | 15.00 |  |  |
| 450 | times           | 28.00   | 24.50      | 17.50 | 14.00 |  |  |
| 600 | times           | 26.00   | 22.75      | 16.25 | 18.00 |  |  |
| 750 | or more times   | 24.00   | 21.00      | 15.00 | 12.00 |  |  |
|     | (9:00 a.m. to 6 | :00 p.m |            |       | to    |  |  |
|     |                 | 11:00   | p.m.)      |       |       |  |  |
| 1   | time            | 20.00   | 17.50      | 12.50 | 10.00 |  |  |
| 18  | telms           | 19.00   | 16.63      | 11.88 | 9.50  |  |  |
| 26  | times           | 18.00   | 15.75      | 11.25 | 9.00  |  |  |
| 52  | times           | 17.00   | 14.88      | 10.63 | 8.50  |  |  |
| 100 | times           | 16.00   | 14.00      | 10.00 | 8.00  |  |  |
| 300 | times           | 15.00   | 18.18      | 9.88  | 7.50  |  |  |
| 450 | times           | 14.00   | 12.25      | 8.75  | 7.00  |  |  |
| 600 | times           | 18.00   | 11.88      | 8.13  | 6.50  |  |  |
| 750 | or more times   | 12.00   | 10.50      | 7.50  | 6.00  |  |  |
|     | (11:00 )        | o.m. to | 9:00 a.m   | .)    |       |  |  |
| 1   | time            | 10.00   | 8.75       | 6.25  | 5.00  |  |  |
| 13  | times           | 9.50    | 8.32       | 5.94  | 4.75  |  |  |
| 20  | times           | 0.00    | 7 00       | F 49  | 4 80  |  |  |

dβ

Evening (3 daily) 900.00 780.00 720.00 660.00 60 Temperature and Weather reports — see rates 650.00 "Time Signal Service."
News Announcement Service—50 word commercial announcements in the news broadcast; limit three announcements per 15 minute news program.

RADIO STATIONS

(After 6:00 p.m.) (Before 6:00 p.m.) Each announceme

Each announcement. 20.00 Subject to regular discounts and commissionable to agencies. Announcement service must be released when requested for exclusive news sponsorship. News Sponsorship-Includes three 50 word commer-

| cial announcements per 15 minute news broadca |        |
|---|--------|
|   | r week |
| Seven programs per week, same hour            | 450.00 |
| Three months service                          | 400.00 |
| Six months service                            |        |
| Twelve months service                         | 275.00 |
| Before 6:00 p.m.:                             |        |
| Seven programs per week, same hour            | 800.00 |
| Three months service                          | 275.00 |
| Six months service                            | 250.00 |
| Twelve months service                         | 150.00 |

ELECTRICAL TRANSCRIPTIONS
The following rates are subject to regular discounte
earned by advertiser on the station time contract and
commissionable to recognized advertising agencies.
Station time additional:

| 1   | hour | 11.50 |
|-----|------|-------|
| 3/4 | hour | 9.70  |
| 1/2 | hour | 7.90  |
| 1/4 | hour | 6.10  |

TALENT Rates on application.

REMOTE CONTROL
Charges for programs originating outside the studios
quoted on request.

Contract and Other Requirements

ontract and Other Requirements
Advertising of spirituous liquors not accepted.
All rates quoted are for station time and facilities
and do not include talent.
All programs and announcements subject to acceptance of station management. All contracts subject to
conditions of the standard AAAA form.
All rates guaranteed for one year from date of first
broadcast, with or without interruption. Maximum
contract lengths—52 weeks.

Closing Time

Closing date three weeks in advance of service if program is to be included in general publicity releases. Final closing—one week.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral out discs.

Personnel

Manager—Birt F. Fisher. Commercial Manager—Arthur Gerbel, Jr.

Representatives

Paul H. Baymer Company.

KOL (Established 1922)





Rates effective July 1, 1944. (Card No. 25.) Owned and operated by Seattle Broadcasting Com-pany, Inc. Studio-Northern Life Tower, Seattle 1. Washington, Main 2312. Transmitter-Seattle. Washington.

Wave-Power-Time

Operating power—5,000 watts, 230.8 meters; 1300 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Agency Commission

Agency commission 15% on net station time and talent to accredited advertising agencies, providing payment is made by 15th of month following service. No cash discount.

General Advertising

|            | 7:00     |               | C<br>to 6: | LAS          | g ":<br>.m.  | В''             | 1 10         | :30 p.m.       | to to          |
|------------|----------|---------------|------------|--------------|--------------|-----------------|--------------|----------------|----------------|
| 1          | 1.00     | <b>8.</b> ut. | 12:        | 00 p         | idni         | ght             |              | .30 р.ш.       |                |
|            |          |               |            |              |              | 1/2             |              | 1/4 hr.        | 5 min.         |
| 1          | time     |               |            |              |              | 45              | .00          | 30.00          | 20.00          |
| 13         | times.   |               |            |              |              | 42              | .75          | 28.50          | 19.00          |
| 26         |          | ••••••        |            |              |              |                 | .50          | 27.00          | 18.00          |
| 39<br>52   |          | •••••         |            |              |              |                 | .25          | 25.50<br>24.00 | 17.00<br>16.00 |
| 78         |          | •             |            |              |              |                 | .75          | 22.50          | 15.00          |
| 104        |          |               |            |              |              | 31              | .50          | 21,00          | 14.00          |
| 156        |          |               |            |              |              |                 | .25          | 19.50          | 13.00          |
| 312<br>624 | times    |               | ********   |              | *****        | 27              | .00          | 18.00<br>15.00 | 12.00<br>10.00 |
| 024        | times    | ******        | C          | T.AS         | g ::         | C.,             | .bu          | 15.00          | 10.00          |
|            |          | (12:00        | mic        | righ         | t to         | 7               | :00          | a.m.)          |                |
| 1          | time     |               |            |              |              | 22              | .50          | 15.00<br>14.25 | 10.00          |
| 13         | times    |               |            | *******      | 4            | 21              | .37          | 14.25          | 9.50           |
| 26<br>39   |          |               |            |              |              |                 | . 25<br>. 12 | 13.50<br>12.75 | 9.00<br>8.50   |
| 52         |          | *********     |            |              |              |                 | .00          | 12.00          | 8.00           |
| 78         |          | **********    |            |              |              |                 | .87          | 11.25          | 7.50           |
| 104        | times    |               |            |              | ******       | 15              | .75          | 10,50          | 7.00           |
| 156        |          |               |            |              |              |                 | .63          | 9.75           | 6.50           |
| 312<br>624 |          |               |            |              |              | 13              | .50<br>.25   | 9.00<br>7.50   | 6.00<br>5.00   |
| 024        | fimes    |               | C          | LAS          | q            | р <sup>;;</sup> | . 23         | 1.50           | 5.00           |
|            | (1:      | 2:00 1        | noon       | to 6         | :00          | p.n             | a, S         | Sundays)       |                |
| 1          | time     |               |            | *******      |              | 67              | .50          | 45.00          | 30.00          |
| 13         |          |               |            |              |              | 64              | .12          | 42.75          | 28.50          |
| 26         |          | *******       |            |              |              | 60              | .70          | 40.50<br>38.25 | 27.00<br>25.50 |
| 39<br>52   |          |               |            |              |              | 21              | .37          | 36.25          | 24.00          |
| 78         |          |               |            |              |              |                 | .62          | 33.75          | 22.50          |
| 104        |          |               |            |              |              |                 | .25          | 33.75<br>31.50 | 21.00          |
| 156        | times    |               |            | *******      |              | 43              | .87          | 29.25          | 19.50          |
| 312        |          |               |            |              |              | 40              | .50          | 27.00          | 18.00<br>15.00 |
| 624        | times    |               | ANN        | OTIN         | CEX          | 33<br>1E1       | .75<br>VT9   | 22.50          | 15.00          |
|            |          |               |            | LAS          | S            | A.,             |              |                |                |
|            |          | (6:0          | 10 p.      | m. t         | 0 10         | 30:30           | D.           | .m.)           |                |
| 1          | time .   |               |            | 30.0         | 0 26<br>0 86 |                 |              | 8              |                |
| 30<br>90   | times.   |               |            | 22.0         | 0 30         |                 |              | 8              |                |
| 180        | times.   | ***********   | ********   | 19.5         | 0 0,         | 42              | · i III e    | 9              | 10.00          |
|            | times.   |               | C          | LAS          | 8 "          | В"              |              |                |                |
|            | (7:00    | a.m.          | to 6       | :00 1        | o.m.         | 80              | d 1          | 0:30 p.m.      | to             |
| 1          | time     |               | 1          |              | mid          |                 |              | 8,             | 9.00           |
| 30         | times.   |               |            | 11.2         | 5 30         |                 |              | 8              |                |
| 90         |          |               |            |              |              |                 |              | 08             |                |
| 180        |          |               |            | 9.7          | 5            |                 |              |                |                |
|            |          | (10.0         |            | LAS          |              | С.              |              | a.m.)          |                |
| 1          | *1       | (12:0         | U mi       | anigi<br>7.5 | 16 EG        |                 |              | 8.III.)        | 4.50           |
| 36         | times.   |               |            | 5.6          | 2 36         |                 |              | 8              |                |
| 90         | times.   |               |            | 5.2          | 5 6          |                 |              | 8              |                |
| 180        | times.   |               |            | 4.8          | 7            |                 |              |                |                |
|            | (1)      |               | C          | LAS          | g            | D''             |              | Oundana)       |                |
| 1          | time (1) | 2:00 r        | 10011      | 92 K         | .UU<br>0 94  | 0.I             | si.<br>Lima  | Sundays)<br>8  | 18.50          |
| 30         | times.   |               |            | 16.6         | 7 36         | 35              | llme         | 8              | 12.37          |
| 90         | tlmes.   |               | *******    | 15.7         | 5 62         | 24              | time         | 8              | 11.25          |
| 180        |          |               |            |              | 1            |                 |              |                |                |
|            |          |               | REM        |              |              |                 | ROI          |                |                |
| Con        | aplete   | faoili        | ties       | for          | remo         | ote             | COI          | ntrol serv     | ice.           |

Complete facilities for remote control service.

Contract and Other Resulrements

Advertising of alcoholic beverages not accepted, excepting beer and wine.

No contract accepted for longer than one year. All contracts subject to station owner's approval and governmental regulations. Rates quoted do not include artists' services.

Short rates on cancellation of contracts.

Closing Time
If program is to be included in publicity releases.

If program is to be included in publicity releases, closing dates are three weeks in advance of service. Final closing dates one week in advance of service. Talks must be submitted one week before broadcast date.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-table for vertical and lateral out recordings.

Personnel
General Manager—Archie Taft, Sr.
Business Manager—Oliver A. Bunchey.

Representatives
John Blatz Company.

KOMO (Established 1926)



Rates revised April 1, 1948.

Owned and operated by Fisher's Blend Station, Inc. Business Office and Studio—Skinner Bldg., Seattle,

wash.
Wash.
Trapsmitter—2600 Twenty-sixth Avenue. S. W., West Waterway.
Wave—Power—Time
Operating power—5,000 watts.
300 meters; 1,000 kilocycles.
Licensed to operate full time on cleared channel.
Operates on Pacific War Time.
Operating schedule: 24 hours daily.
Agency Commission
Agency commission 15% to recognized advartising agencies on net charges for station time only. No cash discount allowed. Bills due and payable when rendered.
General Advertisins

cash discount allowed. Bills due and payable when rendered.

General Advertisins
For combination rates see listing of National Broadcasting Company (Paofido Coast Network).

Rates include charges by owners of muelo copyrights. Associated with stations KHQ, Spokane, Washington KGW. Portland, Oregon, for Northwest Triangle Chain programs.
The following rates apply to national advertising. Discount allowed retroactively on the number of broadcasts given within a year, with or without interruption.

Announcements less than fire minutes in length cannot be combined with programs to earn maximum discounts.

(This littles annetication.

(This listing continued on mext page)

# WASHINGTON-Cont'd

# SEATTLE—Continued

# K O M O-Continued (6:00 p.m. to 10:10 p.m.)

| (6:00             | p.m. to  | 10:80          | p.m.)  |         |       |
|-------------------|----------|----------------|--------|---------|-------|
|                   | 1        | 3/4            | 1/2    | 1/4     | 5     |
|                   | hr.      | hr.            | hr.    | br.     | min.  |
| 1 time            |          | 192,00         | 144.00 | 96.00   | 72.00 |
| 18 times          |          |                | 186.80 | 91.20   | 68.40 |
| 26 times          | 216.00   | 172.80         | 129.60 | 86.40   | 64.80 |
| 52 times          | 204.00   | 168.20         | 122.40 | 81.60   | 61,20 |
| 100 times         |          | 158.60         | 115.20 | 76.80   | 57.60 |
| 800 times         | 180.00   | 144.00         | 108.00 | 72.00   | 54.00 |
| 450 times         | 168.00   | 184.40         | 100.80 | 67.20   | 50.40 |
| 600 times         |          | 124.80         | 98.60  | 62,40   | 46.80 |
| 750 or more times | 144.00   | 115.20         | 86.40  | 57.60   | 48.20 |
| (9:00 a.m. to     | 6:00 p.n | and            | 10:80  | p.m. te | n     |
| ,                 |          | o.m.)          | 10.00  | p.100.  | •     |
| 1 time            | 120.00   | 96.00          | 72.00  | 48.00   | 86.00 |
| 18 times          | 114.00   | 91.20          | 68.40  | 45.60   | 84.20 |
| 26 times          | 108.00   | 86.40          | 64.80  | 48.20   | 82.40 |
| 52 times          | 102.00   | 81.60          | 61.20  | 40.80   | 80.60 |
| 100 times         | 96.00    | 76.80          | 57.60  | 88.40   | 28.80 |
| 300 times         | 90.00    | 72.00          | 54.00  | 86.00   | 27.00 |
| 450 times         | 84.00    | 67.20          | 50.40  | 88.60   | 25.20 |
| 690 times         | 78.00    | 62.40          | 46.80  | 81.20   | 28.40 |
| 750 or more times | 72.00    | 57.60          | 48.20  | 28.80   | 21.60 |
| (11:00            | p.m. to  | 9:00           | s.m.)  |         |       |
| 1 time            | 60.00    | 48.00          | 86.00  | 24.00   | 18.00 |
| 18 times          | 57.00    | 45.60          | 84.20  | 22.80   | 17.10 |
| 26 times          | 54.00    | 48.20          | 82.40  | 21.60   | 16.20 |
| 52 times          | 51.00    | 40.80          | 80.60  | 20.40   | 15.80 |
| 100 times         | 48.00    | 88.40          | 28.80  | 19.20   | 14.40 |
| 300 times         | 45.00    | 86.00          | 27.00  | 18.00   | 18.50 |
| 450 times         | 42.00    | 88.60          | 25.20  | 16.80   | 12.60 |
| 600 times         | 39.00    | 81.20          | 28.40  | 15.60   | 11.70 |
| 750 or more times | 86.00    | 28.80          | 21.60  | 14.40   | 10.80 |
|                   |          |                |        | 44.10   | 20.00 |
|                   | NOUNC    |                |        |         |       |
| (6:00             | p.m. to  | 10:80<br>100 v | p.m.)  | /41     | (+)   |
| 1 44              | (°)      | 100 4          |        | (†)     | (\$)  |

| (6:00 p.m. to                 | 10:80 p.m.)  |       |
|-------------------------------|--------------|-------|
| (*)                           | 100 wds. (†) | (1)   |
| 1 time 60.00                  | 55.00 \$6.00 | 80.00 |
| 18 times 57.00                | 52.25 84.20  | 28.50 |
| 26 times 54.00                | 49.50 82.40  | 27.00 |
| 52 times 51.00                | 46.75 80,60  | 25.50 |
| 100 times 48.00               | 44.00 28.80  | 24.00 |
| 800 times 45.00               | 41.25 27.00  | 22.50 |
| 450 times 42.00               | 88.50 25.20  | 21.00 |
| 600 times 89.00               | 85.75 28.40  | 19.50 |
| 750 or more times 86.00       | 83.00 21.60  | 18.00 |
| (9:00 a.m. to 6:00 p.m. 11:00 |              | to    |
| 1 time 80.00                  | 27.50 18.00  | 15.00 |
| 18 times 28.50                | 26.18 17.10  | 14.25 |
| 26 times 27.00                | 24.75 16.20  | 18.50 |
|                               |              |       |

| 18  | times              | 28.DU  | 36.18      | 17.10    | 14.20 |
|-----|--------------------|--------|------------|----------|-------|
|     | times              | 27.00  | 24.75      | 16.20    | 18.50 |
| 52  | times              | 25.50  | 28.38      | 15.80    | 12.75 |
| 100 | times              |        | 22.00      | 14.40    | 12.00 |
| 300 |                    |        | 20.63      | 18.50    | 11.25 |
| 450 |                    | 21.00  | 19.25      | 12.60    | 10.50 |
| 600 | times              |        | 17.88      | 11.70    | 9.75  |
| 750 | or more times      |        | 16.50      | 10.80    | 9.00  |
|     | (11:00 p           | .m. to | 9:00 a.m   | .)       |       |
| 1   | time               | 15.00  | 18.75      | 9.00     | 7.50  |
|     | times              |        | 18.07      | 8.55     | 7.18  |
| 26  | times              | 18.50  | 12.88      | 8.10     | 6.75  |
| 52  | times              |        | 11.69      | 7.65     | 6.33  |
| 100 | times              | 12.00  | 11.00      | 7.20     | 6.00  |
| 800 | times              | 11.25  | 10.82      | 6.75     | 5.68  |
|     | times              |        | 9.68       | 6.30     | 5.25  |
| 600 | times              | 9.75   | 8.94       | 5.85     | 4.88  |
|     | or more times      |        | 8.25       | 5.40     | 4.50  |
|     | ouncements between |        | mercials 2 | 5 words. |       |

nnouncements between commercials 25 words

(\*) One minute transcription.

(†) One-half minute transcription or less.

(‡) Fifty words or less.

(3) Fifty words or less.

SPECIAL FEATURES

Time Signal Serice: Complete service includes one 100 word announcement and two 25 word announcements sech morning and afternoon (mornings hefore 12:30 p.m., afternoon 1:00 p.m. to 8:00 p.m.). This service is for seven days weekly and is offered subject to prior sale. All service must be used in consecutive months. Word limit includes giving "correct time." Not subject to further discount. Complete service:

Morning and stranger.

Complete service:

Morning and afternoon

1 mo. 8 mos. 6 mos. 9 mos. 12 mos.

(6 daily) 1,500.00 1,300.00 1,200.00 1,100.00 1,000.00

Evenings, maximum service three announcements; exclusive nighttime service three announcement; regular announcement rates apply for evening service.

Temperature and Westher Reports—see rates for "Time Signal Service."

News: Leased wire service available—rates on request.

ELECTRICAL TRANSCRIPTIONS
Details on request.

Rates on application.

Bates on application.

BEMOTE CONTROL

Charges for programs originating outside the studies will be quoted on request.

Contract and Other Requirements
Advertising of spirituous iquors not accepted.

All rates are for station time and facilities and do not include talent. All programs and announcements subject to acceptance of station management. All contracts subject to conditions of the standard A.A.A.A. form.

All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year.

Closing Time

Closing Time

Closing date three weeks in advance of service if program is to be included in general publicity releases. Final closing, one week.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 83-1/8 and 78 r.p.m. double turn-tables for vertical and lateral out recordings. Personnel

Manager—Birt F. Fisher. Commercial Manager—W. B. Stuht.

Representatives Edward Petry & Company, Inc.

# KRSC



Rates effective April 1, 1940.

Owned and operated by Radio Sales Corporation.
Business Office and Studio-2939 4th Avenue South.
Seattle 4, Washington, Elliott 7900.
Transmitter-2939 4th Avenue South, Seattle, Wash.

Wave-Power-Time Operating power—1,000 watts. 260.9 meters; 1150 kilocycles. Licensed to operate unlimited time. Operates on Pacific War Time.

Agency Commission
Agency commission 15% to recognized agencies on attain time only. No cash discount.

General Advertising
Rates include charges by owners of music copyrights.

|      | (6:00 p.m.          |   | n m )                                   | 1 811100 |
|------|---------------------|---|---|----------|
| 1    | hour                | D 10.50                                 | , р.ш.,                                 | 150.0    |
| 1/2  | hour                | ****************                        | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | 90.0     |
| 1/4  | hour                |   |   | 54.0     |
| - 5  | minutes             |   | *************************************** | 85.0     |
| 1    | minute electrical t | rancorinti                              | OD                                      | 20.0     |
| 100  | words               | anace iber                              | Ott                                     | 20.00    |
|      |                     |   |   | 20.0     |
|      | (AU (               | ther time                               | 0)                                      |          |
| . 1  | bour                | **************                          |   | 75.0     |
| 1/2  | hour                |   |   | 45.0     |
| 1/4  | hour                |   |   | 27.00    |
| 5    | minutes             | *************************************** |   | 17.50    |
| . 1  | minute electrical t | ranscripti                              | OD                                      | 10.00    |
| 100  | words               |   | *************************************** | 10.00    |
|      | DIS                 | COUNTS                                  |   |          |
| 1-1  | 12 times h          | Test 100-1                              | 99 times                                | 20%      |
| 13-2 | 25 times            | 200-9                                   | 299 times                               | 30%      |
| 26-5 | 51 times 10         | % 800                                   | times                                   | 400      |
| 52-9 | 9 times 16          | 4                                       | TAMO V V                                | #U%      |
|      | SPECIAL             |   | RES                                     |          |

News-100 word announcements in News. nights 25.00; days 15.00. Regular discounts apply. POLITICAL AND TALKS Political, talks, lectures—rates and details on renighte

POLITICAL AND TALKS
Political, talks, lectures—rates and details on request.

RECORDED PROGRAMS AND ELECTRICAL
TRANSCRIPTIONS
Begular time charges apply to transcribed programs.
Not restricted to certain hours. Becordings furnished without additional charge.

REMOTE CONTROL
Complete facilities for all pick-ups. All installations, line charges, and equipment rental payable in advance. Bates and details on application. Contract and Other Requirements
Preferred positions governed by priority and availability on contract basis. All time subject to change for clearance for special outstanding programs or programs originating at distant points on which time cannot be changed. In case of change of time for any broadcast a courtesy amouncements will be made at each station affected concerning the change. In all cases the move on any program will be as slight as possible and will usually follow the special outstanding program who occupies the previous echedul. All broadcasting programs of every description are subject to the approval and cansorship of the station directors without objection or liability. Forwarding of an order is construed as a ceoptance of all rates and conditions under which service is sold. Failure to make order correspond with vate card is regarded as a clerical error and broadcast is made and charged for on terms of schedule in force without output the notification.

Clesies Time

One week in advance of program.

Mechanical Program Equipment
Equipped to bandle programs by electrical transcription using 83-1/8 and 78 r.p.m. double turn-tables

Personnel
Station Manager—Romig C. Fuller.

rersonnel Station Manager—Robert F. Priebe.
Commercial Manager—Romig C. Fuller.
Representatives

# KTW

Owned and operated by First Presbyterian Church of Seattle, Washington.

Wave—Pewer—Time Operating power—1,000 watta.
240.00 meters; 1250 kilocycles.
Divides time with station KWSC.

Does not sell time

# KXA



Rates effective February 1, 1944.

Rates effective February 1, 1944.

Owned and operated by The American Radio Telephone Company.

Studio—Fourth and Pike, Seattle, Washington. Seneca 1000.

Transmitter—Second and Union, Seattle, Wash.

Wave—Power—Time
Operating power—1,000 waits.
389.6 meters: 770 kilocycles.
Operates on Pacific War Time on clear channel.
Licensed to operate to local sundown and 10:00 p.m.
to 3:00 a.m.
Agency commission
Agency commission
Agency commission 15% to recognized advertising agencies on net obarges for station time. No cash discount.

General Advertising
The following rates are for national advertising.

(6:00 a.m. to 12:00 midnight daily)

1 1/4 1/4 5 daily.

br. hr. hr. min. (\*) (†)

|    |       | br.   | hr.   | hr.   | min.  | (*)  | (†)  |
|----|-------|-------|-------|-------|-------|------|------|
| 1  | time  | 82.50 | 25.00 | 15.00 | 10.00 | 8.00 | 4.0  |
|    | times | 80.88 | 28.75 | 14.25 | 9.50  | 5.70 | 8.80 |
| 26 | times | 29.26 | 22.50 | 18.50 | 9.00  | 5.40 | 8.6  |
| 39 | times |       | 21.25 | 12.75 | 8.50  | 5.10 | 8.4  |
| 52 | times | 26.02 | 20.00 | 12.00 | 8.00  | 4.80 | 3.2  |

hr. 24.40 22.78 21.16 19.54 17.92 16.30 hr. 18.75 17.50 16.25 15.00 13.75 12.50 min. 7.50 7.00 6.50 6.00 5.50 5.00 hr. 11.25 10.50 9.75 9.00 8.25 7.50 (\*) 4.50 4.20 3.90 3.60 3.30 104 times.... 156 times.... 260 times.... 312 times.... 468 times.... 624 times... 

Personnel
General Manager—R. F. Meggee.
Station Manager—Florence Wallace.
Representatives None.

# **SPOKANE**

(Spokane County)

KFIO

(Established 1922) 



Rates effective January 1, 1942.

Rates effective January 1, 1942.

Owned and operated by Spokane Broadcasting Corp. Business Office and Studio—526 Riverside Avenue. Spokane, Washington.

Transmitter—528 Riverside Ave., Spokane, Wash. Wave—Power—11me
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight. Agency Commission
Agency Commission
Agency Commission 15% on station time only to recognized advertising agencies.

For combination rates are listings of Don Lee Broadcasting System (Northwest [Washington] Group). Pacific Broadcasting (bumpany (Northwest [Washington] Washington] Northwest [Washington] College (College College).

The following rates are for national advertising. CLASS %.

(6:00 p.m. to 10:00 p.m. week days and 2:00 p.m. to 10:00 p.m. Sundays)

1 time... 72:00 p.m. 10:00 p.m. Sundays)

1 time... 74:01 1/4 hr. 5 min. 100 wds. 50 wds. 1 times. 35:00 22:05 19:00 11:40 7:60 23:01 11:40 7:60 23:01 11:40 7:60 23:01 11:40 7:60 23:01 11:40 7:60 23:01 11:40 7:40 23:01 11:40 23:01

|                               |       | 2:00  | p.m.  | Sundays) |      |      |  |  |
|-------------------------------|-------|-------|-------|----------|------|------|--|--|
| 1                             | time  | 25.00 | 15.00 | 10.00    | 6.00 | 4.00 |  |  |
| 13                            | times | 23.75 | 14.25 | 9.50     | 5.70 | 3.80 |  |  |
|                               | times |       | 13.50 | 9.00     | 5.40 | 3.60 |  |  |
|                               | times |       | 12.75 | 8.50     | 5.10 | 3.40 |  |  |
|                               | times |       | 12.00 | 8.00     | 4.80 | 3.20 |  |  |
|                               | times |       | 11.25 | 7.50     | 4.50 | 3.00 |  |  |
|                               | times |       | 10.50 | 7.00     | 4.20 | 2.80 |  |  |
| 260                           | times | 16.25 | 9.75  | 6.50     | 3.90 | 2.60 |  |  |
|                               | times |       | 9.00  | 6.00     | 3.60 | 2.40 |  |  |
|                               | times |       | 8,25  | 5.50     | 3.30 | 2.20 |  |  |
| 624                           | times | 12.50 | 7.50  | 5.00     | 3.00 | 2.00 |  |  |
| CILASS "C"                    |       |       |       |          |      |      |  |  |
| (11:00 n m to 9:00 a m dail-) |       |       |       |          |      |      |  |  |

|     |       | α         | LA88 "C | "     |        |      |
|-----|-------|-----------|---------|-------|--------|------|
|     | (1    | 1:00 p.m. | to 9:00 | 8. m. | daily) |      |
| 1   | time  | 12.50     | 7.50    | 5.00  | 3.00   | 2.00 |
|     | time  |           | 7.13    | 4.75  | 2.85   | 1.90 |
|     | times |           | 6.75    | 4.50  | 2.70   | 1.80 |
|     | times |           | 6.38    | 4.25  | 2.55   | 1.70 |
|     | times | 10.00     | 6.00    | 4.00  | 2.40   | 1.60 |
|     | times | 9.38      | 5,62    | 3.75  | 2.25   | 1.50 |
| 156 | times | 8.75      | 5.25    | 3.50  | 2.10   | 1.40 |
| 260 | times | 8.13      | 4.88    | 3.25  | 1.95   | 1.30 |
| 312 | times | 7.50      | 4.50    | 3.00  | 1.80   | 1.20 |
|     | times | 6.88      | 4.13    | 2.75  | 1.65   | 1.10 |
| 624 | times | 6.25      | 3.75    | 2 50  | 1.50   | 1 00 |

468 times. 6.88 4.13 2.10 1.00 2.20 1.00 2.24 times. 6.25 3.75 2.50 1.50 1.00 SPECTAL FEATURES

Time signals, weather reports, multiple announcements and special features—rates on request.

TALKS

Special quotations will be made for talks other than commercial announcements, and such will be accepted only when the subject matter is of general public interest, and only after approval of copy.

(This listing continued on next page)

# SPOKANE—Continued

# K F I O-Continued

TALENT

Rates on request.

Rates on request.

REMOTE CONTROL

Any arrangements for remote control broadcasts can
be made at additional cost. Complete facilities available and other details on request.

SERVICE FACILITIES

Services of continuity department at no additional
cost.

Nervices of continuity department at no additional cost.

Contract and Other Requirements Preferred positions governed by priority and availability on contract basis. All time subject to change for clearance for special outstanding programs or programs originating at distant points on which time cannot be changed. In all cases the move on any program will be as slight as possible and will usually follow the special outstanding program which occur pies the previous schedule.

All broadcasting programs of every description are subject to the approval of the station directors without objection or liability.

Forwarding of an order is construed as acceptance of all rates and conditions under which service is sold. Failure to make order correspond with rate card is regarded as a clerical error and broadcast is made and changed for on terms of schedule in force without further notification.

Closing Time
Arrangements for broadcast must be made two weeks

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. equipment.

ersonnel
President—Arthur L. Smith.
Manager—R. G. McBroom.

Representatives
Joseph Hershey McGillyra, Inc.

# KFPY (Established 1922)



Rates effective September 1, 1948. (Card No. 7.) Owned and operated by The Symons Broadcasting Co. Business Office and Studio-Symons Bldg., Spokane 8, Wash., Main 1218. Transmitter—R.F.D. 3, Spokane, Washington.

ATRIBULITET—R.F.D. 3. Spokane, Washingt Wave—Power—Time Operating power—5.000 watts. 326.1 meters; 920 kilosyoles. Licensed to operate on regional channel. Operates on Pacific War Time. Licensed to operate full time. Operating schedule: 6:00 a.m. to 12:05 a.m.

Agency Commission 15% allowed recognised advertising agencies on net station time and talent bought through station program department. No cash discount. Charges for facilities payable immediately after each broadcast. Involces mailed last day of month.

General Advertising

eneral Advertielins
For combination rates see listings of Columbia Broadcasting System (Psoifio Coast Group) and Columbia Pacifio Network (Pacifio Coast Group) and Columbia Pacifio Network (Pacifio Coast Group).

Advertisers using the Z Net or KXL, Portland, Ore, in conjunction with this station are allowed a 5% discount from the following rates; when both Z Net and KXL are used a 10% discount applies. Five minute programs and one minute and fifty word announcements are sold only for scheduling at station option, and the station reserves the right to change the time thereof without notice or liability. Announcements at breaks adjacent to higher time classifications are charged at rate of higher classification.

ncation.
Program periods and announcements may not be com-bined in calculating discounts.

| omed r  | TI CONTOURNE | THE GIACOG |              |         |         |
|---------|--------------|------------|--------------|---------|---------|
|         |              | CLASS      | " <u>A</u> " |         |         |
|         | (6:00        |            |              | m.)     |         |
|         | 1/2 hr.      |            |              | l min.  | 50 wds. |
| 1 tim   | e., 115.00   | 75.00      | 40.00        | 85.00   | 25.00   |
| 18 tim  |              | 71.25      | 88.00        | 38,25   | 28.75   |
| 26 tim  |              | 67.50      | 86.00        | 21.50   | 22,50   |
| 39 tim  | es 97.75     | 68.75      | 84.00        | 29.75   | 21,25   |
| 52 tim  | es 92.00     | 60.00      | 82,00        | 28.00   | 20.00   |
| 104 tim |              | 56.25      | 80.00        | 26.25   | 18.75   |
| 156 tim |              | 52.50      | 28.00        | 24.50   | 17.50   |
| 260 tim | es 74.75     | 48.75      | 26.00        | 22.75   | 16.25   |
| 312 tim |              | 45.00      | 24.00        | 21.00   | 15.00   |
| 468 tim |              | 41.25      | 22.00        | 19.25   | 18.75   |
| 624 tim | es 57.50     | 87.50      | 20.00        | 17.50   | 12,50   |
|         |              | CLASS      | .,B,,        |         |         |
| (9:0    | 0 a.m. t     | o 6:00 p   | .m. and      | 10:80 p | m.      |
|         |              | to 11:00   | p.m.)        |         |         |
| 1 tim   | ie., 57.50   | 87.50      | 20.00        | 17.50   | 12.50   |
| 18 tim  |              |            | 19.00        | 16.68   | 11.88   |
| 26 tim  |              | 88.75      | 18.00        | 15.75   | 11.25   |
| 39 tim  |              |            | 17.00        | 14.88   | 10.63   |
| 52 tim  |              | 80.00      | 16.00        | 14.00   | 10.00   |
| 104 tim |              | 28.18      | 15.00        | 18.18   | 9.88    |
| 156 tim |              | 26.25      | 14.00        | 12.25   | 8.75    |
| 260 tin |              | 24.88      | 18.00        | 11.88   | 8.18    |
| 812 tim |              |            | 12.00        | 10.50   | 7.50    |
| 468 tim |              |            | 11.00        | 9.68    | 6.88    |
| 624 tim | nes 28.75    | 18.75      | 10.00        | 8.75    | 6.25    |
|         |              | CLASS      | "С.          |         |         |
|         | (11:0        |            | 9:00 a.      | m.)     |         |
| 1 tim   | ie 28.75     |            | 10.00        | 8.75    | 6.25    |
| 13 tim  | es 27.81     | 17.81      | 9.50         | 8.81    | 5.94    |
| 26 tin  | nes 25.88    |            | 9.00         | 7.88    | 5,63    |
| 39 tin  | ges 24.44    |            | 8.50         | 7.44    | 5.81    |
| 52 tin  | nes 23.00    |            | 8.00         | 7.00    | 5.00    |
| 104 tin |              | 14.06      | 7.50         | 6,56    | 4.69    |
| 156 tin |              | 18.18      | 7.00         | 6.18    | 4.88    |
| 260 tin |              | 12,19      | 6.50         | 5.69    | 4.06    |
| 312 tin | nes 17.25    | 11.25      | 6.00         | 5.25    | 8.75    |
| 468 tin |              | 10.31      | 5,50         | 4.81    | 8.44    |
| 624 tin | nes 14.38    | 9.88       | 5.00         | 4.38    | 8.18    |

## DISCOUNTS

Discounts are allowed retroactively on the number of broadcasts given within a year. Announcements and programs may not be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor within the same time bracket, may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate—whichever applies.

hour or 1 hour rate—whichever applies.

When 52 consecutive weeks of advertising are used, a bonus discount of 10% will be allowed on the lowest weekly billing retroactively. Announcements and programs of five minutes or more may not be combined to earn a frequency or bonus discount. The bonus discount year and the frequency discount year must be concurrent.

# SPECIAL FEATURES

Time signals, weather reports, multiple announcements and special features—rates on request.

# TALKS

Special quotations will be made for talks other than commercial announcements, and such will be accepted only when the subject matter is of general public interest, and only after approval of copy. TALENT

Rates on application.

# REMOTE CONTROL

Any arrangements for remote control broadcasts can be made at additional cost. Complete facilities avail-able and other details on request.

SERVICE FACILITIES

Services of continuity department at no additional cost.

## Contract and Other Requirements

entract and Other Requirements

Preferred positions governed by priority and availability on contract basis. All time subject to change for clearance for special outstanding programs or programs originating at distant points on which time cannot be changed. In case of change of time for any proadcast, courtesy announcements will be made at each station affected concerning the change. In all cases the move on any program will be as slight as possible and will usually follow the special outstanding program which occupies the previous schedule. All broadcasting programs of every description are subject to the approval of the station directors without objection or liability. Forwarding of an order is construed as sceptiance of all rates and condition, under which service is sold. Failure to make order correspond with rate card is regarded as a clerical error and broadcast is made and charged for on terms of schedule in force without further notification.

# Closina Time

Arrangements for broadcast must be made two weeks in advance. If possible, talent programs should be closed three weeks in advance. Announcements, talks and recorded programs ten days in advance.

# Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. equipment.

# Personnel

President-Mrs. Frances R. Symone.

# Regresentatives

Eastern—The Walker Company.
Pacific Coast—Pacific Northwest Broadcasters.

# KGA (Established 1928)



Rates effective September 1, 1942. (Card No. 12.) Owned and operated by the Louis Wasmer, Inc. Business Office and Studio-Radio Central Buildins. Spokane 8, Washington, telephone M5383. Transmitter—1102 8. Regal, Spokane. Wash.

Wave-Power-Time

Operating power-10,000 watte. 198.7 meters; 1510 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

# Agency Commission

Agency commission 15% on station time to recognized agencies. Cash discount none. All bills due and payable when rendered.

# General Advertising

eneral Advertising
For combination rates see American Broadcasting
Company, Inc. (Pacific Cosat Group), Mutual Broadcasting System and Pacific Broadcasting Company
(Northwest [Washington] Group).
Associated with stations KHQ, Spokane, Washington;
KOMO and KJR, Seattle, Washington; KEX and
KGW, Portland, Oregon, for Northwest Triangle Chain

Five minute programs and announcement services are sold only for rescheduling at station option and the station reserves the right to change time thereof without notice or liability.

|            | (6:0u  | p.m. to | 10:80 p.m | 1.)   |       |
|------------|--------|---------|-----------|-------|-------|
|            | 1/2 hr |         | 5 min.    | (*)   | (†)   |
| 1 time     | 96.00  | 64.00   | 85.00     | 30.00 | 20.0  |
| 13 times   | 91.20  | 60.80   | 33.25     | 28.50 | 19.00 |
| 26 times   | 86.40  | 57.60   | 31.50     | 27.00 | 18.0  |
| 39 times   | 81.60  | 54.40   | 29.75     | 25.50 | 17.00 |
| 52 times   | 76.80  | 51.20   | 28.00     | 24.00 | 16.0  |
| 104 times. |        | 48.00   | 26.25     | 22.50 | 15.00 |
| 156 times. |        | 44.80   | 24.50     | 21.00 | 14.00 |
| 280 times  | 62.40  | 41.60   | 22.75     | 19.50 | 18.0  |
| 312 times  | 57.60  | 38.40   | 21.00     | 18.00 | 12.0  |
| 468 times  |        | 85.20   | 19.25     | 16.50 | 11.0  |
|            |        | 83.20   | 10.20     | 10,00 | 11.0  |
| 624 or mor | 48.00  | 82.00   | 17.50     | 15.00 | 10.00 |
| times      | 20,00  | 94.00   | 21.00     | 10.00 | 20.00 |

|     | 9:00  | 8. m. | to   | 6:00 p.m. | and 10:8 | 10 p.m. | to    |
|-----|-------|-------|------|-----------|----------|---------|-------|
|     |       |       |      | 11:00 p.  | m.)      |         |       |
|     |       | 1/2   | hr.  | 1/4 hr.   | 5 min.   | (*)     | (†)   |
| 1   | time  | 48    | .00  | 32.00     | 17.50    | 15.00   | 10.00 |
| 13  | times |       | .60  | 30.40     | 16.63    | 14.25   | 9.50  |
| 26  | times |       |      | 28.80     | 15.75    | 18.50   | 9.00  |
| 39  | times |       | .80  | 27.20     | 14.88    | 12.75   | 8.50  |
| 52  | times |       | 40   | 25.60     | 14.00    | 12.00   | 8.00  |
| 104 | times |       | .00  | 24.00     | 13.13    | 11.25   | 7.50  |
| 156 | times |       | .50  | 22,40     | 12.25    | 10.50   | 7.00  |
| 260 | times |       | 20   | 20.80     | 11.38    | 9,75    | 6,50  |
| 312 | times |       | .80  | 19.20     | 10.50    | 9.00    | 6.00  |
| 468 | times |       | 40   | 17.60     | 9.68     | 8.25    | 5,50  |
| 624 |       |       |      |           |          |         |       |
|     | mes   |       | .00  | 16.00     | 8.75     | 7.50    | 5,00  |
| -   |       |       | 1:00 | p.m. to   | 9:00 a.m | . 1     |       |
| 1   | time  |       | .00  | 16.00     | 8.75     | 7.50    | 5.00  |
| 13  | times |       | .80  | 15.20     | 8.82     | 7.18    | 4.75  |
| 26  | times |       | .60  | 14.40     | 7.88     | 6.75    | 4.50  |
| 39  |       |       | .40  | 13.60     | 7.44     | 6.38    | 4.25  |
| 52  |       |       | .20  | 12.80     | 7.00     | 6.00    | 4.00  |
| 104 | times |       | .00  | 12.00     | 6.57     | 5.68    | 8.75  |
| 156 |       |       | .80  | 11.20     | 6.18     | 5.25    | 8,50  |
| 260 |       |       | .60  | 10.40     | 5.69     | 4.88    | 3,25  |
| 312 |       |       | .40  | 9.60      | 5,25     | 4.50    | 8.00  |
| 468 |       |       |      | 8.80      | 4.82     | 4.18    | 2.75  |
| 624 |       | OTE   | . 20 | 0.00      | 2.04     | 2,10    | 2.10  |
|     | Dies  |       | nn   | 8.00      | 4.87     | 8.75    | 2.50  |
|     | шев   |       | .00  | 4         | 44 1     | 00      | 4.00  |

\$23 times...\$20 \$5.50 \$5.50 \$5.50 \$5.50 \$1.52 \$1.50 \$1

| he correct time.                           |            |
|--|------------|
| Less than 3 months, per month              | 1.200.00   |
| 3 months, per month                        | 1.140.00   |
| 6 months, per month                        | 1,080.00   |
| 9 months, per month                        | 1 020 00   |
| 2 months, per month                        | 040.00     |
|  |            |
| Daytime service, one 100 word announcement |            |
| 25 word appoundements each morning and     | BTL APTION |

Artists' services and program costs on application.

REMOTE CONTROL

Rates and details on application.

Complete facilities for remote control service. All wire and mechanical charges, all traveling expenses, saiaries, etc., to he paid in advance when required.

Contract and Other Requirements

Services of program department and staff announcers in arranging and presenting programs at no extra cost

In arranging and precenting parameters.

No contract accepted for longer than one year. All contracts subject to station owner's or operator's approval and governmental regulations. Rates quoted do not include artists' services. Forwarding of an order is construed as an acceptance of all rates and conditions under which service is sold by station. Failure to make order correspond with rate card is regarded as a clerical error and broadcast ta made and charged for on terms of schedule in force, without 'urther notification'

All programs, program material and commercial copy subject to the approval of station program department.

subject to the approval of station program deparament.

In the event that the time contracted for is demanded by any chain or group of stations with which station may be associated, equally destrable time will be substituted, or the total time contracted for reduced. Due to the inflexibility of radio station time, all contracts at the station's option are not subject to cancellation until two weeks after starting date as contracted for.

Clesing Time
Clocky date three weeks in advance of service if program is to be carried in publicity release. Final closing one week before broadcast date.

Announcements close two weeks in advance of broadcast.

cast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip
rion, using 33-1/8 and 78 r.p.m., double turn-tables.

Personnel
Station Manager—Louis Warmer.
Representatives Edward Petry & Company, Inc.

Evening service, one 100 word announcement and two

# WASHINGTON—Continued

# SPOKANE—Continued KHQ (Established 1920)

Rates effective January 1, 1941. (Card No. 11.)

Owned and operated by Louis Wasmer, Inc. Business Office and Studio—Radio Central Building Spokane 8, Washington, telephone M5383. Transmitter—4105 South Regal, Spokane. Wash.

Transmitter—4105 South Regal, Spokane. Wash.

Vave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
508.5 meters; 590 kilocycles.
Licensed to operate full time on cleared local channel.
Operates on Pacific War Time.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight.

Agency Commission 15% on station time to recognized agencies. Cash discount none. All bills due and payable when rendered.

DEPARTMENT MISSISTER TRANSPORTER TO THE PROPERTY OF THE PROPER

AGW. Fortished, Oregon, for Northwest triangle chain programs. Rates include charges by owners of music copyrights. Five minute programs and fifty word announcements are sold only for scheduling at station option and the station reservee the right to change the time thereof without notices or liability.

| 100.00. 111            |          |             |              |             |       |
|------------------------|----------|-------------|--------------|-------------|-------|
|                        |          | p.m. to 10  |              |             |       |
|                        | 1/2 hr.  | 1/4 hr.     | 5 min.       | (*)         | (†)   |
| 1 time                 | 115.00   | 75.00       | 40.00        | 35.00       | 25.00 |
| 13 times               | 109.25   | 71.25       | 38.00        | 33.25       | 23.75 |
| 26 times               |          | 67.50       | 36.00        | 31.50       | 22.50 |
| 89 times               | 97.75    | 63.75       | 84.00        | 29.75       | 21,25 |
| 52 times               | 92.00    | 60.00       | 32.00        | 28.00       | 20.00 |
| 104 times              | 86.25    | 56.25       | 30.00        | 28.25       | 18.75 |
| 156 times              | 80.50    | 52.50       | 28.00        | 24.50       | 17.50 |
| 280 times              | 74.75    | 48.75       | 26.00        | 22.75       | 16.25 |
| 312 times              |          | 45.00       | 24.00        | 21.00       | 15.00 |
| 468 times              | 63.25    | 41.25       | 22.00        | 19.25       | 13.75 |
| 624 times              | 03.20    | 11.20       | 22.00        | 10,23       | 13.10 |
|                        | 57.50    | 87.50       | 20.00        | 38 50       | 10 50 |
| or more                |          |             |              | 17.50       | 12.50 |
| (9:00                  | s.m. to  | 6:00 p.m.   | and 10:      | 30 p.m.     | to    |
|                        |          | 11:00 p.r   | n.)          |             |       |
| 1 time                 | 57.50    | 37.50       | 20,00        | 17.50       | 12.50 |
| 13 times               | 54.63    | 35.63       | 19.00        | 16.65       | 11.88 |
| 26 times               | 51.75    | 33,75       | 18.00        | 15.75       | 11.25 |
| 39 times               | 88.88    | 31.88       | 17.00        | 14.88       | 10.63 |
| 52 times               | 46.00    | 30.00       | 16.00        | 14.00       | 10.00 |
| 104 times              |          | 28.13       | 15.00        | 13.13       | 9.38  |
| 156 times              |          | 26.25       | 14.00        | 12,25       | 8.75  |
| 260 times              | 37.38    | 24.38       | 13.00        | 11.38       | 8.13  |
| 312 times              |          | 22.50       | 12.00        | 10.50       | 7.50  |
| 468 times              | 31,63    | 20.63       | 11.00        | 9.63        | 6.88  |
| 624 times              | 51.05    | 20.00       | 11.00        | <b>8.03</b> | 0.00  |
| or more                | 28.75    | 18.75       | 10.00        | 8.75        | 6.25  |
|                        | (11:0    | 0 p.m. to ! | 9:00 a.m.    | ١           |       |
| 1 time                 | 28.75    | 18.75       | 10.00        | 8.75        | 6.25  |
| 13 times               | 27.81    | 17.81       | 9.50         | 8.81        | 5.94  |
| 26 times               | 25.88    | 16.88       | 9.00         | 7.88        | 5.63  |
| 39 times               | 24.44    | 15.94       | 8.50         | 7.44        | 5.81  |
| 52 times               | 28.00    | 15.00       | 8.00         | 7.00        | 5.00  |
| 104 times              | 21.56    | 14.06       | 7.50         | 6.56        | 4.69  |
| 156 times              | 20.18    | 13.13       | 7.00         | 6.18        | 4.88  |
| 260 times              |          | 12.19       | 6.50         | 5.69        | 4.06  |
|                        | 17.25    | 11.25       | 6.00         | 5.25        |       |
| 812 times<br>468 times | 15.81    | 10.31       | 5.50         | 4.81        | 3.75  |
| 624 times              | 19.61    | 10.51       | 5.50         | 2.51        | 3.44  |
|                        | 14 90    | 9.38        | K 00         | 4 00        |       |
| or more                | 14.88    |             | 5.00         | 4.88        | 8.13  |
|                        |          | transcripti | our out, 100 | words.      |       |
| (†) 50 ¥               | vords or | 1000-       |              |             |       |

DISCOUNTS

| Less than 3 months, per month              | 1.400.00  |
|--|-----------|
| 3 months, per month                        | 1.330.00  |
| 6 months, per month                        | 1.260.00  |
| 9 months, per month                        | 1.190.00  |
| 12 months, per month                       | 1.120.00  |
| Daytime service, one 100 word announcement | and two   |
| 25 word announcements each morning and     | afternoor |
| (morning between 8:00 a.m. and 12:30 p.m   | after-    |
| noon between 1:00 p.m. and 5:00 p.m.)      | .,        |

| Les | s than 3 | mor | ths, per month | 950. |
|-----|----------|-----|----------------|------|
| 3   | months,  | per | month          | 902. |
| 6   | months,  | Der | month          | 855. |
| 9   | months.  | per | month          | 807. |
| 12  | months,  | per | month          | 760. |

| 25 word announcements each evening (between |        |
|---|--------|
| p.m. and 11:00 p.m.)                        |        |
| Less than 3 morths, per month               | 950.00 |
| 3 months, per month                         | 902.50 |
| 6 months, per month                         | 855.00 |
| 9 months, per month                         | 807.50 |
| 12 months, per month                        | 760.00 |
| POLITICAL SPEECHES, EDUCATIONAL             |        |
| TATES AND SECURITIONS                       |        |

Closing Time

Closing date three weeks in advance of service if program is to be carried in publicity release. Final closing one week. Talks must be submitted in writing one week before broadcast date.

Announcements close two days in advance of broad-

announcements close two days in advance of broad-cast.

Mechanical Pregram Equipment
Equipped to handle programs by electrical transcrip-tion, using 88-1/8 and 78 r.p.m. double turn-tables with both vertical and lateral pick-ups.

Personnel

ersonnel
President—Louis Wasmer.
Manager—Harvey Wixson.
epresentatives
Edward Petry & Company. Inc.

**TACOMA** KMO



A Rates effective June 1, 1948. (Card No. 8.) Owned and operated by Carl E. Haymond. Studio-914 Broadway, Tacoma 1, Wash., Main 4144. Transmitter-1-1/2 miles east of Tacoma city limits.

Transmitter—1-1/2 miles east of Tacoma city limits.

Wave—Power—Time
Operating power—5,000 watta.
(100% modulation.)

\$20.6 meters; 1860 kilocycles.
Licensed to operate unlimited time.
Operates on Pacific War Time.
Actual operating schedule: Daily 6:00 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% to recognized advertising agencies on net charges for station time and talent, provided payment is made by 16th of month following service. No cash discount. General Advertising

For combination rates see listings of Mutual Broad-casting System, Don Lee Broadcasting System (Northwest (Washington] Group) and Pacific Broad-casting Company (Washington Network). The following rates are for national advertising.

| ment.  |   |
|--|---|
| CLASS "A"                                    |   |
| (6:00 p.m. to 10:80 p.m. daily)              |   |
| 1 hour                                       | ^ |
|  |   |
|  |   |
| 1/4 hour49.                                  |   |
| 10 minutes 32.                               |   |
| 5 minutes 24.                                | 9 |
| CLASS "B"                                    |   |
| (12:00 noon to 6:00 p.m. Sundays and 10:30   |   |
| p.m. to 11:00 p.m. daily)                    |   |
| 1 hour 75.                                   | ٥ |
| 1/2 hour45.                                  |   |
| 1/4 hour 80.                                 |   |
| 10 minutes 24.                               |   |
| 5 minuter 18.                                |   |
| CLASS "C"                                    | • |
| CLASS "C"                                    |   |
| (8:00 a.m. to 6:00 p.m. week days; 8:00 a.m. |   |
| to 12:00 noon Sundays, and 11:00 p.m. to     |   |
| 12:00 midnight daily)                        |   |
| 1 hour 50.                                   | ٥ |
| 1/2 hour 80.                                 | ٥ |
| 1/4 hour 20.                                 | ō |
| 10 minutes 16.                               |   |
| 5 minutes                                    |   |
| CLASS "D"                                    | ۰ |
|  |   |
| (12:00 midnight to 8:00 a.m.)                | _ |
| 1 hour                                       |   |
| 1/2 hour 21.0                                |   |
| 1/4 hour14.0                                 | D |
| 10 minutes 11.                               | 2 |
| 5 minutes                                    | ā |

| DISCOUNTS (Weekly Discounts) Gross time rates are subject to the followin discounts when advertisers broadcast for 18 |          |
|---|----------|
| weeks consecutively:  |          |
| Less than 20.00 per week  | None     |
| 20.00 but less than 40.00 per week  | 2-1/2%   |
| 40.00 but less than 60.00 per week  | 5%       |
| 60.00 but less than 80.00 per week  |          |
| 80.00 but less than 100.00 per week   |          |
| 100.00 but less than 100.00 per week  | 1076     |
| 100.00 but less than 120.00 per week  | 13-1/2%  |
| 120.00 or more per week   | 15%      |
| Additional Discounts  |          |
| At the conclusion of 26 consecutive weeks bring 5% additional di-count is allowed; at the                             |          |
| sion of 52 consecutive weeks broadcesting a   | total of |

(All other time)
2 daily 250.00
4 daily 450.00
6 daily 600.90 SPECIAL FEATURES
Five 15 minute news periods daily:
(Nights)
75 word spots. nighttime announcement rates plus 25%

(Days)
75 word spots, daytime announcement rates plus 25%

SERVICE FACILITIES
A staff of producers, writers and talent is available for presentation of any type of program desired.

for presentation of any type of program desired.

Contract and Other Requirements
Advertising of beer and wine acceptable.

Rates are for station time only; talent is extra.

Rates include charges by owners of music copyrights.

Contracts and copy subject to approval by station
manager.

All discounts are predicated upon the fulfillment of
contracts within a 12 month period dating from the
first broadcast.

Closing Time
Closing fate three weeks in advance of service if program is to be included in general publicity releases. Final closing one week.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings.

Personnel
General Manager—Carl E. Haymond.
Station Manager—J. A. Murphy.

Representatives
Joseph Hershey McGillyrs, Inc.

KTBI
(Established 1941)



Rates effective October 1, 1944. Owned and operated by Tacoma Broadcasters, Inc. Business Office and Studio-212 Puget Sound Bank Bldg., Tacoms 2, Wash., Broadway 2241. Transmitter—11th and Pacific Sts., Tacoms. Wash.

Transmitter—lith and Pacific Sts., Tacoma. Wawe—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Operates on Pacific War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Operating schoolings, cook and Agency Commission 15% to recognized agencies on time only. No cash discount. Bills rendered 1st of month; due 10th of month.

month; due ruth of months.

General Advertising.

For combination rates see Keystone Network.

The following rates are for national advertising.

Rates include charges by owners of music copyrights.

(8:00 p.m. to 10:00 p.m.)

75.00 (All other time) 1 hour... 1/2 hour... 1/4 hour... 10 minut minutes

80.00 80.00 24.00 ANNOUNCEMENTS Discounts 7.50
10% 104 times 25%
15% 312 times 35% 18 times..... 26 times..... 52 times..... (This listing continued on next page)

# TACOMA—Continued K T B I—Continued

KTBI—Continued

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission. Mobile unit available.

SERVICE FACILITIES

Staff, equipment, flexibility and personnel available to present any type of program.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and light wine.

Closing Time

Twenty-four hours in advance of first program.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turn-tables for vertical and lateral out recordings.

Personnel
National Sales Manager—King Mitchell.
President—H. J. Quilliam.
Manager—B. W. Ormsby.

Representatives None.

# KV [ (Established 1929)

Rates effective July 1, 1941. (Card No. 2.)

Owned and operated by Puget Sound Broadcastin,
Company, Inc.

Business Office & Studio—Bust Bldg., Tacoma, Wash.

Transmitter—Pt. Heyer, Vashon Island, Washington.

midway between Scattle and Tacoma.

wave—Power—Time
Operating power—5.000 watte.
526.3 meters; 570 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Operates on Pacific War Time.
Operates Sundays 8:00 a.m. to 12:00 midnight; week days 5:30 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized advertising
agencies on net charges for station time only. Ne
cash discount. Invoices rendered monthly.

cash discount. Invoices requested monants.

General Advertising
Rates include charges by owners of music copyrights.

The following rates are for national advertising. For local advertising rates consult station management.

CLASS "CLASS"

(6:00 p.m. to 10:00 p.m.)

(6:00 p.m. to 10:00 p.m.)

1 /2 1/4 10 5

|     |  | nour  | nour   | nour   | шш.  | min.   | (-)  | (1)  |  |
|-----|--|---|--|--|--|--|--|--|--|
| 1   | time   | 100.00  |  |  |  |  |  | 15.00  |  |
| 13  | times  | 95.00   | 57.00  | 38.00  | 30.90  | 23.75  | 17.10  | 14.25  |  |
| 26  | times  | 90.00   | 54.00  | 36.00  | 29.25  | 22.50  | 16.20  | 13.50  |  |
| 52  | times  | 85,00   | 51,00  | 84.00  | 27.65  | 21,25  | 15.80  | 12.75  |  |
| 04  | times  | 80.00   | 48.00  | 82.00  | 26,00  | 20.00  | 14.40  | 12.00  |  |
| 56  | times  | 75.00   | 45.00  | 80.00  | 24.40  | 18.75  | 18.50  | 11.25  |  |
| 60  | times  | 70.00   | 42.00  | 28.00  | 22.75  | 17.50  | 12.60  | 10.50  |  |
| 112 | times  | 65.00   | 39.00  | 26.00  | 21.15  | 16,25  | 11.70  | 9.75   |  |
|     |  |   | CLAS   | 38 ''I   | в  |  |  |  |  |
|     |  | (9:00   | 8.m.   | to 6:  | 00 p.n   | a.)  |  |  |  |
| 1   | time   | 50.00   | 80.00  | 20.00  | 16.00  | 12.50  | 10.00  | 8.00   |  |
| 13  | times  | 47.00   | 28,50  | 19.00  | 15.20  | 11.90  | 9.50   | 7.60   |  |
| 26  | times  | 45.00   | 27.00  | 18.00  | 14.40  | 11.25  | 9.00   | 7.20   |  |
| 52  | times  | 42.50   | 25.50  | 17.00  | 13.60  | 10.65  | 8.50   | 6.80   |  |
| 04  | times  | 40.00   | 24.00  | 16.00  | 12.80  | 10.00  | 8.00   | 6.40   |  |
| 56  | times  | 37.50   | 22,50  | 15.00  | 12,00  | 9.40   | 7.50   | 6.00   |  |
| 260 | times  | 35.00   | 21.00  | 14.00  | 11.20  | 8.75   | 7.00   | 5.60   |  |
|     | 13<br>26<br>52<br>04<br>56<br>60<br>12<br>13<br>26<br>52<br>04<br>52 | 13 times<br>26 times<br>52 times<br>54 times<br>56 times<br>11 times<br>1 times<br>1 times<br>26 times<br>52 times<br>54 times<br>55 times<br>56 times<br>57 times<br>58 times<br>59 times<br>50 times<br>50 times<br>50 times<br>50 times<br>51 times<br>52 times<br>55 times<br>56 times<br>57 times<br>58 times<br>59 times<br>50 ti | 18 times 95.00 26 times 90.00 52 times 85.00 54 times 85.00 56 times 75.00 66 times 75.00 67 times 75.00 11 time. 95.00 12 times 47.00 13 times 47.00 14 times 45.00 15 times 45.00 16 times 45.00 17 times 45.00 18 times 45.00 18 times 45.00 19 times 45.00 | 1 time. 100.00 60.00 18 times 95.00 57.00 26 times 95.00 57.00 27 times 85.00 51.00 40 times 85.00 51.00 60 times 75.00 45.00 6112 times 65.00 39.00 612 times 65.00 39.00 613 times 47.00 28.00 18 times 47.00 27.00 26 times 42.50 27.50 40 times 42.50 27.50 61 times 47.50 22.50 | 1 time. 100.00 60.00 40.00 40.00 26 18 times 95.00 57.00 85.00 26 100 84.00 96.00 54.00 86.00 40 times 85.00 51.00 84.00 86.00 50.00 80.00 26.00 | 1 time. 100.00 60.00 40.00 32.50 13 times 95.00 57.00 38.00 30.02 26 times 95.00 57.00 38.00 30.02 26 times 85.00 51.00 34.00 27.65 04 times 85.00 51.00 80.00 24.00 60 times 75.00 45.00 80.00 24.40 61 times 65.00 39.00 26.00 21.15  CILANS "B"  (9:00 a.m. to 6:00 p.n 1 time. 50.00 30.00 20.00 16.20 28 times 45.00 27.00 18.00 14.40 28 times 45.00 27.00 18.00 14.40 26 times 45.00 27.00 18.00 14.40 40.00 24.00 16.00 12.80 50 times 37.50 22.50 15.00 12.20 | 1 times. 100.00 60.00 40.00 32.50 25.00 25 | 1 time. 100.00 60.00 40.00 32.50 25.00 18.00 18 times 95.00 57.00 38.00 30.90 23.75 17.00 26 times 95.00 57.00 38.00 30.90 23.75 17.00 26 times 85.00 51.00 34.00 29.25 22.50 16.20 27 times 85.00 51.00 34.00 29.25 22.50 16.20 28 times 85.00 51.00 34.00 27.65 21.25 16.20 28 times 75.00 45.00 32.00 26.00 20.00 14.40 28 times 75.00 45.00 30.00 24.40 18.75 13.75 28 times 65.00 39.00 26.00 21.15 16.25 11.70 28 times 75.00 45.00 28.00 22.75 17.50 12.60 28 times 75.00 45.00 28.00 28.00 21.25 11.70 28 times 45.00 27.00 18.00 14.40 11.25 9.00 28 times 45.00 24.00 16.00 12.80 10.00 8.00 28 times 57.50 22.50 17.00 18.30 10.05 8.05 28 times 57.50 22.50 17.00 18.20 10.00 8.00 | 1 time. 100.00 60.00 40.00 82.50 25.00 18.00 15.00 18 times 95.00 57.00 88.00 80.00 29.75 17.10 14.25 26 times 95.00 57.00 88.00 80.00 29.25 22.50 16.20 18.50 25 times 85.00 51.00 84.00 27.65 21.25 15.80 12.75 04 times 85.00 51.00 84.00 27.65 21.25 15.80 12.75 04 times 85.00 51.00 84.00 27.65 21.25 18.50 12.25 05 times 75.00 45.00 80.00 24.40 18.75 18.50 11.25 060 times 75.00 45.00 80.00 24.40 18.75 18.50 11.25 07.00 80.00 26.00 21.15 16.25 11.70 9.75 07.00 80.00 26.00 21.15 16.25 11.70 9.75 07.00 80.00 20.00 16.00 12.50 10.00 8.00 18 times 47.00 28.50 19.00 15.20 11.90 9.50 7.60 26 times 45.00 27.00 18.00 14.40 11.25 9.00 7.20 25 times 45.00 27.00 18.00 14.40 11.25 9.00 7.20 26 times 45.00 27.00 18.00 14.40 11.25 9.00 7.20 26 times 45.00 27.00 18.00 14.20 19.00 8.00 8.00 6.40 25 times 45.00 24.00 16.00 12.80 10.00 8.00 6.40 25 times 37.50 22.50 15.00 12.00 9.40 7.50 6.40 |

| 312  | times | 32.50   |        | 13.00   |          | 8.15  | 6.50 | 5.20 |
|------|-------|---------|--------|---------|----------|-------|------|------|
|      |       |         | CLA    |         |          |       |      |      |
|      | (.    | After 1 | 0:00 p | .m. to  |          |       |      |      |
| 1    | time  | 35,00   | 20,00  | 15.00   |          | 10.00 | 8.00 | 6.00 |
| 13   | times | 33.25   | 19.00  | 14,25   |          | 9.50  | 7.60 | 5.70 |
| 26   | times | 31.50   | 18.00  | 13.50   | ******** | 9,00  | 7.20 | 5,40 |
| 52   | times | 29.75   | 17.00  | 12.75   |          | 8.50  | 6.80 | 5.10 |
| 104  | times | 28.00   | 16.00  | 12.00   |          | 8,00  | 6.40 | 4.80 |
| 156  | times | 26.25   | 15.00  | 11.25   | *******  | 7.50  | 6.00 | 4.50 |
| 260  | times | 24.50   | 14.00  | 10.50   |          | 7.00  | 5.60 | 4.20 |
| 312  | times | 22.75   | 18.00  | 9.75    |          | 6.50  | 5.20 | 3.90 |
| (*   | ) One | minute  | trans  | criptio | n.       |       |      |      |
| - 14 | 1 100 | weeds a | e less |         |          |       |      |      |

SPECIAL FEATURES
News: Leased wire service available. Five 15 minute periods daily and hourly five minute news periods. Add 25% for spots in news periods. Announcement service must be released when requested for exclusive

TALENT
Complete dramatic and musical talent staff available.

Complete cramatic and musical talent staff available.

REMOTE CONTROL PICK-UPS

Equipped to take remote program originating from any point in Seattle. Tacoma or the Pacific Northwest. Rates and line costs on request. Mobile unit available.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables,
both lateral and vertical equipment.

Personnel
President and General Mgr.---Mrs. Vernice Doernbecher Irwin.
Sales Manager----Earl T. Irwin.

Representatives
George P. Hollingbery Company
California—Homer Griffith Company.

# VANCOUVER

(Clark County)

KVAN (Retablished 1939)



Bates effective December 1, 1943. (Card No. 2.)

Rates effective December 1, 1943. (Card No. 2.)
Owned and operated by Vancouver Radio Corporation.
Business Office and Studio-707-1/2 Main Street.
Vancouver, Washington.
Transmitter—2915 Fruit Valley Road. Vancouver
Washington.
Waves—Power—Time
Operating power—500 watts.
329.7 meters; 910 kilocycles.
Licensed to operate on regional channel.
Operates on Pacific War Time.
Agency commission
Agency commission 15% allowed to recognized advertising agencies on net station time only, providing payment is made by 10th of month following service.
Cash discount of 2% allowed if bills are patid on or before 10 days from date of invoice. No commissions or discounts allowed on remote charges or program coests. costs. General Advertising

enteral Advertising rates are for national advertising. For local advertising rates consult station management. (After 6:00 p.m. week days and after 1:00 p.m. Sundays)

| 1/2 bour                     | 42.2                     |
|------------------------------|--------------------------|
| /4 hour                      |                          |
|                              | 22.5                     |
|                              | 15.0                     |
| 1 minute                     |                          |
| (Before 6:00 p.m. wee        |                          |
|                              |                          |
| 1:00 p.m. 8                  |                          |
| 1 hour                       |                          |
| 1/2 hour                     |                          |
| l/4 hour                     | 32.5                     |
| 10 minutes                   | 18.0                     |
| 5 minutes                    | 12.0                     |
| 1 minute                     | 4.0                      |
| ANNOUNCE                     | MENTS                    |
| 75 words or less:            |                          |
| After 6:00 p.m               | 4.0                      |
| Before 6:00 p.m              |                          |
| One minute electrical transc |                          |
| service.                     | Tipitons same as program |
| DISCOU                       | A TORNO                  |
|                              |                          |
|                              | kly 59                   |
|                              | kly 109                  |
|                              | kly 159                  |
|                              | kly 209                  |
| 208 times, minimum 6 wee     | kly 25 9                 |
| SPECIAL FE                   | ATURES                   |
| Mana Alma alamala Wana       | auta Haus and others     |

|      |         | шинирищ    |     |         |       |     |         |
|------|---------|------------|-----|---------|-------|-----|---------|
| 52   | times.  | minimum    | 1   | weekly  |       |     | 15%     |
| 104  | times.  | minimum    | 2   | weekly  |       |     | 20%     |
|      |         | minimum    |     |         |       |     |         |
|      |         | SPECIA     | AI. | FEATU   | TRES  |     |         |
| New  | s, tim  | e signals, | ٦   | Women's | Hour, | and | others- |
| rate | s on re |            |     |         |       |     |         |
|      |         | POLIZ      | TI. | CAL RA' | TE8   |     |         |

Rates on request.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available. Instantaneous recording equipment available.

TALENT

TALENT
Rates on request.
Artists are available and are booked through the station.

Artists are available and are booked through the station.

REMOTE CONTROL

Complete facilities for remote control in Vancouver or Portland. Oregon.

SERVICE FACTLITIES

Complete production department available.

Centract and Other Requirements

Requirements

All broadcasting material is subject to the approval of station management and to the regulations of the Federal Trade and Federal Communications Commission.

The state of the federal Communications Commission.

The state of the federal Communications of the Federal Trade and Federal Communications Commission.

The state of the federal Communications of the Federal Communications.

The state of the federal Communications of the Federal Communications.

The state of the federal Communications of the Federal Communications.

The state of the federal Communications of the Federal Communications.

The state of the federal Communications of the Federal Communications.

The state of the federal Communications of the Federal Communications.

The state of the federal Communications of the Federal Communications.

The state of the federal Communications of the Federal Communications.

The state of the federal Communications of the Federal Communications.

The state of the federal Communications.

The state of the federal Communications.

# WALLA WALLA (Walla Walla County)

KUJ (Established 1928)





Rates effective December 1, 1944. (Card No. 9.)

Owned and operated by KUJ, Incorporated.

Business Office and Studio—Second & Rose Sta.,
Walla Walla, Washington, telephone 1230.

Transmitter—U. S. Highway 410 and Sudbury Road,
two miles west of Walla Wasla. Wash., city limits.

Wave—Pewer—Time
Operating power—1,000 watts.
211.3 meters; 1420 kilocycles.
Affiliated with radio station KRLC. Lewiston. Idaho.
Licensed to operate unlimited time. Operates on
Pacific War Time.
Agency commission
Agency commission
Agency commission 15%. No cash discount. Accounts payable 10th of month following production.

General Advertising
For combination rates see Mutual Broadcasting System and Pacific Broadcasting Company.
Affiliated with Don Lee Broadcasting System.
Rates include music copyright fees.
Maximum direct commercial silowable is 15% of the program time.
Actual time is: 1/2 hour, 29-1/2 minutes; 1/4 hour, 14-1/2 minutes; 5 minutes, 4-1/2 minutes.
CLASS A.

(6:00 p.m. to 10:30 p.m.)

|     |       | (6:00   | p.m. to   | 10:30 p.n | a.)   |      |
|-----|-------|---------|-----------|-----------|-------|------|
|     |       | 1/2 hr. | 1/4 hr.   | 5 min.    | (*)   | (†)  |
| 1   | time  | 30.00   | 20,00     | 12.00     | 10.00 | 9.00 |
| 13  | times | 28.50   | 19.00     | 11.40     | 9.50  | 8.55 |
| 26  | times | 27.00   | 18.00     | 10.80     | 9.00  | 8.10 |
| 52  | times | 25.50   | 17.00     | 10.20     | 8.50  | 7.65 |
| 104 | times | 24.00   | 16.00     | 9.60      | 8.00  | 7.20 |
| 156 | times | 22.50   | 15.00     | 9.00      | 7.50  | 6.75 |
| 260 | times | 21.00   | 14.00     | 8.40      | 7.00  | 6.30 |
| 312 | times | 19.50   | 13.00     | 7.80      | 6.50  | 5.85 |
| 624 | times | 18.00   | 12,00     | 7.20      | 6.00  | 5.40 |
|     |       |         | CLASS     | "B"       |       |      |
|     |       |         | (All othe | r time)   |       |      |
| 1   | time  |         | 15,00     | 9,00      | 7.50  | 6.75 |
| 13  | times | 21.37   | 14.25     | 8.55      | 7.12  | 6.41 |
| 26  | times | 20.25   | 13.50     | 8.10      | 6.75  | 6.07 |
| 52  | times | 19.12   | 12.75     | 7.65      | 6.37  | 5.74 |
| 104 | times | 18.00   | 12.00     | 7.20      | 6.00  | 5.40 |
| 156 | times | 16.87   | 11.25     | 6.75      | 5.62  | 5.06 |
| 260 | times | 15.75   | 10.50     | 6.30      | 5.25  | 4.72 |
| 312 | times | 14.62   | 9.75      | 5.85      | 4.87  | 4.39 |
| 624 | times |         | 9.00      | 5.40      | 4.50  | 4.05 |
|     |       | inute ( |           |           |       |      |

(†) 1, 2 minute or 50 words or 35 word station

break.
Announc ments next to news, 25% extra.
POLITICAL
Rates o request.
TALENT

Rates o request.

Rates o request.

REMOTE CONTROL

Service at cost.

SERVICE FACILITIES

Merchandising service at cost.

Contract and Other Requirements

Advertising of beer and wine accepted.

Rates include production but not talent costs. No contract for more than one year.

Closing Time

All programs for guaranteed listing close 10 days in advance of breadcast.

Machanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for services or lateral cut recordings.

Pormertical or lateral cut recordings.

for vertical or lateral to the formal formal flamager—H. E. Studebaker. Commercial Manager—Norval Armes. Representatives
Howard H. Wilson Company.
Portland and Seattle—John Keating.

# WENATCHEE (Chelan County)

(Established 1929)

Clesing Time
All programs for guaranteed listing close five days
in advance of broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables
for vertical or lateral out recordings.

Personnel
Manager—Cole E. Wylts.

Representatives Joseph Hershey McGillyra, Inc.

# WASHINGTON—Cont'd

YAKIMA (Yakima County) KIT (Established 1929)



Rates effective March 1, 1945. (Card No. 6.)
Owned and operated by Carl E. Haymond.
Business Office and Studio—414 E. Yakims Avenue.
Vakims. Washington.
Transmitter—Union Gap, Washington. Transmitter—Union Wave—Power—Time
Operating power—1,000 watts.
234.4 meters; 1280 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Actual operating schedule: Daily 6:00 a.m. to 12:00 midnight.
Agency Commission 15% to recognized advertisina agenciee on net charges for station time, providing payment is made by 10th of month following service.
No cash discount.
General Advertising
For combination rates see listings of Don Lee Broadcasting System (Northwest [Washington] Group), Mutual Broadcasting Bystem and Pacific Broadcasting Company (Washington Network).
The following rates are for national advertising.

| The | following | rates | 810 | for | national | advertising. |
|-----|-----------|-------|-----|-----|----------|--------------|
|     |           | C     | LAS | 8 " | A''      |              |

| The | following rates are for national advertising | ıg.   |
|-----|--|-------|
|     | CLASS "A"                                    |       |
|     | (6:00 p.m. to 10:30 p.m.)                    |       |
| 1   | hour   | 70.00 |
| 1/2 | hour   | 42.00 |
| 1/4 | hour   | 28.00 |
| 10  | minutes                                      | 22.40 |
| 5   | minutes                                      | 16.80 |
|     | CLASS "B"                                    |       |
| - ( | 10:30 p.m. to 11:00 p.m. daily and 12:00     |       |
|     | noon to 6:00 p.m. Sundays)                   |       |
| 1   | hour   | 50.00 |
| 1/2 | hour   | 30.00 |
| 1/4 | hour   | 20.00 |
| 10  | minutes                                      | 16.00 |
| 5   | minutes                                      | 12.00 |
|     | CLASS "C"                                    |       |
|     | 8:00 a.m. to 6:00 p.m. week days; 11:00      |       |
| ı   | .m. to 12:00 midnight daily and 8:00 a.m.    |       |
|     | to 12:00 noon Sundays)                       |       |
| _ 1 | hour   | 85.00 |
| 1/2 | hour   | 21.00 |
| 1/4 | hour   | 14.00 |
| 10  | minutes                                      | 11.20 |
| 5   | minutes                                      | 8,40  |
|     | CLASS "D"                                    |       |
|     | (12:00 midnight to 8:00 a.m. daily)          |       |
| 1   |  |       |

WEEKLY DISCOUNTS
time rates are subject to the following weekly
ints when advertisers contract for 18 or more

discounts when advertisers contract weeks.
Less than 14.00 per week.
14.00 but less than 28.00 per week.
28.00 but less than 42.00 per week.
42.00 but less than 56.00 per week.
56.00 but less than 50.00 per week.
56.00 but less than 70.00 per week.
84.00 or more per week. None 2-1/2% 5% 7-1/2% 10% 12-1/2% 15%

Additional Discounts

At the conclusion of 28 consecutive weeks broadcasting 5% additional discount is allowed; at the conclusion of 28 censecutive broadcasting 5% additional discount is allowed.

These discounts shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS

Extra voice or sound effects 25% extra.

Chain breaks—35 words limit, or 100 word announcements when available:

# (6:00 p.m. to 10:30 p.m. and Sunday

| Das | e fale              | 10 00 |
|-----|---------------------|-------|
| 30  | announcements, each | 7.50  |
| 90  | announcements, each | 7.00  |
| 180 | announcements, each | 6.50  |
| 270 | announcements, each | 6.00  |
| 365 | announcements, each | 5.50  |
| _   | (All other time)    |       |
| Bas | e rate              | 7.00  |
| 30  | announcements, each | 5.25  |
| 90  | announcements, each | 4.90  |
| 180 | announcements, each | 4.55  |
| 270 | announcements, each | 4.20  |
| 365 | announcements, each | 8.85  |
|     | SPECIAL FEATURES    |       |
|     |                     |       |

News: Limited to 50 words; single announcement 10.00; monthly 175.00.

Weather, frost and spraying reports—rates on request.

ELECTRICAL TBANSCBIPTIONS

Regular rates apply,

TALENT
Artists services and programming costs on application.

tion. REMOTE CONTROL

Complete facilities for all remote control services.

Contract and Other Requirements
Advertising of beer and wine acceptable.

All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.

Rates are for station time only; talent is extra. Rates include radio charges by owners of music copyrights. Contracts and copy subject to approval by station manager.

# Closina Time

Closing date two weeks in advance of service if program is to be included in general publicity releases. Final closing one week.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 r.p.m. double turn-tables for
vertical and lateral cut transcriptions.

Persennel
Owner—Carl E. Haymond.
Director—J. A. Murphy.

Representatives
Joseph Hershey McGillyra, Inc.

# K T YW

(Established 1944)

Rates effective January 8, 1945.

Owned and operated by Cascade Broadcasting Co.,
Inc.

Inc.
Business Office and Studios—Terrace Heights Road,
Yakima, Wash., Yakima 6104.
Transmitter—Terrace Heights Road, Yakima, Wash.

Transmitter—Terrace Heights Road, Yakima, Wash.

[ave—Power—Time
Operating power—500 watts.
206.5 meters; 1460 kilocycles.
Licensed to operate unlimited time. Operates on
Pacific War Time.
Operating schedule: 6:00 a.m. te 12:00 midnight. Agency Commission

15% to recognized advertising agencies on station time only; no cash discount. Net charges for station time, provided payment is made 10th of month following service.

# General Advertising

For combination rates see Columbia Broadcasting

# CLASS "A" (6:00 p.m. to 10:00 p.m.)

| _   | _     | l hr. | 1/2 hr. | 1/4 hr. | 5 min. |  |  |
|---|-------|-------|---------|---------|--------|--|--|
| - 1                                       | time  | 60.00 | 40.00   | 25.00   | 15.00  |  |  |
| 13  | times | 57.00 | 88.00   | 28.75   | 14.25  |  |  |
| 26  | times | 54.00 | 36.00   | 22.50   | 13.50  |  |  |
| 52  | times | 51.00 | 84.00   | 21.25   | 12.75  |  |  |
| 78  | times | 48.00 | 32.00   | 20.00   | 12.00  |  |  |
| 104                                       | times | 45.00 | 80.00   | 18.75   | 11.25  |  |  |
| 156                                       | times | 42.00 | 28.00   | 17.50   | 10.50  |  |  |
| 312                                       | times | 89.00 | 26.00   | 16.25   | 9.75   |  |  |
|   | (     | CLASS | "B"     |         | •      |  |  |
| (6:00 s.m. to 6:00 p.m. and 10:00 p.m. to |       |       |         |         |        |  |  |
|   |       |       | night)  | ,       |        |  |  |
| . 1                                       | time  | 50.00 | 30.00   | 20.00   | 12.50  |  |  |
|   |       |       |         |         |        |  |  |

# times. times. times. times. 47.50 45.00 42.50 40.00 87.50 85.00 82.50 30.00 28.50 27.00 25.50 24.00 22.50 21.00 19.50 19.00 18.00 17.00 16.00 15.00 14.00 18.00 SPOT ANNOUNCEMENTS

Announcements accepted with the understanding that programs take precedence and that if time is sold for programs, announcements may be re-scheduled at an equally advantageous period. Independent announcements may be moved to other periods if available and as arranged by station on 24 hours' notice.

# CLASS "A"

|     | U                  | FWRR        | ▼.     | ••                 |      |
|-----|--------------------|-------------|--------|--------------------|------|
| Or  | e minute electrica | l tran      | ucri i | otion or live:     |      |
| - 1 | time               | 11.00       | 104    | times              | 8.25 |
| 13  | times              | 10 45       | 156    | times              | 7.70 |
| 26  | times              | 8 00        | 919    | times              |      |
| 52  | times              | 9.85        | 004    | times              | 7.15 |
|     | times              | 2.00        | 041    | стпев              | 6.60 |
|     |                    |             |        |                    |      |
| 50  | word announcemen   | ts elec     | trica  | I transcription or | 1100 |
| 1   | time               | 9.00        | 104    | times              | 6.75 |
| 13  | times              | 8 55        | 156    | times              | 6.80 |
| 26  | times              | 0.00        | 916    | 44                 |      |
| EO  | times              | 0.14        |        | times              | 5.85 |
| 72  | times              |             | 024    | times              | 5.40 |
| 78  | times              | 7.20        |        |                    |      |
|     | C                  | LASS        | "R'    | •                  |      |
| Oz  | e minute electrica | 1 tren      | no Fi  | otion or live:     |      |
| ĭ   | time               | 10 66       | 104    | times              |      |
| 13  | times              | 0.00        | 103    | шшев               | 7.50 |
| 26  | time.              | <b>9.00</b> | 100    | r1mes              | 7.00 |
|     | times              | 9.00        |        | times              | 6.50 |
| 5Z  | times              |             | 624    | times              | 6.00 |
| 78  | times              | 8.00        |        |                    |      |
| 50  | word announcemen   |             |        | 1                  | 14   |
| ĭ   | time               | CR OTOC     | LITICE | i traimeription or |      |
| 18  | time               | 0.00        | 103    | times              | 6.00 |
| 26  | times              | 7.60        | 198    | times              | 5.60 |
|     | times              | 7.20        | 812    | times              | 5,20 |
| 52  | times              | 6.80        | 624    | times              | 4.80 |
| 78  | times.             | 4 40        |        |                    |      |

78 times SERVICE FACILITIES
Services of the station's program department, announcers and engineers in arranging and presing programs are included without extra charge.

ing programs are included without extra charge.

Centrast and Other Requirements
No periods sold in bulk for resale. Advertisers participating in group programs are required to make individual group contracts subject to cancellation by either party on 15 days' written notice. Bates adjusted on basis of actual time used. All facilities furnished in accordance with the terms of station's standard contract form.

Closing Time
Program material must be submitted for approval 24 hours before broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using \$3-1/\$ and 78 r.p.m. turntables for laterari recordings.

General Manager—Bartley Sims Resident Manager—Art Moore.

Representatives
Howard H. Wilson Company.

# WEST VIRGINIA

# WEST VIRGINIA NETWORK

West Virginia Network Building, Lee St., Charles ton, West Virginia.

Comprised of:

WCHS—Cnarleston, West Virginia.

WPAR—Parkersburg. West Virginia.

WBAK—Clarksburg. W vs.

WSAZ—Huntington, W. vs.

For rates and other data see individual listings.
ersonnel

President—John A. Kennedy.

Managing Director—Howard L. Chernoff.

# BECKLEY

(Raleigh County)

WJLS (Established 1989)



Rates effective December 1, 1944. (Card No. 4N.)
sixthed and operated by Joe L. Nmith. Jr.
Business Office and Studio-WJLS Bidg., Beckley,
W. Vs.
Transmitter—Teel Road, Beckley, West Virginia.

Transmitter—Teel Road, Beckley, West Virginia.

Wave—Pewer—Time
Operating power—250 watts.
533.7 meters; 550 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operating schedule: Sundays 7:00 a.m. to 12:00 midnight; week days 6:00 a.m. to 12:00 midnight.
Asensy Commission
Agency commission 15% to recognized advertising agencies on net station time charges. Commission does not apply on talent or remote charges. No cash discount.
General Advertising

| 1    | hour                                       | 50.00 |
|------|--|-------|
| 1/2  | hour                                       | 80.00 |
| 1/4  | hour                                       |       |
| îñ   |  | 21.00 |
|      | minutes                                    | 18.00 |
| 5    | minutes                                    | 12.00 |
| 1    | minute                                     |       |
| 100  | words                                      | 8.00  |
|      | words                                      | 6.00  |
| 50   | words                                      | 4.00  |
| 50   | words (participating programs)             |       |
|      |  | 8.00  |
|      | CLASS "B"                                  |       |
|      | (8:00 a.m. to 6:00 p.m. week days)         |       |
| 1    | house the state of a con bing. Mask (1878) |       |
| 1 /2 | hour                                       | 86.00 |
| 1/3  | hour                                       | 21.00 |
|      |  |       |

# | bour | hour | 21.00 14.00 9.00 6.00 5.25 4.00 2.65 2.00

# 18.00 10.00 7.00 6.00 4.00 8.00 2.50 2.00 minutes.... minute..... words......

5 minutes. 4.00
1 minute. 3.00
5 words. 3.50
DISCOUNTS
Discounts will he allowed from the beginning of service in accordance with contract specifications, except where contracts contain a cancellation privilege, in which case discounts will be allowed only as earned. The rate of discounts will be allowed only as earned. The rate of discount or rebate to which an advertiser would otherwise be entitled will not be pejudiced if he is required to relinquish his time or times specified in his contract and the contract is cancelled for this reason. All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.

Weekly Discounts
Weekly Discounts
Weekly Discounts
Weekly discounts for 13 or more consecutive weeks of broadcasting. All concurrent contracts for the same advertiser, with exceptions noted in special features, at the rates listed may be combined for determining rate of discount.

Contracted value of time (gross rates):
Less than 24.00. None
Mere than 24.00—less than 48.00. \$5%
More than 12.00—less than 17.00. 10%
More than 19.00—less than 17.00. 10%
More than 19.00—less than 17.00. 20%
More than 19.00—less than 17.00. 20%
Additional discount or rebates:
26 consecutive weeks of broadcasting. 30%
A rebate will be allowed the verticer for seach 26 or 52 weeks of consecutive broadcasting said rebate to be 5% or 10%, respectively of the gross billing on each series under contract for broadcasting said rebate to be 5% or 10%, respectively of the gross billing on each series under contract for broadcasting said rebate to be 5% or 10%, respectively of the gross billing on each series under contract for broadcasting said rebate to be 5% or 10%, respectively of the gross billing on each series under contract for broadcasting said rebate to be 5% or 10%, respectively of the gross

(This listing continued on next page)

# BECKLEY—Continued W J L S-Continued

SPECIAL FEATURES

News—Regular time rates plus 1.00 per newscast for talent and news service costs.

Time Signals—50 word rate applies; subject to discounts.

POLITICAL

Rates on request.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available. Rates on request. No surcharge for transcriptions furnished by advertiser.

by advertiser.

TALENT
All talent charges are in addition to time rates.
REMOTE CONTROL
Charges for lines and additional special services will be billed at actual cost. Mobile relay broadcast unit available where land lines cannot be used. Ratee on request.

SERVICE FACILITIES
Continuity department, staff announcers, publicity and merchandising departments are maintained to service and arrange programs at no additional cost.
Contract and Other Requirements
Advertising of sicoholic beverages accepted.
All programs must conform to standards of station.
Station reserves right to discontinue or refuse any advertising for reasons satisfactory to itself.
Closing Time

sing Time ommercial copy must be received not less than three

days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables
for lateral and vertical cut recordings.

Personnel
Station Manager—Virginia N. Cooper.
Representatives
Burn-Smith Company, Incorporated.

serves the right to refuse or discontinue any advertising contrary to the general policies of the station or the NAB Code. Contracts not subject to cancellation on less than two weeks' writter, notice. Cancelled contracts subject to short rate.

Closing time for programs and announcements is one week in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings. Equipped to record programs for local broadcasts

Personnel
Manager—H. 1. Shott, Jr.

Representatives

Representatives
The Kats Agency

# CHARLESTON

(Kanawha County) WCHS (Established 1927)

naiss effective Sectember 1, 1941. (Card No. 18.)
Owned and operated by Charleston Breadcasting Co.
Business Office and Studio—West Virginia Network
Building, Lee Street, Charleston, West Virginia.
Transmitter—Charleston, West Virginia.

/ave—Power—Time
Operating power—5,000 watts.

517.2 meters; 580 kilocycles.
Licensed to operate full time on cleared regional
channel.

Operate on Western Western Western Computer on Western Western Western Computer Rates effective September 1, 1941. (Card No. 18.)

Operates on Eastern War Time. Actual operating schedule: 5:30 a.m. to 1:00 a.m.

Agency Commission
Agency commission 15% on net station time only to
recognized advertising agencies, provided payment is
made on or before the 15th of the mouth following
broadcast. No cash discount. Invoices mailed month
by unless otherwise specified. No discount or commission on taient or root involved for remote control
broadcasts unless otherwise specified.

br-actasts unless otherwise specified.

General Advertising
For combination rates see listing of Columbia Broedcasting System (Basic Supplementary Group).

Time is also sold for network broadcasts (West Virginta Network) over this station and WPAB,
Parkersburg, WBLK, Clarksburg, and WBAE,

(This listing continued on next page)

# **BLUEFIELD**

(Mercer County) WHIS

(Established 1929)

Rates effective December 1, 1944, (Card No. 5.)

Owned and operated by Daily Telegraph Printins Company. Studio-Commerce Street. Bluefield, West Virginia Transmitter—Harry Heights, Bluefield, West Virginia

Transmitter—Harry Heights, Bluefield, West Virginia laves—Power—Time Operating power—1,000 watts. 208.3 meters; 1440 kilocycles. Operates on regional channel, Operates on Eastern War Time, Actual operating schedule; Sundays 8:00 a.m. to 12:00 midnight. Comparating schedule; Sundays 8:00 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies on station
time charges; no cash discount. All invoices due and
payable when rendered.

payable when rendered.

General Advertising
For combination rates see National Broadcasting
Company (Basic Supplementaries).

Rates are for national advertising and include music
copyright fees.

Announcements run adjacent to higher time classifications are charged at the rate of the higher classification.

Announcements and programs cannot be combined to earn lower rate.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)

1 hr. 1/2 hr. 1/4 hr. 5 min.

1 time. 80.00 48.00 32.00 16.00

13 times 76.06 45.60 30.40 15.20

26 times 72.00 43.20 28.80 14.40

52 times 68.00 40.80 27.20 13.60

04 times 64.00 38.40 25.60 12.80

56 times 64.00 38.40 25.60 12.80

60 times 65.00 38.00 24.00 12.00

60 times 66.00 38.00 22.40 11.20

12 or nore

times... 52.00 31.20 20.80 10.40

CLASS "P" (8:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 12:00 noon Sundays) (8:00 a.m. to a.m. to a.m. to a.m. to 1 times. 60.00 to 11 times 57.00 to 28 times 54.00 for times 48.00 for times 42.00 times 42.00 times.... 39.00 12.00 11.40 10.80 10.20 9.60 9.00 8.40 36.00 34.20 32.40 30.60 28.80 27.00 25.20 6.00 5.70 5.40 5.10 4.80 times 48.00 times 48.00 times 48.00 times 48.00 times 42.00 25.20 times 42.00 25.20 times 42.00 CLASS "C" (5:00 a.m. to 8:00 a.m. week days p.m. to 12:00 inidinght dat 4me. 40.00 24.00 16.00 10.00 1 7.80 (5:00 a.m. to 8:00 a.m. week days and 11:00

p.m. to 12:00 indunight daily)

1 times 40:00 24:00 indunight daily)

1 times 38:00 22:80 i6:00 8:00 4:00
13 times 38:00 22:80 i6:00 7:60 3:80
26 times 36:00 21:80 i14:40 7:20 3:60
52 times 34:00 20:40 13:60 6:80 3:40
104 times 32:00 19:20 12:80 6:40 3:20
156 times 30:00 18:00 12:00 6:00 3:00
260 times 28:00 16:80 11:20 5:60 2:80
312 or more
times... 26:00 15:60 10:40 5:20 2:60

(\*) One minute or less.
POLITICAL BROADCASTS

Une time rate applies.
SPECIAL FEATURES
Lessed wire service, local news, weather reports, time signals, sport features, participating programs and other services available. Rates on request

REMOTE CONTROL.
Equipped to handle remote broadcasts where line facilities are available.

SERVICE FACILITIES

Merchandleing service available.
Contract and Other Requirements
Advertising of alcoholio beverages not accepted. excepting heer and wine.

Maximum length of contract one year. Station reand 11:00

BECKLEY, WEST VIRGINIA Expands its market\*... \*Daytime coverage increases 1,390 square miles...with 110,741 additional potential listeners (FCC survey). now at on the dial CBS NETWORK Represented by Burn-Smith

CLASS "C"

# WEST VIRGINIA—Cont'd

# CHARLESTON—Continued W C H S-Continued

|         | 1     | 1/2   | 1/4   | 10    | 5     | 1     | 35   |
|---------|-------|-------|-------|-------|-------|-------|------|
|         | hour  | hour  | hour  | min.  | mln.  | min.  | wds. |
| 52 ti.  | 79,20 | 52.80 | 35.20 | 26,40 | 17.60 | 10.56 | 8.80 |
| 104 ti. | 74.25 | 49,50 | 33.00 | 24.75 | 16.50 | 9.90  | 8,25 |
| 156 ti. | 69.30 | 46.20 | 30.80 | 23,10 | 15.40 | 9.24  | 7.70 |
| 208 tt. | 64.35 | 42.90 | 28.60 | 21.45 | 14.30 | 8.58  | 7.15 |
| 260 ti. | 59.40 | 39.60 | 26,40 | 19.80 | 13.20 | 7.92  | 6.60 |
| 312 ti. | 54.45 | 36.30 | 24.20 | 18.15 | 12.10 | 7.26  | 6.05 |
| 364 ti. | 49.50 | 33.00 | 22.00 | 16.50 | 11.00 | 6.60  | 5.50 |
|         |       | C     | LASS  | C     |       |       |      |
|         |       |       |       |       |       |       |      |

cos 11. 28.00 35.00 22.00 16.50 11.00 6.60 5.50 (LASS "C" (6.00 a.m. to 8:00 a.m.)

Announcements same as Class "B" 33% discount on programs of 1/4 hour or more.

SPECIAL FEATURES
Time Signals and Weather Reports: Rates on request (based on number of signals or reports used). Schedules subject to time available. New Service: Details on request.

TALENT
Any type desired by advertiser is available. Program ideas and talent rates will be furnished on request. All talent charges are in addition to rates quoted. REMOTE CONTROL

Remote control programs available. Charges for lines and additional special equipment will be billed at actual cost

SERVICE FACILITIES

SERVICE FACILITIES

Rates include cost of station facilities, station time, services of continuity, program and publicity department, provided there is no extra expense for special equipment or other charges not generally included in a program.

ment, provided there is no extra expense for special equipment or other charges not generally included in a program.

Station's program and production department will assume entire responsibility for program presentation if desired. Merchandising and research department will supply data on coverage and market relating to radio advertising campaigns, and plans for merchandising radio campaigns, Merchandising and dealer surveys available at actual cost.

Contract and Other Requirements

Advertising of alcoholic beverages accepted. No contract accepted for a longer period than one year. All contracted time must be used within a period one year from date of contract.

Station reserves the right to make such changes in talks as may appear necessary to avoid violation of ilbel and slander laws.

All contracts subject to station manager's approval and government regulations.

Riation reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. All contracts are made subject to interference by strikes, weather conditions, or other unavoidable casualties beyond station's control, and no responsibility will be assumed beyond cancellation of charges for time involved.

Closing Time

assumed beyond cancellation of charges for time involved.

Closing Time
The closing date on all publicity is one week in advance. Spot commercial copy must be submitted not less than one week in advance.

Written copy of talks must be submitted not less than one week in advance.

Written copy of talks must be submitted not less than declarate the submitted not less than declarated the submitted not less than the properties of the submitted in t

ersenne:
President—John A. Kennedy.
Managing Director—Howard L. Chernoff,
epresentatives The Branham Company.

# WCKV (Established 1989)



Rates effective May 1, 1942. (Card No. 8.)

Owned and operated by the Kanawha Valley Broadcasting Company.

Business Office and Studio—208-1/2 Dickinson St.,

Charleston 1, W. Va., telephone 87-541.

Transmitter—Cosl Branch Heights. Charleston, West

Virginis.

Transmitter—Coal Branch account Virginia.

Virginia.

201.3 meters; 1390 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.
Operating schedule: \$:00 a.m. to 1:00 a.m.
tency commission
Agency commission 15% to authorized agencies. No cash discount. No discounts on talent. Bills rendered monthly, payable 10th of month prox.
leneral Advertising
For combination rates see listing of National Broad-casting Company (Basic Supplementaries).
The following rates are for national advertising. For local advertising rates consult station management.
CIASS "A"

(6:00 p.m. to 10:30 p.m. week days and

| - 1 |           |         | 10:80    |        | week d |         | 1     |  |  |
|-----|-----------|---------|----------|--------|--------|---------|-------|--|--|
|     | 8:        | 00 a.m. | to 10:3  | 0 p.m. | Sunday | 78)     |       |  |  |
|     |           | 1       | 1/2      | 1/4    | 10     | 5       |       |  |  |
|     |           | hr.     | hr.      | hr.    | mln.   | min.    | (*)   |  |  |
| 1   | time      | 100.00  | 60.00    | 40.00  | 30.00  | 21.50   | 11.50 |  |  |
| 13  | times.    | 95.00   | 57.00    | 38.00  | 28,50  | 20.48   | 10.93 |  |  |
| 26  | times     | 90.00   | 54.00    | 36.00  | 27.00  | 19.35   | 10.35 |  |  |
| 52  | times     | 85.00   | 51.00    | 34.00  | 25.50  | 18.28   | 9.75  |  |  |
| 104 | times     | 75.00   | 45.00    | 30.00  | 22.50  | 16.13   | 8.63  |  |  |
| 156 | times     |         | 42.00    | 28.00  | 21.00  | 15.05   | 8.05  |  |  |
| 260 | times     |         | 38.50    | 26.00  | 19.50  | 13.99   | 7.48  |  |  |
| 312 | times     |         | 36.00    | 24.00  | 18.00  | 12.90   | 6.90  |  |  |
| 364 | times     |         | 30.00    | 20.00  | 15.00  | 10.75   | 5.75  |  |  |
|     | CLASS "B" |         |          |        |        |         |       |  |  |
|     | (8:00 a   | .m. to  | 8:00 p.1 | n. and | 10:30  | p.m. to | )     |  |  |
|     |           |         | 11:30    | p.m.)  |        | •       |       |  |  |
| 1   | time      | 60.00   | 40.00    | 30.00  | 22.50  | 15.00   | 8,00  |  |  |
| 13  | times     | 57.00   | 38.00    | 28.50  | 21.38  | 14.25   | 7.60  |  |  |

| 364 | times     | 50.00   | 30.00   | 20.00  | 15.00 | 10.75   | 5.75 |
|-----|-----------|---------|---------|--------|-------|---------|------|
|     |           |         | CLASS   | B      |       |         |      |
|     | (8:00 a.r | n. to 6 | :00 p.r | n. and | 10:30 | p.m. to |      |
|     |           | •       | 11:30   | p.m.)  |       | -       |      |
| 1   | time      | 60.00   | 40.00   | 30.00  | 22.50 | 15.00   | 8.00 |
| 13  | times     | 57.00   | 38.00   | 28.50  | 21.38 | 14.25   | 7.60 |
| 26  | times     | 54.00   | 36.00   | 27.00  | 20.25 | 13.50   | 7.20 |
| 53  | times     | 51.00   | 34.00   | 25.50  | 19.13 | 12.75   | 6.80 |
| 104 | times     | 45.00   | 30.00   | 22,50  | 16.88 | 11.25   | 6.00 |
| 156 | times     | 42.00   | 28.00   | 21.00  | 15.75 | 10.50   | 5.60 |
| 260 | times     | 38.50   | 26.00   | 19.50  | 14.63 | 9.75    | 5.20 |
| 312 | times     | 36.00   | 24.00   | 18.00  | 13.50 | 9.00    | 4.80 |
| 364 | times.    | 30.00   | 20,00   | 15.00  | 11.25 | 7.50    | 4.00 |
|     |           |         |         |        |       |         |      |

|     |        | (11:30 | p.m. te  |       | a.m.) | _    |      |
|-----|--------|--------|----------|-------|-------|------|------|
|     |        | 1      | 1/2      | 1/4   | 10    | 5    |      |
|     |        | hr.    | hr.      | hr.   | min.  | min. | (*)  |
| - 1 | time   | 40.00  | 24.00    | 16.00 | 12.00 | 8.60 | 4.60 |
| 18  | times_ | 88.00  | 22.80    | 15.20 | 11.40 | 8.17 | 4.37 |
| 26  | times  | 36.00  | 21.60    | 14.40 | 10.80 | 7.74 | 4.14 |
| 52  | times  | 84.00  | 20.40    | 13.60 | 10.20 | 7.21 | 3.91 |
| 104 | times  | 30.00  | 18.00    | 12.00 | 9.00  | 6.45 | 3.45 |
| 156 | times  | 28.00  | 16.80    | 11.20 | 8.40  | 6.02 | 3.22 |
| 260 | times  | 26.00  | 15.60    | 10.40 | 7.80  | 5.59 | 2.99 |
| 312 | times  | 24.00  | 14.40    | 9.60  | 7.20  | 5.16 | 2.76 |
| 364 | times  | 20.00  | 12.00    | 8.00  | 6.00  | 4.30 | 2.30 |
| (*  | ) One  | minute | or iess. |       |       |      |      |

(\*) One minute or iess.

SPECIAL FEATURES
Time signals—rates on request.

POLITICAL BROADCASTS
One time rate applies.

TALENT

Rates on request.

REMOTE CONTROL

Facilities available. Charges billed at actual cost.

Contract and Other Requirements

Advertising of beer accepted. All acceptable accounts
are subject to the same rates. Rates cover regular
facilities of the station; talent is extra. Programs
must conform to standards of the station and are
subject to approval of management. All contracts
and programs subject to governmental regulations
or restrictions. No contract accepted for more than
one year.

Closing Time

Spot commercial continuity must be submitted not

Closing Time

Spot commercial continuity must be submitted not less than one week in advance of broadcast date.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical or lateral out recordings.

Personnel
Station Manager—John S. Phillips.
Representatives
Joseph Hershey McGillvra. Inc.

# CLARKSBURG

(Harrison County) WBLK (Established 1987)



Rates effective March 10, 1944.

Owned and operated by Charieston Broadcasting Co.
Business Offices and Studios-Robinson-Grand Theatre Building, Clarksburg, West Virginia.

Transmitter—Clarksburg, West Virginia.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1200 kilocycles.

Licensed to operate full time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 5% on net station time only to recognized advertising agencies. No cash discount.

Invoices mailed monthly unless otherwise specified. No discount or commission on talent unless otherwise specified. General Advertising
Time is also sold for network broadcasts (West Virginia Network) over this station and WPAR, Parkersburg, WSAZ, Huntington, and WCHS, Charleston.

The following rates consult station management.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. week days, 12:00

|              | (6:00 p.m. to 1   | 1:00 p.: | nn. week du | ys, 12:0 | D       |
|--------------|-------------------|----------|-------------|----------|---------|
|              | noon to           | 11:00 p  | .m. Sunda:  | 78)      |         |
|              |                   | 1 hr.    | 8/4 hr.     | 1/2 hr.  | 1/4 hr. |
| 1            | tlme              | 75.00    | 60.00       | 45.00    | 30.00   |
| 13           | times             | 71.25    | 57.00       | 42.75    | 28.50   |
| 26           |                   | 67.50    | 54.00       | 40.50    | 27.00   |
| 39           |                   | 63.75    | 51.00       | 38.25    | 25.50   |
| 52           |                   | 60.00    | 48.00       | 36.00    | 24.00   |
| 104          |                   | 56.25    | 45.00       | 33,75    | 22.50   |
| 156          |                   | 52.50    | 42.00       | 31.50    | 21.00   |
| 208          |                   | 48.75    | 39.00       | 29.23    | 19.50   |
| 260          |                   | 45.00    | 36.00       | 27.00    | 18.00   |
| 312          |                   | 41.25    | 88.00       | 24.75    | 16.50   |
| 364          |                   | 37.50    | 30.00       | 22.50    | 15.00   |
| <b>U</b> U 2 |                   | CLASS    | "B"         | 0        | 23,00   |
|              |                   |          |             | 0.00     |         |
|              | (8:00 a.m. to 6:0 | v D.M.   | WOOK CAYS.  | 5:00 a.: | ш.      |

|            | to 12:00 noon 8 | dundays. | and 11:00 | p.m.  | to    |
|------------|-----------------|----------|-----------|-------|-------|
|            | 12:00 n         |          | daily)    |       |       |
| 1          | time            | 45.00    | 37.50     | 30.00 | 20.00 |
| 13         |                 | 42.75    | 35.62     | 28.50 | 19.00 |
| 26         |                 | 40.50    | 33.75     | 27,00 | 18.00 |
| 39         |                 |          | 31.87     | 25.50 | 17.00 |
| 52         |                 | 36.00    | 30.00     | 24.00 | 16.00 |
|            |                 | 33.75    | 28.19     | 22.50 | 15.00 |
| 104<br>156 | times           | 31.50    | 26.25     | 21.00 | 14.00 |
| 208        |                 | 29.25    | 24.87     | 19.50 | 18.00 |
| 260        |                 | 27.00    | 22.50     | 18.00 | 12.00 |
| 12         |                 | 24.75    | 20.62     | 16.50 | 11 00 |
| 64         |                 | 22.50    | 18.75     | 15.00 | 10.00 |
|            |                 |          |           |       |       |

CLASS "C"
(6:00 a.m. to 8:00 a.m.)
discount from Class "B" rates on programs 1/4

(6:00 a.m. to 5:00 a.m., )

33% discount from Class "B" rates on programs 1/2 hour or more.

ANNOUNCEMENTS AND TALKS
Five, ten and fifteen minute periods available by special arrangement only.

Announcements are accepted subject to minor changes in time, which might be occasioned due to schedule changes on full time sponsored programs.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. Sundays)

1 time. 22.50 15.00 8.00 7.00 13 times. 22.50 15.00 1.00 7.00 13 times. 22.137 14.25 7.60 4.30 30 times. 12.137 14.25 7.60 4.30 30 times. 19.12 12.75 6.80 5.50 5.20 times. 18.00 12.00 4.40 5.60 104 times. 18.87 11.25 4.00 5.50 104 times. 18.87 11.25 4.00 5.50 104 times. 18.87 11.25 8.00 5.50 4.90 208 times. 13.50 9.00 4.80 4.20 312 times. 13.50 9.00 4.80 4.20 312 times. 12.37 8.25 4.40 3.85 364 times. 11.25 7.50 4.00 8.50

| CLASS "B" (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. to 12:00 noon Sundays, and 6:00 a.m. to 8:00 a.m. 11:00 p.m. to 12:00 midnight daily) |                                |         |       |      |       |  |  |  |
|--|--------------------------------|---------|-------|------|-------|--|--|--|
|  | 10 min. 5 min. 1 min. 35 words |         |       |      |       |  |  |  |
| 1  | time                           |         | 10.00 | 6.00 | 0.00  |  |  |  |
| 13   | times                          |         | 9.50  | 5.70 | 4.75  |  |  |  |
|  |                                |         |       |      |       |  |  |  |
| 26   | times                          |         | 9.00  | 5.40 | 4.50  |  |  |  |
| 39   | times                          | . 12.75 | 8.50  | 5.10 | 4.25  |  |  |  |
| 52   | times                          | 12.00   | 8.00  | 4.80 | 4.00  |  |  |  |
| 104  | times                          |         | 7.50  | 4.50 | 3.75  |  |  |  |
| 156  | times                          |         | 7.00  | 4.20 | 3.50  |  |  |  |
| 208  | times                          |         | 6.50  | 3.90 | 3. 25 |  |  |  |
| 260  |                                |         | 6.00  | 3.60 | 3.00  |  |  |  |
| 400  | times                          | . 0.00  | 0.00. | 0.00 | 0.00  |  |  |  |

quoted. SERVICE FACILITIES

Rates include cost of station facilities, station time, services of continuity, program and publicity departments, provided there is no extra expense for special equipment or other charges not generally included in

equipment or other charges not generally included in a program.

Station's program and production department will assume entire responsibility for program presentation if desired. Merchandising and research department will supply data on coverage and market relating to radio advertising campaigns, and plans for merchandising radio programs. Merchandising and dealer surveys available at actual cost.

Contract and Other Requirements Advertising of alcoholic beverages accepted. No contract accepted for a longer period than one year. All contracted time must be used within a period of one year from date of contract. Station reserves the right to make such changes in talks as may appear necessary to avoid violation of libel and slander laws.

All contracts subject to station manager's approval and government regulations.

Station reserves the right to refuse or discontinue and advertising for reasons satisfactory to itself. All contracts are made subject to interference by strikes, weather conditions or other unavoidable casualties beyond station's control, and no responsibility will be assumed beyond cancellation of charges for time involved.

Contract

assumed beyond cancellation of charges for time inrolved.

Closing Time
The closing date on all publicity is one week in
advance. Spot commercial copy must be submitted
not less than one week in advance.
Written copy of talks must be submitted not less
than 24 hours before broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. double turn-tables
for lateral cut recordings, and 32-1/8 r.p.m. turntable for vertical out recordings.

Personnel
President and General Manager—John A. Kennedy
Station Director—George C. Blackwell.

Representatives
The Branham Company.

# **FAIRMONT**

(Marion County)
WMMN (Established 1928)



Nates effective August 1, 1939. (Card No. 10.)
Owned and operated by Monongaheia Valley Broadcasting Company.
Business Offices and Studios—208 Main Street, Fairmont, West Virginia, telephone 8100.
Transmitter—Monongah, West Virginia.
Vave—Power—Time
Operating power, 5,000 watts.
326.1 meters; 920 kilocycles.
Licensed to operate full time on clear regionsi channel. Operates on Eastern War Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight, ugency Commission
Agency commission
Agency commission

Agency Commission
Agency commission 15% on station time only to recognized advertising agencies. No cash discount.
On approved credit accounts payable 10th of month following broadcasts.
General Advertising

eneral Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).
Rates include charges by owners of music copyrights.
(6:00 p.m. to 10:30 p.m.)

|        | 1      | 18     | 26     | 93     | 104   | 260   | 801   |
|--------|--------|--------|--------|--------|-------|-------|-------|
|        | ti.    | \$1.   | 81_    | ti.    | ti.   | ti.   | ti.   |
| 1 hr   | 110.00 | 104.50 | 99.00  | 93.50  | 88.00 | 77.00 | 66,00 |
| 1/2 hr | 65.00  | 61.75  | 58.50  | 55.25  | 52,00 | 45,50 | 39.00 |
| 1/4 hr | 40.00  | 38,00  | 36.00  | 34.00  | 32,00 | 28.00 | 24.00 |
| 10 min | 30.00  | 28,50  | 27.00  | 25, 50 | 24.00 | 21.00 | 18.00 |
| 5 min  | 20.00  | 19.00  | 18.00  | 17.00  | 16.00 | 14.00 | 12.00 |
|        | (12:0  | noon 0 | to 6:0 | p.m.   | Sunda | y)    |       |
| 1 hr   | 90.00  | 85.50  | 81.00  | 76.50  | 72.00 | 63.00 | 54.00 |
| 1/2 hr | 50.00  | 47.50  | 45.00  | 42.50  | 40.00 | 35,00 | 30.00 |
| 1/4 hr | 30.00  | 28.50  | 27.00  | 25,50  | 24.00 | 21,00 | 18.00 |
| 10 min | 20.00  | 19.00  | 18.00  | 17.00  | 16.00 | 14.00 | 12.00 |

10 min 20,00 19,00 18,00 17,00 18.00 14.00 12.00 5 min 14.00 13.30 12.60 11.90 11.20 9.80 8.40 (8:30 s.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

1 hr 75,00 71,25 67.50 63.75 60.00 52.50 45.00 1/2 hr 45.00 42.75 40.50 88.25 86.00 31.50 27.00 1/4 hr 25.00 23.75 22.50 21.25 20.00 17.50 15.00 min 18.00 17.10 16:20 15.30 14.40 12.60 10.80 5 min 12.00 11.40 10.80 10.20 8.00 8.40 7.20 1/4 hr 25.00 23.75 24.20 15.30 14.40 12.00 10 mln 18.00 17.10 16.20 15.30 14.40 12.00 11.00 11.00 10.20 9.40 8.40 (After 12:00 midnight and before 8:30 a.m.) 1 hr 50.00 47.50 45.00 42.50 42.00 35.00 1/2 hr 32.00 30.40 28.80 27.20 25.60 22.40 1/4 hr 20.00 19.00 18.00 17.00 16.00 14.00 10 mln 15.00 14.25 13.50 12.75 12.00 10.50 5 mln 9.00 8.55 8.10 7.65 7.20 6.80 (This listing continued on next page) 30.00 19.20 12.00 9.00 5.40

# FAIRMONT—Continued W M M N-Continued

ANNOUNCEMENTS
Regular aunouncement rates will apply to cut-in announcements made locally as part of network broadcasts.

(6:00 p.m. to 10:30 p.m.)

ontract and Other Requirements
Advertising of beer acceptable.
All rates for time are predicated upon the fulfillment
of contracts within a twelve month period dating
from the first broadcast. Itates are for station time
and service only. Talent is extra.
All programs subject to approval by station manage-

Closing Time

Spot commercial copy and publicity must be sub-mitted not less than one week in advance.

mitted not less than one week in advance. Mechanical Propram Equipment Equipment in duplicate capable of making continuous recording sither 33-1/3 or 78 r.p.m. using Arthocostic or any other standard arrangement suitable for proceasing. Recording rates upon request. Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral recordings.

Managing Director—Stanton P. Kettler.

Representatives

John Blair & Company.

# HUNTINGTON

(Cabell County)

# WCMI

Considered by the Mutual Broadcasting System as their Ashland-Huntington outlet. See listing under Ashland, Kentucky.

WSAZ (Established 1926)



Rates effective November 1, 1941.

Owned by WSAZ, Incorporated.
Business Office and Studio-229-1/2 Fourth Avenue.
P. O. Box 2115, Huntington 18, W. Va., telephone, 4106.

Transmitter-28th St., W., Huntington, W. Va.

Wave—Power—Time
Operating power—1,000 watta.
322.6 meters; 930 kilocycles.
Licensed to operate unlimited time on clear regional channel. Operates on Eastern War Time.

Agency Commission
Agency Commission 15% to recognized advertising agencies. No commission on talent unless otherwise specified. No cash discount. Invoices mailed 1st day of each month.

of each month.

General Advertising
For combination rates see American Broadcasting
Company, Inc. (Basic Supplementaries).
Time is also sold for network broadcasts (West Virginia Network) over this station and WCHS, Charleston, WPAR, Parkersburg, and WBLK, Clarksburg,
Rates include charges by owners of music copyrights.

I'rice quoting permitted.

Price quoting permitted.

CLASS 'A'

(6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. sundays)

1 1/2 1/4 10 5 1

hour hour hour min. min. min. min. hour hour hour min. min. min. 28 to 13:11 11:25 47.50 33.25 26.12 11.87

28 t. 112.50 67.50 45.00 35.00 35.00 27.50 12.50 13

13 tl. 118.75 71.25 47.50 33.25 26.12 11.87

28 t. 112.50 67.50 45.00 31.50 24.74 11.24

33 tl. 166.25 63.75 42.50 29.75 23.36 10.61

52 tl. 100.00 60.00 40.00 28.00 21.89 9.88

104 tl. 92.75 56.25 37.50 26.25 20.60 9.35

156 tl. 87.50 52.50 35.00 24.50 19.22 8.72

28 tl. 81.25 48.75 32.50 22.75 17.84 8.09

296 tl. 81.25 48.75 32.50 22.75 17.84 8.09

206 tl. 81.25 48.75 32.50 22.75 17.84 8.09

207 11 75.00 45.70 30.00 21.00 16.46 7.46

312 11. 68.75 41.25 27.50 18.00 13.70 6.20

CLASS "B"

(8:00 a.m. to 6:00 p.m. week days, 8:00
a.m. to 12:00 moon Sundays, and 11:00 p.m

to 12:00 midnight daily

1 1/2 1/4 10 5 1 35
hour hour hour min. min. min. words
11: 75:00 45:00 30:00 21:00 16:50 7.50 6.00
13:11. 71:25 42:75 28:50 19:95 15:68 7.13 5.70
28:11. 67:50 40:50 27:00 18:90 14:85 6.75 5.40
39:11. 63:75 38:25 25:50 17:85 14:03 6:38 5:10
52:11. 60:00 36:00 24:00 16:80 13:20 6:00 4.80
104:11. 56:25 33:75 22:50 15:75 12:38 5:22 4:50
156:11. 52:50 31:50 21:00 14:70 11:55 5:25 4:20
208:11. 48:75 29:25 19:50 13:65 10:73 4:88 3:90
260:11. 48:75 29:25 19:50 13:65 10:73 4:88 3:90
260:11. 41:25 24:75 16:50 11:55 9:08 4:13 3:00
364:11. 37:50 22:50 15:70 12:50 9:90 4:03 3:60
312:11. 41:25 24:75 16:50 11:55 9:08 4:13 3:30
364:11. 37:50 22:50 15:00 10:50 8:25 8:75 8:00

CLASS "C"
6:00 a.m. to 8:00 a.m.]

\*\*PECTAL FEATURES\*\*

Time Signals and Weather Reports: Based on numher of signals or reports used. Schedules subject to
times available. Rates on request.

\*\*RECORDED PROGRAMS\*\*

request. RECORDED PROGRAMS
Transcription libraries available.
Not restricted to certain hours.
Recording facilities available.
TALENT
Rates on application.

REMOTE CONTROL
Station maintains facilities for remote control broadcasts. Charges for line and additional epecial equipment will be billed at cost.

ment will be billed at cose.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.

All charges quoted include cost of station facilities

and station time. All commercial copy, both as to length and content, subject to approval of station management. Station reserves the right to reject or revise commercial copy for broadcasting in the public interest and in conformity with the rules and regulations set forth by the Federal Communications Commission. The maximum contract accepted is for one year. All contracted time runst be used within a period of one year from date of contract. Closing Time

Talent programs close one week in advance of broadcast. Announcements, talks and recorded programs close three days in advance of broadcast. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 73 :.pm. turn-tables for vertical and isteral cut recordings.

Personnel
President and General Manager—John A. Kennedy.

Personnei
President and General Manager—John A. Kennedy.
Station Director—Marshall Rosene.
Representatives
The Branham Company.

# LOGAN

(Logan County)

WLOG (Established 1940)

Rates effective December I, 1944. (Card No. 3.)
Owned and operated by Clarence H. Frey and Robert
O. Greever.

O. Greever.
Rusiness Office—438 Stratton St., Logan, W. Va., telephone 540.
Studio-WLOG Bidg., Kanada and Chestnut Sts., Logan, W. Va., telephone 761.
Transmitter—Logan, West Virginia.

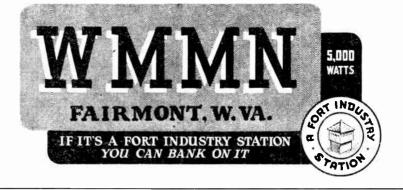
(This listing continued on next page)

# Plus Force That Counts

It's not enough for us to really produce one of America's Greatest Direct Response Audiences. We want to do *more* for WMMN advertisers, so we offer a practical dealer merchandising plus service that really counts.

Write or ask a John Blair Man about this WMMN Plus Service.

—Columbia Network—



4.25 4.00 8.75 8.50 8.25 8.00 2.75

# WEST VIRGINIA—Cont'd

# LOGAN—Continued W L O G-Continued

ave—Power—Time

Operating powers—250 watta.
248.9 meters: 1230 kilocycles.
Licensed to operate uniimited time.
Operates on Eastern War Time.
Actual operating schedule: Sunday 8:00 s.m. to 7:00 p.m. Week day 7:30 s.m. to 10:00 p.m.
gency Commission 15% on time to recognized advertising agencies. No cash discount. Bills rendered on the first of each month; due on the 10th of each month. 

p.m. and 4:00 p.m. to 7:00 p.m.)

1 hour | 20.25

1/4 hour | 13.50

5 minutes | 6.75

Spot announcements | 4.05

(8:30 a.m. to 11:00 a.m. and 1:00 p.m. to 4:00 p.m.)

1 hour | 27.00

1/2 hour | 17.55

1/4 hour | 17.55

1/4 hour | 17.55

1/4 hour | 17.55

1/2 hour | 17.55

1/2 hour | 17.55

1/2 hour | 13.50

1/2 hour | 13.50

1/2 hour | 13.50

1/2 hour | 13.50

1/4 hour | 13.50

1/4 hour | 13.50

1/4 hour | 13.50

1/5 hour | 13.50

1/6 hour | 13.50

1/7 hour | 13.50

1/8 hour | 13.50

1/9 hour | 13.50

1/1 hour | 13.50

1/2 hour | 13.50

1/3 times | 4.05

Spot announcements | 1.95

20 times | 18.76

30 times | 18.76

30 times | 18.76

30 times | 38.76

31 time | Net 104 times | 15.76

32 times | 38.76

32 times | 38.76

33 times | 25.76

35 times | 25.76

35 times | 37.67

36 times | 37.67

37 time announcements | Veather Forecasts | Temperature Reports | News Flashes | Sports Reviews | rates and details on request | Time | Wather and Temperature Announcements | Imited to 25 words of advertising.

Tallent

Billed at cost | Remote Control

Announcements limited to 25 words of advertising.

TALENT

Billed at cost.

REMOTE CONTROL

All wire and mechanical charges will be billed at cost to the client.

TRANSCRIPTIONS

Electrical transcriptions available—rates on request.

SERVICE FACILITLS

Announcers and script men at no additional cost

Centract and Other Requirements

Rates include station time only.

All programs and copy subject to approval of atation management.

Closing Time

Scripts, musical numbers with authors and composers, publishers and copyright owners' name must be in once week prior to broadcast for copyright check.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Personnel

Managing Director—James McGowan

Managing Director—James McGowan Representatives None.

# **MORGANTOWN**

(Monongalla County)

WAJR (Established 1941)

WAJR
(Established 1941)

Rates received January 10, 1945.
Owned and operated by the West Virginis RadiiCorporation.

Business Office and Studio — 440-6 Spruce Street
Morgantown, West Virginia.

Transmitter—Charleston Avenue and Summers Street
Morgantown. West Virginia.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel
Operating schedule: Sundays 9:00 a.m. to 11:00 p.m.;
week days 7:00 a.m. to 11:00 p.m. to 11:00 p.m.;
week days 7:00 a.m. to 11:00 p.m.
Agency commission 15% to recognized agencies on
station time only. Cash discount none. Bills rendered
weekly and are due on presentation
General Advertising
For combination rates see Mutual Broadcasting System and Keystone Network.
The following rates are for national advertising. Rates
include charges by owners of music copyrights.

CLASS "A"

(6:00 p.m. to sign-off)

1 13 26 52 104 260 312

11 13 26 52 104 260 312

11 1 10 11 11 11 11 11 11

1 hour... 30.00 28:50 27:00 25:50 24:00 22:50 25:00

1/4 hour... 12.00 11:00 18:00 17:00 18:00 17:00 18

CLASS "R"

(Sign-on to 6:00 p.m.)

1 hour... 30.00 28:50 27:00 25:50 24:00 22:50 21:00

1/4 hour... 12.00 17:00 18:00 15:00 14:00 13:00 12:00

1/4 hour... 12.00 17:00 18:00 15:00 14:00 13:00 12:00

1/4 hour... 12.00 17:00 18:00 15:00 14:00 13:00 12:00

1/4 hour... 12.00 17:00 18:00 15:00 14:00 13:00 12:00

1/4 hour... 12.00 17:00 18:00 15:00 14:00 13:00 12:00

1/4 hour... 18:00 17:00 18:00 15:00 14:00 13:00 12:00

1/4 hour... 18:00 17:00 18:00 15:00 14:00 13:00 12:00

1/4 hour... 18:00 17:00 18:00 15:00 14:00 13:00 12:00

1/4 hour... 18:00 17:00 18:00 15:00 14:00 13:00 12:00

1/4 hour... 18:00 17:00 18:00 15:00 14:00 13:00 12:00

1/4 hour... 18:00 17:00 18:00 15:00 14:00 13:00 12:00

1/4 hour... 18:00 17:00 18:00 15:00 14:00 13:00 12:00

1/4 hour... 18:00 17:00 18:00 15:00 14:00 13:00 12:00

1/4 hour... 18:00 17:00 18:00 15:00 14:00 13:00 12:00

One minute or 100 words 4.00 3.80 3.60 3.40 3.20 3.00 2.80 ) seconds or 50 words. 3.00 2.85 2.70 2.55 2.40 2.25 2.10 CLASS "B"
(Sign-on to 6:00 p.m.)
1 13 26 52 104 260
tf. ti. ti. ti. ti. ti.

| Commonweal Commonwea

on request.

News: Five or fifteen minute periods --- details on request.

request. TRANSCRIPTIONS
Transcription library services available.
Not restricted. Recording facilities available.
REMOTE CONTROL
Facilities available; incurred expenses at cost.

Contract and Other Requirements
Advertising of sicoholic beverages not accepted, except beer. Maximum length of contract one year.
All contracted time must be used within a period of one year from date of contract.
All commercial copy subject to approval of station management.

Closing Time
Commercial copy must be submitted one week in advance of first broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.

Personnel
General Manager—Norman Knight. Representatives None.

# PARKERSBURG

(Wood County) WPAR



Rates effective January 15, 1938. (Card No. 12.)

Owned and operated by Obio Valley Broadcasting Corporation.

Business Office and Main Studio—Grinter Building. Parkersburg, West Virginia. Transmitter—State Route No. 2, Parkersburg, W. Va. Wave-Power-Time

Transmitter—State Route No. 2, Parkersburg, W. Va.

Wave—Fewer—Itme
Uperating power—250 watts.
200.9 meters; 1450 kilocycles.
Licensed to operate unlimited time.
Uperating schedule: 6:30 a.m. to 1:00 a.m.
Agency Commission
Asciecy commission
Asciecy commission
Issue on or before the 15th of the month following
broadcasts. No cash discount, Invoices nailed monthty unless otherwise specified. No discount or commission on taient or cost involved for remote control
broadcasts unless otherwise specified.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).
Time is also sold for network broadcasts (West Virginia Network) over this station and WCHS, Charleston, WBLK, Clarksburg, and WSAZ, Huntington,
Fees charged by owners of music copyrights are not
included in rates.
The following rates are for nations; accretising. For
included in rates.

"CLASS" "A"

"6:00 p.m. to 11:00 p.m. week days, 12:00
noon to 11:00 p.m. Nundays) 10 "5

|     | 46   | d 00;4  | ana. to  | 11:00 p   | .m. w   | eek da:   | 7s. 12   |  |
|-----|--|---|--|---|---|---|--|--|
|     |  |   |  | 11:00   |   | undaya)   |  | •5   |
|     |  |   | l hr.  | 8/4 hr.   |   | 1/4 hr.   | min.   | min.   |
|     | - 1  | time  | 75.00  | 60.00   | 45.00   | 30.00   | 22.50  | 15.00  |
|     | 13   | times   | 71.25  | 57.00   | 42.75   | 28.50   | 21.37  | 14 25  |
|     | 28   | times   | 71.25<br>67.50   | 54.00   | 40.50   | 28.50<br>27.00  | 20, 25   | 13.50  |
|     | 39   | times   | 63.75  | 51.00   | 38.25   | 25.50   | 19.12  | 12.75  |
|     | 52   | times   | 60.00  | 48.00   | 36.25<br>36.00  | 24.00   | 18.00  | 12.00  |
|     | 104  | times   | 56.25  | 45.00   | 33.75   | 22.50   | 16.87  | 11.25  |
|     | 156  | ttme4   | 52.50  | 42.00   | 33.75<br>31.50  | 21.00   | 15.75  | 10.50  |
|     | 208  | times   | 18 75  | 39.00   | 29.25<br>27.00  | 19.50   | 14.62  | 9.75   |
|     | 260  | times   | 45.00  | 36.00   | 27.00   | 18.00   | 13.50  | 9.00   |
|     | 312  | times   | 41.25  | 83.00   | 24.75   | 18.50   | 12.37  | 8,25   |
| - 1 | 364  | times   | 37.50  | 30.00   | 22,50   | 15.00   | 11.25  | 7.50   |
|     |  |   |  | CLASS   | "B"   |   |  | 1.00   |
|     | 18   | :00 a.r   | n. to 6  | :00 p.m.  | week  | days, 8   | 3:00 a.  | 700  |
|     | to   |   | noon   | Sundaya   | . and   | 11:00   | D. m.  |  |
|     |  |   |  | :00 a.m.  |   |   | у. ш.  | .0   |
|     | 1  | time  | 45.00  |   |   |   |  |  |
|     | 13   |   |  |   |   |   |  |  |
|     |  |   | 49.75  | 87.50<br>85.69  | 30.00   | 20.00   | 15.00  | 10.00  |
|     |  | times   | 42.75  | 35.62   | 28.50   | 19.00   | 14.25  | 9.50   |
|     | 26   | times   | 42.75<br>40.50   | 35.62   | 28.50<br>27.00  | 19.00<br>18.00  | 14.25<br>13.50   | 9.50   |
|     | 26<br>39   | times<br>times<br>times   | 42.75<br>40.50<br>39.25  | 35.62<br>33.75<br>31.87   | 28.50<br>27.00<br>25.50   | 19.00<br>18.00<br>17.00   | 14.25<br>13.50<br>12.75  | 9.50<br>9.00<br>8.50   |
| ,   | 26<br>89<br>52   | times<br>times<br>times<br>times  | 42.75<br>40.50<br>89.25<br>36.00   | 35.62<br>33.75<br>31.87<br>30.00  | 28.50<br>27.00<br>25.50<br>24.00  | 19.00<br>18.00<br>17.00<br>16.00  | 14.25<br>13.50<br>12.75<br>12.00   | 9.50<br>9.00<br>8.50<br>8.00   |
| 1   | 26<br>39<br>52<br>104                                    | times<br>times<br>times<br>times<br>times   | 42.75<br>40.50<br>39.25<br>36.00<br>33.75  | 35.62<br>33.75<br>31.87<br>30.00<br>28,12   | 28.50<br>27.00<br>25.50<br>24.00<br>22.50   | 19.00<br>18.00<br>17.00<br>16.00<br>15.00   | 14.25<br>18.50<br>12.75<br>12.00<br>11.25  | 9.50<br>9.00<br>8.50<br>8.00<br>7.50                                 |
| 1   | 26<br>39<br>52<br>104<br>156                             | times<br>times<br>times<br>times<br>times<br>times  | 42.75<br>40.50<br>38.25<br>36.00<br>33.75<br>31.50   | 35.62<br>33.75<br>31.87<br>30.00<br>28.12<br>26.25  | 28.50<br>27.00<br>25.50<br>24.00<br>22.50<br>21.00  | 19.00<br>18.00<br>17.00<br>16.00<br>15.00<br>14.00  | 14.25<br>18.50<br>12.75<br>12.00<br>11.25<br>10.50                                 | 9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.00                         |
| 1   | 26<br>39<br>52<br>104<br>156<br>208                      | times<br>times<br>times<br>times<br>times<br>times<br>times                                     | 42.75<br>40.50<br>38.25<br>36.00<br>33.75<br>31.50<br>29.25  | 35.62<br>33.75<br>31.87<br>30.00<br>28.12<br>26.25<br>24.37   | 28.50<br>27.00<br>25.50<br>24.00<br>22.50<br>21.00<br>19.50   | 19.00<br>18.00<br>17.00<br>16.00<br>15.00<br>14.00<br>13.00                               | 14.25<br>13.50<br>12.75<br>12.00<br>11.25<br>10.50<br>9.75                         | 9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.00<br>6.50                 |
| 1   | 26<br>39<br>52<br>104<br>156<br>208<br>260               | times times times times times times times times times   | 42.75<br>40.50<br>38.25<br>36.00<br>33.75<br>31.50<br>29.25<br>27.00                                       | 35.62<br>33.75<br>31.87<br>30.00<br>28.12<br>26.25<br>24.37<br>22.50  | 28.50<br>27.00<br>25.50<br>24.00<br>22.50<br>21.00<br>19.50<br>18.00  | 19.00<br>18.00<br>17.00<br>16.00<br>15.00<br>14.00<br>13.00<br>12.00                      | 14.25<br>13.50<br>12.75<br>12.00<br>11.25<br>10.50<br>9.75<br>9.00                 | 9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.00<br>6.50<br>6.00         |
| 1   | 26<br>39<br>52<br>104<br>156<br>208<br>260               | times<br>times<br>times<br>times<br>times<br>times<br>times<br>times<br>times                   | 42.75<br>40.50<br>89.25<br>36.00<br>33.75<br>31.50<br>29.25<br>27.00<br>24.75                              | 35.62<br>33.75<br>\$1.87<br>30.00<br>28.12<br>26.25<br>24.37<br>22.50<br>20.62                                | 28.50<br>27.00<br>25.50<br>24.00<br>22.50<br>21.00<br>19.50<br>18.00<br>16.50   | 19.00<br>18.00<br>17.00<br>16.00<br>15.00<br>14.00<br>13.00<br>12.00<br>11.00             | 14.25<br>13.50<br>12.75<br>12.00<br>11.25<br>10.50<br>9.75<br>9.00<br>8.25         | 9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.00<br>6.50<br>6.00<br>5.50 |
| 1   | 26<br>89<br>52<br>104<br>156<br>208<br>260<br>312        | times<br>times<br>times<br>times<br>times<br>times<br>times<br>times<br>times<br>times          | 42.75<br>40.50<br>38.25<br>36.00<br>33.75<br>31.50<br>29.25<br>27.00<br>24.75<br>22.50                     | 35.62<br>33.75<br>31.87<br>30.00<br>28.12<br>26.25<br>24.37<br>22.50<br>20.62<br>18.75                        | 28.50<br>27.00<br>25.50<br>24.00<br>22.50<br>21.00<br>19.50<br>18.00<br>16.50   | 19.00<br>18.00<br>17.00<br>16.00<br>15.00<br>14.00<br>13.00<br>12.00<br>11.00             | 14.25<br>13.50<br>12.75<br>12.00<br>11.25<br>10.50<br>9.75<br>9.00<br>8.25<br>7.50 | 9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.00<br>6.50<br>6.00<br>5.50 |
| 1   | 26<br>39<br>52<br>104<br>156<br>208<br>260<br>312<br>364 | times<br>times<br>times<br>times<br>times<br>times<br>times<br>times<br>times<br>times<br>times | 42.75<br>40.50<br>38.25<br>36.00<br>33.75<br>31.50<br>29.25<br>27.00<br>24.75<br>22.50<br>minute           | 35.62<br>33.75<br>31.87<br>30.00<br>28.12<br>26.25<br>24.37<br>22.50<br>20.62<br>18.75<br>prograp             | 28.50<br>27.00<br>25.50<br>24.00<br>22.50<br>21.00<br>19.50<br>18.00<br>16.50   | 19.00<br>18.00<br>17.00<br>16.00<br>15.00<br>14.00<br>12.00<br>11.00<br>10.00             | 14.25<br>13.50<br>12.75<br>12.00<br>11.25<br>10.50<br>9.75<br>9.00<br>8.25<br>7.50 | 9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.00<br>6.50<br>6.00<br>5.50 |
| 1   | 26<br>39<br>52<br>104<br>156<br>208<br>260<br>312<br>364 | times<br>times<br>times<br>times<br>times<br>times<br>times<br>times<br>times<br>times          | 42.75<br>40.50<br>38.25<br>36.00<br>33.75<br>31.50<br>29.25<br>27.00<br>24.75<br>22.50<br>minute           | 35.62<br>33.75<br>31.87<br>30.00<br>28.12<br>26.25<br>24.37<br>22.50<br>20.62<br>programed week               | 28.50<br>27.00<br>25.50<br>24.00<br>22.50<br>21.00<br>19.50<br>18.50<br>15.00<br>08 acce  | 19.00<br>18.00<br>17.00<br>16.00<br>15.00<br>14.00<br>12.00<br>11.00<br>10.00<br>epted or | 14.25<br>13.50<br>12.75<br>12.00<br>11.25<br>10.50<br>9.75<br>9.00<br>8.25<br>7.50 | 9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.00<br>6.50<br>6.00<br>5.50 |
| 1   | 26<br>39<br>52<br>104<br>156<br>208<br>260<br>312<br>364 | times<br>times<br>times<br>times<br>times<br>times<br>times<br>times<br>times<br>times<br>times | 42.75<br>40.50<br>38.25<br>36.00<br>33.75<br>31.50<br>29.25<br>27.00<br>24.75<br>22.50<br>minute<br>submit | 35.62<br>33.75<br>31.87<br>30.00<br>28.12<br>26.25<br>24.37<br>22.50<br>20.62<br>18.75<br>program<br>cclass   | 28.50<br>27.00<br>25.50<br>24.00<br>22.50<br>21.00<br>19.50<br>18.00<br>16.50<br>15.00<br>as accerdy in   | 19.00<br>18.00<br>17.00<br>16.00<br>15.00<br>14.00<br>12.00<br>11.00<br>10.00<br>epted or | 14.25<br>13.50<br>12.75<br>12.00<br>11.25<br>10.50<br>9.75<br>9.00<br>8.25<br>7.50 | 9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.00<br>6.50<br>6.00<br>5.50 |
| 1   | 26<br>39<br>52<br>104<br>156<br>208<br>260<br>312<br>364 | times<br>times<br>times<br>times<br>times<br>times<br>times<br>times<br>times<br>times<br>times | 42.75<br>40.50<br>38.25<br>36.00<br>33.75<br>31.50<br>29.25<br>27.00<br>24.75<br>22.50<br>minute<br>submit | 35.62<br>33.75<br>31.87<br>30.00<br>28.12<br>26.25<br>24.87<br>22.50<br>20.62<br>18.75<br>program<br>ted week | 28.50<br>27.00<br>25.50<br>24.00<br>22.50<br>21.00<br>19.50<br>16.50<br>15.00<br>as accertiving as accerting as a accerting as a accerting as a accerting as a accertance | 19.00<br>18.00<br>17.00<br>16.00<br>15.00<br>14.00<br>12.00<br>11.00<br>10.00<br>epted or | 14.25<br>13.50<br>12.75<br>12.00<br>11.25<br>10.50<br>9.75<br>9.00<br>8.25<br>7.50 | 9.50<br>9.00<br>8.50<br>8.00<br>7.50<br>7.00<br>6.50<br>6.00<br>5.50 |

|     | (6:00 (         |       | 8:00 a.m | i. l    |        |  |  |
|-----|-----------------|-------|----------|---------|--------|--|--|
|     |                 | T he. | 8/4 hr.  | 1/2 hr. | 1/4 hz |  |  |
| 1   | time            | 80.00 | 25.00    | 20.00   | 15.00  |  |  |
| 18  | times           | 28.50 | 23.75    | 19.00   | 14.25  |  |  |
| 26  | times           | 27,00 | 22,50    | Ĩ8.00   | 13,50  |  |  |
| 89  | times           | 25,50 | 21.25    | 17.00   | 12.75  |  |  |
| 52  | times           | 24.00 | 20.00    | 16 00   | 12 00  |  |  |
| 104 | times           | 22.50 | 19.75    | 15 00   | 11 95  |  |  |
| 150 | times           | 21 00 | 17.50    | 14 00   | 10.50  |  |  |
| 508 | times           | 19,50 | 18.25    | 13.00   | 9.75   |  |  |
| 260 | times           | 18.00 | 15,00    | 12.00   | 9.00   |  |  |
| 312 | times           | 16.50 | 13.75    | 11.00   | 8.25   |  |  |
| 364 | times           | 15 00 | 12.50    | 10.00   | 7 50   |  |  |
| A   | ALLE ARM A TAKE |       |          | 11041   |        |  |  |

884 times ... 15.00 12.56 10.00 7.50 Announcements accepted in Class "C" period only at Class "R" rates ... ANNOUNCEMENTS AND TALKS
Five, ten and fifteen minute periods svailable by special arrangement only ... Announcements are accepted subject to minor changes in time, which might be occasioned due to schedule changes on full time sponsored programs.

CLASS "A" (8:00 p.m. to 11:00 p.m. week days; 12:00

|     | none to ilive pier sundays         | ,        |       |
|-----|------------------------------------|----------|-------|
|     |                                    |          | 35    |
|     |                                    | l min.   | words |
|     | 1 time                             | 8.00     | 7.00  |
| 1   | 8 times                            |          | 6.65  |
| 2   | 6 times                            | 7.20     | 6.80  |
| 8   | 9 times                            | 6.80     | 5.95  |
| 5   | 2 times                            | 6.40     | 5.60  |
| 10  | times                              | 6.00     | 5 25  |
| 15  | 8 times                            | 5.60     | 4.90  |
| . 0 |                                    | 5.20     | 4.55  |
| 26  |                                    | 4.80     | 4.20  |
| 919 |                                    | 4.40     | 8.85  |
| 36  | times                              | 4.00     | 8.50  |
|     | CLASS "B"                          | 1.00     | B. 00 |
|     | (8:00 a.m. to 6:00 p.m. week days. | 8:00 a.m |       |
|     | to 12:00 noon Sundays and 11:00    |          | •     |
|     | 1:00 a.m. daily)                   | р.ш. ю   |       |
|     | time                               | 6.00     | 5.00  |
| 1   |                                    | 5.70     | 4.75  |
| 2   |                                    | 5.40     | 4.50  |
| 8   |                                    | 5.10     | 4.25  |
| 5   |                                    | 4.80     | 4.00  |
| 104 |                                    | 4.50     | 8.75  |
| 150 |                                    | 4.20     |       |
| 201 |                                    | 1.20     | 8.50  |

SPECIAL FEATURES Time Signals—Rates on request. (Based on number of signals used.)
Schedules subject to time available.
News Sarvice: Details on request.
Rates on request.
TALENT

812 times.... 864 times....

News Service: Details on request.

Ratee on request.

TALENT

Any type of talent desired by advertiser is available. Program ideas will be furnished on request. All talent charges are in addition to rates quoted.

REMOTE CONTROL

Station maintains facilities for remote control broadcasts. Charges for line and additional special equipment will be billed at actual cost.

SERVICE FACHLITTES

Rates include cost of station facilities, station time, service of continuity, program and publicity departments in the provided there is expense for special equipment or other charges now seponse for special equipment or other charges now seponse for special in a program. Provided there is a station's program presentation of partment will assume entire responsibility for program presentation if desired. Morchandising and research department will supply date oversage and plans for merchandising radio campaigns. Merchandising and dealer surveys available at actual cost.

Closing Time

The closing date on all publicity is one week in advance. Spot commercial copy must be submitted not less than one week in advance. Written copy of talks must be submitted not less than 24 hours before broadcast. Meshanical Programs Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 r.p.m. turn-table for vertical cut recordings, and 33-1/3 r.p.m. turn-table for vertical cut recordings.

Personnel

Pres. & Gen'l Mgr.—John A. Kennedy.

Station Director—George H. Clinton.

# WELCH (McDowell County)

WBRW (Established 1940)

Rates effective April 1, 1948. (Card No. 8.) Owned and operated by McDowell Service Company. Business Office and Studio—10 Riverside Drive, P.O. Box 313, Welch, West Virginia,

BOX 315. Welch, west virginia.
Transmittar—Dor Building, Welch, West Virginia.
lave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Operating schedule: Dally 7:00 a.m. to 9:00 p.m.
cency Commission

| 1   | hour     |            |            |         | ,      |   | 67.50 |
|-----|----------|------------|------------|---------|--------|---|-------|
| 1/2 | hour     |            |            | ******* |        |   | 43.75 |
| 1/4 | hour     | ********** |            |         | ~~~~~  |   |       |
| 10  | minutes  |            |            |         |        |   | 28.50 |
| 5   | minutes  | ********** | ********** |         |        |   | 20.25 |
| ĭ   | minutes  |            |            |         |        |   | 13.75 |
|     | minute   |            | *****      |         |        |   | 6.00  |
| 50  | words    |            |            |         |        |   | 4.50  |
|     |          |            | Labs       |         |        |   |       |
|     | (6:00    |            |            |         |        |   |       |
| 1   | hour     |            |            |         |        | *************************************** | 45.00 |
| 1/2 | hour     |            |            |         |        |   | 27.00 |
| 1/4 |          |            |            |         |        |   | 18.00 |
| 10  | minutes  |            |            |         |        |   | 18.50 |
| 5   | minutes  |            |            |         |        |   | 7.50  |
| ĭ   | minute   |            |            |         |        |   | 3.75  |
| 50  | words    |            |            | -       |        |   | 8.00  |
| -   | W 01 (45 | T.         | ISCO       | TATING  |        |   | 8,00  |
| 13  | Homes    |            | 5%         | 156     |        |   |       |
| 26  | times    |            |            |         | times. |   | 80%   |
|     | times    |            |            | 208     |        | ************                            |       |
| 39  | times    |            |            | 260     | times. | ******                                  | 40%   |
| 52  | times    |            | 20%        | 312     | times. |   |       |
| 104 | times    |            | 25%        | 864     | times. |   | 50%   |

SPECIAL FRATURES
News: Leased wire service available.
(This listing continued on next page)

# WELCH—Continued WBRW—Continued

POLITICAL Accepted at one time rate.

TRANSCRIPTIONS
Regular rates apply. Library service available.

REMOTE CONTROL

Facilities subject to extra charges for line and travel expenses.

SERVICE FACILITIES

Merchandising assistance given.
Contract and Other Requirements
Beer and wine advertising accepted. Right reserved
to censor copy. Maximum contract one year.

Closing Time
Contracts close one week in advance of first broad
cast. Announcement copy, transcriptions and talks
close 24 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tablesfor vertical and lateral cut recordings

Personnel
General Manager—J. H. Metz.

Representatives Forjoe & Company.

# WHEELING

(Obio County) WKWK (Established 1941)



Rates effective June 7, 1941. (Card No. 1.) Owned and operated by Community Broadcasting, Inc. Business Office and Studio-Pythian Bldg. Wheeling, W. Va. Transmitter-

Aransmitter—
Wave—Power—Jine
Operating power—250 watta
214.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 8:00 s.m. to
12:00 midnight. Week days 6:00 s.m. to 12:00 midnight.

Agency Commission
Agency Commission
Agency commission 15% to recognized agencies on
station time only provided payment is made before
the 15th day of the month following broadcast. No
cash discount. Invoices rendered weekly, payable at
face when rendered. Short rate billed where frequency rate is not earned.

General Advertising
For combination rates see listing of Columbia droadcasting System (Basic Supplementary Group)

CLASS. "A"

2010

|                          |      |        | CLUA  | DD, A  |        |       |       |       |
|--------------------------|------|--------|-------|--------|--------|-------|-------|-------|
|                          |      | (6:00  | p.m.  | to 11: | 00 p.n | a.)   |       | 201 a |
|                          |      | 1      | 18    | 26     | 39     | 52    | 101   | more  |
|                          |      | ti.    | t1.   | t1.    | t1.    | ti.   | ti.   | ti    |
| 1                        | hour | 100.00 | 95.00 | 90.00  | 85.00  | 80.00 | 75.00 | 70.00 |
|                          | hour | 60.00  | 57:00 | 54.00  | 51.00  | 48.00 | 45.00 | 42.00 |
| 1/4                      | hour | 40.00  | 38.00 | 36,00  | 34.00  | 32.00 | 30.00 | 28.00 |
| 10                       | min  | 32.00  | 80.40 | 28.80  | 27.20  | 25.60 | 24.00 | 22.40 |
| 5                        | min  | 24.00  | 22.80 | 21.60  | 20.40  | 19.20 | 18,00 | 16.80 |
| CLASS "B"                |      |        |       |        |        |       |       |       |
| (8:00 a.m. to 6:00 p.m.) |      |        |       |        |        |       |       |       |
| 1                        | hour | 50.00  | 47.50 | 45.00  | 42.50  | 40.00 | 37.50 | 35.00 |

|   | 11041 |       |       |       |       | 10.00 |       |       |
|---|-------|-------|-------|-------|-------|-------|-------|-------|
|   | hour  | 30.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 | 21.00 |
|   | hour  | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | 15.00 | 14.00 |
|   |       | 15.00 | 14.25 | 13,50 | 12.75 | 12.00 | 11.25 | 10.50 |
| 5   | min   | 10.00 |       |       |       | 8,00  | 7.50  | 7.00  |
|   |       |       |       |       |       |       |       |       |
| 10 min 15.00 14.25 13.50 12.75 12.00 11.25 10.50 5 min 10.00 8.50 8.00 8.50 8.00 7.50 7.00 CLASS "C" (11:00 p.m. to 8:00 s.m.) 1 hour 80.00 28.50 27.00 25.50 24.00 22.50 21.60 |       |       |       |       |       |       |       |       |
|   |       | 80.00 | 28.50 | 27.00 | 25.50 | 24.00 | 22.50 | 21,60 |
|   | hour  | 18.00 | 17.10 | 16.20 | 15.30 | 14.40 | 13.50 | 12.60 |
|   | hour  |       |       |       | 10.20 |       | 9.00  | 8, 10 |
| 10  |       | 9.00  | 8.55  |       | 7.65  | 7.20  | 6.75  | 6.30  |
| 5   | min   | 6.00  | 5.70  | 5.40  | 5.10  | 4.80  | 4.50  | 4 20  |

ANNOUNCEMENTS

|     | (6:00         | p.m.  | to 11: | 00 p.m | 1.)     |       | 301 œ |
|-----|---------------|-------|--------|--------|---------|-------|-------|
|     |               | 1     | 26     | 52     | 101     | 201   | more  |
| 1   | minute tran-  | ti.   | ti.    | ti.    | ti.     | tl.   | ti.   |
|     | scription     | 10.00 | 9.50   | 9.00   | 8,50    | 8.00  | 7.50  |
| 1   | minute        | 9.00  | 8.55   | 8.10   | 7.65    | 7.20  | 6 75  |
| 100 | words         | 8.00  | 7.60   | 7.20   | 6.80    | 6.40  | 6.00  |
| 50  | words         | 6.00  | 5.70   | 5.40   | 5.10    | 4.80  | 4.50  |
| 35  | word station  |       |        |        |         |       |       |
|     | breaks        | 7.50  | 7.15   | 6.75   | 6.40    | 6.00  | 5.65  |
|     | (6:00 a.m. to | 6:00  | p.m. a | nd 11  | :00 n.z | n. to |       |

| 1              | minute tran-                 | an ra                        | mignt)                       |                              |                              |                              |                                  |
|----------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|----------------------------------|
| 1<br>100<br>50 | scription minute words words | 7.00<br>6.00<br>5.00<br>3.50 | 6.65<br>5.70<br>4.75<br>3.35 | 6.30<br>5.40<br>4.50<br>3.15 | 5,95<br>5,10<br>4,25<br>3,00 | 5.60<br>4.80<br>4.00<br>2.80 | 5. 25<br>4. 50<br>3. 75<br>2. 65 |
|                | buooko                       | K 00                         | 4 7 5                        | 4 50                         | 4 43 6                       |                              |                                  |

Rate on request.

TALENT

Rate on request
REMOTE CONTROL
Arrangement can be made for remote control broad

casta.

Ciosing Time
Programs close one week in advance of broadcast
Persunel
Manager—John B. Reynolds.
Representatives
Representatives
Representatives



Rates effective November 1, 1942. (Card No. 9.) Owned and operated by West Virginia Broadcasting Corporation.

Business Office and Studios — Hawley Building Wheeling, West Virginia, Wheeling 5383.

Transmitter—Belmont County. Ohio, 10 miles west of Wheeling, W. Va.

Vave—Power—Time
Operating power—50,000 watts.
256.4 meters; 1170 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Operating schedule: Sundays 7:00 a.m. to 1:00 a.m.;
Monday through Friday, 4:30 a.m. to 1:00 a.m.;
Saturday, 4:30 a.m. to 1:30 a.m.

Agency Commission
Agency commission 15% on net charges for station
facilities to recognized advertising agencies. No
commission on talent or chargeable production service.
Bills due and payable 10th of month following serv
ica. No cash discount.

General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network). Contracts for less than one program or announcement weekly subject to basic rate. Frequency discounts must be earned within one year from starting date of contract, otherwise short rate will apply.

All discounts based on 52 week contract.

The following rates are for national advertising. For local advertising rates consult station management.

| CLASS "A" |            |                                |           |            |               |
|-----------|------------|--------------------------------|-----------|------------|---------------|
|           | (6:00      | p.m. to                        | 10:15 p   | .m.)       |               |
|           |            | 1 hr.                          | 1/2 hr.   | 1/4 hr.    | 5 min.        |
| 1 time    |            | 300,00                         | 180.00    | 120.00     | 60.00         |
|           | 8          |                                | 171.00    | 114.00     | 57.00         |
|           | B          |                                | 162.00    | 108.00     | 54.00         |
|           | 8          |                                | 157.50    | 105.00     | 52,50         |
|           | DS         |                                | 153.00    | 102.00     | 51.00         |
|           | B&         |                                | 144.00    | 96.00      | 48,00         |
|           | es         |                                | 139.50    | 98,00      | 46.50         |
|           | B\$        |                                | 185.00    | 90.00      | 45.00         |
| (7        | :00 a.m. 1 | CLASS<br>to 6:00 p<br>to 11:80 | o.ma. and | 10:15 p.m. |               |
| 1 time    | B          | 160.00                         | 90.00     | 60.00      | <b>35.0</b> 0 |
| 13 time   | B8         |                                | 85.50     | 57.00      | 88,25         |
| 26 tim    | es         | 144.00                         |           | 54.00      | 81.50         |
| 39 time   | 88         | 140.00                         |           | 52.50      | 80.62         |
| 52 time   | 88         |                                |           | 51.00      | 29.75         |
| 104 tim   | es         |                                |           | 48.00      | 28.00         |
| 195 tim-  | 88         |                                |           | 46.50      | 27.12         |
| 260 tim   | 0B         | (20.00                         | 67.50     | 45.00      | 26.25         |

CLASS "C" (11:80 p.m. to 7:00 a.m.) 95.00 95.00 90.00 87.50 85.00 60.00 57.00 54.00 52.50 51.00 48.00 46.50 45.00

77.50 75.00 (This listing continued on next page)

# WHAT

times...

# others have to say about us counts most!

"We have just completed a CHIMNEY SWEEP sales analysis of the territory covered by your Station WWVA and we are pleased at the substantial increase in sales that were effected since we went on the air over your station.

"This is very encouraging to us and we hope that next season we will be able to continue over Station WWVA either at the same time or with an improved position."

We Will Do as Much for You!

- ASK A JOHN BLAIR MAN -



# WEST VIRGINIA—Cont'd

# WHEELING—Continued

| w w v AContinued             |           |          |         |  |  |  |
|------------------------------|-----------|----------|---------|--|--|--|
| ANNOUNCEMENTS                |           |          |         |  |  |  |
| CLASS "                      | A''       |          |         |  |  |  |
| (6:00 p.m. to 10:)           | [5 p.m.)  | l min.   | 85 wds. |  |  |  |
| 1 time                       |           | 25.00    | 20.00   |  |  |  |
| 13 times                     |           |          | 19.00   |  |  |  |
| 26 times                     |           |          | 18.00   |  |  |  |
| 39 times                     |           |          | 17.50   |  |  |  |
| 52 times                     |           |          | 17.00   |  |  |  |
| 104 times                    |           |          | 16 00   |  |  |  |
| 195 times                    |           | 19.87    | 15.50   |  |  |  |
| 260 times                    |           |          | 15.00   |  |  |  |
| CLASS "                      |           |          |         |  |  |  |
| (7:00 a.m. to 6:00 p.m.      | and 10    | -15 n m  |         |  |  |  |
| to 11:80 p.                  |           | р.ш.     | •       |  |  |  |
| 50 11.60 p.                  | 1 min.    | 85 words | (*)     |  |  |  |
| 1 time                       | 17.00     | 14.00    | 11.00   |  |  |  |
| 13 times                     | 16.15     | 13.30    | 10.45   |  |  |  |
| 26 times                     | 15.80     | 12.60    | 9.90    |  |  |  |
| 39 times                     |           | 12.25    | 9.62    |  |  |  |
| 52 times                     |           | 11.90    | 9.35    |  |  |  |
| 104 times                    |           | 11.20    | 8.80    |  |  |  |
| 195 times                    | 18.17     | 10.85    | 8.52    |  |  |  |
| 260 times                    | 12.75     | 10.50    | 8.25    |  |  |  |
| (*) 100 words, participation |           |          | 0.20    |  |  |  |
| CLASS "                      | . har 100 | •,       |         |  |  |  |
| (11:80 p.m. to 7             |           | 1        |         |  |  |  |
| (11.00 p.m. 00 t             |           | 1 min.   | 25 wds. |  |  |  |
| 1 time                       |           |          | 10.00   |  |  |  |
| 13 times                     |           |          | 9.50    |  |  |  |
| 26 times                     |           |          | 9.00    |  |  |  |
| 39 times                     |           |          | 8.75    |  |  |  |
| 52 times                     |           |          | 8.50    |  |  |  |
| 104 times.                   |           |          | 8.00    |  |  |  |
| 195 times                    |           |          | 7.75    |  |  |  |
| 260 times                    |           |          | 7.50    |  |  |  |
| A V VALUE                    |           | 0.00     | 1.00    |  |  |  |

SPECIAL FEATURES
Time signals, weather reports and temperature reports quoted on request. When not available, reservation orders for future clearance accepted.

# ELECTRICAL TRANSCRIPTIONS

ELECTRICAL TRANSCRIPTIONS

No extra charge for electrical transcriptions unless furnished by station.

Equipped with duplicate high quality transcription tables suitable for FM for 33-1/3 or 78 r.p.m. recordings, either vertical or lateral.

Equipped with high quality lateral recording equipment in duplicate capable of making continuous recordings either 33-1/3 or 78 r.p.m., suitable for processing. Recording rates on request.

TALENT
Talent rates on application. Orchestras, bands, vocalists, entertainers and studio pipe organ available.

# REMOTE CONTROL

Rates apply only to programs presented from regular studies in Hawley Building. Remote service charges based on service rendered.

# Closing Time

Talent programs close one week in advance of broad-cast. Announcements and recorded programs 48 hours in advance of broadcast.

# Machanical Program Equipment

Equipped to handle programs by electrical transcription, using double 88-1/8 and 78 r.p.m. turn-tables.

Managing Director—George W. Smith. Production Manager—Paul J. Miller.

# Representatives

John Blair & Company.

# **50,000 Watts** in Wisconsin?

There are no 50,000 watt stations in Wisconsin, the 12th largest market in the nation, but you can have "Better than 50,000 Watt Coverage" for less than half of what you would expect to pay for a 50,000 watt station. Rates on the Wisconsin Network are reasonable and service is "tops." Place your business in Wisconsin with the Wisconsin Network and get the bulk of the audience night and day. Let's get together to do that job in Wisconsin. A wire or phone call will bring you immediate availabilities at desirable times. If you want program ideas, we have them, too.

— CLEARANCE

— ORDER

— AFFIDAVIT

- PAYMENT

WHBY Appleton KFIZ

Fond du Lac

WCLO Janesville

WIBU Povnette-Madison

WRJN Racine

WHBL Sheboygan

WSAU WFHR Rapids

BURN-SMITH COMPANY

551 Fifth Ave. **NEW YORK 17** Murray-Hill 2-3124

307 N. Michigan Ave. Chamber of Commerce Bldg. CHICAGO 1 LOS ANGELES 15

Central 4437

Richmond 6184

NATIONAL REPRESENTATIVES

For Complete Information Phone, Wire or Write

WISCONSIK METWORK, Inc.

MAIN OFFICE ·· WISCONSIN RAPIDS, WISCONSIN

# WILLIAMSON

(Mingo County)

# WBTH

(Established 1939)

Rates effective September 1, 1944. Owned and operated by Williamson Broadcasting Corporation.

Corporation.

Business Office and Studio—Mountaineer Hotel Block.

P. O. Box 261, Williamson, W. Va., telephone 1241.

Transmitter—Williamson, West Virginia.

ave—Power—Time

Aranamitter— williamson, was ave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycle Licensed to operate full time. Operates on Eastern War Time.

Operates on Eastern War Time.

Agency Commission 15% to recognized advertising agencies on net time. No cash discount. Accounts due and payable upon presentation.

General Advertising.

For combination rates see Mutual Broadcasting System and Faustone Naturals.

tem and Keystone Network.

(8:00 a.m. to sign-off)

1 13 26 52 104 208 312
11 t1. t1. t1. t1. t1. t1.
1 hour... 66.00 55.00 50.00 45.00 40.00 35.00 30.00
1/2 hour... 36.00 33.00 30.00 27.00 24.00 21.00 18.00
1/4 hour... 24.00 22.00 20.00 18.00 16.00 14.00 12.00
10 minutes 18.00 16.50 15.00 13.50 12.00 10.50 9.00
5 minutes 12.00 11.00 10.00 9.00 8.00 7.00 6.00

ANNOUNCEMENTS

minute or 5.00 4.75 4.50 4.00 3.50 3.00 2.50

SPECIAL FEATURES
Weather Reports and Time Signals: Regular rates

Weather Reports and Time Signals: Regular rates spily.

News Service: Sold in five and fifteen minute periods; no service cost on news with minimum 13 week contract, 6 days weekly.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available at no extracost. Services of announcers and script men without cost.

SERVICE FACILITIES
Services of continuity and program department and staff announcers provided without charge.
Complete local merchandising service. Advertisers are offered, without cost, theatre lobby displays, directional station announcements, letters to local dealers, etc.

tional station announcements, letters to local dealers, etc.

Mechanical Pregram Equipment
Equipped to handle programs by electrical transcription, using \$8-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Manager—Alice Shein.

Representatives
Pacific Coast—Gene Grant.

1 hour...

# WISCONSIN

# WISCONSIN NETWORK, INC.

Executive Offices-Wisconsin Rapids, Wis 

| 1/2 hour                               | 202.50    |
|--|-----------|
| 1/4 hour                               | 128 25    |
| 5 minutes                              | 64.87     |
| 1 minute spot                          | 44.85     |
| (6:00 a.m. to 12:00 noon and 1:00 p.m. | 11.00     |
| 6:00 p.m. except Sundays)              | to        |
|  |           |
| 1 hour.                                | 270,00    |
| 1/2 hour                               | 162.00    |
| 1/4 hour                               | 102.60    |
| 5 minutes                              | 51.90     |
| 1 minute spot.                         | 85.88     |
| FREQUENCY DISCOUNTS                    | 90.00     |
| 19 times                               |           |
| 18 times                               | 5%        |
|  | 10%       |
| 52 times                               | 15%       |
| 78 times                               | 20%       |
| 156 times2                             | 3-1/2%    |
| 260 times                              | 25%       |
| 812 or more times.                     | 7 1 /9 07 |
| POLITICAL                              | 1-1/270   |
|  |           |
| Rates on request.                      |           |
| Personnel                              |           |

Personnel
President—William F. Huffman,
Man. Dir. & Vice-Pres.—Don C. Wirth,
Secretary—George T. Frechette,
Representatives
Burn-Smith Company, Incorporated,

# APPLETON (Outagamie County)

WHBY (Established 1925)

Bates effective September I, 1987. (Card No. 5.)
Owned and operated by WHBY, Inc.
Business Office and Studio—Appleton, Wisconsin.
Transmitter—Acoleton. Wisconsin.
Ave—Power—Time Operating power—250 watts.
243.9 meters: 1230 kilocycles power—250 watts.
Licensed to operate full time on local channel.
Operates on Central War Time.
Operating schedule: Sundays 7:30 a.m. to 11:00 p.m.;
week days 7:00 a.m. to 11:00 p.m.

(This listing continued on next page)

# APPLETON—Continued W H B Y—Continued

Agency Commission 15%—10th of month. Commissions Agency commission 15%—10th of month. Commissions apply on time only. No cash discount. Contracts for less than 25.00, cash in advance.

General Advertising
For combination rates see listing of Mutual Broadcasting System and Koystone Network. Affiliated with the Wisconsin Network.

Rates include charges by owners of music copyrights. The following rates are for national advertising

|   | The    | follov         | ving      | rat        | es ar        | e 1   | or nat  | ions  | I ad   | verti        | ing                              |
|---|--------|----------------|-----------|------------|--------------|-------|---|-------|--------|--------------|----------------------------------|
|   |        |                | · M · G   | 0 n        | CL           | 181   | :00 p.  |       | 10110  |              |                                  |
|   |        |                | 1 1       | ır.        | 1/2          | hr    | . 1/4   | hr.   | 01     | min.         | 5 min.                           |
|   | 1      | time           | _ 70      | .00        | 42           | 50    | . 1/4<br>25<br>23<br>22                           | .00   | 1      | 7.50         | 10.50                            |
| • | 13     | times          | 66        | .50        | 39           | .33   | 23  | .75   | 1      | 7.50<br>6.63 | 9.98                             |
|   | 26     | times          | 63        | .00        | 87           | . 25  | 22  | .50   | 1      | 5.75         | 9.45                             |
|   | 9Z     | times<br>cekly | Or (      | once<br>50 | D.A.         | 17    | - 91  | .25   | 1.     | 4.88         | 8.98                             |
|   | 100    | times          | or t      | wie.       | A            |       | 21  | .20   | 1.     | 1.00         | 0,84                             |
|   | W      | eekly          | 56        | .00        | 34           | .00   | 20  | .00   | 1.     | 4 00         | 8.40                             |
|   | 200    | tlmes          | or f      | our        | time         | 3     |   |       |        |              |                                  |
|   |        | eekly          |           |            |              | .88   | 18  | .75   | 1      | 8.15         | 7.88                             |
|   | 800    | times<br>eekly | OF I      | 971        | times        | 78    | 17  | KΛ    | 7.1    | 2,25         | 7.85                             |
|   | **     | OOKLY          | 70        | .00        | (1.7         | 186   | "B  | .00   | 1      | 2.20         | 1.00                             |
|   |        | (11:80         | 8. m      | . to       | . 1          |       | - K.  | 00 1  | o.m.   | to 6         | :00                              |
|   |        | p.             | m. a      | bai        | 9:00         | p.n   | n. to 18  | 0:01  | 0 p.1  | n.)          | 7.50<br>7.13<br>6.75             |
|   | . 1    | time           | 50        | .00        | 30           | .00   | 18  | .00   | 1      | 2.50         | 7.50                             |
|   | 13     | times          | . 47      | .50        | 28           | . 50  | 17  | .10   | 1      | 1.88         | 7.13                             |
|   | 26     | times          | 45        | .00        | 27           | .00   | 16  | .20   | 1      | 1.25         | 6 15                             |
|   | 02     | times<br>eekly | Or (      | Utice      |              |       | 15  |       |        | 0.88         | 6.8h                             |
|   | 1 (14) | + 1 em a a     |           | mia.       | -            |       |   |       |        | U. 00        | 0.00                             |
|   | W      | eekly          | 40        | .00        | 24           | .00   | 14  | .40   | 1      | 0.00         | 6.00                             |
|   | 200    | times          | or f      | our        | time         | 6     |   |       |        |              |                                  |
|   |        | eekly          |           |            |              |       | 18  |       |        | 9.88         | 5.68                             |
|   | \$00   | times          | or 1      | 0.00       | times        | -     | 12  | 40    |        | 8.75         |                                  |
|   | w      | eekly.         | 80        | .00        | 21           | .00   | 3 "C <sup>1,2</sup>                               | .60   |        | 8.10         | 5. 35                            |
|   |        |                | (A        | .11        | at har       | WA    | ek dat  | . +1  | me)    |              |                                  |
|   | 1      | time           | . 35      | .00        | 21           | .00   | 12  | .50   |        | 8.75         | 5.00                             |
|   | 13     | times          | . 33      | .25        | 19           | .95   | īī  | .88   |        | 8.32         | 4.75                             |
|   | 26     | times          | . 31      | .50        | 18           | . 90  | 12<br>11<br>11                                    | . 25  |        | 7.88         | 4.50                             |
|   | 52     | times          | or c      | once       |              |       | 10  |       |        |              |                                  |
|   | W      | eekly          | 29.       | .75        | . 17         | . 85  | 10  | .88   |        | 7.45         | 4.25                             |
|   | 100    | times<br>eekly | ort       | WIC        | 14           | .80   | 10  | nn    |        | 7,00         | 4 00                             |
|   |        | times          |           |            |              |       | 10  | . 00  |        | 1,00         | 1 00                             |
|   |        | eekly          |           |            |              |       | 9.  | .88   |        | 6.56         | 8.75                             |
|   |        | times          | or f      | ive        | timee        |       |   |       |        |              |                                  |
|   | W      | eekly          | 24.       | .50        | 14           | .30   | 8.  | .75   | - (    | 3.18         | 8.50                             |
|   | 0.1    |                |           | A          | NNOU         | INC   | EMEN  | TS    |        |              |                                  |
|   | 20     | WOLD E         | tatio     | ם מנ       | TERE         | 880   | e .as   | 100   | word   | rate         | ١.                               |
|   |        |                | (6:0      | in n       | m. t         | n S   | :00 p.n<br>13 ti.<br>8.20<br>5.00<br>3.55<br>2.87 | n. d  | ailv)  |              |                                  |
|   |        |                | , , , , , |            | 11           | 1.    | 13 ti.  | 26    | ti.    | 52 ti        | . 100 ti.                        |
|   | 1      | minu           | te        |            | 8.           | 75    | 8, 20   | 7     | .82    | 7.4          | 5 7 00                           |
|   | 100    | words          | J         |            | 5,           | 25    | 5.00  | 4     | .50    | 4.2          | 5 4.00                           |
|   | 50     | words          | l         |            | 8,           | 75    | 3.55  | 3     | .37    | 3.1°<br>2,1° | 3.00                             |
|   | 25     |                |           |            |              |       |   |       |        |              |                                  |
|   |        | 129-00         | noor      | n to       | 1.00         | ເລລ   | m., 5:0<br>5.45<br>3.80<br>2.37<br>1.90           | nn -  | 700    | to R         | 00                               |
|   |        | n.n            | 1. 81     | nd         | 9:00         | D. II | 1. to   | 10:0  | 0 n.   | m.)          |                                  |
|   | 1      | minut          | е         |            | 5.           | 75    | 5.45  | 5     | .17    | 4.93         | 4.60                             |
|   | 100    | words          |           |            | 4.           | 00    | 3.80  | 3     | .60    | 3.40         | 3.20                             |
|   | 50     | words          | i         |            | 2.           | 50    | 2.37  | 2     | .25    | 2.12         | 2.00                             |
|   | 25     | Words          | ٠         |            | 2.           | 90    | C.  | 1     | .80    | 1.70         | 2 4.60<br>3.20<br>2 2.00<br>1.60 |
|   |        |                | ( A       | n a        | UJ⊿∆<br>ther | 33    | alr dan   | , ,,, | na)    |              |                                  |
|   | 1      | minut          | 6 .       | (          | 4            | 50    | 4.27  | 4     | . 20   | 3.97         | 3.75                             |
|   | 100    | words          |           |            | 3.           | 00    | 2,85  | 2     | .70    | 2.5          | 5 2.40                           |
|   | 50     | words          |           |            | 2.           | 00    | 1.90  | 1     | .80    | 1.70         | 1.60                             |
|   | 25     | words          |           |            | 1.           | 50    | ek day<br>4.27<br>2.85<br>1.90<br>1.43            | 1     | .35    | 1.27         |                                  |
|   |        |                |           | 311        | MINIO        | . F   | PVLO  | REG   | ,      |              |                                  |
|   | Wea    | ther I         | epor      | ī, t       | ime :        | 81gi  | lai, De   | ews   | nash   | 06 81        | nd spe-                          |
|   | CIAI   | apotti         | DR 0      | H B        | nnoun        | céll  | ienis.  | rogu  | rat, g | mnou         | ncement                          |

Weather report, time signal news flashes and special spotting of announcements, rogular announcement rate plus 1.00. News: Rates on application.

RECOBDED PROGRAMS

Electrical transcriptions are accepted for broadcast at any hour available. No service charge on electrical transcriptions TALENT

Station will furnish any type of local talent available. Rates on application.

REMOTE CONTROL

Programs will be broadcast from any location, Price-on application on points outside of regular studies SERVICE FACILITIES

Merchandising department, trade contacts, display service—rates on request.

Closing time

Closing date is two weeks prior to starting date.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables

Personnel

Occupied Manager—Haydn R. Ersons

tion, using 33-1/3 and 78 r.p.m. of Personnel General Manager—Haydn R. Evans. Station Manager—J. L. Gallagher. Representatives None.

# ASHLAND

ASHLAND
(Ashland County)

(Established 1940)

Rates effective March 15, 1944, (Card No. 2)
Owned and operated by Upper Michigan-Wisconsin
Broadcasting Co., Inc.
Business Office and Studio—Northern State Bank
Building, Ashland, Wisconsin,
Transmitter—Highway 13 and 24th St., Ashland, Wis.
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operates on Central War Time
Actual operating schedule: Sundays 7:30 s.m. to
11:00 p.m.; week days 6:30 s.m. to 11:00 p.m.
Agency Commission
Agency commission 16% to recognized advertising
agencies. Cash discount none.
General Advertising
For combination rates see listings of Mutual Broadcasting System, North Central Broadcasting System
and Keystone Network.
Rate include charges by owners of music copyrights
(This listing continued on next page)

(This listing continued on next page)



# **ELEMENTS** SUCCESSFUL TEST AREA

are offered by the

# ARROWHEAD NETWORK

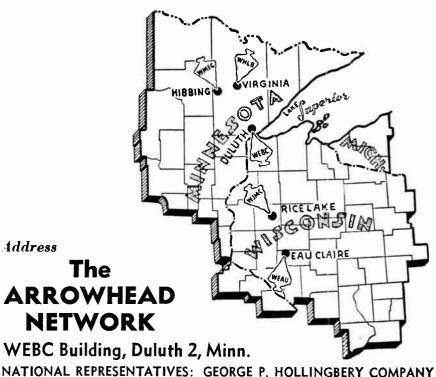
• Here is a market with a wholesome, healthy combination of rural and urban activity.

¶ Here is a stable, substantial market, well balanced industrially between mining (iron ore), shipping (iron and grain outgoing with coal incoming), and rich dairying territory (Minnesota and Wisconsin lead in the nation in butter, cheese and milk production).

¶ Here are 360,000 Radio Homes in a \$433,000,-000 Farm Market, and a \$459,000,000 Retail Market with a population total well over a million and a half.

¶ Here is a group of five dominant home stations, each with a loyal local following continually fostered by personalized programs promoting every town in each territory.

¶ And one advertising order blankets the area. Ask for the complete story with full and accurate data.



# WISCONSIN—Continued

# ASHLAND—Continued W A T W—Continued

| CLASS "A"                                   |                                  |           |        |       |  |  |  |  |  |  |  |
|---|----------------------------------|-----------|--------|-------|--|--|--|--|--|--|--|
| CL.   | A88                              |           |        |       |  |  |  |  |  |  |  |
| (7:30 a.m. to 9:00 a.m.; 11:80 a.m. to 1:80 |                                  |           |        |       |  |  |  |  |  |  |  |
| p.m.; 5:80 p.m. to 8:30 p.m.)               |                                  |           |        |       |  |  |  |  |  |  |  |
|   | /2 1/4                           | 10        | 5      | 1     |  |  |  |  |  |  |  |
| hr.   | hr. hr.                          |           | min.   | min.  |  |  |  |  |  |  |  |
| 1 time 75.00 45                             | .00 30.00                        | 22,50     | 15.00  | 6.00  |  |  |  |  |  |  |  |
| 13 times 60.00 36                           | .00 24.00                        | 18.00     | 12.00  | 4.80  |  |  |  |  |  |  |  |
| 26 times 56.30 83                           | .80 22.50                        |           | 11.30  | 4.50  |  |  |  |  |  |  |  |
|   | .50 21.00                        |           | 10.50  | 4.85  |  |  |  |  |  |  |  |
| 52 times 48.80 29                           | 30 19.50                         | 14.70     | 9.80   | 4.20  |  |  |  |  |  |  |  |
| 78 times 45.00 27                           | .00 18.00                        |           | 9.00   | 4.05  |  |  |  |  |  |  |  |
| 104 times 41.30 24                          |                                  | 12.40     | 8.30   | 8.90  |  |  |  |  |  |  |  |
| 101 times 11.00 21                          | .00 10.00                        | 11.20     |        |       |  |  |  |  |  |  |  |
|   | .50 15.00                        | 11.30     | 7.50   | 8.60  |  |  |  |  |  |  |  |
|   | .80 18.50                        |           | 6.80   | 8.40  |  |  |  |  |  |  |  |
|   | .00 12.00                        | 9.10      | 6.00   | 3.20  |  |  |  |  |  |  |  |
|   | .80 10.50                        | 8.00      | 5.30   | 8.00  |  |  |  |  |  |  |  |
| CL  | ASS "B"                          |           |        |       |  |  |  |  |  |  |  |
| (9:00 a.m. to 11:30                         | 0 a.m.; 4:                       | 80 p.m. 1 | o 5:30 |       |  |  |  |  |  |  |  |
| p.m.; 8:80 p                                | .m. to 10:                       | 30 p.m.)  |        |       |  |  |  |  |  |  |  |
| 1 time 45.00 27                             | .00 18.00                        |           | 9.00   | 4.25  |  |  |  |  |  |  |  |
| 13 times 86.00 21                           | .60 14.40                        |           | 7.20   | 3.50  |  |  |  |  |  |  |  |
| 26 times 33.80 20                           | .80 13.50                        | 10.20     | 6.80   | 8.80  |  |  |  |  |  |  |  |
| 39 times 31.50 18                           | .90 12.60                        | 9.50      | 6.80   | 8.20  |  |  |  |  |  |  |  |
|   | .60 11.70                        |           | 5.90   | 8.10  |  |  |  |  |  |  |  |
|   | .00 11.10                        | 8.10      | 5.40   | 8.00  |  |  |  |  |  |  |  |
| 78 times 27.00 16                           | .20 10.80                        |           | 5.00   | 2.85  |  |  |  |  |  |  |  |
| 104 times 24.80 14                          | .90 9.90<br>.50 9.00<br>.20 8.10 | 7.50      |        |       |  |  |  |  |  |  |  |
| 156 times 22.50 18                          | .50 9.00                         |           | 4.50   | 2.70  |  |  |  |  |  |  |  |
|   |                                  | 6.10      | 4.10   | 2.55  |  |  |  |  |  |  |  |
|   | .80 7.20                         | 5.40      | 8.60   | 2.40  |  |  |  |  |  |  |  |
| 312 times 15.80 9                           | .50 6.80                         | 4.70      | 8.20   | 2.25  |  |  |  |  |  |  |  |
| CL  | A88 "C"                          |           |        |       |  |  |  |  |  |  |  |
| (6:80 a.m. to 7                             | :80 a.m.:                        | 1:30 p.m  | i. to  |       |  |  |  |  |  |  |  |
| 4.  | 30 p.m.)                         |           |        |       |  |  |  |  |  |  |  |
|   | .50 15.00                        | 11.25     | 7.50   | 8.00  |  |  |  |  |  |  |  |
|   | .00 12.00                        | 9.00      | 6.00   | 2.50  |  |  |  |  |  |  |  |
|   | .90 11.80                        | 8.50      | 5.70   | 2.85  |  |  |  |  |  |  |  |
|   | .80 10.50                        | 7.90      | 5.30   | 2.25  |  |  |  |  |  |  |  |
|   | .70 9.80                         | 7.40      | 4.90   | 2.15  |  |  |  |  |  |  |  |
|   |                                  |           | 4.50   | 2.05  |  |  |  |  |  |  |  |
| 78 times 22.50 13                           |                                  | 6.80      |        |       |  |  |  |  |  |  |  |
|   | .40 8.80                         | 6.20      | 4.20   | 1.95  |  |  |  |  |  |  |  |
|   | .80 7.50                         | 5.70      | 8.80   | 1.80  |  |  |  |  |  |  |  |
|   | .20 6.80                         | 5.10      | 8.40   | 1.70  |  |  |  |  |  |  |  |
|   | .00 6.00                         | 4.50      | 8.00   | 1.60  |  |  |  |  |  |  |  |
| 312 times 14.20 8                           | .00 5.80                         | 4.00      | 2.50   | 1.50  |  |  |  |  |  |  |  |
|   | L FEATU                          |           |        |       |  |  |  |  |  |  |  |
| Tonned mine services                        | aportonata                       | local av  | OF1 8  | vents |  |  |  |  |  |  |  |

260 times.... 15.00 9.00 6.00 4.50 8.00 1.60 312 times..... 14.20 8.00 5.30 4.00 2.50 1.50 EPECIAL FEATURES
Leased wire services, sportcasts, local sports events, time signals; road, weather and temperature reports; lodge, club and lake fishing bulletins; remote broadcasts; participating programs.

TALENT
Talent costs are in addition to time rates.

REMOTE CONTROL.
Equipped for handling of temporary or permanent remotes. Line charges are net.

SERVICE FACILITIES
Announcers, operating staff, program and continuity service at no extra charge.
Programs planned and produced. Complete promotion and merchandising service.
Journact and Other Requirements
Advertising of alcoholio beverages accepted.
All continuity subject to rules and regulations of the Federal Communications Commission and other competent suthorities.

No maximum length on programs or restriction of frequency of broadcasting where time permits.

Rates are for facilities of station only. Right is reserved to refuse or discontinue any advertising for any reasons sufficient to the station.

Sechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.pm. double turn-tables for vertical and lateral cut recordings.

Closing Time
Tient programs, one week in advance of broadcast; announcements and recorded programs. 24 hours in advance of broadcast talks or other speeches must be submitted to station 24 hours in advance of broadcast time.

Personnel Manager—I. W. Huss.
Representatives Bears & Ayer, Inc.
North Central Broadcasting System.

# **EAU CLAIRE** (Bau Claire County) WEAU



Rates effective January 1, 1944.

Rates effective January 1, 1944.

Owned and operated by the Central Broadcasting Co. Business Office and Studio—203 S. Baratow Street. Eau Claire. Wisconsin, telephone 6149.

Transmitter—Altooma Lake Drive, Eau Claire. Wisconsing Dower—5,000 watts.
379.7 meters; 790 kilocycles.
Operating power—5,000 watts.
Agency Commission 15% to recognized advertising agencies on net charge for station time. No commission on talent. All bills rendered and due weekly in advance. No cash discount.
General Advertisins
For combination rates see listings of National Broadcasting Company (Basic Supplementaries), and Arrowhead Network.
Rates include charges by owners of music copyrights.
CLASE "A"

(6:00 p.m. to 10:00 p.m.)
1 1/2 1/4 10 5 °1

|     |        | (6:00  | p.m. to | 10:00 | p.m.) |       |      |
|-----|--------|--------|---------|-------|-------|-------|------|
|     |        | i      | 1/2     | 1/4   | 10    | 5     | •1   |
|     |        | hour   | hour    | hour  | min.  | min.  | min. |
| 1   | time   | 120,00 | 70.00   | 85.00 | 25.00 | 16.50 | 8.50 |
| 26  | times  | 114.00 | 66.50   | 88,25 | 28.75 | 15.68 | 8.08 |
| 52  | times  | 111.00 | 64.75   | 82.88 | 23.18 | 15.26 | 7.86 |
| 65  | times  | 108.00 | 68.00   | 81.50 | 22,50 | 14.85 | 7.65 |
| 130 | times  | 105.00 | 61,25   | 80,63 | 21.28 | 14,44 | 7.44 |
| 156 | times  | 102.00 | 59.50   | 29.75 | 21,25 | 14.08 | 7.23 |
| 260 | times_ | 98.00  | 56.00   | 28.00 | 20.00 | 18,20 | 6,80 |
| 312 | times  | 98.00  | 54.25   | 27.12 | 19.88 | 12.79 | 6.59 |
| 468 | times  | 90.00  | 52.50   | 26.25 | 18.75 | 12,88 | 6.88 |
| 624 | times  | 84.00  | 49.00   | 24.50 | 17.50 | 11.55 | 5.85 |
|     |        |        |         |       |       |       |      |

|   |        |         | CLASS  |                |       |         |      |  |  |
|---|--------|---------|--------|----------------|-------|---------|------|--|--|
| -   | (12:00 | noon to |        |                | 10:90 | p.m. to |      |  |  |
|   |        |         |        | p.m.)          |       |         |      |  |  |
|   |        | 1       | 1/2    | 1/4            | 10    | 5       | *1   |  |  |
|   |        | hr.     | hr.    | hr.            | min.  | min.    | min. |  |  |
| 1   | time   | . 90.00 | 52.50  | 26.25          | 18.75 | 12.38   | 6.88 |  |  |
| 26  | times. | . 85.50 | 49.88  | 24.94          | 17.82 | 11.76   | 6.06 |  |  |
| 52  | times. | . 88.25 | 48.57  | 24.29          | 17.85 | 11.45   | 5.90 |  |  |
| 65  | times. | . 81.00 | 47.25  | 23.63          | 16.88 | 11.14   | 5.74 |  |  |
| 130   | times. | . 78.75 | 45.94  | 22.98          | 16.41 | 10.88   | 5.58 |  |  |
| 156   | times. |         | 44.68  | 22.82          | 15.94 | 10.58   | 5.48 |  |  |
| 260   | times. |         | 42.00  | 21.00          | 15.00 | 9.90    | 5.10 |  |  |
| 812   | times. |         | 40.69  | 20.84          | 14.54 | 9.59    | 4.95 |  |  |
| 468   | times. |         | 89,88  | 19.69          | 14.07 | 9,29    | 4.79 |  |  |
| 624   | times. |         | 86.75  | 18.38          | 18.18 | 8,67    | 4.89 |  |  |
| 021   | timos. | . 00.00 | CLASS  |                | 10.10 | 0.0.    |      |  |  |
|   | 7:00 1 | .m. to  |        | oon and        | 1 .00 | p.m. to |      |  |  |
| ,   |        | .ш. ю   | 6:00   |                | 1.00  | p.m. •  |      |  |  |
| 1   | time   | 60.00   | 85.00  | 17.50          | 12.50 | 8.25    | 4.25 |  |  |
| 26  | times. |         | 88.25  | 16.68          | 11.88 | 7.84    | 4.04 |  |  |
| 52  | times. |         | 82.88  | 16.19          | 11.57 | 7.68    | 8.98 |  |  |
| 65  | times. |         | 81.50  | 15.75          | 11.25 | 7.43    | 3.83 |  |  |
| 130   |        |         |        | 15.82          | 10.94 | 7.22    | 8.72 |  |  |
|   | times. |         | 80.68  |                | 10.68 | 7.02    | 8.62 |  |  |
| 156<br>260                                      | times. |         | 29.75  | 14.88          |       | 6.60    | 8.40 |  |  |
|   | times. |         | 28.00  | 14.00          | 10.00 |         |      |  |  |
| 812   | times. |         | 27.18  | 18.56          |       | 6.89    | 8.80 |  |  |
| 468   | times. |         | 26.25  | 18.13          | 9.88  | 6.19    | 8.19 |  |  |
| 624   | times. | 42.00   | 24,50  | 12.25          | 8.75  | 5.78    | 2.98 |  |  |
|   |        |         | CLASS  |                |       |         |      |  |  |
| _   |        | (10:80  |        | o 7:00 i       |       |         |      |  |  |
| _1  | time   |         | 25.00  | 12.50          | 8.88  | 5.50    | 8.00 |  |  |
| 26  | times. |         | 28.75  | 11.88          | 7.92  | 5.28    | 2.85 |  |  |
| 52  | times. |         | 28.13  | 11.56          | 7.71  | 5.09    | 2.7R |  |  |
| 65  | times_ |         | 22.50  | 11.25          | 7.50  | 4.95    | 2.70 |  |  |
| 130   | times. |         | 21.88  | 10.94          | 7.29  | 4.81    | 2.68 |  |  |
| 156   | times. |         | 21.25  | 10.68          | 7.08  | 4.68    | 2.55 |  |  |
| 260   | times. | . 82.00 | 20.00  | 10.00          | 6.67  | 4.40    | 2.40 |  |  |
| 812   | times. |         | 19.88  | 9.69           | 6.46  | 4.26    | 2.88 |  |  |
| 468   | times. | 80.00   | 18.75  | 9.88           | 6.25  | 4.18    | 2.25 |  |  |
| 624   | times. | 28.00   | 17,50  | 8,75           | 5.88  | 8.85    | 2.10 |  |  |
| (*) Announcements not restricted to any certain |        |         |        |                |       |         |      |  |  |
| ) he  | MITS.  |         |        |                |       |         |      |  |  |
|   |        | CDT     | TAT. E | THE A STATE OF | T Q   |         |      |  |  |

hours.

SPECIAL FEATURES

News: Leased wire service available.

TALENT

Charges for studio programs and talent are governed by type of presentation and will be quoted on request.

POLITICAL TALKS

Accepted at regular rates, payable in advance. No agency commission allowed.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available—rates on request.

REMOTE CONTROL

Facilities available; charges additional to station rates.

rates.
Closing Time
Copy must be submitted three days in advance of hroadcast date.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for werters and lateral cut recordings.

Representatives
General Manager—Walter C. Bridges.
Sales Manager—Uyde Biddles.
National Sales Manager—H. W. Westmoreland.
Representatives
George P. Hollingbery Company.

# FOND DU LAC

(Fond du Lac County)
KFIZ (Established 1922)



Rates effective February 1, 1942. (Card No. 18.)

Owned and operated by Reporter Printing Company.

Business Office-18 West First St., Fond du Lac.

Wisconsin, telephone 556.

Studioe-Lange Bidg., Fond du Lac. Wisconsin.

Transmitter-Mange Bidg., Fond du Lac. Wisconsin.

Vave-First power-250 watts.

OUG-18 meters: 1450 kilocycles.

Dicensed to operate on local channel, unlimited time.

Operating schedule: Sundsys 7:30 a.m. to 11:00 p.m.;

week days 8:00 a.m. to 10:00 p.m. to 11:00 p.m.;

week days 8:00 a.m. to 10:00 p.m. agency commission

|     |          | 16:00 | p.m. to  | 9:00   | p.m.)  |         |       |
|-----|----------|-------|----------|--------|--------|---------|-------|
|     |          | 1 ti. | 18 ti.   | 26 tl. | 52 ti. | 100 tl. |       |
| 1   | hour     | 70.00 |          | 56.00  | 52,50  | 49.00   | 45.50 |
| 1/2 | hour     | 42.00 |          | 83,60  | 31.50  | 29,40   | 27,30 |
|     | hour     |       |          | 22.40  | 21.00  | 19.60   | 18,20 |
|     | minut-s  | 17.50 | 16.25    | 14.00  | 13.12  | 12,25   | 11.37 |
|     | minutes  | 14.00 | 12.60    | 11.20  | 10.50  | 9.80    | 9.10  |
| ĭ   | minute   | 6.00  | 5.40     | 4.80   |        | 4.20    | 8.90  |
| 100 | Words    | 5.00  | 4.50     | 4.00   |        | 8.50    | 8, 25 |
| 100 | # Ut (18 | 0.00  | CLA88    | B      |        | 3.00    | 3.20  |
|     |          |       | CITATION | _      |        |         |       |

|    |        |      |     | CLASS          | _      |       |        |    |
|----|--------|------|-----|----------------|--------|-------|--------|----|
|    | (12:00 | noon | to  | 1:00 p.        | m. and | 5:00  | p.m.   | to |
|    | ,,     |      |     | 6:00 t         |        |       | -      |    |
|    |        |      |     |                |        |       |        |    |
| 1  | hour   | 50   | 00  | 45.00          | 40.00  | 37.50 | 35,00  | 32 |
|    |        |      |     | 20.00          |        |       |        |    |
| 19 | hour   | 30.  | OO. | 27.00          | 24.00  | 22.50 | 21.00  | 19 |
|    |        |      |     |                | 1 - 00 |       | * 4 00 |    |
| /4 | hour   | 20.  | .00 | 18. <b>0</b> 0 | 16.00  | 15.00 | 14.00  | 13 |
|    |        |      |     |                |        |       |        |    |

|     | (8:00 a.n | a. to 1 | 2:00 no | on, 1:0 | 0 p.m.  | to 5:00 | )    |
|-----|-----------|---------|---------|---------|---------|---------|------|
|     | p.m.      | and 9   | :00 p.m | i. to 1 | 0:00 p. | .m.)    |      |
| 1   | hour      |         | 31.50   |         | 26, 25  | 24.50   | 22.7 |
| 1/9 | hour      | 21.00   |         | 16.80   | 15.75   | 14.70   | 13.6 |
|     | hour      |         | 12.60   | 11.20   | 10.50   | 9.80    | 9.1  |
|     | minutes   | 8.75    | 7.87    | 7.00    | 6.56    | 6.12    | 5.6  |
|     | minutes   | 7.00    | 6.30    | 5.60    | 5.25    | 4.90    | 4.5  |
|     |           | 4.00    | 3.60    | 8.20    | 3.00    | 2.80    | 2.6  |
|     | minute    |         | 2.70    | 2.40    | 2.15    | 2.10    | 1.9  |
| 100 | words     | 3.00    | 2,70    | 4.40    | 4.10    | 2,10    | 1.8  |

ANNOUNCEMENTS

All 100 word announcements to be scheduled at least one announcement each day.

SPECIAL FEATURES

Football, baseball, sports reviews, newscasts, time signals. Rates on request.

ELECTRICAL TRANSCRIPTIONS

Electrical transcription library services available. Details on request. TALENT

Rates on application.

REMOTE CONTROL

Rates ou request.

Closing Time

Closing date for sponsoled programs is one week in advance.

For announcements, talks, speedles att.

advance.
For announcements, talks, speeches, etc., the day previous.
Mechanical Program Equipment Equipped to handle programs by electrical transcription using 83-1/8 and 78 r.p.m. double turn-tables.

tion using 35-1/8 and 16 r.p.m. Personnel General Manager—A. H. Lange, Station Manager—Cile Fairbanks. Representatives None.

# **GREEN BAY**

(Brown County)
WTAQ

(Established 1922) Rates effective October 1, 1939. (Card No. 2.)

Hates effective October 1, 1939. (Card No. 2.)
Owned and operated by WHBY, Inc.
Business Office—Bellin Bldg., Green Bay, Wisconsin,
Adam 1,
Studio (Main)—Bellin Bldg., Green Bay, Wisconsin.
Transmitter—West De Pere, Wisconsin.
Wave—Power—Tims
Operating power—5,000 watts.
229.8 meters; 1360 kilocycles.

Licensed to operate unlimited time.
Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Cemmission

| 52 times 119.00 72.25 42.50 29.75 17.82 100 times 112.00 68.00 40.00 28.00 16.83 200 times 105.00 68.75 87.50 26.25 15.75 20.00 times 98.00 59.50 83.00 24.50 14.76 (11:45 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m. and 5:00 p.m. to 6:00 p.m. 36.00 25.00 15.00 13 times 95.00 57.00 34.20 23.75 14.25 26 times 95.00 51.00 30.60 21.25 12.25 100 times 85.00 48.00 28.80 20.00 12.00 times 80.00 48.00 28.80 20.00 12.00 times 75.00 45.00 27.00 18.75 11.25 200 times 70.00 45.00 27.00 18.75 11.25 200 times 70.00 45.00 27.00 18.75 11.25 200 times 70.00 45.00 25.00 17.50 10.50 (LASS "C" (All other week day time) 42.00 25.00 17.50 10.00 1 times.  | 13  | times   | 133.00        | 80.75     | 47.50   | 83.25   | 18.80  |
|--|-----|---------|---------------|-----------|---------|---------|--------|
| 100 times   112.00   68.00   40.00   28.00   16.86   200 times   195.00   68.75   37.50   24.55   14.70   ELASS   38.00   24.50   14.70   ELASS   38.00   24.50   14.70   ELASS   38.00   24.50   14.70   ELASS   38.00   24.50   15.00   ELASS   38.00   25.00   15.00   ELASS   38.00   25.00   15.00   ELASS   38.00   25.00   15.00   ELASS   34.20   25.20   15.00   ELASS   24.00   22.55   14.25   ELASS   24.00   25.20   17.50   ELASS   27.00   27.00   18.75   ELASS   27.00   27.00   27.00   ELASS   27   | 26  | times   | 126.00        | 76,50     | 45.00   | 81.50   | 18.90  |
| 100 times   112.00   68.00   40.00   28.00   16.86   | 52  | times   | 119.00        | 72,25     | 42.50   | 29.75   | 17.85  |
| 200 times 105.00 68.75 87.50 26.25 15.76 200 times 98.00 59.50 35.00 24.50 14.76 (L1.45 a.m. to 1.00 p.m. and 5:00 p.m. | 100 | times   | 112.00        | 68.00     | 40.00   | 28.00   |        |
| 800 times 98.00 59.50 35.00 24.50 14.70 (LASS "B")  (11:45 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m.)  1 times. 95.00 57.00 34.20 23.75 14.22 26 times 80.00 48.00 28.80 20.00 12.00 10.00 times 80.00 48.00 28.80 20.00 12.00 12.00 times 75.00 45.00 27.00 18.75 11.22 800 times 70.00 45.00 27.00 18.75 10.50 10.5 |     |         | 105.00        |           |         |         |        |
| CLASS "B"  (11:45 a.m. to 1:00 p.m. and 5:00 p.m. to  6:00 p.m.)  1 time. 100.00 6:00 36.00 25.00 15.00  13 times. 95.00 57.00 34.20 23.75 14.22 26 times. 95.00 54.00 32.40 22.50 18.56 52 times 85.00 51.00 80.60 21.25 12.22 100 times 80.00 48.00 28.80 20.00 12.02 200 times 75.00 45.00 27.00 18.75 11.32 300 times 70.00 42.00 25.20 17.50 10.56  CLASS "B"  (CLASS "B"  42.00 12.50 18.75 11.32  (CLASS "B"  (CLASS "B"  (All other week day time)  70.00 42.00 25.00 17.50 10.50  (CLASS "C"  (CLASS "C"  (CLASS "B"  (CLASS "C"  |     |         |               |           |         |         |        |
| (11:45 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m.)  1 time. 100.00 60.00 p.m.)  1 times. 95.00 57.00 34.20 23.75 14.22 26 times 85.00 51.00 30.00 22.50 18.50 52 times 85.00 48.00 22.80 20.00 12.00 100 times 80.00 48.00 28.80 20.00 12.00 100 times 75.00 45.00 27.00 18.75 11.22 800 times 70.00 45.00 27.00 18.75 11.22 100 times 70.00 45.00 25.20 17.50 10.50 100 times 70.00 42.00 25.00 17.50 10.50 100 times 68.00 87.80 23.75 16.60 9.50 100 times 68.00 87.80 23.75 16.60 9.50 100 times 68.00 87.80 22.55 18.575 9.50 100 times 50.50 85.70 21.25 14.85 8.50 100 times 50.50 81.50 18.75 13.13 7.50 100 times 49.00 29.40 14.55 12.25 7.50   |     | ******* | 20.55         |           |         |         |        |
| 6:00 p.m.)  1 time. 100.00 60.00 36.00 25.00 15.00 13 times. 95.00 57.00 34.20 23.75 14.25 26 times. 90.00 54.00 32.40 22.50 18.55 52 times 85.00 51.00 80.60 21.25 12.25 100 times 75.00 45.00 27.00 18.75 11.25 300 times 70.00 42.00 27.00 18.75 11.26  CLASS C  (All other week day time) 1 time. All other week day time) 1 times 68.00 39.90 23.75 16.60 9.56 26 times 68.50 39.90 23.75 16.60 9.56 52 times 68.50 38.90 22.50 17.50 10.00 52 times 59.50 85.70 21.25 14.85 8.50 100 times 56.00 38.60 20.00 14.00 8.60 200 times 55.50 81.50 18.75 13.13 7.50 800 times 49.00 29.40 14.50 12.25 7.50  |     | /11:45  | a moto        |           |         | 00 2 20 | to     |
| 1 time. 100.00 60.00 36.00 25.00 15.00 13 times. 95.00 57.00 34.20 23.75 14.20 26 times. 90.00 54.00 32.40 22.50 18.50 52 times 85.00 48.00 28.80 20.00 12.00 100 times 75.00 45.00 27.00 18.75 11.25 800 times 70.00 45.00 27.00 18.75 11.25  (CLASS CC  (All other week day time) 1 times. 70.00 42.00 25.20 17.50 10.50 25 times 66.50 89.90 23.75 18.60 9.50 26 times 63.00 87.80 22.50 17.50 10.00 13 times 66.50 89.90 23.75 18.60 9.50 52 times 63.00 87.80 22.55 18.56 9.50 52 times 59.50 85.70 21.25 14.85 8.50 100 times 56.50 81.50 18.75 13.13 7.50 800 times 49.00 29.40 14.50 18.25 7.50 800 times 49.00 29.40 14.50 12.25 7.50   |     | (11.10  | #.III. U      |           |         | оо р.ш. |        |
| 13 times 95.00 57.00 34.20 23.75 14.25 26 times 85.00 51.00 80.60 21.25 12.25  |     | *1      | 100.00        |           |         | 95.00   | 1 5 00 |
| 26 times. 90.00 54.00 32.40 22.50 18.50 52 times 85.00 51.00 80.60 21.25 12.25 100 times 85.00 48.00 28.80 20.00 12.05 800 times 75.00 42.00 27.00 18.75 11.05 (CLASS) CC  (LASS) CC 1 times. 70.00 42.00 25.20 17.50 10.50 (CLASS) CC 1 times. 70.00 42.00 25.20 17.50 10.50 25.20 17.50  |     |         |               |           |         |         |        |
| 52 times 85.00 51.00 80.60 21.25 12.22 100 times 80.00 48.00 28.80 20.00 12.00 20.00 12.00 12.00 12.00 12.00 12.00 12.00 12.00 12.00 12.00 12.00 12.00 12.00 12.00 12.00 12.00 12.00 12.00 12.00 17.50 10.50 12.00 12.00 12.00 17.50 10.50 12.00 12.00 12.00 17.50 10.00 12.00 12.00 12.00 17.50 10.00 12.00 12.00 12.00 12.00 17.50 10.00 12.00 12.00 12.50 |     |         |               |           |         |         |        |
| 100 times 80.00 48.00 28.80 20.00 12.00 200 times 75.00 42.00 27.00 18.75 11.35 (CLASS) (CLASS |     |         |               |           |         |         |        |
| 200 times 75.00 45.00 27.00 18.75 11.28 800 times 70.00 42.00 25.20 17.50 10.50 (CLASS CLASS CLA |     |         |               |           |         |         |        |
| 800 times 70.00 42.00 25.20 17.50 10.50 (LASN C) (C) (LASN C) (C) (1.40 times 66.50 89.90 25.75 16.60 9.56 25 times 68.00 87.80 22.50 15.75 9.50 25 times 59.50 85.70 21.25 14.85 8.50 100 times 56.00 83.60 20.00 14.00 8.60 200 times 52.50 81.50 18.75 13.13 7.50 800 times 49.00 29.40 14.50 12.25 7.50 800 times 49.00 29.40 14.50 12.25 7.50   |     |         |               |           |         |         |        |
| (All other week day time)  1 time. 70.00 42.00 25.00 17.50 10.00 13 times 66.50 89.90 23.75 16.60 9.56 26 times 63.00 37.80 22.50 15.75 9.00 52 times 59.50 85.70 21.25 14.85 8.50 100 times 56.00 33.60 20.00 14.00 8.00 200 times 50.50 81.50 18.75 13.13 7.50 800 times 49.00 29.40 14.50 12.25 7.50  | 200 | times   | 75.00         | 45,00     | 27.00   | 18.75   | 11.25  |
| CLASS "C"  (All other week day time)  1 times. 70.00 42.00 25.00 17.50 10.00  13 times 66.50 39.90 23.75 16.60 9.56  28 times 63.00 37.80 22.50 15.75 9.00  52 times 59.50 85.70 21.25 14.85 8.50  100 times 56.00 33.60 20.00 14.00 8.60  200 times 50.50 81.50 18.75 13.13 7.50  800 times 49.00 29.40 14.50 12.25 7.50  | 800 | times   | 70.0 <b>0</b> | 42.00     | 25.20   | 17.50   | 10.50  |
| Call other week day time)   1 times.   70.00   42.00   25.00   17.50   10.00   13 times   66.50   89.90   25.75   16.60   9.50   25 times   63.00   87.80   22.50   15.75   9.50   52 times   59.50   85.70   21.25   14.85   8.50   100 times   56.00   83.60   20.00   14.00   8.60   200 times   52.50   81.50   18.75   13.13   7.50   800 times   49.00   29.40   14.50   12.25   7.50   14.50   14.50   12.25   7.50   14.   |     |         |               | CLASS     | .,C     |         |        |
| 1 times. 70.00 42.00 25.00 17.50 10.00 13 times 66.50 89.90 23.75 16.60 9.56 26 times 63.00 87.80 22.50 15.75 9.00 25.00 times 56.00 85.70 21.25 14.85 8.50 100 times 56.00 83.60 20.00 14.00 8.60 200 times 52.50 81.50 18.75 13.13 7.50 800 times 49.00 29.40 14.50 12.25 7.00   |     |         | (All o        | ther week | day tim | ie)     |        |
| 13 times 66.50 89.90 23.75 16.60 9.56 26 times 63.00 87.80 22.50 15.75 9.50 52 times 59.50 85.70 21.25 14.85 8.56 100 times 56.00 83.60 20.00 14.00 8.60 200 times 52.50 81.50 18.75 13.13 7.50 800 times 49.00 29.40 14.50 12.25 7.50   | 1   | time    | 70.00         | 42.00     | 25.00   | 17.50   | 10.00  |
| 26 times 63.00 87.80 22.50 15.75 9.00 52 times 59.50 85.70 21.25 14.85 8.50 100 times 56.00 33.60 20.00 14.00 8.00 200 times 52.50 81.50 18.75 13.13 7.50 800 times 49.00 29.40 14.50 12.25 7.00   | 13  | times   | 66.50         |           |         | 16.60   | 9.50   |
| 52 times 59.50 85.70 21.25 14.85 8.50 100 times 56.00 83.60 20.00 14.00 8.00 200 times 52.50 81.50 18.75 13.13 7.50 800 times 49.00 29.40 14.50 12.25 7.00   |     |         |               |           |         |         |        |
| 100 times 58.00 33.60 20.00 14.00 8.60<br>200 times 52.50 81.50 18.75 13.13 7.50<br>800 times 49.00 29.40 14.50 12.25 7.00   |     |         |               |           |         |         |        |
| 200 times 52.50 81.50 18.75 18.18 7.50 800 times 49.00 29.40 14.50 12.25 7.00  |     |         |               |           |         |         |        |
| 800 times 49.00 29.40 14.50 12.25 7.00   |     |         |               |           |         |         |        |
|  |     |         |               |           |         |         |        |
|  | 800 | PITTION |               |           |         | 14.20   | 7.00   |

ANNOUNCEMENTS
Thirty word station break same as 100 word rats.

|     |         |         | CLASS     | A         |         |         |
|-----|---------|---------|-----------|-----------|---------|---------|
|     |         | (6:00   | p.m. to   | 10:00 p.m | L)      |         |
|     |         | 1 11.   | 13 ti.    | 26 tī.    | 52 t1.  | 100 tl. |
| 1   | minute  | 17.50   | 18.40     | 15.65     | 14.90   | 14.00   |
| 100 | words   | 10.50   | 10.00     | 9.00      | 8.50    | 8.00    |
| 50  | words   | 7.50    | 7.10      | 6.75      | 6.85    | 6.00    |
|     |         |         | CLASS     | "B"       |         | 0.00    |
|     | (11:45  | a.m. to | 1:00 p.n  | a. and 5: | 00 D.B. | to      |
|     |         |         | 6:00 p.:  | m.)       |         |         |
| 1   | minute  | 11.50   |           | 10.35     | 9.65    | 9,20    |
| 100 | words   | 8.00    | 7.60      | 7.20      | 6.80    | 6.40    |
|     | words   |         | 4.75      | 4.50      | 4.25    | 4.00    |
| -   |         | 0.00    |           | "C"       | 1.80    | 1,00    |
|     | (A      | ll othe | r time ex | cept Sun  | day)    |         |
| 1   | minute  |         | 8.55      | 8.40      | 7.95    | 7.50    |
|     | words   |         |           | 5.40      | 5.10    | 4.80    |
| 50  |         |         | 8.80      | 3.60      | 8.40    | 8,20    |
|     | W GE GS |         | CTAT. ET  |           |         | 5.20    |

SPECIAL FEATURES
Participating features—Farm Hands, Women's Hour,
News Periods—rates on request. Number of sponsors
limited.

News Periods—rates on request. Number of sponsors limited.

RECORDED PROGRAMS

No service charge on electrical transcriptions except shipping charges. Transcription library services available—details on request.

Station will furnish any type of local talent available. Bates on application

REMOTE CONTROL

Programs will be broadcast from any location. Prices on application on points outside of regular studios. Centract and Other Requirements

Maximum length of contract—one year.

Rates do not include talent. No extra charge for services of program and announcing staff.

Closing Time

Closing date is two weeks prior to starting date.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Persennel Manager—Haydn R. Evans. General Manager—Haydn R. Evans. General Sales Manager—Val E. Schneider. Representatives Weed & Company.

# JANESVILLE

(Rock County) WCLO (Established 1980)



Rates received October 11, 1944.

Owned and operated by Gazette Printing Company.
Business Office and Main Ntudio—200-204 E. Milwaukee Street. Janeaville, Wis., Janeaville, Wisyeve—Power—Time
Operating power—250 watts.

Licensed to operate full time.
Operates on Central War Time.

Actual operating schedule: 7:60 a.m. to 12:00 midmight.

Actual operating schedule: 7:00 a.m. to 12:00 mid-night.

Agency Commission
15% allowed to recognized advertising agencies on station time only; 2% cash discount—16 days from date of invoice.

General Advertising
For combination rates see listing of Mutual Broad-For combination rates see listing of Mutual Broad-

eneral Advertising
For combination rates see listing of Mutual Broad-casting System and Keystone Network. Affiliated with the Wisconsin Network.

| tne | W18con8                                 | ın ret | work.    |                  |       |         |       |
|-----|---|--------|----------|------------------|-------|---------|-------|
|     |   |        | CLASS    | '' <b>∆'</b> ' . |       |         |       |
| - ( | 6:00 p.m                                | 1. to  |          | m. and           | 11:30 | a. 128. | to    |
|     |   |        | 1:00 [   |                  |       |         |       |
|     |   | 1      | 1/2      | 1/4              | 10    | 5       |       |
|     |   | hour   | hour     | hour             | min.  | min.    | (*)   |
| 1   | t1me                                    | 70,00  | 42.00    | 28.00            | 21.00 | 14.00   | 7.00  |
| 13  | times                                   | 66.50  | 39.90    | 26.50            | 19.95 | 13.80   | 6.65  |
| 26  | times                                   | 63.00  |          | 25.20            | 18.90 | 12,60   | 6.30  |
| 52  | times                                   | 59.50  | 33.70    | 23.80            | 17.85 | 11.98   | 5,95  |
| 104 | times                                   | 56 00  | 32.60    | 22.48            | 16.80 | 11.20   | 5.65  |
| 156 | times                                   | 52.50  | 31.50    | 21.00            | 15.80 | 10.50   | 5.25  |
| 260 | times                                   | 49.00  | 29,40    | 19.60            | 14,70 | 9.80    | 4.90  |
|     | *************************************** |        | CLASS    | "B"              |       |         |       |
|     |   | (7:00) | a.m. to  | 11:80            | a.m.) |         |       |
| 1   | time                                    | 42.00  | 25.00    | 17.00            | 12.00 | 9.00    | 6.80  |
| 13  | times                                   | 39.90  | 23.75    | 16.15            | 11.40 | 8.55    | 5.70  |
| 26  | times                                   | 37.80  | 22.50    | 15.30            | 10.80 | 8.10    | 5.40  |
| 52  | times                                   | 35,70  | 21.25    | 14,45            | 10.20 | 7.65    | 5.10  |
| 104 | times                                   | 33.60  | 20.00    | 13.60            | 9.60  | 7.20    | 4.80  |
| 156 | times                                   | 31,50  | 18.75    | 12.75            | 9.00  | 6.75    | 4.50  |
| 260 | times                                   | 29,40  | 17.50    | 11.90            | 8.40  | 6.30    | 4,20  |
|     | •                                       |        | CLASS    | "C"              |       |         |       |
|     |   | - (    | All othe |                  |       |         |       |
| 1   | time                                    | 28,00  | 16.00    | 12.00            | 8.00  | 6.00    | 4.50  |
| 13  | times                                   | 26.60  | 15.20    | 11.40            | 7.60  | 5.70    | 4.18  |
| 26  | times                                   | 25.20  | 14.40    | 10.80            | 7.20  | 5.40    | 4.05  |
| 52  | times                                   | 23.80  | 13.60    | 10.20            | 6.80  | 5.10    | \$.83 |
| 104 | times                                   | 22,40  | 12,80    | 9.60             | 6.40  | 4.80    | 8.60  |
| 156 | times                                   | 21.00  | 12.00    | 9.00             | 6.00  | 4.50    | 8.88  |
| 260 | times                                   | 19.60  | 11.20    | 8.40             | 5.60  | 4.20    | 8.15  |

156 times... 21.00 12.00 9.00 8.00 4.50 8.38
260 times... 21.00 12.00 9.00 8.00 4.50 8.18
260 times... 19.60 11.29 8.40 5.60 4.20 8.15

(\*) One minute or less.
SPECIAL FEATURES
Participation Features: Rural Roundup, News. Homemakers Clinic—rates and details on request.
POLITICAL HATES
One time Class "A" rates apply.

TRANSURIPTIONS
Regular rates apply.

Transurently Tons
Program suggestions, lists of talent, large studio organ—rates on request.

SERVICE FACILITIES
Station will assume entire responsibility for program production or preparation. Newspaper publicity, direct mail promotion and personal contacts.

Closing Time
Contracts should be closed two weeks in advance to enable proper merchandising. Transcriptions and recordings must be delivered to studios one week in advance.

advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables

tion, using 53-1/3 and 78 r.p.m. oduble turn-Personnel Managing Director—Sidney H. Bliss. Program Director—Dorothy Alan. Production Manager—Bob Page. Representatives William G. Rambeau Company.

# LA CROSSE (LaCrosse County) WKBH

(Established 1928)



Rates effective July 1, 1944. (Card No. 7.)
(whend and operated by WKBH. Incorporated,
Business Offices and Main Studios—Radio Building
LaCrosse, Wisconsin, telephone 450
Transmitter—Three miles from La Crosse on Mormon Coulee Road.
Wave—Pawe—Time
Operating power—1,000 watta,
212.8 meters; 1410 kilocycles.
Licensed to operate full time on cleared regional
channel.

channel. on Central War Time.

Agency Commission

15% to recognized agencies on net charges for station time only; no cash discount.

General Advertising

For combination rates see National Broadcasting

Company (Basic Supplementaries).

CLASS "A"

(6:00 p.m. to 10:00 p.m. and 12:00 noon to

1:00 p.m.)

|     | -       |        | 1:00 p | .m.)   |        |         |         |
|-----|---------|--------|--------|--------|--------|---------|---------|
|     |         | 1 t1.  | 13 tl. | 26 ti. | 52 ti. | 100 ti. | 260 t1. |
| 1   | hour    | 100.00 | 95.00  | 90.00  | 85.00  | 80.00   | 75.00   |
| 1/2 |         | 60.00  | 57.00  | 54.00  | 51.00  | 48.00   | 45.00   |
|     | hour    | 40.90  | 38.00  | 36.00  | 34.00  | 32.00   | 30.00   |
|     | minutes |        | 28.50  | 27.00  | 25.50  | 24.00   | 22.50   |
|     | minutes |        | 19.00  | 18.00  | 17.00  | 16.00   | 15.00   |
| ĭ   | minute  | 10.00  | 9.50   | 9.00   | 8.50   | 8.00    | 7.50    |
|     | minute  |        | 6.65   | 6.30   | 5.95   | 5.60    | 5.25    |
| 1/2 | minute  | 1.00   | CLASS  | "B"    | 0.00   | 0.00    | 0.20    |
|     |         | _      | CLAGO  | 10     | _      |         |         |

CLASS "B" (
(Before 6:00 p.m. ercept 12:00 noon p.m. and after 10:00 p.m.)

1 hour... 50.00 47.50 45.00 42.50 1/2 hour... 30.00 28.50 27.00 25.50 1/4 hour... 20.00 19.00 18.00 17.00 10 minutes 15.00 14.25 13.50 12.75 40.00 87.50 24.00 22.50 16.00 15.00 12.00 11.25 1 tt. 13 tt. 26 tt. 52 tt. 100 tt. 250 tt. 5 minutes 10.00 9.50 9.00 8.50 8.00 7.50 1 minute 6.00 5.70 5.40 5.10 4.80 4.50 1/2 minute 4.50 4.30 4.10 3.90 3.70 3.50 ELECTRICAL TRANSCRIPTIONS Hegular rates apply.

TALENT
Station is equipped with facilities and personnel to prepare and produce type of program desired by advertiser.

REMOTE CONSTRUCT

advertiser.

REMOTE CONTROL

Station is equipped to handle remote control broad-

Station is equipped to manuse coasts.

Contract and Other Requirements
Rates quoted are for the number of broadcasts used
within one year.

All programs and advertising copy subject to approval of station. Maximum length of contract one
year.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables,
for lateral and vertical cut recordings.

Persennel

Personnel
Pres. & Mgr.—Howard Dabl.
Representatives Howard H. Wilson Company

# MADISON

(Dane County)

WHA

(Established 1917)

(wheel by the State of Wisconsin and operated by the State University, Wave-Power-Time

Vave—Power—Time

Operating power—5,000 watts.
399.3 meters; 970 kilocycles.

Licensed to operate during day time.

Actual operating schedule: 7:30 a.m. to local sunset.

Does not sell time

WIB ▲ (Established 1925)



Rates effective October 1, 1942. (Card No. 5.)

Owned and operated by the Badger Broadcasting Company, Business Office and Studio—Tenney Building, Madison, Wisconsin, Fairchild 8800.

Transmitter—Four miles south of Madison, Wisconsin.

Transmitter—Four miles south of magison, wisconsin.

Wave—Power—Time
Operating power—5.000 watts.
229.0 meters; 1310 kilocycles.
Licensed to operate full time on cleared regional channel on Central War Time.
Operating schedule: 6:08 a.m. to 12:00 midnight.

Agency Commission 15% to recognized advertising agencies; no cash discount, invoices mailed 1st of month, due and payable tenth of month.

General Advertising
For combination rates see National Broadcasting
Company (Basic Supplementaries).

| Table | Class | Clas 10 min. min. 85.00 20.00 33.25 19.00 32.38 18.50 31.50 18.00 30.63 17.50 29.75 17.00 28.00 16.00 24.50 14.00

listing continued on mext page)

 $\star$ 

WTAD







FOR GRADE A

# WISCONSIN **FARMERS**

Over a Quarter Million of 'em . . . . Plus a Quarter Million City Folks





REPRESENTED BY WEED & CO.



# WISCONSIN—Continued

# **MADISON—Continued** W I B A—Continued CLASS "B"

|               | /10.00                                  |        | 4- 1-00 |         |         |          |       |  |  |
|---------------|---|--------|---------|---------|---------|----------|-------|--|--|
|               | (12:00                                  | noon   | to 1:00 | p.m.    | week    | days)    |       |  |  |
|               |   |        |         | 1/4     | 10      |          |       |  |  |
|               |   |        |         |         |         |          |       |  |  |
| _             |   |        |         | hour    | min.    | min.     | (*)   |  |  |
| 1             | time                                    |        |         | 30.00   | 24.00   | 18.00    | 11.00 |  |  |
| 13            | times                                   |        |         | 28.50   | 22, 80  | 17.10    | 10.45 |  |  |
| 26            | 41                                      |        |         |         |         |          |       |  |  |
|               | times                                   |        |         | 27.75   | 22,20   | 16.65    | 10.17 |  |  |
| 39            | times                                   |        |         | 27.00   | 21.60   | 16.20    | 9.90  |  |  |
| 52            | times                                   |        |         | 26.25   | 21.00   | 15.75    | 9.63  |  |  |
|               | *************************************** |        | ******* |         |         |          |       |  |  |
| 100           | times                                   |        |         | 25.50   | 20,40   | 15.80    | 9.35  |  |  |
| 156           | times                                   |        |         | 24.00   | 19,20   | 14.40    | 8.80  |  |  |
| 260           | times                                   |        |         | 21.00   | 16.80   |          |       |  |  |
|               | 611400                                  |        |         |         | 10.00   | 12.00    | 7.70  |  |  |
|               |   |        | CLASS   | "C"     |         |          |       |  |  |
| - (           | 6:30 a.m.                               | . to 1 | 2:00 no | 00n and | 1 1:00  | p.m. to  |       |  |  |
|               | 3:00 p.m.                               | mack   | done or | 4 7.00  |         | 4- 10.00 |       |  |  |
|               | 7.00 р.ш.                               |        |         |         | и. ш.   | to 12:00 |       |  |  |
| noon Sundaya) |   |        |         |         |         |          |       |  |  |
|               |   | 1      | 1/2     | 1/4     | 10      | 5        |       |  |  |
|               |   | hour   | hour    | bour    | min.    | min.     | /41   |  |  |
|               |   | *****  |         | - LOUIE | 441111. | mın.     | 1     |  |  |

hour hour hour min.
88.00 49.00 27.50 22.00
83.60 46.02 26.12 20.90
83.61.40 45.79 25.44 20.35
79.20 44.55 24.75 19.80
77.00 43.81 24.06 19.25
74.80 42.07 23.37 18.70
61.60 84.65 19.25 15.40
minute or 16.50 15.67 15.26 14.83 14.44 14.02 18.20 11.55 times... times... times... times... 100 times. 74.80 42.07 23.87 18.70 14.02 7.48
158 times. 70.40 88.60 22.00 17.00 13.20 7.04
280 times. 61.60 34.65 19.25 15.40 11.55 6.16

(\*) One minute or less.
POLITICAL
One time Class "A" rates apply.
REMOTE CONTROL
Can arrange for remote controls covering any purpose.
Advertiser pays actual cost of remote controls plus time and talent.
Closing Time
Programs one week, announcements 24 hours before broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turn-tables.
Persense times...

erseasel
Station Manager—K. F. Schmitt.
Business Manager—H. A. Johnson

Representatives
Howard H, Wilson Company.

# WIBU

Considered by the Mutual Broadcasting System as their Poynette-Madison outlet. See listing under Poynette.

# **MANITOWOC**

(Manitowoo County) WOMT
(Established 1926)



Rates effective December 15, 1948. (Card No. 10.)
Owned and operated by Francis M. Aadow.
Business Offices and Studios-Radio Bullding, Manitowoc, Wisconsin.
Transmitter-Mikadow Theatre Building, Manitowec.
Wave-Power-Time
Operating power-100 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operating schedule: 6:55 am. to 10:00 p.m.
Agency Commission
Agency commission 15% to recognized advertising agencies on et charges for station time. No cash discounts. Bills are due and payable on presentation the first of each month. No commission on political time.
General Advertising
Rates include charges by owners of music copyrights.
The following rates are for both national and local advertising.
CLASE "A"

|     | (11:80    | a.m.   |                | p.m.,   | 6:00   | p.m. 1  | io o      |
|-----|-----------|--------|----------------|---------|--------|---------|-----------|
|     |           |        |                | p.m.)   |        | -       |           |
|     |           | 1 ti.  | 18 <b>ti</b> . | 26 ti.  | 52 t   | L 104 ( | 1. 250 ti |
| - 1 |           |        |                | 57.60   | 54.4   |         | 20 44.8   |
| 1/2 |           |        | 86.00          |         | 82.0   | 0 80.4  | 0 26.4    |
| 1/4 |           |        | 24.00          |         | 21.6   | 0 20.0  | 0 17.5    |
|     | 5 minutes | 12.80  |                |         | 10.4   | 0 9.6   | 8.80      |
|     |           |        | CLASS          |         |        |         |           |
|     | (8:30 a.z | a. to  | 11:30 a.:      | m., 1:0 | 00 p.m | a. to 6 | :00       |
|     | p.m. wee  | ak day | re; 12:0       |         | to I   | B:00 p  | .m.       |
|     |           |        | Sund           |         |        | _       |           |
| _ 1 |           |        |                | 48.20   | 40.8   |         | 0 38.60   |
| 1/2 |           |        |                |         | 28.2   | 0 22,4  | 0 19.20   |
| 1/4 |           |        |                |         | 15.2   | 0 14.4  | 0 12.00   |
|     | minutes : | 10.40  |                |         | 9.2    | 0 8.8   | 0 7.20    |
|     |           |        | CLASS          |         |        |         | -         |
|     | (6:00 a.n | a. to  | 8:80 a.m       | ., 10:0 | 0 p.m  | L to 1  | :00       |
|     | 2.70. Wee | k day  | s: 7:00        | 8. III. | to 1   | 2:00 n  | 000       |

25.60 16.00 11.20 5.60

| one Week.       |           | rostems i  | 710muomas | 761 ELLY |
|-----------------|-----------|------------|-----------|----------|
|                 | CLASS     | "A"        |           |          |
| (11:80 a.m. 1   | to 1:00 p | o.m., 6:00 | D.20. to  | ,        |
|                 | 10:00 p   | .m.)       | •         |          |
|                 |           |            | week      |          |
|                 | 8 t1.     | 4 ti.      | 5 ti.     | 6 ti.    |
| 1 hour          | 158.60    | 192,00     | 224.00    | 249.60   |
| 1/2 hour        | 92,00     | 115.20     | 137.60    | 150.40   |
| 1/4 hour        | 60.80     | 76.80      | 92.00     | 100.00   |
| 5 minutes       | 80.40     | 88.40      | 45.60     | 50.40    |
|                 | CLASS     | "B"        |           |          |
| (8:80 a.m. te 1 | 1:80 a.m  | 1:00 p     | m. to 6:  | 00       |
| p.m. week day   | s; 12:00  | noon to    |           |          |
|                 | Sunday    | re)        | •         | -        |
| 1 hour          | 115.20    | 144.00     | 168.00    | 185.60   |
| 1/2 hour        | 67.20     | 84.00      | 100.80    | 108.80   |
| 1/4 hour        | 48.20     | 52.80      | 64.80     | 68.80    |
| 5 minutes       | 24.80     | 81.20      | 88 40     | 40 80    |

CLASS "C"
(6:00 s.m. to 8:30 s.m., 10:00 p.m. to 1:00 s.m. week days; 7:00 s.m. to 12:00 noon Sundays)

|                     | 3 ti.    | 4 ti.       | 5 ti.       | 6 tJ.    |
|---------------------|----------|-------------|-------------|----------|
| 1 hour              | 76.80    | 108.00      | 112.00      | 124.80   |
| 1/2 hour            | 48.00    | 60.00       | 70.00       | 78.00    |
| 1/4 hour            | 83.60    | 40.80       | 47.60       | 52.80    |
| 5 minutes           | 18.00    | 21.60       | 25.20       |          |
|                     |          | A1.00       | 40. ZU      | 28.00    |
| Pater for three or  | MINCI    | DISCOUN     | 139         |          |
| Rates for three or  | more 1   | programs ;  | er week     | subject  |
| to the following ad | ditions. | l discounts | for con     | secutive |
| weekly service:     |          |             |             |          |
| 18 weeks            | . 5%     | 39 weeks.   |             | 15%      |
| 26 weeks            | . 10%    | 52 weeks.   |             | 20%      |
| ANN                 | OUNC     | EMENTS      | *********** |          |
|                     | LASS     |             |             |          |
|                     |          |             |             |          |

CLASS "A"

(11:30 a.m. to 1:00 p.m., 6:00 p.m. to 1:00 p.m., 1:00

Sports Reviews Posture

Rever charges.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available—rates and Transcription library services available details on request.

One minute electrical transcriptions can be used on musical programs. Details on request.

POLITICAL

Rates for political and controversial programs on request.

TALENT

Rates for political and controversial programs on request.

TALENT

Kates on request.

REMOTE CONTROL

Programs originating outside the studies of station are subject to additional charges.

Coverage of sporting and special events subject to transportation whre charges and special talent.

SERVICE FACILITIES.

Servicee of the program and continuity departments and staff announcers are provided without extra charge. Complete production department also available; special production sustaining research is subject to additional charges.

Closing Time

All contracts should be closed as far in advance of initial program as soon as possible to facilitats production.

Mechanical Program Equipment

production.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turn-tables.

Personnel
General Manager—F. M. Kadow.
Production & Prom. Mgr.—L. J. Kadow.

Representatives
Regional Radio Sales.

# MARINETTE

(Marinette County) WMAM (Established 1989)



Rates effective September 15, 1944. (Card No. 8.)
Owned and operated by M. & M. Broadcasting Co.
Business Office and Main Studios—400 Wells St.,
Marinetts, Wis.
Branch Studios—Sturgeon Bay, Wis., and Iron
Mountain, Mich.
Transmitter—Radio Park, Marinette, Wis.
Wave—Power—Time
Operating power—250 waits days; 100 waits nights.
528.3 meters; 570 kilocycles.
Operates on Central War Time.
Operating schedule; Sundays 7:00 a.m. to 10:00 p.m.;
week days 6:38 a.m. to 10:00 p.m.
Agency Commission
15% to recognized advertising agencies; no cash
discount. Commission applies on talent unless otherwise specified. Invoices mailed first of month, due
and payable 10th of month.
General Advertising
For combination rates see National Broadcasting
Company (Basic Supplementaries).
The following rates are for national advertising and
include music copyright fees.

(11:30 a.m. to 1:00 p.m. and 6:00 p.m. to
10:00 p.m., and 6:00 p.m. to
1:15t. 13ti. 25ti. 152ti. 104ti.

|  | 10.00 -   |  |  |   |
|--|---|--|--|---|
|  | 10:00 p.  | m.)  |  |   |
| 1 tl.  | 13 ti.  | 26 ti.   | 52 ti.                                   | 104 ti.                                 |
| 1 hour 70.00   | 66,50   | 63.00  | 59.50                                    | 59.00                                   |
| 1/2 hour 42.00   | 89.90   | 37.80  | 88.70                                    | 83.60                                   |
| 1/4 hour 28.00   | 26.60   | 35.20  | 28.80                                    | 22.40                                   |
|  |   |  |  |   |
| 10 minutes 21.00   | 19.95   | 18.90  | 17.85                                    | 16.80                                   |
| 5 minutes 14.00  | 18.80   | 12.60  | 11.90                                    | 11.20                                   |
| l minute 7.00  | 6.65  | 6.30   | 5.95                                     | 5.65                                    |
|  | CLASS   | "B"  |  |   |
|  |   |  |  |   |
| (8:30 a.m. to  |   |  | 00 p.m.                                  | to                                      |
| (8:80 a.m. to  | 11:80 a.m   | . and 1:   | 00 p.m.                                  | to                                      |
| ,  | 11:80 a.m<br>6:00 p.i   | . and 1:<br>n.)  |  |   |
| 1 hour 42.00   | 11:80 a.m<br>6:00 p.i<br>89.90                                    | . and 1:<br>n.)<br>87.80                                     | 85.70                                    | 83.60                                   |
| 1 hour 42.00<br>1/2 hour 25.00   | 11:80 a.m<br>6:00 p.s<br>89.90<br>23.75                           | . and 1:<br>n.)  |  |   |
| 1 hour 42.00<br>1/2 hour 25.00<br>1/4 hour 17.00                                       | 11:80 a.m<br>6:00 p.i<br>89.90                                    | . and 1:<br>n.)<br>87.80                                     | 85.70                                    | 83.60<br>20.00                          |
| 1 hour 42.00<br>1/2 hour 25.00   | 11:80 a.m<br>6:00 p.s<br>89.90<br>23.75                           | n. and 1:<br>n.)<br>87.80<br>22.50<br>15.30                  | 85.70<br>21.25<br>14.45                  | 83.60<br>20.00<br>18.60                 |
| 1 hour 42.00<br>1/2 hour 25.00<br>1/4 hour 17.00<br>10 minutes 12.00                   | 11:80 a.m<br>6:00 p.i<br>89.90<br>23.75<br>16.15<br>11.40         | 37.80<br>22.50<br>15.30<br>10.80                             | 85.70<br>21.25<br>14.45<br>10.20         | 83.60<br>20.00<br>18.60<br>9.60         |
| 1 hour 42.00<br>1/2 hour 25.00<br>1/4 hour 17.00<br>10 minutes 12.00<br>5 minutes 9.00 | 11:80 a.m<br>6:00 p.s<br>89.90<br>23.75<br>16.15<br>11.40<br>8.55 | n. and 1:<br>n.)<br>27.80<br>22.50<br>15.30<br>10.80<br>8.10 | 85.70<br>21.25<br>14.45<br>10.20<br>7.65 | 83.60<br>20.00<br>18.60<br>9.60<br>7.20 |
| 1 hour 42.00<br>1/2 hour 25.00<br>1/4 hour 17.00<br>10 minutes 12.00                   | 11:80 a.m<br>6:00 p.i<br>89.90<br>23.75<br>16.15<br>11.40         | 37.80<br>22.50<br>15.30<br>10.80                             | 85.70<br>21.25<br>14.45<br>10.20         | 83.60<br>20.00<br>18.60<br>9.60         |

14.25 23.75 13.50 22.50 30.90 45.00

Rates on request.

Rates en request.

REMOTE CONTROL

Station is equipped to handle remote control broadcasts covering any purpose. Wire and mechanical charges for remote control installations must be paid in advance. Estimates on request.

TRANSCRIPTIONS

Not restricted to certain hours. Regular time rates apply. All carrying charges must be prepaid.

Closing Time

Twenty-four hours before broadcast. Electrical transcriptions should be delivered to studios at least ten days in advance to permit checking and shipment of replacements.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/S and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
General Manager—Joseph D. Mackin.
Commercial Manager—Howard L. Emich.
Representatives Howard H. Wilson Company.

# **MEDFORD**

(Taylor County)

(Taylor County)

WIGM
(Established 1941)

Rates received August 15. 1941.

Owned and operated by George F. Meyer.

Bushness Office and Studio—Highway 13, southern city limits, Medford, Wis.

Transmitter—On Highway 13, southern city limits, Medford, Wis.

Medford, Wis,

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel.
Operates on Central War Time.
Actual operating schedule: Sundays 8:00 a.m. to 6:00 p.m.

D.m. Week days 7:30 a.m. to 10:00 p.m.

Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered lat of month; due 15th of month.

General Advertising
For combination rates see Keystone Network.
The following rates are for national advertising.
Rates include charges by owners of music copyrights.

SESAC and ASCAP licenses.

11. 18 til. 28 til. 52 til. 104 til. til.

1 ti. 18 ti. 26 ti. 52 ti. 104 ti.

| 1   | hour    | 40.00 | 88.00 | 85.00  | 33,50 | 80.00 | 28.50 |
|-----|---------|-------|-------|--------|-------|-------|-------|
| 1/2 | hour    | 94 00 | 23.50 | 22.00  |       |       |       |
|     |         |       |       |        | 21.50 | 20.00 | 18,50 |
| 1/4 | hour    | 15.00 | 14.50 | 12.00  | 11.50 | 11.00 | 10.50 |
| 10  | minutes | 11.00 | 10.50 | 10.00  |       |       |       |
|     |         |       |       |        | 9.50  | 9.00  | 8.50  |
| a a | minutes | 8.50  | 8.00  | 7.50   | 7.00  | 6.50  | 6.00  |
|     |         | A BY  | NOUNC |        |       | 0.00  | 0.00  |
|     |         | TITE  | NUUNU | EMILE. | rs    |       |       |
| 100 | words   | 5.00  | 4.50  | 4.25   | 8.75  | 8,50  | 8.25  |
| 75  | words   | 4.50  |       |        |       |       |       |
|     |         |       | 4.00  | 3.75   | 3.50  | 8, 25 | 8.00  |
| 50  | words   | 4.00  | 3,50  | 3.25   | 8.00  | 2.75  |       |
|     |         |       |       |        | _0.00 | 2.75  | 2.50  |
|     |         | SPE   | MAL F | EATH   | res   |       |       |
|     |         |       |       |        |       |       |       |

Farm Roundup, Leased wire service, Woman's Hour, Sport's Camera and Solovox Serenade. Rates on request.

open's Camera and Solover Serenade. Rates on re-quest. ELECTRICAL TRANSCRIPTIONS
Regular rates apply. One minute transcription or less accepted at the 100 word amouncement rate.
Rates include use of transcription library service.
Facilities subject to earize charges for line and me-chanical costs. Extra charges not subject to agency commission.

chanical costs. Extra charges not subject to agency commission.

POLITICAL

Regular rates apply, payable in advance. Copy of political talks must be submitted prior to broadcast.

SERVICE FACTITIES

Station will assume entire responsibility for program preparation. Merchandising division available to advertisers.

Closing Time

Announcement copy, transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/S and 78 r.p.m. double turn-tables for vertical or lateral cut recordings. Personnel
Station Manager—Irma Meyer.
Representatives Philadelphia—Cox & Tana.

# **MILWAUKEE**

(Milwaukee County)

WEMP (Established 1985)



# BASIC BLUE NETWORK



Rates effective February 1, 1944. (Card No. 7.)

Owned and operated by Milwaukee Broadcasting Co. Businese Office and Studio-711 Empire Bldg., Milwaukee, Wisconsin, Marquette 7722. Transmitter-711 Empire Bldg., Milwaukee. Wie

### Wave-Power-Time

Operating power-250 watts.

(100% modulation.)

223.9 meters: 1340 kilocycles.

Licensed to operate unlimited time.

Operates on Central War Time.

# Agency Commission

Agency commission 15% to recognized advertising agencies. Commission does not apply on talent. No cash discount.

### General Advertising

For combination rates see American Broadcasting Company, Inc. (Basic Network).

Rates include charges by owners of music copyrights. ASCAP, BM1 and SESAC licenses.

# CLASS "A"

(5:00 p.m. to 10:00 p.m. and all day Sunday)

|             | l<br>hr. | 1/2<br>hr. | 1/4<br>hr. | 5<br>min. | (†)   |       | 80<br>wds. |
|-------------|----------|------------|------------|-----------|-------|-------|------------|
| l time      | 150.00   | 90.00      | 60.00      | 30.00     | 25.00 | 15.00 | 12.50      |
| 18 times    | 142.50   | 85.50      | 57.00      | 28.50     | 28.75 | 14.25 | 11.75      |
| 26 times    | 135.00   | 81.00      | 54.00      | 27.00     | 22.50 | 18.50 | 11.00      |
| 52 times    | 127 50   | 76.50      | 51.00      | 25.50     | 21.25 | 12.75 | 10.25      |
| 52-156 ti.  | 120.00   | 72.00      | 48.00      | 24.00     | 20.00 | 12.00 | 9.50       |
| 157-200 ti. | 112 50   | 67 50      | 45.00      | 22.50     | 18.75 | 11.25 | 8.75       |
| 201-300 tl. | 105.00   | 63.00      | 42.00      | 21.00     | 17.50 | 10.50 | 8.00       |
| 301 times o | P        |            |            |           |       |       |            |
| more        | W1.00    | 39.00      | 09.00      | 20,00     | 10.10 |       |            |

# CLASS "B" (8:00 a.m. to 5:00 p.m. week days)

| 1 time<br>13 times<br>26 times<br>52 times<br>52-150 ti.<br>157-200 ti. | 95.00<br>90.00<br>85.00<br>80.00<br>75.00 | 57.00<br>54.00<br>51.00<br>48.00<br>45.00 | 88.00<br>36.00<br>84.00<br>82.00<br>80.00 | 19.00<br>18.00<br>17.00<br>16.00<br>15.00 | 14.25<br>18.50<br>12.75<br>12.00<br>11.25 | 9.50<br>9.00<br>8.50<br>8.00<br>7.50 | 7.50<br>7.00<br>6.50<br>6.00<br>5.50<br>5.00 |
|---|---|---|---|---|---|--------------------------------------|--|
| 201-300 tl.   |   |   |   |   |   | 7.00                                 | 4,50   |
| 301 times or  | 65.00                                     | 89.00                                     | 26.00                                     | 18.00                                     | 9.75                                      | 6.50                                 | 4.25   |

| (10.01       | υ, ω, |       |       |       |       | -,   |      |
|--------------|-------|-------|-------|-------|-------|------|------|
| 1 time       | 75.00 | 45.00 | 30.00 | 15.00 | 10.00 | 7.50 | 5.00 |
| 18 times     | 71.00 | 42,75 | 28.50 | 14.25 | 9.50  | 7.25 | 4.75 |
| 26 times.    | 67.00 | 40.50 | 27.00 | 18.50 | 9.00  | 7.00 | 4,50 |
| 52 times     | 63.00 | 88.25 | 25,50 | 12.75 | 8.50  | 6.75 | 4.25 |
| 52-156 tl.   | 59.00 | 86.00 | 24,00 | 12.00 | 8.00  | 6.50 | 4.00 |
| 157-200 tl.  | 55.00 | 88.75 | 22,50 | 11.25 | 7.50  | 6.25 | 8.75 |
| 201-800 ti.  | 51.00 | 81.50 | 21.00 | 10.50 | 7.00  | 6.00 | 8.50 |
| 301 times or |       |       |       |       |       |      |      |
|              | 45 00 | OO OK | 10 KO | 0 7K  | 4 50  | K 7K | 9 95 |

(†) Network break.

# POLITICAL RATES

One time Class "A" rate applies.

# RECORDED PROGRAMS

No extra charge for handling of recorded or elec-trically transcribed programs.

# TALENT Program suggestions, lists of talent and prices furnished on request.

# SERVICE FACILITIES

Station will assume the entire responsibility for program preparation.

# Contract and Other Requirements

All programs must conform to the standards of station. All proposals subject to prior booking of time.

Contracts should be closed one week in advance to make printed program schedules. Records must be delivered to studios at least two days in advance.

# Mechanical Requirements

Equipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. turn-tables for lateral cut recordings.

# Personnel

General Manager-Charles Lanphier.

# Representatives

Howard H. Wilson Company.

# A SMASH HIT!



Ray Kieft, Advertising Manager Gimbel Brothers Department Store

Mickey Heath, Vice-President Milwaukee Brewers Baseball Club

Gimbel Brothers Department Store signs again for a reconstructed play-by-play broadcast of all Milwaukee Brewer baseball games on WEMP. Mickey Heath, formerly baseball player and manager, now vicepresident of the Milwaukee Brewers, will again handle the broadcasts.

> It's Another Winning Combination— Another Smash Hit For Wemp!

# WEMP Milwaukee

**BASIC BLUE NETWORK** 

C. J. Lanphier General Manager Howard H. Wilson & Co., National Representatives

# MILWAUKEE---Continued WISN (Established 1923)

Rates effective July 1, 1944. (Card No. 21.)
Owned and operated by Hearst Haddo, Inc.
Business Office and Studio—123 W. Michigan St.,
Milwaukee, Wis., Daly 3800.
Transmitter—Town of Greenfield, Milwaukee County.
Age—Power—Time
Operating power—5,000 watts.
260.9 meters; 1150 kilocycies.
Licensed to operate full time.
Operation on Central War Time.
Uperating schedule: 6:00 a.m. to 12:00 midnight daily.

Operates on Central War Time.
Operating schedule: 6:00 a.m. to 12:00 midnight
daily.
Agency Commission
15% to recognized agencies on net charges for station time only. Short rate billed where frenquency
rate is not serned. Billa payable on 15th day of
month following broadcast. No cash discount.
General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).
In order to earn net rates quoted, contracts must be
completed within 12 months.
Programs of five minutes or more may not be combined with announcements of one minute or less to
obtain frequency discounts.
Programs of less than 15 minutes cannot be combined
with other programs to earn additional frequency
discounts.

(T.ASE "A"

| CIBC | wume.                                   |          |           |            |        |
|------|---|----------|-----------|------------|--------|
|      |   | CLASS    | "A"       |            |        |
|      | (6:00                                   | p.m. to  | 10:80 p.r | n.)        |        |
|      | •                                       | 1 hr.    | 1/2 hr.   | 1/4 hr.    | 5 mln. |
| 1    | time                                    |          | 187.50    | 120.00     | 90.00  |
| 18   | times                                   |          | 178.18    | 114.00     | 85,50  |
| 26   | times                                   |          | 173.44    | 111.00     | 83.25  |
| 39   | times                                   |          | 168.75    | 108.00     | 81.00  |
| 52   | times                                   |          | 159.38    | 102.00     | 76.50  |
| 101  |   |          |           |            |        |
|      | times                                   |          | 150.00    | 96.00      | 72.00  |
| 201  | times                                   | 225.00   | 140.63    | 90,00      | 67.50  |
| 312  | or more times                           | 210.00   | 181.25    | 84.00      | 63.00  |
|      |   | CLASS    | "B"       |            |        |
|      | (8:00 a.m. to                           |          |           | :30 p.m.   | to     |
|      | , | 11:00    |           | . оо р. ш. |        |
| 1    | time                                    |          | 93.75     | 60.00      | 45.00  |
| 18   | 44                                      | . 130.00 |           |            |        |
|      | times                                   | 142.50   | 89.06     | 57.00      | 42.75  |
| 26   | times                                   | 138.75   | 86.72     | 55.50      | 41.63  |
| 89   | times                                   | 135.00   | 84.38     | 54.00      | 40.50  |
| 52   | times                                   |          | 79.69     | 51.00      | 88.25  |
| 101  | times                                   |          | 75.00     | 48.00      | 86.00  |
| 201  | times                                   |          | 70.81     | 45.00      |        |
|      |   |          |           |            | 88.75  |
| 812  | or more times                           |          | 65.63     | 42.00      | 81.50  |
|      |   | CLA 88   | ,,C,,     |            |        |
| (1   | 1:00 p.m. to                            | 12:00 m  | idnight a | nd: 7:00   | 8. m.  |

|     |               | to 8:00 | s.m.) |       |       |
|-----|---------------|---------|-------|-------|-------|
| 1   | time          | 120.00  | 75.00 | 48.00 | 36.00 |
| 13  | times         | 114.00  | 71.25 | 45.60 | 84.20 |
| 26  | times         | 111.00  | 69.38 | 44.40 | 88.30 |
| 39  | times         | 108.00  | 67.50 | 43.20 | 32.40 |
| 52  | times         | 102.00  | 63.75 | 40.80 | 30.60 |
| 01  | times         |         | 80.00 | 38.40 | 28.80 |
| 01  | times         |         | 56.25 | 36.00 | 27.00 |
| 119 | or more times | 84 00   | EO EO | 99 40 | 95 90 |

| TOT | LIMION        | טט.טע   | 60.00   | 38.10 | 28.80 |
|-----|---------------|---------|---------|-------|-------|
| 201 | times         | 90.00   | 56.25   | 36.00 | 27.00 |
| 312 | or more times | 84.00   | 52.50   | 33.60 | 25.20 |
|     |               | CLASS   | "D"     |       |       |
|     | (12:00 m      | idnight | to 7:00 | a.m.) |       |
| 1   | time          | 90.00   | 56.25   | 36.00 | 27.00 |
| 13  | times         | 85.50   | 53.44   | 84.20 | 25.65 |
| 26  | times         | 83.25   | 52.03   | 33.80 | 24.98 |
| 89  | times         | 81.00   | 50.63   | 32.40 | 24.30 |
| 52  | times         | 76.50   | 47.81   | 80.60 | 22.95 |
| 101 | times         | 72.00   | 45.00   | 28.80 | 21.60 |
| 201 | times         | 67.50   | 42.19   | 27.00 | 20.25 |
| 212 | or more time  | 48-00   | 80 98   | 95.90 | 18 00 |

ANNOUNCEMENTS ANNOUNCEMENTS
Announcement copy will be broadcast as submitted if approved and charges will be made at next higher rate if number of words exceeds limit in any class. Announcement in excess of 100 words will be charged for pro rate of the 100 word rate. Announcements and station breaks adjacent to higher time classifications are charged at the rate of the higher classifications.

|      |        | (8:00     | p.m.     | to 10  | :30 p.: | m.)    |       | 812 or |
|------|--------|-----------|----------|--------|---------|--------|-------|--------|
|      |        |           | •        | 1      | 26      | 52     | 101   | more   |
|      |        |           |          | time   | times   | times  | times | times  |
| 3    | 0 word | station   | break    | 42.50  | 40.38   | 38.25  | 36.13 | 31.88  |
| •100 | ) word | ls        |          | 34.50  | 32.78   | 31.05  | 29 33 | 25.88  |
| •50  | word   | B         |          | 22.50  | 21.88   | 20 25  | 19.13 | 16 88  |
| 1    | l minu | te trans  | cription | 1      |         |        |       | 10.00  |
|      | or le  | 68        |          | 42.50  | 40.38   | 38, 25 | 36.18 | 31.88  |
|      |        |           | CTA      | 88 "I  | 3''     |        |       |        |
|      | (8:00  | a.m. to   |          |        |         | :80 p  | m to  |        |
|      |        |           |          | 0 p.m  |         |        |       |        |
| 30   | ) word | s station | break    | 21,25  | 20.19   | 19.13  | 18.06 | 15.94  |
| 100  |        | L         |          |        |         |        |       |        |
| •56  |        | B         |          |        |         |        |       |        |
|      |        | te transc |          |        |         |        |       | 0.1.   |
|      |        | 88        |          |        | 20.19   | 19.13  | 18.06 | 15.94  |
|      |        |           |          | 88 "0  |         |        |       |        |
|      | (11:00 | p.m. to   |          |        |         | nd 7:0 | 00    |        |
|      |        | P.122. 00 |          | 00 a.n |         |        |       |        |
| 30   | word:  | s station |          |        |         | 15.30  | 14.45 | 12.75  |
|      |        |           |          |        |         |        |       |        |

| 30   | words station break  | 17.00 | 16.15 | 15.30 | 14.45 | 12.75 |
|------|----------------------|-------|-------|-------|-------|-------|
| *100 | words                | 13.80 | 13.11 | 12.42 | 11.78 | 10 35 |
| *50  | words                | 9.00  | 8.55  | 8.10  | 7.65  | 6.75  |
|      | minute transcription |       |       |       |       |       |
|      | or less              | 17.00 | 16,15 | 15.30 | 14.45 | 12.75 |

|  | Per v     | reek     |
|--|-----------|----------|
|  | 6 days    | 7 days   |
| 12:00 midnight to 7:00 a.m                         | . 66.00   | 73.50    |
| 7:00 a.m. to 8:00 a.m. and 11:00                   | )         |          |
| p.m. to 12:00 midnight                             | . 88.00   | 98.00    |
| 8:00 a.m. to 6:00 p.m. and 10:30                   | )         |          |
| p.m. to 11:00 p.m.                                 |           | 122.50   |
| 6:00 p.m. to 10:30 p.m.                            | 220.00    | 245.00   |
| Subject to discounts of:                           |           | 410.00   |
| 26 weeks   |           | 5%       |
| 39 weeks   |           | 10%      |
| 52 weeks   |           | 150      |
| Individual station break announcemen               | ***       | 11-11-11 |
| to 30 words, may be bought subject                 | ats, copy | 11mired  |
|  |           |          |
| event an advertiser buying station br              | ORKS SIX  | or seven |
| days a week, fixed position, require individually. | ss any sp | por sola |
| individually.                                      |           |          |

SPECIAL FEATURES
Leased Wire News Service: Available morning, afternoon or evening at regular time charge, plus cost of service—rates on request.
Temperature, Time and Weather Reports, limited to 25 words charged at station break rates.
Ann Lesile's Scrap Book: Monday through Friday; food, cooking, and home economics; 15 minute morning participation at announcement rates.

POLITICAL RATES

TALENT

Rates on request.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts at actual cost.

SERVICE FACILITIES

Estimates submitted upon request on complete merchandising service.

Closing Time

I'rograms close one week in advance of broadcast.

Talks, programs, continuities, etc., must be submitted at least one week in advance for review by program director.

director.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.

ersonnel General Manager—G. W. Grignon. Spresentatives The Katz Agency, I Representatives

# WTMJ (Established 1927)



Rates effective January 1, 1945. (Card No. 36.)
Owned and operated by The Journal Company.
Business Office and Studios—Radio City, 720 E.
Capitol Drive, Milwaukee 1. Wis.
Transmitter—On Route 5, Box 377, Waukesha, Wis.
\*\*ave—Power—Time
Operating power—5,000 watts.
483.6 meters; 620 kilocycles.
Licensed to operate on regional channel full time.
Operates on Central War Time.
Actual operating schedule: Sundays 8:00 a.m. to
12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission

Agency Commission 15% to recognized agencies oo net charges for station time only. No cash discount. Bills payable by the 15th of the month following service.

General Advertising

For commination rates see listing of National Broadcasting Company (Basic Network).

Rates are guaranteed for a period of one year from date of first broadcast with or without interruption. Contracts canont run more than one year from date of first broadcast.

The following rates are for general advertising. For retail advertising rates consult station management. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

When time is available, an advertiser may buy two or more contiguous programs in the same time zone and combine them to earn the lowest rate, provided each program is not less than 1/4 hour.

GENERAL RATES

General rates apply to all advertising other than that of bons fide retailers, in which merchandise or service is offered for sale direct to the consumer, solely through one or more retail attows which the advertiser owns or controls, provided that should the advertiser are not available for sale at other retail outlets in the Milwaukee market not owned or controls provided that should the retail of the former retail and general advertisers are involved.

General rates also apply to advertising over the significant of two or more retails and general advertisers are

General rates also apply to all cooperative advertising where both retail and general advertisers are involved.

General rates also apply to advertising over the signatures of two or more retailers of separate ownership, offering the product of the same manufacturer, deneral rates also apply to all financial advertising, guch as banks. Ioan associations, investment companies, and real estate; slac to all accounts classified under "transportation"; and to all theater advertising, transient amusement advertising, mew automobile advertising and political advertising.

General rates apply to all programs prepared for national or sectional release and placed by local representatives or dealers.

GENERAL PROGRAM SERVICE

Rates quoted for general program service include charge for station time only. Services of announcers, claimt. Continuity and script writers, outside pick-ups and extraordinary technical services are additional. Rates for these on request.

(6:00 p.m. to 10:00 p.m. daily)

11. 26 tl. 52 tl. 156 tl. 200 tl. 812 tl.
1 hour... 240.00 228.00 37.00 36.00 370.00 280.00 1/2 hour... 240.00 289.00 222.00 294.00 180.00 180.00 180.00 370.00 1/4 hour... 180.00 152 00 148 00 188.00 168.00 55 minutes 120.00 114.00 111.00 102.00 90.00 84.00 108 word participation 50.00 47.50 46.25 42.50 37.50 35.00 50 word participation 35.00 38.25 32.40 29.75 26.25 24.50 25 word statiom break..... 55.00 52.25 50.80 46.75 41.25 38.50

rd station k..... 55.00 52.25 50.90 46.75 41.25 \$8.50

| 1 ti. 26 ti. 52 ti.               | 156 ti.  | 260 ti. | 312 ti. |
|-----------------------------------|----------|---------|---------|
| 1100 words preceding or following |          |         |         |
| news 62.50 59.40 57.80            | 58.15    | 46.90   | 48.75   |
| l minute transcription in fixed   |          |         |         |
| position 90.00 85.50 83.25        | 76.50    | 67.50   | 63.00   |
| l minute transcription in partic  | insting  |         |         |
| program 72.00 68.40 66.60         | 61.20    | 54.00   | 50.40   |
| CLASS "B"                         |          |         | 00.10   |
|                                   |          |         |         |
| (8:00 a.m. to 6:00 p.m.           | iaily ar | nd 10:0 | 0       |
| p.m. to 12.00 mid                 | night)   |         |         |
| l hour 200.00 190.00 185.00       | 170.00   | 150.00  | 140.00  |
| 1/2 hour 120.00 114.00 111.00     | 102.00   | 90.00   | 84.00   |
| 1/4 hour 80.00 76.00 74.00        | 68.00    | 60.00   | 56.00   |
| *5 minutes 60.00 57.00 55.50      |          | 45.00   |         |
| 100 word par-                     | 01.00    | 10.00   | * 20.00 |
| ticipation 25,00 23,75 23,15      | 21.25    | 18.75   | 17.50   |
| 50 word par-                      | 21.20    | 10.10   | 11.00   |
| ticipation 17.50 16.65 16.20      | 14.90    | 18.15   | 10.05   |
| 25 word station                   | 14.50    | 18.15   | 12.25   |
|                                   | 00.40    |         |         |
| break 27.50 26.15 25.45           | 23.40    | 20.65   | 19.25   |
| †100 words preceding or following |          |         |         |
| news 31.25 29.70 28.90            | 26.55    | 23.45   | 21.90   |
| 1 minute transcription in fixed   |          |         |         |
| position 45.00 42.75 41.65        | 88.25    | 33.75   | 81.50   |
| l minute transcription in partic  | pating   |         |         |
| program 36.00 84.20 33.30         | 80.60    | 27.00   | 25.20   |
| CLASS "C"                         |          |         |         |
|                                   |          |         |         |
|                                   | m. dali  | 31      |         |
|                                   | 113.50   |         | 98.45   |
|                                   |          | 60.00   | 56.00   |
|                                   |          | 40.15   | 37.45   |
| *5 minutes 40.00 38.00 37.00      | 84.00    | 80.00   | 28.00   |
| 100 word par-                     |          |         |         |
| ticipation 17.50 16.65 16.20      | 14.90    | 18.15   | 12.25   |
| 50 word par-                      |          |         |         |
| ticipation 12.50 11.90 11.55      | 10.65    | 9.40    | 8.75    |
| 25 word station                   |          |         |         |
| break 19.00 18.05 17.60           | 16.15    | 14.25   | 13.30   |
| †100 words preceding or following |          |         | 00      |
| news 21.00 19.95 19.45            |          | 15.75   | 14.70   |
| I minute transcription in fixed   | _1.60    | 10.10   | A 4.10  |
| position 31.00 29.45 28.70        | 26.35    | 23.25   | 21.70   |
| 1 minute transcription in partici | neting   | 20.20   | 41.10   |
| prgoram 24,00 22,80 22,20         |          | 18.00   | 14 00   |
| 01.22 00.22 00.22 MEDIC           | 20.10    | 18.00   | 16.80   |

|   |     |          |            | CLASS     | "D"      |        |        |       |
|---|-----|----------|------------|-----------|----------|--------|--------|-------|
|   |     | (6:00    | s.m. to    | 7:00      | ı.m. dı  | ily an | d 12:0 | 0     |
|   |     |          | midn       | ight to   | 6:00 a   | .m.)   |        | -     |
|   |     |          | 100.00     | 95.00     | 92,50    | 85.00  | 75.00  | 70.00 |
|   |     | 2 hour   |            | 57.00     | 55.50    | 51.00  | 45.00  | 42.00 |
|   | 1/4 | i hour   | 40.00      |           |          | 34.00  | 30.00  | 28.00 |
|   |     |          | 8 30.00    | 28.50     | 27.75    | 25.50  | 22.50  | 21.00 |
|   |     | 0 word   |            |           |          |        |        |       |
|   |     |          | n 12.50    | 11.90     | 11.55    | 10.65  | 9.40   | 8.75  |
|   |     | word p   |            |           |          |        |        |       |
|   |     |          | 8.75       | 8.80      | 8.10     | 7.45   | 6.55   | 6.15  |
|   |     | word a   |            |           |          |        |        |       |
|   | !   | Dreak    | . 18.75    | 18.05     | 12.70    | 11.70  | 10.80  | 9.65  |
| ľ | TOC | J WOLC'S | precedin   | g or fol  | lowing   |        |        |       |
|   | , ! | 1ews     | 15.65      | 14.90     | 14.50    | 13.30  | 11.75  | 10.95 |
|   | 1 1 | ninute   | transcript | tion in i | fixed    |        |        |       |
|   | . : | DORILION | 22.50      | 21.40     | 20.80    | 19.15  | 16.90  | 15.75 |
|   | . 1 | minute   | transcrip  | tion in   | particip |        |        |       |
|   |     |          |            |           |          |        |        |       |

minute transcription in participating program 18.00 17.10 16.65 15.30 13.50 12.80 (\*) Five minutes not generally for sale—further information on request. (†) Includes 100 words before or after broadcasts of special events as well as news.

DISCOUNTS

DISCOUNTS

Discounts are allowed retroactively on the number of broadcasts used within one year from date of first broadcast. Programs and announcements cannot be combined to earn larger discounts nor can five minute news broadcasts be combined with either programs or announcements.

A bonus discount on total net billings will be paid as follows for 52 consecutive weeks service on any contract.

| m4                                | 1 wk.     | 18 wks.    | 26 wks.   | 52 wks.  |
|-----------------------------------|-----------|------------|-----------|----------|
| Time cost                         | 820.00    | 804.00     | 296.00    | 288.00   |
| Bervice cost                      | 52.50     | 52.50      | 52 50     | 52.50    |
| (8:00 a.m. to 6                   | :00 n m   | and 10:    | 00 5 5    | to       |
| 19                                | :00 mid   | and IV.    | оо р.ш.   | ш        |
| 701 A A A A A A A A A A A A A A A | vv mim    |            |           |          |
| Time cost                         | 160.00    | 152.00     | 148.00    | 144.00   |
| Service cost                      | 52.50     | 52.50      | 52,50     | 52.50    |
| (7:00                             | a.m. to   | 8:00 a.z   |           | 02.00    |
| Time cost                         | 107 00    | 101.65     |           | 04.00    |
| Gamelan                           | 101.00    | 101.00     | 99.00     | 96.80    |
| Service cost                      | 52.50     | 52,50      | 52,50     | 52.50    |
| (6:00                             | a.m. to   | 7:00 s.m.  | )         | -2.00    |
| Time cost                         | 80.00     | 76.00      | 74.00     | 72.00    |
| Service cost                      | 52 50     | 52.50      | 52.50     |          |
| No agency commiss                 | 1         | OM. 00     | 02.00     | 52.50    |
| TAO SERVICE COMMITTEE             | TOE OF    | SELATCE OF | Μt.       |          |
| Rates for public                  | service f | estures.   | such es   | Chassa   |
| Reports, Poultry, I               | Sutter B  | er and     | Veel and  | detten-  |
| Live Stock Histies                |           | -01        | A gay dat | MELIONE. |
| Live Stock Hi-Lite                | e, euc.,  | Ant pe i   | urnished  | OE 16-   |
| 4-0-0                             |           |            |           |          |

Live Stock HI-Lites, etc., will be furnished on request.

RECORDED PROGRAMS

Advertisers using electrical transcriptions assume full responsibility for the broadcasting of restricted numbers.

TALENT

Rates for announcer's services cover only straight announcins. An additional talent charge will be made if the announcer does other work, dramatising the commercial, playing small parts etc.

REMOTE CONTROL

Additional special charges made for programs originating outside of station studies.

Closing date for continuity, one week in advance of program. Closing date for publicity, three weeks in advance.

in avance.
Closing date for copy on announcements—Thursday
noon for Saturday and Sunday copy; Friday noon
for Monday copy; noon of the day preceding for all
other cone.

other cony.

Mechanical Program Equipment
Equipment Equipment Equipment Enuipment to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turntables for lateral and vertical recordings.

Reseasentatives
Edward Petry & Company, Inc

# MILWAUKEE—Continued

-FM STATIONS

W M F M—(FM) (Established 1941)



Rates effective April 23, 1942. (Card No. 2.)
Owned and operated by The Journal Company.
Business Office and Studio—Radio City, 720 E.
Capitol Drive, Milwaukee 1, Wis.
Transmitter—Bichfield, Wis.

Wave—Power—Time
Operating power—50,000 watts.
Frequency—45500 kilocycles.

Frequency—45500 kilocycles.

Agency Commission
Agency commission 15% to recognized agencies on not charges for station time only. No cash discount.

Bills payable by the first of the month following service.

General Advertisins

| Genera | n vasetrisius             |       |
|--------|---------------------------|-------|
|        | (6:00 p.m. to 10:00 p.m.) |       |
| 1      | hour                      | 50.00 |
| 8/4    | hour                      | 40.00 |
| 1/2    | hour                      | 80.00 |
| 1/4    | bour                      | 20.00 |
| 5      | minutes                   | 10.00 |

|     | (12:00 | 11000 | to 6:00  | p.m. and<br>midnight) | 10:00     | p.m. | to      |
|-----|--------|-------|----------|-----------------------|-----------|------|---------|
| 1   | hour   |       |          |                       |           |      | _ 25.00 |
| 8/4 | hour   |       |          |                       |           |      | _ 20.00 |
| 1/2 | bour   |       |          |                       | ********* |      | 15.00   |
| 1/4 | hour   |       | <b>_</b> |                       |           |      | _ 10.00 |
| - 5 | minut  |       |          |                       |           |      | 5.00    |

5 minutes 5.00

5 minutes 5.00

DISCOUNTS

General program service cannot be combined with any other type of service cannot be combined with any other type of service to sern discounts and vice versa. Broadcasts used during a period not to exceed one year from date of first broadcast can be accumulated to earn maximum discounts as follows: Less than 26 times 75%

26 to 51 times 55%

52 to 103 times 17-1/2%

104 to 155 times 10%

105 or more times 12-1/2%

At the end of 52 consecutive weeks of broadcasting there will be due and payable to the advertiser a bonus discount computed as follows: 52 times 12-1/2% of the largest amount of weekly billing that has run consecutively for 52 weeks. Excess agency commission previously allowed will be deducted from such payments. The bonus discount year and the frequency discount year must be concurrent.

ANNOUNCEMENTS

discount year must be concurrent.

ANNOUNCEMENTS
(6:00 p.m. to 10:00 p.m.)

125 words, 1 minute transcription or 80 word station break.

(12:00 noon to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)

125 words, 1 minute transcription or 80 word station break

Announcement contracts follow the same discount schedule as general program service contracts, but such announcements cannot be combined with any other type of service to earn discounts.

other type of service to earn discounts. Contract and Other Requirements
Basic rates are guaranteed for the period of one
year from date of first broadcast. Contracts cannot run
runer than one year from date of first broadcast. All
program material subject to approval of station management. Advertisers will be expected to utilize the
penefits to be derived from frequency modulation to
the utmost. Rates quiced for general program service
includes charge for station time only. All other servloss are additional. Rates for these on request.

**OSHKOSH** (Winnebago County)

WOSH (Matablished 1941)



# **BLUE NETWORK STATION**



Rates effective December 1, 1941. (Card No. 1.)
Owned and operated by Oshkosh Broadcasting Co.
Business office and Studio—151-1/2 N. Main Street,
Oshkosh. Wis.

Oshkosh, Wis.

Transmitter—2-1/2 miles north of business district on Route No. 5. Oshkosh, Wis.

on Monte NO. 5. Oshnoni. Tric.

Wave—Power—Time
Operating power—250 watta.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel.
Operates on Central War Time.
Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.;
week days 6:30 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% to recognized agencies on
station time only. No cash discount. Bills rendered
first of month; payable when rendered.

Green's Advertising for the following rates are for national advertising.

The following rates are for national advertising.

Rates do not include charges by owners of music copyrights.

CLASS "A"

CLASS "A"
(11:30 a.m. to 1:00 p.m. and 6:00 p.m. to

|     |         |       | 10:00  | p.m.)  |        |         |         |
|-----|---------|-------|--------|--------|--------|---------|---------|
|     |         | 1 ti. | 18 ti. | 26 ti. | 52 ti. | 104 t1. | 250 t1. |
| 1   | hour    | 80,00 | 76.00  | 72.00  | 68.00  | 64.00   | 56.00   |
| 1/2 | hour    | 48.00 | 45.00  | 43.00  | 40.00  | 38.00   | 33.00   |
| 1/4 | hour    | 32 00 | 30,00  | 28.00  | 27,00  | 25.00   | 22.00   |
| - 5 | minutes | 16 00 | 15.00  | 14.00  | 13.00  | 12 00   | 11 00   |

5 minutes 13.00 12.50 12.00 11.50 11.00 9.00

CLASS 'C'
(6:00 a.m. to 8:30 a.m., 10:00 p.m. to 1:00
a.m. week days and 7:00 a.m. to 12:00 noon

Sundays)

1 hour..... 40.00 38.00 36.00 34.00 32.00 28.00
1/2 hour..... 25.00 24.00 22.00 21.00 20.01 17.00
1/4 hour..... 17.00 16.50 15.50 14.75 14.00 12.00
5 minutes 9.00 8.50 8.00 7.50 7.00 6.00

FREQUENCY RATES

Rates for three or more programs broadcast in any one week:

CLASS 'A'
(11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

|     | -       |        | -Par w | eek    |        |
|-----|---------|--------|--------|--------|--------|
|     |         |        |        | 5 ti.  |        |
| 1   | hour    | 192.00 | 240.00 | 280.00 | 312,00 |
| 1/2 | hour    | 115.00 | 144.00 | 172,00 | 188.00 |
|     | hour    |        |        |        |        |
| 5   | minutes |        | 48.00  | 57.00  | 63.00  |
|     | CLASS   | "B     |        |        |        |

(8:30 s.m. to 11:30 s.m. 1:00 p.m. to 6:00 p.m. Sundays)

1 hour 84.00 180.00 210.00 232.00 1/2 hour 54.00 88.00 105.00 126.00 136.00 1/4 hour 54.00 88.00 88.00 126.00 136.00 5 minutes 31.00 38.00 48.00 51.00 68.00 88.00 5 minutes 31.00 89.00 48.00 51.00 68.00 88.00 88.00 88.00 126.00 88.00 88.00 126.00 88.00 126.00 88.00 126.00 126.00 88.00 126.00 120.00 p.m. to 1:00 8.00 88.00 120.00 120.00 140.00 156.00 1/2 hour 60.00 75.00 87.50 97.50 1/4 hour 42.00 51.00 55.00 68.00 5 minutes 22.50 27.00 31.50 35.00 DISCOUNTS

Facilities supper to various and other program material should be in the hands of the station as far in advance as possible.

Mechanical Program Equipment Equipment Equipment to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel Manager—Ben Laird,

Representatives
New York—Sears & Ayer, Inc.
Chicago—Regional Radio Sales.

# **POYNETTE** (Columbia County)

WIBU Bates effective November 1, 1944.

Owned and operated by Wm. C. Forrest.
Business Office and Studio—Union Trust Bldg.,
Madison 3, Wis., and Popnette, Wis.
Other Studios—Mayr Seed and Feed Bldg., Beaver
Dam. Wis: First National Bank Bldg., Portseg.,
Wis.; Baraboo News Republic Office, Baraboo,
Wis.

wis.
Transmitter—Two miles south of Poynette, Wis. Mail address RFD No. 2, Poynette, Wis.

Wave—Power—Time
Operating power—250 watta.
241.9 misters; 1240 kilocycles.
Licensed to operate full time.
Operating schedule: 7:00 s.m. to 11:00 p.m.

Agency Commission
Agency commission 15% to recognized advertising agencies. Agency commissions on time charges only.

General Advertising test see Mutual Breadoasting System. Affiliated with the Wisconsin Network. The following rates apply to national advertising. For local advertising rates consult station management.

CLASS 'A'.

(After 6:00 p.m. and 12:00 noon to 1:00
p.m. week days; all day Sundays)
1 ti. 13 ti. 26 ti. 52 ti. 156 ti. 260 ti.
1 hour.... 70.00 68.50 63.00 59.50 56.00 55.50
1/4 hour... 42.00 89.90 87.80 85.70 88.60 81.50
1/4 hour... 28.00 28.60 25.30 28.80 22.40 21.00
10 minutes 21.00 19.95 18.90 17.85 16.80 15.75
5 minutes 14.00 18.30 12.60 11.90 11.20 10.50
1 minute. 7.08 6.65 6.38 5.95 5.60 5.25
CLASS 'B'.

(All other time)
1 hour.... 21.00 19.96 18.90 17.85 16.80 15.75
1/4 hour.... 14.00 18.30 12.60 11.90 11.20 10.50
1 minutes 10.50 9.98 9.45 8.95 8.42 7.89
5 minutes 10.50 0.500 4.75 4.50 4.25 4.00
POLITICAL RATES
On request. Payment in advance.

On request. Payment in advance.

SPECIAL SEATURES
Public service broadcasts include sporting events, civic celebrations or ceremonice and market reports.

Rates on request.
Complete coverage of Madison sporting events and news.

Participating programs available.

REMOTE CONTROL

Rates on application.

Closing Time
Closing date for programs for inclusion in general
publicity and printed program announcements is 14
days in advance of broadcast on all but special publicity. Announcements accepted one week in advance
of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using \$3-1/8 and 78 r.p.m. double turn-tables.

Personnel Commercial Manager—Ralph O'Connor.

Representatives
Burn-Smith Company, Incorporated.

RACINE (Bacine County)

WRJN (Established 1926)



Rates effective September 1, 1948.

Rates effective September 1, 1948.
Owned and operated by Racine Broadcasting Corp.
Business Office and (Main) Studios—American Bank
Building, Racine, Wisconsin, Jackson 290.
Other Studios—Milwaukes and Burlington.
Transmitter—Mt. Pleasant, Wisconsin.
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 6:30 a.m. to 10:00 p.m.

Agency Commission
Agency commission 15% to recognized agencies on
net charges for station time only. No cash discount.

net charges for station time only. No cash discount. General Advertising
For combination rates see Mutual Broadcasting System, Wisconsin Network, and Keystone Network.

GENERAL RATES
General rates apply to all advertising other than that of bona fide retailers, in which merchandise or service is offered for sale direct to the consumer, solly through one or more retail stores which the advertiser owns or controls.

1 hour (8:00 a.m. to 12:00 midnight)

80.00 46.00 27.00 20.00 70.00 42.00 25.00 18.00

minutes. 25.00

ANNOUNCEMENTS
(8:00 a.m. to 12:00 midnight)
100 words.
75 words.
40 word station break.

(12:00 midnight to 8:00 a.m.) 

DISCOUNTS
See discounts under period rates.

Closing Time
Closing date for continuity one week in advance of program. Closing date for publicity, two weeks in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables.

Personnel
Station Manager—Harold J. Newcomb.

Regresentatives
Regional Radio Sales.
East Coast—Sears & Ayer, Inc.

# WISCONSIN—Continued

# RICE LAKE

(Barron County)

WJMC

(Established 1989)

Rates effective May 1, 1944. Owned and operated by Indianhead Broadcasting Co. Business Office and Studio—1615 S. Main St., Rice Lake, Wis., telephone 550.

Wave—Power—Time
Operating power—250 watts.
24.19 meters; 1240 kilocycles.
Licensed to operate unlimited time.
Operating schedule: Sundays 8:00 s.m. to 6:00 p.m.;
week days 7:00 s.m. to 8:00 p.m.

Agency Commission
15% to recognized advertising agencies on net charges
for station time; no cash discount. No commission
on talent. All bills due and payable by 10th of month
following broadcast.

following broaccass.

General Advertising
For combination rates see Mutual Broadcasting System and Arrowhead Network.

Rates include music copyright fees.

CLASS "A"

CLASS "A"

|           |          | (6:00   | p.m. to | 10:00  | p.m.) |         |      |
|-----------|----------|---------|---------|--------|-------|---------|------|
|           |          | 1       | 1/2     | 1/4    | 10    | 5       | 1    |
|           |          | hr.     | hr.     | hr.    | min,  | min.    | min. |
| 1         | time     | . 48.00 | 28.00   | 14.00  | 10.00 | 6.60    | 3.40 |
| 26        |          |         |         | 13.30  | 9.50  | 6.27    | 3.23 |
| 52        |          |         |         | 12.95  | 9.25  | 6.10    | 8.14 |
| 65        |          |         | 25.20   | 12.60  | 9.00  | 5.94    | 3.06 |
| 130       | times    |         |         | 12.25  | 8.75  | 5.77    | 2.97 |
| 156       | times    |         |         | 11.90  | 8.50  | 5.61    | 2.89 |
| 260       | times    |         |         | 11.20  | 8.00  | 5.28    | 2.72 |
|           | times    |         |         | 10.85  | 7.75  | 5.11    | 2.63 |
| 312       | times    | . 31.20 |         |        | 1.10  | 0.11    | 2.00 |
| CLASS "B" |          |         |         |        |       |         |      |
|           | (12:00 r | noon to | 1:00 p. | m. and | 10:00 | p.m. to |      |
|           |          |         |         |        |       |         |      |

|     |          |         | CLASS   |        |       |         |      |
|-----|----------|---------|---------|--------|-------|---------|------|
|     | (12:00 1 | noon to | 1:00 p. | m. and | 10:00 | p.m. to |      |
|     |          |         | 10:30   | p.ma.) |       |         |      |
| 1   | time     | . 36.00 | 21.00   | 10,50  | 7.50  | 4.95    | 2.55 |
| 26  | times    | . 34.20 | 19,95   | 9.97   | 7.12  | 4.70    | 2.42 |
|     | times    |         | 19.42   | 9.71   | 6.94  | 4.58    | 2.36 |
| 65  | times    | . 32.40 | 18.90   | 9.45   | 6.75  | 4.45    | 2.29 |
| 130 | times    | . 31.50 | 18.37   | 9.19   | 6.56  | 4.33    | 2.23 |
|     | times    |         | 17.85   | 8.92   | 6.37  | 4,21    | 2,17 |
|     | times    |         | 16.80   | 8.40   | 6.00  | 3.96    | 2.04 |
|     | times    |         | 16.27   | 8.14   | 5.81  | 3.84    | 1.98 |
|     |          |         |         |        |       |         |      |

|     |               | CLASS "C"      |       |         |      |
|-----|---------------|----------------|-------|---------|------|
|     | (7:00 a.m. to | 12:00 noon and | 1:00  | p.m. to |      |
|     |               | 6:00 p.m.)     |       |         |      |
| 1   | time 24.00    | 14.00 7.00     | 5.00  | 3.30    | 1.70 |
| 26  | times 22.80   | 13.30 6.65     | 4.75  | 3.13    | 1.6  |
| 52  | times 22,20   | 12.95 6.47     | 4.62  | 3.05    | 1.57 |
| 65  | times 21,60   | 12.60 6.30     | 4.50  | 2.97    | 1.53 |
| 130 | times 21.00   | 12.25 6.12     | 4.37  | 2.89    | 1.49 |
| 156 | times 20.40   | 11.90 5.95     | 4.25  | 2.80    | 1.44 |
| 260 | times 19.20   | 11.20 5.60     | 4.00  | 2.64    | 1.30 |
| 312 | times 18.60   | 10.85 5.42     | 3.87  | 2.56    | 1.3  |
|     |               | CLASS "D"      |       |         |      |
|     | (10:80        | p.m. to 7:00   | a.m.) |         |      |
| 1   | time 16.00    |                | 3.33  | 2.20    | 1.20 |
|     |               |                |       |         |      |

|    |       | 110.50 | р.щ. ю  | 1.00   | B. III. / |      |      |
|----|-------|--------|---------|--------|-----------|------|------|
| 1  | time  | 16.00  | 10,00   | 5.00   | 3.33      | 2.20 | 1.20 |
|    | times |        | 9.50    | 4.75   | 3.16      | 2.09 | 1,14 |
|    | times |        | 9.25    | 4.62   | 3.08      | 2.03 | 1.11 |
| 65 | times | 14.40  | 9.00    | 4.50   | 3.00      | 1.98 | 1.08 |
|    | times |        | 8.75    | 4.37   | 2.91      | 1,92 | 1.05 |
|    | times |        | 8.50    | 4.25   | 2.83      | 1.87 | 1.02 |
|    | times |        | 8.00    | 4.00   | 2.66      | 1.76 | .96  |
|    | times |        | 7.75    | 3.87   | 2.58      | 1.70 | .93  |
| 0  | **    | ODE    | TAT THE | TITTLE | D TZ CI   |      |      |

SPECIAL FEATURES
News: Leased wire service available.
POLITICAL

Accepted at regular rates; payable in advance. Ne commission allowed.

TALENT
Charges for studio programs and talent are governed by type of presentation and will be quoted on request.
REMOTE CONTROL
Facilities available; additional charge to station rates.
Rates on request.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using \$3-1/\$ and 78 r.p.m. double turntables for vertical and lateral cut recordings.

for vertical and lateral cut recordings.

Persannel President—Walter C. Bridges.

Director of Operations—H. W. Westmoreland.

Sales Manager—Leonard Anderson.

Representatives

Kone.

# **SHEBOYGAN** (Sheboygan County)



Rates received April 5, 1945.

Owned and operated by The Sheboygan Press.

Businese Office and Studio—Sheboygan Press.

Sheboygan, Wisconsin.

Transmitter—1-1/2 miles south of Sheboygan.

Veve—Power—Time

Operating power—1,000 watts days; 250 watts nights.

(100% modulation—crystal control.)

225.6 meters; 1830 kilocycles.

Licensed to operate full time.

Operating schedule: Sundays 7:30 a.m. to 11:00 p.m.;

week days 7:00 a.m. to 11:00 p.m.

Agency Commission
15% of net station time to creditable advertising agencies. No cash discount, Bills rendered 1st of the month.

General Advertising

For combination rates see listing of Mutual Broad-casting System. Affiliated with the Wisconsin Net-

CLASS "A"
(12:00 noon to 1:00 p.m. and 6:00 p.m. to
11:00 p.m. week days; 12:00 noon to 11:00
p.m. g.m. gundays)
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.

| 1   | time   | 90.00 | 54.00      | 36.00 | 30.00 | 24.00 |
|-----|--------|-------|------------|-------|-------|-------|
| 13  | times  | 85.00 | 51.30      | 34.20 | 28.50 | 22.80 |
| 26  | times  | 81.00 | 48.60      | 32.40 | 27.00 | 21.60 |
| 52  | times  | 72.00 | 43.20      | 28.80 | 24.00 | 19.20 |
| 104 | tlmes  | 67.50 | 40.50      | 27.00 | 22,50 | 18.00 |
| 156 | times  | 63.00 | 37.80      | 25.20 | 21.00 | 16.80 |
|     |        |       | CLASS      | "B"   |       |       |
|     |        |       | (All other | time) |       |       |
| 1   | time   | 60.00 | 36.00      | 24.00 | 20.00 | 16.00 |
| 13  | times  | 57.00 | 34.20      | 22.80 | 19.00 | 15.20 |
| 26  | times  | 54.00 | 32.40      | 21.60 | 18.00 | 14.40 |
| 52  | times  | 48.00 | 28,80      | 19.20 | 16.00 | 12.80 |
| 104 | times  | 45.00 | 27.00      | 18.00 | 15.00 | 12.00 |
| 156 | times  | 42.00 | 25.20      | 16.80 | 14.00 | 11.20 |
| 100 | 111100 | 40.00 |            |       |       |       |

| 1  | time         | 10.00 | 8.00    | 6.00    |
|----|--------------|-------|---------|---------|
| 13 | times        | 9.50  | 7.60    | 5.70    |
|    | times        | 9.00  | 7.20    | 5.40    |
|    | times        | 8.00  | 6.40    | 4.80    |
|    | times        | 7.50  | 6.00    | 4.50    |
|    | times        | 7.00  | 5.60    | 4.20    |
|    | times        | 6.00  | 4.80    | 3.60    |
|    | CLASS ''I    | B''   |         |         |
|    | (All other t | ime)  |         |         |
|    | ,            | (*)   | 50 wds. | 25 wds. |
| 1  | time.        | 8.00  | 5.00    | 4.00    |
| 10 | timos        | 5.70  | 4 75    | 3.80    |

| ı | time.                     | 8.60 | 5.00 | 4.0 |
|---|---------------------------|------|------|-----|
| 3 | times                     | 5.70 | 4.75 | 3.8 |
| B | times                     | 5.40 | 4.50 | 3.6 |
| 2 | times                     | 4.80 | 4.00 | 3.2 |
| 1 | times                     | 4.50 | 3.75 | 3.0 |
| 6 | times                     | 4.20 | 3.50 | 2.8 |
| 2 |                           | 3.60 | 3.00 | 2.4 |
| ( | *) One minute or 100 word | ls.  |      |     |
|   |                           |      |      |     |

SPECIAL FEATURES
time, weather, temperature reports, etc.—

News, time, weather, temperature reports, etc.—
rates on request remaining the report of the remaining temperature reports, etc.—
rates on request remaining the remaining temperature reports, etc.—
rates on request remaining the remaining temperature of the remaining temperature.

One time Class "A" rate applies regardless of broadcast time or number of broadcasts. All copy must be presented for approved the remaining the station maintaine a merchandising department operating in conjunction with the Sheboygan Press.

The station maintaine a merchandising department operating in conjunction with the Sheboygan Press.
Contract and Other Requirements.
Rates do not include talent. Services of announcer are included without extra cost. All orders for advertising subject to station's approval as to continuity, music, program arrangement, etc.
All contracts must be completed within one year of first broadcast. No contract accepted for a longer period than one year.
All contracts must be completed within one year of first broadcast. No contract accepted for a longer period than one year.
All contracts must be completed within one year of first broadcast. No contract accepted for a longer period than one year.
All contracts must be completed within one year of first broadcast. No contract accepted for a longer period than one year.
All contracts must be completed within one year of first broadcast. No contract accepted for a longer period than one year.
All contracts must be completed within one year of first broadcast. No contract accepted for a longer period than one year.
All contracts must be completed within one year of first broadcast. No contract accepted for a longer period than one year.
All contracts must be completed within the period of the period

Executive Director—A. Matt Werner.
Manager—G. P. Richards.
Representatives
Radio Advertising Company.

# STEVENS POINT

(Portage County)

# WLBL

Owned and operated by State of Wisconsin Department of Agriculture.

Wave—Power—Time
Operating power—5,000 watts days.
322.6 meters; 980 kilocycles.

Licensed to operate days.

Does not sell time.

# **SUPERIOR**

(Douglas County) WDSM

(Established 1939)

(Established 1989)

Hates effective June 1, 1944. (Card No. 2.)

Owned and operated by WDSM, Inc.

Business Offices and Studios—Androy Hotel, Superior.

Wis.; Spalding Hotel, Duluth, Minn.

Trainsmitter—Connor's Point, Superior. Wisconsin.

Wave—Power—Time
Operating power—250 watts.

243.9 meters; 1230 kitiocycles.

Licensed to operate full time on local channel.
Operates on Central War Time.

Actual operating schedule: Sunday 7:30 a.m. to 1:00 a.m.

Week days 6:00 a.m. to 1:00 a.m.

Agency commission
Agency commission

Agency commission 15% to recognized advertising agencies. No cash discount. Bills due 1st of each month, payable 10th of each month following service.

General Advertising

For combination rates see American Breadcasting
Company, Inc. (Basic Supplementaries), Mutual Broadcasting System and North Central Broadcasting
System (Key Markets Group).

Rates include charges by owners of music copyrights.

(6:00 p.m. to 10:00 p.m. daily)

1 1/2 1/4 10 5 1

hr. hr. hr. min. min. min.

|     |           | nr.     | nr.     | mr.     | mıu.    | min.     | min, |
|-----|-----------|---------|---------|---------|---------|----------|------|
| 1   | time      | 80.00   | 48.00   | 82.00   | 24.00   | 16.00    | 8.00 |
| 13  | times     | 76.00   | 45.60   | 80.40   | 22.80   | 15.20    | 7.60 |
| 26  | times     | 72.00   | 43.20   | 28.80   | 21.60   | 14.40    | 7.20 |
| 52  | times     | 68.00   | 40.80   | 27.20   | 20.40   | 13.60    | 6.80 |
| 78  | times     | 66.40   | 89.80   | 26.60   | 19.90   | 18.30    | 6.60 |
| 104 | times     | 64.00   | 38.40   | 25.60   | 19.20   | 12.80    | 6.40 |
| 130 | times     | 61.60   | 37.00   | 24,60   | 18.50   | 12.80    | 6.20 |
| 156 | times     | 59.20   | 85.50   | 23,70   | 17.80   | 11.80    | 5.90 |
| 208 | times     | 56.00   | 33.60   | 22.40   | 16.80   | 11.20    | 5,60 |
| 260 | times     | 52.00   | 31.20   | 20,80   | 15.60   | 10.40    | 5.20 |
| 312 | times     | 48.00   | 28.80   | 19.20   | 14.40   | 9.60     | 4.80 |
|     |           |         | CLASS   |         |         |          |      |
|     | (10:00 p. | m. to   | 11:00 p | .m. we  | ek days | 1; 12:00 |      |
|     |           | noon to | 6:00 p  | .m. Su  | ndays)  |          |      |
| 1   | time      | 48.00   | 28.80   | 19.20   | 14.40   | 9.60     | 4.80 |
| 13  | times     | 45.60   |         | 18.20   | 13.70   | 9.10     | 4.60 |
| 26  | times     | 43.20   | 25.90   | 17.30   | 13.00   | 8.60     | 4.80 |
| 52  | times     |         | 24.50   | 16.30   | 12.20   | 8.20     | 4.10 |
| 78  | times     |         | 23.90   | 15.90   | 12.00   | 8.00     | 4.00 |
| 104 | times     | 38.40   | 23.00   | 15.40   | 11.50   | 7.70     | 3.90 |
| 130 | times     |         | 22.20   | 14.80   | 11.10   | 7.40     | 3.70 |
| 156 | times     | 35.50   | 21.30   | 14.20   | 10.70   | 7.10     | 8.60 |
| 208 | times     | 33.60   | 20.20   | 13.40   | 10.10   | 6.70     | 3.40 |
| 260 | times     | 31.20   | 18.70   | 12.50   | 9.40    | 6.20     | 8.10 |
| 312 | times     | 28,80   | 17.30   | 11.50   | 8.60    | 5.80     | 2.90 |
|     |           |         | CLASS   |         |         |          |      |
|     | (6:00 a.: |         |         |         |         | ; 11:00  |      |
| 1   | n m to    | 19:00   | midnigh | t daily | 7.00    | am to    |      |

|     |       | 12:   | 00 noon | Sunda; | 78)   |      |      |
|-----|-------|-------|---------|--------|-------|------|------|
| 1   | time  | 40.00 | 24.00   | 16.00  | 12,00 | 8,00 | 4.00 |
| 13  | times | 38.00 | 22.80   | 15.20  | 11,40 | 7.60 | 8.80 |
| 26  | times | 36.00 | 21.60   | 14.40  | 10.80 | 7.20 | 3.60 |
| 52  | times | 34.00 | 20.40   | 13.60  | 10.20 | 6.80 | 3,40 |
| 78  | times | 33.20 | 19.90   | 13.30  | 10.00 | 6.60 | 3.30 |
| 104 | times | 32.00 | 19.20   | 12.80  | 9.60  | 6.40 | 3.20 |
| 130 | times | 30.80 | 18.50   | 12.30  | 9.20  | 6.20 | 8.10 |
| 156 | times | 29.60 | 17.80   | P1.80  | 8.90  | 5.90 | 8.00 |
| 208 | times |       | 16.80   | 11.20  | 8.40  | 5.60 | 2.80 |
| 260 | times |       | 15.60   | 10.40  | 7.80  | 5.20 | 2.60 |
| 312 |       |       | 14.40   | 9.60   | 7.20  | 4.80 | 2.40 |
|     | V     |       | CLASS   | "D"    |       |      |      |

260 times... 26.00 15.60 10.40 7.80 5.20 2.60
312 times... 24.00 14.40 9.80 7.20 4.80 2.40
CLASS "D"

(12.00 midnight to sign-off nightly)
50% of Class "C" time.
SPECIAL FEATURES
News: 24 hour leased wire service available; sports, local news, time signals, participating programs—rates on request.

One time single rate. Cash in advance. No sgency commission allowed. TALENT
Talent charges are in addition to the time rates; not subject to commission.

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply. Rates include use of transcription library service.

Remote control facilities available. Rates and details on request.

SERVICE FACILITIES
Production, merchandising, continuity departments available at no cost. Concentrated program promotion given.

Contract and Other Requirements
No contract accepted for period longer than one year. All contracts are subject to the station's approval. Station reserves right to discontinue or refuse all advertising for reasons satisfactory to the management without incurring any liability therefrom. Contracts are subject to government regulations. All contracts are subject to government regulations. All contracts are subject to government regulations. All contracts accuelled prior to expiration date will be short rated on basis of rate actually earned for service used under schedule of rates in effect when contract was executed.

Rates quoted are for facilities of station only. All quotations subject to prior sale. Frequency discounts allowed when samed by consecutive weekly service. Used when samed by consecutive weekly service.

Closing Time
All continuity and program material is subject to station's approval and must be submitted at least 24 hours in advance; contracts two weeks in advance of first broadcast.

Personnel
Manager—Arthur C. Bobinson.
Representatives
William G. Rambeau Company.

# WEBC

Considered by the National Broadcasting Company as their Duluth-Superior outlet. See listing under Duluth, Minn.

# WAUSAU WSAU

(Established 1987)

(Established 1987)

Rates effective July 1, 1940. (Card No. 3.)

Owned and operated by the Northern Broadcasting
Company, Inc.

Business Office and Studio—125 Third St., Wausau.

Transmitter—118-115 Third Street, Wausau, Wis.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.

Licensed to operate unlimited time on local channel.
Operating schedule: Sundays 8:00 s.m. to 10:30 p.m.;

week days 6:30 s.m. to 10:30 p.m.

Agency commission 15% to recognized advertising
agencies. No cash discount. All commissions are for
station time only; cost of talent is net under all circumstances. Invoices melied lat of month following
month in which services is rendered.

Seneral Advertising

month in which service is rendered.

General Advertising
For combination rates see Columbia Broadcasting
System (Northwestern Group). Affiliated with the
Wisconsin Network.

Rates include charges by owners of music copyrights.
The following rates are for national advertising. For
local advertising rates consult station management.

# WAUSAU—Continued WSAU—Continued

| CLASS "A"          |           |                |           |         |  |  |  |
|--------------------|-----------|----------------|-----------|---------|--|--|--|
| (7:00              | p.m. to 1 | 0:00 p.m.      | )         |         |  |  |  |
| 1 11.              | 18 ti.    | 26 11.         | 52 tl.    | 104 ti. |  |  |  |
| 1 hour 70.00       | 66.50     | 63.00          | 59.50     | 56,00   |  |  |  |
| 1/2 hour 42.00     | 39.90     | 37.80          | 33.70     | 33,60   |  |  |  |
| 1/4 hour 28.00     | 26.60     | 25, 20         | 23.80     | 22.40   |  |  |  |
| 10 minutes 21.00   |           | 18.90          | 17.85     | 16.80   |  |  |  |
| 5 minutes 14.00    | 13.80     | 12.60          | 11.90     | 11.20   |  |  |  |
| 1 minute., 7.00    | 6.65      |                | 5.95      | 5.65    |  |  |  |
| (11:80 a.m. to     |           |                |           |         |  |  |  |
| p.m. and 1         | 0:00 p.m. | to 11:00       | n.m.)     |         |  |  |  |
| 1 hour 42.00       | 39.90     | 37.80          | 35.70     | 33.60   |  |  |  |
| 1/2 hour 25.00     |           | 22.50          | 21.25     | 20,00   |  |  |  |
| 1/4 hour 17.00     |           |                | 14.45     | 13.60   |  |  |  |
| 10 minutes 12,00   |           | 10.80          | 10.20     | 9.60    |  |  |  |
| 5 minutes 9.00     |           |                | 7.65      |         |  |  |  |
| 1 minute 6.00      | 5.70      | 5.40           | 5.10      | 4.80    |  |  |  |
| 1                  | CLASS '   |                | 0.20      |         |  |  |  |
| (All other time en |           |                | 7:00 p.   | -       |  |  |  |
| (                  | Sunday    |                |           |         |  |  |  |
| 1 hour 28.00       |           | 25.20          | 23, 80    | 22,40   |  |  |  |
| 1/2 hour 16.00     | 15.20     | 14.40          | 13.60     | 12.80   |  |  |  |
| 1/4 hour 12.00     | 11.40     | 10.80          | 10.20     | 9.60    |  |  |  |
| 10 minutes 8.00    | 7,60      | 7.20           | 6.80      | 6.40    |  |  |  |
| 5 minutes 6.00     |           | 5.40           | 5.10      | 4.80    |  |  |  |
| 1 minute 4.50      | 4.28      |                | 8.83      | 8.60    |  |  |  |
| (12:00 nooi        |           |                |           | 5.00    |  |  |  |
| Class "A" rates ]  | esa 25%.  | <b>y.m.</b> 5u | 1440) 0 / |         |  |  |  |
|                    |           |                |           |         |  |  |  |
|                    | TRIP RA   | LLAS           |           |         |  |  |  |

Rates do not include transcription service. Strip rate programs may not be grouped with General Advertising rates to earn frequency discounts.

| CLASS "B"                                 |         |          |         |  |  |  |
|---|---------|----------|---------|--|--|--|
| (11:30 a.m. to 1:00 p.m. and 5:30 p.m. to |         |          |         |  |  |  |
| 7:00 p.n                                  | a.)     |          |         |  |  |  |
| Quarter hours:                            | 13 wks. | 26 wks.  | 52 wks. |  |  |  |
| 3 weekly, each                            | . 12.00 | 11.40    | 10.80   |  |  |  |
| 5 weekly, each                            |         | 10.84    | 10.28   |  |  |  |
| CLASS '                                   | ·C·     |          |         |  |  |  |
| (6:00 a.m. to 11:30 a.m.                  |         | 0 p.m. ( | 0       |  |  |  |
| 5:30 p.n                                  | a.)     |          |         |  |  |  |
| 8 weekly, each                            | 9.00    | 8.55     | 8.10    |  |  |  |
| 5 weekly, each                            | . 8.55  | 8.12     | 7.69    |  |  |  |
| SPECIAL FE                                | ATURES  |          |         |  |  |  |

SPECIAL FEATURES service—75 word participation announcements; news service 25% of following rates; (12:00 noon to 12:15 p.m.) News service-cost of news

|                            | ——Ре         | r week fo | )r      |
|----------------------------|--------------|-----------|---------|
| Per week:                  | 13 wks.      | 26 wks.   | 52 wks. |
| 8 days                     | 15.00        | 14.25     | 13.50   |
| 7 days                     | 25.00        | 28.75     | 22,50   |
| (All other periods be      | fore 6:00    | p.m.)     |         |
| Six 5 minute periods       | . 35.00      | 32.90     | . 30.90 |
| Six 15 minute periods      | . 50.00      | 47.50     | 45.00   |
| (All other periods af      | ter 6:00     | p.m.)     |         |
| Six 5 minute periods       | 45.00        | 42.75     | 40.50   |
| Six 15 minute periods      | 60.00        | 57.00     | 54.00   |
| Sport programs—rates and d | etails on    | request   |         |
| PETITOTIS OPO              | NTT / A 1111 | ONG       |         |

RELIGIOUS ORGANIZATIONS
Rates on application.

POLITICAL BROADCASTS
One time Class "A" rates apply. No discounts, Payable in advance.

ELECTRICAL TRANSCRIPTIONS tricted to certain hours. Regular time rates All carrying charges must be prepaid.

TALENT Bates on application.

REMOTE CONTROL

Station is equipped to handle remote control broadcasts covering any purpose. Wire and mechanical
charges for remote control installations must be paid
in advance. Estimates will be given on application.

Facilities for hook-ups on direct chain lines.

Cleaing Time
Twenty-four house before broadcact.
Electrical transcriptions should be delivered to
studios at least ten days in advance to permit checking and shipment of replacements.

Mechanical Program Equipment
Equipment to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables
for vertical and lateral out recordings.

Personnel
General Manager—B. F. Hovel.
Commercial Manager—J. W. Killeen.

Representatives
Howard H. Wilson Company.

# WISCONSIN RAPIDS

(Wood County)

WFHR (Established 1940)



Rate card received October 9, 1940. (Card No. 1.)

Rate card received October 9, 1940. \*(Card No. 1.)
Owned and operated by William F. Huffman.
Business Office and Studio-143-1/2 West Grand
Arenue, Wisconsin Rapids, Wisconsin,
Other Studios—Stevens Point and Marshfield, Wis.
Transmitter—County Trunk Highway F (Benow Arenue) 1-1/2 miles from business district. Wisconsin
Rapids, Wisconsin.

\*\*Wave—Power—Time\*
Operating power—250 watta.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel.
Operates on Central War Time.
Operating schedule: Sundays 7:30 a.m. to 10:30 p.m.;
week days 7:00 a.m. to 10:30 p.m.

Agency commission
Agency commission
Agency commission 15% to recognized advertising
agencies on time only. No cash discount. Bills rendered first of month following service; due 20th of
month.

General Advertising
For combination rates see listing of Mutual Broad-casting System. Affiliated with the Wisconsin Net-

The following rates are for national advertising.

(6:30 a.m. to 8:30 a.m., 11:30 a.m. to 1:00
p.m. and 5:00 p.m. to 9:00 p.m.)

1 ti. 18 ti. 26 ti. 52 ti. 104 ti.
1 hour.... 70.00 66.50 68.00 59.50 56.00
1/2 hour.... 42.00 39.90 37.80 33.70 33.60
1/4 hour.... 42.00 26.60 25.20 23.80 22.40
10 minutes 21.00 19.95 18.90 17.85 16.80
5 minutes 14.00 13.30 12.60 11.90 11.20
1 minute 7.00 6.65 6.80 5.95 5.65

CLASS 'B'

(8:30 a.m. to 11:30 a.m.) 104 tf. 56.00 33.60 22.40 16.80 s.m. to 11.30 a.m.)
39.90 37.80
23.75 22.50
16.15 15.30
11.40 10.80 (8:30 1 hour.... 42.00 1/2 hour... 25.00 1/4 hour... 17.00 10 minutes 12.00 5 minutes 9.00 1 minute 6.00 83.60 20.00 13.60 9.60 7.20 4.80 35.70 21.25 14.45 10.20 7.65 5.10 3.10 5.40 8.55 5.70 CLASS (Ail other time)
26.60 25.20
15.20 14.40
11.40 10.80
7.60 7.20
5.70 5.40
STRIP RATES 1 hour.... 28.00 1/2 hour.... 16.00 1/4 hour.... 12.00 10 minutes 8.00 5 minutes 6.00 1 minute 4.50 23.80 13.60 10.20 6.80 5.10 8.83

Do not include transcription service. Strip rate programs may not be grouped with general rates to earn frequency discounts.

9.60 6.40

10.80 10.28 

vance.
ELECTRICAL TRANSCRIPTIONS
General advertising rates apply. Rates include use
of transcription library service. Instantaneous recording equipment available.

Pater on request.

ing equipment available.

TALENT

Rates on request.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Not subject to agency commission.

SERVICE FACILITIES

The services of station production department are available at no extra charge. Merchandising services furnished for spot broadcasting schedules without additional charge except for cash expenditures which are to be paid by the advertiser.

Centrant and Other Requirements

Advertising of alcoholic beverages not accepted excepting beer and light wine. All rates are for station time only. No contract accepted for a longer period than one year. Contracts subject to cancellation by 30 day written notice accompanied by certified check at short rate to date of last program. All contracts subject to present and future State and Federal regulations. Station reserves the right to discontinuous to rafuse any advertising program for reasons satisfactory to themselves except in cases governed by the Federal Regulations. All proposals subject to price booking of time.

Closing Time

When advertiser prepares own program it should be

When advertiser prepares own program it should be submitted not less than three days in advance for program director's approval. Transcriptions should be delivered at lesst ten days in advance to permit checking and shipment of replacements. Contracts close two weeks in advance of first broadcast. Announcement copy, transcriptions and talks close 24 broads advance. Closing Time

Personnel Manager—Bruce G Beichl.
Station Manager—George T. Frechette.
Representatives
Norse.

# WYOMING

# INTERMOUNTAIN NETWORK



For rates and data see listing under Utah.

CASPER (Natrona County) KDFN (Established 1980)



Rates received October 19, 1987.

Owned and operated by Donald L. Hathaway.
Business Office and Studio—First and Lennox, Casper
Wyoming, telephone 407.
Transmitter—First and Lennox, Casper, Wyoming.
Wave—Power—Time
Operating power—1,000 watts,
204.1 meters; 1470 kilocycles.

Discriting power—1,000 watts,
294.1 meters; 1470 kilocycles.
Licensed to operate full time on regional channel.
Operates on Mountain War Time.
Licensed to operate full time on regional channel.
Operates on Mountain War Time.
Agency Commission 15.9, on net charges for station that the commission on talent or production charges. No commission of Mountain the advertising for commission or service.

General Avertising
For combination rates see Keystone Network.
The following rates apply to national advertising.

MUSICAL PROGRAMS
Renewal of contracts to the same advertiser without interruption earn the rate applying on the total quantity used (not exceeding service used within a period of one year).

Discounts apply only on consecutive broadcasts at regular intervals and not more than one week spart.

1After 6:00 p.m. and 12:00 noon to 1:00 p.m.

week days and all Sunday time)

1 hour... 25:00 28:37 22:50 21:25 20.00

1/4 hour... 15:00 18:25 18:50 12:75 12:00

1 hour... 28. (All other hours)

1 hour... 28. (All other hours)

1 hour... 28. (All other hours)

1 hour... 28. (All other hours) 

and all Stiday time)

1 tt. 13 tt. 25 tt. 152 tt. 100 tt 300 tt

One minute. 5.00 8.15 2.95 2.80 2.65 2.45

(All other hours)

One minute. 8.00 2.15 2.05 1.00 1.80 1.70

(Day or evening time)

50 words or less, 3/4 of one minute rates.

Two minute announcements, 1-1/2 times the one minute rate.

Three minute announcements, two times the one minute rate.

Fire minute announcements, three times the one minute rate.

Spot announcement at 1:00 p.m. take the regular noon day announcement rate, and at 1:15 p.m. take the regular noon day announcement rate, and at 1:15 p.m. take the regular noon day announcement rate, and at 1:15 p.m. take the regular noon day announcement rate, and at 1:15 p.m. take the regular noon day announcement rate, and at 1:15 p.m. take the regular day time announcement rate.

Discounte apply only on consecutive broadcasts not more than one week apart.

POLITICAL TALES

POLITICAL TALES

POSITICAL TALES

POSITICAL TALES

POSITICAL TALES

POSITICAL TALES

NEVONOBSHIP

News—Lessed wire service available. Rates and details on request.

Time Signais, 12:00 noon and 8:00 p.m., 75 werds in additional to time signais allowed. Begular one minute announcement rate applies.

Latest live stock market reports and ranch information, daily except Sundays and Holidays from 1:00 p.m. to 1:15 p.m.

SPECIAL FEATURES FOR PARTICIPATING

SPONSORSHIP

Women in News Program: Short announcement. 1:0:30 a.m. to 10:45 a.m. daily except Sunday, advertiser allowed one or two minutes. Regular announcement rate applies.

Dinner Hour Announcement Period: 6:30 p.m. to 6:45 p.m., advertiser allowed one or two minutes.

Regular announcement rates apply.

ELECTRICAL TRANSCRIPTIONS

No additional charge for transcribed programs or

ELECTRICAL TRANSCRIPTIONS

No additional charge for transcribed programs or announcements.

No additional charge for transcribed programs or announcements.

TALENT

Hates on application.
Contract and Other Requirements
No periods sold in bulk for resale.
Rates apply to all advertising other than strictly bona fide retailers. Station will not be liable for failure to broadcast at hours scheduled, where failure is due to causes beyond control.
Contract privileges of advertisers cannot be entended to other persons, furme, or corporations without to the persons, furme, or corporations without to cause approval and governmental regulations. In cases of remergencies unusual event, or for any other reasons of the persons of t

Personnel
Owner-Manager—Donald L. Hathaway.
Representatives
Chicago—Sears and Ayer, Inc.
Pacific Coast—Homer Griffith Company.

# WYOMING—Continued

# **CHEYENNE**

(Laramie County)

KFBC (Established 1940)



Rates effective September 15, 1940. (Card No. 1.) Owned and operated by Frontier Broadcasting Co. Business Office and Studio—Plains Hotel, Cheyenne, Wyoming. Transmitter—

Transmitter—

wave—Power—Time

Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel.

Operates on Mountain War Time.

Operating schedule: Sundays 8:00 s.m. to 11:00 p.m.;

week days 6:00 s.m. to 11:00 p.m.

Agency Commission
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered monthly; due the tenth of the following month.

General Advertising
For combination rates see American Broadcasting

eneral Advertising
For combination rates see American Broadcasting
Company, Inc. (Mountain Group) and Keystone Network.
The following rates are for national advertising.
Rates include charges by owners of music copyrights.
CLASS "A"

(8:00 p.m. to 10:00 p.m.)

| 1/2 | hour  | 35.0  |
|-----|---|-------|
| 1/4 | hour  | 18.7  |
|     |   |       |
| 3   | CLASS "B"                                   | 12.5  |
|     |   |       |
|     | (6:00 s.m. to 6:00 p.m. and 10:00 p.m. to   |       |
|     | 11: <b>80 a.m.</b> )                        |       |
| 1   | bour  | 45.0  |
| 1/2 |   | 26.2  |
| 1/4 |   | 15.0  |
| - 5 |   | 7.5   |
| •   | ANNOUNCEMENTS                               |       |
| One | minute transcription, 100 words, independen |       |
|     | ncements, chain breaks or announcements n   |       |
|     |   | ext t |
| Dew |   |       |
| Eac | th  | 10.0  |
|     | CLASS "B"                                   |       |
| Eac |   | 6.6   |
|     | nouncements during participative periods:   | 0.0   |
| АП  | CLASS "A"                                   |       |
| 171 |   |       |
| DEC | b   | 8.6   |
| _   | CLASS "B"                                   |       |
| E   |   |       |

mission.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy closes 24 hours in advance.

Transcriptions and talks close 48 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/S and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.

Personnel Station Manager—W. C. Grove Representatives William G. Rambeau Company.

### **POWELL** (Park County)

KPOW

(Established 1941)

Rate card undated; received September 21, 1942. (Card No. 3.)

# DISCOUNTS

| 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 10%

POLITICAL PROGRAMS
Rates on request.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission.

commission.

commission.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted.
Contracts are subject to cancellation by two weeks'
written notice accompanied by certified check at
short rate to date of last program.
All programs must comply with the rules and regulations of the Federal Trade Commission and F.C.C.
Station will not be liable for failure to broadcast
hours scheduled where failure to broadcast is due to
causes beyond their control. In case or emergency or
special events, the broadcaster reserves the right to
reschedule programs, but guarantees the advertiser
his equivalent in time with courtesy announcements
giving time of program shifted.

Closing Time

Closing Time
Contracts close two weeks in advance of first program,
Announcement copy, transcriptions and talks close
36 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical trans-criptions, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral recordings.

Personnel
Manager—Del Brandt.

Representatives
Sears & Ayer, Inc.
Pacific Coast—Homer Griffith Company.

# ROCK SPRINGS

(Sweetwater County)

KVRS





Rates effective December 1, 1942.

Owned and operated by the Wyoming Broadcasting Company.

Business Office and Studio—Rock Springs, Wyoming, telephone 93-94. Transmitter—1307 Wyoming St., Rock Springs, Wyo.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operates on Mountain War Time.

Agency Commission 15% commission allowed to all recognized agencies. Bills on accepted accounts are payable on the 10th of the month after billing. No cash discount. Intermittent accounts of 10.00 or less required to pay in advance.

General Advertising For combination r tem, Keystone Ne eneral Advertising
For combination rates see Mutual Broadcasting System, Keystone Network, and Intermountain Network.
Advertising time on programs to be limited to three
minutes per quarter bour unless special arrangements
are made.
The following rates are for national advertising.

CLASS "A"

[5:00.0 pm]

|               |           | (5:00  | p.m.  | to 10 | :00 p. | m.)    |       |             |
|---------------|-----------|--------|-------|-------|--------|--------|-------|-------------|
|               |           | 1      | 13    | 26    | 52     | 104    | 195   | 260         |
|               |           | t1.    | t1.   | t1.   | t1.    | ti.    | t1.   | <b>\$1.</b> |
| 1             | hour      | 60.00  | 57.00 | 54.00 | 51.00  | 48.00  | 45.00 | 42.00       |
| 1/2           | hour      | 85.00  | 83,25 | 81.50 | 29.75  | 28.00  | 26.25 | 24.50       |
|               | hour      |        |       |       |        |        |       |             |
|               | minutes   |        |       |       |        |        |       |             |
| - 5           | minutes   | 10.00  | 9.50  | 9.00  | 8.50   | 8.00   | 7.50  | 7.00        |
| _             |           |        |       | 88 "1 |        |        |       |             |
|               |           |        |       |       |        | - 10.0 |       |             |
|               | (6:00 8.1 |        |       |       |        |        |       |             |
|               | hour      |        |       |       |        |        |       |             |
| 1/2           | hour      | 28, 25 | 24.94 | 28.63 | 22.32  | 21.00  | 19.39 | 18.38       |
| 1/4           | hour      | 15.00  | 14.25 | 13.50 | 12.75  | 12.00  | 11.25 | 10.50       |
|               | minutes   |        |       |       |        |        |       |             |
|               | minutes   |        |       |       |        |        |       |             |
| •             |           |        |       |       |        |        |       |             |
| ANNOUNCEMENTS |           |        |       |       |        |        |       |             |

|    | 5 minutes  | 7.00    | 7.18   | 6.75   | 6.88    | 6,00    | 5.68     | D. 2 |
|----|------------|---------|--------|--------|---------|---------|----------|------|
|    |            | AN      |        | CEM    |         |         |          |      |
|    |            |         |        | 8 "4   |         |         |          |      |
|    |            | (5:00   | p.m.   | to 10: | 00 p.   | m.)     |          |      |
| 1  | time       |         | 5.0    | 0 5    | ? time  | B8      |          | 4.2  |
| 13 | times      |         | 4.7    | 5 100  | time    | M       |          | 4.0  |
| 26 |            |         |        |        |         |         |          |      |
|    |            |         | CLAS   |        |         |         |          |      |
|    | (6:00 a.r. | n. to 5 | :00 p. | m. an  | d after | r 10:00 | 0 p.ma.) | )    |
| 1  | time       |         | 8.7    | 5 5    | time    | 86      |          | 3.11 |
| 13 | times      |         |        |        |         |         |          | 8.0  |
| 26 | times      |         | 3.3    | 8 80   | or r    | nore t  | imes     | 2.8  |

SPECIAL FEATURES
Newscasts: Rates on request.
Audience tested programs available for sponsorehip.

TALENT
Talent bureau maintained by station.
All talent used on program, except announcer, payable by sponsor.

able by sponsor.

REMOTE CONTROL

Remote broadcasts take night rate plus talent and line charges.

SERVICE FACILITIES

Merchandising department available to advertisers.

# Contract and Other Requirements

ontract and Other Requirements
All rates quoted are contract prices. Contract concessions are not transferable. Rates apply to all acceptable accounts of a general advertising status.
All programs must comply with the rules and regulations of the Federal Communications Commission and the Federal Trade Commission. Material not in public interest may be refused. Station will not be liable for failure to broadcast hours scheduled where failure is due to causes beyond control. In cases of emergency, unusual events, the broadcaster may command and occupy all time granted under contract, but in so doing will reimburse the advertiser in equivalent time or a pro rats sum.

ersonnel Manager—H. L. McCracken.

Representatives None.

# SHERIDAN

(Sheridan County) KWYO (Established 1984)



Rates effective January 20, 1940.

Owned and operated by Big Horn Broadcasting Co. Business Office and Studio—19 N. Main Street. Sheridan. Wyoming, telephone 601. Transmitter—two miles northwest of Sheridan.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time.
Operates on Mountain War Time.
Actual operating schedule: 7:00 a.m. to 8:00 p.m.

Agency Commission
Agency commission 15% to recognized agencies. No commission on talent or production charges. No cash

Commission on talent or production charges. No cash discount. General Advertising
For combination rates see Keystone Network.

(10:00 a.m. to 2:00 p.m. and 6:00 p.m. to 10:00 p.m.)

1 tl. 18 tl. 28 tl. 52 tl. 104 tl. 280 tl. 1/2 hour..... 40:00 37:00 34:00 31:00 28:00 28:00 28:00 11/2 hour..... 25:00 23:00 12:00 11:00 11:00 10:00 11/4 hour..... 15:00 14:00 13:00 12:00 11:00 10:00 10 minutes 12:00 11:25 10:50 9:75 9:00 8:25 minutes 7:50 7:00 6:50 6:00 5:50 5:00 CTLASS "B"

(7:00 a.m. to 10:00 a.m. and 2:00 p.m. to 6:00 p.m.)

 
 CTASS "B"

 (7:00 a.m. to 10:00 a.m. and 2:00 p.m. to 6:00 p.m.)
 6:00 p.m.)
 to 10:00 a.m. and 2:00 p.m. to 6:00 p.m.

 hour..... 30:00 28:50 p.m. to 6:00 p.m. to 6:00 p.m.
 25:50 p.m.
 24:00 p.m.
 22:50 p.m.

 hour..... 18:00 17:10 16:20 15:80 14:40 13:50 p.m.
 15:80 p.m.
 15:80 p.m.
 15:80 p.m.
 15:80 p.m.

 minutes 7:50 7:00 6:50 6:00 5:00 minutes 5:00 4:75 4:50 4:25 4:00 3:75
 16:00 p.m.
 16:00 p.m.</td ANNOUNCEMENTS

ANNOUNCEMENTS

(10:00 a.m. to 2:00 p.m. and 8:00 p.m. to 10:00 p.m. 10:00 p

SPECIAL FEATURES
Time signals, stock and market reports, farm flashes,
news—rates and details on request.

POLITICAL BROADCASTS
Rates on application.

TALENT

Rates on application.

REMOTE CONTROL

Service and facilities for handling programs originating outside of studio are available and prices for such remote control broadcasts will be quoted upon request.

mote control broadcasts will be quoted upon request. Contract and Other Requirements

The station, reserves the right to refuse or discontinue any advertising or program for reasons satisfactory to the station. All time and service soil subject to all terms and conditions of station's regular contract forms, subject to cancellation on 30 days written notice. Unless otherwise specified announcements may be varied from scheduled time by 30 minutes at station's option.

Closing Time
Talent programs close one week in advance. Announcements close 48 hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. double turn-tables
for lateral recordings.

Personnel
President—R. E. Carroll.
Station & Adv. Mgr.—Jim Carroll.
Representatives
New York. Chicago—Sears & Ayer, Inc.
Pacific Coast—Homer Griffith Company.

# U. S. TERRITORIES AND POSSESSIONS

# ALASKA

# ANCHORAGE KFQD (Established 1924)

Rates effective December 1, 1943. Owned and operated by Alaska Broadcasting Co., Business Office and Studio—KFQD Bldg., Anchorage,

Alzaka. Transmitter—412 Fourth Avenue, Anchorage. Alzaka

wave—Power—Time
Operating power—1,000 watts.
879.7 meters: 790 kilocycles.
Licensed to operate unlimited time.
Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% on station time only to
recognized agencies supplying copy. No cash discount. General Advertising
For combination rates see Keystone Network.
CLASS "A"

|     |              |       |                   | _     |         |           |          |
|-----|--------------|-------|-------------------|-------|---------|-----------|----------|
|     |              | (5:00 | p.m. to           | 10:80 | p.m.,)  |           |          |
|     |              | 1     | 1/2               | 1/4   | 5       | 1         | 50       |
|     |              | hour  | hour              | hour  | min.    | min.      | wds.     |
| 1   | time         | 80.00 | 50.00             | 80.00 | 18.00   | 11.25     | 8.00     |
| 13  | times        | 72.50 | 47.50             | 28.00 | 16.50   | 10.25     | 7.25     |
| 26  | times        | 67.50 | 45.00             | 26.50 | 15.50   | 9.25      | 6.75     |
| 89  | tim 66       | 62.50 | 42.50             | 25.00 | 14.50   | 8.75      | 6.25     |
| 52  | times        | 57.50 | 40.00             | 23.50 | 18.50   | 8.25      | 5.75     |
| 104 | times        | 55.00 | 97.50             | 22.00 | 12.50   | 7.75      | 5.25     |
| 156 | times        | 52.50 | 85.00             | 20.50 | 11.50   | 7.25      | 4.75     |
| 260 | times        | 50.00 | 82.50             | 19.00 | 10.50   | 6.75      | 4.25     |
|     |              |       | CLASS             | "R"   |         |           |          |
|     |              | (6:30 |                   | 5:00  | p. m. 1 |           |          |
| 1   | time         | 50.00 | 30.00             | 20.00 | 10.00   | 7.00      | 5.90     |
| 18  | times        | 47.50 | 28.50             | 19.00 | 9.50    | 6.80      | 4.50     |
| 26  | times        | 45.00 |                   | 18.00 | 9.00    | 5.95      | 4.25     |
| 52  | times        | 42.50 |                   | 17.00 | 8,50    | 5.60      | 4.00     |
| 104 | times        | 40.00 |                   | 16.00 | 8.00    | 5.25      | 8.75     |
| 156 | times        | 87.50 |                   | 15.00 | 7.50    | 4.90      | 8.50     |
| 260 | times        | 85.00 | 21.00             | 14.00 | 7.00    | 4.55      | 8.25     |
| -30 | ************ |       | CIAL F            |       |         | 00        |          |
| New | s: Lease     |       | service           |       |         | PAGUISE   | retes    |
| plu |              |       | minutes;          |       |         |           | rates    |
| plu |              |       | mmutos,<br>icast. | 10041 | 11041   | - OP CINE | v # + 08 |
|     |              |       |                   |       |         |           |          |

plus 8.00 per newcest.

ELECTRICAL TRANSCRIPTIONS

Library services available at cost.

Library services available at cost.

Seward, Ft. Richardson and Matanuska Valley,
Alaska, and all public buildings in Anchorage—rates
on request.

EEBEGADCASTING

Alasks, and all public buildings in Anchorage—rates on request.

REBROADCASTING

Facilities available—details on request.

SERVICE FACILITIES

Local merchandisting service available. No service charge.

Contract and Other Requirements

Advertising accepted subject to approval.

Closing fine

Two weeks in advance preferred. Recorded programs close one month in advance to protect breakage.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel Manager—W. J. Wagner. . Representatives Pan-American Broadcasting Co.

# **FAIRBANKS** KFAR (Established 1989)



Rates effective January 1, 1945.

Owned and operated by The Midnight Sun Broadcasting Company.

Business Office and Studio—Lathrop Building, Fairbanks, Alaska.

Transmitter—Fairbanks, Alaska.

Wave—Pewer—Time
Operating power—10,000 watts.
454.5 meters; 660 kilocycles.

Licensed to operate full time
Actual operating schedule: Sundays 12:00 noon to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

Agency commission
Agency commission 15% to recognized agencies on net station time charges. No cash discount.

General Advertising
The following rates are for national advertising.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and all day Sunday)

1 ti. 18ti. 26ti. 52 ti. 100 ti. 260 ti.

|         |        |           | day Su    | DORY)   |        |         |            |
|---------|--------|-----------|-----------|---------|--------|---------|------------|
|         |        | 1 ti.     | 18 ti.    | 26 ti.  | 52 ti. | 100 tt. | 260 tt.    |
| 1 ho    | Wr     | 100.00    | 95.00     | 90.00   | 85.00  | 80.00   | 75.00      |
| 1/2 he  | ur     | 50.00     | 47.50     | 45.00   | 42.50  | 40.00   | 87.50      |
| 1/4 ho  | ur     | 82.00     | 80.40     | 28.80   | 27.20  | 25.60   | 24.00      |
| 5 m     | inutes | 19.00     | 18.05     | 17.10   | 16.15  | 15.20   | 14.25      |
| One mi  | nute e | electrica | al transc | Tiption | OT     |         |            |
| 100     | words  | 12.00     | 11.40     | 10.80   | 10.20  | 9.60    | 9.00       |
| Chain l | break  | or        |           |         |        |         |            |
| 50 w    | rords  | 8.00      | 7.60      | 7.20    | 6.80   | 6.40    | 6.00       |
|         |        |           | CLASS     | "B"     |        |         | 3.00       |
| (1      | Before | 6:00      | p.m. a    |         | er 10: | 80 p.m  | <b>1</b> . |

| (Before                    | 6:00  |               | and aft        | er 10: | 80 p.m. |                |
|----------------------------|-------|---------------|----------------|--------|---------|----------------|
| 1 hour                     | 60.00 | Week<br>57.00 | daya)<br>54.00 | 51.00  | 48.00   | 45.00          |
| 1/2 hour                   | 86.00 | 84.20         | 82.40          | 80.60  | 28.80   | 45.00<br>27.00 |
| 1/4 hour                   | 24.00 | 22.80         | 21.60          | 20.40  | 19.20   | 18.00          |
| 5 minutes<br>One minute el |       | 18.55         | 12.85          | 12.15  | 11.45   | 10.75          |
| 100 words                  | 9.00  | 8.55          | 8.10           | 7.65   | 7.20    | 6.75           |

Chain break or 50 words 6.00 8.70 5.40 5.10 4.80 4.50 SPECIAL FEATURES

Time Signal Package: Two Class "A" signals per day, 240.00 per month; two signals per day, one Class "A" and one Class "B", 200.00 per month; two Class "B" signals per day, 160.00 per month; two Class "B" signals per day, 160.00 per month; two Class "B" signals per day, 160.00 per month, National baseball, national football, and other major apporting events as well as local aports broadcast regularly. Six news broadcasts per day available to sponsors—rates on request.

ELECTRICAL TRANSCRIPTIONS

Transcription libraries available at no extra charge.
TALENT

Local talent available. Description and rates on request.

REMOTE CONTROL

Service and facilities for programs by remote control are available.

Contract and Other Requirements

Ail program matter subject to approval of station management and the requirements of the Federal Communications Commission.

All contracts subject to approval of station management and governmental regulations.

Contracts schedules must be completed within one year.

Closing Time

Vear.

Closing Time
Two weeks in advance of service.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables.

Personnel President—A. E. Lathrop.

Manager—Alvin O. Bramstedt.

Representatives Gilbert A. Wellington.

# JUNEAU

KINY (Established 1985) 

Rates effective November 1, 1943. (Card No. 9.)
Owned and operated by Edwin A. Kraft.
Studio—Juneau, Alaska. (Orders, reservations, etc., should be addressed to 708 American Bidg.,
Neattle, Washington.
Transmitter—Juneau, Alaska.
Wave—Power—Time
Operating power—5,000 watts.
205.5 meters; 1460 kilocycles.
Licensed to operate unlimited time.
Actual operating schedule: Sundays 10:00 a.m. to
8:30 p.m. Week days 7:30 a.m. to 11:00 p.m.
Agency Commission
15% to recognized agencies; cash discount 2% when check accompanies order.
General Advertising
The following rates are for national advertising.

1 bour.

75.00

| / 3 11044,                                       |   |       |        |         |  |
|--|---|-------|--------|---------|--|
| 5 minute   | 6   |       |        |         |  |
| 00 words.  |   |       |        |         |  |
|  | (7:30 a.n   | n to  | 6.00   | D m )   |  |
| 1 hour   |   |       | 0.00   | р.ш.,   |  |
|  |   |       |        |         |  |
|  |   |       |        |         |  |
|  | 6   |       |        |         |  |
|  |   |       |        |         |  |
| OU WOLUE.  |   | SCOT  |        |         |  |
| T-4  | שו  | SCOL  | INTE   |         |  |
|  |   |       |        |         |  |
| Ant Philic                                       | WATER TO THE  | ntnia | rates. |         |  |
| ess than   | 18 periods.   |       |        |         |  |
| less than 18 to 25                               | 18 periods.   |       |        |         |  |
| less than 18 to 25                               | 18 periods  |       |        | ******* |  |
| 18 to 25<br>26 to 88                             | periods<br>periods                                  |       |        |         |  |
| ess than<br>18 to 25<br>26 to 88<br>89 to 51     | periods<br>periods<br>periods                       |       |        |         |  |
| ess than 18 to 25 26 to 88 89 to 51 52 to 99     | periods<br>periods<br>periods<br>periods            |       |        |         |  |
| 26 to 25 to 38 to 51 to 99 to 149                | periods<br>periods<br>periods<br>periods<br>periods |       |        |         |  |
| 7 to 25 to 38 to 51 to 52 to 99 to 149 50 to 299 | periods<br>periods<br>periods<br>periods            |       |        |         |  |

|     | MONTHLY RATES                            |        |
|-----|--|--------|
|     | (6:00 p.m. to 12:00 midnight)            |        |
| 15  | minutes, daily except Sunday, per month. | 950.00 |
| 15  | minutes, three times weekly, per month   | 150.00 |
| - K | minutes della escent Condo               | 150.00 |
| 2   | minutes, daily except Sunday, per month. | 150.00 |
|     | minutes, three times weekly, per month   | 90.00  |
| 100 | words, daily except Sunday, per month    | 75 00  |
| 100 | words, three times weekly, per month     | 45.00  |
|     | (7.20 a.m. A. C.00                       | 10.00  |
|     | (7:30 a.m. to 6:00 p.m.)                 |        |
| 15  | minutes, daily except Sunday, per month. | 200 00 |
| 15  | minutes, three times weekly, per month   | 190 00 |
| K   | minutes, daily except Sunday, per month. | 120.00 |
|     | minutes, dairy except ounday, per month. | 120.00 |
| o.  | minutes, three times weekly, per month   | 75.00  |
| 100 | words, daily except Sunday, per month.   | 40.00  |
| 100 | words, three times weekly, per month.    | 90.00  |
|     | words, thirds times weekly, per month    | ₽5.00  |
| _   | SPECIAL FEATURES                         |        |

Time Signals and Weather Reports: Limited to 75 words, daily except Sunday. Bates on request. Baseball, football, basketball, or other sport events—rates on request. REBROADCASTS

Short wave charges for direct program rebroadcasts, per minute 1.00. Minimum tan minutes. Short wave charges are not commissionable. Charges are not commissionable. Day or evening, payable in advance, per minute 3.00 RECORDED PROGRAMS

Transcription library services available—details on request.

TALENT

request.

Rates on request.

REMOTE CONTROL

Service and facilities for programs by remote control are available. Rates on request.

Service and facilities for programs by remote control are available. Rates on request.

Merchandising included as part of regular service. Where extra services are requested, prices will be quoted at net cost.

Closing Time

Copy should be in Seattle office two weeks prior to broadcast date.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 38-1/8 and 78 r.p.m. turn-tables.

Personnel

Manager—Henry M. Hogue.

Representatives

Spot Sales, Inc.

Seattle—Northwest Badie Advertising Company.

# KETCHIKAN KTKN (Established 1942)



Rates effective November 1, 1948. (Card No. 2.)
Owned and operated by Edwin A. Kraft.
Studio—Ketchikan, Ala. (Orders, reservations, etc., should be addressed to 708 American Bldg., Seattle, Wash.)
Transmitter—Ketchikan, Ala.
Wave—Power—Time
Operating power—1,000 watts,
322.6 meters; 930 kilocycles.
Licensed to operate unlimited time.
Operating schedule: Sundays 10:30 s.m. to 9:00 p.m.
Week days 7:30 s.m. to 12:00 midnight.
Agency Commission
15% to recognized advertising agencies; cash discount 2% when check accompanies order.
General Advertising
The following rates are for national advertising.

| (6:00 p.m. to 12:00 midnight)  |
|--|
| 1 hour   |
|  |
|  |
|  |
|  |
| 100 words  |
| 1 hour (8:00 a.m., to \$:00 p.m.)  |
| I House the second seco |
| 1/2 hour 17.50   |
| 1/4 nour   |
| 5 minutes  |
| 100 words 4.00   |
| 100 words DISCOUNTS  |
| AND ADDITION TO MORENIA Autor  |
| less than 13 periods   |
| 13 to 25 periods   |
| 26 to 38 periods 10%   |
| 39 to 51 periods   |
| 52 to 99 periods   |
| 100 or more periods  |
| MONTHLY RATES  |
| (6:00 p.m. to 12:00 midnight)  |
| 15 minutes, daily except Sunday, per month. 200.00   |
|  |
|  |
| 5 minutes, daily except Sunday, per month. 120.00  |
|  |
| 100 WOLGS, UBILLY EXCEPT SUNGRY, DAY MONTH AN AN   |
| 100 words, tilles tilles weekly, per month gann  |
| (8:00 a.m. to 5:00 p.m.)   |
| 15 minutes, daily except Sunday, per month, 150,00   |
| 13 Millutes, three times weekly nor month on an  |
|  |
| o minutes, o times weekly, her month & A on  |
| 100 words, daily except Sunday, per month 45.00  |
| 100 words, three times weskly, per month 97 nn   |
| TRANSCRIPTIONS   |
| Equipment available. Details on request,   |
| REMOTE CONTROL   |
| Facilities and service available—rates on request.   |
| SERVICE FACILITIES   |
| Merchandising services available without extra charge  |

Merchandising services available without extra charge. Where extra services are requested, prices will be quoted at net cost.
Contract and Other Requirements.
All commercial business accepted during the war is aubject to supervision of the War Department and Office of War Information.
Mechanical Program Equipment Equipped to handle programs by electrical transcription. using 33-1/8 and 78 r.p.m. double turntables.
Personnel Manager—Henry M. Hogue.
Representatives

Representatives
Spot Sales, Inc.
Seattle—Northwest Badio Advertising Company.

# HAWAII

# HILO KHBC

Sold in combination with KGMB. For rates and other information see listing of KGMB-KHRC

# HONOLULU KGMB—KHBC



Rates effective September 1, 1942.

Owned and operated y Hawaiian Broadcasting System. Ltd.

Business Office and Studio:

Business Office and Studio:

Utu 9 Hawaii.

KGMB—Kapiolani Blvd., P. O. Box 581, Hone
ulu 9 Hawaii.

KHBC—Kalanianole Highway, Hilo, Hawaii.

KHBC—Kalanianole Highway, Hilo, Hawaii.

KHBC—Kalanianole Avenue, Hilo, Hawaii.

KHBC—Salanianole Avenue, Hilo, Hawaii.

KHBC—Solo watte (100% modulation).

KHBC—250 watte (100% modulation).

KGMB—508.5 meters; 590 kilocycles.

KHBC—248.9 meters; 1280 kilocycles.

Licensed to operate unlimited time.

Agency Commission

Agency Commissi

# HAWAII—Continued

| HONOLULU—Continued  Rates shown are for KGMB (Honolulu) and KHBC (Hilo) in combination. For KGMB (Honolulu) and KHBC (Elio) in combination. For KGMB only, deduct 10%; for KHBC only, deduct 70%.    1   |
|--|
| Rates shown are for KGMB (Honolulu) and KHBC (Hilo) in combination. For KGMB only, deduct 10%; for KHBC only, deduct 70%.   C5:30 pm. to 10:00 p.m.)   1 hr. 1/2 hr. 1/4 hr. 5 min. 1 hr. 1/4 hr. 1/4 hr. 1/4 hr. 5 min. 1 hr. 1/4 h   |
| Rates shown are for KGMB (Honculu) and KHBC (Hile) in combination. For KGMB only, deduct 10%; for KHBC only, deduct 70%.  (5:30 p.m. to 10:00 p.m.)  1 ins. 120.00 72.00 48.00 24.00 13 times. 114.00 68.40 45.60 22.80 13 times. 108.00 64.80 43.20 21.60 52 times. 102.00 61.20 40.80 20.40 155 times. 96.00 57.60 38.40 19.20 156 times. 96.00 57.60 38.40 19.20 156 times. 96.00 50.40 36.00 13.00 156 times. 84.00 50.40 36.00 13.00 156 times. 84.00 50.40 36.00 13.00 157 times. 78.00 46.80 31.20 15.80 (6:00 am. to 5:30 p.m. and 10:00 p.m. on) 1 times. 57.00 34.20 22.80 11.40 26 times. 54.00 32.40 21.80 10.80 25 times. 55.00 32.40 21.80 10.80 25 times. 55.00 32.40 22.80 11.40 26 times. 54.00 32.40 22.80 11.40 26 times. 54.00 32.40 22.80 10.80 25 times. 55.00 32.40 15.60 7.80 260 times. 42.00 25.20 16.80 8.40 260 times. 42.00 25.20 16.80 8.40 260 times. 42.00 25.20 16.80 8.40 27 times. 38.00 23.40 15.60 7.80 280 times. 42.00 25.20 16.80 8.40 281 times. 38.00 23.40 15.60 7.80 280 times. 42.00 25.20 16.80 8.40 281 times. 38.00 156 times. 13.50 11 time. 17.10 260 times. 13.50 26 times. 16.20 312 times. 13.50 26 times. 16.20 312 times. 13.50 26 times. 15.30 624 times. 10.30 104 times. 16.20 312 times. 10.30 104 times. 15.30 624 times. 10.30 104 times. 3.55 260 times. 6.75 18 times. 3.55 260 times. 5.55 11 times. 5.76 624 times. 5.55 11 times. 7.00 156 times. 5.55 11 times. 5.95 624 times. 5.55 12 times. 5.95 624 times. 5.55 13 times. 6.65 360 times. 5.55 14 times. 5.95 624 times. 5.55 15 times. 5.95 624 times.  |
| (Hilo) in combination. For KGMB only, deduct 10%; for KHBC only, deduct 70%.  (5:30 p.m. to 10:00 p.m.)  1 hr. 1/2 hr. 1/4 hr. 5 min. 1 time. 120.00 72.00 48.00 24.00 13 times. 114.00 68.40 45.60 22.80 26 times. 102.00 61.20 40.80 20.40 104 times. 96.00 57.60 38.40 19.20 104 times. 78.00 46.80 31.20 15.60 16.80 312 times. 78.00 46.80 31.20 15.60 (6:00 a.m. to 5:30 p.m. and 10:00 p.m. onl time. 60.00 36.00 22.40 11.40 26 times. 54.00 32.40 22.80 11.40 26 times. 54.00 32.40 22.80 11.40 26 times. 54.00 32.40 22.80 11.40 10.20 104 times. 56.00 30.60 20.40 10.20 104 times. 56.00 30.60 20.40 10.20 104 times. 56.00 30.60 20.40 10.20 104 times. 57.00 34.20 22.80 11.40 10.80 105 times. 57.00 30.60 20.40 10.20 104 times. 58.00 28.40 19.20 9.60 105 times. 51.00 30.60 20.40 10.20 104 times. 48.00 28.80 19.20 9.60 105 times. 42.00 27.00 18.00 9.00 280 times. 42.00 27.00 18.00 9.00 280 times. 42.00 25.20 16.80 8.40 12 times. 15.00 7.80 SPOT ANNOUNCEMENTS (5:30 p.m. to 10:00 p.m.)  Fifty words at time available, or 35 word chain breaks at specified time, or 25 word time signal. 1 time. 18.00 165 times. 12.60 7.80 13 times. 17.10 200 times. 12.50 12 times. 11.50 624 times. 11.70 200 times. 12.50 12 times. 15.30 624 times. 10.30 104 times. 14.40 (6:00 am. to 5:29 p.m. and 10:00 p.m. to 12:00 midnight)  One hundred words or 1 minute transcription. 1 time. 9.00 155 times. 6.75 13 times. 3.55 260 times. 5.85 24 times. 3.55 260 times. 5.85 24 times. 3.55 260 times. 5.85 24 times. 3.50 264 times. 5.55 13 times. 6.65 260 times. 5.95 624 times. 5.95 524 times. 5.95 134 times. 4.50 104 times. 5.95 624 times. 6.80 2104 times. 5.95 624 times. 6.80 2104 times. 5.95 624 times. 6.80 2104 times. 5.95 624 times. 6.80 20 |
| (Hilo) in combination. For KGMB only, deduct 10%; for KHBC only, deduct 70%.  (5:30 p.m. to 10:00 p.m.)  1 hr. 1/2 hr. 1/4 hr. 5 min. 1 time. 120.00 72.00 48.00 24.00 13 times. 114.00 68.40 45.60 22.80 26 times. 102.00 61.20 40.80 20.40 104 times. 96.00 57.60 38.40 19.20 104 times. 78.00 46.80 31.20 15.60 16.80 312 times. 78.00 46.80 31.20 15.60 (6:00 a.m. to 5:30 p.m. and 10:00 p.m. onl time. 60.00 36.00 22.40 11.40 26 times. 54.00 32.40 22.80 11.40 26 times. 54.00 32.40 22.80 11.40 26 times. 54.00 32.40 22.80 11.40 10.20 104 times. 56.00 30.60 20.40 10.20 104 times. 56.00 30.60 20.40 10.20 104 times. 56.00 30.60 20.40 10.20 104 times. 57.00 34.20 22.80 11.40 10.80 105 times. 57.00 30.60 20.40 10.20 104 times. 58.00 28.40 19.20 9.60 105 times. 51.00 30.60 20.40 10.20 104 times. 48.00 28.80 19.20 9.60 105 times. 42.00 27.00 18.00 9.00 280 times. 42.00 27.00 18.00 9.00 280 times. 42.00 25.20 16.80 8.40 12 times. 15.00 7.80 SPOT ANNOUNCEMENTS (5:30 p.m. to 10:00 p.m.)  Fifty words at time available, or 35 word chain breaks at specified time, or 25 word time signal. 1 time. 18.00 165 times. 12.60 7.80 13 times. 17.10 200 times. 12.50 12 times. 11.50 624 times. 11.70 200 times. 12.50 12 times. 15.30 624 times. 10.30 104 times. 14.40 (6:00 am. to 5:29 p.m. and 10:00 p.m. to 12:00 midnight)  One hundred words or 1 minute transcription. 1 time. 9.00 155 times. 6.75 13 times. 3.55 260 times. 5.85 24 times. 3.55 260 times. 5.85 24 times. 3.55 260 times. 5.85 24 times. 3.50 264 times. 5.55 13 times. 6.65 260 times. 5.95 624 times. 5.95 524 times. 5.95 134 times. 4.50 104 times. 5.95 624 times. 6.80 2104 times. 5.95 624 times. 6.80 2104 times. 5.95 624 times. 6.80 2104 times. 5.95 624 times. 6.80 20 |
| (5:30 p.m. to 10:00 p.m.)   1 hr. 1/2 hr. 1/4 hr. 5 min. 1 hr. 1/4 hr. 1/ |
| 1 time.  |
| 1 time. 120.00 72.00 48.00 24.00 13 times. 114.00 68.40 45.60 22.80 26 times. 102.00 61.20 40.80 20.40 104 times. 96.00 57.60 38.40 19.20 104 times. 96.00 57.60 38.40 19.20 105 times. 96.00 57.60 38.40 19.20 106 times. 96.00 57.60 38.40 19.20 107 times. 96.00 57.60 38.40 19.20 108 times. 78.00 46.80 31.20 15.80 11 times. 57.80 46.80 31.20 15.80 11 times. 57.00 38.00 24.00 30.10 11 times. 57.00 34.20 22.80 11.40 12 times. 57.00 34.20 22.80 11.40 12 times. 54.00 32.40 21.60 10.80 12 times. 54.00 32.40 21.60 10.80 12 times. 54.00 28.80 19.20 9.60 104 times. 48.00 28.80 19.20 9.60 104 times. 48.00 28.80 19.20 9.60 120 times. 53.90 25.00 18.00 9.00 120 times. 42.00 25.20 18.80 8.40 12 times. 43.90 28.20 15.60 7.80 12 times. 39.00 28.70 18.50 8.40 13 times. 17.10 200 times. 12.60 13 times. 17.10 200 times. 12.60 13 times. 17.10 200 times. 12.60 14 times. 16.20 312 times. 11.70 104 times. 16.20 312 times. 10.30 104 times. 14.40 12.90 midnight)  One hundred words or 1 minute transcription. 1 time. 9.00 156 times. 6.75 13 times. 3.55 260 times. 6.80 104 times. 3.55 260 times. 6.80 105 times. 3.55 260 times. 5.85 11 time. 7.00 156 times. 5.25 11 times. 3.55 260 times. 6.80 104 times. 3.59 624 times. 5.40 104 times. 3.59 624 times. 5.40 105 times. 5.59 624 times. 5.55 11 time. 7.00 156 times. 5.55 11 time. 7.00 156 times. 5.55 11 time. 5.95 624 times. 5.55 11 times. 5.95 624 times. 5.40 104 times. 6.65 260 times. 5.25 11 times. 5.95 624 times. 5.25 12 times. 5.95 624 times. 5.25 13 times. 6.65 260 times. 5.95 14 times. 5.95 624 times. 4.50 104 times. 5.95 624 times. 5.95 104 times. 5.95 624 times. 4.50 104 times. 5.95 624 times. 5.55 11 times. 6.65 260 times. 5.55 12 times. 5.95 624 times. 5.55 13 times. 6.65 260 times. 6.80 104 times. 6.6 |
| 13 times   |
| 26 times. 108.00 64.80 43.20 21.60 52 times. 102.00 61.20 40.80 20.40 104 times. 96.00 57.60 38.40 19.20 156 times. 96.00 57.60 38.40 19.20 156 times. 96.00 57.60 38.40 18.00 260 times. 84.00 50.40 38.60 18.00 312 times. 78.00 46.80 31.20 15.80 (6:00 a.m. to 5:30 p.m. and 10:00 p.m. on) 1 time. 60.00 36.00 24.00 12.00 13 times. 57.00 34.20 22.80 11.40 26 times. 54.00 32.40 21.80 10.80 52 times. 54.00 32.40 12.60 10.80 52 times. 54.00 32.40 12.50 104 times. 48.00 28.80 19.20 9.60 104 times. 48.00 28.80 19.20 9.60 136 times. 42.00 27.00 18.00 9.00 280 times. 42.00 27.00 18.00 9.00 280 times. 42.00 25.20 18.80 8.40  SPOT ANNOUNCEMENTS (5:30 p.m. to 10:00 p.m.) Fifty words at time available, or 35 word chain breaks at specified time, or 25 word time signal. 1 time. 18.00 165 times. 12.60 26 times. 16.20 312 times. 11.70 26 times. 11.50 624 times. 10.30 104 times. 14.40 (6:00 am. to 5:29 p.m. and 10:00 p.m. to 12:00 midnight) One hundred words or 1 minute transcription. 1 time. 9.00 155 times. 6.75 18 times. 3.55 260 times. 6.80 26 times. 3.10 312 times. 5.85 7 times. 3.55 260 times. 6.80 26 times. 3.10 312 times. 5.85 7 times. 7.65 624 times. 5.40 104 times. 7.00 165 times. 5.25 11 time. 7.00 165 times. 5.55 11 time. 7.05 682 times. 5.40 104 times. 5.95 624 times. 5.40 104 times. 6.65 260 times. 5.25 11 time. 7.00 165 times. 5.25 12 times. 5.95 624 times. 5.40 104 times. 6.65 260 times. 5.25 13 times. 6.65 260 times. 5.25 14 times. 5.95 624 times. 5.40 104 times. 5.95 624 times. 5.40 104 times. 6.65 260 times. 5.25 13 times. 6.65 260 times. 5.25 13 times. 6.65 260 times. 5.25 14 times. 6.65 260 times. 5.25 15 times. 5.95 624 times. 5.25 15 times. 5.95 624 times. 4.90 164 times. 6.65 260 times. 5.95 164 times. 6.65 260 times. 6.80 104 times. 6.65 260 times. 5.25 104 times. 6.65 260 times. 6.80 104 times. 6.65  |
| 102.00   61.20   40.80   20.40   104 times   96.00   57.60   38.40   19.20   156 times   90.00   54.00   36.00   18.00   260 times   84.00   50.40   38.60   18.00   62.00   sm to 5:30 p.m. and 10:00 p.m. on)   1 times   53.00   46.80   31.20   15.80   66.00   38.00   24.00   12.00   13 times   57.00   34.20   22.80   11.40   26 times   54.00   32.40   21.60   10.80   25 times   55.00   30.60   20.40   10.20   104 times   48.00   28.80   19.20   9.60   20.40   10.20   104 times   48.00   28.80   19.20   9.60   20.40   10.20   104 times   42.00   25.20   16.80   8.40   156 times   45.00   27.00   18.00   9.00   260 times   42.00   25.20   16.80   8.40   312 times   38.00   23.40   15.60   7.80   312 times   17.00   p.m. )   Fifty words at time available, or 35 word time signal.   1 time   17.10   260 times   12.60   264 times   15.30   624 times   11.70   265 times   12.60   264 times   15.30   624 times   10.30   104 times   14.40   (6:00 a.m. to 5:29 p.m. and 10:00 p.m. to   12:00 midnight)   00e hundred words or 1 minute transcription.   1 time   3.55   260 times   5.85   25 times   7.65   624 times   5.40   264 times   |
| 104 times  |
| 156 times  |
| 1 time   |
| 1 time   |
| 1 time   |
| 26 times 54.00 32.40 21.60 10.80 52 times 51.00 30.60 20.40 10.20 104 times 48.00 28.80 19.20 9.60 260 times 42.00 25.20 16.80 8.40 312 times 39.00 23.40 15.60 7.80 SPOT ANNOUNCEMENTS (5:30 p.m. to 10:00 p.m.) Fifty words at time available, or 35 word chain breaks at specified time, or 25 word time signal. 1 time 18.00 156 times 12.60 26 times 16.20 812 times 11.70 26 times 10.30 150 times 11.70 26 times 10.30 150 times 10.30 104 times 10.30 150 times 50.30 104 times 50.30 10.30 104 times 50.30 10.30 105 times 50.30 10.30 106 times 50.30 10.30 107 times 50.30 10.30 108 times 50.30 10.30 109 times 50.30 109 times 50.30 10.30 109 times 50.30 109 time |
| 26 times 54.00 32.40 21.60 10.80 52 times 51.00 30.60 20.40 10.20 104 times 48.00 28.80 19.20 9.60 260 times 42.00 25.20 16.80 8.40 312 times 39.00 23.40 15.60 7.80 SPOT ANNOUNCEMENTS (5:30 p.m. to 10:00 p.m.) Fifty words at time available, or 35 word chain breaks at specified time, or 25 word time signal. 1 time 18.00 156 times 12.60 26 times 16.20 812 times 11.70 26 times 10.30 150 times 11.70 26 times 10.30 150 times 10.30 104 times 10.30 150 times 50.30 104 times 50.30 10.30 104 times 50.30 10.30 105 times 50.30 10.30 106 times 50.30 10.30 107 times 50.30 10.30 108 times 50.30 10.30 109 times 50.30 109 times 50.30 10.30 109 times 50.30 109 time |
| SFOT ANNOUNCEMENTS   |
| Fifty words at time available, or 35 word chain breaks at specified time, or 25 word time signal.  1 time  |
| 1 time. 18.00 155 times. 13.50 18 times. 17.10 260 times. 12.60 26 times. 16.20 312 times. 11.70 26 times. 16.20 312 times. 10.30 104 times. 14.40 (6:00 am. to 5:29 p.m. and 10:00 p.m. to 12:00 midnight)  One hundred words or 1 minute transcription. 1 time. 9.00 156 times. 6.75 18 times. 3.55 260 times. 6.80 26 times. 3.10 312 times. 5.85 25 times. 7.65 624 times. 5.40 104 times. 7.20 Fifty words or 25 word time signal. 1 time. 7.00 156 times. 5.25 18 times. 6.65 260 times. 5.25 18 times. 6.65 260 times. 4.90 26 times. 6.80 313 times. 4.55 52 times. 5.95 624 times. 4.90 104 times. 5.95 624 times. 4.50 104 times. 5.95 624 times. 4.50 Recommendation of times. 5.52  Recommendation of times. 5.95 Recommendation of times. |
| 1 time. 18.00 155 times. 13.50 18 times. 17.10 260 times. 12.60 26 times. 16.20 312 times. 11.70 26 times. 16.20 312 times. 10.30 104 times. 14.40 (6:00 am. to 5:29 p.m. and 10:00 p.m. to 12:00 midnight)  One hundred words or 1 minute transcription. 1 time. 9.00 156 times. 6.75 18 times. 3.55 260 times. 6.80 26 times. 3.10 312 times. 5.85 25 times. 7.65 624 times. 5.40 104 times. 7.20 Fifty words or 25 word time signal. 1 time. 7.00 156 times. 5.25 18 times. 6.65 260 times. 5.25 18 times. 6.65 260 times. 4.90 26 times. 6.80 313 times. 4.55 52 times. 5.95 624 times. 4.90 104 times. 5.95 624 times. 4.50 104 times. 5.95 624 times. 4.50 Recommendation of times. 5.52  Recommendation of times. 5.95 Recommendation of times. |
| 26 times 16.20 312 times 11.70 52 times 15.30 624 times 10.30 104 times 14.40 (6:00 am to 5:29 p.m. and 10:00 p.m. to 12:00 midnight)  One hundred words or 1 minute transcription. 1 time 9.00 156 times 6.75 18 times 3.55 260 times 6.80 26 times 3.10 312 times 5.85 52 times 7.65 624 times 5.40 104 times 7.20 Fifty words or 25 word time signal. 1 time 7.00 156 times 5.25 13 times 6.65 260 times 5.25 13 times 6.65 260 times 4.90 26 times 6.80 313 times 4.55 52 times 5.96 624 times 4.50 104 times 7.500 105 times 5.96 624 times 5.60  SPECIAL FEATURES Rates and details on request   |
| 26 times 16.20 312 times 11.70 52 times 15.30 624 times 10.30 104 times 14.40 (6:00 am to 5:29 p.m. and 10:00 p.m. to 12:00 midnight)  One hundred words or 1 minute transcription. 1 time 9.00 156 times 6.75 18 times 3.55 260 times 6.80 26 times 3.10 312 times 5.85 52 times 7.65 624 times 5.40 104 times 7.20 Fifty words or 25 word time signal. 1 time 7.00 156 times 5.25 13 times 6.65 260 times 5.25 13 times 6.65 260 times 4.90 26 times 6.80 313 times 4.55 52 times 5.96 624 times 4.50 104 times 7.500 105 times 5.96 624 times 5.60  SPECIAL FEATURES Rates and details on request   |
| 12:00 midnight)  One hundred words or 1 minute transcription.  1 time. 9.00 155 times. 6.75  18 times. 3.55 260 times. 6.80  26 times. 3.10 312 times. 5.85  52 times. 7.65 624 times. 5.40  104 times. 7.20  Fifty words or 25 word time signal.  1 time. 7.00 156 times. 5.25  18 times. 6.65 260 times. 4.90  26 times. 6.80 312 times. 4.90  26 times. 5.96 524 times. 4.20  104 times. 5.96 524 times. 4.20  SPECIAL FEATURES  Rates and details on request.  ELECTRICAL TRANSCRIPTIONS   |
| 12:00 midnight)  One hundred words or 1 minute transcription.  1 time. 9.00 155 times. 6.75  18 times. 3.55 260 times. 6.80  26 times. 3.10 312 times. 5.85  52 times. 7.65 624 times. 5.40  104 times. 7.20  Fifty words or 25 word time signal.  1 time. 7.00 156 times. 5.25  18 times. 6.65 260 times. 4.90  26 times. 6.80 312 times. 4.90  26 times. 5.96 524 times. 4.20  104 times. 5.96 524 times. 4.20  SPECIAL FEATURES  Rates and details on request.  ELECTRICAL TRANSCRIPTIONS   |
| 12:00 midnight)  One hundred words or 1 minute transcription.  1 time. 9.00 155 times. 6.75  18 times. 3.55 260 times. 6.80  26 times. 3.10 312 times. 5.85  52 times. 7.65 624 times. 5.40  104 times. 7.20  Fifty words or 25 word time signal.  1 time. 7.00 156 times. 5.25  18 times. 6.65 260 times. 4.90  26 times. 6.80 312 times. 4.90  26 times. 5.96 524 times. 4.20  104 times. 5.96 524 times. 4.20  SPECIAL FEATURES  Rates and details on request.  ELECTRICAL TRANSCRIPTIONS   |
| One hundred words or 1 minute transcription.  1 time. 9,00 156 times. 6.75  18 times. 3.55 260 times. 6.80  26 times. 3.10 812 times. 5.85  52 times. 7.65 624 times. 5.40  104 times. 7.20  Fifty words or 25 word time signal.  1 time. 7.00 156 times. 5.25  13 times. 6.65 260 times. 4.90  26 times. 6.80 813 times. 4.50  26 times. 5.96 624 times. 4.20  104 times. 5.96 624 times. 4.20  Rates and details on request.  ELECTRICAL TEATURES  Rates and details on request.   |
| One hundred words or 1 minute transcription.  1 time. 9,00 156 times. 6.75  18 times. 3.55 260 times. 6.80  26 times. 3.10 812 times. 5.85  52 times. 7.65 624 times. 5.40  104 times. 7.20  Fifty words or 25 word time signal.  1 time. 7.00 156 times. 5.25  13 times. 6.65 260 times. 4.90  26 times. 6.80 813 times. 4.50  26 times. 5.96 624 times. 4.20  104 times. 5.96 624 times. 4.20  Rates and details on request.  ELECTRICAL TEATURES  Rates and details on request.   |
| 1 time. 9.00 156 times. 6.75 18 times. 3.55 280 times. 6.80 26 times. 3.10 312 times. 5.85 52 times. 7.65 624 times. 5.40 104 times. 7.20 105 times. 7.20 106 times. 5.25 18 times. 6.65 280 times. 5.25 18 times. 6.65 280 times. 4.90 26 times. 6.80 313 times. 4.55 52 times. 5.96 624 times. 4.50 104 times. 5.96 624 times. 4.50 104 times. 5.96 624 times. 4.20 105 times. 6.80 812 times. 4.55 106 times. 8.95 624 times. 4.20 107 times. 8.95 630 times. 8.20 108 times. 8.95 630 times. 8.20 109 times. 8.95 630 times. 8.20 109 times. 8.95 630 times. 8.20 100 time |
| 26 times 3.10 312 times 5.85 52 times 7.65 624 times 5.40 104 times 7.20 Fifty words or 25 word time signal. 1 time 7.00 156 times 5.25 13 times 6.65 260 times 4.90 26 times 6.80 312 times 4.55 52 times 5.96 624 times 4.20 104 times 5.96 624 times 4.20 Rates and details on request.  Rates and details on request.  |
| 1 time   |
| 1 time   |
| 1 time   |
| 1 time   |
| 13 times 6.65 260 times 4.90 26 times 6.30 812 times 4.55 52 times 5.96 624 times 4.20 104 times 5.60 SPECIAL FEATURES Rates and details on request. ELECTRICAL TRANSCRIPTIONS   |
| 52 times 5.60 SPECIAL FEATURES Rates and details on request. ELECTRICAL TRANSCRIPTIONS   |
| 52 times 5.60 SPECIAL FEATURES Rates and details on request. ELECTRICAL TRANSCRIPTIONS   |
| SPECIAL FEATURES Rates and details on request. ELECTRICAL TRANSCRIPTIONS   |
| SPECIAL FEATURES Rates and details on request. ELECTRICAL TRANSCRIPTIONS   |
| ELECTRICAL TRANSCRIPTIONS  |
| ELECTRICAL TRANSCRIPTIONS  |
|  |
| Electrical transcriptions procured at actual cost plus   |
| transportation charges. TALENT   |
| Orohestras, singers, actors, speakers, etc., supplied  |
|  |

TALENT
Orohestras, singers, actors, speakers, etc., supplied clients at actual cost.
REMOTE CONTROL
Remote control broadcasts arranged on 24 hours' notice at regular time charges plus cost of installation, line rental and operation.
Centract and Other Requirements
Advertising of hard liquors not accepted.
All copy must meet the standards of the National Association of Broadcasters Code of Ethics, Federal Trade Commission, Federal Communications Commission, and is subject at all times to the approval of station management.
Rates apply to station time only.
Closing Time
Twenty-four hours is generally adequate for all arrangements except programs requiring extensive rehearsal.
Menhanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables Vertical and lateral equipment.
Personnel
President—J. Howard Worrall.
Station Manager (KHBC)—Al Green.
Representatives
John Blair & Company.

### KGU (Establishen 1922)

Batabliehen 1922)

Rates effective February 1, 1945. (Card No. 8.)

Owned and operated by Advertiser Publishing Company, Ltd.
Studio—3rd floor, Advertiser Bidg., Honolulu, Hawaii.

Transmitter—3rd floor, Advertiser Bidg., Honolulu, Hawaii.

Wave—Power—11me
Operating power—2,500 watts.
394.7 meters; 760 kilocycles.
(100% modulation.).
Licensed to operate limited time on cleared channel.
Operating schedule: 6:00 a.m. to 11:00 p.m.
Agency commission
Agency commission
Agency commission
Commission
Agency commission 15% allowed to recognized agencies. No cash discount. Commission and discount does not apply on talent or transcription costs.
General Advertising
For combination rates see National Broadcasting
Company (Pacific Coast Network).

Programs and announcements may not be combined to earn frequency discounts.

CLASS "A"
(5:00 p.m. to 11:00 p.m.)

|     |   | CLASS  | "A"         |         |        |
|-----|---|--------|-------------|---------|--------|
|     | (5:00                                   |        | 11:00 p.m.) | •       |        |
|     |   | 1 hr.  | 1/2 hr.     | 1/4 hr. | 5 min. |
| 1   | time                                    | 102.00 | 61.00       | 40.00   | 25.00  |
| 18  | times                                   | 96.90  | 57.95       | 88.00   | 23.75  |
| 26  | times                                   | 91.80  | 54.90       | 86.00   | 22.50  |
| 52  | times                                   | 86.70  | 51.85       | 84.00   | 21.25  |
| 104 | times                                   | 81.60  | 48.80       | 82.00   | 20.00  |
| 156 | times                                   | 76.50  | 45.75       | 80.00   | 18.75  |
| 200 | times                                   |        | 42.70       | 28.00   | 17.50  |
| 312 | times                                   | 66.80  | 39.65       | 26.00   | 16.25  |
|     | *************************************** | CLASS  | "B"         |         |        |
|     | (6:00                                   |        | 5:00 p.m.)  |         |        |
| 1   | time                                    |        | 82.00       | 20.00   | 12.50  |
| 13  | times                                   |        | 80.40       | 19.00   | 11.88  |
| 26  | times                                   | 45.90  | 28.80       | 18.00   | 11.25  |
| 52  | times                                   |        | 27.20       | 17.00   | 10.63  |
| 104 | times                                   |        | 25.60       | 16.00   | 10.00  |
| 156 | times                                   |        | 24.00       | 15.00   | 9.33   |
| 260 | times                                   | 35.70  | 22.40       | 14.00   | 8.75   |
| 919 | times                                   | 99 15  | 20.80       | 18.00   | 8 19   |

ANNOUNCEMENTS Annuncements at time adjacent to higher rate classifications are charged at rate of higher classification,

|     | CLASS "A"                           |           |
|-----|-------------------------------------|-----------|
|     | (5:00 p.m. to 11:00 p.m <u>.</u> )  |           |
|     | 1 min. E. T. or                     | 50 word   |
|     | 100 words                           | or less   |
| 1   | time 15.00                          | 12.50     |
| 13  | times 14.25                         | 11.88     |
| 26  | times 13.50                         | 11.25     |
| 52  | times 12,75                         | 10.68     |
| 104 | times 12.00                         | 10.00     |
| 156 | times 11.25                         | 9.38      |
| 260 | times 10.50                         | 8.75      |
| 312 | times 9.75                          | 8.13      |
| 624 | times                               | 7.50      |
|     | CLASS "B"                           |           |
|     | (6:00 a.m. to 5:00 p.m.)            |           |
| 1   | time                                | 7.50      |
| 13  | times                               | 7.13      |
| 26  | times                               | 6.75      |
| 52  | times 8.50                          | 6.88      |
| 104 | times 8.00                          | 6.00      |
| 156 | times 7.50                          | 5.63      |
| 260 | times                               | 5.25      |
| 312 |                                     | 4.88      |
|     |                                     | 4.50      |
| 624 |                                     | 4.50      |
|     | SPECIAL FEATURES                    | -44-      |
|     | e, Weather Reports, News Bulletins, | eto.—rate |
| on  | IBQUBBL DEMOTE CONTROL              |           |

Time, Weather Reports, News Bulletins, etc.—rates on request. REMOTE CONTROL Facilities available for handling programs originating outside of studios. Rates on request. Contract and Other Requirements No contract accepted for more than one year. The station reserves the right to refuse to broadcast any program, talk, or announcement which does not conform to the standard rules of the station and FCC rules. All program material and commercial coopy subject to final approval by station program department.

ment.

Closing Time
For information concerning shipping of transcriptions consult representatives.

If transcriptions are not on hand on time, station will fill time with music and suitable commercial credit. In such cases, 50% of regular rate applies.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables, vertical and lateral cut.

Personnel General Manager—M. A: Mulrony.

Director of National Advertising—R. S. Thurston.

Representatives The Katz Agency.

# LIHUE KTOH (Established 1940)

(Established 1940)

Rates effective July 1, 1944.
Owned and operated by the Garden Island Publishing
Company.

Business Office and Studio—Lihue, Hawaii.
Transmitter—One mile northeast of Lihue, Hawaii.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1430 kilocyles.
Licensed to operate full time on local channel.
Operating schedule: Sundays 7:30 s.m. to 10:35 p.m.;
week days 7:00 s.m. to 10:35 p.m.
Agency Commission
Agency commission 15% to recognized advertising
agencies on etation time only. Cash discount none.
Bills rendered monthly and are due in 80 days.
General Advertising
Sundays not included unless epecially desired, in
which case it may be included or added to contract
on pro rats basis.
Rates are for etation time only.

(4:30 p.m. to 10:00 p.m.)

| es are |  |  | n tim   | e only.  |  |  |
|--------|--|--|---|--|--|--|
|        | (4:  | 30 p.:   | m. to   | 10:00 p.   | .m.)   |  |
|        |  |  | 1 hr.   | 1/2 hr.  | 1/4 hr.  | 5 min  |
| time   |  |  | 36.00   | 21.60  | 14.40  | 7.20   |
|        |  |  | 34.20   | 20.52  | 13.68  | 6.84   |
|        |  |  |   | 19.44  | 12.96  | 6.4  |
|        |  |  |   | 18.36  | 12.24  | 6.15   |
|        |  |  | 28.80   | 17.28  | 11.52  | 5.70   |
|        |  |  |   |  | 10.80  | 5.4  |
|        |  |  | 23.40   | 14.04  | 9.36   | 4.6  |
| (6:30  | a.m  | . to   | 1:30 p  | .m. and  | m.q 00:01  |  |
| 1      |  |  |   |  |  |  |
| time   |  |  | 18.00   | 10.80  | 7.20   | 3.60   |
|        |  |  | 17.10   | 10.16  | 6.84   | 8.4  |
| times  |  |  |   | 9.72   | 6.48   | 3.2  |
| times  |  |  | 15.30   |  | 6.12   | 8.0  |
|        |  |  | 14.40   | 8.64   | 5.76   | 2.8  |
|        |  |  | 13.50   | 8.10   | 5.40   | 2.7  |
|        |  |  |   |  | 4.68   | 2.3  |
|        |  |  |   |  | STV  |  |
|        |  |  |   |  |  |  |
|        | , -  |  |   |  |  | 50 wds   |
| time.  |  |  |   |  | 4 00   | 5.4  |
|        | time times. | time times | (4:30 p. times times times. times. times. times | (4:30 p.m. to 1 hr. time. 36.00 times. 34.20 times. 39.40 times. 90.60 times. 20.80 times. 28.80 times. 27.00 times. 10.43 times. 10.43 times. 17.10 times. 16.20 times. 17.10 times. 13.50 times. 13.50 times. 13.50 times. 13.50 times. 13.50 times. 13.50 times. 10.70 SPOT ANNOU (4:30 p.m. to | (4:30 p.m. to 10:00 p.  (4:30 p.m. to 10:00 p.  1 hr 1/2 hr.  1 hr 1/2 hr.  1 hr 1/2 hr.  1 hr.  2 1.60 times. 34.20 20.52 times. 32.40 19.44 times. 30.60 18.36 times. 28.80 17.28 times. 28.80 17.28 times. 23.40 14.04 (6.30 a.m. to 4.30 p.m. and to 10.45 p.m.) times. 18.00 10.80 times. 17.10 10.16 times. 16.20 9.72 times. 15.30 9.13 times. 14.40 3.64 times. 13.50 8.10 times. 11.70 7.02 SPOT ANNOUNCEMEE (4:30 p.m. to 10:00 p.r. | (4:30 p.m. to 10:00 p.m.)  1 hr. 1/2 hr. 1/4 hr.  1 lme. 36.00 21.60 14.40  times. 34.20 20.52 13.68  times. 32.40 19.44 12.96  times. 30.60 18.36 12.24  times. 28.80 17.28 11.52  times. 27.00 16.20 10.30  (6:30 a.m. to 4:30 p.m.) and 10:00 p.m.  time. 13.00 10.80 7.20  times. 17.10 10.16 6.34  times. 17.10 10.16 6.34  times. 15.30 9.13 6.12  times. 14.40 8.64 5.76  times. 11.70 7.02 4.63  SPOT ANNOUNCEMENTS  (4:30 p.m. to 10:00 p.m.) |

|     | time                             |        | 5.40 |
|-----|----------------------------------|--------|------|
| 13  | times                            | 5.70   | 5.13 |
|     | times                            |        | 4.80 |
| 52  | times                            | 5.10   | 4.51 |
| 104 | times                            | 4.80   | 4.3  |
| 156 | times                            | 4.50   | 4.0  |
| 312 | t1mes                            | 8.90   | 3.5  |
| 624 | times                            | 3.60   | 3.24 |
|     | (6:30 a.m. to 4:30 p.m. and 10:0 | 0 p.m. |      |
|     | to 10:45 p.m.)                   | -      |      |
| 1   | time                             | 2 70   | 2 10 |

|    | to 10:45 p.m.) |      |     |
|----|----------------|------|-----|
| 1  | to 10:45 p.m.) | 2.70 | 2.1 |
| 13 | times          | 2.56 | 1.9 |
| 26 | times          | 2.43 | 1.8 |
| 52 | times          | 2.29 | 1.7 |
| 04 | times          | 2.16 | 1.6 |
|    | times          |      | 1.5 |
|    | times          |      | 1.3 |
|    | times          |      | 1.2 |
|    |                |      |     |

program. check at short rate to date of last program. lechanical Program Equipment Equipmed to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for last last recordings.

Personnel
Station Manager—Charles J. Fern.
Representatives
John Blair & Company.

# PHILIPPINE ISLANDS

# CEBU CITY

KZRC (Established 1940)

Service TEMPORARILY suspended. Rates effective January 1, 1941.
Owned and operated by H. E. Heacock Company.
Business Office—c/o KZRH, Manita, Philippines.
Studio—3rd floor, Heacock Bidg., Cebu, Philippines.
Transmitter—Basak, Cebu, Philippines.

Transmitter—Basak, Cebu, Philippines.

Wave—Power—Time
Operating power—1,000 watts.
250 meters; 1200 kilocycles.
Short wave 49.1 meters; 6110 kilocycles; operating
power 1,000 watts.
Licensed to operate full time on clear national
channel.
Actual operating schedule: 6:00 s.m. to 8:00 s.m.,
12:00 noon to 1:00 p.m., and 5:00 p.m. to 11:00 p.m.

Agency Commission 15% to recognized agencies on station time only. No cash discount. Bills rendered fifth of month follow-ing broadcast and due 20th of month.

General Advertising
For combination rates see listing of National Broad-casting Company.
Time also sold in combination with KZRH.
All national advertising rates are one third of KZRH
rates.

REVICE FACILITIES

Complete continuity, program planning and direction included on all programs except those under club rates. Studio announcer furnished at no extra charge unless special services are required.

Personnel
General Manager—B. H. Silan.

Representatives
International Radio Sales.

# **MANILA** KZIB

(Established 1928)

Service TEMPORARILY suspended. Service TEMPORABILE SUPPLIES.

Rates effective January 1, 1941.

Owned and operated by I. Beck, Inc.
Business Offices—39-91 Escolts, Manila, P. I.

Studio—Maritima Bldg., Manila, P. I.

Transmitter—Novaliches (8 miles from Manila).

Wave—Power—Time

Operating power-460 watts (licensed power 1,500

Operating power—460 watts (licensed power 1,500 watts).

(100% modulation—crystal control.)

383.3 meters; 900 kilocycles.

Simultaneous broadcast over short wave transmitters:
49.55 meters; 6055 kilocycles; operating power 400 watts (licensed power 500 watts).

31.58 meters; 9500 kilocycles; operating power 750 watts (licensed power 1,000 watts).

Licensed to operate on oleared national channel, East Meridian Time.

Agency Commission

15% to recognized agencies on net charges for station time only. Cash discount 2% on net, 10 days from invoice date. All bills rendered 1st and 15th of month.

month.

General Advertising
The following rates are for national advertising. For local advertising rates consult station management.

CLASS "A"

(6:30 p.m. to 9:30 p.m.)

1 ti. 18 ti. 26 ti. 52 ti.

| · -                  | 1 ti.  | 18 tl.     | 26 ti.     | 52 t1.   |
|----------------------|--------|------------|------------|----------|
| 1 hour               | 45.00  | 40.00      | 85.00      | 80.00    |
| 3/4 hour             | 40.00  | 83.00      | 80.00      | 25.00    |
| 1/2 hour             | 30.00  |            | 25.00      | 28.00    |
| 1/4 hour             | 20.00  |            | 18.00      | 17.00    |
| 5 minutes            | 6.00   | 5.50       | 5.00       | 4.50     |
|                      |        |            | 3.00       | 4.00     |
|                      | LASS   | "B"        |            |          |
|                      | :30 p. |            | 30 p.m.    | lo .     |
|                      |        | p.m.)      |            |          |
| 1 hour               | 35.00  | 82.00      | 80.00      | 25.00    |
| 3/4 hour             | 28.00  | 26.00      | 24.00      | 21.00    |
| 1/2 hour             | 20.00  | 19.00      | 18.00      | 17.00    |
| 1/4 hour             | 15.00  | 14.00      | 18.06      | 12.00    |
| 5 minutes            | 4.00   | 8.75       | 8,50       | 8.25     |
|                      | LASS   | "C"        |            |          |
| (8:00 a.m. to 12     |        |            | .00        | lo       |
| (8.00 8.11. 10 12    | 5:00 g |            | .оо р.ш.   |          |
| 1 hour               | 10.00  | 9.00       | 8.00       | 7.00     |
|                      | 8.00   | 7.00       | 6.00       | 5.00     |
|                      |        |            |            |          |
| 1/2 hour             | 6.00   | 5.50       | 4.50       | 8.00     |
| 1/4 hour             | 4.00   | 3.00       | 2.50       | 2.00     |
| ANN                  | OUNC   | EMENTS     |            |          |
| One minute transcrip | otions | or up to 1 | 00 words:  |          |
|                      |        |            | 2.00       | 1.75     |
| Class "B"            | 1.75   | 1.25       | 1.00       | .75      |
| Class "B"            | 1.50   | 1.00       | .75        | .50      |
| At least three anno  | uncem  | ents must  | be schedu  |          |
| weekly basia.        |        |            |            |          |
| Discounts: 3 months  | contr  | act 5%: 6  | months o   | contract |
| 10%: 12 menths oc    |        |            |            |          |
|                      |        |            | TOTO A PRO | 214      |
| SPECIAL FEATU        | KENS I | TOB PAR    | LICIPATI   | NG       |
| 81                   | ひれない   | RSHIP      |            |          |

SPONSORSHIP
News, weather reports, sports review, market
ports, health talks and educational periods.
ELECTRICAL TRANSCRIPTION PERIODS
Transcription library service available.
No extra charge or time limit for transcriptions.

TALENT
Rates and details on request.
REMOTE CONTROL
Station is equipped to handle remote control broad-

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. (This listing continued on mext page)

# Philippine Islands—Cont'd

# MANILA—Continued K Z I B-Continued

Branch Office
I. Beck, Inc., 381 Fourth Ave., New York City.

# KZRF

Service TEMPORARILY suspended.

Rates effective August 1, 1939.

Owned and operated by Far Eastern Broadcasting Company,
Business Office and Studios—Insular Life Bldg.,
Manila, P. I.
Transmitter—Manila, P. I.
Wave—Power—Time

Operating power-1,000 watts, 384.8 meters; 780 kilocycles. For short wave facilities see KZRM, Manila, listing, Actual operating achedule: Sundays 7:00 a.m. to 11:15 p.m. Week days 5:80 a.m. to 1:00 a.m.

Agency Commission

15% to authorized agencies. Commission applies only on time. No cash discount. Bills payable by the 5th of following month. Charge accounts must be approved by station management.

General Advertising

For both programs and announcements, deduct 30% from rates of station KZRM, Manila, P. I. See that

# K Z R H

(Established 1989)

Service TEMPORARILY suspended.

Rates effective July 15, 1940.

Owned and operated by H. E. Heacock Company.
Business Office and Studios — 7th floor, Heacock
Bidg., Manlia, P. I.
Transmitter—Los Pinas, Rizal, P. I., seven miles
couth of Manlia.

Wave-Power-Time

Operating power—10,000 watta.
428 meters; 710 kilocycles.
Licensed to operate full time on clear national channel.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

15% on station time only. No cash discount. Bills rendered 5th of month following broadcast and due 20th of month.

General Advertising

For combination rates see listing of National Broad-casting Company. Simultaneous broadcast over short wave transmitter: 31.12 meters, 9640 kilocycles; operating power 1,000 watts. CLASS "A"

(6:80 p.m. to 10:00 p.m.)

| 8/4<br>1/2<br>1/4 | hour | 150.00<br>120.00<br>90.00<br>60.00 | 18 tl.<br>142.00<br>118.00<br>86.00<br>57.00 | 26 t1.<br>185.00<br>108.00<br>81.00<br>54.00 | 120.00<br>96.00<br>72.00<br>48.00 |
|-------------------|------|------------------------------------|--|--|-----------------------------------|
| -/-               |      | CLASS                              | "B"  |  |                                   |

|    | p.m. and l |        |        |        |       |
|----|------------|--------|--------|--------|-------|
| 1  | bour       | 120.00 | 118.00 | 108.00 | 96.00 |
| /4 | hour       | 96.00  | 90.00  | 86.00  | 77.00 |
|    | hour       |        | 69.00  | 65.00  | 57.00 |
| /4 | hour       | 48.00  | 45.00  | 48.00  | 88.00 |
|    |            | CT.ASB | ישייו  |        |       |

| (6:80 a.m. to  |           |           |           |       |
|----------------|-----------|-----------|-----------|-------|
| a.m., 12:15 p. | me. to 13 | :80 p.m., | 5:80 p.r  | n.    |
| to 6:00 p.m. a | nd 10:00  | pm. to 1  | 12:00 mid | .)    |
| 1 hour         | 80.00     | 85.00     | 81.00     | 72.00 |
| 8/4 hour       |           | 68.00     | 65.00     | 58.00 |
| 1/2 hour       |           | 51.00     | 48.00     | 48.00 |
| 1/4 hour       |           | 84.00     | 82.00     | 29.00 |

|                          | CLAMBO                        | U                                      |
|--------------------------|-------------------------------|--|
| (6:00 a.m.<br>p.m., 1:00 | to 6:80 a.m.,<br>p.m. to 1:80 | 11:00 a.m. to 12:15 p.m. and 4:00 p.m. |

|     |      | to 5:80 | p.m.) | _     |       |
|-----|------|---------|-------|-------|-------|
| 1   | hour |         | 48.00 | 41.00 | 86.00 |
| 8/4 | bour |         | 84.00 | 82.00 | 29.0  |
| 1/2 | hour | 27.00   | 26,00 | 24.00 | 22.0  |
| 1/4 | hour | 18.00   | 17.00 | 16.00 | 14.0  |
|     |      | CLASS   | "E"   |       |       |

(8:00 a.m. to 11:00 a.m. and 1:80 p.m. to 4:00 p.m.)

| 1 bour               | 11.00   | 10.00    | 9.00     | 8.00 |
|----------------------|---------|----------|----------|------|
| 8/4 hour             | 9.00    | 8.00     | 7.00     | 6.00 |
| 1/2 hour             | 7.00    | 6.00     | 5.00     | 4.00 |
| 1/4 hour             | 5.00    | 4.00     | 8.00     | 2.00 |
| Studio announcemen   | its and | Drograms | on Sunda |      |
| charged for at Class | 18 "D"  | rates.   |          |      |
| SPECTA               | L GRO   | UP BATE  | 191      |      |
| The second           |         |          |          |      |

Minimum contract three months.

| *Class               |       |       |      | month         |           | None   |  |
|----------------------|-------|-------|------|---------------|-----------|--------|--|
| Class                |       |       | per  | month         | 400,00    | 600.00 |  |
| Class                | C.,   | time, | Det  | month         | 800.00    | 450.00 |  |
| Class                | "D"   | time. | Der  | month         | 200.00    | 800.00 |  |
| *Class               |       | time. | per  | month         | None      | None   |  |
| (*)                  | Class | ''A'' | B.D. | Class "E" tin | ne availa | ble by |  |
| special arrangement. |       |       |      |               |           |        |  |

ANNOUNCEMENTS

| Per minute: Class "A" time Class "B" time Class "C" time Class "D" time Class "E" time | 9.00<br>6.00 | 7 t1.<br>12.00<br>10.00<br>7.50<br>5.00<br>1.50 | 30 ti.<br>10.00<br>8.50<br>6.00<br>4.00 | more<br>ti.<br>8.00<br>7.00<br>5.00<br>3.00 |
|--|--------------|---|---|---|
| C.400 2 **********   | 2.00         | 1.00  | 1.00                                    | .10   |
|  |              |   |   |   |

SPECIAL FEATURES
Sportscasts, civic non-commercial and other special
or unusual programs by arrangement.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available. Rates on

request.

TALENT
Complete list of talent available. Rates on request. REMOTE CONTROL
Rates for remote control on request. Portable equipment available.

ment available.

SERVICE FACILITIES

Complete continuity, program planning and direction included on all programs except those under club rates. Studio announcer furnished at no extra charge unless special services are required.

Closing Time
Contracts close one week in advance of first broadcast. Announcements, transcriptions and talks close
12 hours in advance.

Faultment

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. vertical and lateral cut recordings.

Personnel
General Manager—B. H. Silen.

Branch Office New York—271 Madison Ave.

Representatives
International Radio Sales.

# KZRM

(Established 1924)

Service TEMPOBARILY auspended.

Rates effective August 1, 1939. Owned and operated by Far Eastern Broadcasting

Owned and operated by Far Eastern Broadcasting Company.

Buainess Office and Studio — Insular Life Bldg.,

Manila, P. I.

Transmitter—Manila, P. I.

Wave—Power—Time

Operating power-10,000 watts (licensed power 50,000

Operating power—10,000 wasts (Incine) wasts).
(100% modulation—crystal control.)
485 meters; 618.5 kilocycles.
Licensed to operate on clear channel on standard 120 degrees East Meridian Time.
Short wave facilities, operating power 1,000 watts;
48.86 meters; 6140 kilocycles—31.85 meters; 9570 kilocycles.

25.34 meters; 11840 kilocycles—19.61 meters; 15300

25.34 meters; 11840 Rilocycles—19.61 meters; 15300 kilocycles.
16.87 meters; 17780 kilocycles.
Actual operating schedule: Sundays 12:00 noon to 1:15 p.m. and 5:00 p.m. to 11:00 p.m. Week days 6:00 a.m. to 8:00 a.m., 12:00 noon to 2:00 p.m. and 5:00 p.m. to 11:15 p.m.

Agency Commission

15% to authorized agencies. Commission applies only on time. No cash discount. Bills payable by the 5th of following month. Charge accounts must be approved by station management.

General Advertising

For combination rates see listing of Columbia Broad-casting System.

|     | (6:80         |          | 10:00 р.п |          |        |
|-----|---------------|----------|-----------|----------|--------|
|     |               | 1 ti.    | 18 ti.    | 26 ti.   | 52 ti. |
| 1   | hour          |          | 68.55     | 56.45    | 49.40  |
| 1/4 | hour          | 56.45    | 50.80     | 45.20    | 89.55  |
|     |               |          |           |          |        |
| 1/2 | hour          | 42.85    | 88.10     | 88.90    | 29.65  |
| /4  | hour          |          | 21.90     |          |        |
|     | HOM           |          | 21.90     | 20.00    | 17.50  |
| 10  | minutes       | 17.65    | 15.90     | 14.10    | 12.85  |
|     |               |          |           |          |        |
| - 5 | minutes       | 9.40     | 8.45      | 7.55     | 6.60   |
|     | (5:80 a.m. to | 6:80 p.  |           | :00 p.m. |        |
|     | 1             | lo 11:80 | D.ma.)    |          |        |
| •   | hour          | 40 05    | 80.10     |          |        |

|      | to                | 11:80   | p.m.)      | -        |         |
|------|-------------------|---------|------------|----------|---------|
| 1    | hour              | 42.85   | \$8.10     | 88.90    | 29.65   |
| 3/4  |                   | 88.90   | 80.50      | 27.10    | 23.70   |
| 1/2  | hour              | 25.40   | 22.85      | 20.85    | 17.80   |
| 1/4  | hour              | 15,00   | 18.15      | 12.00    | 10.50   |
|      |                   | 10.60   | 9.55       | 8.45     | 7.40    |
|      | minutes           |         | 5.10       | 4.50     | 8.95    |
| Fift | een minute progr  | rams, i | f purchase | d four d | AVS DOT |
| weel | t for 26 or m     | ore we  | eks, charg | ed for   | on the  |
| hour | lw heats for time | A HEAT  |            |          |         |

hourly basis for time used. Haif hour programs, if purchased two days or more per week for 26 or more weeks, charged for on the hourly basis for time used.

SPOT ANNOUNCEMENTS (6:80 p.m. to 10:00 p.m.)

1 ti. 7 ti. 14 ti. 80 ti. 100 ti. 50 words.... 7.06 6.71 6.85 5.65 4.94

RECORDED PROGRAMS

| (5:80                            | a.m. to 6:80 p.<br>to 11.:80 p.m.                           | m. and 10:00 p.m.<br>week days)         |            |
|----------------------------------|---|---|------------|
| 3/4 hour<br>1/2 hour<br>1/4 hour | (*450 words), per<br>(*800 words), per<br>(*125 words), per | month 282 month 229 month 164 month 175 | .40<br>.70 |

frequency discounts on recorded programs.

TALENT

Professional musicians available at 2.50 per half hour. Soloists in voice or instrumental 5.00 per four selections on any one program.

REMOTE CONTROL.

Cost of remote control braodcasts to be regular rates plus cost of telephone line, all incidental expenses and fee for special announcer if required.

SERVICES FACILITIES

Complete continuity, planning and announcing service at no extra charge.

Closing Time
Station has no deadline for arrangements to be made
for broadcast, but prefers two weeks. Talks must be
submitted 24 hours in advance. Recorded programs
should be received one month in advance to protest on breakage, etc.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

# **PUERTO RICO**

# MAYAGUEZ

# WPRA

Rates effective April 1, 1940.

Owned and operated by Puerto Rico Advertising

Company.

Company.

Company.

Business Office—Box 271, Mayaguez, Puerto Rico.

Studio—McKinley, corner del Rio Street, Mayaguez,

Puerto Rico.

Transmitter—Barrio Sabanestae, Kilometer 179, In
sular Road No. 2, four miles from edty.

Wave—Power—Time
Operating power—5,000 watts.
303 meters; 900 kilosystes.
Licensed to operate unlimited time.

Agency Commission

Commission to recognized advertising agencies on net time charges only, following receipt of payment in full. No cash discount. Bills due and payable when rendered.

General Advertising
General Advertising
Rates include charges by owners of music copyrights.
Broadcasts can be made in English or Spanish.

CLASS "A"

(6:00 p.m. to 12:00 midnight)

1 tt. 18 tt. 28 tt. 52 tt. 104 tt. 812 tt.

1-hour..... 50.00 47.50 45.00 42.50 40.00 87.50

| 1/4 | hour<br>hour<br>minutes<br>minute | 15.00 | 28.75<br>14.25<br>9.50<br>8.80 | 22.50<br>18.50<br>9.00<br>3.60 | 12.75<br>8.50 | 20.00<br>12.00<br>8.00<br>8.20 | 18.78<br>11.28<br>7.50<br>8.00 |
|-----|-----------------------------------|-------|--------------------------------|--------------------------------|---------------|--------------------------------|--------------------------------|
| 1/2 | hour                              |       | CLASS<br>a.m. to<br>23.75      | 6:00<br>22,50                  | 21, 25        | 20.00                          | 18.75                          |

1/2 hour..... 12.50 11.88 11.25 10.68 10.00 1/4 hour.... 7.50 7.13 6.75 6.38 6.00 5 minutes 5.00 4.75 4.50 4.25 4.00 1 minute. 2.00 1.90 2.80 1.70 1.60

CONTRACT RATES
(Monday through Saturday 10:00 p.m. to
12:00 p.m.)

On contract for I3 or more periods, less than six programs weekly—Class "B" rates apply.

SPECIAL WEEKLY RATES

Exclusive programs only.
(Monday through Saturday 10:00 p.m. to 12:00 p.m. and 7:00 a.m. to 11:00 s.m.)

1 wk. 13 wks. 26 wks. 39 wks. 52 wks.
1/4 hour daily, six times
weekly. 80.00 28.50 27.00 25.50 24.00

ANNOUNCEMENTS Spot Announcements for transmission when time is available. (6:00 p.m. to 12:00 midnight)

1 tt. 18 tt. 28 tt. 52 tt. 104 tt. 812 tt.

Too words or 100 w

r ... 2.50 2.88 2.25 2.18 2.00 1.88 CONTRACT BATES

(Monday through Saturday 10:00 p.m. to 12:00 p.m.)
On contract for 18 or mere spot announcements-7:00 a.m. to 6:00 p.m. daytime rates apply.

REMOTE CONTROL

Station is equipped to handle remote control broad-casts. Remote programs subject to extra charges for line and mechanical costs.

SERVICE FACILITIES Service of the station's program department in arranging and presenting programs is provided without extra charge. One announcer is supplied free where programs advertise but one firm, or products all represented by one firm.

Contract and Other Requirements

ontract and Other Requirements
Advertising of alcoholic beverages accepted.
Contracts must be signed, specify number of periods, not exceeding one year's duration and provide for a minimum of one transmission weekly.
Contracts subject to cancellation on 30 days' written notice accompanied by certified check at short rate to date of last program. Station will reject any program which does not conform with orders and politics of the FCC and station's regulations.

Closing Time

Contracts close one week in advance of first broad-cast; announcement copy and talks close 44 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables, vertical and lateral cut recordings.

Station Manager-Andres Camara.

Representatives Cox & Tans.

### PUERTO RICO--Continued

# PONCE

WPAB (Established 1940)

Owned and operated by Porto Rican American Broadcasting Co.

Business Office and Studio-Leon St., Ponce, Puerto

Transmitter—On road from Ponce to Ponce Playa. Puerto Rico.

Wave—Power—Time
Operating power—1,000 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on regional channel.
Actual operating schedule; Sundays 8:00 a.m. to
11:00 p.m. Week days 6:45 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered and due monthly.

General Advertising

Bates on request.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Extra charge of .50 per record
for use of transcription library service. Instantaneous
recording equipment available.

REMOTE CONTROL

Facilities subject to extra charges for line and me-chanical costs. Extra charges not subject to agency commission.

Centract and Other Requirements

Advertising of alcoholic beverages accepted.
Contracts subject to cancellation on two weeks written notice accompanied by certified check at short rate to date of last program.

Closing Time

Contracts close one week in advance of first broad-cast. Announcement copy, transcriptions and talks close 24 hours in advance.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Station Manager—Miguel Soltero. Representatives None.

# SAN JUAN

WIAC



Rates revised January, 1943.

Natios revised January, 1943.

Owned and operated by radio station WIAC, Inc.
Business Office and Studio—Ordonez St., stop 29-1/2,
Hato Rey, San Juan, Puerto Rico.

Poet Office Address—P. O. Box 4504, San Juan,
Puerto Rico.

Other Office—Ochoa Bidg., San Juan, Puerto Rico.

Transmitter—Km. 3.8 Isla Verde Road, Santurce,
Puerto Rico.

Wave-Power-Time

Operating power—5,000 watta,
517.2 meters; 580 kilocycles.
Licensed to operate full time on regional channel.
Operating schedule: Sundays 7:30 a.m. to 11:00 p.m.;
week days 7:00 a.m. to 11:00 p.m.

Agency Commission 15% to recognized agencies on station time only. No cash discount. Bills rendered monthly; due when rendered. monthly; due was General Advertising CLASS "A"

18 weeks. 26 weeks. 52 weeks.

| (6:00 p.m. to 10:00 p.m. and after 12:00 midnight) |                          |
|--|--------------------------|
| 1 bour 75.   | 00                       |
| 1/2 hour   |                          |
| 1/4 hour. 20                                       |                          |
| 5 minutes  |                          |
| CLASS "B"  |                          |
| (8:00 a.m. to 11:00 a.m. Sundays; 2:00 p.m.        |                          |
| to 5:00 p.m. Saturdays, Sundays and holi-          |                          |
| days; 5:00 p.m. to 6:00 p.m., 7:00 a.m. to         |                          |
| 8:00 s.m. and 11:00 s.m. to 2:00 p.m. daily)       |                          |
| 1 hour. 40   | .00                      |
|  | 00                       |
| 1/4 hour 10  | .00                      |
|  | .00                      |
| CLASS "C"  |                          |
| (2:00 p.m. to 5:00 p.m. week days except           |                          |
| (2:00 p.m. to 5:00 p.m. week days except           |                          |
|  |                          |
| Saturdays and holidays; 8:00 a.m. to 11:00         |                          |
| a.m. week days)                                    |                          |
| a.m. week days) 1 hour                             | .00                      |
| a.m. week days)  1 hour 25 1/2 hour 15             | .00                      |
| a.m. week days)  1 hour                            | .00                      |
| a.m. week days)  1 hour                            | .00                      |
| a.m. week days)  1 hour                            | .00<br>.00<br>.00        |
| a.m. week days)  1 hour                            | .00                      |
| a.m. week days)  1 hour                            | .00<br>.00<br>.00        |
| a.m. week days)  1 hour                            | .00                      |
| a.m. week days)  1 hour                            | .00<br>.00<br>.00        |
| a.m. week days)  1 hour                            | .00<br>.00<br>.00        |
| a.m. week days)  1 hour                            | .00<br>.00<br>.00<br>.00 |
| a.m. week days)  1 hour                            | .00<br>.00<br>.00<br>.00 |

DISCOUNTS

10% 15%

# ODOM ANNOTHING MENTS

| DI OI MILLOUITONINI                    |      |  |  |  |  |  |
|--|------|--|--|--|--|--|
| 100 words or one minute transcription: | 8.00 |  |  |  |  |  |
| Class "B"                              | 5.00 |  |  |  |  |  |
| Class "C"                              | 8.00 |  |  |  |  |  |
| DISCOUNTS                              |      |  |  |  |  |  |

News: Leased wire and local, English and Spanish-rates and details on request.

POLITICAL

Special charges of 50% above all rates.

TALENT

Time charge includes one announcer. Other talent rates on request.

TRANSCRIPTIONS AND RECORDINGS
Library service available. Becordings made at advertiser's expense.

REMOTE CONTROL

Rates on request.

SERVICE FACILITIES

Production department available to make adaptations and translations when necessary.

and translations when necessary.

Contract and Other Requirements

Contracts subject to cancellation by six weeks' written notice accompanied by check at short rate to date of last program. Programs, scripts, information, etc., to be submitted in advance and subject to approval of station. All commercials must conform with FCC, FTC and station's regulations.

Closing Time

Announcement copy, transcriptions and talks close 24 hours in advance of broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Manager—Tomas Muniz.
Assistant Manager—Enrique Abarca, Jr.
Production—Rafael H. Benitez.
Representatives
None.

# WKAQ (Established 1922)



Rates effective July 1, 1941. (Card No. 3.)

Owned and operated by Radio Corporation of Porto Rico, aubsidiary of International Telephone and Telegraph Corporation.

Business Office and Studio—Telephone Bldg., San Juan, Puerto Rico.

Transmitter—Hato Rey, 5 miles from San Juan Wave—Power—Time

Operating power—5,000 watts. (100% modulation—crystal control.) 483.9 meters; 620 kilocycles. Licensed to operate unlimited time.

Agency Commission

Commissions to recognized advertising agencies on net time charges only, following receipt of payment in full. No cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see listing of Columbia Broad-casting System.

Discounts on gross rates for number of periods under contract not to exceed one year's duration.

For miscellaneous programs advertising more than one firm or products, not all represented by one firm, add 15% to rates.

CLASS "A"

|   | (2    | 812 or |        |       |         |       |
|---|-------|--------|--------|-------|---------|-------|
|   | 1 tI. | 18 ti. | 26 ti. | 52 ti | 104 ti. | more  |
|   | 75.00 | 71.25  | 67.50  | 63.75 | 60.00   | 56.25 |
|   | 37.50 | 85.65  | 83.75  | 81.90 | 30.00   | 28.13 |
|   | 20.00 | 19.00  | 18.00  | 17.00 | 16.00   | 15.00 |
| В | 10.00 | 9.50   | 9.00   | 8.50  | 8.00    | 7.50  |
|   |       | CLASS  | "B"    |       |         |       |

(7:00 am to 2:00 nm and 5:00 nm to

|     | (1,00 m. | ш. ю  | 2.00 p.u |       | 1 0.00 } |       |       |
|-----|----------|-------|----------|-------|----------|-------|-------|
|     |          |       | 6:00 p.  | .m.)  |          |       |       |
| 1   | hour     | 37.50 | 85.65    | 83.75 | 31.90    | 30.00 | 28.13 |
| 1/2 | hour     | 18.75 | 17.85    | 16.90 | 15.95    | 15.00 | 14.10 |
|     | hour     |       | 9.50     | 9.00  | 8.50     | 8.00  | 7.50  |
|     | minutes  |       | 4.75     | 4.50  | 4.25     | 4.00  | 8.75  |
|     |          |       | CLASS    | "C"   |          |       |       |
|     | L        | (2:00 | p.m. to  | 5:00  | p.m.)    | 90.00 | 10 #K |

| 5   | minutes | 3.75  | 8.57<br>EEKLY | 8.38<br>RATE | 3.19<br>!s | 3.00  | 2.87  |
|-----|---------|-------|---------------|--------------|------------|-------|-------|
|     | hour    |       | 7.13          | 6.75         | 6.38       | 6.00  | 5.63  |
| 1/2 | hour    |       |               | 11.25        | 10.63      | 10.00 | 9.38  |
| 1   | hour    |       | 23.75         |              | 21.25      | 20.00 | 18.75 |
|     |         | (2:00 | p.m. to       |              |            |       |       |

|                                  | WEEKLY RA                                      | ATES                  |                     |
|----------------------------------|--|-----------------------|---------------------|
| Six times wkly.                  | : Class "A"                                    | Class "B"<br>180.00   | Class "C"<br>120.00 |
| 1/2 hour<br>1/4 hour             | 180.00   | 90.00<br><b>54.00</b> | 60.00<br>86.00      |
| 13 to 25 weeks<br>26 to 38 weeks | counts on Wee<br>5% 39<br>10% 52<br>OT ANNOUNC | to 51 week            | 8 15%<br>20%        |

Station break announcements: Class "A" Class "B" Class "C"

| 25 words             | 10.00   |        | 5.00   | 2.50     |
|----------------------|---------|--------|--------|----------|
|                      | Discou  | nts    |        |          |
| Applicable to spot a | nnounce | ments: |        |          |
| 50 to 99 times       |         |        |        |          |
| 100 to 199 times     | 10%     | 300 or | more t | imes 20% |

One minute spot announcements in sustaining programs at discretion of station: 312 or

SPECIAL FEATURES
News, Women's Hour, Children's Hour—rates on re-

# RECORDED PROGRAMS

Transcription library services available—rates on application. Instantaneous recording equipment available.

REMOTE CONTROL

Station is equipped to handle remote control broad-

# SERVICE FACILITIES

No charge is made by the station for the preparation of programs when contracts are placed direct
with the station. A nominal charge is made by the
station for the preparation of miscellaneous proyrams and of programs placed through an advertising
agency. One announcer is supplied free to each exclusive sponsored program originating in the studies
of the station.

Contract and Other Requirements
Station reserves the right to reject any program not conforming to orders and policy of Federal Communications Commission.
Contracts must be signed, specify number of periods or announcements, not exceed one year's duration, and provide for a minimum of one transmission weekly.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables.

Personnel
Vice-Pres. & Gen'l Mgr.—E. J. Powell.

Branch Office New York-67 Broad Street.

# WNEL



Owned and operated by Juan Piza.

Business Office and Studio—Salvador Brau No. 59,
Box 1252, San Juan, Puerto Rico, telephone 100
and 107.

New York Office: 470 Deck.

and 107.

New York Office: 470 Park Avenue, Eldorado 5-6788.

Transmitter—Green Island (Km. 3-H-7).

Wave—Power—Time

Operating power—5.000 watts.
227.3 meters; 1320 kilocycles.
Licensed to operate unlimited time.
Operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized agencies. No cash discount.

General Advertising

Broadcasts can be made in either English or Spanish.

|     | (6;00 p.m. to 12:00 midnight)  |              |
|-----|--------------------------------|--------------|
| 1   | hour                           | 75.00        |
| 1/2 | hour.                          | 87.50        |
| 1/4 | hour                           | 20.00        |
| 7 5 | minutes.                       | 10.00        |
| ĭ   | minute                         | 5.00         |
|     |                                | 5.00         |
|     | (6:00 s.m. to 6:00 p.m.)       |              |
| 1   | hour                           | 87.50        |
| 1/2 | hour                           | 18.75        |
| 1/4 | hour                           | 10.00        |
| - 5 | minutes.                       | 5.00         |
| ĭ   | minute                         | 3.00         |
| •   |                                | <b>4.</b> 00 |
|     | DISCOUNTS                      |              |
| 1 . | a 19 times Not K9 to 109 times | 180          |

20%.

ANNOUNCEMENTS

Spot announcements accepted for broadcast when time is available.

SPECIAL FEATURES

Horse races, News (English and Spanish), Home Hour, and Church of the Air. Rates and details on request.

BECORDER

RECORDED PROGRAMS
Transcription library services available. Bates on

REMOTE CONTROL Station is equipped to handle remote control broad-

casts. SERVICE FACILITIES
The service of station's studies and office management is at the disposal of advertisers without charge for engaging musical or other talent. Emergency power plant available

Contract and Other Requirements

Station reserves the right to reject any program not conforming to orders and policy of the FCC and general rules and regulations of the station.

Closing Time
Talks must be submitted 24 hours in advance. Station management requests two weeks on arrangements for general broadcasts.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

ersonnel General Manager—Juan Piza. Commercial Manager—Augustin B. Camunas. Production Manager—Camilo Fraticelli.

Representatives None.

# CANADIAN RADIO SECTION

# Learn the Latest Facts about Canadian Radio

# **Ontario**

**Brockville CFBR** Dominion Hamilton Kenora CHML **Dominion Dominion** CJRL Dominion **CFPL** London **Dominion** CKCO Ottawa Independent Dominion CFOS Owen Sound CHOV Pembroke St. Catharines Dominion

# Quebec (French)

CKAC Montreal Columbia
CHLP Montreal Independent
CHNC New Carlisle C.B.C.French
CHRC Quebec Independent
CJBR Rimouski C.B.C.French

# **Maritimes**

CJCH Halifax Dominion CKCW Moncton Trans-Canada CHSJ St. John Trans-Canada

# **Prairies**

CJCJ Calgary Independent
CFAR Film Fion Independent
CKRM Regina Dominion
CJGX Yorkton Dominion

In the fast-moving Dominion of Canada, new sales opportunities foom large for national advertisers who understand the How, When and Where of Canadian Radio. McGillvra represents 20 outstanding radio stations in Canada—the Cream of the Ether—and naturally has a vast amount of up-to-the-minute information you need to make Canadian spot radio pay out. So whenever you have radio problems in Canada—play safe! Call McGillvra—state your problem and, without obligation, learn the latest facts that will guide your sales planning throughout the length and breadth of Canada.

Mç Gillera

# JOSEPH HERSHEY McGILLVRA, Inc.

ASSOCIATE MEMBER—CANADIAN ASSOCIATION OF BROADCASTERS

CHICAGO, 1 35 East Wacker Drive State 5282 SAN FRANCISCO, 4 627 Mills Building Sutter 1393



A job for seasoned executives—this 7th War Loan! Especially when we've got to make 2 war loans total just about as much as all 3 in 1944! Putting this over demands the combined and continued efforts of the "No. 1" men of American industry.

This means marshaling your plant drive to make every payday—from now 'til June 30th—do its share toward the success of the 7th. Directing the drive is not enough. It's equally important to check to see that your directions are being carried out—intelligently!

# For example, has every employee had:

- an opportunity to see the new Treasury film, "Mr. and Mrs. America"?
- 2 a copy of "How To Get There," the new Finance Division booklet?
- 3 a new bond-holding envelope with explanation of its convenience?
- 4 7th War Loan posters prominently displayed in his or her department?
- 5 information on the department quota—and an urgent personal solicitation to do his or her share?



Remember, meeting—and beating—your highest-yet 7th War Loan quota is a task calling for "No. I" executive ability. Your full cooperation is needed to make a fine showing in the 7th! Do not hesitate to ask your local War Finance Chairman for any desired aid. It will be gladly and promptly given.



The Treasury Department acknowledges with appreciation the publication of this message by

If you haven't a copy of this important booklet, "7th War Loan Compony Quotas," get in touch immediately with your local War Finance Chairmon. STANDARD RATE & DATA SERVICE

# **CANADIAN SECTION**

Radio stations in the Dominion of Canada. See listings for location of transmitter.

| CBF Montreal, Que. CBJ. Chicoutini, Que. CBK Watroue. Sask. CBL. Toronto. Ont. CBM. Montreal, Que. CBO. Ottawa. Ont. CBR. Vancouver, B. C. CFAC. Calgary. Alta. CFRB. Toronto. Ont. CFRB. Brockville. Ont. CFRC. Kingston. Ont. CFRC. Montreal, Que. CFCC. Montreal, Que. CFCC. Montreal, Que. CFCC. Montreal, Que. CFCC. Calgary. Alta. CHAB. Moose Jaw. Sask. CFCC. Calgary. Alta. CHAB. Moose Jaw. Sask. CHAB. Moose Jaw.  | HILP Montreal Que. CJCB. HILP Montreal Que. HILT Sherbrooke, Que CJCB. HILL Bamilton, Ont. HILL Sherbrooke, Que. HILL Bamilton, Ont. HILL Sherbrooke, Old. HILL Sherbrooke, Que. | Balitax, N. S. CKI Stratford Ont CK Stratford Ont CK L. Antigoniah, N. S. CK L. Yorkton, Sask. CKI Sault Ste. Marie. Ont CKI Strikland Lake. Ont. CKI Lethbridge, Alta. CKI Kenora, Ont. Victoria, B. C. CKI CK. Montreal, Que. CK CC Montreal, Que. CKI | CK. Regina, Sask O. Ottawa Ont CKPC Brantford, Ont. CKRC Winnipeg, Man. CKRN. Reuyn Que CKRC. Winnipeg, Man. CKRN. Reuyn Que CKRC Str. Cornwall, Ont. CKRD St. Cetharines, Ont. CKYB. St. Catharines, Ont. CKYB. St. Catharines, Ont. CKYB. St. Catharines, Ont. CKYB. St. Catharines, Ont. CKYB. Kingston, Ont. CKYB. Wancouver. B. C CKYB. Wancouver. B. C CKYB. Wancouver. B. C CKYB. Winnipeg, Man. CKY. Winnipeg, Man. VOCM St. John's, Newfind VOCM St. John's, Newfind   |
|--|--|--|---|
| Days   Nights   Start   Nights   Start   Sta   | KILOCYCLES   C(FKLW)   1000    | 1070 KILOCYCLES  | 1380 KILOCYCLES   100 |
| Network and Group Listings  CANADIAN BROADCASTING CORPORATION DOMINION NETWORK  (English)  354 Jarvis St., Toronto, Ont. 1440 St. Catherine St., West, Montreal, Que. Rates effective January 1, 1944.  Wave—Power—Time See individual listings. Agency Commission 15% og met station time and line charges; no cash discount. General Advertising Gross station rates apply to periods from 6:00 p.m. Sundays take 75% of gross station rates. Periods after 11:00 p.m. and before 6:00 p.m. weed days, after 11:00 p.m. and before 6:00 p.m. weed days, after 11:00 p.m. and before 12:00 noon Sundays take 65% of gross station rates. All stations quoted on basis of local time. Station rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Minimum period street is 15 minutes.  Frequency discount on gross station costs for number of periods under contract within 12 months: Less than 13 times. Station rates for more consecutive periods: 1 region. 2 to 25 times. 10% 20 to 51 times. 10% 21 regions. 21 regions. 22 regions. 31 region. 25% 24 regions. 25% 25 regions. 26% 27 CRC French network may be added. 25% 26% 27 CRC French network may be added. 25% 26% 27 CRC French network may be added. 25% 26% 27 CRC French network may be added. 25% 26% 27 CRC Fre | ONTARIO REG   CKCO—Ottawa  | TON  | ontract and Other Requirements No contract accepted for less than one occasion per week for 13 consecutive weeks, except in cases of special events. No periods sold in hulk for resale. Alt contracts are accepted subject to the Broadcasting Act., Broadcasting Regulations and approval of the Canadian Broadcasting Regulations and approval of the Canadian Broadcasting Corporation. Com'l Mgr.—E. A. Weir (Toronto). Com'l Mgr.—E. A. Weir (Toronto). Com'l Mgr.—E. A. Weir (Broadcasting Corporation).  CANADIAN BROADCASTING CORPORATION TRANS-CANADA NETWORK (English)  354 Jarvis St., Toronto, Ont. 1440 St. Catherine St., West, Montreal, Que. Rates effective January 1, 1944. lave—Power—Time See individual listings. gency Commission 15% on net station time and line charges; no cash discount. eneral Advertising Gross station rates apply to periods from 6:00 p.m. to 11:00 p.m. and before 6:00 p.m. week days, after 11:00 p.m. and before 6:00 p.m. week days, after 11:00 p.m. and before 6:00 p.m. week days, after 11:00 p.m. and before 12:00 noon to 3:00 p.m. Station rates for periods longer than one hour are in exact proportion to the corresponding one hour are. Minimum period accepted is 15 minutes.  DISCOUNTS  Frequency discount on gross station costs for number of periods under contract within 12 months:  Less than 13 times.  DISCOUNTS  Frequency discount on station costs after frequency discount has been deducted and applicable to contracts for 13 or more consecutive periods:  1 region   |

STIDDLE SEEMINA DV COMANIONS

# CANADIAN BROADCASTING CORPORATION—Continued

# TRANS-CANADA NETWORK—Cont'd

STATION RATES ONLY

| THE PARTY OF THE P |        |         |         |  |
|--|--------|---------|---------|--|
| MARITIME   | REGION | Ī       |         |  |
|  | 1 hr.  | 1/2 hr. | 1/4 hr. |  |
| CJCB-Sydney (Effective   |        |         | _,      |  |
| September 1, 1944)   | 50.00  | 30.00   | 20.00   |  |
| CRH—Wallfox  | 40.00  | 24.00   | 16.00   |  |
| CBA—Sackville  | 150.00 | 90.00   | 60.00   |  |
| CHSJ-St. John  | 50 00  | 30.00   | 20.00   |  |
| CFNB—Fredericton   | 45.00  | 27.00   | 18.00   |  |
| Total for Region   | 225.00 | 201.00  | 134.00  |  |
| ONTARIO R  |        | 201.00  | 134.00  |  |
| OTHER DESIGNATION OF THE PERSON OF THE PERSO |        |         |         |  |
| CBO-Ottawa   | 80.00  | 48.00   | 32.00   |  |
| CKWS-Kingston  | 60.00  | 36.00   | 24.00   |  |
| CBL—Toronte  | 300.00 | 180.00  | 120.00  |  |
| CKSO-Sudbury   | 50.00  | 30.00   | 20.00   |  |
| CFCH-North Bay   | 30.00  | 18.00   | 12.00   |  |
| CJKL-Kirkland Lake   | 40.00  | 24.00   | 16.00   |  |
| CKGB—Timming   | 40.00  | 24.00   | 16.00   |  |
| CKPR-Fort William  | 45.00  | 27.00   | 18.00   |  |
| CBM-Montreal   |        |         |         |  |
| (Quebec outlet)  | 150.00 | 90.00   | 60.00   |  |
| Total for Region   |        | 477.00  | 318.00  |  |
| PRAIRIE R  | EGION  |         |         |  |
| CKY-Winnipeg   | 120.00 | 72.00   | 48.00   |  |
| CBK—Watrous  | 200.00 | 120.00  | 80.00   |  |
| CJCA—Edmonton  | 80.00  | 48.00   | 32.00   |  |
| CFAC-Calgary   | 80.00  | 48.00   |         |  |
| CJOC-Lethbridge  | 30.00  | 18.00   | 32.00   |  |
| cocc nothbridge  | 30.00  | 18.00   | 12.00   |  |
| Total for Region   |        | 306.00  | 204.00  |  |
| BRITISH CO   | LUMBIA |         |         |  |
| CFJC-Kamloops  | 30.00  | 18.00   | 12.00   |  |
| CKOV—Kalowna   | 35.00  | 21.00   | 14.00   |  |
| CJAT—Trail   | 35.00  | 21.00   | 14.00   |  |
| CBR-Vancouver  | 120.00 | 72.00   | 48.00   |  |
|  |        | 12.00   | 10.00   |  |
| Total for Region   |        | 132.00  | 88.00   |  |
| Total for Trans-Canada Netw  | ork    |         |         |  |
| (23 stations)I   |        | ,116.00 | 744.00  |  |
| WIRE LINE  | RATES  |         |         |  |
| Network:   | 1 hr.  | 1/2 hr. | 1/4 hr. |  |
| Maritime   | 53.00  | 48.00   | 38.00   |  |
| Ontario  | 89.00  | 75.00   | 62.00   |  |
| Prairie  | 91 00  | 78.00   | 65.00   |  |
| British Columbia   | 56.00  | 48.00   | 40.00   |  |
|  |        |         |         |  |

. 289.00 247.00 205.00 Total line cost ...

Personnel
Com'l Mgr.—E. A. Weir (Toronto).
Com'l Mgr. (Que. Div.)—J. A. Dupont (Montreal).

# QUEBEC NETWORK

354 Jarvis St., Toronto, Ont. 1440 St. Catherine St., West, Montreal, Que. Rates effective September 1, 1944.

Wave-Power-Time See individual listings.

Agency Commission
15% on net station time and line charges; no cash discount.

General Advertising
Gross station rates apply to periods from 6:00 p.m.
to 11:00 p.m. Periods from 12:00 noon to 6:00 p.m.
Sundays take 75% of gross station rates. Periods
after 11:00 p.m. and before 6:00 p.m. week days,
after 11:00 p.m. and before 12:00 noon Sundays take
60% of gross station rates. All stations quoted on
basis of local time of the periods of the stations of the station rates. Station rates for the station rates.

Dasis of iocal time.

Station rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Minimum period accepted is 15 minutes. Frequency discount On Towns

| of periods under contract within 12 months:  | mber             |
|--|------------------|
| Less than 13 times   |                  |
| 13 to 25 times   | Net              |
| 98 to 51 times   | 5%               |
| 26 to 51 times   | 10%              |
| 52 or more times.  | 15%              |
|  |                  |
| ACKIONAL GISCOURT ON STATION COSTS ofter from the  | dis-             |
| count has been deducted and applicable to cont   | dis-<br>racts    |
| count has been deducted and applicable to cont<br>for 13 or more consecutive periods:  | racts            |
| count has been deducted and applicable to cont for 13 or more consecutive periods:   | racts            |
| Augustian discount on station costs after frequency count has been deducted and applicable to cont for 13 or more consecutive periods:  1 region | racts            |
| regional discount on station costs after frequency count has been deducted and applicable to cont for 13 or more consecutive periods:  1 region  | 5%<br>10%        |
| regional discount on station costs after frequency count has been deducted and applicable to cont for 13 or more consecutive periods:  1 region  | 5%<br>10%<br>15% |
| regional discount on station costs after frequency count has been deducted and applicable to cont for 13 or more consecutive periods:  1 region  | 5%<br>10%<br>15% |

| 0 10810115  |                          | *****  | 25%  |
|---|--------------------------|--|--|
| BASIC STA   | TIONS                    |  |  |
| CBF—Montreal (Key Sta.) CBV—Quebec CBJ—Chicoutimi Wire line charges | 1 hr.<br>250.00<br>80.00 | 1/2 hr.<br>150.00<br>48.00<br>24.00<br>24.00 | 1/4 hr.<br>100.00<br>32.00<br>16.00<br>20.00 |

| SUFFLEMENTARI            | SIAI  | TUNS    |         |
|--------------------------|-------|---------|---------|
|                          | I hr. | 1/2 hr. | 1/4 hr. |
| CKCH-Hull-Ottawa         | 35.00 | 21.00   | 14.00   |
| CHGB-St. Anne de la      |       |         |         |
| Pocatiere                | 30.00 | 18.00   | 12.00   |
| CJBR—Rimouski            | 50.00 | 30.00   | 20.00   |
| CHNC-New Carlisle        | 50.00 | 30.00   |         |
| CKRN-Pour                | 50.00 | 30.00   | 20.00   |
| CKRN—Rouyii              |       |         |         |
| CKRN-Rouyn CKVD-Val d'Or | 60.00 | 36.00   | 24.00   |
| CHAD—Auds                |       |         |         |
| Wire line charges:       |       |         |         |
| CKCH-Hull-Ottawa         | 7.00  | 6.00    | 5.00    |
| CHGBSte. Anne de la      |       | 0.00    | 0.00    |
| Pocatiere                | 2.50  | 2.50    | 2.50    |
| CJBR—Rimouski            | 14 00 | 12.00   | 10.00   |
| CHNC-New Carlisle        | 14.00 |         |         |
| CKDM Davies              | 14.00 | 12.00   | 10.00   |
| CKRN-Rouyn               |       |         |         |
| CRAD And Or              | 14.00 | 12.00   | 10.00   |
|                          |       |         |         |

Contract and Other Requirements

No contract accepted for less than one occasion per week for 13 consecutive weeks, except in cases of special events.

No periods sold in bulk for resale.

All contracts are accepted subject to the Broadcasting Act, Broadcasting Regulations and approval of the Canadian Breadcasting Corporation.

Personnel

Com'l Mgr.—E. A. Weir (Toronto). Com'l Mgr. (Que. Div.)—J. A. Dupont (Montreal).

# RADIO ROUYN-ABITIBI LIMITEE (Northern Quebec Broadcasting System)

Main Office-320 Notre Dame St., E., Montreal, Que. Business Office and Studios—Reilly Block, Rouyn. Que.

Rates effective July 1, 1944.

CKRN-Rouyn, Que. CKVD-Val d'Or, Que. CHAD-Amos. Que.

ave-Power-Time
See individual listings.
Operates on Eastern Daylight Saving Time.
Operating schedule: Sundays 9:00 a.m. to 11:30 p.m.;
week days 7:30 a.m. to 11:30 p.m.

Agency Commission
15% to recognized agencies on time only; no cash
discount. Invoices rendered monthly. No commission
on talent.

# General Advertising

Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and all day Sundays)

|     |         | 1 ti. | 26 ti.  | 52 ti. | 104 t1. | 156 ti. | 260 ti. |
|-----|---------|-------|---------|--------|---------|---------|---------|
| I   | hour    | 70.00 | 66.50   | 63,00  | 59.50   | 56.00   | 52.50   |
| 3/4 | hour    | 56.00 | 53.20   | 50.40  | 47.60   | 44.80   | 42.00   |
| 1/2 |         | 42.00 | 39.90   | 37.80  | 35.70   | 83.60   | 31.50   |
| 1/4 |         | 28.00 | 26.60   | 25.20  | 23.80   | 22.40   | 21.00   |
| 10  |         | 21.00 | 19.95   | 18.90  | 17.85   | 16.80   | 15.75   |
| _5  |         | 14.00 | 13.80   | 12.60  | 11.90   | 11.20   | 10.50   |
|     | minute  | 7.00  | 7.00    | 6.65   | 6.30    | 6.30    | 6.30    |
| 20  | seconds | 4.20  | 4.20    | 3.99   | 3.78    | 3.78    | 3.78    |
|     |         |       | CLASS   | B.,    |         |         |         |
|     | (12:00  | noon  | to 1:00 | n m    | wash.   | 4       |         |

| 10<br>5 | hour hour hour hour minutes minutes minutes minutes seconds | 52.50<br>42.00<br>31.50 | to 1:00<br>49.88<br>39.90<br>29.93<br>19.95<br>14.96<br>9.98<br>6.50<br>3.90 | 47.25<br>87.80<br>28.35<br>18.90<br>14.18<br>9.45<br>6.18<br>3.71 | week<br>44.63<br>85.70<br>26.78<br>17.85<br>18.39<br>8.93<br>5.85<br>3.51 | days) 42.00 83.60 25.20 16.80 12.60 8.40 5.85 3.51 | 39.88<br>81.50<br>28.63<br>15.75<br>11.81<br>7.88<br>5.85<br>3.51 |
|---------|---|-------------------------|--|---|---|--|---|
|         |   |                         | CLASS  | C.,   |   |  |   |

|     | (7:00 a. | .m. to  | 12:00 n | oon; 1:00 | p.m.  | to 6:00 |       |
|-----|----------|---------|---------|-----------|-------|---------|-------|
|     | p.m.;    | 10:30   | p.m. to | sign-off  | Week  | days)   |       |
| _ 1 | hour     | 42.00   | 39.90   | 87.80     | 85.70 | 83.60   | 81.50 |
| 3/4 |          | 38.60   |         | 80,24     | 28.56 |         | 25.20 |
| 1/2 | hour     | 25.20   | 23.94   | 22.68     | 21.42 | 20.16   | 18.90 |
| 1/4 | hour     | _ 16.80 | 15.96   | 15.12     | 14.28 | 18.44   | 12.60 |
| 10  | minute   | a 12.60 |         | 11.84     | 10.71 | 10.08   | 9.45  |
|     | minute   |         |         | 7.56      | 7.14  | 6.72    | 6.80  |
|     | minute   |         |         | 5.70      | 5.40  | 5.40    | 5.40  |
| 20  | seconds. | . 3.60  | 3.60    | 3.42      | 3.24  | 3.24    | 3.24  |
|     |          |         |         |           |       |         |       |

SPECIAL FEATURES
Nineteen hour leased wire news service available.

POLITICAL Class "A" one time rates apply.

Class "A" one time rates apply.

TRANSCRIPTIONS

Transcription library service available at following rates (commissionable):

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 800 ti. 1/2 hour..... 5.00 4.75 4.50 4.25 4.00 8.75 1/4 hour.... 5.00 2.85 2.70 2.55 2.40 2.25

REMOTE CONTROL

Facilities for picking up broadcasts from any point.

SERVICE FACILITIES

Merchandising services available: Dealer letters, pre-campaign spot announcements, and newspaper listings.

# Contract and Other Requirements

Programs and announcements must conform to rules and regulations of CBC. The three station hook-up is affiliated with both the French and English CBC Networks and is available for either French or English commercial network programs.

# Personnal

Station Manager—Jean Legault. Commercial Manager—Al Rogerson. General Manager—Roland Beaudry.

# Representatives

Canada—National Broadcast Sales. United States—Weed & Company.

# ALBERTA

# CALGARY

CFAC

(Established 1922)

Rates effective July I, 1944. (Card No. 8.)

Owned by Southam Company, Ltd.

Operated by Taylor, Pearson & Carson Broadcasting Company, Ltd. Business Office and Studio-Southam Bldg., Calgary.

Transmitter—Forest Lawn, Alta.

# Wave-Power-Time

Operating power—1,000 wetts. (100% modulation—compressor amplifier, crystal control) 312.5 meters; 960 kllocycles.

Licensed to operate full time on cleared local channel. Operates on Mountain Standard Time. Operating schedule: Sundays 7:45 a.m. to 12:00 midnight; week days 6:15 a.m. to 12:00 midnight.

### Agency Commission

Agency commission 15% to recognized advertising agencies. Commission does not apply to talent or line fees. Invoices are mailed first of each month. Bills due and payable as rendered. No cash discount.

### General Advertising

For combination rates see Trans-Canada Network. Discounts on gross rates for number of periods un-der contract not to exceed one year's duration. CLASS "A"

|     |         | (6:00 | p.m. to | 10:30  | p.m.)   |         |        |
|-----|---------|-------|---------|--------|---------|---------|--------|
|     |         | 1 t1. | 26 tl.  | 52 t1. | 104 ti. | 156 ti. | 260 tf |
| 1   | hour    | 80,00 | 76.00   | 72.00  | 68.00   | 64.00   | 60.0   |
| 3/4 | hour    | 64.00 | 60.80   | 57.60  | 54.40   | 51.20   | 48.0   |
| 1/2 | hour    |       | 45.60   | 48,20  | 40.80   | 88.40   | 86.0   |
|     | hour    |       | 80.40   | 28.80  | 27.20   | 25.60   | 24.0   |
|     | minutes |       | 22.80   | 21.60  | 20.40   | 19.20   | 18.0   |
| 5   | minutes | 16.00 | 15,20   | 14.40  | 18.60   | 12.80   | 12.0   |
| 1   | minute  | 9.60  | 9.12    | 8.64   | 8.16    | 7.68    | 7.2    |
| 20  | seconds | 4.80  | 4.56    | 4.32   | 4.08    | 3.84    | 3.6    |
|     |         |       | 07 4 00 |        |         |         |        |

| ə   |         | 10.00  | 15.20  | 14.40  | 18,60   | 12.80  | 12.00 |
|-----|---------|--------|--------|--------|---------|--------|-------|
| 1   | minute  | 9.60   | 9.12   | 8.64   | 8.16    | 7.68   | 7.20  |
| 20  | seconds | 4.80   | 4.56   | 4.32   | 4.08    | 3.84   | 3.60  |
|     |         |        | CLASS  | B      |         |        |       |
|     |         | oon to |        | p.m. v | veek da | ys and | d     |
|     | 12:00   | noon   | to 6:0 | 0 p.m. | Sunda   | yg)    |       |
| 1   | hour    | 60,00  | 57.00  | 54.00  | 51.00   | 48.00  | 45.00 |
| 3/4 | hour    | 48.00  | 45.60  | 43.20  | 40.80   | 88.40  | 86.00 |
| 1/2 | hour    | 36.00  | 34.20  | 32.40  | 80.60   | 28.80  | 27.00 |
| 1/4 | hour    | 24.00  | 22.80  | 21.60  | 20.40   | 19.20  | 18.00 |

10 minutes 18.00 17.10 16.20 5 minutes 12.00 11.40 10.80 1 minute 7.20 6.84 6.48 20 seconds 3.60 3.42 3.24 CLASS "C"
(6:30 a.m. to 12:00 noon, 1:00 n.m. to 6:00

|     | p.      | .m., 10 | :30 p.n: | ı, to si | RIL-Off) |       |       |
|-----|---------|---------|----------|----------|----------|-------|-------|
| 1   |         | 48.00   | 45.60    | 43.20    | 40.80    | 88.40 | 36.00 |
| 3/4 | hour    | 38.40   | 86.48    | 34.56    | 32.64    | 80.72 | 28.80 |
| 1/2 | hour    | 28.80   | 27.36    | 25.92    | 24.48    | 28.04 | 21.60 |
| 1/4 | hour    | 19.20   | 18.24    | 17.28    | 16.32    | 15.86 | 14.40 |
|     | minutes |         | 13.68    | 12.96    | 12.24    | 11.52 | 10.80 |
| 5   | minutes | 9.60    | 9.12     | 8.64     | 8.16     | 7.68  | 7.20  |
| 1   | minute  | 5.76    | 5.48     | 5.20     | 4.92     | 4.64  | 4.36  |
| 20  | seconds | 2.88    | 2.74     | 2.60     | 2.46     | 2.32  | 2.18  |
|     |         |         |          |          |          |       | 4     |

SPECIAL FEATURES
News: Announcements preceding or following news
pay 25% premium.
Participating Programs

Participating Programs
Five minute rate applies.

Prolitical
One time Class "A" rates apply.

TRANSCRIPTIONS AND RECORDINGS
Airchecks recorded, per 1/2 hour 10.00, per 1/4 hour
6.50.

Transcription library services available at the following rental:

1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti.
1/2 hour...... 10.00 9.50 9.00 8.50 8.00 7.50
1/4 hour...... 6.00 5.70 5.40 5.10 4.80 4.50

# COMBINATION RATES (CFAC, Calgary, and CJOC, Lethbridge.) Effective January 1, 1943.

|            |        | CLASS    | ·· A · ·  |         |         |
|------------|--------|----------|-----------|---------|---------|
|            | (6:00  | p.m. to  | 10:30 p.m | . )     |         |
|            | I ti.  | 26 tl.   | 52 ti.    | 100 t1. | 200 ti. |
|            | 100.00 | 95.00    | 90.00     | 85.00   | 80.00   |
| 1/2 hour   | 60.00  | 57.00    | 54.00     | 51.00   | 48.00   |
| I/4 hour   | 40.00  | 38.00    | 36.00     | 34.00   | 82.00   |
| 10 minutes | 30,00  | 28.50    | 27.00     | 25.50   | 24.00   |
| 5 minutes  | 20.00  | 19.00    | 13.00     | 17.00   | 16.00   |
|            |        | CLASS    | "R"       |         |         |
| (6:30 a.r  |        | 6:00 p.n | and 10:   | 30 p.m. | to      |
|            |        | 12:00 mi | inight)   | -       |         |
| 1 house    | 60 00  | 57 00    | 24 00     | F1 00   |         |

# 1/2 hour 36.00 34.00 32.40 51.00

| Contract and | Other | Requirements |       |       |
|--------------|-------|--------------|-------|-------|
| 1/1 hour     |       | 22.80 21.60  | 20.40 | 19.20 |
| 10 minutes   |       | 17.10 16.20  | 15.30 | 14.40 |
| 5 minutes    |       | 11.40 10.80  | 10.20 | 9.60  |

ontract and United resquirements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

# Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Manager-A. M. Cairne. Sales Manager-F. R. Shaw.

# Representatives

Canada—All-Canada Radio Facilities, Lad. United States—Weed & Company.

# CALGARY—Continued CFCN (Established 1922)

Rates effective July 1, 1944. (Card No. 3.)

Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by The Voice of the Prairies.
Limited.
Rusiness Office and Studie—Toronto General Trusts
Building, Calgary, Aiberta.
Transmitter—Stratiniore. Alberta
wave—Power—Time
Operating power—10,000 watts.
297.0 meters; 1010 kilocycles.
Operates on Mountain Daylight Saving Time.
Licensed to operate full time on clear chainel.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.
Agency Commission.

night; week days 6:30 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on taient. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Dominion Network.
All programs broadcast over CFVP (6030 kilocycles) at no additional charge.

Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

|  | CLASS | "A" |  |
|--|-------|-----|--|
|  |       |     |  |

|     |         | (0:00) | p.m. to | 10:30  | p.m.)   |         |         |
|-----|---------|--------|---------|--------|---------|---------|---------|
|     |         | i ti.  | 26 ti.  | 52 ti. | 104 ti. | 156 ti. | 260 ti. |
| 1   | hour    | 100.00 | 95.00   | 90.00  | 85.00   | 80.00   | 75.00   |
| 1/2 | hour    | 60.00  | 57.00   | 54.00  | 51.00   | 48.00   | 45.00   |
| 1/4 | hour    | 40.00  | 38.00   | 36.00  | 34.00   | 32.00   | 80.00   |
| 10  | minutea | 80.00  | 28,50   | 27.00  | 25.50   | 24.00   | 22.50   |
| 5   | minutes |        | 19.00   | 18.00  | 17.00   | 16.00   | 15.00   |
| 1   | minute  | 12.00  | 11.40   | 10.80  | 10.20   | 9.60    | 9.00    |
| 50  | words   | 9.00   | 8.55    | 8.10   | 7.65    | 7.20    | 6.75    |
| 20  | seconds | 6.00   | 5.70    | 5.40   | 5.10    | 4.80    | 4.50    |
|     |         |        | CLASS   | "B"    |         |         |         |
|     |         |        |         |        |         |         |         |

(12:00 noon to 1:00 p.m. and 5:00 p.m. to 6:00 p.m. week days; 12:00 noon to 6:00

| 1   | hour    | 75.00 | 71.25 | 67.50 | 68.75 | 60.00 | 56.25  |  |  |  |
|-----|---------|-------|-------|-------|-------|-------|--------|--|--|--|
| 1/2 | hour    | 45.00 | 42.75 | 40.50 | 88.25 | 36.00 | 88,75  |  |  |  |
| 1/4 | hour    | 30.00 | 28.50 | 27.00 | 25,50 | 24,00 | 22,50  |  |  |  |
| 10  | minutes | 22.50 | 21.38 | 20.25 | 19.13 | 18.00 | 16.88  |  |  |  |
| 5   | minutes | 15.00 | 14.25 | 13.50 | 12.75 | 12.00 | 11, 25 |  |  |  |
| 1   | minute  | 9.00  | 8.55  | 8.10  | 7.65  | 7.20  | 6.75   |  |  |  |
| 50  | words   | 6.75  | 6.40  | 6.05  | 5.75  | 5.40  | 5.10   |  |  |  |
| 20  | seconds | 4.50  | 4.25  | 4.05  | 3.80  | 3.60  | 3.35   |  |  |  |
|     |         |       | CLASS |       |       |       |        |  |  |  |

(6:30 a.m. to 12:00 noon, 1:00 p.m. to 5:00 p.m. and 10:30 p.m. to sign-off)

| 1   | hour    | 60.00 | 57.00  | 54.00 | 51,00 | 48.00 | 45.00 |
|-----|---------|-------|--------|-------|-------|-------|-------|
| 1/2 | hour    |       | 34.20  | 32.40 | 30.60 | 28.80 | 27.00 |
| 1/4 | hour    |       | 22.80  | 21.60 | 20.40 | 19.20 | 18.00 |
| 10  |         |       | 17,10  | 16.20 | 15.30 | 14.40 | 18.50 |
| 5   | minutes | 12.00 | 11.40  | 10.80 | 10.20 | 9.60  | 9.00  |
| 1   | minute  | 7.20  |        | 6.50  | 6.10  | 5.75  | 5.40  |
| 20  | seconds | 3.60  | 3.60   | 3.60  | 3,40  | 3.25  | 3.00  |
|     |         | SPE   | CIAL F | EATU  | RES   |       |       |

20 seconds 3.60 3.60 3.60 3.40 3.25 3.00 SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

Participating Programs
Five minute rate applies.

KEMUTE CONTROL
Where telephone lines are available
TRANSCRIPTIONS
Libraries available—details on request.
Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
President and Managing Director—H. G. Love
Commercial Manager—E. H. McGuire.

Program Director—Ed. Maloney.

Representatives
Canada—Radio Representatives Ltd.

Representatives
Canada—Radio Representatives Ltd.
Winnipeg—Horace N. Stovin & Company.
United States—Howard H. Wilson Company

# CICI

(Established 1927)

itates effective July 1, 1944. (Card No. 3.)

Owned and operated by Albertan Publishing Co., Ltd. Studio-Victory Bldg., 210 Ninth Ave. West, Calgary, Alberta, telephone Maine 9966.
Transmitter-Grand View Heights, Esst Calgary, Al-

berta.

Wave—Power—Time
Operating power—100 watts.
(100% modulation.)
243.9 meters; 1250 kilocyoles.
Licensed to operate full time on assigned channel.
Operates on Mountain Daylight Saving Time.
Operating schedule: Sundays 8:30 a.m. to 11:15 p.m.;
week days 7:00 a.m. to 11:15 p.m.

Agency Commission
15% to recognized advertising agencies; no cash
discount. No commission on talent. Invoices rendered
monthly. Bills due and payable when rendered.

General Advertising
Discounts on gross rates for number of periods under
contract not to exceed one year's duration.

|     |          |         | CLASS   | "▲"    |         |         |         |
|-----|----------|---------|---------|--------|---------|---------|---------|
|     |          | (6:00)  | p.m. to | 10:30  | p.m.)   |         |         |
|     |          | 1 tt.   | 26 ti.  | 52 ti. | 104 (1. | 156 ti. | 260 ti. |
| i   | hour     | . 40.00 | 38.00   | 36.00  | 34.00   | 32.00   | 30.00   |
| 3/4 | hour     | . 32.00 | 30.40   | 28.80  | 27.20   | 25.60   | 24.00   |
| 1/2 |          |         |         | 21.60  | 20.40   | 19.20   | 18.00   |
| 1/4 | hour     |         |         | 14.40  | 13.60   | 12,80   | 12.00   |
|     | minute   |         |         | 10.80  | 10.20   | 9.60    | 9,00    |
| 5   | minute   |         |         | 7.20   | 6.80    | 6.40    | 6.00    |
| 1   | minute.  |         |         | 4.50   | 4.25    | 4.00    | 3.75    |
| 20  | seconds. | . 2.00  | 1.90    | 1.80   | 1.70    | 1.60    | 1.50    |

| CLASS "B" (12:00 noon to 1:00 p.m. week days; 1:00   |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|
| p.m. to 6:00 p.m. Sundays)   |  |  |  |  |  |  |  |  |
| 1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti.  |  |  |  |  |  |  |  |  |
| 1 hour 30.00 28.50 27.00 25.50 24.00 22.50   |  |  |  |  |  |  |  |  |
| 3/4 hour 24.00 22.80 21.60 20.40 19.20 18.00   |  |  |  |  |  |  |  |  |
| 1/2 hour 18.00 17.10 16.20 15.30 14.40 13.50   |  |  |  |  |  |  |  |  |
| 1/4 hour 12.00 11.40 10.80 10.20 9.60 9.00   |  |  |  |  |  |  |  |  |
| 10 minutes 9.00 8.55 8.10 7.65 7.20 6.75   |  |  |  |  |  |  |  |  |
| 5 minutes 6.00 5.70 5.40 5.10 4.80 4.50 1 minutes 4.50 4.28 4.05 3.83 3.55 3.38  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| 20 seconds 1.50 1.43 1.35 1.28 1.20 1.13 CLASS "C"   |  |  |  |  |  |  |  |  |
| (1:00 p.m. to 6:00 p.m. week days; 6:30  |  |  |  |  |  |  |  |  |
| a.m. to 12:00 noon and 10:30 p.m. to sign-   |  |  |  |  |  |  |  |  |
| a.m. to 12:00 noon and 10:30 p.m. to sign-<br>off daily)   |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| 1 hour 24.00 22.80 21.60 20.40 19.20 18.00   |  |  |  |  |  |  |  |  |
| 1 hour 24.00 22.80 21.60 20.40 19.20 18.00 3/4 hour 19.20 18.24 17.28 16.32 15.36 14.40  |  |  |  |  |  |  |  |  |
| 1 hour 24.00 22.80 21.60 20.40 19.20 18.00 3/4 hour 19.20 18.24 17.28 16.32 15.36 14.40 1/2 hour 14.40 13.68 12.96 12.24 11.52 10.80   |  |  |  |  |  |  |  |  |
| 1 hour 24.00 22.80 21.60 20.40 19.20 18.00 3/4 hour 19.20 18.24 17.28 16.32 15.36 14.40 1/2 hour 14.40 13.68 12.96 12.24 11.52 10.80 1/4 hour 9.60 9.12 8.64 8.16 7.68 7.20  |  |  |  |  |  |  |  |  |
| 1 hour 24.00 22.80 21.60 20.40 19.20 18.00 3/4 hour 19.20 18.24 17.28 16.32 15.36 14.40 1/2 hour 14.40 13.68 12.96 12.24 11.52 10.80 1/4 hour 9.60 9.12 8.64 8.16 7.68 7.20 10 minutes 7.20 6.84 6.48 6.12 5.76 5.40   |  |  |  |  |  |  |  |  |
| 1 hour 24.00 22.80 21.60 20.40 19.20 18.00 13/4 hour 19.20 18.24 17.28 16.32 15.36 14.40 1/2 hour 14.40 13.68 12.96 12.24 11.52 10.80 1/4 hour 9.60 9.12 8.64 8.16 7.68 7.20 10 minutes 7.20 6.84 6.48 6.12 5.76 5.40 5 minutes 4.80 4.56 4.32 4.08 3.84 3.60  |  |  |  |  |  |  |  |  |
| 1 hour 24.00 22.80 21.60 20.40 19.20 18.00 3/4 hour 19.20 18.24 17.28 16.32 15.36 14.40 1/2 hour 14.40 13.68 12.96 12.24 11.52 10.80 1/4 hour 9.60 9.12 8.64 8.16 7.68 7.20 10 minutes 7.20 6.84 6.48 6.12 5.76 5.40 5 minutes 4.80 4.56 4.32 4.08 3.84 3.80 1 minute, 3.60 3.42 3.24 3.06 2.88 2.70 |  |  |  |  |  |  |  |  |
| 1 hour 24.00 22.80 21.60 20.40 19.20 18.00 13/4 hour 19.20 18.24 17.28 16.32 15.36 14.40 1/2 hour 14.40 13.68 12.96 12.24 11.52 10.80 1/4 hour 9.60 9.12 8.64 8.16 7.68 7.20 10 minutes 7.20 6.84 6.48 6.12 5.76 5.40 5 minutes 4.80 4.56 4.32 4.08 3.84 3.60  |  |  |  |  |  |  |  |  |

Rates on request.

SPECIAL FEATURES

News: Leased wire services available. Details on re-

quest.

POLITICAL
One time Class "A" rates apply.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available. Details on

request.

REMOTE CONTHOL

Wherever telephone lines are available, remote control broadcasts can be arranged.

Contract and Other Requirements

All continuities and announcements must conform with the requirements of the management and the rules and reguistions of the Canadian Broadcasting Corporations.

ation.

Network shows have priority over spot programs and announcements; sponsored programs given preference over announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Personnel
President—G. M. Bell.
Manager—Donald H. Mackay.
Representatives
Canada—Radio Representatives Ltd.
United States—Joseph Hershey McGillvra, Inc.

# **EDMONTON**

(Established 1984) Rates effective July 1, 1944. (Card No. 3.)

owned and operated by Sunwapta Broadcasting Co. Ltd.
Business Office and Studio—109A C.P.R. Bidg.,
Edmonton, Alta., telephone 22101.
Transmitter—Jasper Highway, Edmonton West, Alta.

Transmitter—Jasper Figuresy, Edmonton West, Ed. Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
238.1 meters; 1260 kilocycles.
Licensed to operate full time.
Operates on Mountain Daylight Saving Time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:30 a.m. to 12:00 midnight.

Agency Commission
15% to all recognized advertising agencies; no cash
discount. No commission on talent. Invoices rendered
monthly. Bills due and payable when rendered.

monthly. Bills due and partial defense and definity.

| CDAGO A |   |        |          |        |         |         |         |  |
|---------|---|--------|----------|--------|---------|---------|---------|--|
|         | (6:                                     | 30 p.m | ı. to 10 |        |         |         |         |  |
|         |   | 1 ti.  | 26 tl.   | 52 ti. | 104 t1. | 156 tl. | 260 ti. |  |
| 1       | hour                                    | 80.00  | 76.00    | 72.00  | 68,00   | 64.00   | 60.00   |  |
| 3/4     | hour                                    | 64.00  | 60.80    | 57.60  | 54.40   | 51.20   | 48.00   |  |
| 1/2     | hour                                    | 48.00  | 45.60    | 43,20  | 40.80   | 38.40   | 36,00   |  |
| 1/4     |   | 32.00  | 30.40    | 28.80  | 27.20   | 25,60   | 24.00   |  |
| 10      | minutes                                 | 24.00  | 22.80    | 21.60  | 20.40   | 19.20   | 18.00   |  |
| Ď       | minutes                                 | 16.00  | 15.20    | 14.40  | 18.60   | 12.80   | 12.00   |  |
| ĭ       | minute                                  | 7,00   | 6.65     | 6.80   | 5.95    | 5,60    | 5.60    |  |
| 20      | seconds                                 | 2.50   | 2.50     | 2.50   | 2.12    | 2.00    | 2.00    |  |
|         | *************************************** | 2.0    | CLASS    | "R"    |         |         |         |  |

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 6:30 p.m. week days; 12:00 noon to 6:30

|     |         |       | p.m. Bu | ndays) |       |       |       |
|-----|---------|-------|---------|--------|-------|-------|-------|
| 1   | hour    | 60.00 | 57,00   | 54.00  | 51,00 | 48.00 | 45.00 |
| 3/4 | hour    | 48.00 | 45,60   | 48.20  | 40.80 | 88,40 | 86.00 |
| 1/2 | hour    | 86.00 | 84.20   | 32.40  | 30.60 | 28,80 | 27.00 |
|     | hour    |       | 22,80   | 21,60  | 20,40 | 19.20 | 18,00 |
| 10  | minutes | 18.00 | 17.10   | 16,20  | 15.80 | 14.40 | 18,50 |
| 5   | minutes | 12.00 | 11.40   | 10.80  | 10.20 | 9.60  | 9.00  |
| 1   | minute  | 6.00  | 5.70    | 5.40   | 5.10  | 4.80  | 4.80  |
| 20  | seconds | 2.50  | 2.50    | 2.50   | 2.12  | 2.00  | 2.00  |
|     |         |       |         |        |       |       |       |

CLASS "C"
(6:30 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. week days; 10:30 p.m. to sign-off

|     |         |       | (181) | <b>y</b> ) |       |       |       |
|-----|---------|-------|-------|------------|-------|-------|-------|
| 1   | hour    | 48.00 | 45.60 | 43,20      | 40.80 | 38,40 | 36.00 |
| 3/4 | hour    | 38.40 | 86.48 | 34.56      | 32.64 | 30.72 | 28.80 |
| 1/2 | hour    | 28.80 | 27.36 | 25.92      | 24.48 | 28.04 | 21.60 |
| 1/4 | hour    | 19.20 | 18.24 | 17.28      | 16.32 | 15.36 | 14.40 |
| 10  | minutes | 14.40 | 18.68 | 12.96      | 12.24 | 11.52 | 10.80 |
| 5   | minutes | 9.60  | 9.12  | 8.64       | 8.16  | 7.68  | 7.20  |
| 1   | minute  | 5.00  | 4.75  | 4.50       | 4.25  | 4.00  | 4.00  |
| 20  | seconds | 2.50  | 2.50  | 2.50       | 2.12  | 2.00  | 2.00  |

SPECIAL FEATURES
News: Arnouncements preceding or following news
pay 25% premium.

Participating Programs
Five minute rate applies.

Five minute rate applies.

POLITICAL
One time Class "A" rate applies.

TALENT
Details on request.

REMOTE CONTROL

Wherever telegraph or telephone lines are available remote control broadcasts can be arranged. Short wave equipment available. Sound truck and public address system available. Sound truck and public address system available. TRANSGRIPTIONS AND RECORDINGS

Transcription library service facilities available at the following rates:

1/2 hour.... 8.00 7.80 7.20 6.80 6.40 6.00 1/4 hour.... 5.00 4.75 4.50 4.25 4.00 3.75 Portable recordings equipment available.

Uentract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Newbrks take priority over spot programs and announcements.

Closing Time

Copy covering addresses must be submitted 48 hours prior to release time.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings.

Personnel

Station Manager—G. R. A. Rice.

Commercial Manager—A. J. Hopps.

Production Manager—G. M. Reid.

Representatives

Molitreal & Toronto—Radio Representatives Ltd.

Winnipge—Horace N. Stavin & Company.

# CJCA (Established 1922)

Rates effective July 1, 1944. (Card No. 8.)

Rates effective July 1, 1944. (Card No. 8.)

Owned by The Edmonton Journal, Ltd.
Operated by the Taylor and Pearson Broadcasting Company. Ltd.
Business Office and Studio—Birks Building, Edmonton, Alberta, telephone 28131.
Transmitter—Belmont, Alberta.

Wave—Power—Time
Operating power—1,000 watts.
1100% modulation—crystal control.)
322.4 meters; 930 kilocycles.
Operates on Mountain Daylight Saving Time.
Licensed to operate full time.
Operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 6:15 a.m. to 12:00 midnight.
Nhort wave station VE3AI, 100 watts on 9540 kilocycles (days), 6005 kilocycles (nights)—operating schedule same as above.
Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly, Bills due and payable when rendered.
General Advertising
For combination rates see Trans-Cansad Network.
Rates include charges by owners of musio oopyrights. Discounts on gross rates are based on consecutive broadcasting periods, and must not exceed one year's duration.

CLASS "A"

| Rates include charges by owners of music copyrights. Discounts on gross rates are based on consecutive broadcasting periods, and must not exceed one year's duration.

| CLASS "A" (6:00 p.m. to 10:30 p.m.) | 1:1. 26:t. 52:t. 10:4 ti. 156:t. 280:ti. 1 hour..... 90:00 85:50 81:00 76:50 72:00 67:50 3/4 hour..... 72:00 68:40 64:80 61:20 57:60 54:00 1/2 hour..... 72:00 68:40 64:80 61:20 57:60 54:00 1/2 hour..... 54:00 51:30 48:60 45:90 43:29 40:50 1/4 hour.... 86:00 34:20 32:40 80:60 28:80 27:00 10 minutes 27:00 25:65 24:80 22:95 21:60 20:25 minutes 18:00 17:10 16:20 15:30 14:40 18:50 10 minute 10:00 p. 95:09 9:00 8:50 84:00 7.50 10 10:00 p.m. week days; 12:00 noon to 1:00 p.m. week days; 12:00 noon to 1:00 p.m. week days; 12:00 10:00 10:00 p.m. Sundays) | 1 hour.... 67:50 64:13 60:75 57:38 54:00 50:63 3/4 hour... 54:00 51:30 48:60 45:90 48:20 40:50 1/2 hour... 40:50 38:48 86:45 34:48 32:40 80:88 1/4 hour... 27:00 25:65 24:30 22:95 21:60 20:25 10 minutes 13:50 12:83 12:15 11:48 10:80 10:18 1 minute 8:50 50 12:83 12:15 11:48 10:80 10:18 1 minute 8:50 12:80 12:80 12:80 27:00 1/4 hour... 60:00 57:00 54:00 51:00 p.m. to 6:00 p.m. and 10:30 p.m. to sign-off) | 1 hour... 60:00 57:00 54:00 51:00 48:00 45:00 3/4 hour... 86:00 34:20 32:40 30:60 28:80 27:00 1/4 hour... 86:00 34:20 32:40 30:60 29:80 9:00 1 minute 18:00 17:10 16:20 15:30 14:40 13:50 5 minutes 18:00 17:10 16:20 15:30 14:40 13:50 5 minutes 18:00 17:10 16:20 15:30 14:40 13:50 5 minutes 18:00 17:10 16:20 15:30 13:40 13:50 5 minutes 18:00 17:10 16:20 15:30 13:40 13:50 5 minutes 18:00 17:10 16:20 15:30 13:40 13:50 15:20 00:20 12:50 13:5

Rates on request.

REMOTE CONTROL

Equipment available for all types of pick-ups at any point served by telephone or telegraph lines. ontract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broad-casters, the requirements of the station management, and the regulations of the Canadian Broadcasting Supportation.

Sponsored programs given preference over announce-ments. Networks take priority over spot programs and announcements. ments. Netwo (This listing continued on next page)

# ALBERTA—Continued

# **EDMONTON**—Continued

# CJCA-Continued

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral recordings.

Manager—G. S. Henry.
Assistant Manager—Walker Blake.
Commercial Manager—Rolfe L. Barnes.
Production Manager—Dalton Elton.

### Representatives

Canada—All-Canada Radio Facilities, Ltd. United States—Weed & Company.

# CKUA

(Established 1927)

Owned by Alberta Government Telephones and op-erated by University of Alberta. Studio—Dept. of Extension. University of Alberta Edmonton, Alberta, Transmitter—South Edmonton, Alberta.

# Wave-Power-Time

Operating power—1,000 watts.
517.2 meters: 580 kilocycles.
Operates on Mountain Daylight Saving TimeOperating schedule: Saturday and Sunday 11:00 a.m.
to 3:00 p.m.; week days 11:00 a.m. to 10:00 p.m. Does not sell time.

# **GRANDE PRAIRIE**

(Established 1987)

Retes effective July 1, 1944. (Card No. 6.)

Owned and operated by Northern Broadcasting Corporation, Ltd.
Studios—Northern Broadcasting Bidg., Grand Prairie Alberts.
Transmitter—Clairmont Highway.

Transmitter—Clairmont Highway.

Wave—Power—Time
Operating power—1,000 watts.
222.2 meters; 1350 kilocycles.
Operates on Pacific War Time.
Operating schedule: Sundays 8:00 a.m. to 10:15 p.m.;
week days 7:00 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Involces rendered monthly. Bills due and payable when rendered.

monthly. Bills due and payable ......

General Advertising Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Announcements limited to one minute.

Fees charged by owners of musio copyrights are not included in rates.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and all day Sunday)

26 tl. 52 tl. 104 tl. 156 tl. 260 tl.

|           |           | 1 ti. | 26 t1. | 52 ti. | 104 t1. | 156 ti. | 260 ti. |  |  |
|-----------|-----------|-------|--------|--------|---------|---------|---------|--|--|
| 1         | hour      | 50.00 | 47.50  | 45.00  | 42.50   | 40.00   | 37.50   |  |  |
| 3/4       | hour      | 40.00 | 38.00  | 36.00  | 34.00   | 32.00   | 30.00   |  |  |
|           | hour      | 30.00 | 28.50  | 27.00  | 25.50   | 24.00   | 22.50   |  |  |
|           | hour      | 20.00 | 19.00  | 18.00  | 17.00   | 16.00   | 15.00   |  |  |
|           | minutes   | 15.00 | 14.25  | 13.50  | 12.75   | 12.00   | 11.25   |  |  |
| - 5       |           | 10.00 | 9.50   | 9.00   | 8.50    | 8.00    | 7.50    |  |  |
| ĭ         | minute    | 5.00  | 4.75   | 4.50   | 4.25    | 4.00    | 4.00    |  |  |
| 20        |           | 2.50  | 2.50   | 2.50   | 2.12    | 2.00    | 2.00    |  |  |
| CLASS "B" |           |       |        |        |         |         |         |  |  |
|           | (12:00 ne | on to |        |        | 10:30   | p.m. 1  | to      |  |  |
|           |           |       | sign-  |        |         |         |         |  |  |

|     | (13:00 n | oon to | 1:00 p.s | m, and | 10:30 | p.m. t | 0     |
|-----|----------|--------|----------|--------|-------|--------|-------|
|     |          |        | sign-    | off)   |       |        |       |
| 1   | hour     | 40.00  | 38.00    | 36.00  | 34.00 | 32.00  | 30.00 |
| 9/4 | hour     |        | 30.40    | 28.80  | 27.20 | 25.60  | 24.00 |
|     | hour     |        | 22.80    | 21.60  | 20.40 | 19.20  | 18.00 |
|     | hour     |        | 15.20    | 14.40  | 13.60 | 12.80  | 12.00 |
|     | minutes  |        | 11.40    | 10.80  | 10.20 | 9.60   | 9.00  |
|     | minutes  |        | 7.60     | 7.20   | 6.80  | 6.40   | 6.00  |
| ĭ   | minute   | 4.00   | 3.80     | 8.60   | 3.40  | 3.20   | 3.00  |
| 20  | seconds  |        | 1,90     | 1.80   | 1.70  | 1.60   | 1.5   |
|     |          |        |          |        |       |        |       |

|          |    | CLASS "    |      |      |    |
|----------|----|------------|------|------|----|
| (Sign-on | to | 12:00 noon | 1:00 | p.m. | to |

|     | (Sign-o | n to 1: |       |       | 1:00  | p.m. to | 0     |
|-----|---------|---------|-------|-------|-------|---------|-------|
|     |         |         |       | p.m.) |       |         |       |
|     | hour    | 30.00   | 28.50 | 27.00 | 25.50 | 24.00   | 22.50 |
| 3/4 | hour    | 24.00   | 22.80 | 21.60 | 20.40 | 19.20   | 18.60 |
| 1/2 | hour    | 18.00   | 17.10 | 16.20 | 15.30 | 14.40   | 13.50 |
| 1/4 | hour    | 12,00   | 11.40 | 10.80 | 10.20 | 9.60    | 9.00  |
| 10  | minutes | 9.00    | 8,55  | 8.10  | 7.65  | 7,20    | 6.75  |
| 5   | minutes | 6.00    | 5.70  | 5.40  | 5.10  | 4.80    | 4.50  |
| 1   | minute  | 3.00    | 2.85  | 2.70  | 2.55  | 2.40    | 2.25  |
| 20  | seconds | 1.50    | 1.45  | 1.35  | 1.80  | 1.20    | 1.15  |
|     |         |         |       |       |       |         |       |

News: Announcements preceding or following news pay 25% premium.

Participating Programs
Five minute rates apply.
POLITICAL
One time Class "A" rates apply.

TALENT Bates on request.

REMOTE CONTROL
Equipped for all types of pick-ups at any point
served by telephone or telegraph lines.

Contract and Other Regularements
All continuities must conform with the requirements
of the management and the rules and regulations of
the Canadian Broadcasting Corporation.

Announcements subject to approval. Networks take preference over spot broadcasts and programs take preference over announcements. Right reserved to give programs and/or announcements respectively next best time available, announcements without notice. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Ior laters: cur reconsular.

Persannel
Manager—C. L. Berry.
Program & Prod. Mgr.—Gordon H. Cummings.
Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

# **LETHBRIDGE**

LETHBRIDGE
CJOC

(Ratablished 1828)

Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by Letthbridge Broadcasting, Ltd.
Studio-Roof of Marquis Hotel. Letthbridge, Alberta.
telephone 3161.
Transmitter—Broxburn, Alberta.
Wave—Power—Time
Operating power—1,000 watte.
283 meters; 1040 kilocycles.
Licensed to operate full time om regional channel.
Operates on Mountain Daylight Saving Time.
Actual operating scheduli Nundays Neith s.m. to
11:30 p.m., week days 6:30 a.m. to 11:30 p.m.
Agency Commission on talent. Invoices rendered
monthly. Bills due and payable when rendered.
General Advertising
For combination rates see Trans-Canada Network.
Discounts on gross rates for number of periods under
contract not to exceed one years duration.
(\*\*CLASS\*\*\* 'A'\*
(6:00 p.m. to 10:30 p.m..)

|     |         | ,      | CLASS  | · A    |         |         |         |
|-----|---------|--------|--------|--------|---------|---------|---------|
|     | (       | 6:00 p | .m. to | 10:30  | p.m.)   |         |         |
|     |         | 1 ti.  | 26 t1. | 52 tl. | 104 ti. | 156 ti. | 260 ti. |
| - 1 | hour    | 40.00  | 38.00  | 36.00  | 34.00   | 32.00   | 30.00   |
| 8/4 | hour    | 82.00  | 30.40  | 28.80  | 27.20   | 25.60   | 24.00   |
| 1/2 | hour    | 24.00  | 22.80  | 21.60  | 20.40   | 19.20   | 18.00   |
| 1/4 | hour    | 16.00  | 15.20  | 14.40  | 13.60   | 12.80   | 12.00   |
| 10  | minutes | 12.00  | 11.40  | 10.80  | 10.20   | 9.60    | 9.00    |
| 5   | minutes | 8.00   | 7.50   | 7.20   | 6.80    | 6.40    | 6.00    |
| 1   | minute  | 6.00   | 5.70   | 5.40   | 5.10    | 4.80    | 4.50    |
| 20  | seconds | 2.00   | 1.90   | 1.80   | 1.70    | 1.60    | 1.50    |
|     |         |        | CLASS  | B      |         |         |         |
|     |         |        |        |        | ek day  |         | 0       |
|     | n       | oon to |        |        | undays) |         | 00.00   |
|     |         |        |        |        |         |         |         |

|     | n       | oon to | 6:00 p | .ա. Ցա | ndays) |       |       |
|-----|---------|--------|--------|--------|--------|-------|-------|
| 1   | hour    | 30.00  | 28.50  | 27.00  | 25.50  | 24.00 | 22.50 |
| 3/4 | hour    | 24.00  | 22,80  | 21,60  | 20.40  | 19.20 | 18.00 |
| 1/2 |         | 18.00  | 17.10  | 16.20  | 15.30  | 14,40 | 13.50 |
| 1/4 | hour    | 12.00  | 11.40  | 10.80  | 10.20  | 9.60  | 9.00  |
| 10  | minutes | 9.00   | 8.55   | 8.10   | 7.65   | 7.20  | 6.7   |
| - 5 | minutes | 6.00   | 5.70   | 5.40   | 5.10   | 4.80  | 4.50  |
| ĭ   | minute  | 4.50   | 4.28   | 4.05   | 8.83   | 3.60  | 8.38  |
| 20  | seconds | 1.50   | 1 43   | 1.85   | 1.28   | 1.20  | 1.13  |
|     |         |        | CLARS  | ٠٠٠.   | -      |       |       |
|     |         |        | 4 .00  |        |        |       |       |

1:00 p.m. to 6:00 p.m. week days; 6:80 .m. to 12:00 noon and 10:30 p.m. to sign-

|     |         |       | 77LI C31 | 2113/ |       |       |       |
|-----|---------|-------|----------|-------|-------|-------|-------|
| 1   | hour    | 24.00 | 22.80    | 21.60 | 20.40 | 19.20 | 18.00 |
| 3/4 | hour    |       | 18.24    | 17.28 | 16.32 | 15.36 | 14.40 |
| 1/2 | hour    | 14.40 | 13.68    | 12.96 | 12.24 | 11.52 | 10.80 |
| 1/4 | hour    | 9.60  | 9.12     | 8.64  | 8.16  | 7.68  | 7.20  |
| 10  | minutes | 7.20  | 6.84     | 6.48  | 6.12  | 5.76  | 5,40  |
| - 5 | minutes | 4.80  | 4.56     | 4.32  | 4.08  | 3.84  | 8.60  |
| 1   | minute  | 8.60  | 8.42     | 8.24  | 8.06  | 2.88  | 2.70  |
| 20  | seconds | 1.20  | 1.14     | 1.08  | 1.02  | .96   | .90   |
|     |         |       |          |       |       |       |       |

| COM               | BINATIO           | ON RA | TES   |
|-------------------|-------------------|-------|-------|
| CFAC, Calgary,    | and CJO           |       |       |
| Effective January | 1, 1943.<br>CLASS |       |       |
| (6:00             |                   |       | p.m.) |

|      |        | l tt.  | 26 ti.    | 52 ti.  | 100 ti. | 200 t1. |
|------|--------|--------|-----------|---------|---------|---------|
| 1    | hour   | 100.00 | 95.00     | 90.00   | 85.00   | 80.00   |
| 1/2  | hour   | 60.00  | 57.00     | 54.00   | 51.00   | 48.00   |
| 1/4  | hour   | 40.00  | 38.00     | 36.00   | 34.00   | 32.00   |
| 10 n | inutes | 30.00  | 28.50     | 27.00   | 25.50   | 24.00   |
| 5 n  | inutea | 20.00  | 19.00     | 18.00   | 17.00   | 16.00   |
|      |        |        | CLASS     | "B"     |         |         |
| (    | 6:30 a | .m. to | 6:00 p.m. | and 10: | 30 p.m. | to      |
|      |        |        | 12:00 mid | night)  |         |         |
| 1    | hour   | 60.00  | 57.00     | 54.00   | 51.00   | 48.00   |
| 1/2  | hour   | 36.00  | 34,20     | 32.40   | 30.60   | 28.80   |
| 1/4  | hour   | 24.00  | 22.80     | 21.60   | 20.40   | 19.20   |

10 minutes 18.00 5 minutes 12.00

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.
Participating Programs
Five minute rates apply.
TRANSCRIPTIONS
Transcription library service available.
1 ti. 28 ti. 52 ti. 104 ti. 156 ti. 260 ti.
1/2 hour...... 5.00 4.75 4.50 4.25 4.00 3.75
1/4 hour...... 5.00 2.85 2.70 2.55 2.40 2.25
Wherever telephone lines are available, remote control broadcasts can be arranged.

troi broadcasts can be arranged.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

grams and smoothedments.

Requipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings. Instantaneous equipment available.

Personnei Station Manager—Norman Bottarill, Program Manager—Cameron Perry, Commercial Manager—J. L. Sayers,

Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

# **BRITISH COLUMBIA**

# CHILLIWACK

# CHWK

(Established 1927)

Rates effective July 1, 1944. (Card No. 18.)

Owned and operated by Chilliwack Broaccasting Co.,
Ltd.

Business Office and Studio—16 Wellington Avenue.

Chilliwack, British Columbia, Chilliwack 6106.

Transmitter—Chilliwack, B. C.

# Wave—Power—Time

/ave—Power—Time
Operating power—100 watts.
(C P. 250 watts.)
223.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operating schedule: Sundays 9:00 a.m. to 10:80 p.m.;
week days 7:00 a.m. to 10:30 p.m.

### Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent, invoices rendered monthly. Bills due and payable when rendered.

# General Advertising

For combination rates see Dominion Network.
Discounts on gross rates for number of periods under
contract not to exceed one year.
(12:00 noon to 1:00 p.m. and 6:00 p.m. to
10:30 p.m. week days; 6:00 p.m. to 10:30

|     | p.m. Sundays) |       |        |        |         |         |         |  |  |  |
|-----|---------------|-------|--------|--------|---------|---------|---------|--|--|--|
|     |               | 1 ti. | 26 ti. | 52 ti. | 104 ti. | 156 ti. | 260 t1. |  |  |  |
| 1   | hour          | 20.00 | 19.00  | 18.00  | 17,00   | 16.00   | 15.00   |  |  |  |
| 3/4 | hour          | 16.00 | 15,20  | 14,40  | 13,60   | 12.89   | 12.00   |  |  |  |
| 1/2 | hour          | 12.00 | 11.40  | 10.80  | 10.20   | 9.60    | 9.00    |  |  |  |
| 1/4 |               | 8.00  | 7.60   | 7.20   | 6.80    | 6.40    | 6.00    |  |  |  |
| 10  |               | 6.00  | 5.70   | 5.40   | 5.10    | 4.80    | 4.50    |  |  |  |
| 5   | minutes       | 4.00  | 3.80   | 3.60   | 3.40    | 3, 20   | 8.00    |  |  |  |
| 1   | minute        | 2.00  | 1.90   | 1.80   | 1.70    | 1.60    | 1.50    |  |  |  |
| 20  |               | 1.00  | .95    | .90    | .85     | .80     | .75     |  |  |  |

CLASS "B" (7:00 a.m. to 12:00 noon, 1:00 p.m. to 1:80

|     | p.m. and  | 9:00  |        |        |          |         | ;     |
|-----|-----------|-------|--------|--------|----------|---------|-------|
|     | 12:00     | noon  | to 6:0 | 0 p.m. | Sunda    | lys)    |       |
| 1   | l hour    | 16.00 | 15.20  | 14.40  | 13,60    | 12.80   | 12.00 |
| 3/4 | 1 hour    | 12.80 | 12.16  | 11,52  | 10.88    | 10.24   | 9.60  |
| 1/: | 2 hour    | 9.60  | 9.12   | 8,64   | 8.16     | 7.68    | 7.20  |
| 1/4 |           | 6.40  | 6.08   | 5.76   | 5.44     | 5.12    | 4.80  |
| 10  |           | 4.80  | 4.56   | 4.32   | 4.08     | 3.84    | 8,60  |
|     | 5 minutea | 3.20  | 3.04   | 2.88   | 2.72     | 2.56    | 2.40  |
|     | 1 minute  | 1.60  | 1.52   | 1.44   | 1.36     | 1.28    | 1.20  |
| 24  | n seconda | .80   | .76    | .72    | .68      | .64     | .60   |
|     |           |       | CLASS  | c      |          |         |       |
|     | (1:20 p.m | to 5  |        |        | dave . Q | .00 a m |       |

|     | т.оо р.щ |       |          |        |       | 00 m.m. |      |
|-----|----------|-------|----------|--------|-------|---------|------|
|     |          | to 12 | :00 nooi | n Sund | ays)  |         |      |
| 1   | hour     | 12.00 | 11.40    | 10.80  | 10.20 | 9.60    | 9,00 |
| 3/4 | hour     | 9.60  | 9.12     | 8.64   | 8.16  | 7.68    | 7.20 |
|     | hour     | 7.20  | 6.84     | 6.48   | 6.12  | 5.76    | 5.40 |
|     | hour     | 4.80  | 4.56     | 4.32   | 4.08  | 3.84    | 8,60 |
| 10  | minutes  | 3.60  | 3.42     | 3.24   | 3.06  | 2.88    | 2.70 |
|     | minutes  | 2.40  | 2.28     | 2.16   | 2.04  | 1.92    | 1.80 |
| í   | minute   | 1.20  | 1.14     | 1.08   | 1.02  | .96     | .90  |
| 20  |          | .60   | .57      | .54    | . 51  | .48     | .48  |
|     |          |       |          |        |       |         |      |

SPECIAL FEATURES
News: Announcements preceding or following news
pay 25% premium.

Participating Programs

Prive minute rates apply.

POLITICAL
One time Class "A" rates apply.

TRANSCRIPTIONS

Transcription library service available.

1 tl. 26 tl. 52 tl. 104 tl. 156 tl. 260 tl.
1/2 hour...... 3.60 3.42 3.24 3.06 2.88 2.70
1/4 hour..... 2.40 2.28 2.16 2.04 1.92 1.80

REMOTE CONTROL
Facilities available for pick-ups from any points served by wire facilities.

14.40

Facilities available for pick-ups from any points served by wire facilities.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Machanical Program Equipment
Equipped to handle programs by electrical transcription. using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Pres. & Bus. Dir.—C. Casey Wells.
Managing Director—Jack Pilling.
Commercial Manager—W. G. Teetsel.
Production Manager—W. G. Teetsel.
Production Manager—Murdoch MacLachlan.

Representatives
Canada—All-Canada Radio Facilities, Ltd.
Linited States—Weed & Company.

# **KAMLOOPS**

CFJC (Established 1926)

Rates effective July 1, 1944.

Rates effective July 1, 1944.

Operated by Kamloops Sentinel, Limited.
Business Office and Studio—310 St. Paul St., Kamloops, British Columbia, telephone 1021.
Transmitter—Kamloops, British Columbia.

Wave—Pewer—Time
Operating power—1,000 watts.
329.7 meters; 910 kilocycles.
Operates on Paolfic Daylight Saving Time.
Licensed to operate full time on regional channel.
Actual operating schedule: Sundays 8:00 a.m. to
11:00 n.m Week days 7:00 a.m. to 11:00 p.m.
Agency Commission.

15% on station rates to all recognized agencies; no cash discount. No commission on talent. Invoices rendered monthly, Bills due and payable when rendered.

# KAMLOOPS—Continued CFJC-Continued

General Advertising

For combination rates see Trans-Canada Network.

Discounts on gross rates for number of periods under
contract next to exceed one war a duration.

| contract not to exceed one                  |              | durati  | DO.      |       |
|---|--------------|---------|----------|-------|
| CLAHS                                       | <b>V</b>     |         |          |       |
| (6:00 p.m. to                               | 10:30        | p.m.)   |          |       |
| 1 ti. 26 ti.                                | 52 tl.       | 104 ti. | 156 ti.  |       |
| 1 hour 40.00 38.00                          | 36.00        | 84.00   | 32.00    | 30.00 |
| 3/4 hour 32.00 30.40                        | 28.80        | 27.20   | 25.60    | 24.00 |
| 1/2 hour 24.00 22.80                        | 21.60        | 20.40   | 19.20    | 18.00 |
| 1/4 hour 16.00 15.20                        | 14.40        | 13.60   | 12.80    | 12.00 |
| 10 minutes 12.00 11.40                      | 10.80        | 10.20   | 9.60     | 9.00  |
| 5 minutes 8.00 7.60                         | 7.20         | 6.80    | 6.40     | 6.00  |
| 1 minute or 100                             |              |         |          |       |
| words 5.00 4.75                             | 4.50         | 4.25    | 4.00     | 4.00  |
| 20 seconds or 25                            |              |         |          |       |
| words 2,00 1.90                             | 1.80         | 1.70    | 1.60     | 1.60  |
| CLASS                                       | "B"          |         |          |       |
| (12:00 noon to 1:00 p.                      |              | ek day  | s: 12:8  | 0     |
| p.m. to 6:00 p                              | .m. S        | undaya) |          |       |
| 1 hour 30.00 28.50                          | 27.00        | 25.50   | 24.00    | 22.50 |
| 3/4 hour 24.00 22.80                        |              | 20.40   | 19.20    | 18.00 |
| 1/2 hour 18.00 17.10                        | 16.20        | 15.30   | 14.40    | 13.50 |
| 1/4 hour 12.00 11.40                        | 10 80        | 10 20   | 9:60     | 9.00  |
|   | 8.10         | 7.65    | 7.20     | 6.75  |
| 5 minutes 6.00 5.70                         | 5.40         | 5.10    | 4.80     | 4.50  |
| 1 minute or 100                             | 0.10         | 0.20    |          |       |
| words 4.00 3.80                             | 3.60         | 3.40    | 8.20     | 3.20  |
| 20 seconds or 25                            | 0.00         |         |          | •     |
| words 1,75 1.66                             | 1.54         | 1.48    | 1.40     | 1.31  |
| CLANS                                       |              | 2. 10   |          |       |
| (7:00 a.m. to 12:00 no                      | on. 1:0      | 0 p.m.  | to 6:0   | 0     |
| p.m. and 10:30 p                            |              |         |          |       |
| 1 hour 24.00 22.80                          | 21.60        | 20.40   | 19.20    | 18.00 |
| 3/4 hour 19.20 18.24                        | 17.28        | 16.32   | 15.36    | 14.40 |
| 1/2 hour 14.40 18.68                        | 12.86        | 12.24   | 11.52    | 10.80 |
| 1/4 hour 9.60 9.12                          | 8.64         | 8.16    | 7.68     | 7.20  |
| 10 minutes 7.20 6.84<br>5 minutes 4.80 4.56 | 8.64<br>6.48 | 6.12    | 5.76     | 5.40  |
| 5 minutes 4.80 4.56                         | 4.32         | 4.08    | 8.84     | 8,60  |
| 1 minute or 100                             |              |         |          |       |
| words 3,50 3.32                             | 3.15         | 2.97    | 2.80     | 2,80  |
| 20 seconds or 25                            |              |         |          |       |
| words 1.50 1.42                             | 1.35         | 1.27    | 1.20     | 1.20  |
| SPECIAL F                                   |              | RES     |          |       |
| News: Appouncements pro                     | eceding      | or f    | ollowing | news  |

words... 1.50 1.42 1.35 1.27 1.20 1.20
SPECIAL FEATURES
News: Announcements preceding or following news
pay 25% premium.

Participating Programs
Five minute rates apply.
POLITICAL
One time Class 'A' rates apply.
TRANNCRIPTIONS
TRANNCRIPTIONS
TRANNCRIPTIONS
11: 26 ti. 52 ti. 104 ti. 156 ti. 260 ti.
1/2 hour....... 5.00 4.75 4.50 4.25 4.00 3.75
1/4 hour...... 3.00 2.85 2.70 2.25 2.00 2.25
MEMOTIE CONTROL
Wherever telegraph or telephone lines are available remote control broadcasts can be arranged.
Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcaster, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.
Persident—Ralph E. Whits.

for vertical and lateral cut recordings.

Personnel
President—Ralph E. White.
Manager—Ian Clark
Program Director—Walter Harwood.
Representatives
Canada—Ali-Canada Radio Facilities, Ltd.
U. S.—Weed and Company.

# **KELOWNA**

CKOV (Established 1931)

(Established 1931)

Rates effective July 1, 1944. (Card No. 4.)

Owned and operated by Okanagan Broadcasters, Ltd.

Business Office and Studie—206 Mill Ave., Kelowna,

British Columbia.

Transmitter—Okanagan Mission, British Columbia.

Wave—Power—Time
Operating power—1,000 watts.

476.2 meters; 630 kilocycles.

Licensed to operate full time on regional channel.
Operates on Pacific War Time.
Operating schedule: Sundays 8:30 a.m. to 11:00 p.m.;
week days 6:55 a.m. to 11:30 p.m.
Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Involces rendered monthly. Bills due and payable when rendered.
General Advertising
For combination rates see Trans-Canada Network.
Discounts on gross rates for number of periods under contract not to exceed one year; a duration.

CLASS "A" & "B"

(6:00 p.m. to 10:30 p.m. and 12:00 noon to 1:00 p.m. Sundays)

1 ti. 28 ti. 52 ti. 104 ti. 186 ti. 280 ti.

|     |         | 1 ti. | 26 ti.  | 52 ti.   | 104 ti. | 156 ti. | 260 ti. |
|-----|---------|-------|---------|----------|---------|---------|---------|
| 1   | hour    | 50.00 | 47.50   | 45.00    | 42,50   | 40.00   | 87.50   |
| 3/4 | hour    | 40.00 | 38.00   | 36.00    | 84,00   | 32.00   | 80.00   |
| 1/2 | hour    | 80.00 | 28.50   | 27.00    | 25.50   | 24.00   | 22.50   |
|     | hour    | 20.00 | 19.00   | 18.00    | 17.00   | 16.00   | 15.00   |
| 10  | minutes | 15.00 | 14.25   | 13.50    | 12.75   | 12.00   | 11.25   |
| . 5 | minutes | 10.00 | 9.50    | 9.00     | 8.50    | 8.00    | 7.50    |
| ī   | minute  | 7.50  | 7.18    | 6.75     | 6.88    | 6.00    | 5.63    |
| 20  | seconds | 8.75  | 8.57    | 8.88     | 8.19    | 8.00    | 2, 82   |
|     |         |       | CLASS   | "C"      |         |         |         |
|     | 4.90    | 1     | 9:00 50 | am 1 · C | ~ ~     | A- 6:0  |         |

| CLASS "C" |   |      |       |       |       |       |       |  |  |  |
|-----------|---|------|-------|-------|-------|-------|-------|--|--|--|
| (6:       | (6:80 a.m. to 12:00 noon, 1:00 p.m. te 6:00 |      |       |       |       |       |       |  |  |  |
| ,,,       |   |      |       | to si |       |       |       |  |  |  |
|           |   |      |       |       | 25.50 | 24.00 | 22.50 |  |  |  |
|           |   |      |       |       |       |       |       |  |  |  |
| 8/4 hc    | ur 2  | 4.00 | 22.80 | 21.60 | 20.40 | 19.20 | 18.00 |  |  |  |
|           | ur 1  |      | 17.10 | 16.20 | 15.80 | 14.40 | 18.50 |  |  |  |
| 1/2 110   | · u A                                       |      |       |       |       |       |       |  |  |  |
| 1/4 bo    | ur I  | 2.00 | 11,40 | 10.80 | 10.20 | 9.60  | 9.00  |  |  |  |
| 10 m      | nutes                                       | 9.00 | 8.55  | 8.10  | 7.65  | 7.20  | 6.75  |  |  |  |
|           |   | 6.00 | 5.70  | 5.40  | 5.10  | 4.80  | 4.50  |  |  |  |
|           |   |      |       |       |       |       |       |  |  |  |
| 1 m       | lnute                                       | 4.50 | 4.28  | 4.05  | 3.88  | 8.60  | 3.38  |  |  |  |
|           |   | 2.25 | 2.14  | 2.08  | 1.92  | 1.80  | 1.68  |  |  |  |
| 20 10     | COLLOR                                      | 4.20 | D-12  | 4.00  | 1.00  | 1.60  | 1.00  |  |  |  |

SPECIAL FEATURES
News: Announcements preceding or following news
pay 25% premium.

Participating Programs

Five minute rates apply.

POLITICAL
One time Class "A", rates apply.
TRANSCRIPTIONS AND RECORDINGS
Library service available at the following rental rates:
1/2 hour...... 5.00 4.75 4.50 4.25 4.00 8.75
1/4 hour..... 5.00 2.85 2.70 2.55 2.40 2.25

1/4 hour..... 3.00 2.85 2.70 2.55 2.40 2.25

REMOTE CONTIOL.

Standard equipment available; service from any point served by telegraph or telephone lines.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Machanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel
Managing Director—J W. B. Browne
Assistant Manager—Hume A. Lethbridge.

Assistant Advances - Representatives Canada—All-Canada Radio Facilities Limited. United States—Weed & Company.

# **NELSON**

CKLN . (Established 1939)

Rates effective July 1, 1944, (Card No. 4.) Owned and operated by News Publishing Co., Ltd. Business Office and Studio-P. O. Box 250, Nelson,

Transmitter-711 Radio Ave., Nelson, B. C.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Operates on Pacific Daylight Naving Time.
Operating schedule: Sundays 10:45 a.m. to 10:15
p.m.; Saturdays 7:30 a.m. to 10:30 p.m.; week days
(except Saturday) 7:30 a.m. to 10:30 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered
monthly. Bills due and payable when rendered.

monthly. Bills due and payGeneral Advertising
Discounts on gross rates for number of periods under
contract not to exceed one year's duration.

CLASS "A" and CLASS "B"

(6:00 p.m. to 10:30 p.m. daily; 12:00 noom
to 1:00 p.m. week days; 12:00 noom to 6:00
p.m. Sundays)

Sundays 1:04 to 156 ti. 260 ti.

|   |         |        | ).m. nu | nosys)  |         |         |         |  |  |
|---|---------|--------|---------|---------|---------|---------|---------|--|--|
|   |         | 1 ti.  | 26 ti.  | 52 t1.  | 104 ti. | 156 ti. | 260 tl. |  |  |
| 1   | hour    | 35.00  | 33.25   | 31.50   | 29.75   | 28,00   | 26,25   |  |  |
| 3/4   | hour    | 28.00  | 26.60   | 25.20   | 23.80   | 22.40   | 21.00   |  |  |
| 1/2   | hour    | 21.00  | 19.95   | 18.90   | 17.85   | 16.80   | 15.75   |  |  |
| 1/4   | hour    | 14.00  | 13.30   | 12.60   | 11.90   | 11.20   | 10.50   |  |  |
| 10  | minutes | 10.50  | 10.00   | 9.45    | 8.95    | 8.40    | 7.90    |  |  |
|   | minutes | 7.00   | 6.65    | 6.80    | 5.95    | 5.60    | 5.25    |  |  |
| - 1   | minute  | or 100 |         |         |         |         |         |  |  |
|   | words   | 4.00   | 8.80    | 3.60    | 8.40    | 8,20    | 8.00    |  |  |
| 20  | aeconds | or 25  |         |         |         |         |         |  |  |
|   | words   | 2.00   | 1.90    | 1.80    | 1.70    | 1.60    | 1.50    |  |  |
| CLASS "C"                                   |         |        |         |         |         |         |         |  |  |
| (7:30 a.m. to 12:00 noon; 1:00 p.m. to 6:00 |         |        |         |         |         |         |         |  |  |
|   |         |        |         |         |         |         | ,,      |  |  |
|   | p.m     | . and  | 10:30 p | .mo. to | Bign-0  | Π)      |         |  |  |

|      | hour      | 21.00 | 19.95   | 18.90   | 17.85 | 16.80    | 15.80 |
|------|-----------|-------|---------|---------|-------|----------|-------|
| 3/4  | hour      | 16.80 | 15.95   | 15.10   | 14.30 | 13.45    | 12.60 |
| 1/2  | hour      | 12.60 | 11.95   | 11.35   | 10.70 | 10.10    | 9.45  |
| 1/4  | hour      | 8.40  | 8.00    | 7.55    | 7.15  | 6.70     | 6.80  |
| 10   | minutes   | 6.30  | 6.00    | 5.65    | 5.85  | 5.05     | 4.75  |
| 5    | minutes   | 4.20  | 4.00    | 8.80    | 8.55  | 3.85     | 8.15  |
| 1    | minute o  | r 100 |         |         |       |          |       |
|      | words     | 8.00  | 2.85    | 2.70    | 2.55  | 2.40     | 2, 25 |
| 20 s | econds or | 25    |         |         |       |          |       |
|      | words     | 1.50  | 1.45    | 1.85    | 1.30  | 1.20     | 1.15  |
|      |           | ODE   | CIAL F  | EATU    |       |          |       |
|      | _         |       |         |         |       |          |       |
| Nev  | rs: Annoi | uncem | ents nr | eceding | or fo | llowing. | news  |

News: Announcements preceding or following news pay 25% premium.

Participating Programs Five minute rates apply.

POLITICAL
One time Class "A" rates

TRANSCRIPTIONS
Transcription library service available.

1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti.

1/2 hour...... 5.00 4.75 4.50 4.25 4.00 3.75
1/4 hour...... 3.00 2.85 2.70 2.55 2.40 2.25

REMOTE CONTROL

Facilities for all types of pick-ups where lines are available. Line charges and operators' expenses extra.

SERVICE FACILITIES
Merchandising services furnished at cost.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Closing Time

Station reserves the right to require submission of advertising material, talks and speeches for approval 48 hours before broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Canada-Horace N. Stovin & Company.

# **NEW WESTMINSTER**

CKNW (Established 1944)

CK N W

(Established 1944)

Rates effective February 1, 1945. (Card No. 2.)
Owned and operated by International Broadcasting
Company.
Business Office and Studio—Windsor Hotel, New
Westminster, B. C.
West

Equipment available for recording programs—rates on request.
Contract and Other Requirements
Rates are based on total number of broadcasts within one year, but in no case does a series of discounts apply to less than one broadcast per week. All programs and announcements must conform to rules and regulations of the CBC, the Code of Ethics of the Canadian Association of Broadcasters and the requirements of the station management. Sponsored programs and networks take preference over apot announcements. Station reserves right to give next best time available to announcements without notification.

Mechanical Program Equipment
Kquipped to handle programs by electrical transcriptions, using 33-1/8 and 78 r.p.m. turnitables for vertical and lateral cut recordings.

Personnel
Owner & Mgr.—William Rea, Jr.

Personnel
Owner & Mgr.—William Rea, Jr.
Commercial Manager—David M. Armstrong.
Program Director—Bill Fox.
Representatives
Canada—Radio Representatives, Ltd.
United States—Howard H. Wilson Company.

# PRINCE RUPERT CFPR (Established 1988)

(Established 1988);
Rates effective January 1, 1988.
Owned by Northwest Broadcast & Service Company,
Limited.
Operated by Canadian Broadcasting Corp.
Office Address — P. O. Box 848, Prince Rupert.
British Columbia.
Studio—386 Second Avenue, Prince Rupert, British
Columbia.
Transmitter — 386 Second Avenue, Prince Rupert,
British Columbia.
Transmitter — 1886 Second Avenue, Prince Rupert,
British Columbia.
Wave—Power—Time
Operating power—50 watts.
241.9 meters; 1240 Kitocycles.
Licensed to operate full time on cleared regional
channel. Operates on Pacific War Time.
Operating schedule: Week days 7:30 s.m. to 2:00
p.m. and 4:00 p.m. to 11:00 p.m.; Sundays 10:00
a.m. to 10:30 p.m.
Agency Commission
Agency Commission
Agency Commission
Agency Commission
Establish rendered first of month and are due 15th of
month.

Bills to the control of the control

|     | (A)         | ver o.vu | р.ш.,   |        |        |
|-----|-------------|----------|---------|--------|--------|
|     |             | 1 ti.    | 13 ti.  | 26 t1. | 52 ti. |
| 1   | hour        | 25.00    | 23.75   | 22.50  | 21,25  |
| 1/2 |             | 15,00    | 14.25   | 18.50  | 12.75  |
|     | hour        |          | 7.60    | 7.20   | 6.80   |
| 10  | minutes     | 6.00     | 5.70    | 5.40   | 5.10   |
| 5   | minutes     | 4.00     | 8.80    | 8,60   | 8.40   |
|     | (Bei        | ore 6:0  | 0 p.m.) |        |        |
| 1   | hour        | 20.00    | 19.00   | 18.00  | 17.00  |
| 1/2 | hour        | 12.00    | 11.40   | 10.80  | 10.20  |
| 1/4 | hour        | 7.00     | 6.65    | 6.80   | 5.95   |
| 10  | minutes     | 5.00     | 4.75    | 4.50   | 4.25   |
| 5   | minutes     | 8.00     | 2.85    | 2.70   | 2.68   |
|     | 4-1-1-1-1-1 |          |         |        |        |

# British Columbia—Cont'd

# PRINCE RUPERT—Continued

# C F P R-Continued

ANNOUNCEMENTS

| <b>(A</b> )        | fter 6:00  | p.m.)  |        |        |
|--------------------|------------|--------|--------|--------|
|                    | 1 ti.      | 18 ti. | 26 ti. | 52 t1. |
| 100 words          | ., 2,00    | 1.90   | 1.80   | 1.70   |
| Daily, per month 3 | 5.00.      |        |        | -      |
| (B                 | efore 6:00 | p.m.)  |        |        |
| 100 words          | 1.50       | 1.44   | 1.85   | 1.27   |
| Daily, per month 2 |            |        |        |        |
|                    |            |        |        |        |

ELECTRICAL TRANSCRIPTIONS
Regular rates apply to recordings only. Extra charge
made for transcriptions depending upon cost and type.
Instantaneous recording equipment available.

REMOTE CONTROL
Facilities subject to extra charges for line and
mechanical costs. Extra charges are not subject to
agency commission. TAI.ENT

Rates on request

Contract and Other Requirements
Contracts are subject to cancellation by four week
written notice accompanied by certified check at
short rate to date of last program.

short rate to date or last program.

Contracts close two weeks in advance of first program. Announcement copy and transcriptions close 12 hours in advance. Talks close 24 hours in advance. Certain talks must be approved by CBC at Ottawa and therefore must have two weeks.

Mechanical Program Equipment
Equipped to handle programs by electrical trans-cription using S3-1/S and 78 r.p.m. for lateral cut recordings.

Personnel
Station Manager—Clarence Insulander.
Commercial Manager—Sidney Anderson.

Representatives
Canada—Horace N. Stovin & Company.

# TRAIL CJAT

Rates effective July 1, 1944.
Owned by Kootenay Broadcasting Co., Ltd.
Supervised by Taylor, Pearson and Carson, Ltd.
Business Office—815 Victoria Street, Trail. B. C.
Studio—815 Victoria Street, Trail. B. C.
Transmitter—Warfield, British Columbia.

Transmitter—warnein, privise Commission Wave—Power—Time Operating power—1,000 watts. 491.8 meters; 610 kilocycles.
Licensed to operate full time on regional channel. Operates on Facino Daylight Saving Time. Operating schedule: Sundays 8:00 a.m. to 11:30 p.m.; week days 6:30 a.m. to 11:30 p.m.;

Agency Commission
15% to recognized advertising agencies; no cash dis-count. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Trans-Canada Network.
Discounts on gross rates for number of periods under
contract not to exceed one year's duration.

|                   | CLASS      | "A"         |               |          |         |
|-------------------|------------|-------------|---------------|----------|---------|
| (5:00             |            |             | p.m.)         |          |         |
| 1 ti              |            |             | 104 ti.       | 156 ti.  | 260 ti. |
| 1 hour 55.0       |            | 49.50       | 46.75         | 44.00    | 41,25   |
| 1/2 hour 83.0     |            | 29.70       | 28.05         | 26.40    | 24.75   |
| 1/4 hour 22.0     |            | 19.80       | 18.70         | 17.60    | 16.50   |
| 10 minutes 16.5   |            | 14.85       | 14.02         | 18.20    | 12.87   |
| 5 minutes 11.0    |            | 9.90        | 9.85          | 8.80     | 8.25    |
| *1 minute 7.8     |            | 6.75        | 6.37          | 6.00     | 5.62    |
| *50 words 5.0     |            | 4.50        | 4.25          | 4.00     | 8.75    |
| *15 seconds 3.0   |            | 2.70        | 2.55          | 2.40     | 2.25    |
| C                 | LASS "B    | " and       |               |          |         |
| (6:00 a.m. to     | 5:00 p.r   |             | 10:8 <b>0</b> | p.m. t   | 0       |
|                   | sign-      | ofT)        |               |          |         |
| 1 hour 88.0       |            | 29.70       | 28.05         | 26.40    | 24,75   |
| 1/2 hour 19.8     |            | 17.82       | 16.83         | 15.84    | 14.85   |
| 1/4 hour 18.2     |            | 11.88       | 11.22         | 10.56    | 9.90    |
| 10 minutes 9.9    |            | 8.91        | 8.41          | 7.92     | 7.42    |
| 5 minutes 6.6     |            | 5.94        | 5.61          | 5.28     | 4.95    |
| *1 minute or 10   |            |             |               |          |         |
| words 4.5         |            | 4.05        | 8.82          | 8,60     | 8.87    |
| *50 words 8.0     | 0 2.85     | 2.70        | 2,55          | 2.40     | 2.25    |
| *15 seconds or 25 |            |             |               |          |         |
| words 2.0         |            | 1.80        | 1.70          | 1.60     | 1.50    |
| (*) Announcemen   | ts adjacer | nt to no    | BWacast:      | s, extra | 10%.    |
|                   | POLIT      |             |               |          |         |
|                   |            | s apply     |               |          |         |
| THE PROPERTY OF   | COAT THE   | A BICK / YO | OTHER C       | TATOL    |         |

ELECTRICAL TRANSCRIPTIONS Libraries available—details on request.

REMOTE CONTROL

Wherever telephone lines are available remote control
broadcasts can be arranged. Short wave equipment

available.

Centrast and Other Requirements
All programs and announcements must conform to the
Code of Ethics of the Canadian Association of Broadcasters, the requirements of the Station management,
and the regulations of the Canadian Broadcasting
Corporation. Sponsored programs given preference over
announcements. Networks take priority over spot programs and announcements.

Meghanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turntables
for vertical or lateral cut recordings. Instantaneous
equipment swallable.

Personnel
Manager—Erio C. Aylen.
Sales Manager—Norman Harrod.
Production Manager—Frank Meade.

Representatives
Canada—All-Canada Badio Facilities, Ltd.
U. S.—Weed & Company.

### VANCOUVER CBR (Established 1925)

Rates effective January 1, 1942. (Card No. 2.) Owned and operated by Canadian Broadcasting Corp. Business Office and Studio-Hotel Vancouver, Vancouver, British Columbia, telephone Marine 6121. Transmitter — No. 4 Road, Lulu Island, British Columbia.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
265.5 meters; 1130 kilocycles.
Licensed to operate full time on regional channel.
Operates on Pacific Daylight Saving Time
Operating schedule: 7:00 a.m. to 12:00 midnight.

Operating schedule, 1.00 a.m. to 1.1.

Agency Commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other program charges. No cash discount. Bills due and payable when rendered.

count. Bills due and payable when rendered.

General Advertising

For combination rates see Trans-Canada Network.

Rates include charges by owners of music copyrights,
except on music not covered by licenses or agreements with station.

|     |      |        | CLASS      | "∆"       |        |         |
|-----|------|--------|------------|-----------|--------|---------|
|     |      | (6:00  | p.m. to    | 11:00 p.i | m.)    |         |
|     |      | 1 ti.  | 13 ti.     | 26 ti.    | 52 t1. | 100 ti. |
| 1   | hour | 120.00 | 114.00     | 108.00    | 102.00 | 96.00   |
| 1/2 | hour | 72.00  | 68.40      | 64.80     | 61.20  | 57.60   |
| 1/4 | hour | 48.00  | 45.60      | 43.20     | 40.80  | 38.40   |
|     |      |        | CLASS      | "B"       |        |         |
|     |      |        | (All other | time)     |        |         |
| 1   | hour | 72.00  | 68.40      | 64.80     | 61.20  | 57.60   |
| 1/2 | hour | 43.20  | 41.04      | 88.88     | 86.72  | 84.56   |
| 1/4 | hour | 28.80  | 27.86      | 25.92     | 24.48  | 28.04   |

1/4 nour 28.80 27.86 25.92 24.48 23.04 SPECIAL FEATURES
Time Signals—Day or evening service (Sunday excepted) exclusive to one advertiser, each service consists of three time signals, limited to 25 words and one of 50 words; the latter is not applicable between 7.30 p.m. and 11.00 p.m.

|   |        |     |      |            |     | 0 p.m.) |              |        |
|---|--------|-----|------|------------|-----|---------|--------------|--------|
| 4 | daily  | for | 3    | months,    | per | month   | ************ | 400.00 |
| 4 | daily  | for | 6    | months.    | per | month   |              | 360.00 |
| 4 | daily  | for | 12   | months,    | per | month   |              | 820.00 |
|   |        |     |      | (Before    | 8:0 | 0 p.m.) | 1            |        |
| 4 | daily  | for | 3    | months.    | per | month.  |              | 800.00 |
| 4 | daily  | for | 6    | months.    | Der | month.  |              | 275.00 |
| 4 | daily  | for | 12   | months.    | Der | month.  |              | 250.00 |
|   |        |     |      |            |     |         | PTIONS       |        |
|   |        |     |      |            |     | MOCK.   | IPTIUNS      |        |
| • | mant a | d h | ator | 4 7 · 20 n | -   |         |              |        |

Accepted before 7:30 p.m.

Transcription library services available—rates on re-

# TALENT

Rates on request.
Contract and Other Requirements
Alcoholic beverage advertising not accepted.
All programs subject to the regulations of the Canadian Boroadesting Corporation and the approval of the Democretal department.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables
Personnel

ercial Manager—H. W. Paulson. Representatives
Canada—Canadian Broadcasting Corporation.

# CJOR

Rates effective July 1, 1944. (Card No. 8.)
Owned and operated by CJOB. Lid., 846 Howe St.,
Vancouver, British Columbia.
Studio—848 Howe St., Vancouver, B. C.
Transmitter—R. R. No. 2, Eburne, Richmond Municipality, B. C.
Wave—Power—Time
Operating power—1,000 watts.
(C. P. 5,000 watts.)
500 meters: 600 kilocyoles.
Operates full time on regional channel.
Operates on Pacific Daylight Saving Time.
Operating schedule: Sunday 8:00 a.m. to 11:00 p.m.;
week days 6:30 a.m. to 11:30 p.m. Rates effective July 1, 1944. (Card No. 8.)

Agency Commission 15% on station rates to all recognized advertising agencies. No commission on talent. No cash discount. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Dominion Network.

|     |     |           |        | CLASS    | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |         | OUN OI M. | '      |
|-----|-----|-----------|--------|----------|--|---------|-----------|--------|
|     |     | (6:       | 00 p.n |          |  | m. dail | w)        |        |
|     |     | •         | 1 ti.  | 26 ti.   | 52 ti.                                 | 104 11  | 156 ti.   | 960 +1 |
|     | 1   | hour      | 90.00  | 85.50    | 81.00                                  | 76.50   | 72.00     | 67.5   |
|     | 3/4 | hour      | 72.00  | 68.40    | 64.80                                  | 61.20   | 57.60     | 54.0   |
|     | 1/2 | hour      | 54.00  | 51.30    | 48.60                                  | 45.90   | 43.20     | 40.5   |
|     | 1/4 | hour      | 36.00  | 34.20    | 32.40                                  | 30.60   | 28.80     | 27.0   |
|     | lo  | minutes   | 27.00  | 25.65    | 24.30                                  | 22.95   | 21.60     | 20.2   |
|     | 5   | minutes   | 18.00  | 17.10    | 16.20                                  | 15.30   | 14.40     | 13.5   |
|     | ĭ   | minute    | 12.00  | 11.40    | 10.80                                  | 10.20   | 9.60      | 9.0    |
|     | 20  | seconds   | 6.00   | 5.70     | 5.40                                   | 5.10    | 4.80      | 4.5    |
|     |     |           | -,     | CLASS    |  | 0.10    | 1.00      | 4.0    |
|     |     | (12:0     | O noor |          |  | . Sund  | ave)      |        |
|     | 1   | hour      | 67.50  | 64.13    | 60.75                                  | 57.38   | 54.00     | 50.6   |
| 4   | 3/4 | hour      | 54.00  | 51.30    | 48.60                                  | 45.90   | 43.20     | 40.5   |
|     | 1/2 | hour      | 40.50  | 38.48    | 36.45                                  | 34.43   | 32.40     | 30.3   |
|     | 1/4 | hour      | 27.00  | 25.65    | 24.30                                  | 22.95   | 21.60     | 20.2   |
|     | 10  | minutes   | 20.25  | 19.24    | 18.23                                  | 17.21   | 16.20     | 15.1   |
|     | 5   | minutes   | 13.50  | 12.83    | 12.15                                  | 11.48   | 10.80     | 10.1   |
|     | _   |           |        | CLASS    |  |         |           | 20.1   |
|     |     | (6:30 a.z | n. to  | 8:00 p.1 |  | 10:30   | p.m. 1    | •      |
|     |     | ,         |        | sign-    | off)                                   | 20.00   | <b>p</b>  |        |
|     | 1   | hour      | 50.00  | 47.50    | 45.00                                  | 42.50   | 40.00     | 87.5   |
| - 1 | 3/4 | hour      | 40.00  | 38.00    | 36.00                                  | 34,00   | 32.00     | 30.0   |
|     | 1/2 | hour      | 30.00  | 28.50    | 27.00                                  | 25.50   | 24.00     | 22.5   |
|     | 1/4 | hour      | 20.00  | 19.00    | 18.00                                  | 17.00   | 16.00     | 15.0   |
|     | 10  | minutes   | 15.00  | 14.25    | 18.50                                  | 12.75   | 12.00     | 11.2   |
|     | 5   | minutes   | 10.00  | 9.50     | 9.00                                   | 8.50    | 8.00      | 7.5    |
|     | 1   | minute    | 7.50   | 7.18     | 6.75                                   | 6.88    | 6.00      | 5.6    |
|     | 20  | seconds   | 3.75   | 3.57     | 3.88                                   | 8.19    | 8.00      | 2.8    |
|     | _   |           | _,,,   |          |  |         | 3.00      |        |

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. turntables for vertical and lateral cut recordings. Continuous recording equipment available.

Presonnel
General Manager—G. C. Chandler,
Commercial Manager—D. E. Laws.
Program Director—Ross Mortimer.
Production—Dorwin Baird and Dick Diespecker.

Representatives
Canada—Horace N. Stovin & Company.
United States—Adam J. Young Jr., Incorporated.

### CKMO (Established 1928)

Ck M O

(Established 1928)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by British Columbia Broadcasting System. Ltd.

Business Office and Studios—812 Robson Street, Vancouver, British Columbia, Marine 1271-2.

Wave—Power—Time Object of the Columbia Broadcasting power—100 watts.

212.8 meters; 1410 kilocycles.

Operating power—100 watts.

212.8 meters; 1410 kilocycles.

Operating schedule: Sundays 8:00 a.m. to 11:30 p.m.; week days 8:30 a.m. to 11:30 p.m.

15% to recognized advertising agencies; no cash discount. No commission on taient. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

1 hour..... 28:00 34:20 32:40 30:60 28:30 27:00 3/4 hour..... 28:30 34:20 32:40 30:60 28:30 27:00 3/4 hour..... 28:30 30:52 19:44 18:36 17:28 16:20 1/2 hour... 21:60 20:52 19:44 18:36 17:28 16:20 1/2 hour... 21:60 30:52 19:44 18:36 17:28 16:20 1/2 hour... 21:60 10:50 p.m. and 10:30 p.m. to 11:30 p.m.)

(6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 11:30 p.m.)

1 hour.... 22:00 20:90 19:80 18:76 17:60 16:50 18:20

|     |         |       | 11.30 | р.щ.) |       |       |       |
|-----|---------|-------|-------|-------|-------|-------|-------|
| 1   | bour    | 22.00 | 20.90 | 19.80 | 18.70 | 17.60 | 16.50 |
| 8/4 | hour    |       | 16.72 | 15.84 | 14.96 | 14.08 | 18.20 |
| 1/2 | hour    | 18.20 | 12.54 | 11.88 | 11.22 | 10.56 | 9.90  |
| 1/4 | hour    | 8.80  | 8.86  | 7.92  | 7.48  | 7.04  | 6.60  |
| 10  | minutes | 6.60  | 6.27  | 5.94  | 5.61  | 5,28  | 4.95  |
| - 5 | minutes | 4.40  | 4.18  | 8.96  | 8.74  | 8.80  | 2.52  |
| 1   | minute  | 2.90  | 2.75  | 2.61  | 2.57  | 2.82  | 2.18  |
| 50  | words   | 2.80  | 2.18  | 2.07  | 1.97  | 1.84  | 1.74  |
|     |         | SPEC  | MAL F | EATUR | res   |       |       |

Participating programs, time signals and flashes—rates on request.

POLITICAL TALKS

rates on request.

POLITICAL TALKS

Rates on request.

TAIRS AND RELIGIOUS PROGRAMS

Rates on request.

RECORDED PROGRAMS

Rates include recordings for recorded programs.

REMOTE CONTROL.

Equipment available for all types of pick-ups at any point served by talephone or telegraph lines.

Centract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Neworks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turn-tables.

Representatives
Canada—Radio Representatives, Ltd.
U. S.—Howard H. Wilson Company.

# CKWX

(Established 1928) Rates effective July 1, 1944. (Card No. 6.)
Owned and operated by Western Broadcasting Co.,
Ltd.
Business Office and Studio—543 Seymour St., Vancouver, B. C., Marine S344.
Transmitter—Lulu Island, Richmond Municipality.

Wave—Power—Time
Operating power—1,000 watte.
306.1 meters; 980 kilocycles.

Licensed to operate on regional channel. Operates on Paoido Daylight Saving Time. Operating schedule: Sundays 8:00 a.m. to 11:30 p.m. week days 6:30 a.m. te 11:39 p.m.

# VANCOUVER—Continued CKWX-Continued

CKWX—Continued

Agency Commission
15% on station rates to recognized advertising agencies; no cash discount. Invoices rendered monthly; bills due and payable when rendered.

General Advertising
For combination rates see Mutual Broadcasting System and Don Lee Broadcasting System.

Daily schedules broadcast over snort wave station CKFX, 19 meters, 6080 kilocycles).

Spot announcements not accepted between 7:39 p.m. and 11:00 p.m. or Sundays.

Discounts on gross rates for the number of periods under contract not to exceed one year's duration.

CLASS "A"
(6:00 p.m. to 10:30 p.m.)

|           |         | (6:00   | p.m. to | 10:30  | p.m.)   |         |         |  |  |
|-----------|---------|---------|---------|--------|---------|---------|---------|--|--|
|           |         | l ti.   | 26 ti.  | 52 ti. | 104 ti. | 156 ti. | 260 ti. |  |  |
| 1         | hour    | . 90.00 | 85.50   | 81.00  | 76.50   | 72.00   | 67,50   |  |  |
| 3/4       | hour    | . 72.00 | 68.40   | 64.80  | 61.20   | 57,60   | 54,00   |  |  |
| 1/2       | hour    | . 54.00 | 51.30   | 48.60  | 45.90   | 43.20   | 40.50   |  |  |
| 1/4       |         |         | 34.20   | 32.40  | 30.60   | 28.80   | 27.00   |  |  |
| 10        | minute  | s 27,00 | 25,65   | 24.30  | 22.95   | 21.60   | 20.25   |  |  |
| 5         | minute  | s 18,00 | 17,10   | 16.20  | 15.30   | 14,40   | 13.50   |  |  |
| 1         | minute  | 12.00   | 11.40   | 10.80  | 10.20   | 9,60    | 9,00    |  |  |
| 20        | seconds | 6.00    | 5.70    | 5.40   | 5.10    | 4,80    | 4.50    |  |  |
| CLASS "B" |         |         |         |        |         |         |         |  |  |
|           | (12     | :00 no  | Sunda   | ys)    |         |         |         |  |  |
| - 1       | hone    | 87.50   | 84 12   | 80.75  | 57 38   | 54 00   | 50.63   |  |  |

1 hour..... 67.50 3/4 hour..... 54.00 1/2 hour..... 40.50 1/4 hour..... 27.00 10 minutes 20.25 5 minutes 13.50

37.50 30.00 22.50 15.00 11.25 7.50 5.63 2.82 25%

exira.

SPECIAL FEATURES
Participating Programs
On the Home Front, Red, White and Blue—exact times furnished on request.
POLITICAL

times furnished on request.

PULTICAL

Regular rates apply.

REMOTE CONTROL

Wherever telegraph or telephone lines are available remote control broadcasts can be arranged. Short wave equipment available.

TRANSCRIPTIONS

Library service available at the following rental rates:

1/2 hour...... 6.00 5.70 5.40 5.10 4.80 4.50

1/4 hour...... 4.00 3.80 3.60 3.40 3.20 8.00

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management and the regulations of the Canadian Broadcasting Corporation, Sponsored programs given preference over announcements. Newborks take priority over spot programs and announcements. Closing Time 24 hours in advance of broadcast.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turn-tables for vertical and lateral cut records.

Personnet

Manager—Frank H. (Tiny) Elphicke.

ersonnei
Manager—Frank H. (Tiny) Elphicke.
Program Manager—Stuart MacKay.
National Sales Manager—R. I. Crotty.
Regional Sales Manager—John N. Hunt.
epresentatives
United States—Weed & Company.
Canada—All-Canada Radio Facilities, Ltd.

# VICTORIA

VICTORIA

CJVI

(Established 1941)

Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by Island Broadcasting Company.
Ltd.

Business Office and Studio—Central Bidg., 620 View
St., Victoria, B. C., Garden 2014.
Transmitter—Portage Inlet, B. C.
Wave—Power—Time
Operating power—1,000 watts.
202.7 meters; 1480 kilocycles.
Licensed to operate full time on Pacific Standard
Time.
Operating schedule: Sundays 9:00 a.m. to 11:00 p.m.;
Week days 7:00 a.m. to 11:00 p.m.
Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on ialent. Invoices rendered
monthly. Bills due and payable when rendered.
General Advertising
For combination rates see Dominion Network.
Discounts on gross rates for number of periods under
contract not to expense and payable when rendered.

CLASS "A" starting.

(6:00 p.m. to 10:30 m. and all day Sunday)

(6:00 p.m. to 10:30 m. and all day Sunday)

|     | (6:00 p.m | i. to 1 | 0:80 p.m |        |       |         |         |
|-----|-----------|---------|----------|--------|-------|---------|---------|
|     |           | 1 ti.   | 26 ti.   | 52 ti. |       | 156 ti. | 260 ti. |
| 1   | hour      | 50,00   | 47.50    | 45.00  | 42.50 | 40.00   | 87.50   |
| 8/4 | hour      | 40.00   | 38.00    | 86.00  | 84.00 | 82.00   | 80,00   |
| 1/2 | hour      | 30.00   | 28.50    | 27.00  | 25.50 | 24.00   | 22,50   |
| 1/4 | hour      | 20.00   | 19.00    | 18.00  | 17.00 | 16.00   | 15.00   |
| 10  | minutes   | 15,00   | 14.25    | 13.50  | 12.75 | 12.00   | 11.25   |
| - 5 | minutes   | 10.00   | 9.50     | 9.00   | 8,50  | 8.00    | 7.50    |
| ī   | minute    | 5.00    | 4.75     | 4.50   | 4.25  | 4.00    | 3.75    |
| 20  | seconds.  | 2.50    | 2.37     | 2.25   | 2.12  | 2.00    | 1.87    |
|     |           |         | CLASS    | "B"    |       |         |         |

# (7:00 a.m. to 6:00 p.m. and 10:80 p.m. to

| Б0 |
|----|
|    |
|    |
|    |
|    |
| 00 |
|    |
| 50 |
| ^^ |
| 00 |
| 75 |
| 10 |
| 50 |
| œ  |
| 25 |
|    |
| 5በ |
|    |

News: Announcements preceding or following news pay 25% premium.

Participating Programs
Fire minute rates apply.

One time Class "A" rates apply.

RECOHDED PROGRAMS

Regular time rates apply. Rental service rates:

1/2 hour...... 10.00 9.50 9.00 8.50 8.00 7.50 1/4 hour...... 6.00 5.70 5.40 5.10 4.80 4.50 Facilities available to cut any length continuous program desired in units of 15 minutes—rates on request.

program desired in units of 15 minutes—rates on request.

REMOTE CONTROL

Equipment available for all types of pick-ups at any point served by telephone or telegraph lines.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements. Closing Time

Talent programs close two days to a week in advance. Announcements, talks and recorded programs close 24 hours in advance.

close 24 hours in advance,
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using both 33-1/3 and 78 r.p.n. double turntables. Cue system available by arrangement for
appecial effects.

Personnel
Manager—M. V. Chestnut.
Production Manager—R. T. Batey.

Representatives
United States—Weed & Company.
Canada.—All-Canada Radio Facilities, Ltd.

# **MANITOBA**

# **BRANDON**

# C K X

(Established 1928)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by Manltoha Telephone System.
Business Office and Studio—City Hall Square, Eighth
and Princess Avenue. Brandon. Manitoha, telephone 453%.

Transmitter-First Street North, Brandon, Manitoba

Transmitter—First Street North, Braudon, Manitoba.

Wave—Power—Time
Operating power—1,000 watts.
250.9 meters; 1150 kilocycles.
Operates on Central Daylight Saving Time.
Operates on clear channel.
Affiliated with station CKX.
Operating schedule: Sundays 9:30 a.m. to 11:30 p.m.; week days 7:30 a.m. to 11:30 p.m.

Agency Commission
15% to recognized advertising agencies; no cash dis-count. No commission on talent, invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Dominion Network,
Discounts on gross rates for number of periods under
contract not to exceed one year's duration.

CLLASS "A" (After 6:00 p.m.)

1 ti. 26 ti. 52 ti. 104ti. 156 ti. 260 ti. 1

1 hour..... 55.00 52.25 49.50 46.75 44.00 41.25 3/4 hour.... 44.00 41.80 89.60 87.40 85.20 83.00 1/2 hour.... 83.00 81.35 29.70 28.05 26.40 24.75 1/4 hour.... 22.00 20.90 19.80 18.70 17.60 16.50 10 minutes 16.50 15.67 14.85 14.02 13.27 15.5 minutes 11.00 10.45 9.90 9.85 8.80 8.25 CLA88 "B'

|     |         | (B    | efore 6: | 00 p.ma | .)    |       |       |
|-----|---------|-------|----------|---------|-------|-------|-------|
| 1   | hour    | 83.00 | 81,85    | 29,70   | 28.05 | 26.40 | 24.75 |
| 3/4 | hour    | 26.40 | 25.08    | 23.76   | 22,44 | 21,12 | 19,80 |
| 1/2 | hour    | 19.80 | 18.81    | 17.82   | 16.83 | 15.84 | 14.85 |
| 1/4 | hour    | 18.20 | 12.54    | 11.88   | 11.22 | 10.56 | 9.90  |
| 10  | minutes | 9.90  | 9.40     | 8,91    | 8.41  | 7.92  | 7.42  |
| 5   | minutes | 6.60  | 6.27     | 5.94    | 5.61  | 5.28  | 4.95  |
|     |         | AN    | NOTING   | EMEN    | TS    |       |       |

| ANNOUNCEMENTS | ANNOUNCEMENTS | Minute transcription or | 100 words 5.50 | 5.22 | 4.96 | 4.68 | 4.40 | 4.12 | 20 | 25 words 2.76 | 2.61 | 2.48 | 2.24 | 2.20 | 2.06 | 25 words 2.76 | 2.61 | 2.48 | 2.24 | 2.20 | 2.06 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 | 2.25 |

Personnel
Manager—W. F. Seller.
Commercial Manager—W. T. Grigg.
Production Manager—Eric Davies.

Representatives
Canada—Horace N. Stovin & Company.
United States—Adam J. Young, Jr., Incorporated.

# FLIN FLON

CFAR
(Established 1987)
Rates effective July 1, 1944. (Card No. 8.)

Rates effective July 1, 1944. (Card No. 8.)

Owned and operated by Arctic Radio Corporation.

Limited.
Studio—75 Hill St., Filin Fion, Man.

Transmitter—Filin Fion, Man.

Wave—Power—Time
Operating power—250 watta.
248.9 meters; 1280 kilocycles.
Operates on Central Daylight Saving Time.
Operating schedule: Sundays 11:30 a.m. to 11:00 p.m.; week days 7:00 a.m. to 11:00 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
The following rates are for national advertising. Rates include charges by owners of music copyrights.
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

|  |            | CLASS   | "A"    |         |         |         |  |  |  |
|--|------------|---------|--------|---------|---------|---------|--|--|--|
|  | (6:00 p    | o.m. to | 10:30  | p.m.)   |         |         |  |  |  |
|  | 1 ti.      | 26 ti.  | 52 t1. | 104 ti. | 156 tf. | 260 ti. |  |  |  |
| l hour                                 | 25.00      | 28,75   | 22,50  | 21,25   | 20.00   | 18.75   |  |  |  |
| 3/4 hour                               | 20.00      | 19.00   | 18.00  | 17.00   | 16.00   | 15.00   |  |  |  |
| 1/2 hour                               | 15.00      | 14.25   | 18.50  | 12.75   | 12.00   | 11.25   |  |  |  |
| 1/4 hour                               | 10.00      | 9.50    | 9.00   | 8.50    | 8.00    | 7.50    |  |  |  |
| 10 minutes                             | 7.50       | 7.12    | 6.75   | 6.87    | 6.00    | 5,62    |  |  |  |
| 5 minutes                              | B.00       | 4.75    | 4.50   | 4.25    | 4.00    | 8.75    |  |  |  |
| l minute                               | o <b>r</b> |         |        |         |         |         |  |  |  |
| less                                   | 2,50       | 2.87    | 2.25   | 2.12    | 2.00    | 1.88    |  |  |  |
| CLASS "B"                              |            |         |        |         |         |         |  |  |  |
| (12:00 noon to 1:09 p.m. week days and |            |         |        |         |         |         |  |  |  |
|  |            | 4- 0-0  |        |         |         |         |  |  |  |

| less      | J       | 2,50   | 2.87   | 2.25   | 2.12   | 2.00     | 1.88  |  |  |  |
|-----------|---------|--------|--------|--------|--------|----------|-------|--|--|--|
|           |         |        | CLASS  | "B"    |        |          |       |  |  |  |
| (12:      |         | on to  | 1:09   |        | eek de |          | 1     |  |  |  |
|           | 12:3    | 0 p.m. | to 6:0 | p.m.   | Sunday | B)       |       |  |  |  |
| 1 ho      | ur      | 18.75  | 17.81  | 16.88  | 15.94  | 15.00    | 14.06 |  |  |  |
| 3/4 ho    | ur      | 15,00  | 14.25  | 13.50  | 12.75  | 12.00    | 11.25 |  |  |  |
| 1/2 ho    | ur      | 11.25  | 10.68  | 10.12  | 9.56   | 9.00     | 8.43  |  |  |  |
| 1/4 hor   | ur      | 7.50   | 7.12   | 6.75   | 6.87   | 6.00     | 5.62  |  |  |  |
| 10 m      | inutes  | 5.62   | 5.34   | 5.06   | 4.77   | 4.49     | 4.21  |  |  |  |
| 5 m       | inutes  | 8.75   | 8.56   | 3.37   | 8.19   | 3.00     | 2.81  |  |  |  |
| 1 mi      | nute o  |        |        |        |        |          |       |  |  |  |
|           | D.,.,   | 2.00   | 1.90   | 1.80   | 1.70   | 1.60     | 1.59  |  |  |  |
| CLASS "C" |         |        |        |        |        |          |       |  |  |  |
| (7:0      | 10 - 20 | to 19  | ·00 no | on 1.0 | n n    | to # :00 |       |  |  |  |

(7:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:30 p.m. to sign-off)

1 hour...... 15.00 14.42 1 18.50 12.75 12.00 8/4 hour..... 12.00 11.40 10.80 10.20 9.60 1/2 hour.... 9.00 8.55 8.10 7.65 7.20 1/4 hour.... 6.00 8.70 8.40 5.10 4.80 10 minutes 4.50 4.27 4.08 8.80 8.80 8.60 5 minutes 8.00 2.85 2.70 2.55 2.40 11.25 9.00 6.75 4.50 10 minutes 4.50 minutes 8.00 minutes 8.00 minute or less....... 1.50 1,48 1.85 1,28

SPECIAL FEATURES
Time signals: Monday through Saturday, per month 25.00.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turn-tables for both vertical and lateral out recordings.

Personnel
Manager-G. B. Quinney.

Representatives
Canada—Horace N. Stovin & Company.
United States—Joseph Hershey McGillvra, Inc.

# WINNIPEG CKRC

Rates effective July 1, 1944. (Card No. 8.)
Owned and operated by Transcanada Communications,
Ltd. (Established 1984)

Owned and operated by Transcanada Communications,
Ltd.
Studio—Free Press Bidg., 300 Carlton St., Winnipeg, Man.
Transmitter—Middlechurch, Man.
Wave—Power—Time
Operating power—1,000 watts.
476.2 meters; 630 kilocycles.
Licensed to operate on regional channel.
Operates on Central Daylight Saving Time.
Operating schedule: Sundays 8:00 a.m. to 11:15 p.m.;
Monday through Friday 6:30 a.m. to 12:00 midnight;
Saturdays 6:30 a.m. to 1:00 a.m.
Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly Bills due and payable when rendered.
General Advertisias
For combination rates see Basic Dominion Network.
Rates include charges by owners of music copyrights.
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"
(6:00 p.m. to 10:30 p.m. week days; all day Sundays)
1ti. 25ti. 25ti. 104 ti. 156 ti. 260 ti.

|     | day Sundaya) |       |        |        |         |         |         |  |  |  |
|-----|--------------|-------|--------|--------|---------|---------|---------|--|--|--|
|     |              | 1 ti. | 26 ti. | 52 ti. | 104 ti. | 156 ti. | 260 ti. |  |  |  |
| 1   | hour         | 90.00 | 85,60  | 81.00  | 76,50   | 72.00   | 67.50   |  |  |  |
| 8/4 | hour         | 72.00 | 68.40  | 64.80  | #1.20   | 57.60   | 54.00   |  |  |  |
| 1/2 | hour         | 54.00 | 51.80  | 48.60  | 45,90   | 43.20   | 49,50   |  |  |  |
| 1/4 | hour         | 86.00 | 84.20  | 82.40  | 80.60   | 28,80   | 27.00   |  |  |  |
| 10  | minutes      | 27.00 | 25,65  | 24.80  | 22.95   | 21.60   | 20,25   |  |  |  |
| 5   | minutes      | 18.00 | 17.10  | 16.20  | 15.80   | 14.40   | 18.50   |  |  |  |
| 1   | minute       | 10.00 | 9.50   | 9,00   | 8.50    | 8.00    | 7.50    |  |  |  |
| 20  | seconds      | 5.00  | 4.75   | 4.50   | 4.25    | 4.00    | 8.75    |  |  |  |

# **MANITOBA—Continued**

# WINNIPEG—Continued

rates: 1tt. 28 tt. 52 tt. 104 tt. 158 tt. 280 tt. 1/2 hour..... 10.00 9.50 9.00 8.50 8.00 7.55 1/4 hour..... 6.00 5.70 5.40 5.10 4.80 4.50 Duplicating recording units available in 1/4 hour units—rates and details on request. Library services available.

units—rates and details on request. Library services available.

REMOTE CONTROL

Equipment available for all types of pick-ups at any point served by telegraph or telephone lines. Fifty wat mobile short wave unit available.

Contract and Units bequirement.

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasters, the requirements of the station management Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Manager—Gerry Gastz.

for vertical and Personnel Manager—Gerry Gaetz. Commercial Manager—Waldo J. Holden. Program Director—J. D. Kemp. Representatives

Canada—All-Canada Radio Facilities, Ltd. United States—Weed & Company.

# C K Y

(Established 1922)

CKY
(Estabilined 1922)

Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by Manlitoba Teleptione Bystem
Business Office and Studio—Teleptione Bldg., Winnipeg, Manlitoba, teleptione 92-191.
Transmitter—St. Francis Kavier, Manlitoba.
Wave—Power—Time
Operating power 15,000 watta.
303.0 meters; 990 kilocycles.
Licensed to operate on cleared channel
Affiliated with station CKX.
Operates on Central Daylight Saving Time.
Operating schedule: Nundays 9:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.
Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent, Invoices rendered monthly. Bills due and payable when rendered.
General Advertising
For combination rates see Trans-Canada Network.
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

(After 6:00 p.m.)
1ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti. 1 hour... 140.00 133.00 126.00 119.00 112.00 105.00 10/2 hour... 84.00 79.80 75.60 71.40 67.20 63.00 1/4 hour... 54.00 53.20 50.40 47.60 44.80 42.00 10 minutes 42.00 39.90 37.80 85.70 83.60 31.50 5 minutes 28.00 28.60 25.20 23.80 22.40 21.00 CLASS "B"

(Refore 6:00 p.m.)
1 hour... 84.00 79.80 75.60 71.40 67.20 63.00 1/2 hour... 84.00 79.80 75.80 71.40 67.20 63.00 1/2 hour... 84.00 79.80 75.60 71.40 67.20 63.00 1/2 hour... 84.00 79.80 75.80 71.40 67.20 63.00 1/2 hour... 84.00 79.80 75.80 71.40 67.20 63.00 1/2 hour... 84.00 79.80 75.80 71.40 67.20 63.00 5/4 hour... 84.00 79.80 75.80 71.40 67.20 63.00 1/2 hour... 84.00 79.80 75.80 71.40 67.20 63.00 1/2 hour... 84.00 79.80 75.80 71.40 67.20 63.00 5/4 hour... 84.00 79.80 75.80 71.40 67.20 63.00 1/2 hour... 84.00 79.80 75.80 71.40 67.20 63.00 5/4 hour..

Turianosa.

Personnel Manager—W. H. Backhouse.
Commercial Manager—A J Mesaner.
Production Manager—R. H. Roberts.
Representatives.

N. Stovin & Compan

Representatives
Canada—Horace N. Stovin & Company.
United States—Adam J. Young, Jr., Incorporated.

# NEW BRUNSWICK

# CAMPBELLTON

CKNB

(Established 1999)

Rates effective July 1, 1944. (Card No. 3.) Owned and operated by Bestigouche Broadcasting Co., Ltd.

Business Office and Studios—Bank of Nova Scotia Bidg., P. O. Drawer 840, Campbellton, New Bruns-wick telephone 8. Transmitter—Maple Green, New Brunawick.

Transmitter—Maple Green, New Brunawick.

Wave—Power—Time
Operating power—1,000 watta.
315.8 meters; 950 kilocycles.
Licensed to operate on clear channel. Operates on
Atlantic Daylight Time.
Operating schedule: Sundays 9:00 a.m. to 12:15 a.m.;
week days 8:00 a.m. to 12:15 a.m.

Agency Commission
15% to recognized advertising agencies; no cash dis-count. No commission on talent, involves rendered monthly. Bills due and payable when rendered.

monthly. Bills que and personnelle deneral Advertising
For combination rates see Dominion Network.
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASE "A"

(6:00 p.m. to 11:00 p.m. week days; all day
Sundays)

28-11 52 ti. 104ti. 156ti. 200 ti.

|     |         | 1 ti. | 26 ti. | 52 ti. | 104 ti. | 158 ti. | 260 ti. |
|-----|---------|-------|--------|--------|---------|---------|---------|
| 1   | hour    | 45.00 | 42.75  | 40.50  | 38.25   | 36.00   | 88.75   |
| 3/4 | hour    | 36.00 | 34.20  | 32.40  | 80.60   | 28.80   | 27.00   |
| 1/2 | hour    | 27.00 | 25.65  | 24.30  | 22.95   | 21.60   | 20.25   |
| 1/4 | hour    | 18.00 | 17.10  | 16.20  | 15.30   | 14.40   | 13.50   |
| 10  | minutes | 13.50 | 12.83  | 12.15  | 11.48   | 10.80   | 10.13   |
| 5   | minutes | 9.00  | 8.55   | 8.10   | 7.65    | 7.20    | 6.75    |
| 1   | minute  | 5.00  | 4.75   | 4.50   | 4.25    | 4.00    | 4.00    |
| 20  | seconda | 2.00  | 1.90   | 1.80   | 1.70    | 1.70    | 1.70    |
|     |         |       | CLASS  | "B"    |         |         |         |

|     | (8:00   | 8.m.  | to 6:00 | p.an. | week da | ys)   |       |
|-----|---------|-------|---------|-------|---------|-------|-------|
| 1   | hour    | 27.00 | 25.65   | 24.30 | 22.95   | 21.60 | 20.25 |
| 3/4 | hour    | 21.60 | 20.52   | 19.44 | 18.36   | 17.28 | 16.20 |
| /2  | hour    | 16.20 | 15.39   | 14.58 | 18.77   | 12.96 | 12.15 |
|     | hour    |       | 10.26   | 9.72  | 9.18    | 8.64  | 8.10  |
| 10  | minutes | 8.10  | 7.70    | 7.29  | 6.89    | 6.48  | 6.08  |
|     | minutes | 5.40  | 5.13    | 4.86  | 4.59    | 4 32  | 4.05  |
|     | minute  | 4.00  | 3.80    | 3.60  | 3.40    | 3.20  | 3.20  |
| 20  | seconds | 1.50  | 1.48    | 1.35  | 1.28    | 1.28  | 1.28  |
|     |         | ~~~   | ~       |       |         |       |       |

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

POLITICAL RATES
One time Class "A" rates apply.

REMOTE CONTROL
Wherever telegraph or telephone lines are available remote control broadcasts can be arranged.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Rroadcasting Corporation. Networks take priority over spot programs and announcements.

grams and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 rpm double turn tables for lateral out recordings. Instantaneous equipment available,

Personnel
Managing Director—Dr. Chas. Houde.
Station ...anager—C. S. Chapman.

Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

# **EDMUNDSTON** CJEM

Rates received April 5, 1945.
Owned and operated by Edmundston Radio, Ltd.
Business Office and Studio-Edmundston, N. B.
Transmitter-Iroquots, N. B.
Wave-Power-Time

Operating power-250 watts, 241.9 meters; 1240 kilocycles.

# Agency Commission

15% to all recognized advertising agencies; no cash discount. No commission on talent, invoices rendered monthly. Bills due and payable when rendered.

General Advertising

Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

CLASS "A"

(11:30 a.m. to 1:30 p.m. and 5:30 p.m. to 10:30 p.m. and 5:30 p.m. to 10:30 p.m. and 5:30 p.m. to 10:30 1 t1. 1 hour..... 40.00 3/4 hour..... 21.00 1/2 hour..... 21.00 1/4 hour..... 16.00 5 minutes 12.00 5 minutes 8.00 1 minute. 5.00 15 seconds 2.50 26 t1. 38.00 30.40 22.80 15.20 11.40 7.50 4.75 11. 32.00 25.60 19.20 12.80 9.60 6.40 4.00

| 15  | seconds | 2.50  | 2.38    | 2.25  | 2.13  | 2.00  | 2.00  |
|-----|---------|-------|---------|-------|-------|-------|-------|
|     |         |       | CLASS   | B     |       |       |       |
|     |         | (8:00 | a.m. to | 11:30 | a.m.) |       |       |
| 1   | hour    | 30.00 | 28.50   | 27.00 | 25.50 | 24.00 | 22.50 |
| 3/4 | hour    | 24.00 | 22.80   | 21.60 | 20.40 | 19.20 | 18.00 |
| 1/2 | hour    | 18.00 | 17.10   | 16,20 | 15.30 | 14.40 | 13.50 |
| 1/4 | hour    | 12.00 | 11.40   | 10.80 | 10.20 | 9.60  | 9.00  |
| 10  | minutes | 9,00  | 8.55    | 8.10  | 7.65  | 7.20  | 6.75  |
| 5   | minutes | 6.00  | 5.70    | 5.40  | 5.10  | 4.80  | 4.50  |
| 1   | minute  | 4.50  | 4.28    | 4.05  | 3.83  | 3.55  | 3.38  |
| 15  | acconds | 2.00  | 1.90    | 1.80  | 1.70  | 1,60  | 1.50  |
|     |         |       |         |       |       |       |       |

|     | CLASS "C" (1:30 p.m. to 5:30 p.m. and 10:30 p.m. to |       |       |       |        |       |       |  |  |  |  |
|-----|---|-------|-------|-------|--------|-------|-------|--|--|--|--|
|     |   |       | sign- | បររ ) |        |       |       |  |  |  |  |
|     |   | 1     | 26    | 52    | 104    | 156   | 260   |  |  |  |  |
|     |   | ti.   | ti.   | ŧi.   | ti.    | ti.   | ti.   |  |  |  |  |
| 1   | hour  | 24.00 | 22.80 | 21.60 | 20, 10 | 19.20 | 18.00 |  |  |  |  |
| 3/1 | hour  | 19.20 | 18.24 | 17.28 | 16.32  | 15.36 | 14.40 |  |  |  |  |
| 1/2 | hour  | 14.40 | 13.68 | 12.96 | 12.21  | 11.52 | 10.80 |  |  |  |  |
|     | hour  | 9,60  | 9.12  | 8.61  | 8.16   | 7.68  | 7.20  |  |  |  |  |
|     | minutes   | 7.20  | 6.84  | 6.48  | 6.12   | 5.76  | 5.40  |  |  |  |  |
|     | minutes   | 1.80  | 4.56  | 4.32  | 4.08   | 3.84  | 3.60  |  |  |  |  |
| ï   | minute  | 3.50  | 3.32  | 3.15  | 2.98   | 2.80  | 2.63  |  |  |  |  |
|     | seconds   | 1.25  | 1.19  | 1.13  | 1.07   | 1.00  | 1.00  |  |  |  |  |
|     |   |       |       |       |        |       |       |  |  |  |  |

POLITICAL
One time Class "A" rates apply.

REMOTE CONTIROL
Wherever lines are available—rates on request.
Contract and Other Requirements
All programs and announcements must conform to the Codo of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. double turniables for lateral cut recordings.

Personnel
Manager—J. D. Boudreau.
Reprosentatives
Canada—Horace N. Stavin & Company.

# FREDERICTON

CENB

Rates on application. EAM of 3.10 4.00 4.50 TALENT
Rates on application. REMOTE CONTROL
Full facilities available—details on request.
Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.
Mechanical Program Equipment
Equipped to handle programs ty electrical transcription, using \$3-1/8 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

for vertical and lateral cut recordings.
Personnel
General Manager—J. Stewart Neill.
Commercial Manager—J. Stewart Neill.
Production Manager—C. G. Stillwell.
Representatives
Canada—All-Canada Radio Facilities, L4d.
United States—Weed & Company.

# MONCTON CKCW

(Established 1934) Rates effective July 1, 1944. (Card No. 3.)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by Mioneton Broadcasting Company, Ltd.

Business Office and Studio-K. of P. Building.
Moncton, New Brunswick.

Transmitter—Harrisville, New Brunswick.

Wave—Power—Time
Operating power—250 watts.
214.3 meters: 1400 kilcocycles.

Operating schedule: Sundays 9:55 s.m. to 12:15 p.m.;
week days 7:00 s.m. to 12:15 p.m.
Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.
General Advertising
For combination rates see Dominion Network.
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

(\*12AN\*) "A"

| CLARS "A" |                                 |       |         |         |         |         |         |  |  |  |  |
|-----------|---------------------------------|-------|---------|---------|---------|---------|---------|--|--|--|--|
|           | (6:00 p.m. to 11:00 p.m. daily) |       |         |         |         |         |         |  |  |  |  |
|           | ,                               | 1 ti. | 26 tl.  | 59 ti   | 104 ti. | 156 tt. | 260 tl. |  |  |  |  |
| 1         | hour                            | 30.00 | 28.50   | 27.00   | 25.50   | 22.30   | 22.50   |  |  |  |  |
|           |                                 |       |         |         |         |         |         |  |  |  |  |
| 3/4       | hour                            | 24.00 | 22.80   | 21,60   | 20.40   | 19.20   | 18.00   |  |  |  |  |
| 1/2       | hour                            | 18.00 | 17.10   | 16.20   | 15.30   | 14.40   | 13.50   |  |  |  |  |
| 1/4       | hour                            | 12.00 | 11.40   | 10.80   | 10.20   | 9.60    | 9.00    |  |  |  |  |
|           |                                 |       |         |         |         |         |         |  |  |  |  |
| 10        | minutes                         | 9.00  | 8.55    | 8.10    | 7.65    | 7.20    | 6.75    |  |  |  |  |
| 5         | minutes                         | 6.00  | 5.70    | 5.40    | 5.10    | 4.80    | 4.50    |  |  |  |  |
| ĭ         | minute                          | 3.00  |         |         |         |         |         |  |  |  |  |
| - 1       |                                 |       | ******* | ******  | *****   | ******* | ******  |  |  |  |  |
| 15        | seconds                         | 1.50  | ******* | ******* |         |         |         |  |  |  |  |
|           |                                 |       | CLA88   | "B"     |         |         |         |  |  |  |  |
|           |                                 |       |         |         |         |         |         |  |  |  |  |

|     | (12:00 n | oon to | 1:00    | p.m. w | eek day  | 8; 12:0 | 0       |
|-----|----------|--------|---------|--------|----------|---------|---------|
|     | n        | oun to | 6:00    | p.m.   | Sundays  | )       |         |
| 1   | hour     | 25.00  | 23.75   | 22.50  | 21.25    | 20.00   | 18.75   |
| 3/4 |          |        | 19.00   | 18.00  | 17.00    | 16.00   | 15.00   |
| 1/2 |          |        | 14.25   |        | 12.75    | 12.00   | 11.25   |
| 1/4 |          |        | 9.50    |        | 8.50     | 8.00    | 7.50    |
| Ίô  |          |        | 7.13    |        |          | 6.00    | 5.63    |
| - 5 |          |        | 4.75    |        |          | 4.00    | 8.75    |
| ĭ   | minute   | 2.50   | 2.10    | 1.00   | *****    | 2,00    |         |
| 15  |          |        | ******* |        | ******** | **-4*** | ******* |
|     |          |        |         |        |          |         |         |

| CLASS "C"                                     |   |       |          |         |       |         |          |  |  |  |
|---|---|-------|----------|---------|-------|---------|----------|--|--|--|
| (   | (7:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 |       |          |         |       |         |          |  |  |  |
| p.m. week days: 11:00 p.m. to sign-off daily) |   |       |          |         |       |         |          |  |  |  |
| 1   | hour  | 20.00 | 19.00    | 18.00   | 17.00 | 16.00   | 15.00    |  |  |  |
| 3/4   | hour  | 16.00 | 15,20    | 14,40   | 13.60 | 12.80   | 12.00    |  |  |  |
| 1/2   | hour  | 12.00 | 11.40    | 10.80   | 10,20 | 9.60    | 9.00     |  |  |  |
| 1/4   | hour  | 8.00  | 7.60     | 7.20    | 6.80  | 6.40    | 6,00     |  |  |  |
| 10  | minutes                                     | 6.00  | 5.70     | 5.40    | 5.10  | 4.80    | 4.50     |  |  |  |
| 5   | minutes                                     | 4.00  | 3.80     | 3.60    | 3.40  | 3.20    | 3.00     |  |  |  |
| 1   | minute                                      | 2.00  | ******** | ******* |       | ******* | ******** |  |  |  |
| 15  | seconds                                     | 1,00  | *******  | ****    |       |         |          |  |  |  |

SPECIAL FEATURES
News: Announcements preceding or following news pay
100% premium; 5% discount every 13 weeks.

News: Amouncements preceding or following news pay 100% premium; 5% discount every 13 weeks.

Participating Programs
Five minute rates apply.
POLITICAL

One time Class "A" rates apply.

REMOTE CONTROL

Lines to all public halls in city.
TRANNCRIPTIONS

Transcription library service available.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Closing date is two weeks in advance if program is to be included in publicity release.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings

Personnel
Manager—F. A. Lynds.

for vesses.

Personnel

Manager—F. A. Lynds.

Program Director—Earl McCarron.

Representatives

Canada—Horace N. Stovin & Company.

United States—Joseph Hersitey McGillyrs. Inc.

# SACKVILLE

(Established 1939)

Rates effective October 1, 1939.

Rates effective October 1, 1939.

Owned and operated by Canadian Broadcasting Corp. Business Office and Studio—100 Sackville St., Hallfax, Nova Scotia.

Transmitter—Sackville. New Brunswick.

Nave—Power—Time
Operating power—50.000 watts.
(100% modulation—crystal control.)
280.4 meters; 1070 kilocycles.

Licensed to operate on clear channel.
Operating schedule: Sundays 9:00 am. to 12:00 midnights, week days 7:30 a.m. to 12:00 midnights, week days 7:30 a.m. to 12:00 midnights, desency Commission on talent or other program charges. No cash discount. Bills due and psyable when rendered.

on talent or other program charges. No cash dis-count. Bills due and payable when rendered. General Advertising For combination rates see Trans-Canada Network. Rates include charges by owners of music copy-rights, except on music not covered by licenses or agreements with the Canadian Broadcasting Corpora-OT 400 "4"

|    |        |        | CLANSS     | 4         |         |         |
|----|--------|--------|------------|-----------|---------|---------|
|    |        | (6:00  | p.m. to 11 | 1:00 p.m. | )       |         |
|    |        | 1 ti.  | 13 ti.     | 26 ti.    | 52 ti.  | 100 ti. |
|    | l hour | 150.00 | 142,50     | 135,00    | 127.50  | 120.00  |
| 1/ | 2 hour | 90.00  | 85.50      | 81.00     | 76.50   | 72.00   |
| 1/ | 4 hour | 60.00  | 57.00      | 54.00     | 51.00   | 48.00   |
|    |        |        | CLASS '    | "B"       |         |         |
|    | (8:00  |        | 6:00 p.m.  |           | 00 p.m. | to      |
|    |        |        | 12:00 mid: | night)    | -       |         |
|    | l hour | 90.00  | 85.50      | 81.00     | 78.50   | 72.00   |
| 1/ | 2 hour | 54.00  | 51.30      | 48.60     | 45.90   | 43.20   |
| 1/ | bour   | 86.00  | 34.20      | 82.40     | 80.60   | 28.80   |
|    |        |        |            |           |         |         |

SPECIAL FEATURES
Time Signals—Each service consists of three time signals ilmited to 25 words and one of 50 words; the latter not applicable between 7:30 p.m. and 11:00 p.m. day or evening service (Sunday excepted) exclusive to one advectiser:

(6:00 p.m. to 12:00 midnight)

| (0.00 p.m. to 12.00 miumigne)  |    |
|--|----|
| Four daily for 3 months, per month   | )0 |
| Four daily for 6 months, per month   | 00 |
| Four daily for 12 months, per month  | )0 |
| (8:00 a.m. to 6:00 p.m.)   |    |
| Four daily for 3 months, per month 300.0   | )0 |
| Four daily for 6 months, per month 265.0   | 00 |
| Four daily for 12 months, per month  | 00 |
| ELECTRICAL TRANSCRIPTIONS  |    |
| Diagonal Carlotte Commission of the Commission o |    |
| Accepted during Class "B" time and up to 7:1   | ı, |
| p.m. on Class "A" time only, at regular rates.   |    |
|  |    |
| TALENT   |    |
|  |    |

Rates on request.
Contract and Other Requirements Contract and Other Requirements
Alcoholic heverage advertising not accepted. All
programs subject to the regulations of the Canadian
Broatcasting Corporation and the approval of the
commercial department.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Representatives
None.

# SAINT JOHN CHSJ

(Established 1984)

(Established 1934)

Rates effective July 1, 1944. (Card No. 4.)

Owned and operated by New Brunswick Broadcasting Company, Ltd.

Business Office and Studio—14-16 Church Street, Naint John, New Brunswick, telephone 3-2307.

Transmitter—Coldbrook, Naint John, New Brunswick.

Wave—Power—Time
Operating power—1,000 watts.
260.9 meters; 1150 kilocycles.
Operates on regional channel on Atlantic Standard Naving Time.
Operating schedule: Sundays 7:55 a.m. to 12:00 midnight.
Agency Commission
15% on station rates to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising eneral Advertising
For combination rates see Trans-Canada Network.
Rates include charges by owners of music copyrights.
Discounts apply on gross rates for number of periods
under contract not to exceed one year's duration.

CLASS 'A'
(6:00 p.m. to 11:00 p.m.)

|     | 1         | (6:00 p | .m., LO | 11:00  | p.m.)   |         |        |
|-----|-----------|---------|---------|--------|---------|---------|--------|
|     |           | 1 ti.   | 26 ti.  | 52 ti. | 104 ti. | 156 ti. | 260 ti |
| 1   | hour      | 60.00   | 57.00   | 54.00  | 51.00   | 48.00   | 45,00  |
| 3/4 | hour      | 48.00   | 45.60   | 43.20  | 40.80   | 38.40   | 86.00  |
| 1/2 | hour      | 36.00   | 34.20   | 82.40  | 30.60   | 28.80   | 27.00  |
| 1/4 | hour      | 24.00   | 22,80   | 21.60  | 20.40   | 19.20   | 18.00  |
| 10  | minutes   | 18.00   | 17.10   | 16.20  | 15.30   | 14.40   | 13.50  |
| 5   | minutes   | 12.00   | 11,40   | 10.80  | 10.20   | 9.60    | 9.00   |
| 1   | minute    | 7,50    | 7.12    | 6.75   | 6,37    | 6,00    | 5.63   |
| 20  | seconde   | 5,00    | 4.75    | 4.50   | 4,25    | 4.00    | 8.75   |
|     |           |         | CLASS   | "B"    |         |         |        |
|     | (7:00 a.m | n, to 6 | :00 р.п | , and  | 11:00   | p.m. to | •      |

|    | 12:00 midnight) |       |       |       |       |       |        |  |  |  |  |
|----|-----------------|-------|-------|-------|-------|-------|--------|--|--|--|--|
| 1  | hour            | 45.00 | 42,75 | 40.50 | 88.25 | 36.00 | 88.75  |  |  |  |  |
| /4 | hour            | 36.00 | 34.20 | 32.40 | 30.60 | 28.80 | 27 00  |  |  |  |  |
| /2 |                 | 27.00 | 25.65 | 24.80 | 22.95 | 21.60 | 20, 25 |  |  |  |  |
| /4 |                 | 18.00 | 17.10 | 16.20 | 15.30 | 14.40 | 18.50  |  |  |  |  |
| 10 | minutes         | 13.50 | 12.83 | 12.15 | 11.47 | 10.80 | 10.18  |  |  |  |  |
| 5  | minutes         | 9.00  | 8.55  | 8.10  | 7.65  | 7.20  | 6.75   |  |  |  |  |
| 1  | minute          | 6.00  | 5.70  | 5.40  | 5.10  | 4.80  | 4.50   |  |  |  |  |
| 20 | seconds         | 4.00  | 3.80  | 3.60  | 8.40  | 8.20  | 8.00   |  |  |  |  |
|    |                 | SPE   | TAL F | EATH  | REP   |       |        |  |  |  |  |

Announcements immediately preceding or following newscasts, extra 50%.

POLITICAL
One time Class "A" rates apply,
REMOTE (UNTRO)
Wherever telegraph or telephone lines are available remote control broadcasts can be arranged. TRANSCRIPTIONS

| Transcription   | library | servi  | ce avai | lable.  |         |         |
|-----------------|---------|--------|---------|---------|---------|---------|
|                 | 1 ti.   | 26 tl. | 52 t1.  | 104 t1. | 156 ti. | 260 tl. |
| 1/2 hour        |         | 7.12   | 6.75    | 6.37    | 6.00    | 5.63    |
| 1/4 hour        | 5.00    | 4.75   | 4.50    | 4.25    | 4.00    | 3.75    |
| Contract and Ol | D-      |        |         |         |         |         |

contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broad-casters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements, Networks take priority over spot programs and announcements.

Closing Time
One week in advance if program is to be included in publicity releases.

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Peresonnel
Manager—L. C. Rudolf.
Com'l & Prod. Mgr.—G. A. Cromwell.

Representatives
Canada—Horace N. Stovin & Company.
United States—Joseph Hershey McGillvra, Inc.

# **NOVA SCOTIA**

# ANTIGONISH

CJFX (Established 1943)

Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by Atlantic Broadcasters., Ltd
Business Office and Studio — Broadcasting Bidg.,
Antigonish, Nova Scotia.
Transmitter—New Glasgow Road, Nova Scotia.

Wave—Power—Time
Operating power—1,000 watts.
517.2 meters; 580 kilocycles.
Operates on Atlantic Daylight Time on cleared regional channel.
Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:15 a.m.
Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.
General Advertising
For combination rates see Dominion Network.
Discounts on gross rates for number of periods under contract not to exceed one year's duration.
CLASS A
(11:30 a.m. to 2:00 p.m. and 5:00 p.m. to
12:00 midnight week days and all day
Sundays)

1 tt. 26 tt. 52 tt. 104 tt. 156 tt. 260 tt.

|     |         | 1 ti. | 26 t1.   | 52 ti. | 104 ti. | 156 ti. | 260 tl. |
|-----|---------|-------|----------|--------|---------|---------|---------|
| 1   | hour    | 55.00 | 52.25    | 49.50  | 46.75   | 44.00   | 41.25   |
| 3/4 | hour    | 44.00 | 41.80    | 39,60  | 37.40   | 35.20   | 33.00   |
| 1/2 | hour    | 33.00 | 31.35    | 29.70  | 28.05   | 26.40   | 24.75   |
| 1/4 | hour    | 22.00 | 20.90    | 19.80  | 18.70   | 17.60   | 16.50   |
| 10  | minutes | 16.50 | 15.68    | 14.85  | 14.03   | 13.20   | 12.38   |
| 5   | minutes | 11.00 | 10.45    | 9.90   | 9.35    | 8.80    | 8,25    |
| 1   | minute  | 5.00  | 4.75     | 4.50   | 4.25    | 4.00    | 3.75    |
| 20  | seconds | 3.00  | 2.85     | 2.70   | 2.55    | 2.40    | 2.25    |
|     |         |       | 171 A 44 |        |         |         |         |

CLASS "B" (7:45 a.m. to 11:30 a.m. and 2:00 p.m. to

|     | (1.20 4. | ш. го  | 11.30  |         | 4.00  | p. a  | U     |
|-----|----------|--------|--------|---------|-------|-------|-------|
|     |          |        | 5:00   | p.m.)   |       |       |       |
| 1   | hour     | 35.00  | 33.25  | 31.50   | 29,75 | 28.00 | 26.25 |
| 3/4 | hour     | .28.00 | 26.60  | 25.20   | 23.80 | 22.40 | 21.00 |
| 1/2 | hour     | 21.00  | 19.95  | 18,90   | 17.85 | 16,80 | 15.75 |
| 1/4 | hour     | 14.00  | 13.30  | 12.60   | 11.90 | 11.20 | 10.50 |
| 10  | minutes  | 10.50  | 9.98   | 9.45    | 8.92  | 8.40  | 7.88  |
| 5   | minutes  | 7.00   | 6.65   | 6.30    | 5.95  | 5.60  | 5.25  |
| 1   | nilnute  | 4.50   | 4.25   | 4.00    | 3.75  | 3.50  | 3.25  |
| 20  | seconds  |        |        | 2.48    | 2.34  | 2.20  | 2.06  |
|     |          | SPE    | CIAL I | FEATILE | RES   |       |       |

One time Class "A" rates apply.
REMOTE CONTROL

One time Class A raices apply.

REMOTE CONTROL

Facilities available.

TRANSCRIPTIONS

Transcription library services available.

Contract and Other Requirements

All programs and announcements subject to station management approval and must conform to the rules and regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 73 r.p.m. double turntables for vertical and lateral cut recordings.

for vertical and lateral dus reconductor.

Personnel Managing Director—J. Clyde Nunn.

Production Manager—T. C. Robertson.

Representatives

Canada—J. L. Alexander.

# HALIFAX CHNS

1 minute, each. 20 seconds, each. Spots Alongside of Newscasts

CLASS "A"

# **NOVA SCOTIA—Continued**

# **HALIFAX**—Continued CHNS-Continued

Closing Time Closing Time
For inclusion in publicity releases, programs must
be booked at least two weeks in advance of service
Mechanical Program Equipment
Equipped to handle programs by electrical transcrip
tion, using 83-1/3 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings

Ior vertical and state of the presence of the

# CJCH (Established 1944)

Rates effective October 15, 1944. (Card No. 1.) Hates effective October 15, 1944. (Card No. 1.)
Owned and operated by the Chronicle Company, Ltd.
Business Office and Studio—Lord Nelson Hotel, Hallfax, N. S.
Transmitter—Halifax, N. S.
Wave—Power—Time
Operating power—100 watts.
227.3 meters; 1320 kilocycles.
Operates on Atlantic Daylight Time.
Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

night; week days 7:00 a.m. to 12:00 midnight.

Agency Commission

15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

(6:00 p.m. to sign-off week days and all day
Sunday!

| Sunday) |         |        |         |        |         |         |         |
|---------|---------|--------|---------|--------|---------|---------|---------|
|         |         | 1 ti.  | 26 t1.  | 52 ti. | 104 ti. | 156 ti. | 260 t1. |
| 1       | hour    | 50.00  | 47.50   | 45.00  | 42.50   | 40.00   | 37.50   |
| 3/4     | hour    | 40.00  | 38.00   | 36.00  | 34.00   | 32.00   | 30.00   |
| 1/2     | hour    | 30.00  | 28.50   | 27.00  | 25,50   | 24.00   | 22.50   |
| 1/4     | hour    | 20.00  | 19.00   | 18.00  | 17.00   | 16.00   | 15.00   |
| 10      | minutes | 15.00  | 14.25   | 13,50  | 12.75   | 12.00   | 11.25   |
| 5       | minutes | 10.00  | 9.50    | 9.00   | 8.50    | 8.00    | 7.50    |
| 1       | minute  | 6.00   | 6.00    | 5.70   | 5.40    | 5.40    | 5.40    |
| 20      | seconds | 3.60   | 3,60    | 3.40   | 3.25    | 3.25    | 3.25    |
|         |         |        | CLASS   | B      |         |         | 0.20    |
|         |         | (12:00 | noon t  | o 1:00 | p.m.)   |         |         |
| 1       | hour    | 37.50  | 35.65   | 33.75  | 31.90   | 30.00   | 28.15   |
| 3/4     | hour    | 30.00  | 28.50   | 27.00  | 25.50   | 24.00   | 22,50   |
| 1/2     | hour,   | 22.50  | 21.40   | 20.25  | 19.15   | 18.00   | 16.90   |
| 1/4     | hour    | 15.00  | 14.25   | 13.50  | 12.75   | 12.00   | 11.25   |
| 10      | minutes | 11.25  | 10.70   | 10.15  | 9.60    | 9.00    | 8.40    |
| 5       | minutes | 7.50   | 7.15    | 6.75   | 6.40    | 6.00    | 5.60    |
| 1       | minute  | 5.50   | 5.50    | 5.25   | 4.95    | 4.95    | 4.95    |
| 20      | seconds | 3,30   | 3.30    | 3.15   | 2.95    | 2.95    | 2,95    |
|         |         |        | CLASS   |        |         |         |         |
|         | (Sign-o | n to 1 | 2:00 no | on and | 1:00    | o.m. to |         |
|         |         |        |         | o.m.)  |         |         |         |
| 1       | hour    | 30.00  | 28.50   | 27.00  | 25.50   | 24.00   | 22.50   |
| 3/4     | hour    | 94 00  | 99 90   | 91 40  | 90 40   | 10 90   | 10.00   |

| 1   | hour     | 30,00  | 28.50   | 27.00  | 25.50  | 24.00  | 22.50 |
|-----|----------|--------|---------|--------|--------|--------|-------|
|     | hour     |        | 22.80   | 21.60  | 20.40  | 19.20  | 18.00 |
| 1/2 |          | 18.00  | 17.10   | 16.20  | 15.30  | 14.40  | 13.50 |
|     | hour     | 12.00  | 11.40   | 10,80  | 10.20  | 9.60   | 9.00  |
| 10  |          | 9.00   | 8.55    | 8.10   | 7.65   | 7.20   | 6.75  |
| 5   | minutes  | 6.00   | 5.70    | 5.40   | 5.10   | 4.80   | 4.50  |
| 1   | minute   | 5.00   | 5.00    | 4.75   | 4.50   | 4.50   | 4.50  |
| 20  | seconds  | 3.00   | 3,00    | 2.85   | 2.70   | 2.70   | 2.70  |
|     |          |        | CIAL F  |        |        |        |       |
| Nev | vs: Anno | unceme | nta pre | ceding | or fol | lowing | news- |
|     |          |        |         |        |        |        |       |

News: Announcements preceding or following news-casts pay 25% premium.

Sponsorship of News: 25% premium of rate for period selected.

POLITICAL
One time Class "A" rates apply.
REMOTE CONTROL

One time Class "A" rates apply.

REMOTE CONTROL

Facilities available.

TRANSCRIPTIONS

Transcription library rental service available:

1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti.
1/2 hour....... 7.50 7.10 6.75 6.85 6.00 5.65
1/4 hour...... 7.50 4.75 4.50 4.25 4.00 3.75

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management and the regulations of the Standard Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechnical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

Manager—M. J. Humphrevs.

Personnei
Manager—M. J. Humphreys.
Representatives
Canada—National Broadcast Sales, Ltd.
United States—Joseph Hershey McGillvra, Inc.

# **SYDNEY** CJCB

# (Established 1929)

Rates effective July 1, 1943. (Card No. 5.)
Owned and operated by Eastern Broadcasters. Ltd..
318 Charlotte Street, Sydney, N. S.
Business Offices and Studios—Radio Bldg.. Sydney.
Novs Scotts, telephone 209.
Transmitter—South Bar, Sydney, N. S.

Transmitter—South Bar, Sydney, N. S.

Wave—Power—Time
Operating power—1.000 watta.
286.2 meters; 1270 kilocycles.
Licensed to operate on cleared regional chaunel.
Operates on Atlantic Daylight Saving Time.
Operating schedule: 8:00 a.m. to 12:00 midnight
daily.
Asency Commission
18% to recognized advertising agencies; no cash discount. Invoices rendered monthly.
General Advertising
For combination rates see Trans-Canada Network.
Rates include charges by owners of muelo copyrights.

|     | (12:00  | noon to   | 1:30 p  | .m. and  | 1 6:00  | p.m. t  | 0           |
|-----|---------|-----------|---------|----------|---------|---------|-------------|
|     |         |           | 11:00   | p.m.)    |         | -       |             |
|     |         | 1 ti.     | 26 ti.  | 52 t1.   | 104 ti. | 156 ti. | 260 tf.     |
|     | hour    | 60.00     | 57.00   | 54.00    | 51.00   | 48.00   | 45.00       |
| 1/: | hour    | 36.00     | 84.20   | 82.40    | 80.60   | 28.80   | 27.00       |
| 1/4 |         | 24.00     |         |          | 20.40   | 19.20   | 18.00       |
|     |         | es 18.00  |         | 16.20    | 15.80   | 14.40   | 18.50       |
|     | minut   |           |         | 10.80    | 10.20   | 9.60    | 9.00        |
|     |         | e spot an |         |          | 10.20   | 9.00    | <b>9.00</b> |
|     |         |           |         |          |         |         |             |
| _   |         | 7.00      | 6.65    | 6.80     | 5.95    | 5.60    | 5.25        |
| 2   | 5 Word  | spot ann  | ounce-  |          |         |         |             |
|     | ments.  | 4.50      | 4.27    | 4.05     | 3.87    | 8.60    | 3.28        |
|     |         |           | CLASS   | "B"      |         |         |             |
|     | (9:30 a | i.m. to 1 | 2:00 no | on dails | . 5:00  | nm t    |             |
|     | 6:00 n  | m. week   | dave o  | nd 1:2   | , 0.00  | 10 8 10 | ř           |
|     | о.оо р. |           |         |          | J.m.    | 10 0:0  | U           |
|     |         |           | p.m. Su | ngavs)   |         |         |             |

|    | 0 :00 | p.m. |        | days a  |        | p.m.   | to 6:0 | 0     |
|----|-------|------|--------|---------|--------|--------|--------|-------|
|    |       |      | 1      | o.m. Su | ndays) |        |        |       |
| 1  | hou   | r    | 45.00  | 42.75   | 40.50  | 38, 25 | 86.00  | 83.75 |
| /2 | l hou | r    | 27.00  | 25.65   | 24.30  | 22.95  | 21.60  | 20.25 |
| /4 | hou   | r    | 18.00  | 17.10   | 16.20  | 15.30  | 14.40  | 18.50 |
|    |       |      | 13.50  |         | 12.15  | 11.47  | 10.80  | 10.12 |
|    |       | utes |        | 8.55    | 8.10   | 7.65   | 7.20   | 6.75  |
|    |       |      |        | nounce- | 0.10   | 1.00   | 1.20   | 0.10  |
| -  |       |      | 6.00   | 5.70    | 5.40   | 5.10   | 4.80   | 4,50  |
| 25 |       |      | t anno |         | 0.10   | 9.10   | 1.00   | 1.00  |
|    |       |      | 4.00   | 3.80    | 3.60   | 3.40   | 3.20   | 3.00  |
|    |       |      |        | CLASS   |        | 3.70   | 3. 20  | 3.00  |
|    |       |      |        |         |        |        |        |       |

CLASS 'C' (8:00 a.m. to 9:30 a.m., 1:30 p.m. to 5:00 p.m., 11:00 p.m. to 12:00 midnight week days)

|     | hour     |       | 33.25   | 31.50 | 29.75 | 28.00 | 26, 25 |
|-----|----------|-------|---------|-------|-------|-------|--------|
|     | hour     |       | 19.95   | 18.90 | 17.85 | 16.80 | 15.75  |
| 1/4 | hour     | 14.00 | 13,30   | 12.60 | 11.90 | 11.20 | 10.50  |
| 10  | minutes  | 10.50 | 9.98    | 9.45  | 8.93  | 8.40  | 7.88   |
| 5   | minutes  | 9.00  | 8.55    | 8.10  | 7.65  | 7.20  | 6.75   |
|     | minute a |       | nounce- |       |       |       |        |
|     | ments    |       | 5.70    | 5.40  | 5.10  | 4.80  | 4.50   |
| 25  | word apo |       | unce-   |       |       |       |        |
|     | ments    | 4.00  | 3.80    | 3.60  | 3,40  | 3.20  | 3.00   |
|     |          | SPEC  | HAL F   | EATU  | RES   |       |        |
| 0   |          |       |         |       |       | _     |        |

One minute SIFECIAL FEATURES
One minute announcements adjacent to newscasts:

1 tt. 26 tt. 52 tt. 104 tt. 155 tt. 260 tt.
Each 9.00 & 8.55 & 8.10 7.65 7.20 6.75
POLITICAL
One time Class A' rates apply.

Transcription Ilbrary service available.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements. Secondary of the Station of the Canadian Program Equipment
Equipment by Announcements of the Station management. Secondary of the Station of the Station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements. Secondary of the Station o

for vertical and lateral cut recordings.

Personnel Manager.—N. Nathanson.

Program Director.—C. J. McDougall.

Representatives.

Canada.—All-Canada Radio Facilities, Ltd.

United States.—Weed & Company.

# **YARMOUTH** CJLS

Rates effective July 1, 1944.

Owned and operated by Laurie L. Smith.

Business Office and Studio—Itadio Building, Main
St., Yarmouth, Novs Scitia, telephone 500.

Transmitter — Radio Bidg., Main St., Yarmouth,
Novs Scotia.

| 3/4 | hour           | 24.00  | 22.80      | 21.60   | 20.40 |
|-----|----------------|--------|------------|---------|-------|
| 1/2 | hour           | 18.00  | 17.10      | 16.20   | 15.80 |
| 1/4 | hour           | 12.00  | 11.40      | 10.80   | 10.20 |
| 10  | minutes        | 9.00   | 8.55       | 8.10    | 7.65  |
| 5   | minutes        | 6.00   | 5.70       | 5.40    | 5.10  |
| 1   | minute         | 8.00   | 2.85       | 2.70    | 1.70  |
| 20  | eeconds        | 1.50   | 1.48       | 1.85    | 1.35  |
|     |                | LASS   | "B"        |         | 2.00  |
|     | (10:00 a.m. to | 12:00  | noon; 1:00 | p.m. to |       |
|     |                | 6:00 p | .m.)       |         |       |
| 1   | hour           | 20.00  | 19.00      | 18.00   | 17.00 |
| 3/4 | hour           | 16.00  | 15.20      | 14.40   | 13.60 |
| 1/2 | hour           | 12.00  | 11.40      | 10.80   | 10.20 |
| 1/4 | hour           | 8.00   | 7.60       | 7.20    | 6.80  |
| 10  | minutes        | 6.00   | 5.70       | 5.40    | 5.10  |
| 5   | minutes        | 4.00   | 3.80       | 8.60    | 8.40  |
| 1   | minute         | 8.00   | 2.85       | 2.70    | 2.70  |
| 20  | seconde        | 1 80   | 1.40       | 1 95    | 2.10  |

1 minutes 2.00 2.85 2.70 2.70 20 seconds 1.50 1.48 1.35 1.85 POLITICAL
One time Class "A" rates apply.
TRANSCRIPTIONS
Libraries available—details on request.
REMOTE CONTROL
Full remote control facilities available.
Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Newtorks take priority over spot programs and announcements. We chanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.
Personnel
Owner & Com'l Mgr.—Laurte L. Smith.
Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

# **ONTARIO**

# BRANTFORD

CKPC

(Established 1928)

(Retablished 1928)

Rates effective July 1, 1944. (Card No. 3.)
Operated by Telephone City Broadcast, Lad.
Studio—49-51 Colborne Street, Brantford, Ontario.
Transmitter—Glebe Property, Brantford, Ontario.
Wave—Power—Time
Operating power—100 watts.
217.4 meters; 1380 kilocycles.
Licensed to operate on cleared local channel, on
Eastern Daylight Savings Time.
Operating schedule: Sundays 8:45 s.m. to 12:00 midnight; week days 7:80 a.m. to 12:00 midnight.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered. General Advertising Discounts on gross rates apply to number of periods under contract not to exceed one year's duration.

| CLASS | Accordance | Contract | Contract | Class | C

|     |         |       | י טטייס | ).122. ) |       |       |       |
|-----|---------|-------|---------|----------|-------|-------|-------|
| 1   | hour    | 25.00 | 23.75   | 22.50    | 21.25 | 20.00 | 18.75 |
| 1/4 | hour    | 20,00 | 19.00   | 18.00    | 17.00 | 16.00 | 15.00 |
| /2  | hour    | 15.00 | 14.25   | 13.50    | 12.75 | 12.00 | 11.25 |
| /4  | hour    | 10.00 | 9.50    | 9.00     | 8.50  | 8.00  | 7.50  |
| 10  | minutes | 7.50  | 7.13    | 6.75     | 6.88  | 6.00  | 5.68  |
| 5   | minutes | 5.00  | 4.75    | 4.50     | 4.25  | 4.00  | 8.75  |
| 1   | minute  | 3.00  | 8.00    | 8.00     | 8.00  | 8.00  | 8.00  |
| 20  | seconds | 2.50  | 2.50    | 2.50     | 2.50  | 2.50  | 2,50  |
| _   |         | SPEC  | IAL F   | EATU     | RES   |       |       |
| A7  |         |       |         |          |       |       |       |

News: Announcements preceding or following news pay 25% premium.

Participating Programs

Five minute rates apply.

POLITICAL
One time Class "A" rates apply.

REMOTE CONTROL

Standard commercial equipment and microphones available for all types of pick-ups to any points served by telephone and telegraph lines.

TRANCERIPTIONS

Transcription library service available.

Transcription library service available.

Contract and Other Requirements

All programs and announcements must conform to the
Code of Ethics of the Canadian Association of Broad
casters, the requirements of the station management,
and the regulations of the anadian Broadcasting
Corporation. Sponsored programs given preference over
announcements. Networks take priority over spot programs and announcements.

achanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral out recordings.

Personnel
Manager—Mrs. J. D. Buchanan
Production Manager—J. Jaffray. Representatives
Canada—J. L. Alexander.

# **BROCKVILLE** CFBR

Rates effective July 1, 1944. (Card No. 3.) Owned and operated by J. C. Whithy. Business Office and Studio—Revere Hotel, Brockville,

Ont., telephone 4623.

Transmitter—No 2 Highway, Leeds County, Ont.

Transmitter—No 2 Highway, Legue County, Car.

Wave—Power—Time
Operating power—250 watts.

206.9 meters; 1450 kilocyotes.
Licensed to operate unlimited time on local channel.
Operates on Eastern Daylight Saving Time.
Operating schedule: Sundays 9:00 a.m. to 11:15 p.m.;
week days 7:00 a.m. to 11:15 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Involves rendered monthly. Bills due and payable when rendered.

monthly. Bills due and permonthly. Bills due and and contract. not to exceed mer pear's duration.

CLASS "A"

(6:00 p.m. to 11:15 p.m. week days and all day Sunday)

1 tt. 26 tt. 52 tt. 104 tt. 156 tt. 260 tt. 260 tt. 260 tt.

|     |         | 1 ti. | 26 ti.  | 52 ti. | 104 ti. | 156 ti. | 960 tf |
|-----|---------|-------|---------|--------|---------|---------|--------|
| 1   | hour    | 25.00 | 88.25   | 81.50  | 29.75   | 28.00   | 26.2   |
| 3/4 | hour    | 28.00 | 26,60   | 25.20  | 23.80   | 22.40   | 21.00  |
| 1/2 | hour    | 21.00 | 19.95   | 18.90  | 17.85   | 16.80   |        |
| 1/4 | hour    | 14.00 | 13.40   | 12.60  |         |         | 15.7   |
| 10  | minutes | 10.50 |         |        | 11.90   | 11.20   | 10.50  |
|     |         |       | 9.98    | 9.45   |         | 8.40    | 7.88   |
| 5   | minutes | 7.00  | 6.65    | 6.80   | 5.95    | 5,60    | 5, 21  |
| 1   | minute  | 3.50  |         | *****  |         | ******  |        |
| 15  | seconds | 1.75  | ******  |        | ******  | ******* |        |
|     |         |       | CLASS   | "B"    | ******* |         |        |
|     |         | (7:00 | a.m. to | 6:00   | p.m.)   |         |        |
| 1   | hour    | 28.00 | 26,60   | 25,20  |         | 22,40   | 21.00  |
| 3/4 | hour    | 22,40 | 21.28   | 20.16  | 19.04   | 17.98   | 16.8   |
| 1/2 | hour    | 16.80 | 15.96   | 15.12  |         | 13.44   | 12.6   |
| 1/4 | hour    | 11.20 | 10.64   | 10.08  | 9.52    |         |        |
| -íô | minutes | 8.40  | 7.98    |        |         | 8.96    | 8.40   |
| - 5 |         |       |         | 7.56   | 7.14    | 6.72    | 6.80   |
|     | minutes | 5.60  | 5.82    | 5.04   | 4.76    | 4.48    | 4.20   |
| ,1  | minute  | 3.00  | *****   | **     | ******  | *****   | *****  |
| 15  | seconds | 1.25  |         | *****  | ******  | *****   |        |
|     |         |       |         |        |         |         |        |

# **BROCKVILLE—Continued** C F B R---Continued

One time Class "A" rates apply. REMOTE CONTROL
Facilities available—details on request.
TRANSCRIPTIONS
Transcription library services available.

# Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

# Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables. Personnel

Manager—J. C. Whithy, Commercial Manager—L. B. Cohan, Production Manager—G. W. Andrews,

### Representatives

Canada—Horace N. Stovin & Company. United States—Joseph Hersney McGrilvra, Inc.

# **CHATHAM**

CFCO

(Established 1926)

Rates effective July 1, 1944. (Card No. 10.) Owned and operated by John Beardall, P. O. Box 275, Chatham, Ontario, telephone 2626. Business Office and Studios—P. O. Box 275, William Pitt Hotel, Chatham, Ont., telephone 2626. Transmitter—William Pitt Hotel, Chatham, Ontario.

Opprating power—100 watts.
476.2 meters; 630 kilocycles.
Licensed to operate full time on cleared Ontario channel. Operaties on Eastern War Time.
Operating schedule: Sundays 9:00 a.m. to 11:30 p.m.; week days 7:15 a.m. to 11:30 p.m.

### Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

monthly, Dails do.,

General Advertising
For combination rates see Dominion Network.

CLASS "A"

CLASS "A"

CLASS "A"

(12:00 noon to 1:30 p.m. and 6:00 p.m. to

11:00 p.m.; all day Sundays)

11:1. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti.

1 hour...... 30.00 28.50 27.00 25.50 24.00 22.50

1/2 hour..... 18.00 17.10 16.20 15.80 14.40 18.50

1/4 hour..... 12.00 11.40 10.80 10.20 9.60 9.00

10 minutes 9.00 8.55 810 7.65 7.20 6.75

5 minutes 6.00 5.70 5.40 5.10 4.80 4.50

1 minutes 3.50 3.50 3.50 3.50 3.50

20 seconds 2.00 2.00 2.00 2.00 2.00 2.00

16.50 9.90 6.60 4.95 8.80 3.00 1.50 words; o fre-

News: Announcements preceding or following news pay 25% premium.

20% premium.

POLITICAL
One time Class "A" rates apply.

REMOTE CONTROL
Facilities available—rates on request. Mobile and fixed position short wave equipment available.

TRANSCRIPTIONS
Library service available.

Library service available.

Contract and Other Requirements
All programs and announcements must conform to the
Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management,
and the regulations of the Canadian Broadcasting,
Corporation. Sponsored programs given preference over
announcements. Networks take priority over all other
types of broadcasting. Discounts on gross rates for
number of periods under contract not to exceed one
year's duration. English programs only accepted.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion using 38-1/3 and 78 r.p.m. double turn-tables
Portable recording equipment available.

Personnel
Manager—John Beardall
Commercial Director—P. A. Kirkey.

Representatives None.

# **CORNWALL**

# CKSF

Rates effective February 15, 1915. (Card No. 1.) Card received April 2, 1945. Owned and operated by Standard-Freeholder, Ltd. Business Office and Studios—36 Pitt Street, Corn-

wall, Ontario.

Transmitter—Toll Gate Road, Township of Cornwall, Cornwall, Ontario.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate on regional channel. Operates on
Eastern Daylight Saving Time.
Operating schedule: Sundays 9:30 a.m. to 10:00 p.m.;
week days 7:30 a.m. to 10:00 p.m.

Agency Commission
15% to all recognized advertising agencies; no cash
discount. No commission on talent, invoices rendered
monthly. Bills due and payable when rendered.

discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year duration.

CLASS "A"

(12:00 noon to 1:00 p.m. and 6:00 p.m. to sign-off)

1 tit. 26 ti. 52 tt. 104 tt. 156 tt. 260 tt. 1 hour.... 40:00 38:00 36:00 34:00 32:00 30:00 3/4 hour... 32:00 30:40 28:80 27:20 25:60 24:00 1/2 hour... 24:00 15:20 11:40 13:60 12:80 12:00 1/4 hour... 16:00 15:20 11:40 13:60 12:80 12:00 1/4 hour... 16:00 15:20 14:40 13:60 12:80 12:00 10 minutes 12:00 11:40 10:80 10:20 9:60 9:00 10 minutes 12:00 11:40 10:80 10:20 9:60 9:00 10 minutes 12:00 10:20 1

Transcription florary services available.

Contract and Other Requirements

All programs and announcements must conform to the Codo of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation, Sponsored programs given preference over announcements, Networks take priority over spot programs and announcements.

over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turntables for
vertical and lateral cut recordings.

Personnel
Chief Executive—H. D. Wightman.
Station Manager—H. Harrison Filmt.

Representatives
Canada—Horace N. Stovin & Company.
United States—Joseph Hershey McGillvra, Inc.

# FORT FRANCES CKFI

Rates effective November 1, 1944. (Card No. 1.)
Card received December 14, 1944. (Card No. 1.)
Card received December 14, 1944.
Business Office and Studio—140 Scott St., Fort
Frances, Ont.
Transmitter—Pither's Point Park—2 miles east of
Fort Frances.
Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Operating schedule: Sundays 8:00 a.m. to 11:00 p.m.;
week days 7:00 a.m. to 11:00 p.m.
Ageney Commission

Agency Commission
15% to recognized advertising agencies on station
rates; no cash discount. No commission on talent,
invoices rendered monthly. Bills due and payable
when rendered.

when rendered.

General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

(6:00 p.m. to 10:00 p.m.)

1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti. 1

1 hour..... 40.00 38.00 38.00 34.00 32.00 30.00 3/4 hour.... 32.00 30.40 28.80 27.20 25.60 24.00 1/2 hour... 24.00 22.80 21.60 20.40 19.20 18.00 1/4 hour... 16.00 15.20 14.40 13.80 12.80 12.00 10 minutes 12.00 11.40 10.80 10.20 8.60 3.00 5 minutes 8.00 7.60 7.20 6.80 6.40 6.00 1 minute 4.00 3.80 3.60 3.40 3.20 3.00 20 seconds 2.00 1.90 1.80 1.70 1.70 1.70

20 seconds 2,00 1.90 1.80 CLASS 'B''

(12:00 noon to 1:00 p.m. w
12:30 p.m. to 6:00 p.m. w
13:30 p.m. to 6:00 p.m. w
14:30 p.m. to 6:00 p.m. w
1/2 hour... 19:20 18:24 17:28
1/4 hour... 19:20 18:24 17:28
1/4 hour... 12:80 13:16 11:52
10 minutes 9:60 9:12 8:64
5 minutes 6:40 6:08 5:76
1 minute 3:50 3:33 3:15
20 seconds 1.75 1.66 1.55 week days and Sundays) 27.20 25.60 1 21.76 20.48 3 16.32 15.36 2 10.82 10.24 8 8.16 7.68 3 5.44 5.12 5 2.98 2.80

|                  | CLASS "C"                                   |       |       |       |       |       |       |  |  |  |
|------------------|---|-------|-------|-------|-------|-------|-------|--|--|--|
|                  | (7:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 |       |       |       |       |       |       |  |  |  |
|                  | p.m. and 10:00 p.m. to sign-off)            |       |       |       |       |       |       |  |  |  |
| 1                | hour  | 24.00 | 22.80 | 21.60 | 20.40 | 19.20 | 18.00 |  |  |  |
| 3/4              | hour  | 19.20 | 18.24 | 17.28 | 16.32 | 15.36 | 14.40 |  |  |  |
| 1/2              | hour  |       | 13.68 | 12.96 | 12.24 | 11.52 | 10.80 |  |  |  |
| 1/4              | hour  |       | 9.12  | 8.64  | 8.16  | 7.68  | 7.20  |  |  |  |
| 10               | minutes                                     | 7.20  | 6.84  | 6.48  | 6.12  | 5.76  | 5.40  |  |  |  |
| Š                |   | 4.80  | 4.56  | 4.32  | 4.08  | 3.84  | 3.60  |  |  |  |
| ĭ                | minute                                      | 3.00  | 2.85  | 2.70  | 2.55  | 2.40  | 2.25  |  |  |  |
| 20               | seconds                                     | 1.75  | 1.66  | 1.55  | 1.47  | 1.47  | 1.47  |  |  |  |
| 20               | BECOLIGE                                    |       |       |       |       | 4. 11 | 4. 21 |  |  |  |
| SPECIAL FEATURES |   |       |       |       |       |       |       |  |  |  |

News: Announcements preceding or following news take regular rates.

Participating Programs
Announcements in participating programs: regular

rates apply.

POLITICAL
One time Class "A" rates apply.

REMOTE CONTROL
Remote control facilities to all points served by lines.
Contract and Other Requirements
All programs and aunonneements must conform to the Code of Eithes of the Canadian Association of Broad-casters, the requirements of the station management, and the requirements of the Station management, and the requirements of the programs of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. vertical and lateral cut recordings.

Personnel
Manager—J. M. Reid.
Production Manager—J. G. McLaren.
Commercial Manager—R. S. Mitchner.

Representatives
Canada—All-Canada Radio Facilities, Itd.

# FORT WILLIAM

# CKPR

(Established 1981)

Rates effective July 1, 1944, (Card No. 3.)
Owned and operated by H. F. Dougall,
Business Office and Studio--Radio Hall, May St.,
Fort William, Ont., South 315.
Transmitter—Memorial Avenue, Port Arthur, Ont.

Transmitter—Ancient at vertex.

Wave—Power—Time

Operating power—1,000 watts.

317.2 meters; 580 kilocycles.

Operates on Eastern Daylight Saving Time from June
through August.

Operating schedule: 11:00 a.m. to 11:00 p.m. Sundays
and 7:30 a.m. to 11:00 p.m. week days.

Agency Commission
15% to recognized advertising agencies; no cash
discount. No commission on talent. Invoices rendered
monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Trans-Canada Network.

CLASS "A"

CLASS "A"

(5:00 p.m. to 10:30 p.m.)

1 ti. 26 tt. 52 tt. 104 tt. 156 tt. 260 tt.

hour..... 60:00 57:00 54:00 51:00 48:00 48:00

hour..... 84:00 45:60 43:20 40:80 38:40 86:00

hour..... 24:00 22:80 21:60 20:40 19:20 18:00

minutes 18:00 17:10 16:20 15:30 14:40 18:50

minutes 12:00 11:40 10:80 10:20 9:60 9:00

seconds. 3:00 3:00 3:00 2:85 2:70 2:55 CLASS "B"

CLASS "B"

(7:30 a.m. to 12:00 noon, 1:30 p.m. to 5:0
p.m. and 10:30 p.m. to sign-off)
1 hour..... 48.00 45.60 43.20 40.80 88.40
3/4 hour.... 88.40 36.48 84.56 32.64 80.72
4/2 hour.... 28.30 27.36 25.92 24.48 23.04
1/4 bour... 19.20 18.24 17.28 16.82 15.86
10 minutes 14.40 18.68 12.96 12.24 11.52
5 minutes 9.60 9.12 8.64 8.16 7.68
1 minute. 7.00 7.00 7.00 6.30 5.95
20 seconds. 2.50 2.50 2.25 2.15 CLASS "C"

(12:00 noon to 1:30 p.m.)
Class "A" rates apply.
SPECIAL FEATURES

News: Announcements preceding or following news  $pay = 25\,\%$  premium.

PARTICIPATING PROGRAMS
Five minute rates apply.
POLITICAL
One time Class "A" rates apply.

POLITICAL
One time Class "A" rates apply.

REMOTE CONTROL
Equipment available for use where physical lines are available.

TRANSCRIPTIONS

Transcriptions library services available.
Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters. the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation, Eponsored programs given preference over announcements. Networks take priority over spot programs and announcements. Discounts on gross rates for number of periods under contract not to exceed one year's duration,
Machanical Program Eculpment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turntables.
Personnel
Owner & Pres.—H. F. Dougall.
Station Manager—J. Basil Scully.
Representatives
Toronto & Montreal—Radio Representatives, Inc.
Winnipeg—Horace N. Stovin & Company.
United States—Howard H. Wilson Company.

# **HAMILTON**

# CHML

(Established 1927)
Rates effective July I, 1944. (Card No. 2.)

owned and operated by Maple Leaf Broadcasting Co., Ltd., Hamilton, Ont. Business Office and Studio-Pigott Bidg., 36 James St., South, Hamilton, Ontario, telephone 7-1595. Transmitter-Aldershot Ontario.

# ONTARIO—Continued

# HAMILTON—Continued C H M L-Continued

### Wave-Power-Time

Operating power—1.000 watts.
833.5 meters; 900 kilocycles.
Operates on Eastern Daylight Saving Time.
Operating schedule: 8:00 a.m. to 2:05 a.m.; week
days; 5:55 a.m. to 2:05 a.m.

Agency Commission

15% on station rates to recognized advertising agencles; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when
rendered.

# General Advertising

Rates include charges by owners of music copyrights.
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and all day Sundays)

|    | uay Sundays) |        |        |       |         |         |         |  |  |  |
|----|--------------|--------|--------|-------|---------|---------|---------|--|--|--|
|    |              | 1 ti.  | 26 ti. | 52 ti | 104 ti. | 156 tl. | 260 t1. |  |  |  |
|    | hour         | 100.00 | 95.00  | 90.0b | 85.00   | 80.00   | 75.00   |  |  |  |
|    | hour         | 60.00  | 57.00  | 54.00 | 51.00   | 48.00   | 45.00   |  |  |  |
|    | hour         | 40,00  | 38.00  | 36.00 | 34.00   | 32.00   | 30.00   |  |  |  |
| 10 | minutes      | 30.00  | 28.50  | 27.00 | 25.50   | 24.00   | 22.50   |  |  |  |
|    | rninutes     |        | 19.00  | 18.00 | 17.00   | 16.00   | 15.00   |  |  |  |
| 1  | minute       | 10,00  | 9.50   | 9.00  | 8.50    | 8.00    | 7.50    |  |  |  |
| 20 | seconds      | 7.50   | 7.13   | 6.75  | 6.33    | 6.00    | 5.63    |  |  |  |
|    |              |        |        |       |         |         |         |  |  |  |

20 seconds 7.50 7.13 6.75 6.38 6.00 5.63 CLASS "B" (12:00 noon to 1:30 p.m., 5:00 p.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m. week days) 1 hour ... 75:00 71.25 67.50 63.75 60.00 56.25 1/2 hour ... 45:00 42.75 40.50 38.25 36.00 33.75 1/4 hour ... 30:00 28.50 27:00 25:50 24:00 22:50 10 mlnutes 22:50 21:38 20.25 19.13 18:00 16.88 5 minutes 15:00 14:25 13:50 12:75 12:00 11:25 1 mlnute 8:50 8:08 7.65 7.23 68:00 63.82 20 seconds 6:38 6:06 5.74 5.42 5.10 4.79

CLASS "C"
(6:00 a.m. to 12:00 noon, 1:30 p.m. to 5:00 p.m. and 1:00 p.n. to 12:00 midnight

|      |          |          | week  | days)    |        |         |       |
|------|----------|----------|-------|----------|--------|---------|-------|
| 1    | hour     | 60.00    | 57.00 | 54.00    | 51.00  | 48.00   | 45.00 |
| 1/2  | hour     | 36.00    | 34.20 | 32.40    | 30.60  | 28.80   | 27.00 |
| 1/4  | hour     | 24.00    | 22.80 | 21.60    | 20,40  | 19.20   | 18,00 |
| 10   | ininutes | 18.00    | 17.10 | 16.20    | 15.30  | 14.40   | 13,50 |
| 5    | minutes  | 12.00    | 11.40 | 10.80    | 10.20  | 9.60    | 9.00  |
| 1    | minute   | 7.50     | 7.13  | 6.75     | 6.38   | 6.00    | 5.63  |
| 20   | seconds  | 5.63     | 5.35  | 5.07     | 4.79   | 4.50    | 4,22  |
| Ann  | ouncemer | its pred | eding | or follo | wing n | ews pay | 25%   |
| prer | nlum.    |          |       |          | -      |         |       |

One time Class "A" rates apply.

| TRANSCRIPTIONS |                                       |      |       |        |        |         |         |         |  |
|----------------|---------------------------------------|------|-------|--------|--------|---------|---------|---------|--|
|                | Transcription library rental service: |      |       |        |        |         |         |         |  |
|                |                                       |      | l ti. | 26 ti. | 52 t1. | 104 t1. | 156 ti. | 260 ti. |  |
|                |                                       | hour | 5.00  | 4.75   | 4.50   | 4.25    | 4.00    | 3.75    |  |
|                | 1/4                                   | hour | 3 50  | 9 13   | 2 46   | 2 79    | 9 69    | 9 4     |  |

REMOTE CONTROL.
Programs which are broadcast from points outside of main studies will be subject to special charkes Mobile unit available.

# Contract and Other Requirements

ontract and Other Requirements
All programs and announcements must conform to the
Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management
and regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

# Mechanical Program Equipment

Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

# Personnel

Pres. & Gen'l Mgr.—Kenneth D. Soble. Station Director—Claude Cain. Commercial Manager—J. Reg Beattle.

Montreal & Winnipeg-Horace N. Stovin & Company. United States-Joseph Hershey McGillvra, Inc.

CKOC (Established 1922)

Rates effective July 1, 1944. (Card No. 8.)

Owned and operated by Wentworth Radio Broadcast-ing Company, Ltd. Business Office and Studio — Wentworth Building. Hamilton, Ontario, telephone 7-4484. Transmitter—Cherry Beach, Ontario.

# Wave-Power-Time

Operating power—1,000 watts.
260.9 meters; 1150 kilocycles.
Licensed to operate full time on cleared local channel. Operates on Eastern War Time.
Operating schedule: Sunday 9:00 a.m. to 1:00 a.m.; week days 6:00 a.m. to 1:00 a.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

|     |         | (6:00 | p.m. to | 10:30  | p.m.)   |         |         |
|-----|---------|-------|---------|--------|---------|---------|---------|
|     |         | 1 ti. | 26 t1.  | 52 t1. | 104 ti. | 156 ti. | 250 t1. |
| 1   | hour    | 90.00 | 85.50   | 81.00  | 76.50   | 72.00   | 67.50   |
| 3/4 | hour    | 72.00 | 68.40   | 64.80  | 61.20   | 57,60   | 54.00   |
| 1/2 | hour    | 54.00 | 51.30   | 48.60  | 45,90   | 43.20   | 40.50   |
| 1/4 | hour    | 36.00 | 34.20   | 32.40  | 30.60   | 28.80   | 27.00   |
| 10  | minutes | 27.00 | 25.65   | 24.30  | 22.95   | 21.60   | 20.25   |
| 5   | minutes | 18.00 | 17.10   | 16.20  | 15, 30  | 14.40   | 13.50   |
| 1   | minute  | 10.00 | 9.50    | 9.00   | 8.50    | 8.00    | 7.50    |
| 20  | seconds | 5.00  | 4.75    | 4.50   | 4.25    | 4.00    | 8.75    |
|     |         |       |         |        |         |         |         |

CLASS "B"

(12:00 noon to 1:00 p.m. daily and 12:00 noon to 6:00 p.m. Sundays)

Class "C" rates apply.

CLASS 'C' (6:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:30 p.m. to sign-off)

|     |         | 1 tl. | 26 ti. |       |       |       | 260 ti. |
|-----|---------|-------|--------|-------|-------|-------|---------|
| 1   | hour    | 54.00 | 51.30  | 48,60 | 45.90 | 43.20 | 40,50   |
| 3/4 | hour    | 43.20 | 41.04  | 38.88 | 36.72 | 34.56 | 32.40   |
| 1/2 | hour    | 32.40 | 30.78  | 29.16 | 27.54 | 25.92 | 24.30   |
| 1/4 | hour    | 21.60 | 20.52  | 19,44 | 18.36 | 17.28 | 16,20   |
| 10  | minutes | 16.20 | 15.39  | 14,58 | 13.77 | 12.96 | 12.15   |
| 5   | minutes | 10.80 | 10.26  | 9.72  | 9.18  | 8.64  | 8.10    |
| 1   | minute  | 7.50  | 7.12   | 6.75  | 6.37  | 6.00  | 5.62    |
| 20  | seconds | 3.75  | 3.56   | 3.37  | 3.19  | 3.00  | 2.81    |
|     |         | SPE   | CIAL F | EATU  | RES   |       |         |

Participating Programs—Fire minute rate applies.
POLITICAL
One time Class "A" rate applies.
TALENT

Rates ob request. TALENT

REMOTE CONTROL

Wherever telegraph lines or telephone lines are available remote control broadcasts can be arranged.

TRANSCRIPTIONS

Library service available at the following rental rates: 1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti. 1/2 hour..... 10.00 9.50 9.00 8.50 8.00 4.80 4.50 1/4 hour..... 6.00 5.70 5.40 5.10 4.80 4.50

1/4 hour..... 6.00 5.70 5.40 5.10 4.80 4.50
Contract and Other Requirements
All programs and announcements must conform to the
Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management,
and the regulations of the Canadian Broadcasting
Corporation. Sponsored programs given preference over
announcements. Networks take priority over spot programs and announcements.

Machanical Program Englipment

grams and announcoments.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings (10, 12 and 16 inch discs).

Personal
Manager—W. T. Cranston.
Commercial Manager—W. M. Guild.

Representatives
Canada—All-Canada Radio Facilities, Ltd. 
United States—Weed and Company

# **KENORA** CJRL

(Established 1938)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by Kenora Broadcasting Company, Ltd.
Business Office and Studio—Kenricia Hotel, Kenora.

Transmitter-Jaffray County, Ontario.

Transmitter—Jairray County, Official.

Wave—Power—Time
Operating power—1,000 watts.
245.9 meters; 1220 kilocycles.
Operates on Central Daylight Saving Time.
Operating schedule: Sundays 9:30 a.m. to 11:00 p.m.;
week days 7:30 a.m. to 11:00 p.m.

Agency Commission
15% to recognized advertising agencies; no cash dis-count. No commission on talent, invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Dominion Network.
Discounts on gross rates for number of periods under
contract not to exceed one year's duration.

CLASS "A"

|     | (0:0      |       | £0 T0   |        | n. dalij |         |        |
|-----|-----------|-------|---------|--------|----------|---------|--------|
|     |           | 1 ti. | 26 ti.  | 52 tl. | 104 t1.  | 156 t1. | 260 t1 |
| 1   | hour      | 35.00 | 33.25   | 81.50  | 29.75    | 28.00   | 26.2   |
| 3/4 | hour      | 28.00 | 26.60   | 25,20  | 23.80    | 22,40   | 21.00  |
| 1/2 | hour      | 21.00 | 19.95   | 18,90  | 17.85    | 16.80   | 15.7   |
| 1/4 | hour      | 14.00 | 13.30   | 12.60  | 11.90    | 11.20   | 10.50  |
| 10  | minutes   | 10.50 | 9.97    | 9.45   | 8.92     | 8.40    | 7.87   |
| 5   | minutes   | 7.00  | 6.65    | 6.30   | 5.95     | 5.60    | 5.2    |
| 1   | minute    | 4.00  | 3.80    | 8.60   | 8.40     | 8,20    | 8.00   |
| 20  | seconds   | 2.00  | 1.90    | 1.80   | 1.70     | 1.60    | 1.50   |
|     |           |       | LASS    | B      |          |         |        |
|     | (12:00 no | on to | 1:00 p. | m. we  | ek days  | ; 12:8  | 0      |
|     |           |       |         |        |          |         |        |

|     | p       | .m. to | 6:00 p | .m. Su | ndays) | -     |       |
|-----|---------|--------|--------|--------|--------|-------|-------|
| 1   | hour    | 27.00  | 25.65  | 24.80  | 22.95  | 21.60 | 20.2  |
| 8/4 | hour    | 21,60  | 20,52  | 19.44  | 18.36  | 17.28 | 16.20 |
| 1/2 | hour    | 16.20  | 15.89  | 14.58  | 18.77  | 12.96 | 12.1  |
| 1/4 | hour    | 10.80  | 10.26  | 9.72   | 9.18   | 8.64  | 8.10  |
| 10  | minutes | 8.10   | 7.69   | 7.29   | 6.88   | 6.48  | 6.07  |
| 5   | minutes | 5,40   | 5.18   | 4.86   | 4.59   | 4.82  | 4.0   |
| 1   | minute  | 8.00   | 2.85   | 2,70   | 2.55   | 2.40  | 2.2   |
| 20  | seconds | 1.50   | 1.42   | 1.85   | 1.27   | 1.20  | 1.15  |
|     |         |        |        |        |        |       |       |

CLASS "C"

|     | (7:30 a.m |       |       |       |          |       | )     |
|-----|-----------|-------|-------|-------|----------|-------|-------|
|     |           |       |       |       | sign-off | ')    |       |
| 1   |           |       |       |       |          | 16.80 | 15.98 |
| 3/4 | hour      | 16.80 | 15.96 | 15.12 | 14.28    | 18.44 | 12.60 |
| 1/2 | hour      | 12,60 | 11.97 | 11.84 | 10.71    | 10.08 | 9.4   |
| 1/4 | hour      | 8.40  | 7.98  | 7.56  | 7.14     | 6.72  | 6.80  |
|     | minutes   |       | 5.98  | 5.67  | 5.85     | 5.04  | 4.75  |
| 5   | minutes   | 4.20  | 8.99  | 8.78  | 8.57     | 8.36  | 8.1   |
| 1   | minute    | 2.50  | 2.37  | 2.25  | 2.12     | 2.00  | 1.87  |
|     | seconds   | 1.25  | 1.19  | 1.12  | 1.06     | 1 00  | 7.0   |

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

Participating Programs
Five minute rates apply.
POLITICAL
One time Class "A" rates apply.

REMOTE CONTROL Equipment available.

Contract and Other Requirements
All programs and announcements must conform to the
Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management,
and the regulations of the Canadian Broadcasting
Corporation. Sponsored programs given preference over
announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. turn-tables for vertical or lateral cut recordings.

Personnel
Manager—Howard G. Clark.

Representatives
Canada—Horace N. Stovin & Company.
United States.—Joseph Hershey McGillvra, Inc.

# KINGSTON CFRC

Owned by Queens University.
Operated by Queens University and Kingston Whig Standard.

Does not sell time.

# CKWS (Established 1942)



|         |             | ting isui | mayo,  |         |         |        |
|---------|-------------|-----------|--------|---------|---------|--------|
|         | 1 ti.       | 26 tl.    | 52 t1. | 104 ti. | 156 ti. | 260 ti |
| 1 hou   | ır 70.00    | 66.50     | 63.00  | 59.50   | 56.00   | 52,5   |
| 3/4 hou | ır 56.00    | 53.20     | 50.40  | 47,60   | 44.80   | 42.0   |
| 1/2 hor | ır 42.00    | 39.90     | 37.80  | 35.70   | 83.60   | 81.5   |
| 1/4 hot | ır 28.00    | 26.60     | 25.20  | 23.80   | 22.40   | 21.00  |
|         | nutes 21.00 |           | 18.90  | 17.85   | 16.80   | 15.7   |
|         | nutes 14.00 |           | 12.60  | 11.90   | 11.20   | 10.5   |
| _I nin  |             |           | 6.65   | 6.30    | 6.30    | 6.30   |
| 20 seco | nds. 4.20   | 4.20      | 3.99   | 3.78    | 3.78    | 3.7    |
|         |             |           |        |         |         |        |

|     |          |       | CLASS   | "B"   |        |        |      |
|-----|----------|-------|---------|-------|--------|--------|------|
|     | (12:00   | noon  | to 1:00 | p.m.  | week d | ays)   |      |
| 1   | hour     | 52.50 | 49.88   | 47.25 | 44.63  | 42.00  | 89.8 |
| 3/4 | hour     | 42.00 | 89.90   | 37.80 | 35.70  | 83.60  | 31.5 |
| 1/2 | hour     | 31.50 | 29.93   | 28.35 | 26.78  | 25, 20 | 28.6 |
| 1/4 | hour     | 21.00 | 19.95   | 18.90 | 17.85  | 16.80  | 15.7 |
| 10  | minutes  | 15.75 | 14.96   | 14.18 | 13.39  | 12,60  | 11.8 |
|     | minutes  | 10.50 | 9.98    | 9.45  | 8.93   | 8.40   | 7.8  |
|     | nıin ute | 6.50  | 6.50    | 6.18  | 5.85   | 5.85   | 5.8  |
| 20  | seconds  | 3.90  | 3.90    | 3.71  | 3.51   | 3.51   | 8.5  |
|     |          |       | CLASS   | "C"   |        |        |      |

81.50 25.20 18.90 12.60 9.45 6.80 5.40 8.24

COMBINATION RATES
The following rates are for CHEX, Peterborough, Ont., and CKWS, Kinston, Ont., in combination.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and all days Sundays)

|    |         | 1 ti. | 26 t1. | 52 ti. | 104 ti. | 156 ti. | 260 ti. |
|----|---------|-------|--------|--------|---------|---------|---------|
| 1  | hour    |       | 96.90  | 91.80  | 86.70   | 81,60   | 76.50   |
|    | hour    |       | 77.52  | 78.44  | 69.86   | 65,28   | 61.20   |
|    | hour    |       | 58.14  | 55.08  | 52.02   | 48,96   | 45.90   |
|    | hour    | 40.80 | 88.76  | 86.72  | 84.68   | 82.64   | 80.60   |
|    | minutes |       | 29.07  | 27.54  | 26,01   | 24.48   | 22.9    |
|    | minutes |       | 19.38  | 18.86  | 17.34   | 16.32   | 15.30   |
|    | minute  |       | 11.05  | 10.49  | 9,94    | 9.94    | 9.94    |
| 20 | seconds | 6.63  | 6.63   | 6.29   | 5.96    | 5.96    | 5.90    |
|    |         |       |        |        |         |         |         |

6.63 0...
CLASS "B" week 17 12.68 68.85 65.01 58.14 41.31 89.0 29.07 27.54 28.0 14.54 13.77 13.6 14.54 13.77 13.6 14.54 13.77 13.6 10.20 9.70 9.1 2 6.12 5.8 (12:00 noon 1 hour.... 76.50 3/4 hour.... 61.20 1/2 hour.... \$0.90 1/4 hour. \$0.00 10 minutes 22.95 5 minutes 15.30 1 minute... 10.20 20 seconds... 6.12 dava) 65.03 61.20 62.02 48.96 39.02 36.72 26.01 24.48 19.51 18.36 13.01 12.24 9.18 9.18 5.51 5.51 57.88 45.90 84.43 22.95 17.21 11.48 9.18 5.51

CLASS ..с 6:00

CLASS "C"
(Sign-on to 12/10 noon; 1:00
p.m.; 10:30 p.m. to sign-off
1 hour.... 61:20 55.18 55.08
8/4 hour.... 48.96 46.52 48.06
1/2 hour... 36.72 34.89 35.05
1/4 hour... 42.48 23.56 23.60
10 minutes 18.36 17.44 16.53
5 minutes 12.24 11.63 1.02
1 minutes 3.55 9.55 8.89
20 seconds. 5.61 5.61 5.33 52.03 41.62 81.22 20.81 15.60 10.41 8.42 5.05 to 6:0 days) 48.96 89.17 29.38 19.58 14.69 9.79 3.42 5.05 55.03 44.06 83.05 22.03 16.53 11.02 8.89 5.33

# KINGSTON—Continued C K W S-Continued

SPECIAL FEATURES
News: Leased wire service available 19 hours daily.

POLITICAL Class "A" one time rates apply

ELECTRICAL TRANSCRIPTIONS
Transcription library service available at lowing rates: at the fol-

 lowing rates:
 1 tl.
 13 tl.
 26 tl.
 52 tl.
 100 tl.
 260 tl.

 1/2 hour.....
 5.00
 4.75
 4.50
 4.25
 4.00
 3.75

 1/4 hour.....
 3.00
 2.85
 2.70
 2.55
 2.40
 2.25

 Subject to 15% agency commission.

 Recording equipment available.

necorging equipment available.

REMOTE CONTROL

Facilities available—rates and details on request.

SERVICE FACILITIES

Merchandlising services available: Dealer letters, precampaign spot announcements, and newspaper listings.

Contract and Other Requirements, and newspaper listings.

Contract and Other Requirements

Programs and announcements must conform to CBC rules and regulations. Networks take priority over spot programs and announcements. Sponsored programs and networks take preference over spot announcements.

Personnel
President—Senator W. Rupert Davies.
Station Manager—Roy Hoff.

Representatives
Canada—National Broadcast Sales.
United States—Weed & Company.

# KIRKLAND LAKE

CJKL (Established 1934)

(Established 1934)

Rates effective July 1, 1943. (Card No. 3.)

Owned and operated by Northern Broadcasting & Publishing, Ltd.

Business Office and Studio—Government Road W., Kirkland Lake, Ontario.

Other Offices—Bank of Commerce Bidg. 25 King St., W., Toronto, Ont., telephone Elgin 1165; 1010 University Tower, 680 St., Catharines St., W., Montreal, Que., telephone Harbour 3051.

Transmitter—Dane, Ontario.

Wave—Power—Time

Operating power—1.000 watts.

535.7 meters; 560 kilocycles.

Licensed to operate full time on cleared channel.
Operates on Eastern Daylight Saving Time.
Operating schedule: Sundays 9:00 a.m. to 11:30 p.m.;
week days 7:15 a.m. to 12:00 midnight.

Aponcy Commission
15% on station rates, library service and talent to all recognized advertising agencies; no cash discount.
Bills due and payable when rendered. Invoices rendered monthly.

CLASS "B"
1 to 1 '90 p.m.
1 42.75 40.50
34.20 32.40
9 25.65 24.80
1 17.10 16.20
1 12.83 12.15
9 8.55 8.10
9 5.50 5.23
3.30 3.14 (12:00 noon hour...... 45.00 hour...... 36.00 hour...... 27.00 hour...... 18.00 minutes 13.50 minutes 9.00 week days)
38.25 86.00
80.60 28.80
22.95 21.60
15.30 14.40
11.43 10.80 27.00 20.25 13.50 10.13

10 minutes 13.50 12.83 12.15 11.43 10.80 5 minutes 9.00 8.53 8.10 7.65 7.20 1 minute 9.50 5.50 5.23 4.95 4.95 0.0 seconds. 3.30 3.30 3.14 2.97 2.97 (7:00 a m. to 12:00 noon; 1:00 p.m.; 10:30 p.m. to sign-off week days) 1 hour... 36.00 84.20 32.40 80.60 28.80 7.20 1 hour... 28.80 27.36 25.92 24.48 23.04 4 hour... 28.80 27.36 25.92 24.48 23.04 4 hour... 21.60 20.52 19.44 18.36 17.28 4 4 hour... 14.40 13.68 12.96 12.24 11.52 10 minutes 10.80 10.26 9.72 9.18 8.74 hour... 14.40 13.68 12.96 12.24 15.24 15.00 minutes 10.80 10.26 9.72 9.18 8.66 1 minutes 7.20 6.84 6.45 6.12 5.76 1 minutes 3.00 3.00 2.85 2.70 2.70 SPECIAL FEATURES 27.00 21.60 16.20 10.80 8.10 5.40 4.50 2.70

SPECTAL FEATURES
News: 19 hour leased wire service available.
Newscasts and autonneements preceding or following news pay 25% premium.

POLITICAL
Class "A" one time rates apply.
REMOTE CONTROL.
Facilities available—rates and details on request.

Contract and Other Requirements

Programs and announcements must conform to CBC regulations, the Code of Ethics of the Canadian Association of Broadcasters, and the requirements of the station management. Networks take priority over spot programs. Programs take preference over announcements.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables

President—Roy H. Thomson. Station Manager—Clair Chambers.

Representatives
('anada—National Broadcast Sales,
United States—Weed & Company

# **KITCHENER**

# CKCR

(Established 1929)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by W. C. Mitchell and G. Liddle.

Business Office and Studio-Waterloo Trust Bldg...

Kitchener, Ont., Kitchener 2-1246.

Transmitter—Kitchener, Ontario.

Transmitter—Ricciener, Ontario.

Wave—Power—Time
Operating power—250 watts,
201.3 meters; 1480 kilocycles.
Licensed to operate full time on regional channel
on Eastern Daylight Saving Time.
Actusi operating schedule: Sundays 8:45 a.m. to
11:00 p.m. Week days 7:30 a.m. to 11:00 p.m.

Agency Cemmission
15% to recognized advertising agencies; no eash discount. No commission on talent. Involces rendered monthly, Bills due and payable when rendered.

2.00 2.00

CLASS "B"

(7:30 s.m. to 1:00 p.m. week days hour... 30.00 25.00 p.m. Sundays)

1 hour... 30.00 28.50 27.00 25.50 hour... 18.00 17.10 16.20 15.30 long... 18.00 17.10 18.00 17.05 long... 18.00 17.00 long... 18.00 long.. 24.00 22.50 19.20 18.00 14.40 13.50 9.60 9.00 7.20 6.75 4.80 4.50 2.50 2.50 1.50

| 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 1.50

SPECIAL FEATURES
News: Announcements preceding or following news take regular rates.

Participating Programs
Regular rates apply.

POLITICAL
One time Class "A" rates apply.

One time Class "A" rates apply.

RECORDED PROGRAMS

Transcription library services available—rates on application.

Pull facilities available—rates and details on request

Full facilities available—rates and details on request Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broad-casters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. double turntables
for lateral and vertical out recordings.

Personnel Managers—W. C. Mitchell & G. Liddle.

Representatives Canada-William Wright.

# LONDON CFPL (Established 1988)

Rates effective July 1, 1944. (Card No. 3.) Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by the London Free Press
Printing Company.
Business Office and Studio—442 Richmond St., London, Ont.
Transmitter—6th Concession, Westminster Township,
London, Ont.
Wave—Power—Time
Operating power—1,000 watts.
191.1 meters; 1570 kilocycles.
Licensed to operate on regional channel.
Operates on Eastern Daylight Saving Time.
Operating schedule: Sundays 9:30 a.m. to 11:30 p.m.;
week days 7:00 a.m. to 11:30 p.m.
Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Dominion Network.
Discounts on gross rates for number of periods under
contract not to exceed one year duration.

ract not to exceed one year duration.

(CLASS "A"

(6:00 p.m. to 10:30 p.m.)

1 11. 28 ti. 52 ti. 104 ti. 158 ti. 260 ti.
hour... 80.00 76.00 72.00 68.00 64.00 60.00
hour... 48.00 45.60 48.20 40.80 85.10
hour... 32.00 30.40 28.80 27.20 25.60 24.00
minutes 24.00 22.80 21.60 20.40 19.20 18.00
minutes 16.00 15.20 14.40 13.60 12.80 12.00
minutes 16.00 8.00 8.00 8.00 8.00 8.00
seconds 4.80 4.80 4.80 4.80 4.80 4.80 4.80 260 t1. 60.00 48.00 86.00 24.00 18.00

0 seconds 4.80 4.80 4.80 4.80 4.80 4.80 CLASS "B"

(12:00 noon to 1:00 p.m. week days; 9:3
1 hour..... 60.00 57.00 54.00 51.00 48.00
4 hour.... 48.00 45.60 43.20 40.80 88.40
2 hour.... 36.00 84.20 32.40 30.80 28.80
4 hour.... 24.00 22.80 21.60 20.40 19.20
0 minutes 18.00 17.10 16.20 15.30 14.40
5 minutes 12.00 11.40 10.80 10.20 9.60
10 minutes 8.60 8.60 8.60 8.60 8.60
0 seconds 8.60 8.60 8.60 8.60 8.60 days; 9:30

| 20 seconds | 8.60 | 3.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8.60 | 8

POLITICAL SPEECHES
One time Class "A" rates apply.

ELECTRICAL TRANSCRIPTIONS
Transcription library service, per 15 minute period, 2.00.

2.00. REMOTE CONTROL
Pick-ups available from any point served by telegraph or telephone lines.

graph or telephone lines.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Newborks take priority over spot programs and announcements. Time of announcements is not guaranteed. Station reserves the right to give announcements next best time available without notice.

Closing Time
Talent programs close two weeks in advance of broadcast. Amnouncements, talks and recorded programs close three days in advance of broadcast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel

ersonne: President—W. J. Blackburn, Com'l Mgr. & Prog. Dir.—Philip H. Morris.

Representatives

Montreal & Winnipeg—Horace N. Stovin & Company.

United States—Joseph Hershey McGillvra, Inc.

# **NORTH BAY**

CFCH
(Established 1981)
Rates effective July 1, 1945. (Card No. 4.)

Rates effective July 1, 1945. (Card No. 4.)

Owned and operated by Northern Broadcasting & Publishing, Ltd.

Business Office and Studio—Main Street, North Bay, Ontario, telephone 2400.

Other Offices—Bank of Commerce Bidg., 25 King St., W., Toronto, Ont., telephone Elgin 1165; 1010 University Tower, 660 St. Catharines St., W., Montreal, Que., telephone Harbour 3051.

Transmitter—North Bay, Ontario.

Wave—Power—Time
Operating power—100 watts.
500 meters; 600 kilocycles.
Licensed to operate full time on regional channel.
Operates on Eastern Daylight Saving Time.
Operating schedule: Sundays 8:55 a.m. to 11:30 p.m.;
week days 8:00 a.m. to 11:30 p.m.

Agency Commission
15% on station rates, library service, and talent to
all recognized advertising agencies; no cash discount.
Invoices rendered monthly. Bills due and payable
when randered. when rendered.

| 32-00 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | 2.40 | week days)
25.50 24.0
20.40 19.1
15.30 14.0
10.20 9.0
7.65 7
5.10 4.3
1.89 1.4 24.00 19.20 14.40 9.60 7.20 4.80 3.15 22.50 18.00 13.50 9.00 6.75 4.50 3.15 1.89 16.20 10.80 8.10 5.40 3.33 1.99

20 seconds. 2.10 2.10 (This listing continued on next page)

# **ONTARIO**—Continued

# NORTH BAY—Continued CFCH-Continued

CFCH—Continued

CLASS 'C'

(Sign-on to 12:00 noon; 1:00 p.m. to 6:00
p.m.; 10:30 p.m. to sign-off week days)

1 tt. 26 tt. 52 tt. 104 tt. 156 tt. 260 tt.
1 hour... 24:00 22:80 21:60 20:40 19:20 18:00
4 hour.... 19:20 18:24 17:28 16:32 15:36 14:40
2 hour.... 14:40 13:68 12:96 12:24 11:52 10:80
4 hour.... 9:60 9:12 8:64 8:16 7:68 7:20
0 minutes 7:20 6:34 6:48 6:12 5:76 5:40
5 minutes 4:80 4:56 4:32 4:83 8:84 8:61
minute. 3:00 3:00 2:85 2:70 2:70 2:70
seconds. 1:80 1:80 1.71 1:62 1:62 1:62

SPECIAL FEATURES
News: 19 hour leased wire service available.
Newscasts and aunouncements preceding or following news pay 25% premium.

REMOTE CONTROL Facilities for picking up broadcasts from any point.

Programs and Other Requirements

Programs and announcementa must conform to rules and regulations of CBC, the Code of Ethics of the Canadian Association of Broadcasters and the requirements of the station management. Networks take priority over spot programs. Programs take priority over announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables.

Personnel
President—Roy H. Thomson.
Station Manager—C. O. Pickrem.

Representatives
Canada—National Broadcast Sales.
United States—Weed & Company.

# **OTTAWA**

CBO (Established 1924)

(Established 1924)

Rates effective October 15, 1937. (Card No. 2.)

Owned and operated by the Canadian Broadcasting
Corporation.

Studio-Chateau Laurier Hotel. Ottawa, Ontario
Transmitter—Hawthorns, Ontario.

Wave—Power—Itime
Operating power—1,000 watts.
329.7 meters; 910 kilocycles.

Licensed to operate full time on cleared Canadian
channel. channel.
Operates on Eastern Standard Time. Daylight Savings
Time observed. Operating schedule: Sundays 7:45 a.m. to 11:30 p.m.; week days 7:25 a.m. to 11:30 p.m.

week days 7:25 a.m. w. Agency Commission
Agency commission 15% silowed to recognized agencles on net charges for station time. No commission
on talent or other program charges. No cash discount. Bills due and payable when rendered.

Count. Dills due and payable with the Country of Comeral Advertising For combination rates see Trans-Canada Network. Rates include charges by owners of music copyrights, except on music not covered by licenses or agreements with station.

| mondo                | 04-110             |            |             |            |          |
|----------------------|--------------------|------------|-------------|------------|----------|
|                      |                    | CLASS      | "A"         |            |          |
|                      | (6:00              | D. III. to | 11:00 p.n   | n.)        |          |
|                      |                    | 18 ti.     |             | 52 ti.     | 100 ti.  |
| 1. hour              | 80.00              | 78.00      | 72.00       | 68.00      | 84.00    |
| 1/2 hour.            | 50.00              | 47.50      | 45.00       | 42.50      | 40.00    |
| 1/2 hour<br>1/4 hour | 80 00              | 28.50      | 27.00       | 25.50      | 24.00    |
| 1, 1 10011           | 00.00              | CLASS      |             | =0.00      | a 1. 00  |
| /7:00 -              | 4-                 | CLASS      | a. and 11:  | A0         | ••       |
| (1.50 £              | .m. 10             | sign-      |             | . т. р. щ. | 10       |
| 1 hour               | KO OO              |            | 45.00       | 49 KO      | 40.00    |
| 1/2 hour             |                    |            |             |            |          |
| 1/4 hour             | 90.00              | 10.00      | 10.00       | 20.00      | 16.00    |
| 1/4 Hour             |                    |            |             |            | 10.00    |
|                      |                    |            | EATURES     |            |          |
| Time Sign            |                    |            |             |            |          |
| signals lim          | ited to            | 25 word    | and one     | of 50 wa   | rda: the |
| latter not           |                    |            |             |            |          |
| p.m.; day            |                    |            | ice (Sunda  | sy except  | ed) ex-  |
| clusive to           |                    |            |             |            |          |
|                      | _ (                | After 6:0  | 0 p.m.)     |            |          |
| 4 daily for          | 3 m                | mths, per  | month       |            | . 300.00 |
| 4 daily for          | 6 mo               | nths, per  | month       |            | 275.00   |
| 4 daily for          |                    |            |             |            | -250.00  |
|                      |                    | Before 6   |             |            |          |
| 4 daily for          | 3 mc               | mths, per  | month       |            | =225.06  |
| 4 daily for          | _ 6 m <sub>0</sub> | ntha, per  | month       |            | 200,00   |
| 4 daily for<br>EL    | _12 m              | onthe. per | month       |            | -175.06  |
| EL                   | ECTRI              | CAL TH     | ANSCRIP     | TIONS      |          |
| Accepted d           | uring              | Class ''E  | " periods   | only, at   | regula   |
| rates.               |                    |            |             |            |          |
| Transcripti          | on libr            | ary servi  | ces availat | ole—ratee  | OB TE    |
| Quest.               |                    | TALE       | INT         |            |          |

Rates on reouses.

Contract and Copy Requirements
Alcoholic beverage advertising not accepted.
All programs subject to the regulations of the Canadian Broadcasting Corporation and the approval of the commercial department,
Machanical Program Equipment
Equipped to handle programs by electrical transcription, using 88-1/8 and 78 r.p.m. double turn tables.

Personnel
Station Manager—C. P. Wright.

Representatives None.

CKCO (Established 1924)

Raies effective July 1, 1944. (Card No. 3.)

Owned and operated by Controller G. M. Geldert,
M.D.

M.D. Speciated by controller G. M. Geldert, Studios—272 Somerset Street West, Ottawa, Ontario. Transmitter—Aylmer Road, Quebec. Wave—Power—Time Operating power—1,000 watts. 229 meters; 1310 kilocycles. Licensed to operate study time on cleared regional channel. channel.
Operates on Eastern Standard Time. Daylight Savings Time observed.
Actual operating schedule: Week days 8:00 a.m to 11:00 p.m. Sundays 12:00 noom to 11:00 p.m.

Agency Commission
15% to all recognized advertising agencies; no cash
discount. No commission on talent. Invoices rendered
monthly. Bills due and payable when rendered.

monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Dominion Network.
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and all day Sunday)

1 ti. 28 ti. 52 ti. 104 ti. 158 ti. 260 ti. 104 hour.... 42.00 88.50 89.50 58.50 58.50 58.50 58.50 104 hour... 42.00 89.90 87.80 87.80 85.50 114 hour... 28.00 28.60 25.20 23.80 22.40 21.00 10 minutes 21.00 19.95 18.90 17.85 16.80 15.75 5 minutes 14.00 1 minute or less 10.00 CLASS "B" CLASS "B"

(8:00 a.m. to 6:00 p.m. week days)

1 hour... 50.00 47.50 45.00 42.55 40.00

3/4 hour... 40.00 38.00 36.00 34.00 32.00

1/2 hour... 30.00 28.50 27.00 25.50 24.00

1/4 hour... 20.00 19.00 18.00 17.00 16.00

10 minutes 15.00 14.25 13.50 12.75 12.00

5 minutes 10.00

1 minute

or less 6.00

RDPG-

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

Participating Programs
Rates on request.
One time Class "A" rates apply.
REMOTE CONTROL
Broadcasts arranged where lines are available.

Broadcasts arranged where lines are available.

TRANSCRIPTIONS
Transcription library services available. Rental service—rates on requets.

Contract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements. Time of spot announcements not guaranteed, but station will endeavor to place announcements as close as possible to time requested by the advertiser, retaining, however, the right to move spots a half hour either way without notice, or to cancel in the event of their interference with programs or special feature broadcasts.

Mechanical Program Equipment

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 78 and 33-1/3 r.p.m. double turn-tables Personnel
Manager-Dr. G. M. Geldert.

Representatives
Canada—William Wright.
United States—Joseph Hershey McGillyra, Inc.

# OWEN SOUND (Grey County) CFOS

Rates effective July 1, 1944. (Card No. 3.)

Rates effective July 1, 1844. (Card No. S.)
Owned and operated by Grey & Bruce Broadcasting
Company, Ltd. Affiliated with the Owen Sound
Daily Sun-Times.
Business Office and Studio—904 Second Avenue, East,
Owen Sound, Ontario.
Transmitter—Highway 6 and 10, Sydenham Township. Ontario.
Wave—Power—Time
Operating power—250 watts.
214.3 maters; 1400 kilocyoles. 6
Licensed to operate full time on regional channel.
Operating schedule: Sundays 8:45 s.m. to 9:15 p.m.;
week days 7:45 a.m. to 9:15 p.m.

Agency Commission

15% to recognized advertising agencies; no cash dis-count. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising

Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:15 p.m.)

| 1/2<br>1/4<br>10<br>5 | hour hour minutes minutes minutes | 28.00<br>21.00<br>14.00<br>10.50<br>7.00<br>4.50 | 26 t1.<br>88.25<br>26.60<br>19.95<br>18.80<br>9.97<br>6.65<br>4.50 | 81.50<br>25.20<br>18.90<br>12.60<br>9.45<br>6.80<br>4.50 | 104 ti.<br>29.75<br>28.80<br>17.85<br>11.90<br>8.92<br>5.95<br>4.50 | 28.00<br>23.40<br>16,80<br>11.20<br>8.40<br>5.60<br>4.50 | 26.21<br>21.00<br>15.71<br>10.56<br>7.87<br>5.21<br>4.56 |
|-----------------------|-----------------------------------|--|--|--|---|--|--|
| 20                    | seconds                           | 8.00   | 8,00   | 8.00   | 8,00  | 8.00   | 8.0  |

CLASS "B" (7:45 s.m. to 12:00 noon an

remote control broadcasts can be arranged.

Contract and Other Requirements
All programs and announcements must conform to the
Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management,
and the regulations of the Canadian Broadcasting,
Corporation. Sponsored programs given preference over
announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables,
for lateral and vertical cut recordings.

Personne! Manager-Wm. Hawkins.

Representatives
Canada—Horace N. Stovin & Company.
United States—Joseph Hershey McGilivra, Inc.

# PARRY SOUND CHPS (Established 1942)

Rates effective July 1, 1944. (Card No. 2.) Owned and operated by Gordon E. Smith. Business Office and Studio—Oddfellows Block, Parry Sound, Ont. telephone 700. Transmitter—MacDougall Township, Ont.

Transmitter—MacDougall Township, Ont.

Wave—Power—Time
Operating power—250 watta.
206.9 meters; 1450 kilocycles.
Licensed to operate full time on local clear channel.
Operates on Eastern Daylight Sawing Time,
Operating schedule: Sundays 9:15 a.m. to 10:00 p.m.;
week days 7:30 a.m. to 10:00 p.m.

Agency Commission
15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

Participating Programs
One minute announcement rate applies.
POLITICAL
One time Class "A" rates apply.

REMOTE CONTROL
Remote broadcasts are available by a telephone or
telegraph line, or via CH 5Q, the mobile pick up
transmitter operated by station.

Transcription library rental service:

1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti.

1/4 hour..... 3.00 2.85 2.70 2.55 2.00 1.75

Recording equipment available.

Recording equipment available.

Contrast and Other Requirements
All programs and announcements must conform to
the Code of Ethics of the Canadian Association of
Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over
spot programs and aunouncements. Discounts on gross
rates for number of periods under contract not to
exceed one year's duration.

Machanical Program Equipment

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel
Manager-Gorden E. Smith.

Representatives
Canada—Horace N. Stovin & Company.

# PEMBROKE

# CHOV (Established 1942)

(Established 1942)
Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by Ottawa Valley Broadcasting
Co., Lid.
Business Office and Studios—197 Albert St., Pembroke, Ont.
Transmitter—Highway 17, 2-1/2 miles east of Pembroke, Ont.
Wave—Power—Time
Operating power—250 watte.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on regional channel.
Operating schedule: Sundays 10:45 a.m. to 11:15 p.m.; week days 7:30 a.m. to 11:15 p.m.

Agency Commission
15% to recognized advertising agencies; no cash dis-count. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Dominion Network.
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

CLASS "A"

(12:00 noon to 1:00 p.m. and 6:00 p.m. to
10:30 p.m.; all day Sunday
10:40 p.m.;

5 seconds 3.00 3.00 3.00 3.00 3.00 3.00 CLASS "B"

(7:00 a.m. to 9:00 a.m., 11:00 a.m. to 12:00 noon, 1:00 p.m. to 2:00 p.m. and 5:00 p.m.)

hour..... 25.00 23.75 22.50 21.25 20.00 1 hour.... 20.00 19.00 18.00 17.00 16.00 2 hour... 15.00 14.25 13.50 12.75 12.00 1 hour.... 10.00 9.50 9.00 8.50 8.00 1 minutes 7.50 7.12 6.75 6.37 6.01 5 minutes 5.00 4.75 4.50 4.25 4.00 9 words... 4.00 8.80 8.60 8.40 3.20 9 seconds 2.50 2.50 2.50 2.50

| 15 | seconds | 2.50 | 2.50 | 2.50 | 2.50 | 2.50 | CLASS | CC | (9:00 s.m. to 11:00 s.m., 2:00 p.m. to 5:00 p.m. and 10:30 p.m. to sign-off) | 1 | hour... | 20.00 | 19.00 | 18.00 | 17.00 | 16.00 | 17.00 | 16.00 | 17.00 | 16.00 | 17.00 | 16.00 | 17.00 | 16.00 | 17.00 | 16.00 | 17.00 | 16.00 | 17.00 | 16.00 | 17.00 | 16.00 | 17.00 | 16.00 | 17.00 | 16.00 | 17.00 | 16.00 | 17.00 | 16.00 | 17.00 | 16.00 | 17.00 | 16.00 | 17.00 | 16.00 | 17.00 | 18.00 | 17.00 | 18.00 | 17.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 18.00 | 3/4 1/2 1/4 10 5

SPECIAL FEATURES

News: Announcements preceding or following news pay 25% premium.

Government War Service and War Service Campaigns: Class "B" rates, 260 time serial discounts apply.

apply.

Participating Programs

Five minute rates apply.

POLITICAL

Class "A" rates apply; no serial discount.

TRANSCRIPTIONS

Transcription library rental service available; no discounts.

REMOTE CONTROL
Wherever telegraph or telephone lines are available remote control broadcasts can be arranged. Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

# Personnel

President—D. A. Jones. Managing Director—Gordon Archibald. Program Director—I. Graham.

Representatives

Canada-Horace N. Stovin & Company. United States-Joseph Hershey McGillyra, Inc.

# **PETERBOROUGH**

CHEX
(Established 1942)

Rates effective July 1, 1948. (Card No. 2.)

Hates effective July 1, 1948. (Card No. 2,)
Owned and operated by Peterborough Broadcasting
Company. Ltd.
Business Office and Studio—The Examiner Bidg.,
Peterborough, Ont.
Other Offices—Bank of Commerce Bidg., 25 King St.,
W., Toronto, Ont., telephone Eigin 1165; 310
Keefer Bidg., 1440 St. Catharines St., W., Montreal, Que., telephone Harbour 3051.
Transmitter—Peterborough County, Otanahee Township, two miles east of Peterborough, Ont.

# Wave-Power-Time

Operating power—1,000 watts.

209.8 meters; 1430 kilocycles.
Licensed to operate full time on regional channel.

Operating achedule: Sundays 10:00 a.m. to 11:15

p.m.; week days 5:55 s.m. to 11:15 p.m.

# Agency Commission

15% on station time to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly.

For combination rates see Dominion Network.
Sold in combination with CKWS, Kingston, Ont. For
combination rates see listing of CKWS, Kingston,
Ont

Ont.

Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and all

|     |         |       | day Sun | days)  |         |         |         |
|-----|---------|-------|---------|--------|---------|---------|---------|
|     |         | I ti. | 26 ti.  | 52 ti. | 104 ti. | 156 t1. | 260 ti. |
| 1   |         | 50.00 | 47.50   | 45.00  | 42.50   | 40.00   | 37.50   |
| 3/4 | hour    | 40.00 | 38.00   | 36.00  | 34.00   | 82.00   | 30.00   |
| 1/2 | hour    | 30.00 | 28.50   | 27.00  | 25,50   | 24.00   | 22.50   |
| 1/4 |         | 20.00 | 19.00   | 18.00  | 17.00   | 16.00   | 15.00   |
| 10  | minutes | 15.00 | 14.25   | 18.50  | 12.75   | 12.00   | 11.25   |
| 5   | minutes | 10.00 | 9.50    | 9.00   | 8.50    | 8.00    | 7.50    |
|     | minute  | 6.00  | 6.00    | 5.70   | 5.40    | 5.40    | 5.40    |
| 20  | seconds | 3.60  | 3.60    | 3.42   | 3,24    | 3.24    | 3.24    |
|     |         |       | CLASS   | 13     |         |         |         |
|     | /10.00  |       | 10 7.00 |        | manda . | 1 1     |         |

grams and networks take presence over epoch and nonneements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

For vertical and lasters of the Personnel President—W. Rupert Davies. Station Manager—Hal Cooke. Representatives Canada—National Broadcast Sales. United States—Weed & Company.

# PORT ARTHUR CFPA (Established 1944)

Rates effective July 1, 1944. (Card No. I.) Owned and operated by Raibh H. Parker.
Business Office and Studio—Public Utilities Bldg.,
Port Arthur, Ont.
Transmitter—14th Ave., Port Arthur, Ont.

Transmitter—14th Ave., Fort Arthur, Ont.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Operates on Eastern Daylight Time June, July and
August; Eastern Standard Time other months.

Agency Commission
15% to recognized agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

announcements. Networks take priority over spot programs and announcements. Discounts on gross rates on number of periods under contract not to exceed one year's duration.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turntables for
lateral cut recordings.

Personnel
Owner & Mgr.—Ralph H. Parker.

Representatives
Central and Eastern Canada — National Broadcast
Sales.
Western Canada — All Canada Radio Facilities.
United States—Weed & Company.

# ST. CATHARINES CKTB

(Established 1930) Rates effective July 1, 1944. (Card No. 3.) Nation Street, vol. 1, 1944. (Card No. 3.)

Owned and operated by Niagara District Broadcasting Company, Ltd.

Business Office and Studio—12 Yates St., St. Catharines, Ontario.

Transmitter—Lakeshore Road.

Transmitter—Largesnore Rosco.

Wave—Power—Time

Uperating power—1,000 watts.

103.5 meters; 1550 kilocycles.

Licensed to operate on clear channel. Operates on
Eastern Daylight Saving Time.

Operating schedule: Sundays 8:45 a.m. to 11:15 p.m.;

week days 7:30 a.m. to 11:15 p.m.

week tash from the Agency Commission 15% to all recognized advertising agencies; no tash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

Greeneral Advertising
Discounts on gross rates for number of periods under contract not to exceed one year's duration.
The following rates are for both local and national advertisina

CLASS "A"

CLASS "A"

(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:30 p.m. week days and all day Sundays)

10:30 p.m. week days and all day Sundays)

11: 28 11. 52 ti. 104 ti. 156 ti. 260 ti. 1 hour.... 50.00 47.50 45.00 42.50 40.00 37.50 1 hour.... 30.00 28.50 27.00 25.50 24.00 20.00 1 hour.... 30.00 28.50 27.00 25.50 24.00 20.00 1 hour... 30.00 18.00 17.00 16.00 15.00 minutes 15.00 14.25 13.50 12.75 12.00 11.25 iminutes 10.00 9.50 9.00 8.50 8.00 7.50 5 iminutes 10.00 9.50 9.00 8.50 8.00 7.50 5 iminutes 10.00 9.50 9.00 8.50 8.00 7.50 5 iminutes 10.00 9.50 9.00 8.50 8.00 8.00 8.00 8.00 CLASS "B"

CLASS "B"

22.50 18.00 13.50 9.00 6.75 4.50 1 minute 20 seconds

SPECIAL FEATURES
News: Announcements preceding or following news
pay 25% premium.
Participating Programs
Regular rates apply.

raticipating Programs

Regular rates apply.

POLITICAL
One time Class "A" rates apply.

REMOTE CONTROL
Remote control facilities available; subject te pickup charges. TRANSCRIPTIONS

Transcription library services available.
Contract and Other Requirements
All programs and announcements must conform to
the Code of Ethics of the Canadian Association of
Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over
spot programs and announcements.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription. using 33-1/3 and 78 r.p.m. double turn-tables
for lateral cut recordings.

Representatives
Canada—National Broadcast Sales Ltd.
United States—Joseph Horshey McGillyra, Inc.

# SAULT STE. MARIE CJIC

(Established 1934)

Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by Hyland Broadcasting Co.
Business Office and Studio-Windsor Hotel, P. O.
Box 504. Sault Ste. Marie, Ont. telephone 3500.
Other Offices-Gage Block, Sault Ste. Marie, Mich.,
telephone 1212W.
Transmitter—Township of Korah, Ontario.

Wave-Power-Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Operates on local channel on Eastern Daylight Saring Time. operating schedule: Sundays 9:00 a.m. to 11:28 p.ss.; week days 7:00 a.m. to II:30 p.m.

CT.ASS "C"

# **ONTARIO—Continued**

# SAULT STE. MARIE—Cont'd C J I C-Continued

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

monthly. Bills due and grand for monthly. Bills due and grand for mumber of periods under contract not to exceed one year's duration.

CLASS "A" #8.00 p.m. to 10:80

|     | (12:00 n | oon to        | 1:30 p.r | n., 6:00 | D.m.    | to 10:8 | 0       |
|-----|----------|---------------|----------|----------|---------|---------|---------|
|     |          | p.m. at       | nd all   |          |         |         |         |
|     |          | 1 t1.         | 26 ti.   | 52 ti.   | 104 ti. | 156 ti. | 260 ti. |
| 1   | hour     | 40.00         | 38.00    | 36.00    | 84.00   | 32.00   | 80.00   |
| 3/4 | hour     | 32.00         | 80.40    | 28.80    | 27.20   | 25.60   | 24.00   |
| 1/2 | hour     | 24.00         | 22.80    | 21.60    | 20.40   | 19,20   | 18.00   |
| 1/4 | hour     | 16.00         | 15.20    | 14.40    | 18.60   | 12.80   | 12.00   |
| 10  | minutes  | 12.00         | 11.40    | 10.80    | 10.20   | 9.60    | 9.00    |
| 5   | minutes  | 8.00          | 7.60     | 7.20     | 6.80    | 6.40    | 6,00    |
| 1   | minute   | <b>от</b> 100 |          |          |         |         |         |
|     | words    | 5.00          | 4.75     | 4.50     | 4.25    | 4,00    | 8.78    |
| 20  | seconds  | or 25         |          |          |         |         |         |
|     | words    | 8.00          | 2.85     | 2.70     | 2.55    | 2.40    | 2, 21   |
|     |          |               | CLASS    | "B"      |         |         |         |
|     |          |               |          |          |         |         |         |

| CLANG B  |   |  |       |   |   |   |  |  |  |  |  |
|--|---|--|-------|---|---|---|--|--|--|--|--|
| (9:00 s.m. to 12:00 noon and 5:00 p.m. to 6:00 p.m.) |   |  |       |   |   |   |  |  |  |  |  |
|  |   | 33.25  | 81.50 |   |   | 26.25   |  |  |  |  |  |
| hour   | 28.00   | 26.60  |       |   |   | 21.00   |  |  |  |  |  |
| hour   | 21.00   | 19.95  |       |   |   | 15.75   |  |  |  |  |  |
| hour   | 14.00   | 13.30  | 12.60 |   |   | 10.50   |  |  |  |  |  |
| minutes  | 10.50   | 9.98   | 9.45  | 8.92  |   | 7.88  |  |  |  |  |  |
| minutes  | 7.00  | 6.65   | 6.30  | 5,95  | 5.60  | 5.25  |  |  |  |  |  |
| minute   | or 100  |  |       |   |   |   |  |  |  |  |  |
| words  | 4.50  | 4.28   | 4.05  | 8.88  | 8.60  | 8.88  |  |  |  |  |  |
| reconda  | or 25   |  |       |   |   |   |  |  |  |  |  |
| words  | 2.75  | 2.61   | 2,48  | 2.34  | 2.20  | 2.06  |  |  |  |  |  |
|  |   | CLASS  | C     |   |   |   |  |  |  |  |  |
|  | hour hour hour minutes minutes minute words seconds | hour 85.00<br>hour 28.00<br>hour 21.00<br>hour 14.00<br>minutes 7.00<br>minute 7.00<br>words 4.50<br>seconds or 25 | hour  | 00 a.m. to 12:00 boon and 5:00 hour 85:00 \$3.25 \$1.50 hour 28:00 26:60 25:20 hour 21:00 19:85 18:90 hour 14:00 13:30 12:60 minutes 10:50 9.98 9.45 minutes 7:00 6.55 6.30 minute or 100 words 4:50 4.28 4.05 seconds or 25 words 2.75 2.61 2.48 | 00 a.m. to 12:00 boons and 5:00 p.m. to hour 85:00 \$8.25 \$81.50 \$9.25 \$1.50 \$20.75 hour 28:00 28:60 25:20 23:80 hour 21:00 19:95 18:00 17:85 hour 14:00 13:30 12:60 11:90 minutes 10:50 9.98 9.45 8:92 minute or 100 words 4:50 4:28 4:05 8:88 seconds or 25 words 2.75 2.61 2.48 2.84 | 00 a.m. to 12:00 boon and 5:00 p.m. to 6:00 p. hour |  |  |  |  |  |

|     |          |       | CLASS   |       |       |         |       |
|-----|----------|-------|---------|-------|-------|---------|-------|
| (7: | :00 a.m. |       |         |       |       | 5:00 p. | m.    |
|     |          |       | 30 p.m. |       |       |         |       |
| 1   | hour     | 30.00 | 28.50   | 27.00 | 25.50 | 24.00   | 22.50 |
| 3/4 | hour     | 24.00 | 22.80   | 21.60 | 20.40 | 19.20   | 18.00 |
| 1/2 | hour     | 18.00 | 17.10   | 16,20 | 15.30 | 14.40   | 13.50 |
|     | hour     |       | 11.40   | 10.80 | 10.20 | 9,60    | 9.00  |
|     |          |       | 8.55    | 8.10  | 7.65  | 7.20    | 6.75  |
| - 5 | minutes  | 6.00  | 5.70    | 5.40  | 5.10  | 4.80    | 4.50  |
|     | minute   |       |         |       |       |         |       |
| -   | words    |       | 8.80    | 8.60  | 3.40  | 3.20    | 8,00  |
| 20  | seconds  |       |         |       |       |         |       |
|     | words    | 2.40  | 2.28    | 2.16  | 2.04  | 1.92    | 1.80  |
|     |          |       |         |       |       |         |       |

SPECIAL FEATURES incements preceding or following news News: Announcements preceding or pay 25% premium. Participating Programs Five minute rates apply.

POLITICAL
One time Class "A" Tales and Tanscription library services stallable—information

REMOTE CONTROL
Wherever telegraph or telephone lines are available remote control broadcasts can be arranged.

remote control broadcasts can be arranged.

Contract and Other Requirements
All programs and announcements must conform to the
Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management,
and the regulations of the Canadian Broadcasting
Corporation. Sponsored programs given preference over
announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Eq

Representatives
Canada—J. L. Alexander.
United States—Joseph Hershey McGillyra, Inc.

# STRATFORD CJCS

CJCS

Rates effective July 1, 1944.

Owned and operated by F. M. Squires.
Business Office and Studio—Windsor Hotel, Stratford
Ontario, telephone 1675.

Transmitter—Windsor Hotel, Stratford, Ontario.

Wave—Power—Time
Oherating power—150 watts
241.9 meters: 1240 kilocycles.
Licensed to sperate full time on cleared regional channel. Operation of Eastern Daylight Saving Time.
Operating schedule: 7:00 a.m. to 10:30 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent, Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

| CLASS "A"        |  |        |         |         |         |  |  |  |  |  |
|------------------|--|--------|---------|---------|---------|--|--|--|--|--|
| (6:00 p.m. to 1  | (6:00 p.m. to 10:30 p.m. week days and all |        |         |         |         |  |  |  |  |  |
| day Sundays)     |  |        |         |         |         |  |  |  |  |  |
| 1 t1.            | 26 ti.                                     | 52 t1. | 104 ti. | 156 ti. | 260 ti. |  |  |  |  |  |
| 1 hour 25.00     | 28.75                                      | 22.50  | 21.25   | 20.00   | 18.75   |  |  |  |  |  |
| 1/2 hour 15.00   | 14.25                                      | 13.50  | 12.75   | 12.00   | 11.25   |  |  |  |  |  |
| 1/4 hour 10.00   | 9.50                                       | 9.00   | 8.50    | 8.00    | 7.50    |  |  |  |  |  |
| 10 minutes 7.50  | 7.13                                       | 6.75   | 6.38    | 6.00    | 5.63    |  |  |  |  |  |
| 5 minutes 5.00   | 4.75                                       | 4.50   | 4.25    | 4.00    | 3.75    |  |  |  |  |  |
| 1 min. spot 8.50 | 8.83                                       | 3.15   | 2.98    | 2.80    | 2.63    |  |  |  |  |  |
| 25 wd. spot 1.75 | 1.66                                       | 1.58   | 1.49    | 1.40    | 1.81    |  |  |  |  |  |
| 20 Hg. 8000 1:10 |  |        |         |         |         |  |  |  |  |  |
|                  | CLASS                                      | "B"    |         |         |         |  |  |  |  |  |
| (12:00           | noon to                                    |        | p.m.)   |         |         |  |  |  |  |  |
| 1 hour 22.50     | 21.38                                      | 20.25  | 19.18   | 18.00   | 16.88   |  |  |  |  |  |
| 1/2 hour 13.50   | 12.83                                      | 12.15  | 11.48   | 10.80   | 10.13   |  |  |  |  |  |
| 1/4 hour 9.00    | 8.55                                       | 8.10   | 7.65    | 7.20    | 6.75    |  |  |  |  |  |
| 10 minutes 6.75  | 6.41                                       | 6,08   | 5,74    | 5.40    | 5.06    |  |  |  |  |  |
| 5 minutes 4.50   | 4.28                                       | 4.05   | 8.88    | 8,60    | 8.88    |  |  |  |  |  |
| 1 min. spot 8.25 | 8.09                                       | 2.98   | 2.76    | 2.60    | 2,44    |  |  |  |  |  |
| 25 wd, spot 1.75 | 1.66                                       | 1.58   | 1.49    | 1.40    | 1.81    |  |  |  |  |  |

| (7:00 a.m   | . to 1 | 2:00 no | on and | 1:30    | p.m. t  | 0       |  |  |  |
|-------------|--------|---------|--------|---------|---------|---------|--|--|--|
| 6:00 p.m.)  |        |         |        |         |         |         |  |  |  |
|             | 1 ti.  | 26 ti.  | 52 ti. | 104 ti. | 156 ti. | 260 t1. |  |  |  |
| 1 hour      | 20.00  | 19,00   | 18.00  | 17.00   | 16.00   | 15.00   |  |  |  |
| 1/2 hour    | 12.00  | 11.40   | 10.80  | 10.20   | 9.60    | 9.00    |  |  |  |
|             | 8.00   | 7.60    | 7.20   | 6.80    | 6.40    | 6.00    |  |  |  |
| 10 minutes  |        | 5.70    | 5.40   | 5.10    | 4.80    | 4.50    |  |  |  |
| 5 minutes   | 4.00   | 3.80    | 3.60   | 8.40    | 8.20    | 8.00    |  |  |  |
| l min. spot | 3.00   | 2.85    | 2.70   | 2.55    | 2.40    | 2.25    |  |  |  |
| 25 wd. apot | 1.75   | 1.66    | 1.58   | 1.49    | 1.40    | 1.81    |  |  |  |
| 25a. 0,500  |        | CIAL F  |        |         |         |         |  |  |  |

One time Class "A" rates apply.

TRANSURIPTIONS
Transcription library services available—rates and details on request.

details on request.
Centract and Other Requirements
All programs and aunouncements must conform to the
Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management,
and the regulations of the Canadian Broadcasting
Corporation. Sponsored programs given preference over
aunouncements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel Manager—S. E. Tapley.

Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

# SUDBURY CKSO

(Established 1935)

Rates effective July 1, 1943.

Owned and operated by The Sudbury Daily Star. Business Office and Studio—21 Eighn Street, Sudbury, Ontario, telephone 7750;
Transmitter—3-1/2 miles from Sudbury on Trans-Canada Highway.

Canada Highway.

Wave—Power—Time
Onerating power—1.000 watts.
379.7 meters; 790 kilocycles.
Licensed to operate full time. Daylight Savings Time
observed on permanent schedule.
Operating schedule: Sundays 8:30 a.m. to 11:30 p.m.;
week days 7:30 a.m. to 11:30 p.m.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent, invoices rendered monthly. Bills due and payable when rendered.

monthly. Bills due and payable when rendered.

seneral Advartising
For combination rates see Trans-Canada Network.

tates include charges by owners of music copyrights.

CLLASS "A"

(6:00 p.m. to 10:30 p.m.)

1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti.

1 hour...... 80.00 78.00 72.00 88.00 64.00 80.00

3/4 hour..... 80.00 78.00 72.00 68.00 64.00 80.00

1/2 hour..... 48.00 45.60 43.20 40.80 83.40 88.00

1/4 hour..... 32.00 80.40 28.80 27.20 25.80 24.00

1/4 hour..... 32.00 80.40 28.80 27.20 25.80 24.00

10 minutes 24.00 22.80 21.60 20.40 19.20 18.00

| mindres   | 24.UU                                    | 22.00  | A1.00  | 20,40   | 19,20  | 10,00  |  |  |  |  |  |
|-----------|--|--|--|---|--|--|--|--|--|--|--|
| minutes   | 16.00                                    | 15.20  | 14.40  | 18.60   | 12.80  | 12.00  |  |  |  |  |  |
| minute    | 10.00                                    | 9,50   | 9.00   | 8.50  | 8.00   | 7.50   |  |  |  |  |  |
| words     | 6.00                                     | 5.70   | 5.40   | 5.10  | 4.80   | 4.50   |  |  |  |  |  |
| words     |  | 4.00   | 8.80   | 8,60  | 8.40   | 8.20   |  |  |  |  |  |
| CLASS "B" |  |  |  |   |  |  |  |  |  |  |  |
|           | (12:00                                   | noon t   | o 1:00   | p.m.)   |  |  |  |  |  |  |  |
| hour      | 80.00                                    | 76.00  | 72.00  | 68.00   | 64.00  | 60.00  |  |  |  |  |  |
| hour      | 64.00                                    | 60.80  | 57.60  | 54.40   | 51,20  | 48.00  |  |  |  |  |  |
| hour      | 48.00                                    | 45.60  | 43,20  | 40.80   | 38.40  | 86.00  |  |  |  |  |  |
| hour      | 82.00                                    | 30.40  | 28.80  | 27, 20  | 25.60  | 24.00  |  |  |  |  |  |
| minutes   | 24.00                                    | 22.80  | 21.60  | 20.40   | 19.20  | 18.00  |  |  |  |  |  |
| minutes   | 16.00                                    | 15.20  | 14.40  | 13.60   | 12.80  | 12.00  |  |  |  |  |  |
| minute    | 10.00                                    | 9.50   | 9.00   | 8.50  | 8.00   | 7.50   |  |  |  |  |  |
|           | minutes minutewordswordshourhourhourhour | minutes 16.00 minute. 10.00 mords. 6.00 words. 8.00 words. 80.00 hour 84.00 hour 82.00 minutes 24.00 minutes 16.00 | minutes 18.00 15.20 minute. 10.00 9.50 mords. 6.00 5.70 words. 12.00 noon to hour 80.00 76.00 hour 48.00 60.80 hour 48.00 45.60 hour 22.00 30.40 minutes 24.00 22.80 minutes 16.00 15.20 | minutes 18.00 15.20 14.40 minute. 10.00 9.50 9.00 words 6.00 5.70 5.40 words 6.00 5.70 5.40 words 10.20 10.00 1 | minutes 16.00 15.20 14.40 18.80 minute. 10.00 9.50 9.00 8.50 words 6.00 5.70 5.40 5.10 words 6.00 5.70 5.40 5.10 words 6.00 0.00 10.00 p.m.) hour 80.00 76.00 72.00 83.00 hour 48.00 45.00 43.20 40.80 hour 48.00 45.00 48.20 40.80 hour 22.00 30.40 28.80 27.20 minutes 24.00 22.80 21.60 20.40 minutes 16.00 15.20 14.40 18.80 | minutes 16.00 15.20 14.40 18.60 12.80 minute. 10.00 9.50 9.00 8.50 8.00 words 6.00 5.70 5.40 5.10 4.80 words 6.00 5.70 5.40 5.10 4.80 words 6.00 0.00 7.00 p.m.) hour 80.00 76.00 72.00 88.00 64.00 hour 48.00 45.60 48.20 40.80 88.40 hour 48.00 45.60 48.20 40.80 88.40 hour 48.00 45.60 48.20 40.80 88.40 hour 22.00 30.40 48.20 40.80 38.40 hour 22.00 30.40 28.80 27.20 25.60 minutes 24.00 22.80 21.60 20.40 19.20 minutes 16.00 15.20 14.40 13.60 12.80 |  |  |  |  |  |

| 25 words   |        | 4.00    | 8.80   | 8.60   | 8.40   | 8. |
|------------|--------|---------|--------|--------|--------|----|
| (7:00 a.m. |        | CLASS   |        | m to   | 8:00 n | m  |
|            | and 10 | 80 p.m. | to sig | n-off) |        |    |

| 1     | nour     | 40.00   | 20.00   | 48.20 | 20.80   | 80. TU | 80.00  |
|-------|----------|---------|---------|-------|---------|--------|--------|
| 3/4   | hour     | 88.40   | 86.48   | 84.56 | 82.64   | 80.72  | 28,80  |
| 1/2   | hour     | 28.80   | 27.36   | 25.92 | 24.48   | 28.04  | 21.60  |
| 1/4   | hour     | 19.20   | 18.24   | 17.28 | 16.32   | 15.86  | 14.40  |
| 10    | minutes  |         | 18.68   | 12.96 | 12.24   | 11.52  | 10.80  |
| 5     | minutes  | 9.60    | 9.12    | 8.64  | 8.16    | 7.68   | 7.20   |
| 1     | minute   | 7.00    | 6.65    | 6.80  | 5,95    | 5.60   | 5.25   |
| 50    | words    | 4.00    | 8.80    | 8.60  | 8.40    | 8.20   | 8.00   |
| 25    | words    | ******* | 2.40    | 2.28  | 2.16    | 2.04   | 1.92   |
| Ann   | ouncemen | nts to  | be run  | imme  | diately | preced | ing or |
| folle | owing ne | Wecast  | charged | prem  | lum of  | 25%.   |        |

SPECIAL FEATURES
Time Signals or Temperature Reports—Rates on re-

Quest.

POLITICAL
One time Class "A" rates apply.

REMOTE CONTROL
Remote and mobile facilities available—details on request,
ELECTRICAL TRANSCRIPTIONS
Regular rates apply, which include pre-audition.
TALENT
Rates on application.

Regular rates apply, which include pre-audition.

TALENT
Rates on application.

Contract and Other Reculrements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/2 and 78 r.p.m. double turn-tables, for lateral and vertical cut recordings.

Personnel
President—W. E. Mason
Station Manager—Don McGill.
Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company

# TIMMINS

CKGB

(Established 1938)

Rates effective July 1, 1943. (Card No. 8.)

Owned and operated by Northern Broadcasting and Publishing, Ltd. Business Offices and Studio—Thomson Ruilding, Tim-

Publishing, Ltd.
Business Offices and Studio—Thomson Building, Timmins, Ontarlo.
Other Offices—Bank of Commerce Bldg., 25 King St.,
W., Toronto, Ont., telephone Eigin 1165; University Tower Bldg., 660 St. Catherines St., W.,
(1000 1010). Montreal, Que.
Transmitter-2-1/2 miles west of Timmins.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
204.1 meters; 1470 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern Daylight Saving Time.
Operating schedule: Sundays 8:30 a.m. to 11:30 p.m.; week days 7:30 a.m. to 12:00 midnight.
Agency Commission
15% on station time, library service and talent to all recognized advertising aspeciacies; no cash discount. Invoices rendered monthly. Bills due and payable when rendered.
General Advertising
For combination rates see Trans-Canada Network.
Discounts on gross rates for number of periods under contract not to exceed one peace of periods under contract not to exceed one peace days and all day Sundays)

11. 28 ti. 52 ti. 104 ti. 156 ti. 280 ti.

|            | 1 ti. | 26 11. | 52 ti. | 104 ti. | 156 ti. | 260 ti. |
|------------|-------|--------|--------|---------|---------|---------|
| l hour     | 60.00 | 57.00  | 54.00  | 51.00   | 48.00   | 45.00   |
| 3/4 hour   | 48.00 | 45.60  | 43.20  | 40.80   | 38.40   | 36.00   |
| 1/2 hour   | 36.00 | 84.20  | 32.40  | 30.60   | 28.80   | 27.00   |
| 1/4 hour   | 24.00 | 22.80  | 21,60  | 20.40   | 19.20   | 18.00   |
| 10 minutes | 18.00 | 17.10  | 16.20  | 15.30   | 14.40   | 13.50   |
| 5 minutes  | 12.00 | 11.40  | 10.80  | 10.20   | 9.60    | 9.00    |
| 1 minute   | 6.00  | 6.00   | 5.70   | 5.40    | 5.40    | 5.40    |
| 20 seconds | 3.60  | 3.60   | 3.42   | 3.24    | 3.24    | 3.24    |
|            |       | CLASS  | R.,    |         |         |         |

|        |        |        | CLASS    | "R"   |        |       |        |
|--------|--------|--------|----------|-------|--------|-------|--------|
|        | (12:00 | noon   | to 1:00  | p.m.  | week d | lays) |        |
| 1 ho   | ur     | 45,00  | 42.75    | 40.50 | 38.25  | 36,00 | 33.75  |
| 3/4 ho | ur     | 36.00  | 34.20    | 32.40 | 30,60  | 28,80 | 27.00  |
| 1/2 ho | ur     | 27.00  | 25.65    | 24.30 | 22.95  | 21.60 | 20, 25 |
|        |        | 18.00  | 17.10    | 16.20 | 15.30  | 14.40 | 13,50  |
| 10 m   | inutes | 13.50  | 12.83    | 12.15 | 11.43  | 10.80 | 10.13  |
| 5 m    | Inutes | 9.00   | 8.55     | 8.10  | 7.65   | 7.20  | 6.75   |
|        | nute   | 5.50   | 5.50     | 5.23  | 4.95   | 4.95  | 4.95   |
| 20 sec | onds   | 3.30   | 3.30     | 3.14  | 2.97   | 2.97  | 2.97   |
|        |        |        | CLASS    | C,,   |        |       |        |
| (7:    | 00 a.m | . to i | 2:00 noc |       | 0 p.m. |       |        |

20 seconds. 3.30 3.30 3.14 2.97 2.97 2.97 CLASS "C"

(7:00 a.m. to 12:00 noon; 1:00 p.m. to 6:00 p.m.; 10:30 p.m.; 1

Representatives
Canada—National Broadcast Sales.
United States—Weed & Company.

# TORONTO

CBL (Established 1987)

Rates effective December 1, 1987.

Owned and operated by the Canadian Broadcasting Corporation.

Business Office—55 York St., Toronto 4, Ont. Studio—805 Davenport Road, Toronto, Ontario.

Transmitter—Hornby, 22 miles west of Toronto.

Ave—Power—Timey, 22 biles (ave—Power—Timey, 22 biles (one-rating power—50.000 watts, 405.4 meters; 740 kilocycles, Licensed to operate full time.

Agency Commission 15% allowed to recognized agen-cles on net charges for station time. No commission on talent or other program charges. No cash dis-count. Bills due and payable when rendered.

General Advertising
For combination rates see listings of National Broadcasting Company (Service to Allied Nations) and
Trans-Canada Network,
Rates include energes by owners of music copyrights,
except on music not covered by licenses or agreements with station.

# TORONTO—Continued C B L—Continued

|          | (7.30    | p.m. to  | 11:00 p. | m.)       |         |
|----------|----------|----------|----------|-----------|---------|
|          | 1 11     | 13 ti.   | 26 ti.   | 52 ti.    | * OP ET |
| 1 hour   | 300.00   |          | 270.00   | 255.00    | 24W.UU  |
| 1/2 hour | 165.00   | 156.75   | 148.50   | 140.25    | 132.00  |
| 1/4 hour | 90.00    | 85.50    | 81.00    | 76.50     | 72.00   |
|          |          | CLASS    | B        |           |         |
| (12:00   | noon to  | 1:30 p.  | m. and   | 5:30 p.m. | to      |
|          |          | 7:30 p   | .m.)     | •         |         |
| 1 hour   | 200.00   | 190.00   | 180.00   | 170.00    | 160.00  |
| 1/2 hour | 120.00   | 114.00   | 108.00   | 102.00    | 96.00   |
| 1/4 hour | 65.00    | 61.75    | 58,50    | 55.25     | 52.00   |
|          |          | CLASS    | c        |           |         |
| (7:30 a  | .m. to 1 | 2:00 noo | n. *1:30 | p.m. to 5 | :30     |
| D.m.     | and 11:  | 00 p.m.  | to 12:00 |           |         |
| 1 hour   | 150.00   | 142.50   | 135.00   | 127.50    | 120.00  |
| 1/2 hour | 80.00    | 76.00    | 72.00    | 68.90     | 64.00   |
| 1/4 hour | 45.00    | 42.75    | 40.50    | 38.25     | 36.00   |
| (*) Da   | ily exce | pt Sund  | ay when  | Class "F  | rat.    |
| applies. | -        |          |          |           |         |
|          | SPE      | CIAL F   | EATURE   | 8         |         |

applies. SPECIAL FEATURES
Time Signals—each service consists of three time signals limited to 25 words and one of 50 words, the latter not applicable between 7:30 p.m. and 11:00 p.m.; day or evening service (Sunday excepted) exclusive to one advertiser.

(5:30 p.m. to 12:00 midnight)
4 daily for 3 months, per month. 1.000.00
4 daily for 6 months, per month. 750.00
(7:30 a.m. to 5:30 p.m.)
4 daily for 12 months, per month. 800.90
4 daily for 12 months, per month. 700.00
4 daily for 3 months, per month. 800.90
4 daily for 6 months, per month. 800.90
5 daily for 6 months, per month. 600.00
5 ELECTRICAL TRANNCRIPTIONS
Accepted during Class "B" and "C" periods only, st regular rates.
Transcripto: library services available—rates on request.

TALENT

TALENT

Rates on request.

Contract and Other Requirements
Alcoholic beverage advertising not accepted.
All programs subject to the regulations of the Canadian Broadcasting Corporation and the approval of the commercial department.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
Personnel
Commercial Manager—E. A. Weir
Representatives
None.

# CFRB

Rates effective July 1, 1944. (Card No. 8.)
Operated by Rogers Radio Broadcasting Company
Limited.
Business Office and Studio—87 Bloor Mt West
Toronto (5), Ont., Midway 8515-4643.
Transmitter—Aurora, Onlerio.

Transmitter—Aurora, Unterto.

Wave—Power—Time
Operating power—10,000 watts.
348.8 meters; 880 kilocycles.
Licensed to operate full time. Operates on Eastern
Standard Time. Daylight Saving Time observed.
Operating schedule: Sundays 9:00 a.m. to 12:30 a.m.;
week days 6:00 a.m. to 12:30 a.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Involces rendered
monthly, Bills due and payable when rendered.

monthly. Bills due and payable when rendered.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Canadian Group).

Discounts on gross rates for number of periods under
contract no: to exceed one year's duration.

|     |         |       | CLAB8   |        |         |        |        |
|-----|---------|-------|---------|--------|---------|--------|--------|
|     |         |       | p.m. to |        |         |        |        |
|     |         | 1 tl. |         |        | 104 tl. |        |        |
| 1   |         |       | 180.50  |        |         | 152.00 | 142.50 |
| 8/4 |         |       | 144.40  |        | 129.20  | 121.60 | 114.00 |
| 1/2 | hour    |       | 108.30  | 102.60 | 96.90   | 91.20  | 85.70  |
| 1/4 | hour    | 76.00 |         | 68.40  | 64.60   | 60.80  | 57.00  |
| 10  | minutes | 57.00 | 54.15   | 51.30  | 48.45   | 45.60  | 42.75  |
| 5   | minutes | 88.00 | 86.10   | 84.20  | 82.30   | 30.40  | 28.50  |
| *1  | minute  | 20.00 | 20.00   | 20.00  | 20.00   | 20.00  | 20.00  |
| *20 | seconda | 15.00 | 15.00   | 15.00  | 15.00   | 15.00  | 15.00  |
|     |         |       | CLA88   | B      |         |        |        |

| (6:00 p.m. to 7:00 p.m. week days; sign-on |         |        |        |        |       |        |       |  |  |  |
|--|---------|--------|--------|--------|-------|--------|-------|--|--|--|
| to 7:00 p.m. Sundays)                      |         |        |        |        |       |        |       |  |  |  |
| 1  |         |        | 134.90 |        |       | 113.60 |       |  |  |  |
| 3/4  | hour    | 114.00 | 108.30 | 102.60 | 96.90 | 91.20  | 85.50 |  |  |  |
| 1/2  | hour    | 85.00  | 80.75  | 76.50  | 72.25 | 68.00  | 63.75 |  |  |  |
| 1/4  | hour    | 57.00  | 54.15  | 51.30  | 48.45 | 45.60  | 42.75 |  |  |  |
| 10   | minutes | 43,00  | 40,85  | 38.70  | 36.55 | 34.40  | 82.25 |  |  |  |
| 5  | minutea | 28.00  | 26.60  | 25.20  | 23.80 | 22.40  | 21,00 |  |  |  |
| •1   | minute  | 20.00  | 20.00  | 20.00  | 20.00 | 20.00  | 20.00 |  |  |  |
| *20  | seconds | 15.00  | 15.00  | 15.00  | 15.00 | 15.00  | 15.00 |  |  |  |
|  |         |        | /T 400 | 11011  |       |        |       |  |  |  |

| (7:00 a.m. to 6:00 p.m. week days; 10:30         |                                |       |       |       |       |       |  |  |  |  |
|--|--------------------------------|-------|-------|-------|-------|-------|--|--|--|--|
| p.m. to sign-off)                                |                                |       |       |       |       |       |  |  |  |  |
| 1 hour   | 95.00                          | 90.25 | 85.50 | 80.75 | 76.00 | 71.25 |  |  |  |  |
| 3/4 hour   | 76.00                          | 72.20 | 68.40 | 64.60 | 60,80 | 57.00 |  |  |  |  |
| 1/2 hour   | 57,00                          | 54.15 | 51.80 | 48.45 | 45.60 | 42.75 |  |  |  |  |
| 1/4 hour   | 38.00                          | 36.10 | 84.20 | 32.30 | 30.40 | 28,50 |  |  |  |  |
| 10 minutes                                       | 28,00                          | 26,60 | 25,20 | 23.80 | 22.40 | 21.00 |  |  |  |  |
| 5 minutes  | 19.00                          | 18,05 | 17.10 | 16.15 | 15.10 | 14.25 |  |  |  |  |
| *1 minute  | 15.00                          | 15.00 | 15.00 | 15.00 | 15.00 | 15.00 |  |  |  |  |
| 20 seconds                                       | 10.00                          | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 |  |  |  |  |
| (*) No announcements between 7:30 p.m. and 11:00 |                                |       |       |       |       |       |  |  |  |  |
| p.m. daily                                       | p.m. daily and all day Sunday. |       |       |       |       |       |  |  |  |  |

SPECIAL FEATURES
News: Leased wire service available. Rates on request.

POLITICAL Regular rates apply. Regular rates apply.

TRANSCRIPTIONS AND RECORDINGS
Transcription ibrary service, per 1/4 hour, 5.00.
Recording facilities available—rates on request.

REMOTE (NONTRO).

Programs which are breadcast from points outside of main studios will be subject to special charges
SERVICE FACILITIES
Wurlitzer, Hammond organs, Nova Chord available.

Contract and Other Requirements
All programs and announcements must conform to the
Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management,
and the regulations of the Canadian Broadcasting
Corporation, Sponsored programs given preference over
announcements, Networks take priority over spot programs and announcements.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. double turntables for
vertical and lateral cut recordings.
Personnel
President—Harry Sedgewick.
Station Manager—Lloyd Moore.
Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Adam J. Young, Jr., Inc.

# CJBC

(Established 1943)
Rates effective January 1, 1945. (Card No. 8.)
Card received December 11, 1944.

Rates effective January 1, 1945. (Card No. 3.)
Card received December 11, 1944.
Owned and operated by the Canadian Broadcasting
Corporation.
Business Office—354 Jarvis St., Toronto 5, Ontario.
Studios—805 Davenport Road, Toronto 4, Ont., Kenwick 941.
Traismitter—R.R. No. 1, Islington, Ont.
Wave—Power—Time
Operating power—5,000 watts.
297.0 meters: 1010 kilocycles
Licensed to operate full time. Operates on Eastern
Daylight Time
Operating schedule: 7:00 a.m. to 12:03 a.m. week
days and 9:00 a.m. to 12:03 a.m. Sundays.
Agency Commission
Agency Commission
Licensed to ther program charges. No cosmission
on talent or other program charges. No cash discount Rills due and payable when rendered.
General Advertising
For combination rates see Dominion Network and
American Broadcasting Company, Inc. (Canadian Stations).
Discounts on gross rates for number of periods under

For combination rates see Dominion Network and American Broadcasting Company, Inc. (Canadian Stations).

Discounts on gross rates for number of periods under contract not to exceed one year's duration.

(CLASS \*A''
(7:00 p.m. to 11:00 p.m.)

1 tit. 26 tt. 52 ti. 104 ti. 156 ti. 260 ti. 1 hour... 140.00 133.00 125.00 119.00 112.00 105.00 3/4 hour... 12.00 106.40 100.80 95.20 89.60 84.00 1/2 hour... 84.00 79.80 75.60 71.40 67.20 63.00 1/4 hour... 56.00 53.20 50.40 47.60 44.80 42.00 CLASS 'B'
(6:00 p.m. to 7:00 p.m. weekdays; 12:00 noon to 7:00 p.m. sundays)

1 hour... 93.33 88.66 84.00 79.33 74.66 70.00 3/4 hour... 74.66 70.33 67.20 63.46 59.73 56.00 1/2 hour... 36.00 53.20 50.40 47.60 44.80 42.00 1/4 hour... 37.33 35.46 33.60 31.73 29.86 28.00 CLASS 'C'
(7:00 a.m. to 6:00 p.m. weekdays; 9:00 a.m. to 12:00 noon Sundays; 11:00 p.m. to sign-off daily)

1 hour... 70.00 66.50 63.00 59.50 58.00 52.50 3/4 hour... 56.00 53.20 50.40 47.60 44.80 42.00 1/2 hour... 42.00 39.90 37.80 35.70 33.60 31.50 1/4 hour... 28.00 26.60 25.20 23.80 22.40 21.00 N/ECTAL FEATURES

Time signals—rates and details on request.

REMOTE CONTROL

Remote pick-up facilities and complete mobile unit available.

ELECTRICAL TRANSCRIPTIONS

Accepted from 7:00 a.m. to 7:30 p.m. only.

Transcription library services available.

Facilities available for continuous recording—rates on request advertising of alcoholic heyerages not accepted

Facilities available for continuous recording—rates on request. Contract and Other Requirements Advertising of alcoholic beverages not accepted. All programs subject to regulations of the Canadian Broadcasting Corporation and approval of station

Hroaccasting Corporation and approval of Science management
No spot or flash announcements accepted. Networks take priority over spot programs. Station reserves the right to re-allot programs to next best time available, echanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables.

tion, using 33-1/3 and 78 r.p.m. double turnt Personnel Commercial Manager—E. A. Welt Station Manager—S. W. (Spence) Caldwell. Representatives None.

# CHUM (Established 1945)

CHUM
(Established 1945)

Rates effective January 1, 1945. (Card No. 1.)
Card received December 8, 1944.
Owned and operated by York Broadcasters Limited.
Business Office and Studios—The Hermant Bidg., 21
Dundas Square, Toronto, Ont.
Transmitter—North York, Ont.
Wave—Power—Time
Operating power—1.000 watts.
285.7 meters; 1050 kilocycles,
Operates on Eastern Standard Time or (E.D.S.T.)
on regional channel.
Operating schedule: Local sunrise to local sunset.
Agency Commission
15% to all recognized advertising agencies on station
rates; no cash discount. No commission on talent.
Invoices rendered monthly. Bills due and payable when rendered.
General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

(12:00 non to 1:00 p.m.; 5:00 p.m. to
sign-off, and all day Sunday)
11. 26 tl. 52 tl. 104 tl. 156 tl. 280 tl.
1 hour... 100.00 95.00 90.00 85.00 80.00 75.00
3/4 hour... 80.00 76.00 72.00 85.00 80.00 75.00
1/2 hour... 80.00 76.00 72.00 85.00 80.00 75.00
1/4 hour... 80.00 76.00 72.00 85.00 80.00 75.00
1/4 hour... 80.00 76.00 72.00 85.00 80.00 40.00
1/4 hour... 80.00 78.00 38.00 38.00 30.00 30.00
1/4 invites 30.00 28.50 27.00 25.50 24.00 25.50
5 minutes 30.00 28.50 27.00 25.50 24.00 25.50
One minute announcements 10.00.
Twenty second fisshes 6.50.

CILASS "B"

(Sign-on to 12:00 noon and 1:00 p.m. to 5:00 p.m.)

1 to... 26 ti. 52 tl. 104 ti. 158 tl. 260 ti.
1 hour.... 80.00 75:00 70:00 85:00 80:00 55:00 3/4 hour... 84:00 75:00 70:00 85:00 84:00 44:00

1/2 hour.... 48:00 75:00 42:00 38:00 38:00 38:00

1/3 hour.... 32:00 30:00 28:00 28:00 24:00 22:00

10 minutes 24:00 22:50 21:00 18:50 18:00 16:50

5 minutes 16:00 15:00 14:00 13:00 12:00 11:00

Ore minute announcement 8:00.

Twenty second fishes 5:50.

SPECIAL FEATURES

Newscasts, announcements adjacent to newscasts, participating prugrams, and other special features—rates and details on request.

POLITICAL

Rates and details on request.

TRANSCRIPTIONS

Transcribed library services available.

REMOTE CONTROL

Equipment available for all types of line pickups at any point.

Equipment available for all types of line pickups at any point.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation.

Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Personnel
President—R. T. Fulford.
Managing Director—A. E. Leary.
Representatives
Canada—Radio Representatives Ltd.
United States—Adam J. Young, Jr., Inc.

# CKEY

Rates effective August 28, 1944. (Card No. 1.) Owned and operated by Toronto Broadcasting Co., Ltd. Studios—444 University Ave., Toronto, Ont., Waverley

Transmitter-Scarb-rough, Ontario, telephone Zone 7-101.

Transmitter—Scarb-rough, Ontario, telephone Zone 7-101.

Wave—Fuwer—Time Operating power—5,000 watts days; 1,000 watts nights.
51: - meters; 580 hilocycles.
Operates on cleared regional channel on Eastern Daylight Time.
Operating schedule: 24 hours daily.
Agency Commission
15% to all recognized advertising agencies on station rates; no cash dicount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.
General Advertising
Discounts on gross rates for number of periods under contract not to exceed can year's duration.
NOTE: 25% premium for spots adjacent to news broadcasts.

CLASS "A"

Contract not to excess on excess on exact solutions. NOTE: 25% premium for spots adjacent to news broadcasts.

(6:00 p.m. to 10:30 p.m. daily; 12:00 noon to 10:30 p.m. sundays)

1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti. 1 hour... 140.00 133.00 126.00 119.00 112.00 105.00 1/2 hour... 84.00 79.80 75.60 71.40 67.20 63.00 1/4 hour... 56.00 53.20 50.40 47.60 44.80 42.00 10 minutes 42.00 39.90 37.80 35.70 33.60 31.50 5 minutes 28.00 26.60 25.20 23.80 22.40 21.00 1 minute 16.00 16.00 16.00 16.00 12.68 12.68 12.68 12.85 CLASS "B"

(12:00 noon to 1:00 p.m. and 5:00 p.m. to 6:00 p.m. daily; 10:50 p.m. to 11:00 p.m. daily; 10:50 p.m. to 12:68 12.85

26 wks. 52 wks. 52 wks. 52 wks. 50 wks. 52 wks. 52 wks. 52 wks. 52 wks. 52 wks. 52 wks. 55 wks. 59 wks. 59 wks. 59 wks.

(This fisting continued on next mass)

# **ONTARIO—Continued**

# TORONTO—Continued CKEY-Continued

The announcement discounts apply to both one minute and 20 second announcements.
Interruptions of a series or change of time necessitated by the broadcasting of special events will not affect the advertiser's right to the discount.

SPECIAL FEATURES
(1:00 a.m. to 5:00 a.m. daily)
One minute participations sold only for consecutive
weeks as follows:
Per one minute announcement:

|     | it one minate sundanceme |         |            |         |
|-----|--------------------------|---------|------------|---------|
|     | . 13-                    | 25 wks. | 26-51 wks. | 52 wks. |
| - 1 | nightly                  | 3.00    | 2.85       | 2.70    |
| 3   | nightly                  | 2.85    | 2.70       | 2.55    |
| 5   | nightly                  | 2.55    | 2.40       | 2.25    |
|     |                          |         |            |         |

Rates and details on request.

ELECTRICAL TRANSCRIPTIONS
Transcription librar partials

| TIRDSCLIDITOR | ) HOLBLA | BELLI  | ce avai | labie.  |          |         |  |  |  |
|---------------|----------|--------|---------|---------|----------|---------|--|--|--|
|               | 1 ti.    | 26 ti. | 52 ti.  | 104 t1. | 156 ti.  | 260 tl. |  |  |  |
| l hour        |          | 9.50   | 9,00    | 8.50    | 8.00     | 7.50    |  |  |  |
| 1/2 hour      |          | 5.70   | 5,40    | 5.10    | 4.80     | 4.50    |  |  |  |
| 1/4 hour      |          | 3.80   | 3.60    | 3.40    | 3.20     | 3.00    |  |  |  |
| 10 minutes    |          | 2.85   | 2.70    | 2.55    | 2.40     | 2.25    |  |  |  |
| 55 minutes    | pro rata | to 1   | hour;   | 25 main | utes pro | rata    |  |  |  |
| to 1/2 hour,  |          |        |         |         | -        |         |  |  |  |
|               |          |        |         |         |          |         |  |  |  |

55 minutes pro rata to 1 hour; 25 minutes pro rata to 1/2 hour.

Programs which are broadcast from points outside of main studios will be subject to special charges. Centract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Meahaniasi Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables

Personnel
President—J. K. Cooks.

Representatives
Montreal—National Broadcast Sales, Ltd.

United States—Weed & Company.

# WINDSOR CKLW

Owned and operated by Western Ontario Broadcast ing Co., Ltd., Guarenty Trust Bidg., Windsor, Ont., telephone 4-1155.
United States Subsidiary, Essex Broadcasters, Inc. Union Guardian Bidg., Detroit, Mich., Cadillac 7200.
Transmitter—Sandwich South Township. Ontario / ave—Pewer—Time
Operating power—5.000 watts.
375.0 meters; 800 kilocycles.
Licensed to operate full time on international cleared channel.
Operation of Eastern Standard Time

channel.
Operates on Eastern Standard Time.
Operating schedule: 24 hours daily.
Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.
General Advertising
For combination rates see listings of Mutual Broadcasting System.

U. S. ADVERTISING RATES

| CLASS A |        |          |         |        |         |         |         |  |  |  |
|---------|--------|----------|---------|--------|---------|---------|---------|--|--|--|
|         |        |          | p.m. to |        |         |         |         |  |  |  |
|         |        | 1 ti.    | 26 ti.  | 52 tl. | 104 ti. | 156 ti. | 260 ti. |  |  |  |
| 1       | hour   | 400.00   | 380,00  | 360,00 | 340.00  | 320.00  | 300.00  |  |  |  |
| 3/4     |        | 320.00   | 304,00  | 288,00 | 272.00  | 256.00  | 240.00  |  |  |  |
| 1/2     | hour   | 240,00   | 228,00  | 216.00 | 204.00  | 192.00  | 180.00  |  |  |  |
| 1/4     | hour   | 160.00   | 152,00  | 144.00 | 136.00  | 128.00  | 120.00  |  |  |  |
| 10      | min    | 120.00   | 114.00  | 108.00 | 102.00  | 96.00   | 90.00   |  |  |  |
| 5       | min    | 80.00    | 76.00   | 72.00  | 68.00   |         | 60.00   |  |  |  |
| 1       | min    | 40.00    | 38.00   | 36.00  | 34.00   | 32.00   | 30.00   |  |  |  |
| 15      | 80C    | 30.00    | 28.50   | 27.00  | 25.50   | 24.00   | 22.50   |  |  |  |
|         |        |          | CLASS   | 3 "B"  |         |         |         |  |  |  |
|         | (10:30 | p.ni. to | 11:00   | p.m.   | daily a | and 1:0 | 10      |  |  |  |
|         |        | p.in. to | 6:00    |        |         |         |         |  |  |  |
| 1       | hour   | 300,00   | 285.00  | 270.00 | 255.00  | 240.00  | 225.00  |  |  |  |

|     |          | p.m. to   | 0.00   | p.m. 8  | unuays)  |        |        |
|-----|----------|-----------|--------|---------|----------|--------|--------|
| 1   |          | 300,00    |        |         |          |        |        |
| 3/4 | hour     | 240.00    | 228.00 | 216.00  | 204.00   | 192.00 | 180,00 |
|     |          | 180.00    |        |         |          |        | 135.00 |
| 1/4 |          |           |        |         | 102.00   | 96.00  | 90,00  |
| 10  |          |           | 85.50  |         | 76.50    | 72.00  | 67.50  |
| 5   | min      |           |        |         | 51.00    | 48.00  | 45.00  |
| 1   | min      |           | 28.50  |         | 25.50    | 24,00  | 22,50  |
| 15  | sec      | 25.00     | 23.75  |         | 21.25    | 20.00  | 18.75  |
|     |          |           | CLAS   |         |          |        |        |
| (6  | :00 a.m. | . to 6:00 | n.m.   | weck da | avs: 11: | 00 n.m | to     |

CLASS "C"
(6:00 a.m. to 6:00 p.m. week days; 11:00 p.m. to
12:30 a.m. to 6:00 p.m. week days; 11:00 p.m. to
12:30 a.m. to 10:00 p.m. week days; 11:00 p.m. Sundays)
1 hour... 20:00 19:00 18:00 17:00 18:00 120:00
3/4 hour... 18:0.00 152:00 144:00 138:00 128:00 120:00
1/2 hour... 19:0.00 114:00 108:00 102:00 98:00 90:00
1/4 hour... 80:00 76:00 72:00 88:00 84:00 80:00
10 min... 60:09 57:00 54:00 51:00 48:00 45:00
5 min... 40:00 38:00 38:00 38:00 38:00
1 min... 20:00 10:00 18:00 17:00 16:00 15:00
15 sec. 15:00 14:25 13:50 12:75 12:00 11:25
Early Morning Frolic (Happy Joe): Participating program, 6:00 a.m. to 9:30 a.m. week days. One time
20:00—no frequency discounts.
Myrtle Labbitt's Home Chats: Women's participating program, 9:30 a.m. to 9:45 a.m. week days. One time 20:00—no frequency discounts.
Mary Morgan Beauty and Fashions: Women's participating program, 10:30 a.m. to 11:00 a.m. week days. One time 20:00—no frequency discounts.

CANADIAN ADVERTISING RATES
The following rates are for Canadian advertisers only:
CLASS "A"

|     |         | (7:00 | p.m. to |        |         |        |        |
|-----|---------|-------|---------|--------|---------|--------|--------|
|     |         | 1 ti. |         |        | 104 tt. |        |        |
|     | hour    |       |         | 144.00 | 136.00  | 128.00 | 120.00 |
| 1/2 | hour    | 96.00 | 91.20   | 86.40  | 81.60   | 76.80  | 72.00  |
| 1/4 | hour    | 64.00 | 60.80   | 57.60  | 54.40   | 51.20  | 48.00  |
| 10  | minutes | 48.00 | 45.60   | 43.20  | 40.80   | 38.40  | 36.00  |
| 5   | minutes | 32.00 | 30.40   | 28.80  | 27.20   | 25.60  | 24.00  |
|     |         |       | CLASS   | "B"    |         |        |        |
|     |         |       |         |        |         |        |        |

(6:00 p.m. to 7:00 p.m. and 10:30 p.m. 11:00 p.m. daily; sign-on to 6:00 p Sundays)

|   |    | hour    |       |       | 108.00 | 102.00 | 96.00 | 90.00 |
|---|----|---------|-------|-------|--------|--------|-------|-------|
| 1 | /2 | hour    | 72.00 | 68.40 | 64.80  | 61.20  | 57.60 | 54.00 |
| 1 | /4 | hour    | 48.00 | 45.60 | 43.20  | 40.80  | 38.40 | 36.00 |
|   | 10 | minutes | 36.00 | 34,20 | 32.40  | 30.60  | 28.80 | 27.00 |
|   | 5  | minutes | 24.00 | 22,80 | 21.60  | 20.40  | 19.20 | 18.00 |
|   |    |         |       | CLASS | 3 "C"  |        |       |       |
|   |    |         |       |       |        |        |       |       |

|      | (9:00 8 |         |         |        | a 11:00 | p.m.  |       |
|------|---------|---------|---------|--------|---------|-------|-------|
|      |         |         | 30 a.m. | week   | days)   |       |       |
|      | hour    |         | 80.75   |        |         | 68.00 | 63.75 |
|      | hour    |         | 48.45   | 45,90  | 43.35   | 40.80 | 38.25 |
| 1/4  | hour    | 34.00   | 32.30   | 30.60  | 28.90   | 27.20 | 25.50 |
|      | minutes |         | 24.20   | 22.95  | 21.65   | 20.40 | 19.15 |
| 5    | minutes |         |         | 15.30  |         | 13.10 | 12.75 |
|      |         | AND     | NUUNC   | EMEN   | Ts      |       |       |
| A 11 | annound | etre me | aubia   | 20 000 |         | 1     |       |

All announcements subject to approval of station management.

Day Night 1 minute announcements (100 words) 8.00 12.00 20 seconds announcements (25 words) 6.00 10.00 Quantity discounts do not apply on spot announcements.

SPECIAL FEATURES
Dawn Patrol: 12:30 a.m. to 4:00 a.m.—rates on re-

Dawn Patrol: 12:30 a.m. to 4:00 a.m.—rates on request.

News: Leased wire service available—rates on request.

POLITICAL
One time Class A. rates apply.

TRANSCRIPTIONS

Transcription library service available.

1t. 26:ti. 52:ti. 104ti. 156:ti. 260:ti.
1/2 hour..... 10.00 9.50 9.00 8.50 8.00 7.50
1/4 hour..... 6.00 5.70 5.40 5.10 4.80 4.50

Additional charges are made for programs originating outside of station studios.

Centract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Neworks take priority over spot programs and announcements. Program such an advance to make newspaper announcements. All proposals subject to prior booking of time.

Contracts must be closed two weeks in advance to make newspaper announcements. Manuscript must be submitted 10 days in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription. using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

President—Valcolm Campbell
Managing Director—J. E. Campeau.

President-Valcolm Campbell Managing Director-J. E. Campeau, Managing Director—3. B. Campeau. Representatives Canada—Horace N. Stovin & Company. United States—Adam J. Young, Jr., Inc.

# **WINGHAM** CKNX (Retablished 1926)

(Established 1926)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by W. T. (Tuickshauk and B. Howard Bedford.

B. Howard Bedford.

Business Office and Studio—Josephine St. Wingham. Ontario, telephone 158.

Transmitter—Heigravo. Ontario.

Wave—Power—Time
Operating power—1,000 watts.
326.1 meters; 820 kilocycles.
Operates on Eastern War Time.
Operating schedule: Sundays 9:30 a.m. to 11:15 p.m.; week days 7:00 a.m. to 11:15 p.m. agency Commission

15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.
General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"

(12:00 noon to 130 p.m.: 6:00 p.m. to 10:30

|     |           |         | CLASS   | "A"      |         |         |         |
|-----|-----------|---------|---------|----------|---------|---------|---------|
|     | (12:00 no | on to 1 | :30 p.n | n.; 6:00 | D.m.    | to 10:3 | 0       |
|     | p.m. w    | eek da  | ys; and | l all    | day Su  | ndays)  |         |
|     |           | 1 ti.   | 26 tl.  | 52 t1.   | 104 ti. | 156 ti. | 260 ti. |
| - 1 | hour      | 50.00   | 47.50   | 45.00    | 42.50   | 40.00   | 37.50   |
| 3/4 |           | 40.00   | 38.00   | 36.00    | 34.00   | 32.00   | 30.00   |
| 1/2 | hour      | 30.00   | 28,50   | 27.00    | 25.50   | 24.00   | 22.50   |
| 1/4 | hour      | 20.00   | 19.00   | 18.00    | 17.00   | 16.00   | 15.00   |
| 10  | minutes   | 15.00   | 14.25   | 13,50    | 12.75   | 12.00   | 11.25   |
| 5   | minutes   | 10.00   | 9.50    | 9.00     | 8.50    | 8.00    | 7.50    |
| 1   | minute    | 6.00    | 5.70    | 5.40     | 5.10    | 4.80    | 4.50    |
| 20  | seconds   | 3.00    | 2.85    | 2.70     | 2.55    | 2.40    | 2.2     |
|     |           |         | CLASS   | "B"      |         |         | 0.00    |
|     | (9:00 a.m | n. to 1 | 2:00 no |          |         | p.m. (  | .0      |
|     |           | 6:00    |         | veek da  | ays)    | -       |         |
| - 1 | hour      | 35.00   | 33.25   | 31.50    | 29.75   | 28.00   | 26.23   |
| 3/4 | hour      | 28.00   | 26.60   | 25,20    | 23.80   | 22.40   | 21.00   |

|     |           | 6:00  | p.m. v | week da | ys)   |         |       |
|-----|-----------|-------|--------|---------|-------|---------|-------|
| - 1 | hour      | 35.00 | 33.25  | 31.50   | 29.75 | 28.00   | 26.23 |
| 3/4 | hour      | 28.00 | 26.60  | 25.20   | 23.80 | 22.40   | 21.00 |
| 1/2 | hour      | 21.00 | 19.95  | 18.90   | 17.85 | 16.80   | 15.75 |
| 1/4 | hour      | 14.00 | 13.30  | 12.60   | 11.90 | 11.20   | 10.50 |
| 10  | minutes   | 10.50 | 9.98   | 9.45    | 8.92  | 8.40    | 7.88  |
| 5   | ininutes  | 7.00  | 6.65   | 6.30    | 5.95  | 5.60    | 5.25  |
| 1   | minute    | 4.50  | 4.28   | 4.05    | 3.83  | 3,60    | 3.38  |
| 20  | seconds   | 2.75  | 2.61   | 2.48    | 2.34  | 2.20    | 2.06  |
|     |           |       | CLASS  | ,,C,,   |       |         |       |
|     | (7:00 a.n |       |        |         | b.m.  | to 5:00 | 1     |

|     | (7:00 a.n | a. to 9 | :00 a.n | a., 1:30 | ) p.m.  | to 5:00 | 1     |
|-----|-----------|---------|---------|----------|---------|---------|-------|
|     | o.m. and  |         | p.m. to | sign-    | off wee | k days) |       |
| 1   | hour      | 30.00   | 28.50   | 27.00    | 25.50   | 24.00   | 22.50 |
| 3/4 | hour      | 24.00   | 22.80   | 21.60    | 20.40   | 19.20   | 18.00 |
| 1/2 | hour      | 18.00   | 17.10   | 16.20    | 15.30   | 14.40   | 13.50 |
| 1/4 | hour      | 12.00   | 11,40   | 10.80    | 10.20   | 9.60    | 9.00  |
| 0.1 | minutes   | 9.00    | 8.55    | 8.10     | 7.65    | 7.20    | 6.75  |
| 5   | minutes   | 6.00    | 5.70    | 5.40     | 5.10    | 4.80    | 4.50  |
| 1   | minute    | 4.00    | 3.80    | 3.60     | 3.40    | 3.20    | 3.00  |
| 20  | seconds   | 2.40    | 2.28    | 2.16     | 2.04    | 1.92    | 1.80  |
|     |           | SPEC    | IAL F   | EATI     |         | -1      |       |

News: Announcements preceding or following news pay 25% premium.

Participating Programs

Regular rates apply POLITICAL

One time Class "A" rates apply.

REMOTE CONTROL

Available on advance notice to any point served by telephone or telegraph wires.

TRANSCRIPTIONS

Transcription library service available:

1tl. 26 tl. 52 tl. 104 tl. 156 tl. 260 tl.

1/2 hour...... 5.00 4.75 4.50 4.25 4.00 3.75 1/4 hour..... 3.00 2.85 2.70 2.55 2.40 2.25 Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Newtorks take priority over spet programs and announcements. Wechandle Programs Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Personnel

Gen'l Mgr.—W. T. Cruickshank. Commercial Director—F. Nowell Johnson. Production Manager—Jack Brent.

\*\*Representatives\*\*

Representatives
Canada—J. L. Alexander.

# PRINCE EDWARD ISLAND

# **CHARLOTTETOWN**

(Established 1924)

Rates effective July 1, 1944.

Uwned and operated by Island Radio Broadcasting ('ompany Ltd.

Business Office and Studio—Broadcasting Centre, \$5 Kent St., Charlottelown, P. E. 1., telephone 741-742-724.

Transmitter—West Royalty, P. E. L.

ave—Power—Time
Operating power—5,000 watts days; 1,000 watts

Operating power — 5,000 watts days; 1,000 watts nights.

47b.2 meters; 630 kilocycles.

Licensed to operate full time on olear regional channel.
Operates on Atlantic Daylight Saving Time.
Operating schedule: Sundays 9:00 s.m. to 12:00 mid-night; week days 7:30 s.m. to 12:00 midnight.
Agency Commission
15% to recognized advertising agencies; no cash discount, No commission on talent, Invoices rendered monthly. Bills due and payable when rendered.
General Advertising
For combination rates see Dominion Network.
Discounts on gross rates for number of periods not to exceed one year's duration.
NOTE: A new rate card effective July 1, 1945, has been received and indicates that the present rates listed for Class "A"

(6:00 p.m. to 11:00 p.m.)

1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti. 1 hour...... 60:00 57:00 54:00 51:00 48:00 45:00 43:00 1/2 hour...... 36:00 55:00 54:00 51:00 48:00 45:00 43:00 1/4 hour..... 36:00 55:00 54:00 51:00 48:00 48:00 1/4 hour..... 36:00 13:20 32:40 30:60 28:80 27:00 1/4 hour..... 36:00 13:20 32:40 30:60 28:80 27:00 1/4 hour..... 36:00 11:40 10:20 15:80 14:40 13:50 5 minutes 18:00 17:10 16:20 15:80 14:40 13:50 5 minutes 18:00 17:10 16:20 15:80 14:40 13:50 5 minutes 18:00 11:40 10:80 10:20 9:60 9:00 1 minute 6:50 6:15 5:85 5:50 5:20 4:85 70 seconds 8:40 8:20 3:00 2:89 3:60 2:40 Spot announcements 25% additional when adjacent to newscasts.

CLASS "B"

| CLASS 'B' | Clas 28.50 22.80 17.10 11.40 8.55 5.70 4.50 2.20

CLASS "C"

(Sign-on to 12:00 neon, 1:00 p.m. to 6:00 p.m. and 11:00 p.m. to sign-of daily)

1 hour..... 38.00 36.10 34.20 32.30 30.40 :3/4 hour..... 38.00 36.10 34.20 12.30 30.40 :1/2 hour..... 22.80 21.66 20.52 58.42 24.32 :1/2 hour..... 22.80 21.66 20.52 19.38 18.24 1/4 hour..... 15.20 14.44 13.68 12.92 12.16 10 minutes 11.40 10.83 10.26 9.89 9.12 5 minutes 7.60 7.22 6.84 6.46 6.08 1 minute 6.00 5.70 5.40 5.10 4.80 20 seconds 3.20 3.00 2.80 2.60 2.40 Spot announcements 25% additional when adjacenewscasts.

POLITICAL
One time Class "A" rates apply,
ELECTRICAL TRANSCRIPTIONS
Transcription library services available—reg
apply. regular rates

Transcription library services available—regular rates apply.

Recording equipment available.

REMOTE CONTRUL

Facilities available to points served by line communications.

Portable and mobile units available.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. double turn-tables for lateral and vertical recordings.

Personnel

Pres. & Man. Dir.—Lt. Col. Keith S. Rogers.

Prog. & Com'l Mgr.—Lt. A. McDonald.

Rapresentatives

Camada—All-Canada Radio Facilities. Ltd.

United States—Weed & Company.

# SUMMERSIDE

# CHGS

| Established 1926)

Rates effective July 1, 1044. (Card No. 3.)
twined and operated by R. T. Holman, Ltd.
Business Office and Studio—Holman Bldg., 180 Water
Street, Summerside, P. E. I., telephone 134.
Trainmitter—Holman Bldg., Summerside, P. & I.
Wave—Power—Time
Operating power—100 watts
202.7 meters; 1480 kilocycles
Licensed to operate full time on regional channel
Operates or Atlantic Standard Time. Daylight Savings Time observed.
Operating schedule: Sundays 11:00 a.m. to 1:00 p.m.
and 4:00 p.m. to 8:15 p.m.; week days 7:30 a.m.
to 8:30 a.m., 10:00 a.m. to 3:00 p.m. and 4:30 p.m.
to 9:00 p.m.
Agency Commission
15% to all recognized advertising agencies; no cash
discount. No commission on talent. Invoices rendered
monthly. Bills due and payable when rendered.
General Advertising
Discounts on gross rates for number of periods under
contract not to exceed one year's duration.

CLASS A.

(6:00 p.m. 10:1030 p.m.)

|     |         | (6:00 | p.m. to | 10:30  | p.m.)   |         |         |
|-----|---------|-------|---------|--------|---------|---------|---------|
|     |         | l ti. | 26 t1.  | 52 ti. | 104 t1. | 156 ti. | 260 ti. |
| 1   | hour    | 25.00 | 23,75   | 22.50  | 21,25   | 20.00   | 18.75   |
| 3/4 | hour    | 20.00 | 19.00   | 18,00  | 17.00   | 16.00   | 15.00   |
| 1/2 | hour    | 15.00 | 14.25   | 13.50  | 12,75   | 12,00   | 11.25   |
| 1/4 | hour    | 10.00 | 9.50    | 9.00   | 8.50    | 8,00    | 7.50    |
| 10  | minutes | 7,50  | 7.13    | 6,75   | 6.38    | 6.00    | 5.63    |
| 5   | minutes | 5.00  | 4.75    | 4.50   | 4, 25   | 4.00    | 3.75    |
| ĩ   | minute  | 3.00  | 2.85    | 2.70   | 2.55    | 2.40    | 2.25    |
| 20  | seconds | 1.50  | 1.43    | 1 35   | 1,28    | 1.20    | 1.13    |
|     |         |       | CLASS   | B      |         |         |         |

(12:00 noon to 1:30 p.m.; 12:30 p.m. to

|     |         | 1 (1. | 26 ti. | 52 ti. | 104 tf. | 156 ti. | 260 tl. |
|-----|---------|-------|--------|--------|---------|---------|---------|
| 1   | hour    | 20.00 | 19,00  | 18.00  | 17.00   | 16.00   | 15,00   |
| 3/4 | hour    | 16.00 | 15.20  | 14.40  | 13.60   | 12.80   | 12.00   |
| 1/2 | hour    | 12.00 | 11.40  | 10.80  | 10.20   | 9,60    | 9.00    |
| 1/4 | hour    | 8,00  | 7.60   | 7.20   | 6.80    | 6.40    | 6.00    |
| 10  | minutes | 6.00  | 5.70   | 5.40   | 5.10    | 4.80    | 4.50    |
| 5   | minutes | 4,00  | 3.80   | 3,60   | 3.40    | 3,20    | 3,00    |
| 1   | minute  | 2.50  | 2.38   | 2.25   | 2.13    | 2.00    | 2.00    |
| 20  | seconds | 1.25  | 1.19   | 1.13   | 1.07    | 1.00    | 1.00    |
|     |         |       | CLASS  | .,C.,  |         |         |         |
|     |         |       |        |        |         |         |         |

20 seconds 1.25 1.19 1.13 1.07 1.00 1.00 1.00 (TASS "C" (T.30 s.m. to 12:00 neon and 1:30 p.m. to 6:00 p.m.; 10:20 p.m. to sign-off) 1 hour...... 15:00 14:25 13:50 12:75 12:00 11:25 3/4 hour..... 15:00 14:25 13:50 12:75 12:00 11:25 1/4 hour..... 12:00 11:40 10:80 10:20 9:00 9:00 1/2 hour..... 9:00 8:55 8:10 7:05 7:20 8:75 1/4 hour..... 6:00 5:70 5:40 5:10 4:80 4:80 4:50 10:00

are available.
TRANSCRIPTIONS
Transcription library service available, at no addi-

Transcription library service available, at no additional charge.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Closing Time

Taient programs close two weeks in advance of broadcast for inclusion in publicity releases. Final closing one week. Announcements, talks and recorded programs close one week in advance of broadcast.

corded programs close one week in advance of programs cast.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
President—H. T. Holman, Sr.
Manager—R. L. Mollison
Program Director—A. A. Nicholson.

Representatives Radio Representatives, Inc.

# **QUEBEC**

# **AMOS** CHAD

(Established 1942)

()wned and operated by Radio Rouyn-Abitibi, Ltee. Business Office—320 Notre Dame St. E., Montreal,

Business Office—320 Notre Dame St. E., Montreal, Quebec.

Transmitter—One mile west of Amos, Que.

Wave—Power—Time
Operating power—100 watts.
223.9 meters; 1940 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Operating schedule: 8:00 a.m. to 11:30 p.m.
General Advertising
For combination rates see Quebec Regional Network.
Time sold only in combination with Radio RouynAhitibi Limitee.
Representatives
National Broadcast Sales, Ltd.

# **CHICOUTIMI** CBJ

(Established 1938)
Rates effective July 1, 1944. (Card No. 6.)
Operated by the Canadian Broadcasting Corporation,
Business Office and Studios—Chicoutimi. Quebec,
telephone 155.
Transmitter—Chicoutimi. Quebec.

rion using 35-1/3 and 78 r.p.m. Personnel Station Manager—Vilmond Fortin. Representatives None.

# HULL CKCH

(Established 1988)

Contract and Other Requirements
All programs and announcements must conform to the
Code of Ethics of the Canacian Association of Broadcasters, the requirements of the station management,
and the regulations of the Canadian Broadcasting
Corporation, Sponsored programs given preference over
announcements. Networks take priority over spot programs and announcements
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double thrn-tables.

Personnel
Manager—Georgee Bourassa

Personnel
Manager—Georges Bourassa.
Representatives
United States—Howard H. Wilson Company.

# MONTREAL CBF (Established 1987)

Rates effective September 1, 1944. (Card No. 6.) Nates effective September 1, 1944. (Card No. 6.)
Operated by the Canadian Broadcasting Corporation
as outlet for French programs.
Business Office and Studios—1440 St. Catherine St.,
West, Montreal, Que,
Fransmitter—Vercheres, Quebec.
Wave—Power—Time
Operating power—50,000 watts,
(100% modulation—crystal control.)
435 meters; 690 kilocycles.
Licensed to operate full time on cleared Canadian
channel.

channel.
Operates on Eastern Standard Time. Daylight Savings Time observed.
Operating schedule: 7:80 s.m. to 11:80 p.m.

Operates on Eastern Standard Time. Daylight Savings Time observed.
Operating schedule: 7.80 a.m. to 11:80 p.m.
Agency commission 15% allowed to recognized agencies on net charges for station time. No commission on talent or other program charges. No cash discount. Rills due and payable when rendered.
General Advertising
For combination raises see listings of National Broadcasting Company (Service to Allied Nations) and Quebec Regional Network.
Rates include charges by owners of music copyrights. except on music not covered by Hiences or agreements with station.
Programs broadcast in French.
CLASS "A"
(6:00 p.m. to 10:30 p.m.)
1ti. 26ti. 52ti. 104ti. 156ti. (\*)
1 hour.... 250.00 237.50 225.00 212.50 200.00 187.50
1/2 hour... 150.00 142.50 125.500 127.50 120.00 112.50
1/4 hour... 150.00 142.50 155.50 127.50 120.00 112.50
1/2 hour... 150.00 162.50 p.m. week days and
12:00 noon to 1:00 p.m. week days and
12:00 noon to 6:00 p.m. Sundays)
1 hour... 187.50 178.13 168.75 159.38 150.00 140.63
1/2 hour... 12.50 106.88 101.25 95.63 90.00 84.38
1/4 hour... 175.00 171.25 67.50 63.75 60.00 56.25
CLASS "C"
(8:00 a.m. to 12:00 noor, 1:00 p.m. to 6:00
p.m. and 10:30 p.m. to sign-off)
1 hour... 190.00 \$5.50 81.00 75.50 120.50 112.50
1/4 hour... 90.00 \$5.50 81.00 75.00 72.00 67.50
1/4 hour... 90.00 \$5.50 81.00 75.00 120.50 112.50
1/4 hour... 90.00 \$5.50 81.00 75.00 72.00 67.50
1/4 hour... 90.00 \$5.50 81.00 75.00 72.00 67.50
1/4 hour... 90.00 \$5.50 81.00 75.00 72.00 67.50
1/4 hour... 90.00 \$5.50 81.00 75.00 51.00 48.00 45.00
(\*) 260 or more times.
Spot announcements not accepted.

COMBINATION RATES
When CBF, Montreal (French), and CBM, Montreal
(English), are used in combination the willowing rates apply:

(English), are used in combination the ....wing rates apply:

CLASS 'A."

(6:00 p.m. to 10:30 p.m.)

1 hour... 25.00 288.75 292.50 276.25 260.00 243.75

1/2 hour... 195.00 185.25 175.50 165.75 156.00 146.25

1/4 hour... 130.00 123.50 117.00 110.50 104.00 97.50

CLASS 'B."

(12:00 noon to 1:00 p.m. week days and 12:00 noon to 1:00 p.m. Sundays)

1 hour... 255.00 213.75 202.50 117.05 180.00 168.75

1/2 hour... 135.00 128.25 121.50 114.75 98.00 91.25

1/4 hour... 135.00 128.25 121.50 114.75 98.00 91.25

1/4 hour... 190.00 85.50 81.00 76.50 72.00 67.50

CLASS 'C''

(8:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m., and 10:30 p.m. to sign-off)

hour... 195.00 185.25 175.55 165.75 156.00 148.23

1/2 hour... 17.00 111.15 105.30 99.45 93.60 87.75

1/4 hour... 17.00 111.15 105.30 99.45 93.60 87.75

1/4 hour... 78.00 74.10 70.20 66.30 62.40 58.50

(\*) 260 or more times.

Spot announcements not accepted.

ELECTRICAL TRANSCRIPTIONS Accepted during Classes 'B' and 'C." TALENT

Rates on request.

Contract and Other Requirements

Alcoholic beverage advertising not accepted.

All programs subject to the regulations of the Canadian Broadcasting Corporation.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m double turn-tables

Commercial Manager—J. Art Dupens.
Representatives

# C B M

(Established 1940)

Maies effective September 1, 1944. (Card No. 6.)

Operated by The Canadian Radio Broadcasting Corporation as an outlet for English proxrams.

Bisiness Office and Studies—1440 St. Catherine St., West. Montreal, Que.

Transmitter—Marieville, Quebec.

Wave—Power—Time
Operating power—5,000 watts.

319 meters; 940 kilocycles.
Licensed to operate full time on cleared Canadian channel.
Operates on Eastern Standard With Canadian Control of the Canadian Canadian Control of the Canadian Canadia Rates effective September 1, 1944. (Card No. 6.)

channel.
Operates on Eastern Standard Time. Daylight Sav-lngs Time observed.
Operating schedule: 7:80 a.m. to 11:80 p.m.

# **OUEBEC—Continued**

# MONTREAL—Continued C B M-Continued

Agency Cemmission
Agency Commission
Agency Commission
Agency Commission
Agency Commission
Agency Commission
Agency Commission
Cless on net charges for station time. No commission
on talent or other program charges. No cash discount. Bills due and payable when rendered.
General Advertising
For combination rates see Trans-Canada Network.
For combination rates see Trans-Canada Network.
For combination rates see Instins of National Broadcasting Company (Service to Allied Nations).
Rates include charges by owners of music copyrights,
except on music not covered by licenses or agreements with station.
Programs broadcast in English.
CLASS "A"

(6:00 p.m. to 10:30 p.m.)

1tl. 26:11, 52:11, 104:11, 156:t1, (\*)
1 hour... 150.00 142.50 135.00 127.50 120.00 112.50
1/2 hour... 90.00 88.50 81.00 76.50 72.00 67.50
1/4 hour... 150.00 108.81 01.25 98.63 90.00 45.00
CLASS "B"

(12:00 noon to 1:00 p.m. week days and
12:00 noon to 6:00 p.m. Sundays)
1 hour... 12.50 100.88 101.25 98.63 90.00 84.38
1/2 hour... 67.50 64.13 60.75 57.38 54.00 50.63
1/4 hour... 45.00 42.75 40.50 38.25 36.00 33.75
CLASS "C"

(8:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00
p.m. and 10:30 p.m. to sten-off)
1. 26:11, 26:11, 52:11, 104:11, 156:11, (\*)
1 hour... 94.00 88.50 81.00 76.50 72.00 67.50
1/2 hour... 54.00 51.30 448.60 45.90
1/4 hour... 36.00 34.20 32.40
30.00 34.20 32.40
30.60 28.80 27.00

(\*) 260 or more times.

Spot announcements not accepted.

COMBINATION RATES ,
When CBF, Montreal (French), and CBM, Montreal
(English), are used in combination the following
rates apply:
See listing of CBF, Montreal.

ELECTRICAL TRANSCRIPTIONS
Accepted during Classes "B" and "C."
TALENT

Rates on request.

TALENT

Rates on request.
Contract and Other Requirements
Alcoholic beverage advertising not accepted.
All programs subject to the regulations of the Canadian Broadcasting Corporation and the approval of the commercial department.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. deuble turn-tables
Personnel
Commercial Manager—J. Art Dupont
Representatives Nome.

CFCF (Established 1919)



# **BLUE NETWORK STATION**



Rates effective March 1, 1945.

Rates effective March 1, 1945.

Owned and operated by Canadian Marconi Company Business Office and Studio—King's Hail Building. 1231 St. Catherine St., West, Montreal, Que. tolephone Plateau 2577.

Transmitter—Mount Royal Hotel, Montreal, Quebec Wave—Power—Time Operating power—500 watts.

500 meters; 600 kilocycles.

Licensed to operate on cleared channel. Operates on Eastern Daylight Saving Time throughout the year. Operating schedule: Sundays 8:00 a.m. to 1:00 a.m. yweek days 7:00 a.m. to 1:00 a.m.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on taient. Invoices rendered monthly. Bills due and payable when rendered. General Advertising

For combination rates see Dominion Network and American Broadcasting Company, Inc. (Canadian Stations).

Fees charged by owners of music copyrights are not included in vates

|        |       |              | CLASS                    | " <b>≜</b> " |          |         |
|--------|-------|--------------|--------------------------|--------------|----------|---------|
| (7:0   | 0 p.1 | m, to        | 11:80 p.m.               |              |          | :00     |
|        |       | p. <b>m.</b> | to sign-of               |              |          |         |
|        |       | 1 ti.        | 13 ti.                   | 26 tl.       | 52 t1.   | 100 ti. |
|        |       | 125.00       | 118.75                   | 112.50       | 106.25   | 100.00  |
| 1/2 b  | OUP   | 70.00        | 66.50                    | 63.00        | 59.50    | 56.00   |
| 1/4 h  | our   | 40.00        | 88.00                    | 36.00        | 34.00    | 32.00   |
| 10 min | nutes | 32.50        | 30.85                    | 29.25        | 27.60    | 26.00   |
| 5 mir  | utes  | 25.00        | 28.75                    | 22,50        | 21.25    | 20.00   |
|        |       |              | CLASS                    | "B"          |          |         |
| (5:    | 00 p  | .m. to       | 7:00 p.m.                | week day     | s and 8: | 00      |
| ,,,,   |       | s.m.         | 7:00 p.m.<br>to 5:00 p.m | a. Sunda     | 78)      |         |

| (5:00 p.   | m, to 7 | 7:00 p.m.<br>5:00 p.n | week day<br>n. Sunday | s and 8: | 00    |
|------------|---------|-----------------------|-----------------------|----------|-------|
| 1 hour     | 75.00   | 71.25                 | 67.50                 | 63.75    | 60.00 |
| 1/2 hour   | 45.00   | 42.75                 | 40.50                 | 38.25    | 36.00 |
| 1/4 hour   | 27.50   | 26.10                 | 24.75                 | 23.85    | 22.00 |
| 10 minutes | 23.00   | 21.85                 | 20.70                 | 19.55    | 18.40 |
| 5 minutes  | 18.00   | 17.10                 | 16.20                 | 15.30    | 14.40 |
|            |         | CLASS                 | "C"                   |          |       |
| /7:00 a    |         | 0.00                  | d 11.                 | 20       |       |

| (7:00 a    |         |         | n. and 11:3 | 0 p.m. | to   |
|------------|---------|---------|-------------|--------|------|
|            |         |         | eek days)   |        |      |
| 1 hour     | 60.00   | 57.00   | 54.00       | 51,00  | 48.0 |
| 1/2 hour   | 85.00   | 83.25   | 31.50       | 29.75  | 28.0 |
| 1/4 hour   | 20.00   | 19.00   | 18.00       | 17.00  | 16.0 |
| 10 minutes | 17.00   | 16.15   | 15.80       | 14.45  | 13.6 |
| 5 minutes  | 14.00   | 13.30   | 12.60       | 11.90  | 11.5 |
|            |         | CLASS   | ''D''       |        |      |
| (2:0       | 00 n.m. | to 5:00 | p.m. week   | days)  |      |
| 1 have     | E0 00   | 47 50   |             | 40 50  | 40.0 |

24 00 13.60 12.00 10.40

|    |         | (A    | fter 5:00 | p.m.)      |         |         |
|----|---------|-------|-----------|------------|---------|---------|
|    |         | 1 ti. | 26 ti.    | 52 ti.     | 100 ti. | 260 ti. |
| 1  | minute  | 15.00 | 14.25     | 13.50      | 12.75   | 12.00   |
| 20 | seconds | 11,00 | 10.45     | 9,90       | 9.35    | 8.80    |
|    |         | (7:00 | a.m. to   | 5:00 p.m.) |         |         |
| 1  | minute  | 10.00 | 9.50      | 9.00       | 8.50    | 8.00    |
| 20 | seconds | 7.50  | 7.13      | 6.75       | 6.88    | 6.00    |
|    |         |       | POLITIC   | CAL        |         |         |
|    |         |       |           |            |         |         |

One time Class "A" rates apply.
TRANSCRIPTIONS
Transcription library service available.
TALENT

Rates on request.

RALENT

REMOTE CONTROL

Remote control line and pick-up charges on request.

SERVICE FACILITIES

Service of program department and announcers in arranging and presenting programs are included without extra charge. Services of Engineering Department available to advertisers.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mecnanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

station Manager—James A. Shaw. Promotion Director—E. H. Smith. Commercial Director—P. E. Hilts.

Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

# CHLP (Established 1988)

Rates effective July 1, 1944. (Card No. 3.)

mates effective July 1, 1944. (Card No. 3.)

Owned and operated by La Compagnie De Publication
De La Patrie, Lte., Montreal, Quebec.

Business Office and Studio—Sun Life Bldg., Donion Square, Montreal, Que., Plateau 5225.

Transmitter—2297 Cote St. Michel Boad, Quebec.

\*\*wev—Pewer—Time\*

Operating power—250 watts.

201.3 meters; 1490 kilocycles.

Licensed to operate full time on cleared channel.

Operates on Eastern Daylight Saving Time for the

duration.

Actual operating schedule: Sundays 5:00 p.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 mid-

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS To to 11:00 p.m.)

|     |           | 7:00 [ | o.m. to | 11:00    | p.m.)   |         |        |
|-----|-----------|--------|---------|----------|---------|---------|--------|
|     |           | 1 ti.  | 26 11.  | 52 ti.   | 104 t1. | 156 ti. | 260 ti |
| 1   | hour      | 75.00  | 71.25   | 67.50    | 63.75   | 60,00   | 56.28  |
| 3/4 | hour      | 60.00  | 57.00   | 54.00    | 51.00   | 48.00   | 45.00  |
| 1/2 | hour      | 45.00  | 42.75   | 40.50    | 88.25   | 86.00   | 88.75  |
| 1/4 | hour      | 80.00  | 28.50   | 27.00    | 25.50   | 24.00   | 22.50  |
| 10  | minutes   | 22.50  | 21.37   | 20.25    | 19.13   | 18.00   | 15.87  |
| 5   | minutes   |        | 14.25   | 18.50    | 12.75   | 12.00   | 11.2   |
|     |           |        | CLASS   |          |         |         |        |
|     |           | (5:00  | p.m. to | 7:00     | p.m.)   |         |        |
| 1   | hour      | 60.00  | 57.00   | 54.00    | 51.00   | 48.00   | 45.00  |
| 3/4 | hour      | 48.00  | 45.60   | 43,20    | 40.80   | 88.40   | 86.00  |
| L/2 | hour      | 86.00  | 84.20   | 82.40    | 80.60   | 28.80   | 27.00  |
| L/4 | hour      | 24.00  | 22.80   | 21.60    | 20.40   | 19.20   | 18.00  |
| 10  | minutes   | 18.00  | 17.10   | 16.20    | 15.30   | 14.40   | 18.50  |
| .5  | minutes   | 12.00  | 11 40   | 10.80    | 10.20   | 9.60    | 9.00   |
|     |           |        | CLASS   | c        |         |         |        |
|     | (7:00 a.r |        |         | m. and   | 11:00   | p.m. 1  | .0     |
|     |           | 12     |         | (dnight) | )       |         |        |
| 1   | hour      | 50.00  | 47.50   | 45.00    | 42.50   | 40.00   | 87.50  |
| 3/4 | hour      | 40.00  | 88.00   | 86.00    | 84.00   | 82.00   | 80.00  |
|     |           |        |         |          |         |         |        |

| pot | announ  | cements | not   | accepte | d on  | Sundays | 200  |
|-----|---------|---------|-------|---------|-------|---------|------|
|     |         |         |       | EMENT   |       |         |      |
| 5   | minutes |         | 9.50  | 9.00    | 8.50  | 8.00    | 7.5  |
|     | minutes |         | 14.25 | 13.50   | 12,75 | 12.00   | 11.2 |
|     | hour    |         | 19.00 | 18.00   | 17.00 |         | 15.0 |
|     | hour    |         | 28.50 | 27.00   | 25.50 | 24.00   | 22.5 |
|     | hour    |         | 88.00 | 86.00   | 84.00 |         | 80.0 |

between 7:30 p.m. and 11:00 p.m. Announcements not to exceed 75 w (Before 6:00 p.m.)

| Transcribed announcement of one minute of |       |
|---|-------|
| (After 6:00 p.m.)                         | 10.00 |
| Each announcement                         | 9.00  |
| Transcribed announcement of one minute of | XT.   |
| SPECIAL FRATURES                          | 12.00 |

SPECIAL FEATURES
News: Announcements preceding or following news
pay 25% premium.
Participating Programs
Regular rates apply.
ELECTRICAL TRANSCRIPTIONS
Transcription library service available—rates on request.

Transcription library service available—rates on request.

POLITICAL TALKS

One time Class "A" rates apply.

TALENT
Talent rates on application.

REMOTE CONTROL
Facilities available—rates and details on request.

NERVICE FACILITIEN
Services of announcers (French and English), program, continuity, translation, recording and engineering departments available without extra charge.

Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables

Personnel
Director—Marcel Lefebvre.
Representatives
Canada—James L. Alexander.
United States—Joseph Hershey McGillvra, Inc.

CKAC (Betablished 1922)



Rates received January 12, 1945.

United and operated by La Compagnie De Publication De La Pressee, Lieu.

Business Office and Studios—830 St. Catharine 81.

West, Montreal, Quebec, Marquette 8611.

Transmitter—8t. Hyacinthe. Quebec.

Wave—Power—Time
Operating power—5,000 watts.
411 meters; 730 killocycles.
Operating schedule: Sundays 8:00 s.m. to 1:05 s.m.;
week days 7:00 a.m. to 1:05 s.m. to 1:05 a.m.;
week days 7:00 a.m. to 1:05 s.m.
Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent unless otherwise arranged. Invoices mailed monthly.

General Advertising
For combination rates see Columbia Broadcasting
System (Canadian Group). Rates are for the facilities of station only; talent is extra.

(6:00 p.m. to 10:30 p.m.)

1 ti. 26 ti. 52 ti. 104 ti. 56 ti. 260 ti.
1 hour.... 200.00 190.00 180.00 170.00 160.00 150.00
1/4 hour... 160.00 152.00 144.00 136.00 128.00 120.00
1/4 hour... 200.00 152.00 144.00 136.00 128.00 120.00
1/4 hour... 200.00 160.00 170.00 68.00 90.00
1/4 hour... 200.00 76.00 72.00 68.00 64.00 60.00
10 minutes 60.00 57.00 54.00 51.00 48.00 45.00
10 minutes 40.00 38.00 36.00 34.00 32.00 30.00
1 minute transcription 25.00 23.75 22.50 21.25 20.00 18.75
20 seconds 20.00 19.00 18.00 17.00 16.00 15.00

(12:00 noon to 1:00 p.m. week days and 12:00
noon to 6:00 p.m. Sundays)
1 hour... 150.00 142.50 135.00 127.50 120.00 112.50
3/4 hour... 120.00 114.00 108.00 102.00 96.00 90.00
1/2 hour... 90.00 85.50 81.00 76.50 72.00 67.50
1/4 hour... 90.00

18.90 17.10 13.50

20 seconds 15.00 18.05 17.10 18.15 18.20 11.25 CLASS "D" (Sign-on to 8:30 a.m. and 11:30 p.m. to sign off)

1 hour.... 80.00 76.00 72.00 88.00 64.00 60.00 3/4 hour... 84.00 60.80 57.60 54.40 51.20 48.00 1/2 hour... 48.00 45.60 43.20 40.80 38.40 38.00 1/4 hour... 32.00 30.40 28.80 27.20 25.60 24.00 10 minutes 24.00 22.80 21.60 20.40 19.20 18.00 5 minutes 16.00 15.20 14.40 13.60 12.80 12.00 1 minute transcription 14.00 18.30 12.60 11.90 11.20 10.50 100 words... 12.00 11.40 10.80 10.20 9.60 9.00 20.00 10.00 10.00 10.00 9.50 9.00 8.50 8.00 7.50 DOLLAR VOLUME DISCOUNT Applicable after quantity discounts have been deducted—applies only on contracts for 28 weeks or more.

| None | None | None | None | Special Features | None | Non

| 1,000.00 or more weekly (maximum annowed) | 1,000.00 or more weekly (maximum annowed) | 1,000.00 or more weekly (maximum annowed) | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 |

Rates on request.

TALENT

Rates on request.

Talent may be furnished by client or agency if desired, When furnished by station, a fee of 15% of the talent cost is charged, which includes production, engaging talent, arranging program, use of studios for rehearing and broadcasting, services of staff announcer for straight commercial announcements and operators.

Union rates apply on a regular hasis when a particular announcer or M.C. is required.

REMOTE CONTROL

Facilities are available for picking up broadcasts from any point. Remote control subject to additional special charges.

ENEXYICE FACILITIES

Program department, publicity department, promotion department, statistical and research department, relations department, continuity department, translation department. recording department, regimeering department, resineering department, listing southness on thused as each page)



🗞 She's sweet as Judy Garland, gifted as Deanna Durbin

A child and a song! Magical combination for the sentimental Québecois. And José Forgues is one of "les nôtres"—"our own"...

No wonder this brilliant ingénue has tugged the French-Canadian heart-strings since her début over CKAC as the 5-year-old star-fifteen years ago!

French radio, like French Canada, is a world of its own. Because CKAC so faithfully interprets Quebec habits and tastes, it has been unusually successful in selling this vast \$600,000,000 market.

Over CKAC your message commands the tremendous family audience of French Quebec. Get the facts. Latest market facts, ratings, etc., gladly supplied.



Representatives

Canada: C. W. Wright, Victory Building, Toronto, Ontario. United States; Adam J. Young Jr. Inc.

# **MONTREAL**—Continued C K A C-Continued

CKAC—Continued

contract and Other Requirements
Advertising of beer and wine accepted
All programs and announcements must conform to the
Code of Ethics of the Canadian Association of Broadcasiers, the requirements of the station management,
and the regulations of the Canadian Broadcasting
Corporation.
Sponsored programs given preference over announcements. Networks take priority over spot programs and
announcements.
Rates are for total number of broadcasts under contract within one year, but in no case does a series of
discounts apply to less thar one broadcast per week.
Separate programs advertising different products of
the same company may be combined for greater frequency discounts. Whether or not they are in the
same time class. Time periods and spot announcements may not be combined to secure greater frequency discounts. Each must be treated as a separate
contract, even though both may be for the same
sponsor, through the same agency. Retroactive frequency discounts not allowed on extended announcement contracts. ment contracts.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-tion, using double turn-tables 83-1/8 and 78 r.p.m. for lateral and vertical cut recordings.

Personnel
Manager—Phil Lalonde.
Commercial Manager—Louis Leprobon.
Program Manager—Paul-Emile Corbeil.

Representatives
Canada—William Wright,
United States—Adam J. Young, Jr., Inc.

# **NEW CARLISLE**

### CHNC

(Established 1988)

(Established 1988)

Rates effective July 1, 1844. (Card No. 3.)

Owned and operated by the Gaspesia Radio Broadcasting Company, Ltd.

Business Office and Main Studio—Main Street. New Carlisle, Quebec. telephone 38.

Transmitter—New Carlisle, Quebec.

Wave—Power—Time
Operating power—1.000 watts.
491.8 meters; 610 kilocycles.
Licensed to operate on clear channel. Operates on Eastern Daylight Saving Time.
Operating schedule: Sunday 12:00 noon to 11:00 p.m.; week days 7:30 a.m. to 11:00 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on taient, invoices rendered monthly. Bills due and payable when rendered.
General Advertising
For combination rates see Quebec Regional Network.

Hates include charges by owners of music coverishis Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS "A"
(6:00 p.m. to 10:30 p.m.)
1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti.

|     |         | (6:00 | p.m. to  | 10:30  |         |         |         |
|-----|---------|-------|----------|--------|---------|---------|---------|
|     |         | 1 ti. | 26 tl.   | 52 ti. | 104 ti. | 156 ti. | 260 ti. |
| 1   | hour    | 50.00 | 47.50    | 45,00  | 42.50   | 40.00   | 87.50   |
| 3/4 | hour    |       | 88.00    | 86.00  | 84.00   | 82.00   | 80.00   |
| 1/2 | hour    | 30.00 | 28.50    | 27.00  | 25,50   | 24.00   | 22,50   |
| 1/4 | hour    | 20.00 | 19.00    | 18.00  | 17.00   | 16.00   | 15.00   |
| 10  | minutes |       | 14.25    | 13.50  | 12.75   | 12,00   | 11.25   |
| 5   | minutes | 10.00 | 9.50     | 9.00   | 8.50    | 8.00    | 7.50    |
| 1   | minute  | 5.00  | 4.75     | 4.50   | 4.25    | 4.25    | 4,25    |
| 20  | seconds | 2.00  | 1.90     | 1.80   | 1.70    | 1.70    | 1.70    |
|     |         |       | CT. A GG | "B"    |         |         |         |

# (7:80 a.m. to 6:00 p.m. and 10:80

|     |         | D     | .zo. to s | ign-off) |       |       |       |
|-----|---------|-------|-----------|----------|-------|-------|-------|
| 1   | hour    | 30.00 | 28.50     | 27.00    | 25,50 | 24.00 | 22.00 |
| 3/4 | hour    | 24.00 | 22.80     | 21.60    | 20.40 | 19.20 | 18.00 |
| 1/2 | hour    | 18.00 | 17.10     | 16.20    | 15.30 | 14.40 | 18.50 |
| 1/4 |         | 12.00 | 11.40     | 10.80    | 10.20 | 9.60  | 9.00  |
| 10  | minutes | 9.00  | 8.55      | 8.10     | 7.65  | 7.20  | 6.75  |
| 5   | minutes | 6.00  | 5.70      | 5.40     | 5.10  | 4.80  | 4.50  |
| ĭ   | minute  | 4.00  | 8.80      | 8.60     | 3.40  | 8.40  | 8.40  |
| 20  | seconds | 1.50  | 1.48      | 1.85     | 1.28  | 1.28  | 1.28  |
| 20  | BOCOMUS | 2.00  |           |          |       |       |       |
|     |         |       | CLASS     | c.,      |       |       |       |

# (7:30 a.m. to 6:00 p.m. and 10:30 p.m. te

|    |         |       | sign- | ·ο <b>Ω</b> () |       |       |       |
|----|---------|-------|-------|----------------|-------|-------|-------|
| 1  | hour    | 30.00 | 28.50 | 27.00          | 25.50 | 24.00 | 22.50 |
|    | hour    |       | 22.80 | 21.60          | 20.40 | 19.20 | 18.00 |
|    | hour    |       | 17.10 | 16.20          | 15.30 | 14.40 | 13.50 |
|    | hour    |       | 11.40 | 10.80          | 10.20 | 9.60  | 9.00  |
|    | minutes | 9.00  | 8.55  | 8.10           | 7.65  | 7.20  | 6.75  |
|    | minutes | 6.00  | 5.70  | 5.40           | 5.10  | 4.80  | 4.50  |
|    | minute  | 4.00  | 3.80  | 8.60           | 3,40  | 8.40  | 8.40  |
| 20 | seconds | 1.50  | 1.43  | 1.35           | 1.28  | 1.28  | 1.28  |
|    |         |       |       |                |       |       |       |

SPECIAL FEATURES
News: Announcements preceding or following news
pay 25% premium.

POLITICAL
One time Class "A" rates apply.
REMOTE CONTROL
Full facilities wherever telephone lines are available.

Full facilities wherever telephone lines are available.

TRANSCRIPTIONS

Transcription library service available.
Instantaneous recording equipment available.
Contract and Other Resultements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the Station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements. No charge attached to preparation or translation into French of continuities.

Mechanical Program Equipment
Equipmed to handle programs by electrical transcription. using 83-1/3 and 78 r.p.m. double turn-tables.

Personnel
Managing Director-Dr. Charles Houde

Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Joseph Hershey McGillyra, Inc.

CLASS "B"

# **QUEBEC—Continued**

# **QUEBEC** CBV

(Established 1934)
Rates effective July 1, 1944. (Card No. 6.)
Operated by the Canadian Broadcasting Corporation
Business Office and Studios—Palats Montcaim, St.
John Street, Quebec, Quebec, telephone 8155.
Transmitter—Charlesbourg, Quebeo.
Vave—Power—Time
Operating power—1,000 watts.
306.1 meters; 930 kilocycles.
Operating tull time on cleared local channel on Eastern Standard Time.
Daylight Savings Time observed. Licensed to operate full time.
Operating schedule: 9-00 and the control of the con

Daylight Savings Time observed. Licenseu to upon an full time.

Operating schedule: 8:00 s.m. to 11:30 p.m. to open commission 15% to recognized agencies on net charges for station time. No commission or talent or other program charges. No cash discount Bills due and payable when rendered.

Bells due and payable when rendered.

For combination rates see Quebec Regional Network. Rates include charges by owners of music copyrights, except on music not covered by licensee or agreements with station.

Rates for periods longer than one hour are in exact proportion to corresponding one hour rate.

|     |          |        | CLASS    | A      |         |         |       |
|-----|----------|--------|----------|--------|---------|---------|-------|
|     |          | (6:00  | p.m. to  | 10:30  | p.m.)   |         |       |
|     |          | 1 ti.  | 26 ti.   | 52 ti. | 104 ti. | 156 ti. | (*)   |
| 1   | hour     | 80,00  | 76.00    | 72.00  | 68,00   | 64.00   | 60.00 |
| 1/2 | hour     | 48.00  | 45,60    | 43.20  | 40.80   | 38.40   | 36.00 |
| 1/4 | hour     | 32.00  | 30.40    | 28.80  | 27.20   | 25.60   | 24.00 |
|     |          |        | CLASS    | "B"    |         |         |       |
| - ( | [12:00 r | noon t | o 1:00   | p.m. v | week d  | ays and | 1     |
|     | 12:      | 00 noo | n to 6:0 | p.m.   | Sunday  | 7B)     |       |
| 1   | hour     | 60.00  | 57,00    | 54.00  | 51.00   | 48.00   | 45.00 |
| 1/2 | hour     | 36.00  | 34.20    | 32.40  | 30,60   | 28.80   | 27.00 |
| 1/4 | hour     | 24.00  | 22.80    | 21.60  | 20.40   | 19.20   | 18.00 |
|     |          |        | CLASS    | C.,    |         | ,       |       |
|     | 8-00 - 1 | m to   | 19.00 no | n 1.0  | M M     | 40 8.00 | ١.    |

(8:00 s.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:30 p.m. to sign-off)

1 hour...... 48.00 45.60 43.20 40.80 38.40 36.00 1/2 hour...... 28.80 27.36 25.92 24.48 23.04 21.60 1/4 hour...... 19.20 18.24 17.28 16.32 15.36 14.40 (\*) 260 or more times.

Spot announcements not accepted.

SPECIAL FEATURES

Time Signals.—Day or evening service exclusive to one advertiser. Each service consists of three Time Signals limited to 25 words and one of 50 words; the latter not applicable between 6:30 p.m. and 11:00 p.m. Time announcements on Sundays restricted to the mention of sponsor's name:

| me mention or sponsor s paras:                      |
|---|
| (After 6:00 p.m.)                                   |
| Four daily for 8 months, per month                  |
| Four daily for 6 months, per month                  |
| Four daily for 12 months, per month 250.00          |
| (Before 6:00 p.m.)                                  |
|   |
| Four daily for 3 months, per month 225.00           |
| Four daily for 6 months, per month 200.00           |
| Four daily for 12 months, per month                 |
| Weather Reports-Three daily at selected periods     |
| (not between 6:00 p.m. and 11:00 p.m.) at same      |
| monthly rates as Time Signals during daytime hours. |
|   |

ELECTRICAL TRANSCRIPTIONS
Accepted during Class "B" and "C" periods only.

### TALENT Rates on request.

rates on request.

Contract and Other Requirements
Alcoholic hoverage advertising not accepted.

All programs subject to the regulations of the Canadian Broadcasting Corporation and the approval of the commercial department.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 333-1/8 and 78 r.p.m. double turn-tables

Personnel

Personnel
Station Manager—Maurice Valiquette.
Representatives
None.

### CHRC (Established 1926)

Rates effective July 1, 1944. (Card No. 3.)

Natics effective suly 1, 1944. (Card No. S.)

Owned and operated by CHRC. Limitee
Studio—11 Busde St., Quebec, Que., telephone 2-8177.

Other Studios—Chateau Frontenac, Capitol Theatre,
Knights of Columbus Hall and St. Peter's Hall.

Quebec, Que.

Transmitter—St. Louis Road. St. Foy, Quebec.

Wave\_Power\_—Time
Operating power\_—1,000 watts,
375 meters; 800 kilocycles.
Licensed to operate full time. Operates on Eastern
Standard Time; Daylight Saving Time observed.
Operating echedule: Sundays 10:00 a.m. to 11:30
p.m.; week days 7:30 a.m. to 11:80 p.m.

p.m.; week days 7:80 s.m. to 11:80 p.m.
Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered
monthly. Bills due and payable when rendered.
Genaral Advertising
Discounts on gross rates for number of periods under
contract not to exceed one year's duration.
Discounts on announcements are not retroactive and
may not be combined with time periods to earn
larger discounts. CLASS "A"

|                 | CLASS     | "A"    |         |         |         |
|-----------------|-----------|--------|---------|---------|---------|
| (6:0            | 0 p.m. to | 10:80  | p.m.)   |         |         |
| 1 t             | i. 26 ti. | 52 ti. | 104 t1. | 156 ti. | 260 t1. |
| 1 hour 77.      | 50 73.63  | 69.75  | 65.88   | 62.00   | 58.18   |
| 8/4 hour 62.    | 00 58.90  | 55.80  | 52,70   | 49.60   | 46.50   |
| 1/2 hour 46.    | 50 44.18  | 41.85  | 39.53   | 87.20   | 34.88   |
| 1/4 hour 31.    | 00 29.45  | 27.90  | 26.35   | 24.80   | 23.25   |
| 10 minutes 23.  | 25 22.09  | 20.93  | 19.77   | 18.60   | 17.44   |
| 5 minutes 15.   | 50 14.78  | 13.95  | 18.18   | 12.40   | 11.68   |
| 1 minute or 1   | .00       |        |         |         |         |
| words live 10.  | 00 10.00  | 9.50   | 9.00    | 8.50    | 8.00    |
| 20 seconds or 2 | 25        |        |         |         |         |
| words live 4.   | 00 4.00   | 8.80   | 3.60    | 8.40    | 8.20    |
|                 |           |        |         |         |         |

| (10:00 a.m. to   | 2:00 p   | .m. an  | d 5:00  | p. m.   | to      |
|------------------|----------|---------|---------|---------|---------|
| 6:00 p.m., week  | days; 1  | 0:00 a. | m. to ( | 3:00 p. | m.      |
|                  | Sund     | ays)    |         | _       |         |
| I ti.            | 26 ti.   | 52 ti.  | 104 ti. | 156 tl. | 260 ti. |
| I hour 52.00     | 49.40    | 46.80   | 44.20   | 41.60   | 39.00   |
| 3/4 hour 41.60   | 39.52    | 37.44   | 35.86   | 83.28   | 81.20   |
| 1/2 hour 31.20   | 29.64    | 28.08   | 26.52   | 24.96   | 23.40   |
| 1/4 hour 20.80   | 19.76    | 18.72   | 17.68   | 16.64   |         |
| 10 minutes 15.60 | 14.82    | 14.04   | 18.26   | 12.48   |         |
| 5 minutes 10.40  | 9.88     | 9.86    | 8.84    | 8.82    | 7.80    |
| 1 minute or 100  |          |         |         |         |         |
| words live 8.00  | 8.00     | 7.60    | 7.20    | 6.80    | 6.40    |
| 20 seconds or 25 |          |         |         |         |         |
| words live 3.00  | 3.00     | 2.85    | 2.70    | 2.55    | 2.40    |
|                  | CLASS    |         |         |         |         |
| (7:00 a.m. to 1  | 0:00 a.1 | m 2:0   | 0 n.m.  | to 5:0  | 0       |
| p.m. and         | 10:30 p  | .m. to  | sign-of | 7)      | •       |
| 1 hour 42.00     | 39.90    | 87.80   | 35.70   | 33.60   | 81.50   |
| 3/4 hour 33.60   | 31.92    | 30.24   | 28.56   | 26.88   | 25.20   |
| 1/2 hour 25,20   | 23,94    | 22.68   |         | 20.16   | 18.90   |
| 1/4 hour 16,80   | 15 AA    | 15.12   | 14.28   | 13.44   | 12.60   |
| 10 minutes 12.60 | 11.97    | 11.34   | 10.71   | 10.08   | 9.45    |
| 5 minutes 8.40   | 64.1     | 7.56    | 7.14    | 6.72    | 6.30    |
| I minute or 100  |          |         |         |         | 5.00    |
| words live 7.00  | 7.00     | 6.65    | 6.30    | 5.95    | 5.60    |
| 20 seconds or 25 |          |         |         |         | 00      |
| words live 9 KA  | 9 60     |         |         |         |         |

words live 2.50 2.50 2.88 2.25 2.18 2.00 SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.
POLITICAL BROADCASTS
Class "A" one time rates apply. No quantity discounts.

RECORDED PROGRAMS
Transcription library service available—
tails on request.
TALENT rates and de

TALENT
Rates on request.

SERVICE FACILITIES
Program department equipped to produce programs in French with live talent.

REMOTE CONTROL

Rates on request.
Contract and Other Regulrements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation, Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment Equipmed to handle organisms by electrical transcrip-tion, using 83-1/8 and 78 r.p.m. double turntables for vertical cut recordings.

Personnel
Managing Director—J. N Thivierge,
Production Manager—A, Pelletier,

Representatives
United States-Adam J. Young, Jr., Incorporated.

### CKCV (Established 1926)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by CKCY, Ltd.
Business Office and Studio—Capitol Theatre Building,
142 St. John. Quehec, Quebeo, telephone 2-1585
Transmitter—254 Marguerite Bourgeoys Avs.. Que.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on cleared local channel.
Operates on Eastern Standard Time. Daylight Savings Time observed.
Operating schedule: Sundays 11:30 a.m. to 11:30 p.m.; week days 7:30 a.m. to 11:30 p.m.

p.m.; weea days. A sency Commission 15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

count. No commission on taient. Invoices renoered monthly. Bills due and payable when rendered.

General Advertising
Rates are for total number of broadcasts within one year, but in no case does a series of discounta apply to less than one hroadcast per week.

Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLARS "A"

(6:00 pm. to 10:30 pm, week days and 6:00 pm. to 12:00 midnight Sundays)

1 tt. 26 tt. 52 tt. 104 tt. 156 tt. 260 tt. 1 hour..... 40.00 88.00 86.00 34.00 82.00 80.00 8/4 hour.... 32.00 88.00 86.00 34.00 82.00 80.00 8/4 hour.... 32.00 28.80 27.20 25.60 24.60 1/2 hour.... 16.00 15.20 14.40 13.60 12.80 12.00 1/4 hour.... 16.00 15.20 14.40 13.60 12.80 12.00 5 minutes 8.00 7.60 7.20 6.80 6.40 6.00 1 minute 8.00 7.60 7.20 6.80 6.40 6.00 1 minute 8.00 5.70 5.40 5.10 4.80 4.50 20 seconds (25 words)... 2.00 1.90 1.80 1.70 1.60 1.50 CLARS "B" 1.90 1.80 CLASS "B"

| (10:00 a.m. to 1:00 p.m.; 5:00 p.m. to 6:00 |           |          |         |         |       |         |       |
|---|-----------|----------|---------|---------|-------|---------|-------|
| - 1   | p.m. wee  | k days   | ; 12:00 | noon    | to 6: | 00 n.m. |       |
|   |           |          | Sunda   | Lys)    |       |         |       |
| _ 1   | hour      | 30.00    | 28.50   | 27.00   | 25.50 | 24.00   | 22.50 |
| 3/4   | hour      | 24.00    | 22.80   | 21.60   | 20.40 | 19.20   | 18.00 |
| 1/2   | hour      | 18.00    | 17,10   | 16.20   | 15.30 | 14.40   | 13.50 |
| 1/4   | hour      | 12.00    | 11.40   | 10.80   | 10.20 | 9.60    | 9.00  |
| 10  | minutes   | 9.00     | 8.55    | 8.10    | 7.65  | 7.20    | 6.75  |
| - 5   | minutes   | 6.00     | 5.70    | 5.40    | 5.10  | 4.80    | 4.50  |
| 1   | minute    | 4.50     | 4.28    | 4.05    | 3.83  | 8.60    | 8.88  |
| 20  | seconde   | (25      |         |         | •     | 0.00    | 0.00  |
| W   | ords)     | 1,50     | 1.48    | 1.85    | 1,28  | 1.20    | 1.11  |
| CLASS "C"                                   |           |          |         |         |       |         |       |
|   | (7:30 a.m | i. to 10 | :00 a.r | n. 1:00 | n m   | to 5:00 |       |

|    |          |          |          |         | 1,00   | 1.20     | 1.1  |
|----|----------|----------|----------|---------|--------|----------|------|
|    |          |          | CLASS    | "C"     |        |          |      |
|    | (7:30 a  | .m. to 1 | 0:00 a.: | m., 1:0 | 0 p.m. | to 5:00  | )    |
|    | p.m.; 1  | 10:30 p. | m. to    | 12:00   | midnig | ht week  |      |
|    | days an  |          |          | 12:00   | noon 8 | dundays) | ī    |
|    | l hour   |          | 20.90    | 19.80   | 18.70  | 17.60    | 16.5 |
| 3/ | 4 hour   | 17.60    |          |         | 14.96  | 14.08    | 13.2 |
|    | 2 hour   |          | 12.54    | 11.88   | 11,22  | 10.56    | 9.9  |
| 1/ |          |          | 8.36     | 7.92    | 7.48   | 7.04     | 6.6  |
| 1  |          |          | 6.27     | 5.94    | 5.61   | 5.28     | 4.9  |
|    | 5 minute |          | 4.18     | 8.96    | 8.74   | 8.52     | 8.8  |
|    | l minute |          | 8.18     | 2.97    | 2.80   | 2.64     | 2.4  |
|    | 0 second |          |          |         |        |          |      |
| •  | words)   | . 1.10   | 1.04     | .99     | .98    | .88      | . 8. |

Participating Programs

One time Class "A" rates and

application.

Contract and Other Requirements

All programs and announcements must conform to the
Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management,
and the regulations of the Canadian Broadcasting
Corporation, Sponsored programs given preference over
announcements. Networks take priority over spot programs and announcements.

\*\*Associated Program Equipment\*\*

Mechanical Program Equipment Equipped to handle programs by electrical transcrip-tion, using 33-1/8 and 78 r.p.m. double turn-tables

Personnel
Manager—Paul LePage.
Sales Manager—Lucien A. Rernier.

Representatives
Canada—Radio Representatives, Ltd.
United States—Weed & Company.

# **RIMOUSKI**

CJBR (Established 1987) Rates effective July 1, 1914. (Card No. 5.)

Owned and operated by The Central Public Service Corporation, Ltd.
Business Office and Studio—Power Bidg., Cathedrale Ave., Rimouski, Que., telephone 396.
Transmitter—Notre Dame du Sacre Coeur. Quebec.

Comporation, Ltd.
Comporation, Ltd.
Comporation, Ltd.
Comporation, and Studio—Power Bidg.. Cathedrale
Advantage Bidge and Studio—Power Bidg.. Cathedrale
Advantage Bidge and Studio—Power Bidge.. Cathedrale
Advantage Bidge and Studio—Power Bidge.. Cathedrale
Advantage Bidge and Studio—Power Bidge..

Aranemitter—Nurie—Dame to Marre Chem. Quebeo.

Wave—Power—Imm—Advantage Time. Daylight Baving Time observed.

Operating powers full time on regional channel.

Operating schedule: Sunday 9:00 a.m. to 11:30 p.m.;

week days 8:00 a.m. to 11:30 p.m.

Agency Commission

15% to recognized advertising agencies; no cash discount. No commission on taient. Involces rendered.

Gonal Commission

15% to recognized advertising agencies; no cash discounts for company of the count. No commission on taient. Involces rendered.

Gonal Commission

15% to recognized advertising agencies; no cash discounts for company of the country of

# ROUYN

# CKRN

(Established 1939)

Owned and eperated by Radio Rouyn-Abitibi, Ltee, Business Office—320 Notre Dame St., E., Montreal,

Que, Transmitter---Rouyn, Quebec.

# Wave-Power-Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Operates on Eastern War Time. Operating schedule: 7:30 a.m. to 11:30 p.m.

# General Advertising

Time sold only in combination with Radio Rouyn-Abitibi Limitee and Quebec Regional Network.

Personnel Manager-Jean Legault.

Representatives
National Broadcast Sales, Ltd.

# STE ANNE de la POCATIERE CHGB (Established 1938)

Rates effective July 1, 1944.

Owned and operated by CHGB, Enrg.
Studio—Ste Anne de la Pocatiere, Quebec.
Transmitter—Ste Anne de la Pocatiere, Quebec.

# Wave—Power—Time

Operating power-250 watts. 243.9 meters; 1230 kilocycles.

Actual operating schedule: Week days 7:30 a.m. to 11:30 p.m. Sundays 12:00 noon to 12:00 midnight. Agency Commission

15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly, Bills due and payable when rendered.

# General Advertising For combination rates see Quebec Regional Network.

| TOI COMBINATION | 12100 800 4 | sucpec zec | P       |         |
|-----------------|-------------|------------|---------|---------|
|                 | CLASS       |            |         |         |
| (6:00 p.m. to   |             |            | ys and  | all     |
|                 | day Sun-    | day)       |         |         |
| 1 t1.           | 26 ti.      | 52 ti.     | 104 ti. | 260 ti. |
| 1 hour 30.00    | 28.50       | 27,00      | 25.50   | 22.50   |
| 1/2 hour 18.00  |             | 16.20      | 15.30   | 13.50   |
| 1/4 hour 12,00  |             |            | 10.20   | 9.00    |
| 10 minutes 9.00 |             | 8.10       | 7.65    | 6.75    |
| 5 minutes 6.00  |             | 5.40       | 5.10    | 4.50    |
| J minutes 0.00  |             |            | 0.10    |         |
|                 | CLASS       |            |         |         |
| (8:00 a.m. to   |             |            | 00 p.m. | to      |
|                 | 12:00 mid:  | night)     |         |         |
| 1 hour 18.00    | 17.10       | 16.20      | 15.30   | 13.50   |
| 1/2 hour 10.80  |             | 9.72       | 9.18    | 8.10    |
| 1/4 hour 7.20   |             | 6.48       | 6.12    | 5.40    |
| 10 minutes 5.40 |             | 4.86       | 4.59    | 4.05    |
| 5 minutes 3.60  |             | 3.24       | 3.06    | 2.70    |
| o minutes 5.00  | 0.12        | U 1        |         | a       |

# 3.42 3.24

| 5 minutes 3.60                      | 3.42           | 3.24      | 3.06                       | 2.70 |
|-------------------------------------|----------------|-----------|----------------------------|------|
|                                     | ANNOU          | NCEME     | NTS                        |      |
| (6:00 p.m. to 10                    | :00 p.m        | . and all | day Sunda                  | ly)  |
| 100 words or 1 ti.<br>1 minute 3.00 | 26 t1.<br>2.85 | 2.70      | 4 ti. 156 ti.<br>2,55 2.40 | 2.25 |
| 50 words or 1/2<br>minute 2.00      | 1.90           | 1.80      | 1.70 1.60                  | 1.50 |

POLITICAL
One time Class "A" rates apply.
ELECTRICAL TRANSCRIPTIONS AND RECORDINGS
Bates and details on request.
REMOTE CONTROL
Remote studios—Agricultural High School and Classical College. Relay station C25P, 50 watts, at Murray Bay, P. Q.

ray Bay, P. Q.

Contract and Other Requirements
All programs and announcements must conform to
the Code of Ethics of the Canadian Association of
Broadcasters, the requirements of the station management and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements, Networks take priority over
spot programs and announcements. Discounts on gross
rates for number of periods under contract not to
axceed one year's duration.

Mechanical Program Equipment
Equipment to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turntables
for vertical or lateral out recordings.

ersennel
Station Manager-G. Thomas Desjardina.
Sales Department—Antoine Freve.
tepresentatives
Canada—National Broadcast Sales, Ltd.
United States—Joseph Hershey McGilivra. Inc.

# **SHERBROOKE**

CHLT (Established 1987)

Ratea effective July 1, 1944. (Card No. 8.)
Owned and operated by La Tribune, Limitee.
Business Office and Studio—La Tribune Building,
1-3 Marquette St., Sherbrooke, Que., telephone
2071. Transmitter-King St., West, Sherbrooke, Que.

### Wave-Power-Time

Operating power—250 watts. 241.9 meters; 1240 kilocycles

Licensed to operate on regional channel. Operates on Eastern Daylight Saving Time. Actual operating schedule: Nundays 8:00 a.m. to 11:30 p.m. Week days 7:30 a.m. to 11:30 p.m.

# Agency Commission

15% to recognized agencies. Invoices rendered month-ly, Commission does not apply on talent. No cash discount. Bills due and payable when rendered.

### General Advertising

For combination rates see Dominion Network.
Discounts on gross rates for number of periods under
contract not to exceed one year's duration.

|     |         |       | CLASS   | "A"    |         |         |       |
|-----|---------|-------|---------|--------|---------|---------|-------|
|     |         | (6:00 | p.m. to | 10:30  | p.m.)   |         |       |
|     |         | 1 ti. | 26 ti.  | 52 ti. | 104 ti. | 156 ti. |       |
| 1   | hour    | 45.00 | 42.75   | 40.50  | 38.25   | 36.00   | 33.75 |
| 3/4 | hour    | 36.00 | 34.20   | 32.40  | 30.60   | 28.80   | 27.00 |
| 1/2 | hour    | 27.00 | 25.65   | 24,30  | 22.95   | 21.60   | 20.25 |
| 1/4 | hour    | 18.00 | 17.10   | 16.20  | 15.30   | 14.40   | 13.50 |
| 10  | minutes | 13.50 | 12,82   | 12.15  | 11.48   | 10.80   | 10.13 |
| 5   | minutes | 9.00  | 8.55    | 8,10   | 7.65    | 7.20    | 6.75  |
| 1   | minute  | 7.00  | 6.65    | 6.30   | 5.95    | 5.60    | 5,25  |
| 20  | seconds | 3.50  | 3.32    | 8.15   | 2.98    | 2.80    | 2.63  |
|     |         |       | CLASS   | "B"    |         |         |       |

(10:00 a.m. to 2:00 p.m. and 5:00 p.m. to 6:00 p.m. week days; 12:00 noon to 6:00

|     |         | 1     | p.m. Su | ndays) |       |       |       |
|-----|---------|-------|---------|--------|-------|-------|-------|
| 1   | hour    | 35.00 | 33.25   | 31.50  | 29.75 | 28.00 | 26.25 |
| 3/4 | hour    | 28.00 | 26.60   | 25.20  | 23,80 | 22.40 | 21.00 |
| 1/2 | hour    | 21.00 | 19.95   | 18.90  | 17.85 | 16.80 | 15.75 |
|     | hour    | 14.50 | 13.77   | 13.05  | 12.33 | 11.60 | 10.88 |
|     | minutes | 10.50 | 9.97    | 9.45   | 8.92  | 8,40  | 7.88  |
| - 5 | minutes | 7.00  | 6.65    | 6.30   | 5.95  | 5.60  | 5.25  |
| 1   | minute  | 4.50  | 4.27    | 4.05   | 3.82  | 3.60  | 8.88  |
| 20  | seconds | 2.50  | 2.37    | 2.25   | 2.13  | 2,00  | 1.88  |
|     |         |       |         |        |       |       |       |

CLASS "C" (7:30 a.m. to 10:00 a.m., 2:00 p.m. to 5:00

|     | p.m        | . and | 10:30 p | .m. to | sign-of | T)    |       |
|-----|------------|-------|---------|--------|---------|-------|-------|
| 1   | hour       | 25.00 | 23.75   | 22.50  | 21.25   | 20.00 | 18,75 |
| /4  | hour       | 20.00 | 19.00   | 18.00  | 17.00   | 16.00 | 15.00 |
|     | hour       |       | 14.25   | 13.50  | 12.75   | 12.00 | 11.25 |
|     | hour       | 10.00 | 9.50    | 9.00   | 8.50    | 8.00  | 7.50  |
|     | minutes    | 7.50  | 7.13    | 6.75   | 6.38    | 6.00  | 5.63  |
|     | minutes    | 5.00  | 4.75    | 4.50   | 4.25    | 4.00  | 3.75  |
| ĭ   | minute     | 3.50  | 3.33    | 3.15   | 2.98    | 2.80  | 2.63  |
|     | seconds    | 2.00  | 1.90    | 1.80   | 1.70    | 1.60  | 1.50  |
| ~ " | BCC Origin | 2.00  | 2.00    | 1.00   | • • • • | ***** |       |

POLITICAL
One time Class "A" rates apply.
PARTICIPATING PROGRAMS

Rates on request.

TALENT Rates and details on request.

REMOTE CONTROL

Facilities available—rates on request. TRANSCRIPTIONS

Library services available—rates on request. SERVICE FACILITIES

Service of program department and French and English continuity, translation, recording, engineering departments available.

# Contract and Other Requirements

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

# Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turntables. Personnel

Manager—A. Gauthler Production Manager—Roland Bayeur.

# Representatives

Canada—Radio Representatives, Ltd. United States—Howard H. Wilson Company.

# THREE RIVERS

# CHLN

(Established 1937)

Rates effective July 1, 1944. (Card No. 3.)

Owned and operated by LeNouvelliste.
Studio-Chateau de Blois Hotel, 225 Laviolette Blvd.,
Three Rivers, Que.

Three Rivers, Que.
Other Studios—Capitol Theatre, Imperial Theatre,
City Hall, Salle Notre Dame and De La Salle
Auditorium.
Transmitter—3 miles from studio, on Montreal high-

# Wave—Power—Time

Operating power—250 watta.
708.9 meters; 1450 kilocycies.
1.i.eensed to operate full time on cleared channel.
C:perates on Eastern Daylight Saving Time.
Actual operating schedule: Week days 8:00 a.m. to
11:00 p.m. Sundays 12:00 noon to 11:00 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Involces rendered monthly. Bills due and payable when rendered.

Discounts on gross rates for number of periods under contract not to exceed one year's duration. CLASS "A"

# (6:00 p.m. to 10:30 p.m.)

| 3/4<br>1/2<br>1/4<br>10 | hour<br>hour<br>hour<br>minutes | 28,00<br>21.00<br>14.00<br>10.50 | 26 ti.<br>33.25<br>26.60<br>19.95<br>13.30<br>9.97 | 31.50<br>25.20<br>18.90<br>12.60<br>9.45 | 104 t1.<br>29.75<br>23.80<br>17.85<br>11.90<br>8.92 | 28.00<br>22.40<br>16.80<br>11.20<br>8.40 | 26.25<br>21.00<br>15.75<br>10.50<br>7.88 |
|-------------------------|---------------------------------|----------------------------------|--|--|---|--|--|
| 5                       | minutes                         | 7.00                             | 6.65   | 6.30                                     | 5.95  | 5.60                                     | 5.25                                     |

CLASS "B" (12:00 noon to 1:30 p.m. and 5:00 p.m. to 6:00 p.m. week days and 12:00 noon to 6:00

|           | p.m. Sundays) |         |         |         |         |         |         |
|-----------|---------------|---------|---------|---------|---------|---------|---------|
|           |               | 1 ti.   | 26 ti.  | 52 t1.  | 104 ti. | 156 ti. | 260 ti. |
| 1         | hour          | 30.00   | 28.50   | 27.00   | 25.50   | 24.00   | 22.50   |
|           | hour          | 24.00   | 22.80   | 21.60   | 20.40   | 19.20   | 18.00   |
|           | hour          | 18.00   | 17.10   | 16.20   | 15.30   | 14.40   | 13.50   |
|           | hour          | 12.00   | 11.40   | 10.80   | 10,20   | 9.60    | 9.00    |
|           | minutes       | 9.00    | 8.55    | 8.10    | 7.65    | 7.20    | 6.75    |
|           | minutes       | 6.00    | 5.70    | 5.40    | 5.10    | 4.80    | 4.50    |
| CLASS "C" |               |         |         |         |         |         |         |
|           | (8:00 a.n     | a. to 1 | 2:00 no | on; 1:3 | 30 p.m. | to 5:0  | 0       |

(8:00 a.m. to 12:00 noon; 1:30 p.m. to 5:00 p.m. and 10:30 p.m. to sign-off)

1 hour..... 25:00 23:75 22:50 21:25 20:00 18:75

3/4 hour.... 25:00 19:00 18:00 17:00 16:00 18:00

1/2 hour... 15:00 14:25 13:50 12:75 12:00 11:25

1/4 hour... 10:00 9:50 9:00 8:50 8:00 7:50

10 minutes 7:50 7:13 6:75 6:38 6:00 5:63

5 minutes 5:00 4:75 4:50 4:25 4:00 8:75

SPOT ANNOUNCEMENTS

Class A' Class 18' Clas

Participating Programs

ments.

Participating Programs

Rates on request.

POLITICAL

One time Class "A" rates apply.

TRANSCRIPTIONS

Transcription library service available—rates and details on request.

REMOTE CONTROL

Standard commercial equipment and microphones available for all types of pick-ups to any point served by telegraph or telephone lines. Rates on request.

SERVICE FACILITIES

Service of program department available. Translations or re-adaptations of scrips from French into English or vice versa at no extra charge.

Contract and Other Requirements

All programs are subject to the approval of the manager and to the terms and conditions on contract to rules and regulations of Canadian Broadcasting Corporation. Sponsored programs given preference over arnouncements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral out recordings.

Personnel
Station Manager—Leon Trepanier.

Personnel Station Manager—Leon Trepanier.

Representatives Canada—Radio Representatives, Ltd.

# VAL d' OR CKVD (Established 1989)

Owned and operated by Radio Rouyn-Abitibi, Ltee. Business Office—320 Notre Dame St., E., Montreal,

Business Office—320 Notre Dame St., E., Mouries, Que.

Toronto Office—Bank of Commerce Bldg., Elgin 1185. Montreal Office—310 Keefer Bldg., 1440 St. Catharine St., W., Harbour 3051,
Transmitter—Val d' Or, Quebec.

Wave—Power—Time
Operating power—130 watts.
243.9 meters; 1230 kilocyoles.
Operates on Eastern Daylight Saving Time.
Operating schedule: 8:00 a.m. to 11:30 p.m.
General Advertising
For combination rates see Quebec Regional Network.
Time sold only in combination with Radic Rouyn-Abitibi Limitee and Canadian Broadcasting Corporation (Quebec Regional Network).

rion (Quebec Regional r Personnel Manager—Lucien Godin.

Representatives
National Broadcast Sales, Ltd.

# SASKATCHEWAN

# MOOSE JAW CHAB

(Established 1922) Rates effective July 1, 1944.

Owned and operated by CHAB, Ltd. Studio-Grant Hall Hotel. Moose Jaw. Saskatchewan, telephone 2334-55-168, west of Moose Jaw on No. 1 Highway, Boharm, Sask.

Wave—Power—Time.
Operating power—1,000 watts.
375 meters; 800 kilocycles.
Licensed to operate full time on Mountain War Time.
Operating schedule: Sundays 7:00 a.m. to 11:30 p.m.;
week days 6:00 a.m. to 11:30 p.m.

Agency Commission 15% to all recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

monthly. Bills due and payable when rendered.

General Advertising
For combination rates see Dominion Network.
Rates include charges by owners of music copyrights.

CLASS "A"

(6:00 p.m. to 10:30 p.m. daily)
1 ti. 26 ti. 52 ti. 104 ti. 156 ti. 260 ti.
1 hour.... 60:00 57:00 54:00 51:00 48:00 45:00
3/4 hour... 48:00 45:50 48:20 48:30 88:40 86:00
1/2 hour... 36:00 34:20 82:40 30:60 38:40 86:00
1/4 hour... 24:00 22:80 21:00 20:40 19:20 18:00
10 minutes 18:00 17:10 16:20 15:30 14:40 18:50
5 minutes 12:00 11:40 10:80 10:20 9:60 9:00
1 minute (100 words

live)... 5:00 5:40 5:40 5:10 4:80 4:50 1 minute (100 words 11ve)... 6.00 5.70 5.40 5.10 4.80 20 seconds... 2.40 2.28 2.16 2.04 1.92

# SASKATCHEWAN—Cont'd

# MOOSE JAW—Continued C H A B .- Continued

| d II A D—Continueu        |                                |  |  |  |  |
|---------------------------|--------------------------------|--|--|--|--|
|                           | "B"                            |  |  |  |  |
| (12:00 noon to 1:00 p.n   | o. week days; 12:30            |  |  |  |  |
|                           | m. Sundays)                    |  |  |  |  |
| 1 ti. 26 ti. 8            | 52 ti. 104 ti. 156 ti. 260 ti. |  |  |  |  |
| 1 bour 50.00 47.50        | 15.00 42.50 40.00 37.50        |  |  |  |  |
| 3/4 hour 40.00 38.00 3    | 36.00 34.00 32.00 80.00        |  |  |  |  |
| 1/2 hour 80.00 28.50 1    | 27.00 25.50 24.00 22.50        |  |  |  |  |
| 1/4 hour 20.00 19.00      | 18.00 17.00 18.00 15.00        |  |  |  |  |
| 10 minutes 15.00 14.25    | 3.50 12.75 12.00 11.25         |  |  |  |  |
| 5 minutes 10,00 9,50      |                                |  |  |  |  |
| 1 minute (100 words       |                                |  |  |  |  |
| live) 6.00 5.70           | 5.40 5.10 4.80 4.50            |  |  |  |  |
| 20 seconds 2.40 2.28      | 2.16 2.04 1.92 1.80            |  |  |  |  |
| CLASS                     | "C"                            |  |  |  |  |
| (Sign-on to 12:00 noon;   | 1:00 p.m. to 6:00              |  |  |  |  |
| p.m. week days; 10:30 p.  | m. to sign-off daily)          |  |  |  |  |
| 1 hour 40.00 38.00 5      | 6.00 84.00 82.00 30.00         |  |  |  |  |
| 3/4 hour 82.00 30.40 2    | 8.80 27.20 25.60 24.00         |  |  |  |  |
|                           | 1.60 20.40 19.20 18.00         |  |  |  |  |
| 1/4 hour 18.00 15.20 1    | 4.40 13.60 12.80 12.00         |  |  |  |  |
|                           | 0.80 10.20 9.60 9.00           |  |  |  |  |
|                           | 7.20 6.80 6.40 6.00            |  |  |  |  |
| 1 minute (100 words       | 0.00 0.10 0.00                 |  |  |  |  |
| live) 5.00 4.75           | 4.50 4.25 4.00 8.75            |  |  |  |  |
| 20 seconds 2.10 2.00      | 1.89 1.79 1.68 1.58            |  |  |  |  |
| SPECIAL FEATURES          |                                |  |  |  |  |
| News: Announcements prece | eding or following news        |  |  |  |  |
| pay 25% premium.          |                                |  |  |  |  |
| Participating             | Programs                       |  |  |  |  |
|                           |                                |  |  |  |  |

Five minute rate applies.

POLITICAL
One time Class "A" rates app

TALENT
Bates on application.

# PRINCE ALBERT CKBI

CKBI

Rates effective July 1, 1944. (Card No. 4.)
Owned and operated by Central Broadcasting System, Ltd.
Business and Studios—Sanderson Bidg., Central Ave., Prince Albert, Saskatchewan.
Transmitter—Highway No. 2, seven miles south of Prince Albert, Saskatchewan.
Waverince Albert, Saskatchewan.
Licensed to operate full time on regional channel.
Operates on Mountain Pastight Saving Time
Operative on Mountain Pastight Saving Time
Operative on Mountain Pastight Saving Time
Operative on Mountain Pastight Saving Time
Operating schedule: Sundays 7:30 a.m. to 12:00 midnight.
Assny Commission on Lalent. Invoices rendered monthly. Bills due and payable when rendered.
General Advertising
For combination rates see Dominion Network.
Rates include charges by owners of music copyrights
Frequency discount rates apply only to number of periods used within 12 months
Discounts on gross rates for number of periods under contract not to exceed une year's duration.

(\*\*LAR\*\*)

(\*\*C.\*LAR\*\*)

|     |          | (6:00   | p.ms to | 10:80  | p.m.)   |         |        |
|-----|----------|---------|---------|--------|---------|---------|--------|
|     |          | I ti.   | 26 ti.  | 52 tl. | 104 t1  | 156 ti  | 269 ti |
| 1   | hour     | 60.00   | 57.00   | 54.00  | 51 00   | 48.00   | 45 00  |
| 8/4 | bour     |         | 45.60   | 43 20  | 40 80   | 88.40   | 36.00  |
| 1/2 | hour     |         | 84 20   | 32 40  | 80 60   | 28.80   | 27 00  |
| 1/4 | hour     |         | 22 80   | 21 80  | 20 40   | 19 20   | 18.00  |
| 10  | minutes  |         | 17.10   | 16 20  | 15.80   | 14.40   | 18.50  |
|     |          |         |         |        |         |         |        |
| - 5 | minuter  | 12.00   | 11.40   | 10 80  | 10.20   | 9.60    | 9.00   |
| 1   | minute   | 6.00    | 5.70    | 5 40   | 5.10    | 4.80    | 4.50   |
| 20  | aecon da | 2.40    | 2.28    | 2.16   | 2.04    | 2.04    | 2.04   |
|     |          |         | PAA.P   | B      |         |         |        |
|     | (12:00 r | oon to  | 1:00 p. | m. we  | ek day  | s: 12:5 | 10     |
|     | 1        | p.m. to | 6:00 p  | .m. 8  | indays) |         |        |
| 1   | hour     |         | 47 50   | 45 00  |         | 40.00   | 87 50  |
| 8/4 | bour     | 40.00   | 88.00   | 36 00  | 84 00   | 82.00   | 80 00  |

|     |           | ioon to |        |        |        | : 12:30 |       |
|-----|-----------|---------|--------|--------|--------|---------|-------|
|     |           | p.m. to | 6:00 p | .m. Su | ndays) |         |       |
| 1   | hour      | 50 00   | 47 50  | 45 00  | 42 50  | 40 00   | 87 50 |
| 8/4 | hour      | 40.00   | 88,00  | 36 00  | 84 00  | 82 00   | 30 00 |
| 1/2 | hour      |         | 28 50  | 27 00  | 25 50  |         | 22 50 |
| 1/4 | hour      |         | 19 00  | 18.00  | 17 00  | 16 00   | 15.00 |
|     | minutes   |         | 14 25  | 18 50  | 12 75  | 12.00   | 11.25 |
|     | minutes   |         | 9 50   | 9 00   | 8 50   | 8.00    | 7 50  |
| ĭ   |           |         | 5.70   | 5.40   | 5.10   | 4.80    | 4.50  |
|     | seconds   |         | 2 28   | 2 16   | 2.04   | 2.04    | 2.04  |
|     | ancon Ca  |         | CLAPP  | .:     | Ø. 117 | 2.04    | 2.04  |
|     | (6:00 a.: |         |        |        |        | 4- 4-64 |       |
|     |           |         |        |        |        |         |       |

|     | 5   | minutes  | 10.00 | 9 50    | 9 00  | 8 50          | 8 00    | 7.50  |
|-----|-----|----------|-------|---------|-------|---------------|---------|-------|
|     | 1   | minute   | 6.00  | 5.70    | 5.40  | 5.10          | 4.80    | 4.50  |
| 9   | lŌ  | seconds  | 2.40  | 2 28    | 2 16  | 2.04          | 2.04    | 2.04  |
|     | ••  |          |       | CLAPP   |       | <b>a</b> .174 | 2.174   | 2.01  |
|     | - 6 | 6:00 a.m |       |         |       | n n m         | to 8:00 |       |
|     | ,   | D.m.     | and   | 10.30 D | m to  | sign-o        |         |       |
|     | 1   | bour     |       | 88.00   | 86 00 | 84 00         | 32 00   | 80 00 |
| 8/  |     | hour     | 82 00 | 80 40   | 28 80 | 27 20         | 25 60   | 24 00 |
|     | /ĝ  |          |       | 22 80   | 21 80 | 20 40         | 19 20   | 18 00 |
| i/  |     | hour     | 16 00 | 15 20   | 14 40 | 13 60         | 12 80   | 12 00 |
|     | ō   | minutes  | 12 00 | 11 40   | 10.80 | 10 20         | 9.60    | 9 00  |
| - 1 | 5   | minutes  | 8.00  | 7 60    | 7 20  | 6.80          | 6 40    |       |
|     | ĭ   | minute   | 5.00  | 4.75    | 4 50  |               |         | 8 00  |
|     | ıò. |          | 3.00  |         |       | 4.25          | 4 00    | 8 75  |
| - 4 | 90  | secon de | 3.00  | 1.90    | 1.80  | 1.70          | 1.70    | 1.70  |
|     |     |          |       |         |       |               |         |       |

Spot announcements immediately preceding or following news broadcasts, premium charge 25%.

Participating Programs
Five minute rates apply.

POLITICAL One time Class "A" rates apply.

Facilities available for all types of pick-ups.

Contract and Other Requirements
All programs and announcements must conform to the
Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management,
and the regulations of the Canadian Broadcasting
Corporation. Sponsored programs given preference over
announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.pm. double turn-tables
for vertical or lateral out recordings.

Personnel
Managing Director—Lloyd Moffat,
Sales Manager—G. M. (Gerry) Prest,
Production Manager—J. Coalston.

Representatives
Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

# REGINA CKRM (Established 1926)

Rates effective July 1, 1944. Owned and operated by Transcanada Communications. Ltd.

Ltd.

Business Office and Studio—Fidelity Life Bidg.,
1819 Cornwall St., Regins, Nask.

Transmitter—Victoria Plains, Sask.

Wave—Power—Time
(Operating power—1.000) watts.
306.1 meters; 980 kilocycles.

Licensed to operate full time. Operates on Mountain
Davilght Raving Time.
Operating schedule: Sundays 8:00 s.m. to 11:00 p.m.;
week days 6:30 s.m. to 11:30 p.m.

Agency Commission
15% to recognized advertising agencies; no cash discount. Invoices mailed monthly. Accounts due and
payable when rendered. No commission on talent.

physible when rendered, no common Network, eneral Advertising
For combination rates see Dominion Network, Rates include characs by waters of music charge that the contract not to exceed one year's duration.

CLASS "A"

10:30 p.m.)

| $\frac{1/2}{1/4}$ | hour<br>hour<br>hour<br>minutes<br>minutes<br>seconds | 56.00<br>42.00<br>28.00<br>21.00<br>14.00<br>8.00 |               | 52 t1.<br>68.00<br>50.40<br>87.80<br>25.20<br>18.90<br>12.60<br>7.20 | 104 t1,<br>59.50<br>47.60<br>85.70<br>28.80<br>17.85<br>11.90<br>6.80 | 156 ti.<br>56 00<br>44,80<br>88.60<br>22,40<br>16.80<br>11.20<br>6.40 | 52.50<br>42.00<br>81.50<br>21.00<br>15.75<br>10.50<br>6.00 |
|-------------------|---|---|---------------|--|---|---|--|
| 20                | seconds   | 8.00  | 2,85<br>CLASS | 2.70   | 2.55  | 2.40  | 2,2  |

|     | (Sign-on | to 12 | :00 noo | n: 1:00 | p.m.    | to 6:0 | n    |
|-----|----------|-------|---------|---------|---------|--------|------|
|     | p.m.     | and   | 10:30 g | n.m. to | sign -o | ff)    | •    |
|     | hour     | 40.00 | 88.00   | 36 00   | 84 00   | 32.00  | 80.0 |
| 8/4 | hour     | 32 00 | 80.40   | 28 80   | 27.20   | 25.60  | 24.0 |
|     | hour     |       | 22.80   | 21 60   | 20 40   | 19.20  | 18.0 |
| 1/4 | hour     | 16.00 | 15.20   | 14.40   | 18.60   | 12.80  | 12.0 |
| 10  | minutes  | 12.00 | 11.40   | 10.80   | 10.20   | 9.60   | 9.0  |
| 5   | minutes  | 8 00  | 7 60    | 7 20    | 6 80    | 6 40   | 8.0  |
| 1   | minute   | 5.00  | 4.75    | 4.50    | 4.25    | 4.00   | 3.7  |
| 20  | seconds  | 2.00  | 1.90    | 1.80    | 1.70    | 1.70   | 1.7  |
|     |          | ~ ~ ~ | ~       |         |         | 2      |      |

News: Leased wire service available.

Announcements preceding or following unsponsored news pay 25% premium.

PARTICIPATION.

PARTICIPATING PROGRAMS
five minute rate applies.
POLITICAL
One time rate applies.

1/4 hour...... 6.00 5.70 5.40 5.10 4.00 4.50
Contract and Other Requirements
All programs and announcements must conform to the
Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management,
and the regulations of the Canadian Broadcasting
Corporation. Sponsored programs given preference over
announcements. Networks take priority over spot programs and announcements.

Machanical Program Equipment
Equipment to bandle programs by electrical transcription, units 33-1/8 and 78 r.p.m. double turntables
for lateral and vertical cut recordings.

Personnel
Manager.—W. A. Speers.
Sales Manager.—B Pirls.
Production Manager.—F. L. Laight.
Representatives
Canada.—All-Canada Radio Facilities, Ltd.
United States.—Joseph Herabey McGillvra, Inc.

# CKCK (Established 1922)

(Established 1922)
Rates effective July 1, 1944. (Card No. 9.)
Uwned and operated by the Leader Post, Ltd.
Bushess Office and Studios—Leader Bidg., Regina.
Naskatchewan. telephone 8525.
Transmitter—Victoria Plains.
Wave—Power—Time
Operating power—1,000 watts.
483.9 meters, 820 kilocycles.
Licensed to operate on cleared regional channel.
Operating schedule: Sunday 8:00 a.m. to 11:30 p.m.;
week days 6:30 a.m. to 11:30 p.m.
Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on taient. Invoices rendered monthly. Bills due and payable when rendered.
General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year's duration.
(LASS "A"
(6:00 p.m. to 10:300 p.m.)

|     |         | (6:00 |        | 10:80  | p.m.)   |         |         |
|-----|---------|-------|--------|--------|---------|---------|---------|
|     |         | 1 ti. | 26 ti. | 52 ti. | 104 ti. | 156 ti. | 260 ti. |
| 1   | hour    | 80.00 | 76.00  | 72.00  | 68.00   | 64.00   | 60.00   |
| 8/4 | hour    | 64,00 | 60.80  | 57.60  | 54.40   | 51.20   | 48.00   |
| 1/2 |         |       | 45.60  | 43.20  | 40.80   | 88.40   | 86.00   |
| 1/4 | hour    | 82.00 | 80.40  | 28.80  | 27.20   | 25,60   | 24.00   |
| 10  | minutes | 24.00 | 22.80  | 21.60  | 20.40   | 19.20   | 18.00   |
| 5   | minutes | 16.00 | 15.20  | 14.40  | 18.60   | 12.80   | 12.00   |
| 1   | minute  | 10.00 | 9.50   | 9.00   | 8.50    | 8.00    | 8.00    |
| 20  | seconds | 4.00  | 8.80   | 3,60   | 8.40    | 8.20    | 8.20    |
|     |         |       | CLASS  | "B"    |         |         |         |
|     |         |       |        |        |         |         |         |

| 20  | seconds   | 4.00    | 8.80   | 3.60   | 8.40    | 8.20    | 8.20 |
|-----|-----------|---------|--------|--------|---------|---------|------|
|     |           |         | CLASS. | "B"    |         |         |      |
| - 1 | (12:00 n  | oon to  | 1:00   | D.m. A | donday. | through | 1    |
|     | Saturday; | : 12:00 | noon t | 0 6:00 | p.m. 8  | undays) |      |
| 1   | hour      | 60.00   | 57.00  | 54.00  | 51.00   | 48.00   | 45.0 |
| 8/4 | hour      | 48.00   | 45.60  | 43,20  | 40.80   | 88.40   | 86.0 |
| 1/2 | hour      | 86.00   | 84.20  | 82.40  | 80.60   | 28.80   | 27.0 |
| 1/4 | hour      | 24.00   | 22.80  | 21.60  | 20.40   | 19.20   | 18.0 |
| 10  | minutes   | 18.00   | 17.10  | 16.20  | 15.80   | 14.40   | 18.5 |
| 5   | minutes   | 12.00   | 11.40  | 10.80  | 10.20   | 9.60    | 9.0  |
| 1   | minute    | 8.00    | 7.60   | 7.20   | 6.80    | 6.40    | 6.4  |
| 20  | seconds   | 8.50    | 3.33   | 3.15   | 2.97    | 2.80    | 2.8  |
|     |           |         | CLASS  | "C"    |         |         |      |
|     |           |         |        |        |         |         |      |

(1:00 p.m. to 6:00 p.m. week days, 6:80 s.m. to 12:00 noon and 10:30 p.m. to sign-off daily)

| 1   | hour    | 48.00  | 45,60 | 43.20 | 40.80 | 88.40 | 86.0  |
|-----|---------|--------|-------|-------|-------|-------|-------|
| 8/4 | hour    | 88.40  | 86.48 | 84.56 | 82.64 | 80.72 | 28.80 |
| 1/2 | hour    | 28.80  | 27.36 | 25.92 | 24.48 | 23.04 | 21.60 |
|     | hour    |        | 18.24 | 17.28 | 16.82 | 15.86 | 14.40 |
| 10  |         |        | 18.68 | 12.96 | 12.24 | 11.52 | 10.80 |
|     | minutes |        | 9.12  | 8.64  | 8.16  | 7.68  | 7.20  |
|     |         |        | 6.65  | 6.80  | 5.95  | 5.60  | 5.6   |
|     | seconds | 3.00   | 2.85  | 2.70  | 2.55  | 2.40  | 1.4   |
| 20  |         |        |       | PROGR |       | 2.40  | 2.10  |
| Ten |         | III UI | 11/21 | rnugh | AMS   |       |       |

| Transcription | Interpretation | Inter

pay 25% premium.

Participating Programs

Five minute rates apply.

POLITICAL

One time Class "A" rates apply.

REMOTE CONTROL

Wherever telegraph or telephone lines are available remote control broadcasts can be arranged. Short wave equipment available.

Contract and Other Resultraments

All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over programs and announcements.

Closing Time

Complete manuscript must be submitted two weeks

Complete manuscript must be submitted two weeks in advance. Publicity release date three weeks in

In advance. Fublicity revesse uses the sales advance.

Wechanical Program Equipment Equipped to handle programs by electrical transcription. using 78 or 83-1/8 r.p.m. double turn-tables, for vertical and lateral cut recordings—10, 12 and 16 inch discs.

Persannel Manager—Harold A. Crittenden.

Commercial Manager—R J Buss.

Production Manager—W. E. Collier.

Representatives

Canada—Ail-Canada Radio Facilities, Ltd.

United States—Weed & Company.

# SASKATOON

CFQC (Established 1928)

Rates effective July 1, 1944. (Card No. 3.)
Owned and operated by A. A. Murphy and Sons, L4d.
Business Office and Studio—216 First Avenue North.
Saskaton. Saskatchewan.

Wave—Power—Time

Power—Time

Power—Time

Power—Time

Norating power—1.000 watte.

5000 0 meters; 800 kilocycles.

Licensed to operate on regional channel. Operates on

Mountain Davight Saving Time.

Operating schedule: Sundays 8:00 s.m. to 11:30 p.m.;

week days 6:45 s.m. to 11:30 p.m. Agency Commission 15% to recognized advertising agencies; no cash dis-count. No commission on talent. Invoices rendered monthly. Bills due and payable when rendered.

# SASKATOON—Continued CFOC-Continued

General Advertising
For combination rates see Dominion Network.
Discounts on gross rates for number of periods under contract not to exceed one year's duration.

CLASS A. 10:80 p.m.)

|     | 0        |       |        |        |         |         |         |  |  |  |
|-----|----------|-------|--------|--------|---------|---------|---------|--|--|--|
|     |          |       | no. to | 10:80  | p.m.)   |         |         |  |  |  |
|     |          | 1 ti. | 26 ti. | 52 ti. | 104 ti. | 156 ti. | 260 ti. |  |  |  |
| 1   | hour     | 80.00 | 76,00  | 72,00  | 68.00   | 64.00   | 60.00   |  |  |  |
| 8/4 | hour     | 64.00 | 60.80  | 57.60  | 54.40   | 51.20   | 48.00   |  |  |  |
| 1/2 | hour     | 48.00 | 45.60  | 43.20  | 40.80   | 38.40   | 36.00   |  |  |  |
| 1/4 | hour     |       | 30.40  | 28.80  | 27.20   | 25.60   | 24.0€   |  |  |  |
|     | minutes  |       | 22.80  | 21.60  | 20.40   | 19.20   | 18.00   |  |  |  |
| 5   | minutes  | 16.00 | 15.20  | 14.40  | 13.60   | 12.80   | 12.00   |  |  |  |
| ĭ   | minute   | 10.00 | 9.50   | 9.00   | 8.50    | 8.00    | 8.00    |  |  |  |
| 20  | seconds  | 4.00  | 3.80   | 3.60   | 3.40    | 8.40    | 8.40    |  |  |  |
|     | 00001148 |       | CLASS  | B      | 0       |         |         |  |  |  |
|     |          |       |        |        |         |         |         |  |  |  |

(12:00 noon to 1:00 p.m. week days; 12:30 p.m.

|     | to 6:00 p.m. Sunday) |       |        |       |       |       |       |  |  |  |  |
|-----|----------------------|-------|--------|-------|-------|-------|-------|--|--|--|--|
| 1   | hour                 | 60.00 | 57.00  | 54.00 | 51.00 | 48.00 | 45.00 |  |  |  |  |
| 8/4 | hour                 |       | 45.60  | 43.20 | 40.80 | 38.40 | 36.00 |  |  |  |  |
| 1/2 | hour                 |       |        | 82.40 | 30.60 | 28.80 | 27.00 |  |  |  |  |
| 1/4 |                      |       | 22.80  | 21.60 | 20.40 | 19.20 | 18.00 |  |  |  |  |
| 10  | minutes              |       | 17.10  | 16.20 | 15.30 | 14,40 | 13.50 |  |  |  |  |
| 5   | minutes              |       | 11.40  | 10.80 | 10.20 | 9.60  | 9.00  |  |  |  |  |
| 1   | minute               | 8.00  | 7.60   | 7.20  | 6.80  | 6.40  | 6.40  |  |  |  |  |
| 20  | seconds              | 8.00  | 2.85   | 2.70  | 2.55  | 2.55  | 2.55  |  |  |  |  |
|     |                      |       | CT.ASS | "С    |       |       |       |  |  |  |  |

20 seconds 8.00 2.85 2.70 2.55 2.55 2.55 (

or telephone lines. Rates on request.

Contract and Other Requirements

All programs and announcements must conform to the
Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management,
and the regulations of the Canadian Broadcasting
Corporation. Sponsored programs given preference over
announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables
Parsonnel

Personnel Managing Director—A. A. Murphy. Manager—Vernon Dallin. Production Manager—Wilf. Gilbey.

Representatives
Toronto & Montreal—Radio Representatives, Inc.
Winnipeg—Horace N. Stovin & Company.
United States—Howard H. Wilson Company.

# WATROUS

# **CBK**

(Established 1989) Rates effective October 1, 1939.

Owned and operated by Canadian Broadcasting Corp. Business Office and Studio — Manitoba Telephone Building, Portage Avenue East, Winnipeg.

Transmitter-Watrous, Saskatchewan.

Transmitter—Watrous, Saskatchewan.

Wave—Power—Time
Operating power—50,000 watta,
(100% modulation—crystal control.)
55.6 metera; 540 kilocycles.

Licensed to operate on clear channel full time,
Operates on Mountain Standard Time.
Actual operating schedule: Sundays 7:30 a.m. to
11:80 p.m. Week days 7:00 a.m. to 11:30 p.m.

Apeney Commission gency Commission
Agency commission 15% allowed to recognized agencles on net charges for station time. No commission
on talent or other program charges. No cash discount. Bills due and payable when rendered.

Some Advertising
For combination rates see Trans-Canada Network.
Bates include charges by owners of music copyrights,
except on music not covered by licenase or agreements with the Canadian Bracdeasting Corporation.

| ٠. |
|----|
|    |
|    |
| 1. |
| 00 |
| 00 |
| ōō |
|    |
|    |
|    |
| 00 |
| 30 |
| 10 |
| )  |

ELECTRICAL TRANSCRIPTIONS
Accepted during Class "B time and up to 7:15 p.m.
on Class "A" time only, at regular rates.
Transcription library service available, rates on

# TALENT

Rates on request.

Contract and Other Requirements
Advertising ef alcoholic beverages not accepted. All programs accepted subject to the regulations of the Canadian Broadcasting Corporation, and the approval of the commercial department.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Representatives
None.

# YORKTON

### CJGX (Established 1927)

(Established 1927)
Rates effective July 1, 1944. (Card No. 5.)
Owned and operated by Yorkton Broadcasting Company, Limited.
Business Office and Studio—Smith Bldg., Yorkton, Saskatchewan.
Executive Office and Remote Studio—Dawson Richardson Bldg., Winnipeg, Man.
Transmitter—East of Yorkton, Sask., on Highway 14.
Wave—Power—Time
Operating power—1.000 watta.
205.5 meters; 1460 kilocycles.
Licensed to operate full time on regional channel.
Operates on Mountain Daylight Saving Time.
Operating schedule: Sundays 8:00 a.m. to 10:15 p.m.;
week days 6:30 a.m. to 11:00 p.m.
Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent. Invoices rendered
monthly. Bills due and payable when rendered.
General Advertising
For combination rates see Dominion Network.
Discounts on gross rates for number of periods under
contract not to exceed one year duration.

(6:00 p.m. to 10:30 p.m.)

1th. 26th. 52th. 104th. 158th. 260th.

|     |         | (6:00 | p.m. | ю    | 10:20  | p.m.)   |         |         |
|-----|---------|-------|------|------|--------|---------|---------|---------|
|     |         | 1 ti. | 26 1 | t 1. | 52 ti. | 104 ti. | 156 ti. | 260 ti. |
| 1   | hour    | 55,00 | 52.2 | 25   | 49.50  | 46.75   | 44.00   | 41.25   |
| 3/4 | hour    | 44.00 | 41.1 | 0    | 89.60  | 37.40   | 85.20   | 88.00   |
| 1/2 | hour    | 33.00 | 31.3 | 15   | 29.70  | 28.05   | 26.40   | 24.75   |
| 1/4 | hour    | 22.00 | 20.9 | 10   | 19.80  | 18.70   | 17.60   | 16.50   |
| 10  | minutes | 16.50 | 15.6 | 18   | 14.85  | 14.08   | 13.20   | 12.88   |
| 5   | minutes | 11.00 | 10.4 | 15   | 9.90   | 9.35    | 8.80    | 8.25    |
| 1   | minute  | 5.50  | 5.2  | 5    | 4.95   | 4.68    | 4.40    | 4.18    |
| 20  | seconds | 2.75  | 2.6  | 11   | 2.48   | 2.84    | 2.20    | 2.06    |
|     |         |       | CLA  | 88   | "B"    |         |         |         |
|     | (12:00  | noon  | to 1 | :00  | ) p.m. | week    | days.   |         |
|     |         |       |      |      |        |         |         |         |

|     | (12:00  | noon    | to 1:0 | 0 p.m.  | week   | days. |       |
|-----|---------|---------|--------|---------|--------|-------|-------|
|     | 12:     | 30 p.m. | to 6:0 | 10 p.m. | Sunday | 7)    |       |
| 1   | hour    | 45.00   | 42.75  | 40.50   | 88.25  | 86.00 | 88,75 |
| 3/4 | hour    | 36.00   | 84.20  | 82.40   | 80.60  | 28.80 | 27.00 |
| 1/2 | hour    | 27.00   | 25, 65 | 24.30   | 22.95  | 21.60 | 20.25 |
| 1/4 | hour    | 18.00   | 17.10  | 16.20   | 15.80  | 14.40 | 18.50 |
| 10  | minutes | 13.50   | 12.88  | 12.15   | 11.48  | 10.80 | 10.13 |
|     | minutes |         | 8.55   | 8.10    | 7.65   | 7.20  | 6.75  |
|     | minute  |         | 5.28   | 4.95    | 4.68   | 4.40  | 4.13  |
|     | seconds | 9.75    | 9.61   | 9 48    | 1 84   | 9 90  | 9 04  |

|     |           |          | CLASS   | ",C,,    |         |         |       |
|-----|-----------|----------|---------|----------|---------|---------|-------|
|     | (6:00 a.n | 1. to 1: | 00 no   | on, 1:0  | 0 p.m.  | to 6:00 | )     |
|     | D.        | m 10     | :80 p.n | a. to si | gn-off) |         |       |
| 1   | hour      | 85.00    | 88.25   | 81.50    | 29.75   | 28.25   | 26.25 |
| 8/4 | hour      | 28.00    | 26.60   | 25.20    | 28.80   | 22.40   | 21 00 |
|     | hour      |          | 19.95   |          | 17.85   | 16.80   | 15.75 |
|     | hour      |          | 13.30   | 12.60    | 11.90   | 11.20   | 10.50 |
|     | minutes   |          | 9.98    | 9.46     | 8.94    | 8.42    | 7.90  |
|     | minutes   |          | 6.65    | 6.80     | 5.95    | 5.60    | 5. 25 |
|     | minute    |          | 8.80    | 8.60     | 8.40    | 8.20    | 8.00  |
|     |           |          |         |          |         |         |       |

5 minutes 7.00 6.65 6.80 5.95 5.60 5.25 1 minutes 4.00 3.80 8.60 8.40 8.20 8.00 20 seconds 1.80 1.71 1.62 1.58 1.44 1.85 SPECIAL FEATURES
News: Announcements preceding or following news pay 25% premium.

Participating Programs
Five minute rates apply.

Politrical One time Class 'A' rates apply.

TRANCRIPTIONS
Transcription library service available.

1 tl. 28 tt. 52 tt. 104 tt. 156 tt. 260 tt. 1/2 hour...... 5.00 4.75 4.50 4.25 4.00 3.75 1/4 hour..... 5.00 2.85 2.70 2.55 2.00 2.25 MEMOTE CONTROL

Details on request.

Intract and Other Requirements
All programs and announcements must conform to the Code of Ethics of the Canadian Association of Broadcasters, the requirements of the station management, and the regulations of the Canadian Broadcasting Corporation. Sponsored programs given preference over announcements. Networks take priority over spot programs and announcements.

Mechanical Program Equipment

Mechanical Program Equipment
Equipped to handle programe by electrical transcrip-tion, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical recordings.

Personnel Managing Director—A. L. Garside Manager—B. J. Priestly.

Representatives
Canada—Horace N. Stovin & Company,
United States—Joseph Hershey McGilivra, Inc.

# NEWFOUNDLAND

# ST. JOHN'S

VOCM (Established 1936)

Rates effective July 1, 1948.

Owned and operated by Colonial Broadcasting System. Ltd.

Business Office and Studio—P. O. Box 809, St. John's, Newfoundland.

Transmitter—Rt. John's, Newfoundland.

Agree—Power—Time
Operating power—100 watta.

298.5 meters; 1,005 kilocycles.

Actual operating schedule: Sunday 4:45 p.m. to 6:00 p.m. Week days 9:30 a.m. to 10:30 a.m., 12:45 p.m. to 2:00 p.m. and 6:00 p.m. to 10:00 p.m. Agency Commission 15% on station rates to recommission

gency Commission
15% on station rates to recognized advertising agen-cies. No commission on talent. No cash discount.
Bills rendered monthly; due and payable when

Bills renowed reddered.

General Advertising
The following rates are for national advertising.

Rates include charges by owners of music copyrights.

CLASS "A"

(6:00 p.m. to 10:30 p.m.)

25.00

|     | (6:00 p.m. to 10:30 p.m.)                  |               |
|-----|--|---------------|
| 1   | hour                                       | 25,00         |
| 3/4 | hour                                       | 20.00         |
| 1/2 | hour                                       | 15.00         |
| 1/4 | hour                                       | 19.00         |
| 10  | minutes                                    | 7.50          |
| - 5 | minutes                                    | 5.00          |
| ĭ   | minute                                     | 8.00          |
| 20  | seconds                                    |               |
| 20  | OT A DO 1/D1/                              | 2.00          |
|     | CLASS "B"                                  |               |
| 1   | hour                                       | <b>20</b> .00 |
| 3/4 | hour                                       | 16.00         |
| 1/2 | hour                                       | 12.00         |
| 1/4 | hour                                       | 8.00          |
| 10  | minutes                                    | 6.00          |
| - 5 | minutes                                    | 4.00          |
| ĭ   | minute                                     | 2.50          |
| 2Ô  | seconds                                    | 1.50          |
| 20  | DISCOUNTS                                  | 1.00          |
| _   |  |               |
| Uπ  | gross rates for number of periods under co | mired         |

PARTICIPATING PROGRAMS

Details on request.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available—d -details on

REMOTE CONTROL
Remote control facilities available. Rates and details

Remote control facilities available. Rates and details on request.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted.

Spensored programs and special features take precedence over spot announcements. All programs and announcements must conform to station requirements.

Closing Time
(Contracts close three weeks in advance of first broadcast; announcement copy two hours in advance; transcriptions and talks four hours in advance.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

Personnel
Director—J L. Butler.

Representatives

# VONF (Established 1989)

Rates received June 27, 1941.

Owned and operated by Broadcasting Corporation of Newfoundland.

Business Office and Studio—Newfoundland Hotel, P. O. Box E5872, St. John's, Newfoundland, tele-phone 1047.

Transmitter—Five miles west of St. John's, New-foundland.

foundland.

Wave—Power—Time
Operating power—10,000 watts.

488.8 meters; 640 kilocycles.
Licensed to operate full time on regional channel.
Daylight Saving Time observed.
Actual operating schedule: Sundays 11:00 a.m. to
3:00 p.m. and 6:00 p.m. to 10:30 p.m. Week days
9:00 a.m. to 3:00 p.m. and 6:00 p.m. to 11:30 p.m.

Agency Commission
Agency commission not included in rates shown. No cash discount. Bills rendered and are due monthly.

cash discount. Bills rendered and are due monthly.

General Advertising
Affiliated with short wave stations:
VONG—9475 kilocycles; 300 waits.
VONH—5970 kilocycles; 300 waits.
Rates shown are net. When preparing estimates add agency commission to rates. Minimum term of contract is 13 weeks.

(Night rates) (Night rates)

|                         | 1/2 Dr. | 1/4 Dr. |
|-------------------------|---------|---------|
| 1 time monthly          | 18.50   | 11,50   |
| 1 time, per two weeks   | 17.00   | 10.50   |
| 1 time, per week        | 15.50   | 9.50    |
| 2 times, per week       | 14.00   | 8.50    |
| 3 times, per week       | 12.50   | 7.50    |
| Daily                   |         | 6.50    |
|                         | 20,00   | ****    |
| One-helf of night rates |         |         |

(Day rates)

One-half of night rates.

ANNOUNCEMENTS

Limited to ten apensors. Nightime, daily, per month 50.00; daytime, daily, per month 55.00.

ELECTRICAL TRANSCRIPTIONS and the person of the per

Representatives
Canada—All-Canada Radio Facilities, Ltd.

# LISTED RADIO STATIONS IN THE UNITED STATES

Stations Are Listed According to FCC Designation. See Individual Listings for Location of Transmitter.

| KARC         |  | KGNC         | Amarillo Tex   | KSAL         | Salina, Kans.   | WAJR         | Morgantown, W. Va.  |
|--------------|--|--------------|--|--------------|---|--------------|---|
| KARR         | . Aberdeen S. I)   | KGNO         | Dodge City, Kan. San Francisco, Calif.   | KSAM         | Huntsville, Tex. San Francisco, Calif.  | WAKR         | Altron Ohto   |
| KALB         | Ada, Okla. Alexandria, La.   | A.C.U        | Honolulu, Hawaii   | KSCJ         | Sloux City, lowa  | WALB         | Mobile, Ala. Albany, Ga. Middletown, N. Y.  |
| KAND         | Portland, Ore. Corsicans, Tex. Wichita, Kans.  | KGW          | Missoula, Mont.  | KSEI         |   | WAML         | Middletown, N. Y.   |
| BARK         | Little Rock, Ark.  | KHAS         | Olympia, Wash. Hastings, Neb.  | KSFO         | San Francisco, Calif.   | WAPI         | Vincennes, Ind.   |
| KARM         | Fresno, Calif.   | KHBC         |  | KSKY         | Dallas, Tex. Salt Lake City, Utah   |              |   |
| KAST         | Astoria, Ore. Albert Lea, Minn. Carlabad, N. M.  | KHJ          | Okmulgee, Okia.  Los Angeles, Calif.   | KSLM         | Salt Lake City, Utah<br>Salem, Ore.<br>Des Moines, Iowa   | WASK         | Scranton, Pa. Lafayette, Ind.   |
| KAVE         | Carlsbad, N. M.  | КНМО         | Spokane, Wash, Hannibal, Mo. Chico, Calif. Watsonville, Calif.   | KS00         | Sioux Falis, S. D.  | WATN         | Watertown N Y   |
| KBIZ         |  | KHSL         | Chico, Calif.  | KSRO         | Santa Rosa, Calif. Minneapolis-St. Paul, Minn.  | WATW         | Ashland Wit   |
| KBKB         | Baker, Ore.  |              |  | KSUB         | Cedar City IItah  |              |   |
| KRON         | Omaha, Nebr.   | KID          | Spencer, Iowa Idaho Falls, Idaho   | KSWO         | Bisbee, Ariz. Lawton, Okla.   | WAYS         | Zarepath, N. J.<br>Charlotte, N. C.   |
| KBST         | Portland, Ore. Big Spring, Tex   | KIEM         | Boise, Idaho<br>Eureka, Calif.   | KTAR         | Phoenix, Ariz, Austin, Tex.   | WAYX         | Charlotte, N. C.  Waycross, Ga.  Hazleton, Pa.  Lafayette, Ind.  Atlantic City, N. J.  Baltimore, Md.   |
| KBUR         | Joneshoro, Ark<br>Burlington, Iowa   | KILO         | Grand Forks, N. D.   |              | Austin, Tex. Tacoma, Wash. Shreveport, La.  | WBAA         | Lafayette, Ind.   |
| KBWD         | Brownwood. Tex. Kansas City, Kans.   | KINY         | Juneau, Alaska   | KTEM         | Temple, Tex. Twin Falls, Idaho  | WBAL         | Baltimore, Md.<br>Fort Wortb, Tex.  |
| KCMC         | Texarkana, Tex.<br>Kansas City, Mo.  | KIT          | Seattle, Wash,<br>Yakima, Wash.  | KTHS         |   | 11 DA A      | ························ WIIRBR-HAPPA. Pa   |
| KCBC         | Enid, Okia   | KIUN         | Garden City, Kan. Pecos, Tex.  | KTKC         | Houston, Tex. Visalia, Calif.   | WBBB         | Burlington, N. C.   |
| KDB          | Enid, Okia Duluth, Minn. Santa Barbara, Calif.   | KJBS         |  |              | Visalia, Calif.  Ketchikan, Alasks  Santa Barbara, Calif.   | WBBR         | Chicago, Ill.  New York City Ponca City, Okla.  Bay City, Mich.   |
| KDFN<br>KDKA | Casper, Wyo.   | KJR<br>KLBM  | Seattle, Wash.  La Grande, Ore.  | KTNM         | Tucumcarl,, N. M.   | WBCM         | Bay City, Mich.   |
| KDLk         | Devils Lake, N. D.   | K Latin      | Rivinguille Ark  | КТО <b>К</b> | Tucumcari, N. M. Lihue, Hawaii Oklahoma City, Okla.   | WRHD         | Botssehun- W-   |
| KDON         | Monterey, Calif.   | KLPM         | Ogden, Utah Minot, N. D. Little Rock, Ark  | KIKB         | Modesto, Calif.<br>Houston, Tex.  | ILBIO.       | Conservation, Ala.  |
| KDTH         | Dubuque, Iowa  | N L D        |  | KTRI         | Sloux City, Iowa  |              |   |
| KECA         | Santa Barbara, Calif.  Casper, Wyo.  Pittsburgh, Pa.  Devils Lake, N. D.  Denton, Tex  Monterey, Calif.  Sedalia, Mo  Dubuque, Iowa  Sait Lake City, Utah  Los Angeles, Calif. | KLUF         | Galveston, Tex.  | KTSM         | El Paso, Tex  | WBLK         | Dalton, Ga.<br>Clarksburg, W. Va.   |
| KEEW         | Los Angeles, Calif. Brownsville, Tex. Centralia-Chehalis, Wash. El Dorado, Ark. Sioux Falls, S. D.   | KLZ          | Denver, Colo. Shenandoah, Iowa   | KTTS         | Emporia, Kans.<br>Springfield, Mo.  | WRYS         |   |
| KELD         | El Dorado, Ark.  | KMAC         | Shenandoah, Iowa Ran Antonio, Tex. Kansas City, Mo.  | K THILL.     | Tucson, Ariz. Tulsa, Okla.  |              |   |
|              |  | KMBC<br>KMED | Kansas City, Mo. Medford, Ore.   | KTW          | Seattle, Wash.  | WBOW         | Salisbury, Md.  |
| KERN         | Bakersfield, Calif. Price, Utah Seattle, Wash.   | KMJ<br>KMLB  | Medford, Ore. Fresno, Calif. Monroe, La.   | KUIN         | Seattle, Wash. Yakima, Wash. Grants Pass, Ore. Walla Walla, Wash.   | WBRB         | Buffalo, N. Y. Buffalo, N. Y. Salisbury, Md. Terre Haute, Ind. Red Bank, N. J. Birmingham, Als.         |
| KEVR         | Seattle, Wash.   | KMMI         | Grand Taland Wah   | KT!OA        | Siloam Springs, Ark. Minneapolis-St. Paul, Minn.  | WBRE         | Wilkes Dane De  |
| KEYS         | Portland. Ore. Corpus Christi, Tex.  | Кмох         | Tacoma, Wash, St. Louis, Mo. Los Angeles, Cali Los Angeles, Calif. Maryaville, Calif. Depurer Colo   | KUSD         | Wermillion, S. D.  Salt Lake City. Utah   | WBRW         | Welch W Va  |
| KFAC         | Lincoln, Neh Los Angeles, Calif. St. Cloud, Minn.  | KMPC         | Los Angeles, Cal.  | KUTA         |   | WBT          | Charlotta N C   |
| KFAR         | Fairbanks, Alaska Great Falls, Mont  |              |  | KVAN         | Atchison, Kans.  Vancouver, Wash.  Redding, Calif.  | WRTH         | Williamson W. Y.  |
| KFBB         |  | KNEL         | Brady, Tex.  | K VEC        | San Luis Obispo, Calif.   | VY 15 4 24   | IRDVIIIe Va   |
| KFBI         | Cheyenne, Wyo. Wichita, Kans. Sacramento, Calif.   | KNOE         | Monroe, La.  Monroe, La.  Austin, Tex.  Los Angeles, Calif.  Denver, Colo.  Corvallia, Ore.  Pittsburg, Kans.  Albuquerque, N. M.  | KVAR         | Fort Dodge Iowa   | WRZ and      | WRZA Boston Mass  |
| KFDA         | Amarillo, Tex.   | KNX          | Los Angeles, Calif.  | KVI          | Tacoma. Wash Victoria, Tex Logan, I'tab   | WCAT         | Pittsburgh, Pa  |
| KFEL         | Beaumont, Tex. Denver, Colo. St. Joseph, Mo.   | KOAC         | Denver, Colo.  | K VNU        | Logan, I'tab  | WCAO         | Northfield, Minn,  Camden, N. J.  Baltimore, Md.  Asbury Park, N. J.  Pontiac, Mich.  Banid City a. D.  |
| KFFA         | St. Joseph, Mo.<br>Helena, Ark.  | KOAM<br>KOB  | Pittsburg, Kans.   | KVOD         | Tucson, Ariz Denver, Colo Santa Ana, Calif  | WCAP         | Asbury Park, N. J.  |
| KFGQ         | Boone, Iowa Wichita Kana   | KOCA         | Kilgore, Tex. Oklahoma City, Okla.   |              |   | WCAT         | Rapid City, 8. D.   |
| ŘFI          | Helena, Ark. Boone, Iowa Wichita, Kane. Los Angeles, Calif.  | KODL         | The Dalles, Ore.   | KVOP         | Tulas Okla Plainview, Tex. Colorado Springs, Colo   | WCAX         | Burlington Wt   |
| E E 10       | Fond du Yea Wie  | KODY         | The Dalles, Ore. North Platte, Nebr. Reno, Nev.  |              |   | WCBA         | Allentown De  |
| KFJB         | Marshalltown, Iowa Klamath Fails. Ore Grand Forks, N. D.   |              |  | KVOX         |   | WCBI         | Columbus, Miss. Baltimore, Md.  |
| KFJMKFJZ     |  | KOKO         | Portland, Ore, La Junta, Colo, Seattle, Wash. Oklahoma City, Okla, Tules, Okla   | KVSF         | Santa Fe. N. M  |              |   |
| KFKA         | Fort Worth, Tex. Greeley, Colo.  | KOM 4        | Oklahoma City, Okla.   | KVWC         | Sants Fe. N. M. Ardmore, Okla Vernon, Tex Wallace, Idaho Watertown, S. D. Corpus Christi, Tex. Hutchinson, Kans | WCCQ         | Roanoke Rapids, N. C. Minneapolis-St. Paul, Minn. Du Bois, Pa.  |
| KFMB         | Lawrence, Kans. San Diego, Calif.  | комо         | Tulsa, Okla,<br>Sesttle, Wash.   | KWAL         |   | WCED         | Du Bois, Pa.  |
| KFOR         | Shenandoah, Iowa<br>Lincoln, Neb<br>Long Beach, Calif.   | KONO         | Seattle, Wash. San Antonio, Tex. Port Angeles, Wash.   | KWBU         |   | WCHS         | Charleston, W. Va.  |
| KWPW         | Kort Smith, Ark  |              |  | KWEW         | Hohbs. N. M. Hot Springe, Ark. Wichita Falls, Tex   | WCKY         | Charlottesville, Va. Cincinnati, Ohio Janesville, Wis.  |
| KFPY         | Spokane. Wash.   | KORN         | Fremont, Neh.  | KWPT         | Wichita Falls, Tex  | WCLS         | Janesville, Wis.  |
| KFRO         |  | KOTN         | Eugene, Ore.  Fremont, Neh.  Rapid City, S. D.  Pine Bluff, Ark.  Valley City, N. D.   | KWIL         | Stockton, Calif.  | WCMI         | Joliet, Ill.  Joliet, Ill.  Ashland, Ky.  Elizabeth City, N. C.   |
| KFRO         | Fresno, Calif. Longview, Tex.  | KOYO         | Valley City, N. D. Provo, Utah   | KWIB         | Globe, Ariz<br>Portland, Ore  |              |   |
| KFRU         | Columbia, Mo San Diego, Calif Los Angeles, Calif   | KOY          | Provo, Utah Omaha, Neh. Phoenix, Ariz.   | KWK          | St. Louis, Mo.<br>Shreveport, La  | W CUL        | Meridian, Miss.<br>Columbus, Ohio   |
|              | Los Angeles, Calif   | AFAB         | Laredo, Tex.   | KWKW         | Pasadena, Calif.  | WCO9         | Columbia S C  |
| KFU0         | St. Louis, Mo.   |              | Port Arthur, Tex. Pasadena, Calif.   | KWLC         | Pasadena, Calif, Decorah, Iowa Longview, Wash   | WCOV         | Lewiston, Me.  Montgomery, Ala.  Cincinnati, Ohio  Greenwood, S. C.                                     |
| KWVS         |  | KPFA         | Helens, Mont.  |              |   | WCPO         | Cincinnati, Ohio  |
| KFXD         | Los Angeles, Calif.  | KPHO         |  | KWOY         | Winons. Minn Poplar Bluff. Mo   |              |   |
| KFXJKFXM     | Los Angeles, Calif. Nampa, Idaho Grand Junction, Colo. San Bernardino, Calif.  | KPLT         | Pasacena, Calif.   Pampa, Tex.   Pampa, Tex.   Helena, Mont.   Phoenix, Ariz   Lake Charles, La.   Paria, Tex.   Paria, Tex.   Bakersfield, Calif.   San Francisco, Calif. | KWOS         | Bartlesville, Okla.  Jefferson City, Mo   | WCSH         | Portland Ma   |
| KEVB         | Riemarck N D   | KPO          | San Francisco, Calif. Denver, Colo.  | KW8C         | Pullman Wash  | CUTA I       | I ampa, Fla.  |
| KGA          | Spokane, Wash.   | KPOW         | Powell, Wyo.  Wenatchee, Wash.   | KWTO         | Springfield Mo  | WDAN         | Kansas City, Mo. Columbus, Ga. Danville, Ill. Philadelphia, Pa. Fargo, N. D. Escanaba, Mich. Roncoka Va |
| KGB8         | Spokane, Wash. San Diego, Calif. Harlingen, Tex.   | KPQ          | Wenstches, Wash Houston, Tex.  | KXA          | Sheridan, Wyo. Seattle, Wash Waterloo, Iowa   | WDAS         | Philadelphia, Pa.   |
|              |  | KPRO         | Houston, Tex. Riverside, Calif. Pittshurgh, Pa.  | KXL          | Portland, Ore   | WDBC         | Escanaba, Mich.   |
| KQCX         | Mandan, N. D. Sidney, Mont. Fergus Falls, Minn.  | KOW          | San Jose Calif   | KXOK         | El Centro, Calif  | WDB <b>J</b> | Roanoke, Va.<br>Orlando, Fla.   |
|              |  | KRBA         | Lufkin, Tex. Ahilene, Tex. Bozeman, Mont. Berkeley, Calif.   | KXOX         | Aberdeen Wash   | WDEF         | Orlando, Fla. Chattanoga, Tenn. Wilmington, Dela.   |
| KOEB         | Sterling, Colo Long Beach, Calif Kalispell, Mont.  | KRRM         | Bozeman, Mont.   | KYYZ         | Houston, Tev  |              |   |
| KGEZKGER     |  | KROV         | Weslaco, Tex.  | A I UA       | Trescott. Ariz  | WDLP         | Minneapolis-St. Paul, Minn,<br>Panama City, Fla.  |
| KGFJ         | Shawnee, Okla Los Angeles, Calif. Roswell, N. M. Kearney, Neb.   | KRIS         | Weslaco, Tex. Beaumont, Tex. Corpus Christi, Tex.  | KYSM         | Merced, Calif Mankato, Minn   |              |   |
| KOFW         | Kearney, Neb.  | KRKD         | Los Angeles, Calif.  | KYUM         | Yuma, Ariz  | WDOD<br>WDRC | Durham, N. C. Chattanooga, Tenn. Hartford, Conn.  |
|              | Pierre, S. D. Coffeyville, Kans. Albuquerque, N. M.  | KRKO         | Everett, Wash,   | WAAB         |   | 17 17 5 11   | Superior, Wis.  |
| KGGM         | Albuquerque, N. M. Pueblo, Colo.   | KRLD         | Dallas Tex   | WAAT         | Newark, N. J.<br>New York City  | WDWS         | New Oricans, La, Champaign, Ill. Tuscola, Ill. New York City Providence, R. I. Reu Claire Wia           |
| KGHI         | Pueblo, Colo. Little Rock, Ark. Billings, Mont   | KRMD         | Midland, Tex. Shreveport, La   | WABI         | Bangor, Me Alhany, N. Y   | WEAF         | New York City   |
|              |  | KRNT         | Rosehurg, Ore.  Des Moines, Towa  Rochester, Minn.   | WACO         | Waco, Tex.  | WEAN<br>WEAU | Providence, R. I.<br>Eau Claire, Wis.   |
| KGKB         | Alamosa, Colo. Tyler, Tex. San Angelo, Tex.  | KROD         | ICI PROD. TAY  | WADC         | Altron Ohio   | WERO         | Harrichurg III  |
| KGK0         | Fort Worth, Tex.   | KROS         | Clinton, Iowa Oakland, Calif Sacramento, Calif.  | WACE         | Atlanta, Ga Syracuse, N. Y. Dothan, Ala   | WEBR         | Buffalo, N. Y.<br>Chicago, Ill.   |
| KUKA         | Spottshill Nah   | KROY         | Sacramento, Calif.   | WAGM         | Presque Isle. Me. Anderson, S. C. Winston-Salem, N. C.  | WEED         |   |
| KGLU         | Mason City, Iowa Safford, Ariz Honolulu, Hawaii  | KRSC         | Sherman, Tex. Seattle, Wash.   | WAIR         | Winston-Salem, N. C.  | WEEU         | Boston, Mass.<br>Reading, Pa.   |
| AV#10        | Honorery, Hawall   | KSAC         | Manhattan, Kans.   | W A I T      | Chicago, Ill.   | WEGO         | Reading, Pa. Concord, N. C.   |
|              |  |              |  |              |   |              |   |

# LISTED RADIO STATIONS IN THE UNITED STATES -Continued

| WEIM           | Fitchburg, Mass  |
|----------------|--|
| WELI           | New Haven, Conn. Battle Creek, Mich.   |
| WELO           | Tupelo, Miss.  |
| WEMP           | Milwaukee, Wis.  |
| WENT           | Gloversville, N. Y.  |
| WERC           | Elmira, N. Y.<br>Erie, Pa.   |
| WEST           | Easton, Pa.  |
| WEVD           | New York City  |
| WEXI           | Royal Oak, Mich.   |
| WFAS           | White Plains, N. Y.  |
| WFBC<br>WFBG   | Greenville, S. C. Altoona, Pa.   |
| WFBL           |  |
| WFBR           | Baltimore, Md.   |
| WFDF           | Flint, Mich.   |
| WFIIR          | Wisconsin Rapids, Wis.   |
| WFIG           | Philadelphia, Pa.  |
| WFIN           | Findlay, Ohlo Tampa, Fla.  |
| WFMD           | Frederick, Md.   |
| WFNC           | Fayetteville, N. C.  |
| WFOY           | St. Augustine, Fla.  |
| WFPG           | Kinston, N. C.   |
| WFVA<br>WGAA   | Fredericksburg, Va.<br>Cedartown, Ga.  |
| WGAC           | Augusta. Ga.<br>Lancaster. Pa.   |
| WGAN           | Portland, Me.  |
| WGAU           | Athens, Ga.  |
| WGBF           | Evansville, Ind.   |
| MGBI           | Greensboro, N. C. Scranton, Pa.  |
| WGBS           | Goldsboro, N. C.<br>Miami, Fla.  |
| WGCM           | Biloxi-Gulfport, Miss.   |
| WGGA           | Gainesville, Ga.   |
| WGIL           | Galesburg, Ill.  |
| WGL            | Fort Wayne, Ind.   |
| WGN            | Gastonia, N. C.  |
| WGNY           | Newhurgh, N. Y. Valdosta, Ga.  |
| WGPC           |  |
| WGRC           | Louisville, Ky.  |
| WGST           | Atlanta, Ga.   |
| WGTM           | Wilson, N. C.  |
| WGY<br>WHA     | Schenectady, N. Y. Madison, Wis  |
| WHAI<br>WHAM.  | Rochester, N. Y.   |
| WHAS           | Louisville, Ky. Philadelphia, Pa.  |
| WHAZ           | Troy, N. Y.  Kansas City, Mo.  |
| WHBB           | Selma, Ala.<br>Canton, Ohio  |
| WHBF           | Rock Island, Ill.  |
| WIIBL          | Shehoygan, Wis.  |
| WHBU.          | Anderson, Ind.   |
| WHCU           | Ithaca, N. Y.  |
| WHDF.          | Boston, Mass.  |
| WHDL<br>WHEB   | Olean, N. Y. Portsmouth, N. H.   |
| WHEC.          | Rochester, N. Y.   |
| WHIO           | Bluefield W. Va.   |
| WHIT           | New Bern, N. C.  |
| WHJB           | Greensburg, Ps.  |
| WHK            | Columbus, Ohio   |
| WHKK           | Hickory, N. C.   |
| WHLB.<br>WHLD. | Virginia, Minn. Niagara Falls, N. Y.   |
| WHLN.          | Port Huron, Mich.  |
| WHMA           | Anniston, Als.   |
| WHYN           | Holyoke, Mass.   |
| WHOM           | Jersey City, N. J.   |
| WHOP.          | South Bend, Ind.   |
| WHP<br>WHTD.   | Harrisburg, Pa.<br>Hartford, Conn.   |
| WILDB.         | Cookeville, Tenn.<br>San Juan, P. R.   |
| WIBA           | Fitchburg, Mass New Haven, Conn. Battle Creek, Mich. Tupelo, Miss. Evansville, Ind. Milwaukee, Wis. Chicago, Ill. Gloversville, N. Y. Eimirs, Mo. Royal Oak, Mich. Dallas, Tex. White Plains, N. Y. Greenville, S. C. Altoona, Ps. Syracuse, N. Y. Indianapolis, Ind. Baltimore, Md. Pawtueket, R. I. Filint, Mich. Manchester, N. H. Wisconsin Rapids, Wis. Sumter, N. G. Philadelphia, Ps. Findiay, Ohio Tampa, Fla. Frederick, Md. Youngstown, Ohio Fayetteville, N. C. Hattieshurg, Miss. St. Augustine, Fla. Atlantic City, N. J. Kinston, N. C. Fredericksburg, Vs. Cedartown, Ga. Augusta, Ga. Lancaster, Ps. Portland, Me. Cleveland, Ohio Athens, Ga. Freeport, N. Y. Evansville, Ind. Greensboro, N. C. Miami, Fla. Blioxi-Gulfport, Miss. Chicago, Ill. Galesville, Ga. Newport News, Vs. Galesburg, Ill. Galesville, Ga. Newport News, Vs. Galesburg, Ill. Ganesville, Ga. Newport News, Vs. Galesburg, Ill. Gastonia, N. C. Newhurgh, N. Y. Valiosta, Ga. Buffalo, N. Y. Louisville, Ky. Greenwood, Miss. Atlanta, Ga. Greenville, N. C. Newhurgh, N. Y. Valiosta, Ga. Buffalo, N. Y. Louisville, Ky. Greenwood, Miss. Atlanta, Ga. Greenville, N. C. Schenectady, N. Y. Louisville, Ky. Greenwood, Miss. Rochester, N. Y. Louisville, N. C. Schenectady, N. Y. Nadiaon, Wis Greenfield, Mass. Rochester, N. Y. Louisville, Ky. Greenwood, Miss. Rochester, N. Y. Louisville, Ry. Greenwood, Miss. Rochester, N. Y. Louisville, Ry. Greenwood, Miss. Rochester, N. Y. Louisville, Ry. Greenwood, Miss. Ro |
| WIBG.          | Philadelphia, Pa.  |
| WIBU.          | Poynette, Wis.   |
| WIBW.          | Utics, N. Y.   |
| WICA           |  |
|                |  |

|   | <u> </u>                                |
|---|---|
| WIGH.  WIL.  WILL  WILL  WILL  WILL  WILL  WILL  WILL  WILL  WINC  WINC  WINC  WIND  WIND  WING  WINS  WINS  WINS  WINS  WINS  WISH  WISE  WISE | . Medford, Wis.                         |
| WILL  | St. Louis, Mo.<br>Urbana, Ill.          |
| WILM W  | Vilmington, Dela.<br>Winchester, Va.    |
| WIND  | Chicago, Ill.                           |
| WINK  | Fort Myers, Fla.                        |
| WINS  | New York City                           |
| WINA  | mington, D. C. Miami, Fla.              |
| WIP   | Philadelphia, Pa.<br>Indianapolis, Ind. |
| WIS   | Columbia, S. C.                         |
| WISH I  | ndianapolis, Ind.                       |
| WISN  | Milwaukee, Wis.                         |
| WIZE  | Springfield, Ohio                       |
| WJAG  | Johnstown, Ps.<br>Norfolk, Neb.         |
| WJARP   | rovidence, R. I.<br>Pittsburgh, Pa.     |
| WJAX  | Jacksonville, Fla.                      |
| WJBK  | Detroit, Mich.                          |
| WJBW  | New Orleans, La.                        |
| WJBY  | Gadsden, Ala.<br>Jackson, Miss.         |
| WJEFGran  | d Rapids, Mich.<br>Hagerstown, Md.      |
| WJHLJohn  | nson City, Tenn.                        |
| WJHP.   | Jacksonville, Fla.                      |
| WJJD  | Chicago, Ill.                           |
| WJLB  | Bessemer, Ala.                          |
| WJLS  | Beckley, W. Va.<br>Rice Lake, Wis.      |
| WINO West P   | Ironwood, Mich.                         |
| WJOB  | Hammond, Ind.                           |
| WJPF  | Herrin, 111.                            |
| WJR   | Detroit, Mich.                          |
| WJRDJ   | Tuscaloosa, Ala.                        |
| WJXN  | Cleveland, Ohio Jackson, Miss.          |
| WJZMC   | New York City                           |
| WKAQ  | San Juan, P. R.                         |
| WKATMi  | ami Beach, Fla.                         |
| WKBH  | La Crosse, Wis.                         |
| WKBO  | Harrisburg. Pa.                         |
| WKBW  | Buffalo, N. Y.                          |
| WKEU  | Griffin, Ga.                            |
| WKIP Pot  | ighkeepsie, N. Y.                       |
| WKMO  | Kokomo, Ind.                            |
| WKNY  | Kingston, N. Y.                         |
| WKPA New  | Kensington, Pa.                         |
| WKRC  | Cincinnati, Ohio                        |
| WKRO  | New Castle, Pa.                         |
| WKWK Okla   | Wheeling, W. Va.<br>homa City, Okla.    |
| WKZO  | Kalamazoo, Mich.<br>Nashville, Tenn.    |
| WLAG  | La Grange, Ga.                          |
| WLAP  | Lexington, Ky.                          |
| WLAW  | Lawrence, Mass.                         |
| WLAYMuscle  | Muncie, Ind                             |
| WLBL St   | wling Green, Ky.<br>evens Point, Wis.   |
| WLBZ  | Jacksonville, Ill.                      |
| WLEUWLIB  | New York City                           |
| WLLH  | Lowell, Mass.<br>Laconia, N. H.         |
| WLOF  | Orlando, Fla.<br>Logan, W. Va.          |
| WLOK  | Lima, Ohio<br>Inneapolis, Minn.         |
| WLPM  | Suffolk, Va.                            |
| WLVA  | Lynchburg, Va.<br>Cincinnati, Ohio      |
| WMAL  | Washington, D. C.<br>Marinette. Wis     |
| WMAN  | Mansfield, Ohio                         |
| WMAQ  | Springfield, Mass.                      |
| WMAZ  | Macon, Ga.                              |
| WMBG  | Richmond, Va                            |
| WMBH  | Joptin, Mo.                             |
| WMBO  | Auburn, N. Y.                           |
| WMBI  | Uniontown, Pa                           |
| WMCA  | New York City                           |
|   |   |

| W                                      | M  | E  | x  |                                       |             |       |               |   |  | Bost   | on.  | Ma   | 68.  |
|--|--|--|--|---------------------------------------|-------------|-------|---------------|---|--|--|--|--|--|
| w                                      | M  | F  | D.,  |                                       |             |       |               | W                                       | ilmi   | ingto  | n.   | N.   |  |
| W                                      | M  | F  | F  |                                       |             |       |               |   | Plat   | tabu   | rg,  | N.   | Y.   |
| W.                                     | M  | F  | <b>G</b>   |                                       |             |       |               |   | В  | ibbi   | ng,  | Mi   | nn.  |
| W                                      | M  | F  | J  |                                       |             |       |               | Da                                      | ytor   | в В  | each   | , F  | la.  |
| W                                      | M  | F  | R.,  |                                       |             |       |               | F                                       | ligh   | Po   | int,   | N.   | C.   |
| W                                      | M  | G  | A  |                                       |             |       | *****         |   |  | Mot<br>Pa  | altri  | e, (   | }a.  |
| W                                      | м  | 11   | N  | ••••                                  | В           | Min   | nes           | poli                                    | 8-8t   | . Pa   | ul,  | MI   | nn.  |
| w.                                     | M  | 15   | ٠  |                                       |             | ***** |               |   |  | atch   | ez,  | 311  | 88.  |
| W<br>CIP                               | M  |  | NI.,   |                                       |             |       |               | •••••                                   |  | . Co<br>D<br>mon   | raer   | , t  | JR.  |
| ¥¥.7                                   | M.   | N.   | IN.  | ••••                                  | ****        |       |               |   | Pale   | D  | 1 10   | 7 1  | 76.<br>7e  |
| w                                      | M  | n  | R  | •                                     |             |       | •••••         | *                                       |  | Me   | ohile  |  | la.  |
| w                                      | М  | ŏ  | H.   |                                       |             |       |               |   | E  | lami   | Iton   | . 0  | hio  |
| w                                      | M  | ō  | G.,  |                                       |             |       | *****         |   | R  | runs   | wick   | ķ, (   | ∃a.  |
| W                                      | M  | P  | C  |                                       |             |       |               |   |  | Lape   | er.  | Μſ   | ch.  |
| W                                      | M  | P  | 8  |                                       |             |       |               |   | _ M  | lemp   | his,   | Te   | nn.  |
| w.                                     | M  | R  | C.,  |                                       |             |       | ••••          | • | . Gr   | Lami<br>Lape<br>Lemp<br>eenv   | ille,  | 8.   | C.   |
| 11.                                    | 31<br>34   | K  | F  |                                       | *****       |       |               |   | I.   | .6W16  | l (OW)   | ı, l   | Pa.  |
| 127                                    | DY1  | D  | Δ.   |                                       | ****        | ***** |               |   | ******   | ewin<br>Ma   | rion   |  | )] 10<br>111   |
| w                                      | M  | 9  | L.   |                                       |             | ••••• | *****         |   |  | Dec<br>Ra  | etnr   | •  | ile.   |
| ŭ.                                     | M  | T.   |  | ••••                                  |             |       |               | С                                       | edar   | Ra   | nida   | . To   | W8   |
| W                                      | M  | Ū  | R.   |                                       |             |       |               | 3                                       | Man  | chest  | er,  | N.   | H.   |
| W                                      | M  | V  | Α.   |                                       |             |       |               |   | Ma   | rtini  | sville   | e. 1   | Va.  |
| w                                      | N  | A.   | В  |                                       |             |       |               |   | Brie   | dgep   | ort,   | Co   | nn.  |
| W                                      | N  | A  | Ç  |                                       |             |       |               |   |  | Bos  | ton,   | M  | 186.   |
| w                                      | N  | Ÿ  | D.   |                                       |             |       |               | ******                                  |  | Norr<br>ankt<br>ham<br>Bedf  | nan.   | 01   | il B   |
| W                                      | N  | A<br>D   | X.,  |                                       |             | ••••• |               |   | Y  | ankt   | on,  | 8.   | D.   |
| W                                      | N  | D.   | F.,  |                                       |             |       |               | I                                       | om j<br>stuR   | IIBD<br>Dadf   | on,  | N.   | Υ.   |
| w                                      | N  | R  | 7.   | ****                                  |             |       |               | Sar                                     | ew i   | o I.e  | oru,   | M  | V .  |
| w                                      | Ñ  | E  | L  | ••••                                  |             |       |               |   | Sar  | Ju   | an   | P.   | R.   |
|  |  |  |  |                                       |             |       |               |   |  |  |  |  |  |
| W                                      | N  | Ħ  | C.,  | ••••                                  |             |       |               | 1                                       | Vev  | Ha   | ren,   | Co   | nn.  |
| W                                      | N  | L  | C.,  |                                       | •           |       | · · · · · ·   | ۸                                       | lew  | Lon  | don,   | Co   | nn.  |
| w                                      | N  | n  | E  |                                       |             |       |               |   | Non  | · 0  | laen   |  | T.a  |
| W                                      | N  | 0  | Χ.   | ••••                                  |             |       |               |   | . Kı   | noxvi  | llle,  | Te   | nn.  |
| W                                      | N  | Y  | C.,  |                                       | ••••        |       |               |   | N  | noxvi<br>ew<br>Ant   | York   | C  | ity  |
| w                                      | n  | A  | 1  |                                       | *****       | ••••  |               |   | San<br>D   | Ant  | onio   | . Т  | 'ex.   |
| W                                      | 'n   | CI   | R  |                                       |             |       | *****         |   | Con  | even   | port,<br>'nd   | M  | ewe.   |
| ŵ                                      | ŏ  | ľ  |  |                                       |             |       |               |   | Ca   | PO (   | mes  | T  | MISS.  |
| w                                      | o  | K  | 0.   |                                       |             |       |               |   |  | Albs   | NV.  | N  | v  |
| W                                      | o  | L  |  |                                       |             |       |               | V                                       | ash  | Alba ingte acus loren wen anite  | on.  | D.   | Ċ.   |
| W                                      | 0  | L  | F.,  |                                       |             |       |               |   | Syr  | acus   | ie,  | Ñ.   | Y.   |
| W                                      | O  | L  | 8  |                                       |             |       |               |   | F  | loren  | ice,   | S.   | C.   |
| W                                      | 0  | М  | 1  |                                       | • • • • • • |       | • • • • • • • |   | 0  | W 613  | ap or e  | o, 1   | Ky.  |
| W                                      | Ö  | M  | T.   |                                       | ••••        |       | **            |   | . м  | anit   | OWOC   | , ⊽  | 716.   |
| "                                      | U  | U.   |  |                                       |             |       |               |   |  |  |  |  |  |
| TE                                     |  | 17   | υ<br>1   | ••••                                  | ****        |       |               | Gr                                      | ind  | Rap  | 108,   | M  | ch.  |
| W                                      | ู่<br>ก  | P  | I  |                                       |             |       |               | Gr                                      | nd<br>   | Rap<br>Bris  | tol,   | Mi   | ch.  |
| W.                                     | 0  | PRR  | 1  |                                       |             |       |               |   |  | Bri  | tol,   | Te   | nn.<br>Hte   |
| "                                      | 0  | R  | t<br>C   |                                       |             |       |               |   | W  | Bri  | Yor<br>ter,  | Te<br>k (  | nn.<br>Hty   |
| 11.                                    | 0  | K  | I<br>C<br>D.   |                                       |             |       |               | 8                                       | Wespar   | Bris<br>New<br>orces<br>tanb   | tol,<br>Yor<br>ter,<br>urg,  | Te<br>k (  | nn.<br>Hty<br>Bas.<br>C.   |
| 11.                                    | 0  | K  | I<br>C<br>D.   |                                       |             |       |               | 8                                       | Wespar   | Bris<br>New<br>orces<br>tanb   | tol,<br>Yor<br>ter,<br>urg,  | Te<br>k (  | nn.<br>Hty<br>Bas.<br>C.   |
| 11.                                    | 0  | K  | I<br>C<br>D.   |                                       |             |       |               | 8                                       | Wespar   | Bris<br>New<br>orces<br>tanb   | tol,<br>Yor<br>ter,<br>urg,  | Te<br>k (  | nn.<br>Hty<br>Bas.<br>C.   |
| 11.                                    | 0  | K  | I<br>C<br>D.   |                                       |             |       |               | 8                                       | Wespar   | Bris<br>New<br>orces<br>tanb   | tol,<br>Yor<br>ter,<br>urg,  | Te<br>k (  | nn.<br>Hty<br>Bas.<br>C.   |
| N                                      | 0000   | RRRRRR   | I<br>D.<br>K.<br>L.<br>U.  |                                       |             |       |               |   | Wespar   | Bristone<br>Vew<br>Orcestand<br>Bos<br>Oshl  | tol,<br>Yor<br>iter,<br>urg,<br>Yor<br>iton,<br>tosh,  | Tek (  | nn,<br>Hty<br>Bes.<br>C.<br>Pa,<br>ass.<br>Fis.  |
| N                                      | 0000   | RRRRRR   | I<br>D.<br>K.<br>L.<br>U.  |                                       |             |       |               |   | Wespar   | Bristone<br>Vew<br>Orcestand<br>Bos<br>Oshl  | tol,<br>Yor<br>iter,<br>urg,<br>Yor<br>iton,<br>tosh,  | Tek (  | nn,<br>Hty<br>nes.<br>C.<br>Pa,<br>ass.<br>Fis.<br>Onto<br>City<br>leb.  |
| N N N N N N N N N N N N N N N N N N N  | 000000000000000000000000000000000000000  | RRESEVE  | C<br>D. K.<br>L.<br>U.   |                                       |             |       |               |   |  | Brister Boston B | tol,<br>Yor<br>ter,<br>Urg,<br>Yor<br>ton,<br>tosh,<br>Due<br>York   | Tek (  | nn.<br>Hty<br>nas.<br>C.<br>Pa.<br>ass.<br>Fis.<br>Onto<br>City<br>Veb.  |
| N N N N N N N N N N N N N N N N N N N  | 000000000000000000000000000000000000000  | RRESEVE  | C<br>D. K.<br>L.<br>U.   |                                       |             |       |               |   |  | Bristew orces tanb Bos Oshl Colume ew On   | tol,<br>Yor<br>ter,<br>Urg,<br>Yor<br>ton,<br>tosh,<br>Due<br>York   | Tek (  | nn.<br>Hty<br>nas.<br>C.<br>Pa.<br>ass.<br>Fis.<br>Onto<br>City<br>Veb.  |
| N N N N N N N N N N N N N N N N N N N  | 00000000000000000000000000000000000000   | RRSSVVVAAA   | C<br>D. K.<br>L.<br>U.<br>VO<br>B.   |                                       |             |       |               | Pa                                      | West Por   | Bristew or ceet tanb Bos Oshl Columew On Paris Paris Shur  | tol,<br>Yor<br>iter,<br>urg,<br>Yor,<br>ton,<br>tosh,<br>nous<br>York<br>aha<br>'ayn<br>ice,<br>duca   | Tek () S. ik, M: K. () P. h,   | nn. Pity BBS. C. Pa. BBS. Fis. Daio City Feb. Ind R. Ky.   |
| N N N N N N N N N N N N N N N N N N N  | 00000000000000000000000000000000000000   | RRSSVVVAAAA  | C<br>C<br>K.L.<br>U<br>VO<br>B<br>R.   |                                       |             |       |               | Pa                                      | West Por   | Bristew or cook tanb Bos Oshl Columew On Paris W. Pon Paris Burre  | tol,<br>Yor<br>iter,<br>urg,<br>Yor<br>iton,<br>tosh,<br>bue<br>Yorl<br>aha<br>'ayn<br>ice,<br>duca  | Tek (M. S. k., M. C. (N. C. )  | nn, hty ass. C. Pa, ass. Fis. bito city leb. ind R. Ky.  |
| N N N N N N N N N N N N N N N N N N N  | 00000000000000000000000000000000000000   | RRSSVVVAAAA  | C<br>C<br>K.L.<br>U<br>VO<br>B<br>R.   |                                       |             |       |               | Pa                                      | West Por   | Bristew or cook tanb Bos Oshl Columew On Paris W. Pon Paris Burre  | tol,<br>Yor<br>iter,<br>urg,<br>Yor<br>iton,<br>tosh,<br>bue<br>Yorl<br>aha<br>'ayn<br>ice,<br>duca  | Tek (M. S. k., M. C. (N. C. )  | nn, hty ass. C. Pa, ass. Fis. bito city leb. ind R. Ky.  |
| N N N N N N N N N N N N N N N N N N N  | 00000000000000000000000000000000000000   | RRSSVVVAAAA  | C<br>C<br>K.L.<br>U<br>VO<br>B<br>R.   |                                       |             |       |               | Pa                                      | West Por   | Bristew or cook tanb Bos Oshl Columew On Paris W. Pon Paris Burre  | tol,<br>Yor<br>iter,<br>urg,<br>Yor<br>iton,<br>tosh,<br>bue<br>Yorl<br>aha<br>'ayn<br>ice,<br>duca  | Tek (M. S. k., M. C. (N. C. )  | nn, hty ass. C. Pa, ass. Fis. bito city leb. ind R. Ky.  |
| N N N N N N N N N N N N N N N N N N N  | 00000000000000000000000000000000000000   | RRSSVVVAAAA  | C<br>C<br>K.L.<br>U<br>VO<br>B<br>R.   |                                       |             |       |               | Pa                                      | Wespar<br>Dar<br>NoN   | Bristew or cook tanb Bos Oshl Columew On Paris W. Pon Paris Burre  | tol,<br>Yor<br>iter,<br>urg,<br>Yor<br>iton,<br>tosh,<br>bue<br>Yorl<br>aha<br>'ayn<br>ice,<br>duca  | Tek (M. S. k., M. C. (N. C. )  | nn, hty ass. C. Pa, ass. Fis. bito city leb. ind R. Ky.  |
| N N N N N N N N N N N N N N N N N N N  | 00000000000000000000000000000000000000   | RRSSVVVAAAA  | C<br>C<br>K.L.<br>U<br>VO<br>B<br>R.   |                                       |             |       |               | Pa                                      | Wespar<br>Dar<br>NoN   | Bristew or cook tanb Bos Oshl Columew On Paris W. Pon Paris Burre  | tol,<br>Yor<br>iter,<br>urg,<br>Yor<br>iton,<br>tosh,<br>bue<br>Yorl<br>aha<br>'ayn<br>ice,<br>duca  | Tek (M. S. k., M. C. (N. C. )  | nn, hty ass. C. Pa, ass. Fis. bito city leb. ind R. Ky.  |
|  | O O O O O O O O P P P P P P P P P P P P  | RRESSVVVAAAAAADETR   | C. D. K. L. WO B. D. R. T. X. Y. Q. N. C. A.   |                                       |             |       |               | Pa                                      | We Bpar  C N  For  | Brister Services Serv | stol, Yor iter, urg, Yor iton, iton, itosh, ibus Yori isha ice, duca ice, iville iville ibarc  | Tek ( S. M. S. M. M. N.  | nn.  Tity  Bee.  C.  Pa.  Bee.  Ciaso  City  Tieb.  Ind  R.  Ky.  Va.  J.  Ga.  Ohio  Pla.  Pa.  |
|  | O O O O O O O O P P P P P P P P P P P P  | RRESSVVVAAAAAADETR   | C. D. K. L. WO B. D. R. T. X. Y. Q. N. C. A.   |                                       |             |       |               | Pa                                      | Wood North Poor Jaco Ph  | Brister Services Serv | ttol, tYor ttor, urg, Yor tton, ttosh, sobue Yori saha Yori saha reson asvii outh iville blarc uez,  | Tek ( S. k. M. S. k.  | nn.  lity  ass. C.  Pa.  ass. lis.  Daio  City  leb.  Ind  R.  Ky.  J.  Ga.  phio  phio  Pa.  R.   |
|  | O O O O O O O O O O O O O O O O O O O  | REAR SEVEN A A A A A A DETRET  | C. D. K. L. WO B. D. R. T. X. Y. Q. N. C. A. IO. F.  |                                       |             |       |               | Pa                                      | Poi  | Bristone Bristone Bristone Bosen Bristone Bristo | ttol, Yor iter, urg, Yor iter, Yor iter, urg, Yor iten, ton, ton, abus Yor inshe iter, as a war iter, in the  | Tek M: S. ik, M: S. p. p. h, N. N. le, p. lin, P. R.   | nn. C. Pa. ass. C. Pa. ass. Fis. bito City Ieh Ind R. Ky. J. Gs. Ohio Pla. Pa. R. L. C.  |
|  | O O O O O O O O O O O O O O O O O O O  | REAR SEVEN A A A A A A DETRET  | C. D. K. L. WO B. D. R. T. X. Y. Q. N. C. A. IO. F.  |                                       |             |       |               | Pa                                      | Poi  | Bristone Bristone Bristone Bosen Bristone Bristo | ttol, Yor iter, urg, Yor iter, Yor iter, urg, Yor iten, ton, ton, abus Yor inshe iter, as a war iter, in the  | Tek M: S. ik, M: S. p. p. h, N. N. le, p. lin, P. R.   | nn. C. Pa. ass. C. Pa. ass. Fis. bito City Ieh Ind R. Ky. J. Gs. Ohio Pla. Pa. R. L. C.  |
|  | O O O O O O O O P TE PET PET PET PET PET PET PET PET PE  | RRRSSVVV AAAAAADETRRTAA  | C.D.K.L.<br>VOBDRTXYQNCAOFMN   |                                       |             |       |               | Pa                                      | Wood Photo P | Briston Bose Oshill Bose Oshill Bose Oshill Bose On Bose On Passage Bose Bose Bose Bose Bose Bose Bose Bos   | stol, Yorker, urg, Yorker, yor | Tek M. S. k. M. C. N. P. h., N. N. C. N. P. N. N. C. N. S.   | nn. Alty ass. C. Pa. ass. Cis. Onio Nity Va. Cis. Onio Pla. R. R. C. Fia. C. Fia. Pa. R. C. Fia. R. |
|  | O O O O O O O O P TE PET PET PET PET PET PET PET PET PE  | RRRSSVVV AAAAAADETRRTAA  | C.D.K.L.<br>VOBDRTXYQNCAOFMN   |                                       |             |       |               | Pa                                      | Wood Photo P | Briston Bose Oshill Bose Oshill Bose Oshill Bose On Bose On Passage Bose Bose Bose Bose Bose Bose Bose Bos   | stol, Yorker, urg, Yorker, yor | Tek M. S. k. M. C. N. P. h., N. N. C. N. P. N. N. C. N. S.   | nn. Alty ass. C. Pa. ass. Cis. Onio Nity Va. Cis. Onio Pla. R. R. C. Fia. C. Fia. Pa. R. C. Fia. R. |
|  | O O O O O O O O P TE PET PET PET PET PET PET PET PET PE  | RRRSSVVV AAAAAADETRRTAA  | C.D.K.L.<br>VOBDRTXYQNCAOFMN   |                                       |             |       |               | Pa                                      | Wood Photo P | Briston Bose Oshill Bose Oshill Bose Oshill Bose On Bose On Passage Bose Bose Bose Bose Bose Bose Bose Bos   | stol, Yorker, urg, Yorker, yor | Tek M. S. k. M. C. N. P. h., N. N. C. N. P. N. N. C. N. S.   | nn. Alty ass. C. Pa. ass. Cis. Onio Nity Va. Cis. Onio Pla. R. R. C. Fia. C. Fia. Pa. R. C. Fia. R. |
|  | O O O O O O O O O O O O O O O O O O O  | RRESSVIVA A A A A A DETRETA A LEXA   | C. D. K. L. WO B. D. R. T. X. Y. Q. N. C. A. IO. F. M. N. B. C. R. K. L. L. C. R. L. L. C. R. L. C. R. L. C. R. L. C. R. L. L. C. R. L.   |                                       |             |       |               | Pa                                      | Worker Pool Jaco Ph  | Brister Briste | stol, Yor tter, urg, Yor tter, urg, Yor tter, urg, Yor tter, ton, too h, abus Yor in the Yor in the tree to the tree to the tree tree tree tree tree tree tree   | Tek Misk, Mi | nn.  itty  ass.  C.  Pa.  ass.  ision  ision |
|  | O O O O O O O O O O O O O O O O O O O  | RRESSV V V A A A A A DET RET A A EX  | C.D.K.L.<br>VOB.D.R.T.X.Y.Q.N.C.A.O.F.M.N.B.C.R.K.L.W.   |                                       |             |       |               | Pa                                      | West Spar  | Bristow  New Orceottanb  Bose Oshl  Columew On the Colume  Pon Sburrent Washington  Rale School Colume  Rale Rale Rale Rale  Rale Rale   | stol, Yor tter, urg, von ter, urg, Yor tton, too h, abus York is had a von ter, too h, abus York is had a von ter, abus you h, | Tek M: S. k. k. M: S. k. k. M: S. k. M: S. k. k. k. M: S. k.                      | nn.  lity  ass.  C.  Pas.  Sis.  Onio  City  Ky.  J.  Ga.  Ohio  Fla.  Pa.  I.  C.  Ffla.  City  Pa.   |
|  | 00000000000000000000000000000000000000   | RR SS VW A A A A A A A COPE COPE COPE COPE COPE COPE COPE COPE   | C.D.K.L.H.U.VOB.D.R.T.XY.Q.N.C.A.O.F.M.N.B.C.R.K.L.H.W.B.C.R.K.L.W.B.C.R.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.R.W.B.C.R.K.R.W.B.C.R.K.R.W.B.C.R.K.R.W.B.C.R.K.R.W.B.C.R.K.R.W.B.C.R.K.R.W.B.C.R.K.R.W.B.C.R.K.R.W.B.C.R.K.R.W.B.C.R.K.R.W.B.C.R.K.R.W.B.C.R.W.B.C.R.K.R.W.B | · · · · · · · · · · · · · · · · · · · |             |       |               | Pa                                      | West of the second seco | Brister Briste | stol, Yor tter, urg, urg, urg, urg, urg, urg, urg, ur  | Tek Misk, Mi | nn.  lity  nee.  C.  Pa.  ass.  Cits.  Daio  City  Ky.  Va.  J.  Ga.  Ohio  Fla.  Pa.  C.  Fla.  C.  Ga.  Ga.  Ga.  Ga.  Ga.  Ga.  Ga  |
|  | OOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOO   | RRSSVVVAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA  | C. D. K. L. WOB D. R. T. X. Y. Q. N. C. A. 10 F. M. N. B. C. R. K. L. W. B. C. A. 10 F. M. N. B. C. R. K. L. W. B. C. R. W. B. C. R. K. L. W. B. C. R. W. B. C. R. K. L. W. B. C. R. W. B. R. W. B. C. R. W. B. R. W. B. C. R. W. B. | 7                                     |             |       |               | Pa                                      | Worker  Tripo Jaco Ph  Mr. Pro   | Brister Brister Brister Brister Bosen Bosen Bosen Bosen Bosen Bosen Bosen Brister Bris Brister Brister Brister Brister Brister Brister Brister Brister | stol, Yor iter, urg, Yori on Yori on Yori on out out out out out ihar out out flam rant urg, Yor out   | Tek Misk, Mi | nn.  Pity  ass. C. C. Pa.  ass. Vis. Vis. Vis. Vis. Vis. Vis. Vis. V   |
|  | OOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOO   | RRSSVVVAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA  | C. D. K. L. WOB D. R. T. X. Y. Q. N. C. A. 10 F. M. N. B. C. R. K. L. W. B. C. A. 10 F. M. N. B. C. R. K. L. W. B. C. R. W. B. C. R. K. L. W. B. C. R. W. B. C. R. K. L. W. B. C. R. W. B. R. W. B. C. R. W. B. R. W. B. C. R. W. B. | 7                                     |             |       |               | Pa                                      | Worker  Tripo Jaco Ph  Mr. Pro   | Brister Brister Brister Brister Bosen Bosen Bosen Bosen Bosen Bosen Bosen Brister Bris Brister Brister Brister Brister Brister Brister Brister Brister | stol, Yor iter, urg, Yori on Yori on Yori on out out out out out ihar out out flam rant urg, Yor out   | Tek Misk, Mi | nn.  Pity  ass. C. C. Pa.  ass. Vis. Vis. Vis. Vis. Vis. Vis. Vis. V   |
|  | TO T   | ARRESES VIVIA AND ARRESES AND ARRESES AND ARRESES AND ARREST ARRE | C. D. K. L. WO B. D. R. T. X. Y. Q. N. C. A. O. W. B. C. A. W. B. W. B. C. A. W. B. C. W. B. C. W. B. W. B. C. W. B. W.  |                                       |             |       |               | Pa                                      | Western Control of the Control of th | Brister Brister Brister Bose Oshil Colum Bose Oshil Colum Bose On Passbur Pate homas ritsm cksor illade Bale Bale Bale Bale Bale Bale Bale Bal   | stol, Yor iter, urg, Yor iter, Yor iter, Yor iton, kosh, abua Yor aca, duca reson isvil outh willh ihar co, gigh, rant ourg Yor mspcc yo | K M. S. K. V. C. R. I. R.  | nn.  Hty  Bec.  C.  Rass.  Fis.  Jaio  Heb.  Ind  R.  Ky.  J.  J.  Ga.  Pa.  C.  Fis.  City  Pa.  C.  City  Pa.  C.  City  C.  Ga.  C.  Ga.  |
|  | 00000000000000000000000000000000000000   | RR RS SS V V V V A A A A A A A A A A A A A A   | C.D.K.L.H.U.VOB.D.R.T.X.Y.Q.N.C.A.IO.F.M.N.B.C.R.K.L.W.B.C.R.K.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.R.K.L.W.B.C.R.K.R.K.R.K.R.K.R.K.R.K.R.K.R.K.R.K.R   | V                                     |             |       |               | Pa                                      | West of the second seco | Brister Brister Brister Brister Bose Oshil Bose Oshil Bose On Par Shur Pate Brister Br | stol, Yor  tter, Yor  tter, Yor  ton, tosh, oduca  ray  ray  iduca  gg, Vrson  iduca  gisyil  outh  iville  pliphi  iduez,  nce,  iduez,  iduez  gton,  igus  ggton,  igus  ig | k M: S. MV ( ( N )   | nn. htty ass. C. Pa. ass. Fis. sind B. Ky. Va. J. Ga. Ohlo Pla. Fis. C. City Pa. L. C. City Pa. C. Control Con |
|  | 00000000000000000000000000000000000000   | RR RS SS V V V V A A A A A A A A A A A A A A   | C.D.K.L.H.U.VOB.D.R.T.X.Y.Q.N.C.A.IO.F.M.N.B.C.R.K.L.W.B.C.R.K.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.R.K.L.W.B.C.R.K.R.K.R.K.R.K.R.K.R.K.R.K.R.K.R.K.R   | V                                     |             |       |               | Pa                                      | West of the second seco | Brister Brister Brister Brister Bose Oshil Bose Oshil Bose On Par Shur Pate Brister Br | stol, Yor  tter, Yor  tter, Yor  ton, tosh, oduca  ray  ray  iduca  gg, Vrson  iduca  gisyil  outh  iville  pliphi  iduez,  nce,  iduez,  iduez  gton,  igus  ggton,  igus  ig | k M: S. MV ( ( N )   | nn. htty ass. C. Pa. ass. Fis. sind B. Ky. Va. J. Ga. Ohlo Pla. Fis. C. City Pa. L. C. City Pa. C. Control Con |
|  | 00000000000000000000000000000000000000   | RR RS SS V V V V A A A A A A A A A A A A A A   | C.D.K.L.H.U.VOB.D.R.T.X.Y.Q.N.C.A.IO.F.M.N.B.C.R.K.L.W.B.C.R.K.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.R.K.L.W.B.C.R.K.R.K.R.K.R.K.R.K.R.K.R.K.R.K.R.K.R   | V                                     |             |       |               | Pa                                      | West of the second seco | Brister Brister Brister Brister Bose Oshil Bose Oshil Bose On Par Shur Pate Brister Br | stol, Yor  tter, Yor  tter, Yor  ton, tosh, oduca  ray  ray  iduca  gg, Vrson  iduca  gisyil  outh  iville  pliphi  iduez,  nce,  iduez,  iduez  gton,  igus  ggton,  igus  ig | k M: S. MV ( ( N )   | nn. htty ass. C. Pa. ass. Fis. sind B. Ky. Va. J. Ga. Ohlo Pla. Fis. C. City Pa. L. C. City Pa. C. Control Con |
|  | 00000000000000000000000000000000000000   | RR RS SS V V V V A A A A A A A A A A A A A A   | C.D.K.L.H.U.VOB.D.R.T.X.Y.Q.N.C.A.IO.F.M.N.B.C.R.K.L.W.B.C.R.K.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.L.W.B.C.R.K.R.K.L.W.B.C.R.K.R.K.R.K.R.K.R.K.R.K.R.K.R.K.R.K.R   | V                                     |             |       |               | Pa                                      | West of the second seco | Brister Brister Brister Brister Bose Oshil Bose Oshil Bose On Par Shur Pate Brister Br | stol, Yor  tter, Yor  tter, Yor  ton, tosh, oduca  yorl  oduca  yorl  outh  isvill  ou | k M: S. MV ( ( N )   | nn. htty ass. C. Pa. ass. Fis. sind B. Ky. Va. J. Ga. Ohlo Pla. Fis. C. City Pa. L. C. City Pa. C. Control Con |
| ************************************** | COOO COOO COOO COOO COOO COOO COOO COO   | R R R S S V W W A A A A A D D T P P P P P P P P P P P P P P P P P  | L. C.  | V                                     |             |       |               | Pa                                      | Was  | Bristown Bose tanburch Bose tanburch Bose tanburch Bose tanburch Bose tanburch Bose Bale Bale Bale Bale Bale Bale Bale Bal   | stol, Yorker, Yorker, Yorker, Yorker, Yorker, Yorker, Yorker, Kosh, Robus Yorker, York | k M. S   | nn.  Nity  ass.  C.  Pa.  ass.  Vais  City  City  Pa.  City  City  Ca.  City  Ca.  City  Ca.  Ca.  Ca.  Ca.  Ca.  Ca.  Ca.  Ca   |
| ************************************** | COOP TO THE TOTAL TOTAL TOTAL TO THE TOTAL  | R R R S S V W W A A A A A D D T P P P P P P P P P P P P P P P P P  | L. C.  | V                                     |             |       |               | Pa                                      | Was  | Bristown Bose tanburch Bose tanburch Bose tanburch Bose tanburch Bose tanburch Bose Bale Bale Bale Bale Bale Bale Bale Bal   | stol, Yorker, Yorker, Yorker, Yorker, Yorker, Yorker, Yorker, Kosh, Robus Yorker, York | k M. S   | nn.  Nity  ass.  C.  Pa.  ass.  Vais  City  City  Pa.  City  City  Ca.  City  Ca.  City  Ca.  Ca.  Ca.  Ca.  Ca.  Ca.  Ca.  Ca   |
| ************************************** | COOP TO THE TOTAL TOTAL TOTAL TO THE TOTAL  | R R R S S V W W A A A A A D D T P P P P P P P P P P P P P P P P P  | L. C.  | V                                     |             |       |               | Pa                                      | Was  | Bristown Bose tanburch Bose tanburch Bose tanburch Bose tanburch Bose tanburch Bose Bale Bale Bale Bale Bale Bale Bale Bal   | stol, Yorker, Yorker, Yorker, Yorker, Yorker, Yorker, Yorker, Kosh, Robus Yorker, York | k M. S   | nn.  Nity  ass.  C.  Pa.  ass.  Vais  City  City  Pa.  City  City  Ca.  City  Ca.  City  Ca.  Ca.  Ca.  Ca.  Ca.  Ca.  Ca.  Ca   |
| ************************************** | COOP TO THE TOTAL TOTAL TOTAL TO THE TOTAL  | R R R S S V W W A A A A A D D T P P P P P P P P P P P P P P P P P  | L. C.  | V                                     |             |       |               | Pa                                      | Was  | Bristown Bose tanburch Bose tanburch Bose tanburch Bose tanburch Bose tanburch Bose Bale Bale Bale Bale Bale Bale Bale Bal   | stol, Yorker, Yorker, Yorker, Yorker, Yorker, Yorker, Yorker, Kosh, Robus Yorker, York | k M. S   | nn.  Nity  ass.  C.  Pa.  ass.  Vais  City  City  Pa.  City  City  Ca.  City  Ca.  City  Ca.  Ca.  Ca.  Ca.  Ca.  Ca.  Ca.  Ca   |
|  | 00000000000000000000000000000000000000   | ARRIES SON WAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA   | I  |                                       |             |       |               | Pa                                      | Washington  | Bristone Bristone Bristone Bristone Bosen Bristone Bristo | stol, Yor tter, turg, Yor tter, turg, Yor tter, turg, Yor tter, ton, ton, ton, ton, ton, ton, ton, ton   | k M. S. K. N. O. (N. I. S. K. N. S. K. N. S. K. N. S. K. N. S. K. S. K. S.   | nn.  Tity  a C.  Pa.  Cias.  Siab.  S |
|  | 00000000000000000000000000000000000000   | ARRIES SON WAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA   | I  |                                       |             |       |               | Pa                                      | Washington  | Bristone Bristone Bristone Bristone Bosen Bristone Bristo | stol, Yor tter, turg, Yor tter, turg, Yor tter, turg, Yor tter, ton, ton, ton, ton, ton, ton, ton, ton   | k M. S. K. N. O. (N. I. S. K. N. S. K. N. S. K. N. S. K. N. S. K. S. K. S.   | nn.  Tity  a C.  Pa.  Cias.  Siab.  S |
|  | 00000000000000000000000000000000000000   | RR   | IV. C.   | 7                                     |             |       |               | Pa                                      | Wasser State | Bristone Bri | stol, Yor Yor iter, turg, to have a solution, to have a solution of the soluti | k MS. S., MV ( N ) h, N , N , N , N , N , N , N , N , N ,  | nn. Clty Pa. C. Pa. Sis. Sis. Sis. Sis. Sis. Sis. Sis. Sis   |
|  | 00000000000000000000000000000000000000   | RR RS S V V V A A A A A A A A A A A A A A A  | IV. C.   | , , , , , , , , , , , , , , , , , , , |             |       |               | Pa                                      | Wasses Research  | Brister Briste | stol, Yor York tor, with the control of the control | k MS. M. ( ( N )   | rin.  Tity  C. Pa.  Sis.  Sis. |
|  | 00000000000000000000000000000000000000   | ARRIER REINER RE | IC. D. K. L. L. C.   | 7                                     |             |       |               | Pa                                      | Wasser G   | Brister Briste | stol, Yor York ter, urg, kosh, abas as a kosh, abas  | k MS. k MVC(N) holes Ph. V. N. (1) holes Ph. V. N. (2) holes Ph. V. N. (3) holes Ph. V. N. (4) holes Ph. V. N. (5) holes Ph. V. N. (6) holes Ph. V. N. (7) holes Ph. V. N. (8) holes Ph. V | nn. C. Pa. Sis. Sis. Sis. Sis. Sis. Sis. Sis. Sis  |
|  | 00000000000000000000000000000000000000   | ARRIER REINER RE | IC. D. K. L. L. C.   | 7                                     |             |       |               | Pa                                      | Wasser G   | Brister Briste | stol, Yor York ter, urg, kosh, asha York ter, urg, York ton, kosh, asha York oca, dduca g, V colon ter, asha will oca, asha York oca, if is an individual of the colon terms of the colo | k MS. k MVC(N) holes Ph. V. N. (1) holes Ph. V. N. (2) holes Ph. V. N. (3) holes Ph. V. N. (4) holes Ph. V. N. (5) holes Ph. V. N. (6) holes Ph. V. N. (7) holes Ph. V. N. (8) holes Ph. V | nn. C. Pa. Sis. Sis. Sis. Sis. Sis. Sis. Sis. Sis  |
|  | FOO TO THE TOTAL THE TOTAL TO T | RR   | I  | , , , , , , , , , , , , , , , , , , , |             |       |               | Pa                                      | Washington Grant G | Briivew Briivew Bosovices Bosovices Bosovices Bosovices Bosovices Bosovices Bosovices Bosovices Briive Brii | stol, Yor York View of the Manual Man | k M. S., M. V. C. (N. P. P. N., S., S. S., S., S., S., S., S., S., S.  | rin.  Tity  C. Pa.  Sis.  Sis. |

WSAN..... Allentown, Pa.

| W8AP   | Portsmouth, Va.  |
|--|--|
| INC A D  | Wall Diseas Mass   |
| WSAUWSAVWSAYWSAZ   | Wangan Wia   |
| THE CLASS  | Sevenneh Cle   |
| **************************************   | Savaillau, Ga.   |
| WSAY   | Rochester, N. Y.   |
| WSAZl  | Huntington, W. Va.   |
| WSB  | Atlanta, Ga.   |
| WSB<br>WSBA<br>WSBC<br>WSBT  | Vork Pa  |
| wond   | Chinama III  |
| W8BC   | Chicago, III.  |
| WSBT   | South Bend, Ind.   |
| WSFA   | Montgomery, Ala.   |
| WSFA<br>WSGN<br>WSIX<br>WSJS W   | Rirmingham Ala   |
| Traiv  | Washville Wann   |
| WSIA   | Ivasiiville, Teiii.  |
| WSLB WSLB WSLB WSLS WSLS WSLS WSM  | inston-saiem, N. C.  |
| WSKB   | McComb, Miss.  |
| WSLB   | Ogdensburg, N. Y.  |
| USLI   | Jackson Miss   |
| Wate   | Donnoke Ve   |
| WADS   | IWanoko, va.   |
| WSMB   | Nashville, Tenn  |
|  |  |
| WSNJ   | Bridgeton, N. J.   |
| Wenv   | Schenecteds N V  |
| m. a. a. a.  | Observation N. C.  |
| W80C   | Charlotte, N. C.   |
| WSON   | Henderson, Ky.   |
| WS00Sault  | t Ste. Marie, Mich.  |
| WROY.  | Decatur III  |
| WSNJ<br>WSNY<br>WSOC<br>WSOO<br>WSOO<br>WSOO<br>WSOY<br>WSPA<br>WSPA<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSTP<br>WSTY<br>WSUI<br>WSUI<br>WSUI<br>WSUI<br>WSVA<br>WSVA<br>WSVA<br>WSVA<br>WSVA<br>WSVA<br>WSVA<br>WSVA<br>WSPB<br>WSPB<br>WSPB<br>WSVA<br>WSVA<br>WSVA<br>WSVA<br>WSVA<br>WSVA<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSPB<br>WSVA<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB<br>WSVB | Coortenburg C O  |
| WSPA   | Spartanburg, N. C.   |
| WSPB   | Narasota, Fis.   |
| W8PD   | Toledo, Ohio   |
| WSPR   | . Springfield, Mass.   |
| WERR   | Stamford Conn  |
| THOMP  | Callabura M. C.  |
| WNTP   |  |
| WSTV   | Steubenville. Ohio   |
| WSUI   | Iowa City, Iowa  |
| WRIIN  | St Petershurg Fla  |
| TETES ST A   | Harrisonhurg Va  |
| WO Y A   | Italianing R. Va.  |
| WHYB   | Ritland, Vt.   |
| WSYR   | Syracuse, N. Y.  |
| WTAD   | Quincy, Ill.   |
| WTAG   | Wornester Mass   |
| TOTAL  | Mallabaresa Mis  |
| W LVIV   | Islialiassee, Fis.   |
| WTAM   | Cleveland. Ohlo  |
| WTAQ   | Green Bay, Wis.  |
| WTAR   | Norfolk Va   |
| DUTA DU C  | ollege Station Tax   |
| TOTAL TOTAL CONTRACTOR OF THE PARTY OF THE P   | One of the control of |
| WTAX   | Springheid, III.   |
| WTBO   | Cumberland, Md.  |
| WTCM   | Traverse City, Mich.   |
| WTCN Minneau   | olia-St. Paul, Minn.   |
| WTFI.  | Philedelphia De  |
| STORES OF  | Tantin 1 Cor-  |
| WINI   | Hartiors, Conn.  |
| WSYR WTAD WTAD WTAG WTAL WTAM WTAQ WTAR WTAR WTAR WTAN WTAN WTAN WTCN WTCN WTCN WTEL WTTT WTTC WTTC WTTC WTTT  | Hartford, Conn.  |
| WTJS   | Jackson, Tenn  |
| WTMA   | Charleston, S. C.  |
| WTMC   | Ocala Wia  |
| 17 A M C   | Milwankes W.   |
| W I'MJ   | MILIWBUEGO, WIS.   |
| WTM V  | East St. Louis, Ill.   |
| WTNJ   | Trenton, N. J.   |
| WTOC   | Jackson, Tenn Charleston, S. C. Ocala, Fla. Milwaukee, Wis. East St. Louis, Ill. Trenton, N. J. Savannah, Ga. Toledo, Ohio Washington, D. C. Elkhart, Ind. Troy, N. Y. It. Petersburg, Fla. Trenton, N. J. Washington, D. C. Debroit, Mich.  |
| TTO!   | Toledo, Ohio   |
| W 10L  | Toledo, Olifo  |
| W TOP  | wasnington, D. C.  |
| WTRC   | Elkhart, Ind.  |
| WTRY   | Ттоу, N. <b>T</b> .  |
| WTSP 8   | t Petersburg Fla   |
| WITH   | Trenton N I  |
| WW170  | Washington D C   |
| 17 15 D.C  | ** asning(on, 1). C.   |
| wwJ  | Detroit, Mich.  New Orleans, La.  Asheville, N. C.  Watertown, N. Y.   |
| WWL  | New Orleans, La.   |
| wwnc   | Asheville, N. C.   |
| WWNY   | Watertown, N. Y.   |
| amma   | Dalm Danah Im-   |
| wwPu   | Faim Deach, Fla.   |
| WWRL   | New York City  |
| WWSR   | St. Albans, Vt.  |
| wwsw   | Pittsburgh, Pa.  |
| WWVA   | Title - No. We We  |
|  | WINGGILLIK. W. VE.   |
| WYVZ   | Detroit Mich   |
| WXYZ   | Palm Beach, Fla. New York City St. Albans, Vt. Pittsburgh, Pa. Wheeling, W. Va. Detroit, Mich.   |

# FREQUENCY MODULATION (FM) & TELEVISION

# FM STATIONS

| KHJ-FM  | Los Angeles, Calif. |
|---------|---------------------|
| KMBC-FM | Kansas City, Mo.    |
| KOZY    | Kansas City, Mo.    |
| WABC-FM | New York, N. Y.     |
| WBAM    |                     |
| WBCA    |                     |
| WCAU-FM | Philadelphia, Pa.   |
| WENA    | Detroit, Mich.      |
| WFIL-FM | Philadelphia, Pa.   |
| WGFM    |                     |
| WGNB    | Chicago, III.       |
| WGTR    | Boston, Mass.       |
| WHFM    | Rochester, N. Y.    |
| WIP-FM  | Philadelphia, Pa.   |
| WLOU    | Detroit, Mich.      |
| WMFM    | Milwaukee, Wis.     |
| WMIT    | inston-Salem, N. C. |
| WMLL    | Evansville, Ind.    |
| WMTWMt. | Washington, N. H.   |
| WPEN-FM | Philadelphia, Pa.   |
| WTNT    | Pittsburgh, Pa.     |

# Radio Stations—arranged according to frequency

| 550 KILOCYCLES Days   | Nights                           | 890 KILOCYCLES   | Nighta                            | 930 KILOCYCLES Days Nights   |
|---|----------------------------------|--|-----------------------------------|--|
| Arizona—Phoenix (KOY) 1,000 Missouri—St. Louis (KSD) 5,000 New York—Buffalo (WGR) 5,000   | 1,000<br>1,000<br>1,000          | Kansas—Coffeyville (KGGF) 1,000 700 KILOCYCLES   | 500                               | Alaska—Ketchikan (KTEN) 1,000 1,000 California—Los Angeles (KHJ) 5,000 5,000   |
| New York—Buffalo (WGR)  | 5,000<br>1,000                   | Ohio—Cincinnati (WLW)  | 50,000                            | Florida  |
| Oregon—Corvallis (KOAC)         5,000           Texas—San Antonio (KTSA)         5,000           Vermont—Waterbury (WDEV)         1,000           Virginia—Harrisonburg (WSVA)         1,000  | 1,000                            | California Tos Angeles (FMPC) 10.000   | 10.000                            | Maryland—Frederick (WFMD)         500         500           New Jersey—Paterson (WPAT)         1,000         5,000           New York—Buffalo (WBEN)         5,000         5,000   |
| Virginia—Harrisonburg (WSVA) 1,000  |                                  | Florida—Miami (WGBS) 10,000 New York—New York (WOR) 50,000 Washington—Seattle (KIRO) 50,000  | 50,000<br>50,000                  | North Carolina—Washington (WRRF) 1,000 Oklahoma—Oklahoma City (WKV) 5,000  |
| 580 KILOCYCLE8 California—San Francisco (KSFO) 5,000  | 1.000                            | 720 KILOCYCLE8 Illinois—Chicago (WGN)50,000  | 50,000                            | Wisconsin-Stevens Point (WLBL) 5,000   |
| Colorado Denver (KLZ)         5,000           Florida Miami (WQAM)         5,000           Illinois Chicago (WIND)         5,000           Maine Portland (WGAN)         5,000  | 5,000<br>1,000<br>5,000          | 740 KILOCYCLES California—San Jose (RQW)   | 5.000                             | 940 KILOCYCLE8 California—Visalia (KTKC)   |
| Missouri—Springfield (KWTO) 5,000 Pennsylvania—Philadelphia (WFIL) 1,000  | 5.000<br>1.000<br>1.000          | Texas—Houston (KTRH)50,000  750 KILOCYCLES   | 50,000                            |  |
| South Carolina—Columbia (WIS)   | 5,000<br>1,000                   | Georgia—Atlanta (WSB) 50,000 Nebraska—Grand Island (KMMJ) 1 000  | 50,000<br>1,000                   | 950 KILOCYCLES   5,000   5,000   Illinois—Chicago (WAAF)   1,000   1,000   Massachusetts—Boston (WORL)   1,000   1,000   |
| West Virginia—Beckley (WJLS) 1.000 250  | 1.00n<br>250                     | New Hampshire—Portsmouth (WHEB) 1.000<br>Oregon—Portland (KXL)   | 1.000<br>10, <b>0</b> 00          | Pennsylvania—Philadelphia (WPEN) 5,000 5,000   |
| 570 KILOCYCLES California—Los Angeles (KMTR) 1.000  | 1,000                            | 760 KILOCYCLES Hawaii—Honolulu (KGU)   | 2,500                             | South Carolina—Spartanburg (WSPA)         5.000         1,000           Texas—Houston (KPRC)         5,000         5,000           Washington—Seattle (KJR)         5,000         5,000  |
| New York—New York (WMCA)  | 5,000<br>5,000                   | Hawaii—Honolulu (KGU)  | 50,000                            | 960 KILOCYCLES   |
| North Carolina—Asheville (WWNC)   | 1,000<br>500<br>5,000            | Minn.—Minneapolis-St. Paul (KUOM)  |                                   | Alahama—Birmingham (WBRC)         5,000         5,000           California—Oskland (KROW)         1,000         1,000           Connecticut—New Haven (WELI)         1,000         500   |
| South Dakota—Tankton (WNAX) 5.000 Texas—Ft. Worth (KGKO) 5.000 Utah—Sait Lake City (KUTA) 5.000 Washington—Tacoma (KVI) 5.000 Wilconnin—Marinette (WMAM) 250  | 5,000<br>5,000<br>5,000          | Missouri—St. Louis (WEW)   | 1,000<br>25,000<br>50,000         | Iowa—Shenandoah (KMA) 5,000 5,000  |
| Wisconsin—Marinette (WMAM) 250  | 100                              | Washington—Seattle (KXA) 1,000 780 KILOCYCLES  | 1,000                             | ATA MILAAWALTA   |
| California—Fresno (KMJ)   | 5.000<br>5.000                   | Illinois—Chicago (WBBM)  | 50,000                            | Florida—Tampa (WFLA)   |
| Hinois—Urbana (WILL) 5.000 Kansas—Manhattan (KSAC) 1.000  | 5.000<br>500                     | 790 KILOCYCLES  Alaska—Anchorage (KFQD)  | 1,000                             | New Jersey—Newark (WAAT) 1,000 1,000 North Dakota—Farso (WDAY) 5,000 5,000 (Dilo—Ashtahula (WICA)  |
| California—Fresno (KM1) 5,000 Ffords—Orlando (WDBO) 5,000 Ildinois—Urbana (WTLL) 5,000 Kansas—Manhattan (KSAC) 1,000 Kansas—Topeka (WTBW) 5,000 Louislana—Alexandria (KALB) 1,000 Masschusetts—Worcester (WTAG) 5,000 West Virginia—Charleston (WCHS) 5,000 | 5,000<br>1,000<br>5,000          | Montana—Billings (KGHL)  | 5,000<br>5,000<br>1,000           | New Jersey Newsite (WAAT)   1,000   1,000  |
| Puerto Rico-San Juan (WIAC) 5.000<br>West Virginia-Charleston (WCHS) 5.000  | 5,000<br>5,000                   | Pennsylvania—Sharon (WWKI) 1,000 Rhode Island—Providence (WEAN) 5,000 Tennessee—Memphis (WMC) 5,000 Virginia—Norfolk (WTAR) 5,000 Washington—Bellingham (KVOS) 250 Wisconsin—Eau Claire (WEAU) 5,000 | 5,000                             | 980 KILOCYCLES California—Lox Angeles (KWWR) 5 000 5 000   |
| 590 KILOCYCLES Georgia—Atlanta (WAGA)   | 5.000                            | Tennessee—Memphis (WMC) 5,000 Virginia—Norfolk (WTAR) 5,000 Washington—Bellingham (KVOS) 250   | 5,000<br>5,000<br>250             | Missouri—Ransas City (KMBC)  |
| Georgis   | 5,000<br>5,000<br>5,000          | SIA KILOCYCLES   | 5,000                             | North Carolina - Greenshore (WGBG)   1.000   1.000   North Carolina - Greenshore (WGBG)   1.000   1. |
| Pennsylvania—Uniontown (WMBS) 1.000   | 5.000<br>1.000                   | California—San Francisco (KGO)   | 7,500                             | 990 KILOCYCLES Pennsylvania—Philadelphia (WIRG) 1,000 1,000 Puerto Rico—Mayaguez (WPRA)  |
| Texas—Austin (KTBC)         1,000           Washington—Spokane (KHQ)         5,000  | 250<br>5,000                     | 820 KILOCYCLES   | 50,000                            | Tennessee-Knorvine (WNOX)10,000 10,000   |
| 600 KILOCYCLE8 California—San Diego (KFSD)  | 1,000<br>500                     | Illinois—Chicago (WAIT)  | 50,000                            | 1000 KILOCYCLES  |
| Maryland—Reltimore (WCAO) 5 000   | 5.000<br>5.000                   | Texas—Fort Worth (WBAP)  | 50,000                            | INIA MILAGYOLEA  |
| North Carolina—Winston-Salem (WSJS)         5.000           North Dakots—Jamestown (KSJB)         250           Tennessee—Memph.is (WREC)         5.000           Texas—El Paso (KROD)         1.000  | 5,000<br>100<br>5,000            | Minh.—Minnespolis-St. Paul (WCOO)50,000<br>New York—New York (WNYC)  | 50,000<br>1,000                   | Arkanas—Little Rock (KLRA) 10.000 5.600 New York—New York (WINS) 10.000 10.000   |
| Texas—EI Paso (KROD)  | 500                              | 840 KILOCYCLES KentuckyLouisville (WHAS)50,000   | 50.000                            | 1020 KILOCYCLE8   1,000   1,000   2, |
| Alabama—Birmingham (WRGN)   | 1,000<br>5,000                   | ALC MILLONG FO   |                                   | IMA VII OCVOLEA  |
| Florida—Miami (WIOD)  | 5,000<br>1,000<br>5,000          | Florida—Gainesville (WRUF) 5,000  Massachusetts—Boston (WHDH) 5,000  Missachusetts—Boston (WHDH) 5,000   | 100<br>5,000                      | Massachusette—Boston         (WRZ)         50,000         50,000           Massachusetts—Boston         (WRZA)         1 000         1,000           Texas—Corpus         Christi         (KWBU)         50,000  |
| N. H.—Manchester (WMUR)         5.000           North Carolina—Charlotte (WAYS)         1.000           Ohto—Columbus (WHKC)         1.000           Pennsylvania—Philadelphia (WIP)         5.000  | 1,000<br>1,000<br><b>1,000</b>   | Colorado—Denver (KOA)   50,000   | 5,000<br>1,000                    | 1040 KILOCYCLES Tows-Des Moines (WHO)  |
| Pennsylvania—Philadelphia (WIP) 5,000   | 5.000                            | 860 KILOCYCLES  California—Modesto (KTRB) 1,000  Kentucky—Henderson (WSON) 500   | 1,000                             | 1050 KILOCYCLES  |
| Arizona—Phoenix (KTAR) 5.000<br>Morida—St. Petershurg (WSUN) 5.000  | 5,000<br>5,000                   | 870 KILOCYCLES   | 500                               | Illinoie—Tuscola (WDZ) New York—New York (WHN)   |
| Maine—Bangor (WLBZ)         5,000           New York—Syracuse (WAGE)         1,000           Oregon—Portland (KGW)         5,000  | 5,000<br>1,000<br>5,000          | California—Glendale (KIEV)         259           Louisiana—New Orleans (WWL)         50,000           Michigan—East Lansing (WKAR)         5,000   | 50,000                            | 1080 KILOCYCLES Pennsylvania—Philadelphia (KYW)50,000 50,000   |
| New York—Syracuse (WAGE). 1,000 Oregon—Portland (KGW) 5,000 Pennsylvania—Greenburg (WHJB) 250 Puerto Rico—San Juan (WKAQ). 5,000  | 250<br>5.000<br>500              | New York-Ithaca (WHCU) 1,000   |                                   | 1070 KILOCYCLES  |
| Tennessee—Knoxville (WROL)   1.000   Texas—Wichita Falls (KWFT)   5.000   Vermont—Burlington (WCAX)   1.000   Wisconsin—Milwaukee (WTMJ)   5.000  | 1.000<br>1.000                   | 880 KILOCYCLES  Missouri—Kansas City (WHB)   | 50,000                            | Tailfornia   |
| 630 KILOCYCLES  | 5.000                            | 890 KILOCYCLES Illinois—Chicago (WENR)50,000   | 50,000                            | 1080 KILOCYCLES  |
| Colorado—Denver (KVOD) 5.000<br>Dist. of Columbia—Washington (WMAL) 5.000<br>Missouri—St. Louis (KXOK) 5.000  | 5.000<br>5.000<br>5.000          | 900 KILOCYCLES  Arkansas—Blytheville (KLCN) 1,000  | 50,000                            | Oregon—Portland (KWJJ) 1,000 1,000   |
| Missouri—St. Louis (RXOR) 5.000  Nevada—Reno (KOH) 1.000  Rhode Island—Providence (WPRO) 5.000  | 1,000<br>5,000                   | Pennsylvania—York (WSBA) 1,000   |                                   | IOON MILOCYCLES  |
| South Dakota—Pierre (KGFX)  | ******                           | California - Oakland (KLX)   1,000   | 1,000<br>1,000                    | Arkansas—Hot Springs (KTHS) 10.000 1,600 Maryland—Baltimore (WBAL) 50,000 50,000 Washington—Seattle (KEVR) 250 250   |
| California - Los Angeles (KFI)  | 1,000                            | Colorado—Greeley (KFKA) 1,000<br>Iows—Iows City (WSIII) 5,000<br>Maine—Bangor (WABI) 1,000   | 1,000<br>8.000<br>1,000           | California   |
|   |                                  | Michigan Fiint (WFDF) 1,000<br>Mississippi Meridan (WCOC) 1,000  | 1,000                             | IIIA KILOCYCLES  |
| 650 KILOCYCLES Tennessee—Nashville (WSM)50.000  | 50,000                           | Tennessee—Johnson City (WJHL) 1,000  | 500<br>500<br>1,000               | California—Pasadena (KPAS)         10.000         10.000           Illinois—Chicago (WMRI)         5.000         5.000           Nehraska—Lincoln (KFAB)         10.000         10.000   |
| 860 KILOCYCLES  | 10,000                           | Texas—Sherman (KRRV)         1,000           Virginia—Richmond (WRNL)         5,000           Washington—Vancouver (KVAN)         500  | 1,00 <del>0</del><br>5,000<br>500 | MOTO ( MET)  |
| New York—New York (WEAF)  | 50,000                           | 920 KILOCYCLES Arkansas—Little Rock (KARK)   | 5.000                             | Missouri—8t. Louis (KMOX)  |
| 870 KILOCYCLES  Illinois—Chicago (WMAQ)   |                                  | Colorado—Grand Junction (KFXJ) 1,000 Georgia—Atlanta (WGST) 5,000 Indiana—Lafayette (WBAA) 5,000   | 500<br>1,000                      | ii30 KILOCYCLE8 Louisiana—Shreveport (KWKH)50,000 50,000   |
| 880 KILOCYCLES  |                                  | Now Jersey (Transport (KFNF)   | 5,000<br>500<br>1,000             | Louisiana—Shreveport (KWKH)   50,000   50,000   Michigan—Portiac (WCAR)   1,000   Minnesota—Minnesota—Minnesota   5,000   5,000   10,000 |
| California—San Francisco (KPO) 50.000 Massachusetts—Lawrence (WLAW) 5.000 Missouri—St. Joseph (KFEQ) 5.000 North Carolina—Raleigh (WPTF) 50.000   | 50.000<br>5.000<br><b>5.00</b> 0 | Rhode Island—Providence (WJAB)   | 5,000<br>500                      | 1140 KILOCYCLES  |
| North Carolina—Raleigh (WPTF)   | 50,000                           | Washington-Spokane (KFPY) 5.000 West Virginia-Fairmont (WMMN) 5.000  | 5,000<br>5,000                    | California—Stockton         (KGDM)         5,000           South         Dakota—Sioux         Falla         (KSOO)         5,000           Virginia—Richmond         (WRVA)         50,000         50,000  |
|   |                                  |  |                                   |  |

| May, 1945  | KAL               | NO STATIONS—BT  | KLQU              | LITC              | rage 377   |
|--|-------------------|---|-------------------|-------------------|--|
| II50 KILOCYCLES  |                   |   |                   | Nights            | 1310 KILOCYCLES  |
| California—Los Angeles (KFSG)  | Nighte<br>1,000   | Florida—Fort Myers (WINK)<br>Florida—St. Augustine (WFOY)   | 250               | 250<br>250        | California—Oakland (KLS)   |
| California I da Angalas (KRKD) 9500  | 1,000<br>5,000    | Georgia—Augusta (WGAC) Georgia—Gainesville (WGGA) Georgia—La Grange (WLAG)  | 250<br>250<br>250 | 250<br>250        | Indiana—Indianapolis (WISH)  |
| Kansas—Salina (KSAL)   | 1,000<br>5,000    |   |                   | 250<br>250        | Montana—Great Falls (KFBB)   |
| Delaware Wilmington (WDEL)   5,000   | 500               | Georgia—Thomasville (WPAX)  | 250               | 250<br>100        | New Jersey—Camden (WCAM)         500         50           New Jersey—Trenton (WTNJ)         500         50           New York—New York (WEVD)         5,000         5,000  |
|  | 1,000             | Georgia—Thomasville (WPAX) Illinois—Chicago (WCRW) Illinois—Chicago (WEBC) Illinois—Chicago (WSBC)  | 250<br>250        | 250<br>250        | Tennessee—Chattanooga (WDOD) 5.000 5.00  |
| Tennessee—Chattanooga (WAPO) 5,000 Texas—College Station (WTAW) 1,000 Washington—Seattle (KRSC) 1,000  | 1,000             | illinois—Springfield (WTAX)   | 100               | 250<br>100        | Texas—Dallas (WRR) 5,000 5,00 Wisconsin—Madison (WIBA) 5,000 5,00  |
| Washington—Seattle (KRSC) 1,000<br>Wisconsin—Milwaukee (WISN) 5,000  | 5,000             | Indiana—Anderson (WHBU)   | 250               | 250               | 1320 KILOCYCLES  |
| II60 KILOCYCLES  |                   | Iows—Ottumwa (KBIZ)   | 250               | 250<br>250        | Connecticut-Waterbury (WATR) 1.000 1.00  |
| Illinois—Chicago (WJJD)  | 20,000<br>50,000  | Iowa—Spencer (KICD)  Kansas—Garden City (KIUL)  Kansas—Wichita (KANS)   | 250<br>250        | 250 a             | Florida - Jacksonville (WJHP)   250   25   25   25   25   25   25   2  |
| 1170 KILOCYCLES  |                   | Kentucky—Louisville (WINN)  | 250<br>250        | 250<br>250        | Pennsylvania—Pittaburgh (WJAS)   |
| Oklahoma—Tulsa (KVOO)  | 50,000<br>50,000  | Maryland—Hagerstown (WJEJ)  | 250<br>250        | 250<br>250        | Pennsylvania—Pittaburgh (WJAS)         5,000         5,000           Puerto Hico—San Juan (WNEL)         5,000         5,00           Texas—Houston (KXYZ)         5,000         5,00           Utah—Salt Lake City (KDYL)         5,000         5,00  |
| 1180 KILOCYCLES  | ,                 | Kansas—Wichita (KANS) Kentucky—Louisville (WINN) Maine—Lewiston (WCOU) Maryland—Hagerstown (WJEI) Massachusetts—Cape Cod (WOCB) Massachusetts—Genefield (WHAI) Michigan—Lansing (WJIM)  | 250<br>250        | 250<br>250        | 1330 KILOCYCLES  |
| Illinois—Jacksonville (WLDS) 250 New York—Rochester (WHAM) 50,000  | F0.000            |   |                   | 250<br>250        |  |
|  | 50, <b>00</b> 0   | Mississippi—Biloxi-Gulfport (WGCM<br>Mississippi—Greenwood (WGRM)<br>Missouri—Jefferson City (KWOS)   | 250<br>250        | 250<br>250        | California—Los Angeles (KFAC)       1,000       1,000         Kansas—Wichita (KFH)       5,000       5,000         Minnesota—Minneapolis (WLOL)       1,000       1,000  |
| II90 KILOCYCLES Indiana—Fort Wayne (WOWO)10,000  | 10,000            | Montana—Helena (KPFA)   | 250               | 250               | New York—New York (WBBR)   |
| New York—New York (WLIB)         1,000           Oregon—Portland (KEX)         5,000   | 1,000<br>5,000    | Nebraska—Lincoln (KFOR)  Nebraska—North Platte (KODY)  New Jersey—Bridgeton (WSNJ)  | 250<br>250<br>250 | 250<br>250<br>250 | Ohio—Findlay (WFIN)  |
| 1200 KILOCYCLES  |                   |   |                   | 100               | Ohio = Findlay (WFIN)   1,000   1,00 |
| Texas—San Antonio (WOA1)50,000   | 50,000            | New Mexico—Clovis (KICA) New York—Freeport (WGBB)   |                   | 250<br>250        | 1340 KILOCYCLES  |
| 1210 KILOCYCLES  |                   | New York—Jamestown (W.11'N)   | 250               | 100<br>250        | Arkansas-Hot Springs (KWFC) 250 25   |
| Pennsylvania—Philadelphia (WCAU)50,000   | DU,000            | New York—Rochester (WSAY)<br>New York—Schenectady (WSNY)  | 250<br>250        | 250<br>250        | California—Fresno (KFRE) 250 25<br>California—Watsonville (WHUB) 250 25<br>Colorado—Denyer (KMYR) 250 28   |
| 1220 KILOCYCLES New York—Newburgh (WGNY)   |                   | New York—Schenectady (WSNY) New York—Watertown (WATN) North Carolina—Charlotte (WSOC)   |                   | 250<br>250        | Colorado   |
| Ohio—Cleveland (WGAR) 5,000  | 5,000             | North Dakots—Davils Lake (KDLR)   | 250               | 250<br>250        | Dist. of Columbia—Washington (WINX)   250   28   Florida—Lakeland (WLAK)   250   2 |
| 1230 KILOCYCLES Alabama—Huntaville (WBHP)  | 250               | Ohio-Lima (WLOK) Ohio-Zanesville (WHIZ)   | 250<br>250        | 250<br>250        | Florida—Tallahassee (WTAL) 250 25  |
| Alabama-Mobile (WMOB)  | 250               | Oklahoma—Ardmore (KVSO) Oklahoma—Okmungee (KHBG) Oregon—Albany (KWIL)   | 250               | 100<br>100        |  |
| Alabama  | 250<br>250        | Oklahoma—Okmuigee (KHBG)<br>Oregon—Albany (KWIL)  |                   | 250<br>250        | Georgia—Countown (WGAA)   250   25   25   25   25   25   25   2  |
| Arizona—Phoenix (KPHO) 250 Arkansas—Jonesboro (KBTM) 250   | 250<br>250        | Oregon—Klamath Falls (KFJI)<br>Oregon—Pendleton (KWRC)<br>Pennsylvania—Sunbury (WKOK)   | 100               | 100<br>250        | Georgia—Savannah (WSAV) 250 25<br>Illinois—Decatur (WSOY) 250 25   |
| Arkansas—Jonesboro (KBTM)         250           Arkansas—Little Rock (KGH1)         250           California—El Centro (KXO)         250   | 250<br>250        | Lenushinguis-MilEos-Raile (MRVX   | } 100             | 250<br>100        | Hinois—Decatur (WSOY)   250   25   25   25   25   25   25   2  |
| California—Los Angeles (KGFJ)  | 100<br>250        | South Dakota—Watertown (KWAT). Tennessee—Knoxville (WBIR) Texas—Harlingen (KGBS)  |                   | 250<br>25∩        | Indiana  |
| California—Bad Rigeles (KGS) 100 California—Bad Rigeles (KGS) 250 California—San Luis Obispo (KVEC) 250 California—Stockton (KWG) 250 Colorado—Sterling (KGEK) 250   | 250<br>250        | Texas—Harlingen (KGBS)<br>Texas—Kilgore (KOCA)  | 250<br>250        | 250<br>250        | lowa—Clinton (KROS) 250 25<br>Kansas—Kansas City (KCKN) 250 25   |
| Connecticut—Hartford (WTHT) 250  | 250<br>250        | Texas—San Antonio (KMAC)  |                   | 250<br>250        | Kentucky—Ashland (WCMI) 250 25<br>Kentucky—Bowling Green tWLBJ) 250 25   |
| Florida—Orlando (WLOF) 250 Florida—Panama City (WDLP) 250 Florida—West Palm Beach (WJNO) 250   | 250<br>250        | Virginia—Charlotteaville (WCHV)   | 250               | 250<br>250        | Kanssa—Kanssa Clty (KUKN)  |
| Georgia—Columbus (WRBL) 250  | 250<br>250        | Virginia—Petersburg (WBHD) Virginia—Roanoke (WSLS) Washington—Olympia (KGY) West Virginia—Beckley (WJLS)  |                   | 250<br>250        | Massachusetts—New Bedford (WNBH) 250 25  |
| Georgia—Waycross (WAYX) 250  | 250<br>250        | Washington—Olympia (KGY) West Virginia—Beckley (WILS)   | 250<br>250        | 250<br>250        | Massachusetts—Pittafield (WBRK)  |
| Hawaii—Hilo (KHBC)   | 250<br>250        | Wisconsin—Banitowee (WOMT) Wisconsin—Poynette (WIBU) Wisconsin—Rice Lake (WIMC)   | 100<br>250        | 100<br>250        | Sichigan—Grand Rapids (WLAV)   250 |
| Illinois—Bloomington (WJBC) 250 Indiana—Hammond (WJOB) 250   | 250<br>250        | Wisconsin—Rice Lake (WJMC)<br>Wyoming—Cheyenne (KFBC)   | 250<br>250        | 250<br>250        | Minnesota—Moorhead (KVOX) 250 25<br>Minnesota—Rochester (KROC) 250 25  |
| Indiana—Hammond (WJOB)         250           Indiana—Terra Haute (WBOW)         250           Iowa—Marshalltown (KFJB)         250           Kentucky—Harlan (WHLN)         250  | 250<br>250        | 1250 KILOCYCLE  |                   |                   |  |
|  | 250<br>250        | California-Santa Barbara (KTMS)   | 1 000             | 1.000<br>5.000    | Missisrippi—Columbus (WCBI)   250   21   250   22   250    |
| Louisiana—Monroe (KMLB) 250 Louisiana—New Orleans (WJBW) 250 Maryland—Baltimore (WITH) 250 Maryland—Baltimore (WITH) 250   | 250<br>250        | Florida—Tampa (WDAE)  Kansas—Lawrence (KFKU)  Kansas—Lawrence (KFKU)  | 1,000             | 1,000<br>1,000    | Missouri—Hannibal (KHMO) 250 25<br>Missouri—Poplar Bluff (KWOC) 250 25   |
| Maryland—Baltimore (WITH) 250 Maryland—Salisbury (WBOC) 250  | 250<br>250        | Kansas—Lawrence (WREN) Pennsylvania—Pittsburgh (WCAE) South Carolina—Charleston (WTMA)  | 5.000             | 5.000<br>1.000    | Missouri—Poplar Bluff (KWOC)       250         Montana—Kalispell (KGEZ)       100         Montana—Miles City (KRJF)       250  |
| Maryland   | 250<br>250        | Texas-Port Arthur (KPAC)  | 1.000             | 1,000             | New Hampshire—Laconia (WLNH) 250 25  |
| Michigan—Lapeer (WMPC) 250<br>Michigan—Sault Ste. Marie (WSOO) 250   | 250<br>100        | Washington—Pullman (KWSC)<br>Washington—Seattle (KTW)   | 1,000             | 1,000             | New York—Auburn (WMRO) 250   |
| Minnesota—Mankato (KYSM) 250   | 100<br>250        | 1260 KILOCYCLE  | 8                 | 2 000             | New York—Buffalo (WEBR)         250           New York—Gloversville (WENT)         250   |
| Minnesota—Winona (KWNO)         250           Mississippl—McComb (WSKB)         250           Missouri—St. Louis (WIL)         250   | 250<br>250        | California—San Francisco (KYA)<br>Dist. of Columbia—Washington (WC  | TA 1000           | 1,000             | New York—Middletown (WALL). 250 25<br>New York—Plattaburg (WMFF). 250 25   |
| Nahendra_Hastings (WHASI) 950  | 250<br>250        | Indiana—Indianapolis (WFBM) Iowa—Boone (KFGQ)   | 100               | 5,000<br>5,000    | New York—Plattaburg (WMFF)         250         25           North Carolina—Wilson (WGTM)         250         25           North Carolina—Winston-Salem (WAIR)         250         25   |
| New Mexico—Las Vegas (KFUN)         250           New York—Bimira (WENY)         250           New York—Utica (WIRX)         250           New York—White Plains (WFAS)         250  | 250<br>250        | lows—Boone (KFGQ) Massachusetts—Boston (WNAC) Missouri—Springfield (KGBX) New Mexico—Albuquerque (KGGM).  | 5,000             | 5,000             | Ohio—Stringfield (WIZE) 250 250 Ohio—Steubenville (WSTV) 250 25  |
| New York—Utica (WIRX)  | 250<br>250        |   |                   | 1,000             | Oklahoma—Oklahoma City (KOCY) 250 28   |
| North Carolina—Asheville (WISE) 250<br>North Carolina—High Point (WMFR) 250  | 250<br>250        | 1270 KILOCYCLE Florida—Jacksonville (WPDQ)  | 5.000             | 5,000             | Oregon—Bend (KBND) 250 25<br>Oregon—Grants Pass (KUIN) 250 26  |
| North Carolina—Asheville (WISE)  | 250<br>250        | Idaho—Twin Falls (KTFI)   | 5,000             | 1.000<br>5.000    | Oklahoms—Tulsa (KOME)         250         250           Oregon—Bend (KBND)         250         2           Oregon—Grants Pass (KUIN)         250         2           Pennsylvanis—Altoona (WFBQ)         250         2           Pennsylvanis—Grove City (WSAJ)         100         10           Pennsylvanis—Philadelphia (WHAT)         100         10           Pennsylvanis—Philadelphia (WTEL)         250         25           Pennsylvanis—Reading (WRAW)         250         25           Pennsylvanis—Wilkes-Barre (WBRE)         250         22           Puerto Rico—Ponce (WPAB)         1,000         1,000         1,000           South Carolina—Sumter (WFIG)         250         29   |
| Ohio—Cincinnati (WCPO)   | 250<br>250        | Michigan—Detroit (WXYZ)   | 5,000             | 500<br>5,000      | Pennsylvania—Philadelphia (WHAT) 100 10<br>Pennsylvania—Philadelphia (WTEL) 250 28   |
| Ohio—Toledo (WTOL)         250           Oklahoma—Ada (KADA)         250   | 250<br>250        | Michigan—Detroit (WXYZ) North Dakota—Mandan (KGCU) Texas—Fort Worth (KFJZ)  | 5,000             | 250<br>5,000      | Pennsylvania—Reading (WRAW) 250 25<br>Pennsylvania—Wilkes-Barre (WBRE) 250 25  |
| Ohlahoma—Ada (KADA)     250       Oklahoma—Ponca City (WBBZ)     250       Oregon—Astoria (KART)     250   | 250<br>250        | 1280 KILOCYCLE  | s                 |                   | Puerto Rico—Ponce (WPAB) 1,000 1,000 South Carolina—Sumter (WFIG) 250 25   |
| Oregon—Coos Bay (KOOS)   | 100<br>100        | California—Long Beach (KFOX)<br>Illinois—Aurora (WMRO)  | 1,000<br>250      | 1,000             | South Carolina—Sumter (WFIG)   250   27   27   27   27   27   27   27   2  |
| Pennsylvania—Du Bois (WCED)  | 250<br>250        | California—Long Beach (KFOX). Illinois—Aurora (WMRO) Indiana—Eransville (WMBO) Louisiana—New Orleans (WDSU). Minn.—Minneapolis-St. Paul (WTC New Jersey—Camden (WCAM). New Jersey—Newark (WHBI). New York—New York (WOV). Pennsylvania—New Cattle (WKST). Washington—Yakima (KIT) | 5.000<br>5.000    | 1.000<br>5,000    | Texas—Lufkin (KRBA) 250 28<br>Texas—Pampa (KPDN) 100 10  |
| Pennsylvania   | 250<br>250        | Minn.—Minneapolis-St. Paul (WTC<br>New Jersey—Camden (WCAM)   | N) 5,000<br>500   | 1,000<br>500      | Texas—Victoria (KVIC) 250 25<br>Utah—Cedar City (KSUB) 250 25  |
| South Carolina—Florence (WOLS)   | 250<br>100        | New York—New York (WOV)   | 2,500<br>5,000    | 1.000<br>5,000    | Virginia—Covington (WKEY) 250 25<br>Virginia—Newport News (WGH) 250 25   |
|  | 250<br>250        | Pennsylvania—New Castle (WKST). Washington—Yakima (KIT)   | 1,000             | 1,000<br>1,000    | West Virginia-Welch (WBRW) 250 25  |
| Texas—Amarillo (KFDA)         250           Texas—Houston (KTHT)         250           Texas—Midland (KRLH)         250  | 250<br>250        | 1290 KILOCYCLE  |                   |                   | Wisconsin—Milwaukee (WEMP) 250 20<br>Wisconsin—Wisconsin Rapids (WFHR) 250 20  |
| Texas—Houston (KTRIT)   250     Texas—Midiand (KRLH)   250     Texas—Texarkana (KCMC)   250     Utah—Logan (KVNU)   250     Virginia—Fredericksburg (WFVA)   250     Virginia—Jynchung (WLVA)   250     Washington—Spokane (KFIO)   250     West Virginia—Logan (WLOG)   250     West Virginia—Morgantown (WAJR)   250     Wister Virgin | 250<br>250        | Arizona-Tucson (KVOA)   | 1,000             | 1,000             | 1350 KILOCYCLES  |
| Virginia—Fredericksburg (WFVA)   | 250<br>250        | California—Chico (KHSL)   | 1,000             | 1,000             | California—Santa Rosa (KSRO)   |
| Washington—Spokane (KFIO) 250 West Virginia—Logan (WLOG) 250   | 250               | Montana—Missoula (KGVO)   | 5,000<br>5,000    | 1,000<br>5,000    | Georgia Dublin (WMLT)   250   21   1daho Idaho Falls (KID)   5,000   5,000   10wa Des Moines (KRNT)   5,000          |
| West Virginia—Morgantown (WAJR) 250 Wisconsin—Appleton (WHBY)  | 250<br>250<br>250 | Arkansas—Siloam Springs (KUOA). California—Chico (KHNL). Georgia—Savannah (WTOC) Montana—Missoula (KGVO) Nebraska—Omaha (KOIL) New Hampatire—Keene (WKNE). New York—Ringhamton (WNRF).  | 5.000             | 5,000             |  |
| Wisconsin—Appleton (WHBY)         250           Wisconsin—Janeaville (WCLO)         250           Wisconsin—Superior (WDSM)         250           Wyoming—Powell (KPOW)         250  | 250<br>250        | New York—Niagara Falls (WHLD)   | 1.000             | 5,000             | Ohio—Akron (WDAC) 5,000 5,00   |
|  | 250               | New York—Binghamton (WNBF) New York—Niagara Falls (WHI.D) North Carolina—Hickory (WHKY) Ohio—Dayton (WHIO) Texas—Weslaco (KRGV)   | 5,000             | 1,000<br>5,000    | Pennsylvania—York (WORK)   |
| 1240 KILOCYCLES Alabama—Gadsden (WJBY)   | 250               |   |                   | 1,000             | California-San Diego (KGR) 1.000 1.00  |
| Alabama—Gadsden (WJBY) 250  Alabama—Montgomery (WCOV) 250  Arizona—Globe (KWJB) 250  | 250               | Colorado—Colorado Springs (KVOR   | 1 1 1 1 1 1 1     | 1,000             | Connecticut—Hartford (WINRC) 5.000 5.00  |
| Arizona Yuma (K.Y.U.NI)  | 250<br>250        | Iowa-Mason City (KGLO)  Maryland-Baltimore (WFRR)  Mibligan-Grand Repide (WOOD)   | 5.000             | 5,000<br>5,000    | Inwa—Sloux City (KSCI)   |
| California—Monterey (KDON) 250 California—Sacramento (KROY) 250 California—Sacramento (KROY) 250   | 250<br>250        | Michigan—Grand Rapids (WOOD)<br>Mississippi—Jackson (WJDX)<br>Washington—Seattle (KOL)  | 5,000             | 5,000<br>1,000    | Washington—Tacoma (KMO)  |
| California—San Bernardino (KFXM) 250   | 250               | washington Seattle (KUL)  | 5,000             | 5,000             | Wisconsin—Green Bay (WTAQ) 5,000 5,00  |
|  |                   |   |                   |                   |  |

|   |  |   | ,,   |                  |
|---|--|---|--|------------------|
| 1370 KILOCYCLES Days N  | Vights 1430 Kilocycles   | Days Nights                               | Georgia—Brunswick (WMOG) Days  | Nighta           |
| Florida—Pensacola (WCOA) 1,000 Iowa—Dubuque (KDTH) 1.000  | 1.000 ('alifornia-Fresno (KARM)  | 5,000 5,000                               | Georgia—Cordele (WMJM)   250   Georgia—Rome (WRGA)   251   Georgia—West Point (WRLD)   252   253   254   255   2 | 100              |
| Kanass—Dodge City (KGNO)       1,000         Minnesota—Virginia (WHLB)       250         Montaina—Butte (KGIR)       5,000         New Hampshite—Manchester (WFEA)       5,000         Obto—Tolde (WFEA)       5,000          | 250 New York—Brooklyn (WRYN)   | 5.000 5,000                               |  | 250              |
| New Hampshire—Manchester (WFEA)   | 5,000 Oklahoma—Tulsa (KTUL)<br>5,000 Utah—Ogden (KLO)<br>5,000   | 5 000 5 000                               | Illinois—Cairo (WKRO)   250  | 250              |
| 10200 Dong-lew (RFRO)   | 1.000 1440 KILOCYCLES  |   |  | 250<br>250       |
| Florida—St. Petersburg (WTSP)   | Alabama-Montgomery (WSFA)<br>500 California-Riverside (KPRO)   | 1,000 500<br>1,000 1,000                  | Indiana—South Bend (WHOT) 250  | 250              |
| Idaho—Boise (KIDO)  | 1,000 Illinois—Rockford (WROK) 1,000 Massachusetts—Worcester (WAAB)  | 1,000 500<br>5,000 5,000                  | Iowa—Dubuque (WKBB) 250 Kentucky—Oweneboro (WOMI) 250 Louisiana—Lake Charles (KPLC) 250  | 250              |
| New York—New York (WBNX)  | 1,000 Michigan—Bay City (WBCM) 5,000 North Dakota—Grand Forks (KFJM) 5,000 North Dakota—Grand Forks (KILO)   |   | Louisians—Lake Charles (KPLC)   250   Michigan—Detroit (WJBK)   250   Michigan—Escanba (WDBC)   250   Michigan—Muskegon (WKBZ)   250   Michigan   Michig | 250              |
|   | 5,000 North Dakota—Grand Forks (KILO)<br>500 Oregon—Medford (KMED)<br>7 Cass—Amarilio (KGNC)<br>1,000 West Virginia—Bluefield (WHIS)                                       | 1,000 1,000<br>5,000 1,000                | Michigan—Muskegon (WKBZ) 250<br>Mississippi, Jackson (WJXN) 250  | 250              |
|   | 1.000 West Virginia—Bluefield (WHIS)<br>5,000  | 1,000 1,000                               | Mississippi—Natchez (WMIS) 256<br>Mississippi—Tupelo (WELO) 256  | 250              |
| 1200 KILOCYCLES   | 1450 KILOCYCLES  | 250 250                                   |  | 250              |
| California—Long Beach (KGER) 5,000 Illinois—Chicago (WGES) 5,000 New York—Syracuse (WFBL) 5,000   | 5,000 Alabama—Muscle Shoals City (WLA)   | ) 250 250                                 | Nebraska—Omaha (KBON) 250 Nebraska—Scottsbluff (KGKY) 250 New Jersey—Atlantic City (WBAB) 250  | 250              |
| North Dakots—Minot (KLPM) 1,000 Oklahoms—Enid (KCRC) 1,000  | 1,000 California—Marysville (KMYC)   | 250 250                                   | New Mexico—Hobbs (KWEW)         100           New York—Kingston (WKNY)         250           New York—Syracuse (WOLF)         250  | 250              |
|   |  |   | North Carolina Dusham (MDNC) 456   | 250              |
| South Carolina—Charleston (WCSC)  | 1.000 Colorado—Alamosa (KGIW) 500 Connecticut—Bridgeport (WNAB) 1.000 Delaware—Wilmington (WILM) D. C.—Washington (WWDC)   | 250 250<br>250 250<br>250 250             | North Carolina—Salisbury (WSTP) 250<br>North Dakota—Valley ('ity (KOVC) 250  | 250<br>250       |
| 1400 KILOCYCLES   | 250 Florida—Daytona Beach (WMFJ)   | 250 250                                   | Ohlo—Marion (WMRN) 250<br>Oklahoma—Muskogee (KBIX) 250   | 250              |
| Alabama Opalita (WAGF)  | 250 Georgia Albany (WGPC)  | 250 250                                   | Oklahoma - Muskogoo (KBIX)   250   | 250              |
| Arkansas—El Dorado (KELD) 250   | 100 Georgia—Grimn (WKEU) 250 Georgia—Toccoa (WHCC) 250 Georgia—Valdosta (WGOV) 250 Illinois—Cleero (WHFC) 250 Illinois—Cleero (WHFC) 250 Illinois—Springfield (WCBS)       | 250 250<br>250 250                        | Oregon   | 250              |
|   | 250 Idaho—Wallace (KWAL)<br>250 Illinois—Cleero (WHFC)   | 250 250<br>250 250                        |  | 250              |
| Colorado—Durango (KIUP) 250<br>Colorado—La Junta (KOKO) 250   | 250 Indiana—Fort Wayne (WGL)   |   | Tennessee—Bristol (WOPI) 256 Texas—Austin (KNOW) 256   | 250              |
| Connecticut—Stamford (WSRR) 250 Florida—Jacksonville (WMBR) 250 Georgia—Atlanta (WATL) 250  |  |   | Texas—Big Springs (KBST) 100 Texas—Brady (KNEL) 250  | 100              |
| Georgia — Mountrie (WalGA)  | 250 Iowa—Sioux City (KTRI)<br>250 Kansas—Atchison (KVAK)<br>250 Kansas—Hutchinson (KWBW)   | 250 250<br>250 250                        | Texas—Brownsville (KEEW) 250<br>Texas—Corpus Christi (KEYS) 250  | 250<br>250       |
| Illinois—Champaign (WDWS)   | 250 Kentucky—Lexington (WIAP) 250 Kentucky—Paducah (WPAD) 250 Louisiana—Monroe (KNOE) 250 Louisiana—New Orleans (WNOE)   | 250 250<br>250 250                        | Texas—Huntsville (KSAM) 250  | 250              |
| Indiana—Kokomo (WKMO) 250   | 250 Louisiana—Monroe (KNOE)<br>250 Louisiana—New Orleans (WNOE)  | 250 250<br>250 250                        | Texas—Paris (KPLT)   | 250              |
| Kansas—Emporia (KTSW) 250   | 250 Maryland—Cumberland (WTBO)   | 250 250                                   | Texas—Vernon (KVWC)         256           Virginia—Portsmouth (WSAP)         256           Washington—Tacoma (KTBI)         256           West Virginia—Charleston (WGKV)         256  |                  |
| Kansae—Great Bend (KVGB) 250<br>Kentucky—Louisville (WGRC) 250<br>Maine—Augusta (WRDO) 250  | 250 Michigan—Ironwood (WJMS)<br>250 Michigan—Jackson (WIBM)  | 250 250<br>250 250                        | West Virginia—Charleston (WGKV) 250<br>Wisconsin—Medford (WIGM) 250  | 250              |
| Maryland—Ballmore (WCBM) 950  | 250 Michigan—Port Huron (WKLA)   | 250 250<br>250 250                        | Wisconsin—Oshkosh (WOSH) 250   | 250              |
| Massachusetts—Lowell (WLLH) 250   | 250 Minnesota—St. Cloud (KFAM)   | 250 250<br>250 250<br>250 250             | D. C.—Washington (WTOP)  | 50,000           |
| Michigan—Calumet (WHDF) 250<br>Michigan—Detroit (WJLR) 250  |  |   | Minnesota—St. Paul (KSTP) 50,000   | 50,000           |
| Michigan—Saginaw         (WSAM)         250           Michigan—Traverse         City (WTCM)         250           Minn.—Mirmeapolis-St.         Paul (WM1N)         250   | 250 Missouri—Joplin (WMBH) 250 Montana—Bozeman (KRBM) 250 New Jersey—Atlantic City (WFPG)  | 250 250<br>250 250                        | Massachusetts—Boston (WMEX) 5,000<br>Tennessee—Nashville (WLAC) 50,000   | 5,000<br>50,000  |
|   | 250 New York—Olean (WHDL)  | 250 250<br>250 250                        | Washington—Spokane (KGA)   | 10,000           |
| Missouri - Cape Girardeau (KFVS)   250   Missouri - Columbia (KFRU)   250   Missouri - Springfield (KTTS)   250   |  |   | New York—Buffalo (WKBW)  | 50,000<br>5,000  |
| Nevada—Las Vegas (KENO) 250   | North Carolina—New Bern (WHIT) No. Carolina—Rocky Mountain (WE Ohio—Hamilton (WMOH)  | 250 250<br>ED) 250 250<br>258 250         | 1530 KILOCYCLES  |                  |
| New Mexico—Tucumceri (KTNM) 950   |  |   | California—Sacramento (KFBK)   | 10.000<br>50.000 |
| New York—Buffalo (WBNY)   | 250 Oregon—Lugene (KURE)   | 250 250<br>250 250                        | 1540 KILOCYCLES Iowa-Waterloo (KXEL)50,000   | 50.000           |
| North Carolina—Elizabeth City (WCNC) 250<br>North Carolina—Goldaboro (WGBR) 250   |  |   | 1560 KILOCYCLES  |                  |
|   | 250 Pennsylvania—Eric (WLEU) 250 Pennsylvania—Hazelton (WAZL) 250 Pennsylvania—Washington (WJPA) 250 South Caroline—Greenwood (WJPA)                                       | 250 250<br>250 250<br>250 250             | California—Bakerafiield (KPMC) 1,000 New York—New York (WQXR) 10,000   | 10.000           |
| Ohio—Portsmouth (WPAY)         250           Ohio—Warren (WRRN)         250           Oklahoma—Bartlesville (KWON)         250           Oklahoma—Oklahoma City (KTOK)         250  | 250 South Carolina—Greenwood (WCRS).<br>250 Texas—Abilene (KRBC).<br>250 Texas—Beaumont (KRIC).  | 250 250<br>250 250                        | 1590 KILOCYCLES Connecticut—Waterbury (WBRY) 1.000 Georgia—Albany (WALB) 1,000   | 1.000            |
|   | 250 Texas—Denton (KDNT) 250 Texas—Palestine (KNET) 250 Texas—San Antonio (KABC) 250 Texas—Waco (WACO) 250 Utch—Diec (WACO)   | 100 100                                   | Ohio—Akron (WAKR) 5.000  |                  |
| Pennsylvania—Johnstown (WJAC) 250   | 250 Texas—San Antonio (KABC)   | 250 100<br>250 250                        | 1600 KILOCYCLES New York—New York (WWRL)   | 250              |
| Pennsylvania—Scranton (WARM) 250  | 250 Virginia—Martinaville (WMVA)   | 250 250<br>250 250<br>250 106             | FM STATIONS  |                  |
| South Carolina—Spartanburg (WORD) 250 South Carolina—Spartanburg (WORD) 250 Tennessee—Chattanoga (WDEF) 250   | 250 Washington—Port Angeles (KONP)<br>250 West Virginia—Parkersburg (WPAR<br>250 Wisconsin—Fond du Lac (KFIZ)  | 250 100<br>250 250<br>250 250             | 43900 KILOCYCLES New Hampshire—Mt. Washington  |                  |
| rennessee—Chartanoogs (WDEF) 250 Tennessee—Clarkeville (WJZM) 250 Tennessee—Cookeville (WHUB) 250 Tennessee—Kingsport (WKPT) 250 Tennessee—Mingsport (WKRQ) 250 Tennessee—Mingsport (WHRQ) 250 Tennessee—Mingsport (WHRQ) 250 | 250  | 250 250                                   | (WMTW) 5,000<br>44100 KILOCYCLES   |                  |
| Tennessee—Kingsport (WKPT) 250 Tennessee—Memphis (WHRQ) 250   | 250 Iowa—Des Moines (KSO)  | 5,000 5,000                               | North Carolina—Winston-Salem (WMIT) 3,000 44300 KILOCYCLES   | -                |
| Texas—Pecos (KHIN) 100  | 250 New York—Albany (WOKO)   | 1,000 500                                 | MassachusettsBoston (WGTR) 50,000  |                  |
| Texas   | 250 Ohio—Columbus (WBNS)<br>250 Pennsylvania—Harrisburg (WHP)<br>250 Tennessee—Memphis (WMPS)  | 5,000 1,000<br>5,000 1,000<br>1,000 500   | California—Los Angeles (KHJ-FM) 1,000<br>Indiana—Evansville (WMLL) 10,000  | 10,000           |
| Texas—Temple (KTEM)         250           Virginia—Danville (WBTM)         250  | 250 Washington—Yakima (KTYW)<br>250 Alaska—Juneau (KINY)   | 500 500<br>5,000 5,000                    | Michigan-Detroit (WENA) 15,625   | 16,625           |
| Virginia—Winchester (WINC) 250 Wasnington—Everett (KRKO) 250  | 250 1470 KILOCYCLES  |   | New York—Schenectady (WBCA)  | 1,000<br>3,000   |
| Washington—Longview (KWLK) 250 West Virginia—Clarksburg (WBLK) 250 West Virginia—Wheeling, (WKWK) 250 West Virginia—Williamson (WBTH) 250   | 250 Illinois—Peoria (WMBD) 250 North Carolina—Greensboro (WBIG). 250 Pennsylvania—Allentoise (WCPA)  | 5.000 1,000<br>5,000 5,000                | 44900 KILOCYCLES Michigan—Detroit (WLOU)   | 1,000            |
| West Virginia—Williamson (WBTH)   | 250 Pennsylvania—Allentown (WCBA)  | 500 500                                   | Pennsylvania—Philadelphia (WIP-FM) 1,000   | 1,000            |
| Wisconsin—Racine (WRJN) 250<br>Wisconsin—Wausau (WSAU) 250  | 250 Wyoming—Casper (KDFN)  | A) 1,000 1,000<br>1,000 1,000             | New York-Rochester (WHFM)  | 3,000            |
| Wyoming—Rock Springs (KVRS)   | 250 1400 KH 00V01 F0   | 1 000 1 000                               | 45300 KILOCYCLES Pennsylvania—Philadelphia (WFIL-FM) 10,000  | 10,000           |
| Alabama—Mobile (WALA) 5 000   | California—Eureka (KIEM) Georgia—Augusta (WRDW) Louislana—Shreveport (KTBS) 1,000 Massachusetts—Fall River (WSAR) 5,000 Missouri—Kansaa City (KCMO) Montana—Sidney (KGCMO) | 1,000 1,000<br>5,000 5,000<br>1,000 1,000 | Wisconsin—Milwaukes (WMFM) 50,000  | 50,000           |
| Camorina—Bakersneid (RERN) 1,000  | 1 000 Massachusetts—Fall River (WSAR)<br>5,000 Missouri—Kansas City (KCMO)   | 1.000 1,000<br>5,000 5,000                | 45900 KILOCYCLES Illinois—Chicago (WGNB)   |                  |
| North Carolina — (WCBC) 1,000 North Carolina — (WCBC) 1,000 Device — (WINC) 1,000   | Olifo-Canton (WHBC)  | 1,000 1,000<br>1,000 1,000                | 46500 KILOCYCLES Missouri—Kansas City (KMBC-FM) 1.500  | 1,500            |
| Pennsylvania—Pittsburgh (KQV) 1,000   | 1,000  | 1,000 500                                 | 46700 KILOCYCLES New York—New York (WABC-FM) 3,000   | 3,000            |
| 1420 KILOCYCLES   | Alabama—Selma (WHBB)   | 100 100<br>250 250                        | 46900 KILOCYCLES Pennsylvania—Philadelphia(WCAU-FM) 10,000   | 10.000           |
| Days N  | 1gnus Arkansas—Helena (KFFA)   | 250 250                                   | New York—New York (WBAM) 10,000  | 10,000           |
| Rhode Island—Pawtucket (WFCI) 5,000   South Dakota—Aberdeen (RABR) 5000   | 5,000 California—Merced (KYOS)   | 250 250<br>250 250                        | 47300 KILDOVOLES   |                  |
| vermont—St. Albans (WWSR) 1.000   | 5,000 California—Santa Barbara (KDB)<br>Connecticut—New London (WNLC)<br>1,000 Florida—Ocala (WTMC)  |   | Pennsylvania—Philadelphia (WPEN-FM) 3,000 48500 KILOCYCLES   | •                |
|   | Total (Trade)  | 100 100                                   | New York—Schenectady (WGFM)  | *********        |

# Radio Station Representatives

See listing of station for complete information.

American Network Inc., The New York--60 East 42nd Street Telephone Murray Hill 2-7947

Baston—538 Little Building Telephone Hubbard 4370

Riddick, Waiter Co.
Los Angeles-568 Chamber of Commerce Bidg. Telephone Richmond 6184
Seattle-1038 Exchange Bidg.
Telephone Main 6440
Biair, John & Company

Mair, John & Company
Member—National Association of
Broadcaster Superior 8059
Chicago 11—520 N. Michigan Avenue
Telephone Superior 8059
New York 17—341 Madison Avenue
Telephone Murray Hill 9-6084
Los Angeles 15—438 Cham. of Com. Bldg.
Telephone Prospect 3584
San Francisco 4—608 Russ Building
Telephone Douglas 3188
St. Louis 1—350 Paul Brown Bldg.
Telephone Chestnut 5688

Telephone Chestnut 5688

Blue Spet Sales
New York—33 W. 42nd Street
Telephone Wisconsin 7-1737
Chicago—Merchandise Mart
Telephone Delaware 1900
Hollywood—6285 Sunset Blvd.
Telephone Hillside 8231
Detroit—Fisher Bidg.
Telephone Trinity 2-7900
Pittsburgh—171 Shaler Drive, Glenshaw, Telephone Grant 4860
Branham Commany. The

shaw, Teispinose Grain association of Broadcasters Chicago—360 N. Michigan Avenue Telephone Central 5726-7-8-9 New York—230 Park Avenue Telephone Murray Hill 6-1860 Dallas—First National Bank Bildg. Telephone Murray Hill 6-1860 Atlanta—Rhodes-Haverty Building Telephone Wainut 4851 Detroit—7-236 General Motors Bildg Telephone Trinity 1-0440 St. Louis—Arcade Building Telephone Chestant 6192 St. Louis—Arcade Building Telephone Chestant 6192 Memphis—1018 Sterick Bildg. Telephone 8-2344. St. St. Couls—Arcade Building Telephone 6-12 Commercial National Bank Building Telephone 8-2344. St. Charlotte—612 Commercial National Bank Building Telephone Marrison 10-23 Memphis—6-12 Commercial National Bank Building Telephone Marrison 10-25 Memphis—6-12 Commercial National Bank Building Telephone Monigan 1269 Itoadeast Sales Co. Branham Company, The Member-National Association of

Telephone Michigan 1289
Broadcast Sales Ce.
New York—304 E. 41st St.
Telephone Murray Hill 6-1499
Chicago—360 N. Michigan Ave.
Telephone Randolph 9034
Burn-Smith Company, Incorporated
New York 17—551 Fifth Avenue
Telephone Murray Hill 2-3124
Chicago 1—307 N. Michigan Avenue
Telephone Central 4437
Los Angeles—568 Chamber of Commerce
Bidg. Telephone Richmond 6184

Bldg. Telephone Richmond 6184

Capper Publications, inc.
New York 17—W. L. (Bill) McKee,
420 Lexington Avenue
Telephone Mohawk 4-3280.
Chicago 1—E. W. (Kris) Carlson,
180 N. Michigan Avenue
Telephone Central 5977
San Francisco 4—W. B. (Pansy)
Flowers, 1207 Russ Bldg.
Telephone Douglas 5220
Kansas City—Joseph H. Story, Jr.,
300 Waltower Bldg.
Telephone Victor 3864
Topeka—Ben Ludy, Topeka Blvd. at
11th Bt. Topeka—Ben Ludy, 1950. 11th St. Telephone Topeka 3-2377

11th St.
Telephone Topeka 3-2377
Clark Company, inc., Thomas F.
New York—205 E. 42nd St.
Telephone Murray Hill 4-6317
Chicago—35 Wacker Drive
Telephone Central 1112
Columbia Broadcasting System, inc.
New York 22—485 Madison Avenue
Telephone Wickersham 2-2000
Philadelphis—1622 Chestnut Street
Telephone Bittenhouse 6447
Chicago—410 N. Michigan Avenue
Telephone Whitehall 6000
Detroit—Him. 902, Fisher Building
Telephone Trinity 2-3414
Los Angeles—Columbia Square
Telephone Hollywood 2484
San Francisco—Palace Hotel
Telephone Yukon 1700
Washington, D. C.—Earle Building
Boston—182 Tremont Street
St. Louis—Mart Building
Charlotte, N. C.—Wilder Building
Minnespolie—625 Second Avenue
Cook, B. Frank

Cook, B. Frank Atlanta-Walton Building.

Cex & Tanz
Philadelphia—Drexel Building, Independence Square, Tel. Lombard 1720
New York—285 Madison Avenue
Telephone Lexington 2-2450
Chicago-228 N. LaSalle Street
Telephone Franklin 2095

Cummings, Harry E.

Jacksonville—1306 Barnett Nat'l Bank
Bldg., Telephone 8-0381.

balisser, Ino.

New York—11 E. 44th St.
Telephone Murray Hill 2-1753
Chicago—225 N. Michigan Ave.
Telephone Dearborn 8108
Philadelphia—1321 Chestnut St.
Telephone Rittenhouse 1390
Atlanta—613 Rhodes-Haverty Bldg.
Telephone Main 6134
Forjoe & Company
New York—19 W. 44th Street
Telephone Vanderbilt 6-5030
Chicago—360 N. Michigan Ave.
Telephone State 5587
Philadelphia—1301 Widener Bldg.
Telephones Rittenhouse 9698 and Race
2050
Hollywood—1651 Cosmo St

Philadelphia—1301 Widener Bldg.
Telephones Rittenhouse 9698 and Race 2059
Hollywood—1651 Cosmo St.
Telephone Hillside 7874.
Foster, Honert G.
Boston—506 Statier Hotel Buildina Telephone Hubbard 3225
Free & Peters, Inc.
Member—National Association of Broadcasters.
Chicago—180 N. Michigan Ave.
Telephone Franklin 6373
Hollywood—6331 Hollywood Blvd.
Telephone Hollywood 2151
New York 22—144 Madison Avenue Telephone Hollywood 2151
New York 22—144 Madison Avenue Telephone Pisza 5-4130
San Francisco 4—111 Sutter Street Telephone Butter 4353
Atlanta 3—322 Paimer Bidg..
Telephone Main 5867
Friendly Group. The
New York—George Hard, Graybar Bidg., 420 Lexington Ave.
Telephone Main 5867
Friendly Group. The
New York—George Hard, Graybar Bidg., 420 Lexington Ave.
Telephone Main 1587
Friendly Group. The
New York—George Hard, Graybar Bidg., 420 Lexington Ave.
Telephone Main 1277
Grant, Gene
Hollywood—1651 Cosmo St.
Telephone Hillside 7874.
Grant, W. S., Company
Chicago—Frank Back, 540 N. Michigan Ave., Telephone Delaware 1055
Los Angeles—C. J. Evanson, 412 W.
Sixth St., Vandike 6341
San Francisco—582 Market Street
Telephone Exbrook 6885
New York—Phil Broderick, 366 Madison Ave., Telephone Murray Hill
2-8865
Griffith, Homer, Company
Hollywood 28—6382 Hollywood Blvd.

Telephone Exbrook 6855
New York—Phil Broderick, 366 Madison Ave., Telephone Murray Hill
2-3885
Griffith, Homer, Company
Hollywood 28—6362 Hollywood Blvd.
Telephone Granite 6113
Nan Francisco—681 Market Street
Telephone Douglas 4475
Portland—Studio Building
Telephone Beacon 1009
Hage, Arthur H. & Associates. ine.
Chicago—860 N. Michigan Avenue
Telephone Central 7558
New York—366 Madison Avenue
Telephone Murray Hill 2-3865
Denver—1868 Wazee Street
Irelephone Jackson 8308
Omaha—City National Bank Building
Telephone Jackson 8308
Omaha—City National Bank Building
Telephone Atlantic 9431
Headley-Reed Company
New York 17—405 Lexington Avenue
Telephone Murray Hill 3-5470
Chicago—180 N. Michigan Avenue
Telephone Franklin 4686
Detroit—713 New Center Bidg.
Telephone Murlay Hill 3-5470
Chicago—307 N. Michigan Avenue
Telephone Walnut 1636
New York—420 Lexington
Telephone Walnut 1636
New York—420 Lexington
Vichicago—307 N. Michigan Avenue
Telephone Murray Hill 3-9447
Atlanta—Healey Building
Telephone Walnut 3856
Los Angeles—Concolidated Bidg. 407
Nouth Hill Street
Telephone Duglas 4998
Holman, Hal, Company
Chicago—360 N. Michigan Avenue
Telephone Duglas 4998
Holman, Hal, Company
Chicago—307 N. Michigan Avenue
Telephone Duglas 4998
Holman, Hal, Company
Chicago—307 N. Michigan Avenue
Telephone Walnut 3856
New York—551 Fifth Avenue
Telephone Walnut 3858
San Francisco—155 Sansome Street
Telephone Duglas 4998
Holman, Hal, Company
Chicago—307 N. Michigan Avenue
Telephone Walnut 3858
Sat Zagenoy, ino... The
Member—National Association of
Broadcasters
New York—500 Fifth Avenue
Telephone Walnut 3858
Detroit—7-287 General Motors Bidg.
Telephone Central 4006
Atlanta—22 Marietta Street Building
Telephone Walnut 4795
Dallas—Republic Bank Building
Telephone Walnut 4795
Dallas—Republi

Portland, Ore.—Studio Building Telephone Beacon 1009 Seattle—318 Douglas Bldg. Telephone Elliot 3300

Mack Radio Sales Company Camden, N. J.

Camden, N. J.

McGillvra, Joseph Hershey, Inc.
New York 17—366 Madison Avenue
Telephone Murray Hill 2-8755
Chicago 1—35 E. Wacker Drive
Telephone State 5282
San Francisco 4—627 Mills Building
Telephone Sutter 1398
Los Angeles 13—448 South Hill Street
Telephone Michigan 0921

McKinney, J. P. & Ser ickinney, J. P. & Sen N. Y.—Rm. 1228, 30 Rockefeller Plaza Telephone Circle 7-1178 Chicago—400 N. Michigan Avenue Telephone Superior 3866 San Francisco—681 Market Street Telephone Garfield 5512 Hollywood 28—1651 Cosmo St. Telephone Grantie 9596

Telephone Granite 9596
National Broadcasting Company, inc.
New York—R.C.A. Bldg., 30 Rockefel
ler Plaza, Telephone Circle 7-8300
Chicago—Merchandise Mart
Telephone Superior 8300
Boston—Hotel Bradford
Telephone Hancock 4261.
Denver—1625 California Street
Telephone Main 6211
Wash., D. C.—Trans-Lux Building
Telephone Republic 4000

San Francisco—NBC Building Telephone Graystome 8700. Hollywood—Sunset and Vine Streets Telephone Hollywood 6161 Cleveland—NBC Building Telephone Cherry 0942

New England Radio Advertising Co. Boston-507 Statler Building Telephone Hubbard 3225

North Central Broadcasting System orth Central Broadcasting 3750m New York—8 E. 41st Street Telephone Lexington 2-6892 Chicago—369) N. Michigan Avenue Telephone State 0361. St. Paul 1—E620 First National Bank Ridg. Telephone Cedar 8579

Northwest Radio Advertising Co., Inc. Seattle—American Bank Building Telephone Main 9282

Pacific Northwest Broadcasters Portland 7-Orpheum Bldg. Telephone Broadway 6451 Telephone Broadway 6451
New York 17-551 Firth Avenue
Telephone Murray Hill 2-7986
Chicago 1-360 N. Michigan Avenue
Telephone State 5562
Kansas City-15 West 10th Street
Telephone Victory 0021
Hollywood 28-6777 Hollywood Blvd.
Telephone Hollywood 5408
San Francisco 4-79 Post Street
Telephone Exbrook 8033
Spokane 8-Symons Block Spokane 8-Symons Block Telephone Main 1218



# % Radio Stations

# from Radio Representatives

"Adequate Buyer Coverage" is, of course, the ABC of good advertising requirements, but the successful advertising of radio time embodies much more.

In addition to reaching the market, the most productive promotion pushes the customer closer to the order at every possible influence-point . . creates, automatically and repeatedly, favorable impressions on large numbers of excellent time-buying prospects . . . brings in orders itself, and makes it easier for representatives to get more business.

Experience has convinced radio representatives that advertising in Standard Rate and Data Service performs this way, and much of the advertising you see in this section is placed on their recom-mendations. These representatives say that selling messages on these pages are the most effective, opportunity-grasping ways to persuade prime time prospects of the bigger values their stations offer . . . and that, next to personal calls, this advertising is the closest thing to orders that stations can use to promote time sales.

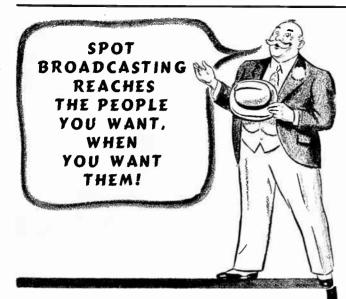
> For complete advertising information write to . . .

# STANDARD RATE & DATA SERVICE

333 N. MICHIGAN AVENUE CHICAGO 1, ILL.

Eastern Office—420 Lexington Avenue New York 17, N. Y.

Western Office—816 W. Fifth Street Los Angeles 13, Calif.



# **Exclusive National Representatives:**

|                          |     |     |     |     |         |      | -           |   |
|--------------------------|-----|-----|-----|-----|---------|------|-------------|---|
| WGR-W                    | KBV | V   |     |     |         |      |             | Buffalo<br>. Cincinnati<br>Duluth       |
| WCKY                     |     |     |     | Ī   | ·       | -    | Ĭ.          | Cincinnati                              |
| KDAL                     | Ĭ.  |     |     | Ĭ.  | Ĭ.      | ·    | Ĭ.          | Duluth                                  |
| WDAY                     | :   | :   | •   | ٠   | •       | ·    | •           | Fargo                                   |
| WISH                     |     |     | •   |     | •       | •    |             | Duluth Fargo Indianapolis               |
| WJEF-W                   | vкz | ò   |     | . ( | 1 F23 F | าศ เ | ខេរ         | nds—Kalamazoo                           |
| KMBC                     |     |     | •   |     |         |      |             | . Kansas City                           |
| WAVE                     |     |     | •   | ·   |         | •    | Ċ           | Louisville                              |
| WTCN                     | ·   |     |     | ·   | ·       | M    | lin:        | neapolis-St. Paul                       |
| WMBD                     | ·   | •   |     | •   | •       |      |             | Peoria                                  |
| KSD .                    |     |     | :   | •   | •       | •    | •           | Peoria<br>St. Louis<br>Syracuse         |
| WFBL                     | •   |     | •   | •   | •       | •    | •           | Syracuse                                |
| ** 1 1/12                | •   | •   | •   | •   | •       | •    | •           | Dyracusc                                |
|                          |     |     |     | E.  | ow      | /A   |             |   |
| WHO                      |     |     |     |     |         |      |             | . Des Moines                            |
| WOC                      |     |     |     |     |         |      |             |   |
| KMA                      |     |     |     |     |         |      |             | ~. : .                                  |
|                          | •   | •   | •   | -   | -       | •    | •           | • |
|                          |     |     | S   | OU. | TΗ      | EA!  | ST          |   |
| WCBM                     |     |     |     |     |         |      |             | . Baltimore                             |
| WCSC                     |     |     |     |     |         |      |             | . Charleston                            |
| WIS .                    |     |     |     |     |         |      |             | Columbia                                |
| WPTF                     |     |     |     |     |         |      |             | Raleigh                                 |
| WDBJ                     |     |     |     |     |         |      |             |   |
|                          |     |     |     | _   |         |      |             |   |
|                          |     |     | S   | DU. | TH      | WE   | ST          |   |
| KOB.                     |     |     |     | •   |         |      |             | . Albuquerque                           |
| KEEW                     |     |     |     |     |         |      |             | . Brownsville                           |
| KRIS                     | •   |     |     | •   | •       |      |             | Corpus Christi                          |
| KXYZ                     |     |     |     |     | •       | •    |             | Houston                                 |
| KOMA                     |     |     |     |     |         |      |             | Oklahoma City                           |
| KTUL                     |     |     |     |     |         |      |             | Tulsa                                   |
|                          |     |     |     |     |         |      |             |   |
|                          |     | P   | 'A( |     |         | CO   |             | -                                       |
| KOIN                     |     |     |     |     |         |      |             | Portland                                |
| KIRO                     |     |     |     |     |         |      |             | Seattle                                 |
| _                        |     | V D | 10  | רוו |         | NIC  | <b>\</b> V4 | OY Inc                                  |
| and WRIGHT-SONOVOX, Inc. |     |     |     |     |         |      |             |   |

For latest radio information, call

# FREE & PETERS, Inc.

Pioneer Radio Station Representatives

Since May, 1932

OHIOAGO 180 N. Michigan Ave. Franklin 6373

**NEW YORK** 444 Madison Ave Plaza 5-4180

**ATLANTA** 322 Palmer Bldg. Main 5667

SAN FRANCISCO One Eleven Sutter Sutter 4353

HOLLYWOOD 6331 Hollywood Blad. Hollywood 2151

# Radio Station Representatives—continued

See listing of station for complete information.

Pan-American Broadcasting Co. New York—330 Madison Avenue Chicago—(Fred Jones) 228 N. LaSalle Hollywood (Homer Griffith), 6362 Hollywood Blvd.

zionywood Blvd.
earson, John E., Company
Chicaro--(John E Pearson and Kay
Fisher), Room 618, 360 N. Michigan Ave., Telephone Franklin 2359
New York--(Hines Hatchett and John
McSweeney), 250 Park Ave., Plaza
8-2255.

x-225n
Kansas City—(Owen Balch and Christine Mitchell), 1112 Dierks Bidg., telephone Grand 2144.

Kansas City—(Owen Baleh and Christine Mitchell), 1112 Dierks Bidg., telephone Grand 2144.

Ferry, Jenn H. Ascolates
New York—310 East 45th Street
Telephone Murray Hill 4-1647
Chicago—122 S. Michigan Avenue
Telephone Harrison 8085
Detroit—7338 Woodward Avenue
Telephone Bidshon 0790
Philadelphia—1524 Chestnut Street
Telephone Rittenhouse 0888
Atlanta 3—1220 Rhodes-Haverty
Bidg., Telephone Walnut 1839
Petry. Edward & Company, Inc.
Member—National Association of
Bindicastera.
New York—17 E. 42nd Street
Telephone Murray Hill 2-4401
Chicago—Wrigley Building. 400 N.
Michigan Ave., Tel. Delsware 8600
Detroit—2-163 General Motors Bidg
Telephone Michigan 1818
Sin Fanctices
Sill Building
Telephone Chestnut
San Fanctices
Telephone Michigan Rus
Telephone Murray Hill 2-2170
Detroit 26—Robert B. Raines, 28 W.
Adams Ave, telephone Cherry 8321
San Francisco 4—David H. Sandeberg,
Russ Bidg., telephone Extrook 2093
Los Angeles 14—J. Leslie Fox, 707 S.
Hill St. (Suite 726)
Telephone Vandike 1901
Radis Sales
New York 22—Howard Meighan
485 Maddison Assume

Hill St. (Sutte 726)
Telephone Vandike 1991
Radie Sales
New York 22—Howard Meighan
485 Madison Avenue
Telephone Wickersham 2-2000
Chicago 11—Roger K. Huston
410 N. Michigan Avenue
Telephone Whitehall 6000
St. Louis 2—Carter Ringlep, Mart
Bidg., Telephone Central 8240
Los Angeles 28—Merdith Pratt
Columbia Square
Telephone Hollywood 1212
San Francisco 5—Ole Morby
Palace Hotel, Telephone Yukon 1700
Charlotte 2—R. E. Penny
Wilder Building,
Telephone Charlotte 8-8833
Rambeau, William G. Company
Chicago—Room 901, 360 N. Michigan
Avenue, Telephone Andover 5556
New York—437 Chanin Building
Telephone Lexington 2-1820
Hollywood—5833 Fernwood Ave.
Telephone Granite 3633
Raymer, Paul H. Company
New York—Fred C. Brokaw, 366 Mad-

Hollywood—5833 Fernwood Ave.
Telephone Granite 3838
Raymer. Paul H. Commany
New York—Fred C. Brokaw, 366 Madison Ave., Tel. Murray Hill 2-8800
Chicago—Walter I. Tenney, 435 N. Michigan Ave. Tel Superior 4473
Detroit 26—Robert B. Rains, 28 W. Adams Avenue
Telephone Cherry 8321
San Francisco—David H. Sandeberg.
2223 Ruse Bidg., Tel. Exbrook 2093
Los Angeles 14—J. Lestie Fox, 707 S.
Hill Street. Telephone Van Dyke 1901
Regional Radio Sales
Chicago—360 N. Michigan Ave.
Telephone Central 6595
Milwaukee—231 W. Wisconsin Ave.
Telephone Broadway 1590
Reiter. Virgii & Commany
Chicago—400 N. Michigan Ave.
Telephone Broadway 1590
Reiter. Virgii & Commany
Los Angeles—408 Pershing Square
Bidg., Telephone Michigan 0921
San Francisco—627 Mills Bidg.
Telephone Sutter 1393
Sears & Ayer, 10e.
Chicago—612 N. Michigan Avenue

San Francisco—627 Mills Bidg.
Telephone Sutter 1393
Sears & Ayer, Ine.
Chicago—612 N. Michigan Avenue
Telephone Superior 8177
New York—258 Madison Avenue
Telephone Lexington 2-0772
Portland 5—Sundin Bidg.
Telephone Beacon 1009
Seattle—318 Douglas Bidg.
Telephone Elliot 3300
Kansas City, Mo.—15 W. Tenth St.
Telephone Victory 0021
Hollywood 28—6362 Hollywood Bivd.
Telephone Oranite 6113
San Francisco—631 Market Street
Telephone Douglas 4475
Spot Sales. Ine.
New York—400 Madison Ave.
Telephone Eldorado 5-5040
Chicago—360 N. Michigan Ave.
Telephone Franklin 8520

San Francisco 3—5 Third Street
Telephone Exbrook 3558
Hollywood—Hollywood Blvd. at Cosmo
Telephone Hollywood Blvd. at Cosmo
Telephone Hollywood 8318
Kansas City—1121 Searritt Bldg.
Tel.phone Harrison 1163
Taylor-Mow-Snowden Radio Sales
Chicago—360 N. Michigan Ave.
Telephone State 5260.
New York—19 W. 44th St.
Telephone Murray Hill 2-2485.
Dallas—806 Tower Petroleum Bldg.
Telephone Riverside 5663.
San Francisco 28—Edith Olson, Mgr.
Telephone Buses 4475
Hollywood 28—6362 Hollywood Blvd.
Telephone Granti 6113.
Portland 5—James McLoughlin, Studio
Bldg., Telephone Beacon 4107
Seattle—R. G. Chastain, 318 Douglas
Bldg., Telephone Elilot 3300
Iempie, William M.
Kansas City, Mo.—15 W. Tenth St.
Telephone Franklin 5241-5242
New York—60 E. 42nd St.
Telephone Franklin 5241-5242
New York—60 E. 42nd St.
Telephone Murray Hill 6-1788
Dallas—507 Tevas Bank Bldg.
Telephone Central 9026
Los Angeles—541 Consolidated Bldg.
Telephone Contral 9026
Los Angeles—541 Consolidated Bldg.
Telephone Contral 9026
Los Angeles—541 Consolidated Bldg.
Telephone Houraly Hill 6-1788
Dallas—507 Tevas Bank Bldg.
Telephone Central 9026
Los Angeles—541 Consolidated Bldg.
Telephone Central 9026
Los Angeles—548
San Francisco—155 Sansome St.
Telephone Murray Hill 6-178
New York—60 E. 4166
Denver—711 Bus Terminal Bldg.
Telephone Exbrook 2164
Los Angeles 14—Paclife Mutual Bldg.
Telephone Exbrook 2164
Los Angeles—588 Chamber of Commerce Bldg., telephone Bichmond 6184
Weed & Compsay
Member—National Association of Broadcasters.
New York—550 Madison Arenue
Telephone Murray Hill 2-7986
Kansas City—15 W. Tenth St.
Telephone Murray Hill 3-7986
San Francisco—1698
Rands City—150 Res Chamber of Commerce Bldg., telephone Bichmond 6184
Weed & Compsay
Member—National Association of Broadcasters.
New York—550 Madison Arenue
Telephone Hillside 8611
Boston—Statler Bullding
Telephone Exlero 6886
San Francisco—Hotel Mark Hopkins
Telephone Ellida 6861
Boston—Statler Bullding
Telephone Hillside 8611
Boston—Statler Bullding
Telephone Hillside 8611
Boston—Statler Bullding
Teleph

Boston—Statier Building
Telenhone Hibhard 5677
Wellington, Gilbert A.
Seattle 4—1011 American Bank Bldg.
Telephone Eliott 3933
Arison, Howard H. Cemmany
New York—551 Fifth Areaue
Telephone Murray Hill 6-1280
Chicago—75 E. Wacker Drive
Telephone Central 8744
San Francisco—681 Market Street
Telephone Douglas 4475
Hollywood 28—6382 Hollywood Blvd.
Telephone Granite 6118
Scattle—Smith Tower
Telephone Eliott 7417
Wood, Helen
New York—551 Fifth Ave.
Telephone Vanderbill 6-0522-3
Young, Adam J., Jr., Incorporated
New York 18—11 W. 42nd St.
Telephone Longare 3-1926
Chicago 2—55 E. Washington St.
Telephone Longare 3-1926
Chicago 2—55 E. Washington St.

# CANADA

CANADA

Alexander, James L.
Toronto—100 Adelaide St., West
Telephone Adelaide St., West
Telephone Adelaide St., W.
Telephone Harbour 64s.
All-Canada Radio Facilities, Ltd.
Turonto—Victory Building
Winnipeg—Electric Railway Chambers
Calgary—Southam Bidg.
Vancouver—198 W. Hastings Street
Boufford, D. L.
Toronto—112 Yonge St.
National Broadcast Sales Ltd.

Toronto—112 Yonge St.
National Broadcast Sales Ltd.
Toronto—25 King St., West
Telephone El. 1165
Montreal—660 St. Catherines St., W.
Telephone Ha. 3051

Telephone Harbour 7811

Radio Representatives Ltd
Toronto—Jack Slatter, 4 Albert St.
Telephone Waverly 6151

Montreal—Wilfred C. Dipple, 887
Dominion Square Building
Telephone Harbour 7811

Toronto—1402 Victory Bldg.
Montreal—608 Keefer Bldg.
Minitege—608 Manitoba Telephone
System Bldg.

Wright, William
Toronto—1404 Victory Bldg.
Telephone Ad. 8481

# If it's Spot RADIO



# These Stations in these Markets are your Best Dollar Values

# WMEX—Boston

The Hub's only full-time independent station—5000 watts.

# WGKV—Charleston—NBC

Carries all top-flight NBC programs, supplemented by selected Blue and Mutual features. Charleston's most popular station.

# KVOD—Denver—Blue

Blue's popular outlet in Denver—check our Hoopers—second largest coverage—best dollar value on cost, coverage and popularity.

# WLAV—Grand Rapids—Blue

WLAV does a job in Metropolitan Grand Rapids at lowest cost while western rural Michigan is best covered by Chicago stations. Please check Hooper Survey just completed.

# **KPAS—Los Angeles**

Our 10,000 watts directional north and south gives the third largest coverage of all stations in Southern California and our low rates give the lowest cost per 1000 potential radio homes.

# WBML—Macon—Blue

If you have a sales problem, please check WBML's popularity from current Hooper Surveys in comparision to cost.

# WNOE—New Orleans—Mutual

Covers 25% Louisiana's population—50% Louisiana's drug sales! Best dollar value for Metropolitan New Orleans.

# KNOE—Monroe—NBC

Bringing to Northeast Louisiana the splendid programs of NBC.

# KLX—Oakland

First in news, sports and special features with a consistently huge audience in Oakland Bay area.

# **KPAC—Port Arthur—Mutual**

Excellent coverage of important Port Arthur-Beaumont-Orange latest ration-book population figures of 1,157,000!

# KGHF—Pueblo—Blue

The only station in rapidly growing Pueblo, Colorado's second largest market.

# WSAY—Rochester— Mutual

Has best availabilities at low cost for this large three-station market. Now breaking ground for 1,000 watts power.

# WSYB-Rutland-Mutual

Covers Vermont's second largest market both retail and wholesale trading areas and has no competition.

# KROY—Sacramento—Columbia Basic

Sacramento's most popular station as evidenced by the fact that we carry over twice as many hours of network commercials per week as does our competition.

# KLO—Salt Lake City and Ogden—Mutual

Offers best coverage of Utah's two largest markets. Also key station of Intermountain Network.

# KFIO—Spokane—Mutual

Effectively reaches the Spokane market at the lowest cost per listener.

# KMO—Tacoma—Mutual

Most popular of the three Tacoma stations. Check Hooper. Also no Seattle radio campaign complete without the inclusion of KMO.

# KOME—Tulsa—Blue and Mutual

Best dollar value in Tulsa on basis of cost and popularity. Please check our recent Hooper.

# WBRY—Waterbury—Columbia

Very popular in this busy, prosperous, thickly-settled area.

# **KPQ**—Wenatchee—Blue

Fills the wide gap between Seattle and Spokane. Check the returns per 1,000 radio homes of Blue Network advertisers in the northwest as KPQ is usually lowest cost per 1,000 radio homes on the Blue Northwest Group.

# KIT—Yakima—Mutual

Blankets trading area of 153,000 in central Washington. Wire available from Tacoma and Seattle at no cost.

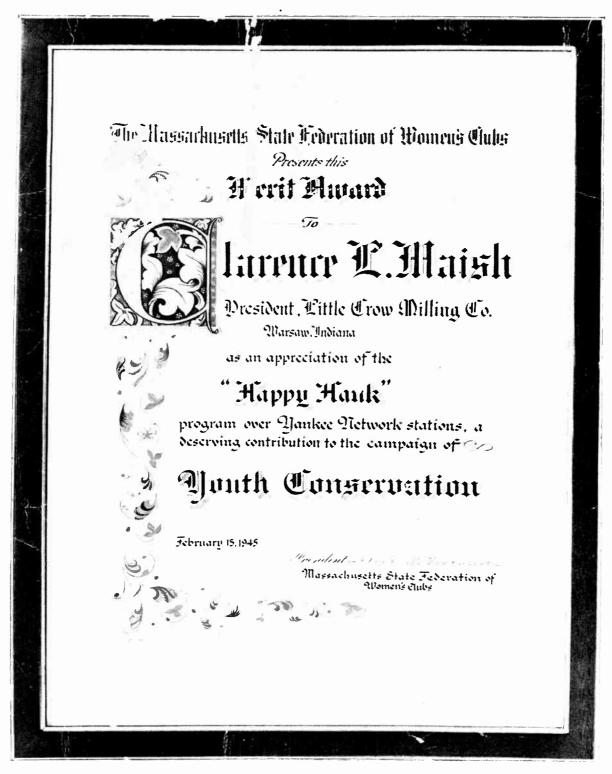
# **UTAH**—Intermountain Network Coverage

Keyed by KLO, Ogden-Salt Lake, Network includes KID, Idaho Falls, Idaho, KVNU, Logan, Utah, KEUB, Price, Utah, KOVO, Provo, Utah, and KVRS, Rock Springs, Wyoming. Six Mutual stations delivering an audience a half again os great as that of Salt Lake City, plus bonus coverage in the city itself. Covers major portion of Utah, Idaho and southwestern Wyoming.

# JOSEPH HERSHEY McGILLVRA, Inc.

ASSOCIATE MEMBER-NATIONAL ASSOCIATION OF BROADCASTERS

CHICAGO, 1 35 East Wacker Drive State 5282 SAN FRANCISCO, 4 627 Mills Building Sutter 1393 LOS ANGELES, 13 448 South Hill Street Michigan 0921



We, too, thank you Mr. Maish, and your agency, Rogers & Smith, for scheduling "Happy Hank" over WNAC and The Yankee Network, Monday through Friday at 7:30 A. M.

Acceptance is THE YANKEE NETWORK'S Joundation

# THE YANKEE NETWORK, INC.

Member of the Mutuai 3roadcasting System