

JANUARY 1943

# RADIO ADVERTISING

## RATES AND DATA

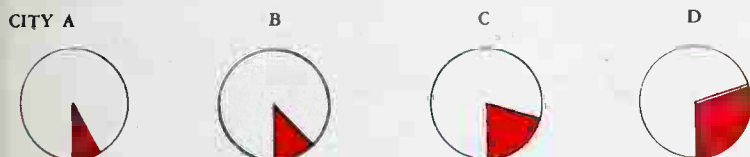
CHICAGO  
333 N. Michigan Avenue

NEW YORK  
420 Lexington Avenue

PUBLISHED BY

STANDARD RATE & DATA SERVICE

*If your client's business  
looks like this*



*but his potential is this*



*...Then he needs SPOT RADIO*

The one medium that matches the advertiser's needs market by market.

Market by market these stations appreciate your advertising problems and you can depend upon their co-operation.

REPRESENTED NATIONALLY BY

# EDWARD PETRY & CO., INC.

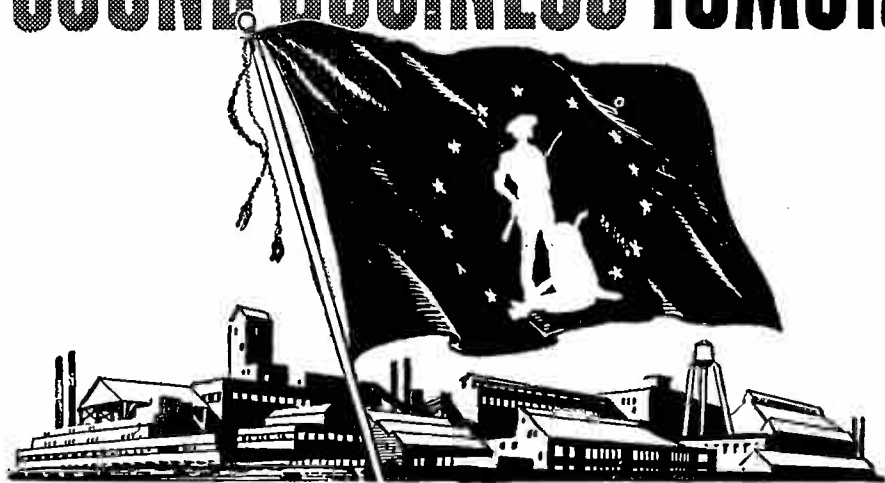
NEW YORK · CHICAGO · LOS ANGELES  
DETROIT · ST. LOUIS · SAN FRANCISCO

### SPOT RADIO LIST

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

THE TEXAS QUALITY AND  
YANKEE NETWORKS

# FOR VICTORY TODAY AND SOUND BUSINESS TOMORROW



## *Get This Flag Flying Now!*

This War Savings Flag which flies today over companies, large and small, all across the land means *business*. It means, first, that 10% of the company's gross pay roll is being invested in War Bonds by the workers voluntarily.

It also means that the employees of all these companies are doing their part for Victory . . . by helping to buy the guns, tanks, and planes that America and her allies *must* have to win.

It means that billions of dollars are being diverted from "bidding" for the constantly shrinking stock of goods available, thus putting a brake on inflation. And it means that billions of dollars will be held in readiness for post-war readjustment.

Think what 10% of the national income, saved in War Bonds now, month after month, can buy when the war ends!

For Victory today . . . and prosperity *tomorrow*, keep the War Bond Pay-roll Savings Plan rolling in *your* firm. Get that flag flying now! Your State War Savings Staff Administrator will gladly explain how you may do so.

If your firm has not already installed the Pay-roll Savings Plan, *now is the time to do so*. For full details, plus samples of result-getting literature and promotional helps, write or wire: War Savings Staff, Section F, Treasury Department, 709 Twelfth Street NW., Washington, D. C.



Save With  
**War Savings Bonds**

This Space Is a Contribution to America's All-Out War Program by

STANDARD RATE & DATA SERVICE, INC.



# RADIO ADVERTISING

## RATES AND DATA



PUBLISHED BY

### STANDARD RATE & DATA SERVICE

WALTER E. BOTTHOF, President

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Indicates the radio station is a member of the National Association of Broadcasters.

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338 N. Michigan Avenue, Chicago, Ill.  
Phone Randolph 5616-5617-5619

NEW YORK OFFICE

420 Lexington Ave., Lexington 2-6611-2-6612

PACIFIC COAST REPRESENTATIVE  
DON HARWAY

504 Architects Bldg., 816 W. Fifth Street,  
Los Angeles, Calif., Mutual 8512

HF 6146  
R3R3

# LISTED RADIO STATIONS IN THE UNITED STATES

Stations Are Listed According to FCC Designation. See Individual Listings for Location of Transmitter.

KABC.....	San Antonio, Tex.	KGER.....	Long Beach, Calif.	KOMO.....	Seattle, Wash.	KYGB.....	Great Bend, Kans.
KABR.....	Aberdeen, S. D.	KGEZ.....	Kallispell, Mont.	KONO.....	San Antonio, Tex.	KVI.....	Tacoma, Wash.
KADA.....	Ada, Okla.	KGFF.....	Shawnee, Okla.	KOOS.....	Marshfield, Ore.	KVIC.....	Victoria, Tex.
KALB.....	Alexandria, La.	KGFJ.....	Los Angeles, Calif.	KORE.....	Eugene, Ore.	KVNU.....	Logan, Utah
KALE.....	Portland, Ore.	KGFL.....	Roswell, N. M.	KORN.....	Freemont, Neb.	KVOA.....	Tucson, Ariz.
KAND.....	Coreleana, Tex.	KGFV.....	Kearney, Neb.	KOTN.....	Pine Bluff, Ark.	KVOD.....	Denver, Colo.
KANS.....	Wichita, Kans.	KGFX.....	Pierre, S. D.	KOVC.....	Valley City, N. D.	KVOE.....	Santa Ana, Calif.
KARK.....	Little Rock, Ark.	KGGF.....	Coffeyville, Kans.	KOVO.....	Provo, Utah	KVOL.....	Lafayette, La.
KARM.....	Fresno, Calif.	KGGM.....	Albuquerque, N. M.	KOWH.....	Omaha, Neb.	KVOO.....	Tulsa, Okla.
KASA.....	Elk City, Okla.	KGHF.....	Pueblo, Colo.	KOY.....	Phoenix, Ariz.	KVOR.....	Colorado Springs, Colo.
KAST.....	Astoria, Ore.	KGHI.....	Little Rock, Ark.	KPAB.....	Laredo, Tex.	KVOS.....	Bellingham, Wash.
KATE.....	Albert Lea, Minn.	KGHL.....	Billings, Mont.	KPAC.....	Port Arthur, Tex.	KVOX.....	Moorhead, Minn.
KAVE.....	Carlsbad, N. M.	KGIR.....	Butte, Mont.	KPAS.....	Los Angeles, Calif.	KVRS.....	Rock Springs, Wyo.
KBIX.....	Muskogee, Okla.	KGIW.....	Alamosa, Colo.	KPDN.....	Pampa, Tex.	KVSS.....	Santa Fe, N. M.
KBKR.....	Ottumwa, Iowa	KGKB.....	Tyler, Tex.	KPFA.....	Holena, Neb.	KVVO.....	Alumora, Okla.
KBND.....	Baker, Ore.	KGKL.....	San Angelo, Tex.	KPHO.....	Phoenix, Ariz.	KVWC.....	Yonon, Wis.
KBNO.....	Bend, Ore.	KGKO.....	Fort Worth, Tex.	KPHL.....	Lake Charles, La.	KVWA.....	Waukegan, Ill.
KBON.....	Omaha, Nebr.	KGKY.....	Scottsbluff, Neb.	KPLC.....	Paris, Tex.	KVWB.....	Hutchinson, Kans.
KBPS.....	Portland, Ore.	KGLY.....	Mason City, Iowa	KPLT.....	Bakersfield, Calif.	KVWV.....	Hot Springs, Ark.
KBST.....	Big Spring, Tex.	KGLU.....	Safford, Ariz.	KPMC.....	Bakersfield, Calif.	KVWF.....	Wichita Falls, Tex.
KBTM.....	Jonesboro, Ark.	KGLM.....	Honolulu, Hawaii	KPOF.....	Denver, Colo.	KVWG.....	Stockton, Calif.
KBUR.....	Burlington, Iowa	KGMB.....	Honolulu, Hawaii	KPOW.....	Powell, Wyo.	KVWH.....	Liberty, Mo.
KBWD.....	Brownwood, Tex.	KGNC.....	Amarillo, Tex.	KPPC.....	Pasadena, Calif.	KVWJ.....	Globe, Ariz.
KCKN.....	Kansas City, Kans.	KGNE.....	North Platte, Neb.	KPPD.....	Wenatche, Wash.	KVWK.....	Portland, Ore.
KCMC.....	Texarkana, Tex.	KGNO.....	Dodge City, Kan.	KPRC.....	Houston, Tex.	KVWL.....	St. Louis, Mo.
KCMO.....	Kansas City, Mo.	KGO.....	San Francisco, Calif.	KPRD.....	Riverside, Calif.	KVWN.....	Shreveport, La.
KCRC.....	Enid, Okla.	KQU.....	Honolulu, Hawaii	KPRL.....	Pittsburgh, Pa.	KVWV.....	Los Angeles, Calif.
KCRJ.....	Jerome, Ariz.	KQVO.....	Missoula, Mont.	KPRO.....	San Jose, Calif.	KVWC.....	Decorah, Iowa
KDAL.....	Duluth, Minn.	KGW.....	Portland, Ore.	KQW.....	San Jose, Calif.	KVWD.....	Louevy, Wash.
KDB.....	Santa Barbara, Calif.	KGY.....	Olympia, Wash.	KRBA.....	Lufkin, Tex.	KVWE.....	Wilmington, Minn.
KDFN.....	Casper, Wyo.	KHAS.....	Hastings, Neb.	KRBC.....	Ablene, Tex.	KVWF.....	Poplar Bluff, Mo.
KDKA.....	Pittsburgh, Pa.	KHBC.....	Ello, Hawaii	KRBM.....	Bozeman, Mont.	KVWG.....	Bartlesville, Okla.
KDLR.....	Devils Lake, N. D.	KHBB.....	Okmulgee, Okla.	KRBE.....	Berkeley, Calif.	KVWH.....	Jefferson City, Mo.
KDNT.....	Denton, Tex.	KHJ.....	Los Angeles, Calif.	KRBO.....	Weslaco, Tex.	KVWI.....	Pendleton, Ore.
KDON.....	Monterey, Calif.	KHJ.....	Spokane, Wash.	KRCC.....	Beaumont, Tex.	KVWJ.....	Putnam, Wash.
KDRO.....	Sedalla, Mo.	KHMO.....	Hannibal, Mo.	KRCS.....	Corpus Christi, Tex.	KVWK.....	Springfield, Mo.
KDTH.....	Dubuque, Iowa	KHNL.....	Chico, Calif.	KRCL.....	Miles City, Mont.	KVWL.....	Sheridan, Wyo.
KDYL.....	Salt Lake City, Utah	KHUB.....	Watsonville, Calif.	KRCL.....	Los Angeles, Calif.	KVWM.....	Waterloo, Iowa
KECA.....	Los Angeles, Calif.	KICA.....	Clovis, N. M.	KRCL.....	Everett, Wash.	KVWN.....	Portland, Ore.
KEEW.....	Brownsville, Tex.	KID.....	Spencer, Iowa	KRCL.....	Lewistown, Idaho	KVWO.....	El Centro, Calif.
KELA.....	Centralia-Chehalis, Wash.	KID.....	Idaho Falls, Idaho	KRCL.....	Dallas, Tex.	KVWP.....	St. Louis, Mo.
KELD.....	El Dorado, Ark.	KID.....	Bolsjo, Idaho	KRCL.....	Midland, Tex.	KVWQ.....	Sweetwater, Tex.
KELO.....	Sioux Falls, S. D.	KIEM.....	Eureka, Calif.	KRCL.....	Shreveport, La.	KVWR.....	Aberdeen, Wash.
KENO.....	Las Vegas, Nev.	KIEV.....	Glendale, Calif.	KRCL.....	Roseburg, Ore.	KVWX.....	San Francisco, Calif.
KERN.....	Bakersfield, Calif.	KILO.....	Grand Forks, N. D.	KRCL.....	Des Moines, Iowa	KVY.....	Merced, Calif.
KEUB.....	Price, Utah	KINY.....	Juneau, Alaska	KRCL.....	Rochester, Minn.	KYAM.....	Mankato, Minn.
KEVE.....	Everett, Wash.	KIRO.....	Seattle, Wash.	KRCL.....	El Paso, Tex.	KYEM.....	Yuma, Ariz.
KEVJ.....	Seattle, Wash.	KIT.....	Clinton, Iowa	KRCL.....	Chicago, Ill.	KYFB.....	Worcester, Mass.
KEYS.....	Corpus Christi, Tex.	KIUL.....	Garden City, Kan.	KRCL.....	New York City, N. Y.	KYFD.....	Jersey City, N. J.
KFAB.....	Litcoln, Neb.	KIUN.....	Pecos, Tex.	KRCL.....	Bangor, Me.	KYFE.....	Albany, N. Y.
KFAC.....	Los Angeles, Calif.	KIUP.....	Durango, Colo.	KRCL.....	Waco, Tex.	KYFG.....	Akron, Ohio
KFAM.....	St. Cloud, Minn.	KJBS.....	San Francisco, Calif.	KRCL.....	Sherman, Tex.	KYGH.....	San Francisco, Calif.
KFAR.....	Fairbanks, Alaska	KJBR.....	Seattle, Wash.	KRCL.....	Seattle, Wash.	KYGI.....	Syracuse, N. Y.
KFBB.....	Great Falls, Mont.	KJLB.....	La Grande, Ore.	KRCL.....	Manhattan, Kans.	KYH.....	Dothan, Ala.
KFBC.....	Cheyenne, Wyo.	KJLN.....	Blytheville, Ark.	KRCL.....	Salina, Kans.	KYI.....	Presque Isle, Me.
KFBL.....	Wichita, Kans.	KJLV.....	Ord, Utah	KRCL.....	Huntsville, Ala.	KYJ.....	Anderson, S. C.
KFBN.....	Sacramento, Calif.	KJLV.....	Minot, N. D.	KRCL.....	San Francisco, Calif.	KYK.....	Winston-Salem, N. C.
KFBD.....	Amarillo, Tex.	KJLV.....	Little Rock, Ark.	KRCL.....	San Francisco, Calif.	KYLA.....	Chicago, Ill.
KFBE.....	Beaumont, Tex.	KJLV.....	Oakland, Calif.	KRCL.....	St. Louis, Mo.	KYLB.....	Morgantown, W. Va.
KFBL.....	Denver, Colo.	KJLV.....	Galveston, Tex.	KRCL.....	St. Louis, Mo.	KYLC.....	Akron, Ohio
KFEL.....	St. Joseph, Mo.	KJLV.....	Oakland, Calif.	KRCL.....	Pocatello, Idaho	KYLD.....	Mobile, Ala.
KFFA.....	Holena, Ark.	KJLV.....	Denver, Colo.	KRCL.....	San Francisco, Calif.	KYLE.....	Albany, Ga.
KFGQ.....	Boone, Iowa	KJLV.....	Shenandoah, Iowa	KRCL.....	Jamesstown, N. D.	KYLL.....	Middletown, N. Y.
KFH.....	Wichita, Kans.	KJLV.....	Kansas City, Mo.	KRCL.....	Dallas, Tex.	KYLM.....	Laurel, Miss.
KFHO.....	Spokane, Wash.	KJLV.....	Medford, Ore.	KRCL.....	Salt Lake City, Utah	KYLN.....	Vincennes, Ind.
KFIO.....	Spokane, Wash.	KJLV.....	Fresno, Calif.	KRCL.....	Salt Lake City, Utah	KYLO.....	Birmingham, Ala.
KFIZ.....	Fond du Lac, Wis.	KJLV.....	Monroe, La.	KRCL.....	Hot Springs, Ark.	KYLP.....	Chattanooga, Tenn.
KFJB.....	Marshalltown, Iowa	KJLV.....	Grand Island, Neb.	KRCL.....	Hot Springs, Ark.	KYLR.....	Sranton, Pa.
KFJC.....	Klamath Falls, Ore.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLS.....	Lafayette, Ind.
KFJM.....	Grand Forks, N. D.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLT.....	Atlanta, Ga.
KFJN.....	Fort Worth, Tex.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLU.....	Watertown, N. Y.
KFKA.....	Oreok, Colo.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Waterbury, Conn.
KFKU.....	Lawrence, Kans.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Ashland, Wis.
KFMD.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Louisville, Ky.
KFNE.....	Shenandoah, Iowa	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Zarephat, N. J.
KFOR.....	Lincoln, Neb.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Charlotte, N. C.
KFOX.....	Long Beach, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Waycross, Ga.
KFPW.....	Port Smith, Ark.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Hazleton, Pa.
KFPY.....	Spokane, Wash.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Lafayette, Ind.
KFQD.....	Anchorage, Alaska	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Atlanta, Ga.
KFRG.....	San Francisco, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Baltimore, Md.
KFRH.....	Promo, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Port Worth, Tex.
KFTO.....	Longview, Tex.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Wilkes-Barre, Pa.
KFTU.....	Columbia, Mo.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Rurlington, N. C.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Chicago, Ill.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	New York City, N. Y.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Panama City, Fla.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Bay City, Mich.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Buffalo, N. Y.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Huntsville, Ala.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Greensboro, N. C.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Knoxville, Tenn.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Clarksville, Tenn.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Macon, Ga.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Columbus, Ohio
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	New York City, N. Y.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Buffalo, N. Y.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Salisbury, Md.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Thoro Hunt, Ind.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Red Bank, N. D.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Birmingham, Ala.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Wilkes-Barre, Pa.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Pittsfield, Mass.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Welch, W. Va.
KFB.....	San Diego, Calif.	KJLV.....	Tacoma, Wash.	KRCL.....	Hot Springs, Ark.	KYLV.....	Waterbury, Conn.

LISTED RADIO STATIONS IN THE UNITED STATES -Continued

Table listing radio stations across the United States, including call letters, city names, and state abbreviations. The list is organized in three columns and covers various states from North Carolina to Wisconsin.

FREQUENCY MODULATION (FM) & TELEVISION See index in special section for FM and Television stations.

Radio Stations—arranged according to frequency

Table listing radio stations across various frequency bands (550, 600, 650, 700, 750, 800, 850, 900, 950, 1000 Kilocycles) with columns for station name, location, and broadcast days/nights.

Radio Stations—arranged according to frequency (continued)

1130 KILOCYCLES

Table listing radio stations for 1130 Kilocycles, including California-Stockton (KGGM), California-Shreveport (KRWK), Michigan-Pontiac (WCAR), Minnesota-Minneapolis (WDGY), and New York-New York (WNEW).

1140 KILOCYCLES

Table listing radio stations for 1140 Kilocycles, including South Dakota-Sioux Falls (KSOO) and Virginia-Richmond (WRYA).

1150 KILOCYCLES

Table listing radio stations for 1150 Kilocycles, including California-Los Angeles (KFSG), California-Los Angeles (KRRD), Delaware-Wilmington (WDEL), Kansas-Salina (KSAL), Louisiana-Baton Rouge (WJBO), Massachusetts-Boston (WCOP), Oklahoma-Lawton (KSNV), Illinois-New Kensington (WKPA), Tennessee-Chattanooga (WVAP), Texas-Austin (KTBC), Texas-College Station (WTAW), Washington-Seattle (KRSC), and Wisconsin-Milwaukee (WISN).

1160 KILOCYCLES

Table listing radio stations for 1160 Kilocycles, including Illinois-Chicago (WJJD) and Utah-Salt Lake City (KSL).

1170 KILOCYCLES

Table listing radio stations for 1170 Kilocycles, including Alabama-Birmingham (WAPI), Oklahoma-Tulsa (KVOO), and West Virginia-Wheeling (WVVA).

1180 KILOCYCLES

Table listing radio stations for 1180 Kilocycles, including Illinois-Jacksonville (WLDS) and New York-Rochester (WHAAM).

1190 KILOCYCLES

Table listing radio stations for 1190 Kilocycles, including Indiana-Fort Wayne (WVOW), New York-New York (WLIB), and Oregon-Portland (KEX).

1200 KILOCYCLES

Table listing radio stations for 1200 Kilocycles, including Texas-San Antonio (WOAI).

1210 KILOCYCLES

Table listing radio stations for 1210 Kilocycles, including Pennsylvania-Philadelphia (WCAU).

1220 KILOCYCLES

Table listing radio stations for 1220 Kilocycles, including New York-Newburgh (WGNX).

1230 KILOCYCLES

Table listing radio stations for 1230 Kilocycles, including Alabama-Huntsville (WBHP), Alabama-Mobile (WMOB), Alabama-Tuscaloosa (WJRD), Arizona-Biabe (KSNB), Arizona-Phoenix (KPHO), Arkansas-Jonesboro (KBTM), Arkansas-Little Rock (KGHI), California-Los Angeles (KGFJ), California-Redding (KYCV), California-San Luis Obispo (KYEC), California-Stockton (KRWG), Colorado-Sterling (KGEK), Connecticut-Hartford (WTEH), Florida-Orlando (WLOF), Florida-Panama City (WDLP), Florida-West Palm Beach (WJNO), Georgia-Columbus (WVBL), Georgia-Dalton (WVBL), Georgia-Waycross (WYAX), Hawaii-Hilo (KHCB), Idaho-Nampa (KFXD), Illinois-Bloomington (WJBC), Indiana-Hammond (WOOB), Indiana-Huntington (WJOW), Iowa-Marshalltown (KFJB), Kentucky-Hopkinsville (WHOP), Louisiana-Monroe (KMML), Louisiana-New Orleans (WJBB), Maryland-Baltimore (WPTD), Maryland-Salisbury (WBOC), Massachusetts-Salem (WESX), Michigan-Lapeer (WAPC), Michigan-Sault Ste. Marie (WSOO), Minnesota-Fergus Falls (KGDE), Minnesota-Mankato (KYSM), Minnesota-Sibley (KYSM), Mississippi-McComb (WYCB), Missouri-St. Louis (WLL), Nebraska-Hastings (KHAS), New Mexico-Las Vegas (KFUN), New York-Elmira (WENY), New York-Utica (WIBX), North Carolina-Asheville (WISB), North Carolina-High Point (WFMR), North Carolina-Kinston (WPTC), North Carolina-Roanoke Rapids (WOBT), Ohio-Canton (WZBC), Ohio-Cincinnati (WCPO), Ohio-Columbus (WCOL), Ohio-Toledo (WTOL), Oklahoma-Aida (KADA), Oklahoma-Ponca City (WBBZ), Oregon-Astoria (KAST), Oregon-The Dalles (KODL), Oregon-Marshfield (KOOS), Pennsylvania-Du Bois (WCFB), Pennsylvania-Harrisburg (WBBO), South Carolina-Anderson (WAIM), South Carolina-Florence (WOLS), South Dakota-Rapid City (WCAT), South Dakota-Sioux Falls (KELO), Texas-Marillo (WOLG), Texas-Midland (KRLE), Utah-Logan (KYNV), Virginia-Lynchburg (WLVA), Washington-Bellingham (KVOS), Washington-Spokane (KPIO), West Virginia-Loran (WLOG), West Virginia-Morgantown (WAJR), Wisconsin-Appleton (WBXY), Wisconsin-Janesville (WCLO), Wisconsin-Superior (WDSM), Wyoming-Powell (KPOW).

1240 KILOCYCLES

Table listing radio stations for 1240 Kilocycles, including Alabama-Gadsden (WBY), Alabama-Montgomery (WCOV), Arizona-Globe (KWJB), Arizona-Yuma (KYUM), California-Monterey (KDON), California-Sacramento (KROY), California-San Bernardino (KPKM), Florida-Fort Myers (WFTM), Florida-St. Augustine (WFOY), Georgia-Augusta (WGAC), Georgia-Gainesville (WVGA), Georgia-La Grange (WLAG), Georgia-Macon (WVBL), Georgia-Thomsonville (WPAK), Illinois-Chicago (WEDC), Illinois-Chicago (WSEB), Illinois-Harrisburg (WBEQ), Illinois-Springfield (WTAX), Indiana-Anderson (WVBU), Iowa-Des Moines (KIBZ), Iowa-Ottumwa (KIBZ), Iowa-Spencer (KICD), Kansas-Garden City (KIUL), Kansas-Wichita (KANS), Kentucky-Louisville (WVNN), Louisiana-Alexandria (KALB), Maine-Leiston (WCOU), Maryland-Hagerstown (WJEL), Massachusetts-Cape Cod (WOCB), Massachusetts-Greenfield (WHAJ), Michigan-Lansing (WJIM), Minnesota-Hibbing (WVBF), Mississippi-Biloxi-Gulport (WOCM), Mississippi-Grenada (WGRM), Missouri-Jefferson City (KWOS), Montana-Helena (KPPA), Nebraska-Lincoln (KFOR), New Jersey-Bridgeton (WNSN), New Jersey-Red Bank (WBRB), New Mexico-Carlsbad (KAVZ), New Mexico-Clarksburg (KICA), New York-Freeport (WGBB), New York-Jamestown (WJTN), New York-Rochester (WSAY), New York-Schenectady (WSNY), New York-Watertown (WATN), New York-White Plains (WVLS), North Carolina-Charlotte (WSOC), North Carolina-Raleigh (WRAL), North Dakota-Devils Lake (KDLL), Ohio-Akron (WTVJ), Ohio-Lima (WLOK), Ohio-Zanesville (WVHZ), Oklahoma-Ardmore (KVVJ), Oklahoma-Elk City (KASA), Oklahoma-Oklahoma (KHHB), Oregon-Albany (KVLV), Oregon-Klamath Falls (KFJJ), Oregon-Pendleton (KWRC), Pennsylvania-Harrisburg (WVBC), Pennsylvania-Wilkes-Barre (WBAX), South Dakota-Watertown (KWAT), Tennessee-Knoxville (WBIR), Texas-Harlingen (KGBS), Texas-Kilgore (KOCA), Texas-San Antonio (KMAC), Texas-Sweetwater (KXOX), Utah-Provo (KOVO), Virginia-Petersburg (WPTD), Washington-Olympia (KGY), West Virginia-Beckley (WVLS), Wisconsin-Manitowish (WOMT), Wisconsin-Poyntelle (WVBU), Wisconsin-Rice Lake (WVIC), Wyoming-Cheyenne (KFCB).

1250 KILOCYCLES

Table listing radio stations for 1250 Kilocycles, including California-Santa Barbara (KTMS), Florida-Tampa (WDAE), Kansas-Lawrence (WBOC), Kansas-Lawrence (WREN), Pennsylvania-Pittsburgh (WGAE), South Carolina-Charleston (WTMA), Texas-Port Arthur (KPAC), Washington-Pullman (KWSC), and Washington-Seattle (KTVW).

1260 KILOCYCLES

Table listing radio stations for 1260 Kilocycles, including California-San Francisco (KYA), Dist. of Columbia-Washington (WOL), Indiana-Indianapolis (WIBM), Iowa-Boone (KFGQ), Massachusetts-Boston (WVAC), Missouri-Springfield (KGBX), and New Mexico-Albuquerque (KGGM).

1270 KILOCYCLES

Table listing radio stations for 1270 Kilocycles, including Florida-Jacksonville (WFDQ), Idaho-Twin Falls (KTFF), Illinois-Rock Island (WHBF), Massachusetts-Springfield (WSPR), Michigan-Detroit (WXYZ), North Dakota-Mandan (KGCY), and Texas-Fort Worth (KRJZ).

1280 KILOCYCLES

Table listing radio stations for 1280 Kilocycles, including California-Long Beach (KPOK), Illinois-Aurora (WVRO), Indiana-Evansville (WGBF), Louisiana-New Orleans (WDSU), Minn.-Minneapolis-St. Paul (WTCN), New Jersey-Newark (WVBI), New York-New York (WOW), Pennsylvania-New York (WKST), and Washington-Yakima (KIT).

1290 KILOCYCLES

Table listing radio stations for 1290 Kilocycles, including Arizona-Pucson (KVOA), Arizona-Siloam Springs (KUOA), California-Chico (KHSL), Georgia-Savannah (WTOC), Montana-Missoula (KGYO), Nebraska-Omaha (KOIL), and New Hampshire-Keene (WKNE).

Table listing radio stations for 1290 Kilocycles, including New York-Binghamton (WVNB), New York-Niagara Falls (WHLB), North Carolina-Hickory (WHKY), Ohio-Dayton (WHDY), Texas-Weslaco (KRGV), and Virginia-Fredericksburg (WFFA).

1300 KILOCYCLES

Table listing radio stations for 1300 Kilocycles, including Colorado-Colorado Springs (KVOR), Iowa-Massena City (KGLQ), Maryland-Baltimore (WFBR), Michigan-Grand Rapids (WOOD-WASH), Mississippi-Jackson (WJDX), and Washington-Seattle (KOL).

1310 KILOCYCLES

Table listing radio stations for 1310 Kilocycles, including California-Oakland (KLS), Indiana-Indianapolis (WISH), Massachusetts-Worcester (WOCR), Montana-Great Falls (KFBB), New Jersey-Asbury Park (WCAP), New Jersey-Camden (WCAM), New Jersey-Trenton (WTNJ), New York-New York (WVFD), Tennessee-Chattanooga (WODD), Texas-Dallas (WRR), and Wisconsin-Madison (WIBA).

1320 KILOCYCLES

Table listing radio stations for 1320 Kilocycles, including Connecticut-Waterbury (WATR), Florida-Jacksonville (WJFP), Minnesota-Duluth (WVDB), Minnesota-Saranac Lake (WNEB), Minnesota-Pittsburgh (WJAS), Puerto Rico-San Juan (WVNL), and Utah-Salt Lake City (KDYL).

1330 KILOCYCLES

Table listing radio stations for 1330 Kilocycles, including Florida-Miami Beach (WKAT), California-Los Angeles (KPCF), Kansas-Wichita (KPH), Minnesota-Minneapolis (WLOL), New York-New York (WBBR), New York-Troy (WLAZ), Ohio-Findlay (WFIN), Oregon-Portland (KALB), South Carolina-Greenville (WFBC), and Wisconsin-Sheboygan (WIBL).

1340 KILOCYCLES

Table listing radio stations for 1340 Kilocycles, including Arizona-Jerome (KCRJ), Arkansas-Hot Springs (KVPF), California-Fresno (KPRE), California-Watsonville (WHUB), Colorado-Denver (KMYR), Dist. of Columbia-Washington (WINX), Florida-Lakeland (WLAK), Fla.-Palm Beach-Lake Worth (WVFP), Florida-Tallahassee (WVAL), Georgia-Athens (WATL), Georgia-Cedarturn (WGAA), Georgia-Savannah (WSAV), Georgia-West Point (WDAK), Illinois-Decatur (WSOY), Illinois-Herrin (WVFP), Illinois-Jet (WVCS), Illinois-Quincy (WVTR), Indiana-Muncie (WLBZ), Iowa-Clinton (KROS), Kansas-Kansas City (KCKN), Kentucky-Ashland (WGM), Kentucky-Bowling Green (WLBZ), Louisiana-Lafayette (KPOL), Louisiana-Shreveport (KRAD), Massachusetts-Pittsburg (WEIM), Massachusetts-New Bedford (WNBH), Massachusetts-Pittsfield (WBRK), Michigan-Grand Rapids (WLAU), Michigan-Marquette (WMIJ), Michigan-Royal Oak (WVBL), Minnesota-Moorhead (KVOX), Minnesota-Rochester (KROC), Minnesota-Wilmar (KWLA), Mississippi-Greenville (WVPR), Mississippi-Laurel (WAML), Missouri-Hannibal (KHMO), Missouri-Poplar Bluff (KWOC), Montana-Kalispell (KGEZ), Montana-Miles City (KRFJ), Nebraska-Kearney (KGFV), New Hampshire-Laconia (WLNH), New Mexico-Santa Fe (KVSF), New York-Auburn (WABO), New York-Buffalo (WBRB), New York-Middletown (WALL), New York-Plattsburgh (WMPF), North Carolina-Wilson (WGTM), North Carolina-Winston-Salem (WAIR), Ohio-Pringsfield (WVIZ), Ohio-Steubenville (WSTV), Oklahoma-Oklahoma City (KOCC), Oklahoma-Tulsa (KOME), Oregon-Bend (KBND), Oregon-Grants Pass (KUIN), Pennsylvania-Allentown (WFDQ), Pennsylvania-Scranton (WVSA), Pennsylvania-Philadelphia (WHTA), Pennsylvania-Philadelphia (WTEL), Pennsylvania-Reading (WLAU), Pennsylvania-Wilkes-Barre (WBRE), Puerto Rico-Ponce (WPAB), South Carolina-Sumter (WFIG), Texas-Corpus Christi (KXAN), Texas-Lubbock (KPYO), Texas-Lufkin (KRBA), Texas-Pampa (KPDN), Texas-Victoria (KVIC), Utah-Cedar Breaks (KSTB), Virginia-Forsyth (WJMA), Virginia-Newport News (WGH), Washington-Aberdeen (KXRO), West Virginia-Welch (WBRV), Wisconsin-Milwaukee (WEMF), and Wisconsin-Wisconsin Rapids (WFR).

Radio Stations—arranged according to frequency (continued)

Table listing radio stations across various states, organized by frequency bands (1350, 1360, 1370, 1380, 1390, 1400, 1450, 1470, 1480, 1490 Kilocycles). Each entry includes the station name, call letters, and broadcast days/nights.



TRANSCRIPTION LIBRARY SERVICES

Associated Recorded Program Service, 25 West 45th Street, New York City.
Lang-Future Feature Programs, Inc., 420 Madison Avenue, New York City.
C. P. MacGregor, 729 S. Western Avenue, Hollywood, California.
NAB Bureau of Copyrights, Incorporated, Normandy Building, Washington, D. C.

National Broadcasting Co., Radio-Recording Division (NBC Thesaurus),
30 Rockefeller Plaza, New York City; Merchandise Mart, Chicago, Illinois.
Standard Radio, 360 N. Michigan Ave., Chicago, Ill.; 6404 Hollywood Blvd.,
Hollywood, Calif.
World Broadcasting System, Inc., 711 Fifth Avenue, New York City.

ALABAMA
Bessemer: WJLD-World
Birmingham: WSGN-NBC Thesaurus; NAB-Lang-Worth
WIRC-NAB-Lang-Worth; Standard
Dothan: WAGF-Standard
Monticello: WALA-Standard
WMOB-World; NBC Thesaurus
Montgomery: WGVY-C. P. MacGregor
WSFA-NBC Thesaurus; NAB Bureau of Copyrights
Tuscaloosa: WJRD-World; C. P. MacGregor

ALASKA
Anchorage: KPOD-C. P. MacGregor; NAB-Lang-Worth
Fairbanks: KFAR-NBC Thesaurus; C. P. MacGregor; World
Juneau: KINY-C. P. MacGregor; NAB-Lang-Worth
Kodiak: KOKI-Standard; NBC Thesaurus

ARIZONA
Phoenix: KOY-World; NAB-Lang-Worth
Flagstaff: KFBO-Associated
KPNR-NBC Thesaurus; Standard; NAB-Lang-Worth; C. P. MacGregor
Safford: KGLU-C. P. MacGregor; Standard
Prescott: KYCA-NBC Thesaurus
Tucson: KTUC-World; NAB-Lang-Worth
KYOA-NBC Thesaurus
Yuma: KYUM-NBC Thesaurus

ARKANSAS
El Dorado: KELD-Standard
Fort Smith: KFPW-NBC Thesaurus; Associated; World
Helena: KFFA-NBC Thesaurus
Hot Springs: KTSS-Standard
Little Rock: KARK-Standard
KGHI-Standard; C. P. MacGregor
KLRA-NBC Thesaurus
Pine Bluff: KOTN-C. P. MacGregor
Shoem Springs: KTOA-World; NAB-Lang-Worth

CALIFORNIA
Bakersfield: KERN-Standard
KPMO-World; NBC Thesaurus; NAB-Lang-Worth
Berkeley: KRE-Standard; NAB-Lang-Worth
Chico: KHSL-C. P. MacGregor; Standard
El Centro: KXO-Standard
Eureka: KIEM-World; NAB-Lang-Worth; C. P. MacGregor
Eureka: KFRE-Associated
KMJ-NBC Thesaurus
Long Beach: KFOY-Standard; NAB-Lang-Worth; C. P. MacGregor
RGET-World; Standard; NAB Bureau of Copyrights; C. P. MacGregor; NAB-Lang-Worth
Los Angeles: KECA-NAB Bureau of Copyrights; NAB-Lang-Worth
KFTI-Standard; NAB-Lang-Worth
KFVD-NAB-Lang-Worth; C. P. MacGregor
KGFJ-Associated; Standard
KTLN-World
KMPC-C. P. MacGregor; NAB-Lang-Worth; Associated; NBC Thesaurus
KMTR-Standard; NAB-Lang-Worth
KTNV-Associated
KTPS-NAB-Lang-Worth
Marshall: KNVC-Standard

Merced: KYOS-Standard; C. P. MacGregor
Modesto: KTRB-NAB-Lang-Worth
Montezuma: KDON-NBC Thesaurus
Oakland: KLVN-World
KXII-World
KROW-Standard; NAB-Lang-Worth
Pasadena: KPAB-NAB-Lang-Worth
Redding: KVCV-C. P. MacGregor; Standard
Riverside: KPRO-World; Associated
Sacramento: KPBC-NBC Thesaurus
KROY-Standard
San Bernardino: KFXM-Standard; C. P. MacGregor
San Diego: KPMB-Standard
KFSN-NBC Thesaurus; C. P. MacGregor
KGB-World
San Francisco: KPRC-World
KGO-NBC Thesaurus; Standard
KFO-NBC Thesaurus; Standard
KJBS-NAB-Lang-Worth; Standard
KSAN-C. P. MacGregor; Standard
KSFQ-Standard; NAB-Lang-Worth; Associated
KYA-Associated; Standard
San Jose: KQW-NBC Thesaurus; Standard; C. P. MacGregor
San Luis Obispo: KVEC-Standard
Santa Ana: KVOE-C. P. MacGregor
Santa Barbara: KDB-World
Santa Rosa: KSRQ-World; NBC Thesaurus
Stockton: KWG-Standard
KGDW-World
Visalia: KTRV-NAB-Lang-Worth; C. P. MacGregor; World
Watsonville: KHUB-World

COLORADO
Colorado Springs: KVCB-NAB-Lang-Worth; NBC Thesaurus; C. P. MacGregor
Denver: KPFL-World; Standard; NAB-Lang-Worth; C. P. MacGregor
KMYI-Standard
KYOD-Associated; NAB-Lang-Worth; C. P. MacGregor
KIZZ-Associated
KOA-NBC Thesaurus; Standard
Grand Junction: KFXJ-World
Greeley: KFKA-NAB-Lang-Worth
La Junta: KOKO-Standard
Pueblo: KGHP-World

CONNECTICUT
Bridgeport: WPCO-Associated; Standard
WVAB-NAB-Lang-Worth
Hartford: WDRG-Associated; NAB-Lang-Worth
WVBC-NAB-Lang-Worth; Standard
WTHR-NAB Bureau of Copyrights; NAB-Lang-Worth
WTHI-World; NAB-Lang-Worth
F M
W 65 H-Associated
New Haven: WHPV-World
Stamford: WSRW-World
Waterbury: WATR-NAB-Lang-Worth
WBRV-NBC Thesaurus

DELAWARE
Wilmington: WDEL-NAB-Lang-Worth
WILM-NBC Thesaurus

DISTRICT OF COLUMBIA
Washington, D. C.: WWSV-World; NAB Bureau of Copyrights; NAB-Lang-Worth

FLORIDA
Daytona Beach: WMFJ-NAB-Lang-Worth; Associated
Fort Lauderdale: WFTL-Associated
Fort Myers: WFTM-Associated
Gainesville: WRUF-World; NAB-Lang-Worth
Jacksonville: WJAX-NBC Thesaurus
WFLD-NAB-Lang-Worth
WMBR-NAB Bureau of Copyrights; C. P. MacGregor; NAB-Lang-Worth
WPDQ-Standard
Lakewood: WWPQ-NAB-Lang-Worth
Miami: WIOD-Associated; Standard
WQAM-World; NAB-Lang-Worth
Miami Beach: WKAT-Associated
Orlando: WWSW-World
Panama City: WDLF-Standard
Pensacola: WCOA-Associated
St. Petersburg: WSDN-Associated
Sarasota: WSPB-World
Tallahassee: WTAL-NAB-Lang-Worth
Tampa: WDAE-World
West Palm Beach: WFLA-NBC Thesaurus
WJNO-Standard; C. P. MacGregor

GEORGIA
Albany: WALB-Associated
WGPC-C. P. MacGregor; NAB-Lang-Worth; World
Athens: WGAU-Standard
Atlanta: WAGA-C. P. MacGregor; Associated
WATL-NAB-Lang-Worth
WGST-World; NAB-Lang-Worth
WSB-NAB-Lang-Worth; C. P. MacGregor; Standard
Augusta: WGA-Associated
Brunswick: WJOG-NBC Thesaurus
Columbus: WRBL-NAB-Lang-Worth
Cordele: WJIM-C. P. MacGregor
Griffin: WKEU-C. P. MacGregor
LaGrange: WLAG-World
Macon: WRML-NBC Thesaurus
WMAZ-World; NAB-Lang-Worth
Moultrie: WMGA-NBC Thesaurus
Rome: WRGA-C. P. MacGregor
Savannah: WSA-Associated
WTOO-NAB-Lang-Worth; Standard
Toccoa: WRLO-NAB-Lang-Worth
Valdosta: WGOV-World
Waycross: WYAX-World
West Point: WDAK-Associated; C. P. MacGregor

HAWAII
Hilo: KHRN-C. P. MacGregor; World
Honolulu: KGMB-Associated; World; C. P. MacGregor; NAB Bureau of Copyrights
KGO-NBC Thesaurus; NAB-Lang-Worth
Lihue: KTOH-Standard

IDAHO
Boise: KIDO-World; C. P. MacGregor
Lewiston: KRCC-World; NAB-Lang-Worth; C. P. MacGregor
Nampa: KFSD-NAB-Lang-Worth; NBC Thesaurus; C. P. MacGregor
Pocatello: KSEI-C. P. MacGregor; Lang-Worth; Standard
Twin Falls: KTFJ-C. P. MacGregor; NAB-Lang-Worth; Standard
Wallace: KWAL-Standard

ILLINOIS
Aurora: WMRO-Standard
Hannibal: WBCN-NAB-Lang-Worth
Chicago: WAAP-NAB Lang-Worth; Standard
WAIT-NAB Bureau of Copyrights; Associated
WBBM-Associated; NAB-Lang-Worth
WCFR-Standard
WENR-Standard
WGES-NAB Bureau of Copyrights
WGN-World; Associated
WJLD-NAB-Lang-Worth
WLS-NAB-Lang-Worth
WMAQ-NBC Thesaurus; Standard
WSBC-NAB Bureau of Copyrights; Associated
F M
W 51 C-World; Standard; Associated
W 59 C-Associated
Danville: WDAN-Standard
Decatur: WSOY-Standard
Galesburg: WGLH-Standard
Herrin: WJPP-Standard
Jacksonville: WJLS-Standard
Joliet: WCLS-Associated
Peoria: WABD-NAB-Lang-Worth; Standard
Quincy: WTAD-Associated; NAB-Lang-Worth
Rockford: WROK-Standard
Rock Island: WBBF-Standard; NAB-Lang-Worth
Springfield: WFAX-Associated
Tueleville: WDD-NAB-Lang-Worth
Urbana: WILL-NAB-Lang-Worth

INDIANA
Anderson: WFBV-Standard
Elmer: WBOC-World; Standard
Evansville: WGRF-World
WEOA-World
Fort Wayne: WOWO-C. P. MacGregor
WGL-Standard
Gary: WIND-NAB-Lang-Worth
Hammond: WJWC-NAB-Lang-Worth; Standard; Associated
Indianapolis: WTRM-Associated
WIRC-NBC Thesaurus; NAB-Lang-Worth
WIRE-NAB-Lang-Worth; World
WISH-Standard
Kokomo: WKMO-NAB-Lang-Worth
Muncie: WLBC-Standard
Richmond: WTBV-NAB-Lang-Worth
South Bend: WSBT-Standard; NDC-Thesaurus
Terre Haute: WROW-NAB-Lang-Worth; World
Vincennes: WAOV-NAB-Lang-Worth; World

IOWA
Burlington: KIBW-Standard
Cedar Rapids: WMT-World; NAB Bureau of Copyrights; NAB-Lang-Worth
Lithue: KTOH-Standard

KLinton: KROS-Standard
Dayton: WOC-NBC Thesaurus
Des Moines: KRNT-NAB-Lang-Worth; Standard
KSO-Standard; NAB-Lang-Worth
WIB-NBC Thesaurus; NAB-Lang-Worth
Dubuque: KDTH-Standard; NAB-Lang-Worth
WKBB-Associated
Marshalltown: KMA-NAB-Lang-Worth; NAB-Lang-Worth
Maquoket: KGLO-NBC Thesaurus; NAB-Lang-Worth; Standard
Ottumwa: KBIZ-Standard
Stamford: KFNJ-Standard
KMA-NAB-Lang-Worth
Stout City: KSCJ-C. P. MacGregor
KTRT-Associated
Spencer: KICD-NAB-Lang-Worth
Waterloo: KXEL-Standard
KANSAS
Atchison: KVAK-C. P. MacGregor
Colver: KGGF-NBC Thesaurus
Dodge City: KGNQ-Standard
Emporia: KTSW-C. P. MacGregor
Garden City: KIUL-NAB Bureau of Copyrights
Great Bend: KXVB-NAB-Lang-Worth
Hutchinson: KWBW-Standard; NAB-Lang-Worth
Kansas City: KCKN-Standard; NAB-Lang-Worth
Lawrence: WREN-NBC Thesaurus
Pittsburg: KOAM-C. P. MacGregor
Salina: KRAL-NBC Thesaurus; NAB-Lang-Worth
Topeka: WTBW-Standard; NAB-Lang-Worth
Wichita: KANS-NBC Thesaurus; Standard
KFBP-Standard
KPH-NAB-Lang-Worth
KENTUCKY
Ashland: WCMJ-Standard
Bowling Green: WJWJ-Standard
Hartsville: WHLN-NAB-Lang-Worth; Standard
Henderson: WNCN-NBC Thesaurus; Associated
Hornsville: WHOP-World; Associated
Lexington: WLAP-Standard
Louisville: WAVE-NBC Thesaurus; NAB-Lang-Worth
WGRN-Standard; NAB-Lang-Worth
WHAS-Associated; NAB-Lang-Worth; Standard
WVNN-C. P. MacGregor
Owensboro: WOUB-Standard
Paducah: WPAD-C. P. MacGregor; World; Associated
LOUISIANA
Alexandria: KALB-Standard; NAB-Lang-Worth
Baton Rouge: WBO-World
Lafayette: KVOL-Standard
Monroe: KALB-Standard; NAB-Lang-Worth
New Orleans: WNOE-Standard
WDSU-C. P. MacGregor
WTRN-C. P. MacGregor
WSNB-NBC Thesaurus; NAB-Lang-Worth
WVLL-Standard
Shreveport: KTTN-NBC Thesaurus; NAB-Lang-Worth
KWBK-NAB Bureau of Copyrights; World
KPLC-Standard

# TRANSCRIPTION LIBRARY SERVICES—continued

Names and address of Services are listed at the top of first page of transcription services.

## MAINE

Augusta:  
WRDO—NAB-Lang-Worth; Associated

Bangor:  
WABI—Associated  
WLBZ—NBC Thesaurus

Lewiston:  
WCOU—Standard; C. P. MacGregor

Portland:  
WCSH—NBC Thesaurus  
WGAN—Standard

Baltimore:  
WBAL—NAB-Lang-Worth; Lang-Worth; Standard  
WCAO—NAB-Lang-Worth; C. P. MacGregor  
WCBM—NAB-Lang-Worth  
WEDR—Associated; NAB-Lang-Worth  
WTHH—NAB-Lang-Worth; Standard F M

Cumberland:  
WTBO—World

Frederick:  
WPMO—World

Hagerstown:  
WJEB—NAB Bureau of Copyrights

Salisbury:  
WROC—World

## MASSACHUSETTS

Boston:  
WBZ—Standard  
WCOB—Standard  
WEEI—World; NAB-Lang-Worth  
WHDH—NAB-Lang-Worth; C. P. MacGregor; Associated  
WJLW—World  
WMEX—NAB-Lang-Worth  
WVAC—Associated; Standard  
W 43 B—Associated

Cape Cod:  
WOCB—C. P. MacGregor; World

Fall River:  
WSAR—Standard; NAB-Lang-Worth

Fitchburg:  
WEIM—NAB-Lang-Worth

Greenfield:  
WHAI—World

Holyoke:  
WITN—Associated

Lawrence:  
WLAW—Standard; World; NBC Thesaurus

Lowell:  
WLLH—NAB-Lang-Worth; Associated

New Bedford:  
WNBH—NBC Thesaurus

Pittsfield:  
WBRK—NAB-Lang-Worth

Salem:  
WESX—Associated; World  
C. P. MacGregor

Springfield:  
WBZA—Standard  
WMAS—NAB-Lang-Worth; Associated  
WSPR—NAB-Lang-Worth

Ware:  
WVAB—Associated  
WORC—NBC Thesaurus  
WTAG—World; NAB-Lang-Worth; Associated

## MICHIGAN

Battle Creek:  
WELL—Associated

Bay City:  
WBCN—NBC Thesaurus; Associated

Calumet:  
WHDH—NAB-Lang-Worth; World; Standard

Detroit:  
WJBK—Associated; NAB Bureau of Copyrights; World  
WJR—World; NAB Bureau of Copyrights; Standard  
WJLB—NAB-Lang-Worth; NBC Thesaurus  
WWJ—NAB-Lang-Worth; Standard  
WXYZ—Associated; Standard

W 45 D—Standard; Associated

Escanaba:  
WDBC—Standard

Flint:  
WFDE—NAB-Lang-Worth

Grand Rapids:  
WLAW—Standard  
WOOD-WABE—Associated; NAB-Lang-Worth

Ironwood:  
WJMS—Associated

Kalamazoo:  
WKZO—C. P. MacGregor; Standard

Lansing:  
WJIM—Associated  
WIKR—NAB-Lang-Worth; Standard

Marquette:  
WDMJ—World

Muskegon:  
WKBZ—World; NAB-Lang-Worth

Pontiac:  
WCAL—NBC Thesaurus; Standard; NAB-Lang-Worth

Port Huron:  
WLLS—Associated

Saginaw:  
WSAM—Standard  
Sault Ste. Marie:  
WSOO—Standard

Traverse City:  
WTCM—Standard; NAB-Lang-Worth

## MINNESOTA

Albert Lea:  
KATE—World; C. P. MacGregor

Duluth:  
KDAL—NAB-Lang-Worth; Standard  
WEDO—NBC Thesaurus

Mankato:  
KYSM—NBC Thesaurus

Minneapolis-St. Paul:  
KSTP—NBC Thesaurus; World; Standard; NAB Bureau of Copyrights; NAB-Lang-Worth  
WCCO—NAB-Lang-Worth  
WDGY—Standard; NAB-Lang-Worth  
WLOI—Associated  
WMIN—Standard  
WTCN—Associated; NAB-Lang-Worth

Rochester:  
KROC—NAB-Lang-Worth; Standard

St. Cloud:  
KFAM—Standard

Winona:  
KWNO—Standard

## MISSISSIPPI

Columbus:  
WCBT—Standard

Greenville:  
WJPR—Associated

Greenwood:  
WGRM—C. P. MacGregor

Jackson:  
WDX—NBC Thesaurus; C. P. MacGregor  
WLSL—Standard

Laurel:  
WAML—World; Standard

McComb:  
WSKB—World

Vicksburg:  
WQBC—World; C. P. MacGregor

## MISSOURI

Cape Girardeau:  
KFVS—NAB-Lang-Worth; Standard

Columbia:  
KFRU—NBC Thesaurus; NAB-Lang-Worth

Hannibal:  
KHMO—NAB-Lang-Worth

Jefferson City:  
KWOS—World; NAB-Lang-Worth

Jeppia:  
WMBH—NAB Bureau of Copyrights; World

Kansas City:  
KCMM—NAB-Lang-Worth; Associated; C. P. MacGregor  
KNBC—World; NAB-Lang-Worth  
WBB—NAB Bureau of Copyrights  
WDAF—NAB-Lang-Worth

Poplar Bluff:  
KWOC—World

St. Joseph:  
KTEQ—NBC Thesaurus; Standard

St. Louis:  
KFUO—NAB-Lang-Worth  
KMOX—Associated; NAB-Lang-Worth  
KSD—NBC Thesaurus  
KWK—World  
KXOK—Associated; Standard; NAB-Lang-Worth  
WEW—NAB-Lang-Worth; Standard; Associated  
WFL—Standard; C. P. MacGregor; NAB-Lang-Worth

Springfield:  
KGBX—NBC Thesaurus  
KITTS—World  
KWTO—NAB Bureau of Copyrights; NAB-Lang-Worth; Standard

## MONTANA

Billings:  
KGHL—NBC Thesaurus; Standard

Bozeman:  
KBBM—NAB-Lang-Worth

Butte:  
KQIR—NAB-Lang-Worth; C. P. MacGregor

Great Falls:  
KFPB—Standard; NAB Bureau of Copyrights; C. P. MacGregor; NBC-Thesaurus

Helena:  
KPFA—NAB-Lang-Worth

KallsPELL:  
KGEZ—C. P. MacGregor

Miles City:  
KRIE—World

Missoula:  
KGVO—NAB-Lang-Worth

Slidery:  
KGCC—NAB-Lang-Worth; World; C. P. MacGregor; Standard

## NEBRASKA

Grand Island:  
KJMJ—Standard; NAB Bureau of Copyrights

Hastings:  
WLAS—World

Lincoln:  
KFAB—Standard  
KFOR—C. P. MacGregor; Standard

Norfolk:  
WVA—NAB-Lang-Worth

North Platte:  
KQNF—C. P. MacGregor; NAB-Lang-Worth

Omaha:  
KBON—NAB-Lang-Worth  
KOIL—C. P. MacGregor; Standard  
KQST—Standard  
KWOW—NBC Thesaurus; NAB-Lang-Worth

Scottsbluff:  
KGKY—NBC Thesaurus; Standard

## NEVADA

Las Vegas:  
KDNV—NBC Thesaurus

Reno:  
KOE—NAB Bureau of Copyrights; Associated

## NEW HAMPSHIRE

Laconia:  
WLNH—NBC Thesaurus

Manchester:  
WEEA—NBC Thesaurus; C. P. MacGregor  
WUUR—Associated

Keene:  
WKNE—NAB-Lang-Worth

Portsmouth:  
WZBB—C. P. MacGregor; NBC Thesaurus

## NEW JERSEY

Atlantic City:  
WBAE—NBC Thesaurus  
WTPG—Associated

Bridgeton:  
WSNJ—C. P. MacGregor; NAB-Lang-Worth

Camden:  
WCAM—Standard

Jersey City:  
WJAT—World  
WHOM—NAB-Lang-Worth

Paterson:  
WPAT—Associated

Trenton:  
WNTJ—NAB-Lang-Worth; C. P. MacGregor  
WTTM—Associated

## NEW MEXICO

Albuquerque:  
KGGM—World; C. P. MacGregor  
KOB—NBC Thesaurus

Clarks:  
KICA—Associated

Las Vegas:  
KRUN—Standard

Roswell:  
KGFL—C. P. MacGregor

Santa Fe:  
KVSF—World; C. P. MacGregor

Tucuman:  
KTNM—Standard

## NEW YORK

Albany:  
WABY—NAB-Lang-Worth; Standard  
WOKO—NAB-Lang-Worth; Standard

Auburn:  
WMBO—Standard

Batavia:  
WETA—NAB-Lang-Worth

Binhamton:  
WNE—C. P. MacGregor; NAB-Lang-Worth; World

Buffalo:  
WBEN—NBC Thesaurus; NAB-Lang-Worth  
WBNY—NAB-Lang-Worth  
WBBR—NAB Bureau of Copyrights; NBC Thesaurus; Standard  
WGR—Associated; World  
WKRW—Associated; World

Elmira:  
WENY—World

Freeport:  
WGBB—NBC Thesaurus

Ithaca:  
WHCU—World

Jamestown:  
WFTN—NAB Bureau of Copyrights; NAB-Lang-Worth; Associated

Kingston:  
WKNY—C. P. MacGregor

Newburgh:  
WNGY—World

New York:  
WABC—Associated; NAB-Lang-Worth  
WEAK—NBC Thesaurus  
WZZ—NBC Thesaurus  
WEVD—NAB-Lang-Worth  
WINS—NAB-Lang-Worth; World; Standard  
WLIB—Associated  
WNCA—Associated  
WNEW—World  
WOB—World  
WOV—NAB-Lang-Worth; Associated  
WQXR—World; Associated  
WWRL—NAB-Lang-Worth; F M

W 71 NY—Associated

Niagara Falls:  
WLD—C. P. MacGregor; Standard; NAB-Lang-Worth; Associated

Ogdensburg:  
WSLB—NBC Thesaurus

Olean:  
WHDL—World; Standard

Poughkeepsie:  
WKIP—Standard

Rochester:  
WHAM—World; NAB-Lang-Worth  
WHEC—Associated; Standard  
F M

W 51R—NAB-Lang-Worth

Saratoga Springs:  
WBEZ—Standard

Schenectady:  
WGY—NBC Thesaurus  
WSNY—NAB-Lang-Worth; F M

W 47 A—World; Associated

Syracuse:  
WFBI—World  
WSTL—Associated; NAB-Lang-Worth

Troy:  
WTRY—World; NAB-Lang-Worth

Utica:  
WTRV—World

Watertown:  
WATN—Standard  
WWNY—World

White Plains:  
WFAS—NAB-Lang-Worth; World

## NORTH CAROLINA

Ashville:  
WISE—NBC Thesaurus  
WYNO—C. P. MacGregor; NAB-Lang-Worth; Associated

Charlotte:  
WAYS—NAB-Lang-Worth  
WBT—NAB-Lang-Worth  
WSOC—NBC Thesaurus; Standard

Durham:  
WDNC—NAB-Lang-Worth

Elizabeth City:  
WCNC—World

Goldsthor:  
WGNB—C. P. MacGregor

Greensboro:  
WBIG—World; NAB-Lang-Worth; Standard  
WGBG—NAB-Lang-Worth

Greenville:  
WGTC—NAB-Lang-Worth

Hickory:  
WHKY—NBC Thesaurus

High Point:  
WMFR—NAB-Lang-Worth; C. P. MacGregor

New Bern:  
WBTB—NAB-Lang-Worth

Raleigh:  
WPTB—NBC Thesaurus; NAB-Lang-Worth  
WRAL—NAB-Lang-Worth

Rocky Mount:  
WREB—NAB Bureau of Copyrights

Wilson:  
WGTM—NAB Bureau of Copyrights; NAB-Lang-Worth  
Winston-Salem:  
WATL—NAB Bureau of Copyrights; World  
WSJS—NAB-Lang-Worth; C. P. MacGregor; Associated

## NORTH DAKOTA

Bismarck:  
KFYR—NAB-Lang-Worth; NBC Thesaurus

Devils Lake:  
KDLR—World

Fargo:  
WDAY—NBC Thesaurus

Grand Forks:  
KLO—NAB-Lang-Worth

Mandan:  
KGCU—C. P. MacGregor

Minot:  
KLPB—World

## OHIO

Akron:  
WADC—Standard  
WAKR—NBC Thesaurus  
WJW—NAB-Lang-Worth

Ashtabula:  
WJCA—Standard

Canton:  
WTEC—NBC Thesaurus

Cincinnati:  
WCKY—NAB Bureau of Copyrights; Standard; NAB-Lang-Worth  
WCPO—NAB-Lang-Worth; C. P. MacGregor; Standard; Associated  
WKRC—NAB-Lang-Worth  
WSAI—World; NAB-Lang-Worth

Cleveland:  
WGAB—NAB Bureau of Copyrights; World  
WVNG—NAB-Lang-Worth  
WTAM—NBC Thesaurus; Standard

Columbus:  
WBNS—NAB-Lang-Worth; World; Standard  
WCOL—NBC Thesaurus; C. P. MacGregor  
WTRC—NAB-Lang-Worth  
WOSU—NAB-Lang-Worth

Dayton:  
WTHO—Standard  
WVNG—NAB-Lang-Worth

Findlay:  
WFTN—NAB-Lang-Worth; Standard

Lima:  
WLOK—Standard; NAB-Lang-Worth

Mansfield:  
WLAN—Standard

Marion:  
WAIN—NBC Thesaurus

Portsmouth:  
WPAY—NAB-Lang-Worth

Springfield:  
WVZ—NAB-Lang-Worth

Staubenville:  
WSTV—NAB-Lang-Worth

Toledo:  
WSPD—NBC Thesaurus; NAB-Lang-Worth  
WTOH—Associated; Standard

Warren:  
WERN—NAB-Lang-Worth

Youngstown:  
WYCN—World; NAB-Lang-Worth  
WFMY—Standard; C. P. MacGregor; NAB-Lang-Worth

Zanesville:  
WEJZ—Standard; NAB-Lang-Worth

## OKLAHOMA

Bartlesville:  
KRWON—NAB-Lang-Worth

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KCRC—World

Lawton:  
KSWO—Standard

Oklahoma City:  
KOCT—C. P. MacGregor; NAB-Lang-Worth; Associated  
KOMA—Associated  
KTOK—NAB-Lang-Worth; World  
WKY—Standard

Oklahoma City:  
KLEB—NAB-Lang-Worth

Tulsa:  
KOME—Standard  
KTUL—NAB-Lang-Worth  
KVOW—NAB-Lang-Worth; Standard

## OREGON

Albany:  
KWIL—Standard

Astoria:  
KAST—NAB Bureau of Copyrights; Standard

Baker:  
KPER—C. P. MacGregor

Bend:  
KBND—Standard

Eugene:  
KORF—C. P. MacGregor

Grants Pass:  
KJUN—C. P. MacGregor; World

Klamath Falls:  
KPJJ—World

La Grande:  
KLEB—Standard

Medford:  
KNBD—NBC Thesaurus

Pendleton:  
KWRC—NAB-Lang-Worth

Portland:  
KALE—NAB-Lang-Worth; Associated  
KEX—NBC Thesaurus; NAB-Lang-Worth  
KGW—NBC Thesaurus; NAB-Lang-Worth  
KOIN—World; NAB-Lang-Worth; Associated  
KWJJ—Standard  
KXL—C. P. MacGregor; NAB-Lang-Worth; Standard

Roseburg:  
KBNR—Standard

Salem:  
KSLM—NAB-Lang-Worth

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Erie: WERC—Standard; Associated; NAB-Lang-Worth
Greensburg: WLB—NAB-Lang-Worth
Harrisburg: WHF—NAB-Lang-Worth; Standard
Hazleton: WAZL—NAB-Lang-Worth; NBC Thesaurus; C. P. MacGregor
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Levittown: WHTF—C. P. MacGregor; NBC Thesaurus
New Castle: WKST—NBC Thesaurus; Standard
New Kensington: WKPA—NAB-Lang-Worth
Philadelphia: KW—Standard
WCAU—NAB-Lang-Worth
WDAU—NAB-Lang-Worth
WFTL—Associated
WGLT—NAB Bureau of Copyrights
WIP—World
WPEN—NAB-Lang-Worth
Pittsburgh: KDEA—NBC Thesaurus; Standard
KQV—Standard; NAB-Lang-Worth
WCAE—World
WJAB—NAB Bureau of Copyrights
WWSV—Standard; Associated
Reading: WEEU—NAB-Lang-Worth; Standard; C. P. MacGregor
WRAW—NBC Thesaurus; NAB-Lang-Worth
Scranton: WARM—NBC Thesaurus
WGBT—NAB-Lang-Worth; World
Sharon: WPTC—Associated
Sunbury: WKOK—NAB Bureau of Copyrights; C. P. MacGregor; NAB-Lang-Worth
Uniontown: WMBN—NBC Thesaurus
Washington: WJPA—NAB-Lang-Worth
Wilkes-Barre: WBAX—NAB-Lang-Worth; Associated
WBRE—NAB-Lang-Worth; C. P. MacGregor
Williamsport: WRAK—Standard
York: WORK—NAB-Lang-Worth; Standard
WSBA—Associated; World

PUERTO RICO

San Juan: WIAC—Standard
WKAQ—Associated
WNEU—NAB-Lang-Worth

RHODE ISLAND

Pawtucket: WFCI—Standard
Providence: WEAN—Associated
WJAR—World
WPRO—NBC Thesaurus

SOUTH CAROLINA

Anderson: WAIM—NAB-Lang-Worth; World; C. P. MacGregor
Charleston: WSCO—NBC Thesaurus
WZMA—Standard; C. P. MacGregor
Columbia: WCOS—Associated; C. P. MacGregor
WIS—NBC Thesaurus
Greenville: WFBC—NBC Thesaurus; C. P. MacGregor
WMO—World

Spartanburg: WSPA—NAB-Lang-Worth; World
WORD—Standard; NBC Thesaurus
Sumter: WFIG—World

SOUTH DAKOTA

Aberdeen: KARR—C. P. MacGregor
Rapid City: KOBE—C. P. MacGregor; NAB-Lang-Worth
Sioux Falls: KSOO—NBC Thesaurus
Yankton: WNAX—Standard; NAB-Lang-Worth

TENNESSEE

Bristol: WOPI—NBC Thesaurus
Chattanooga: WAPC—NBC Thesaurus
WDEF—Standard
WDOD—NAB-Lang-Worth; C. P. MacGregor; Associated
Clarksville: WZMN—Standard
Cookeville: WHUB—Standard
Jackson: WJTS—World; Standard
Johnson City: WJL—Standard
Kingsport: WKPT—World; NAB-Lang-Worth; Standard
Knoxville: WBR—Associated
WNOX—Standard; NAB-Lang-Worth
WROL—C. P. MacGregor; NBC Thesaurus
Memphis: WMBQ—NAB-Lang-Worth
WMC—NBC Thesaurus; NAB-Lang-Worth; C. P. MacGregor
WMPB—NAB-Lang-Worth; Standard
WREC—World; NAB-Lang-Worth
Nashville: WLAC—World; C. P. MacGregor; NAB-Lang-Worth
WSM—NAB-Lang-Worth; Associated
WSIX—C. P. MacGregor; Standard; NAB-Lang-Worth; Associated

TEXAS

Amarillo: KONO—NAB-Lang-Worth; World
Austin: KNOW—NAB-Lang-Worth; Standard
Beaumont: KFDM—NBC Thesaurus
KJIC—World; C. P. MacGregor
Big Spring: KBST—Standard
Brownwood: KBWD—NBC Thesaurus
Corpus Christi: KEYS—Standard; NBC Thesaurus
Corsicana: KRIS—NAB-Lang-Worth
KAND—Standard
Dallas: KGKO—NAB-Lang-Worth
KSKY—Associated
WFAA—NAB-Lang-Worth; NBC Thesaurus
KRLD—Standard
El Paso: KHOD—Associated
KFSM—NBC Thesaurus; C. P. MacGregor; NAB-Lang-Worth
Fort Worth: KGKO—World
KFJZ—Standard
WBAP—NAB-Lang-Worth; World
Galveston: KTRF—Standard
Harrisburg: KGBS—Associated
Houston: KPRC—NBC Thesaurus
KXYZ—NAB-Lang-Worth
KTRH—World
Longview: KFRO—NAB-Lang-Worth; C. P. MacGregor
Lubbock: KFRO—NAB-Lang-Worth; C. P. MacGregor; World
Lufkin: KBBA—Standard
Midland: KRUE—C. P. MacGregor; NAB-Lang-Worth
Palestine: KNET—Standard
Pampa: KPDN—World
Paris: KPLT—Standard
Port Arthur: KPAC—Standard

San Antonio: KONO—C. P. MacGregor; NAB-Lang-Worth
KTSA—World; NAB-Lang-Worth
WQAI—NAB-Lang-Worth; Standard
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Weslaco: KRGV—World; NAB-Lang-Worth
Victoria: KLO—Standard
Wichita Falls: KWFT—C. P. MacGregor; Standard

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Cedar City: KSUB—C. P. MacGregor
Lozan: KVNU—Standard
Ogden: KLO—Standard
Salt Lake City: KDYL—NBC Thesaurus; World
KSL—C. P. MacGregor; Standard; NAB-Lang-Worth
KUTA—Standard

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Newport News: WGH—NAB-Lang-Worth; Standard
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WBLN—Associated; NAB-Lang-Worth
WBYA—World; NAB-Lang-Worth
Roanoke: WDBJ—World; NAB-Lang-Worth
WSSS—NBC Thesaurus; C. P. MacGregor; NAB-Lang-Worth
Suffolk: WLPN—NBC Thesaurus

WASHINGTON

Aberdeen: KXRO—Standard
Bellingham: KVAS—C. P. MacGregor; NAB-Lang-Worth; NBC Thesaurus
Centralia: KEIA—NAB-Lang-Worth; C. P. MacGregor
Everett: KEVE—World
KIRK—Standard
Longview: KWLC—C. P. MacGregor; NBC Thesaurus
Seattle: KEVR—Standard
KIRO—Standard; World; NAB-Lang-Worth
KID—NBC Thesaurus
KOL—NAB-Lang-Worth; C. P. MacGregor; Associated
KOMO—NBC Thesaurus
RRSC—NAB-Lang-Worth; Associated; C. P. MacGregor
KXA—NAB-Lang-Worth
Spokane: KFPY—NAB-Lang-Worth; C. P. MacGregor; Standard
KGA—NAB-Lang-Worth
KPTO—C. P. MacGregor; Lang-Worth; NBC Thesaurus
KHQ—Associated
Tacoma: KMO—NAB-Lang-Worth; World
KTVB—Standard
KVI—C. P. MacGregor; Associated; NAB-Lang-Worth

Vancouver: KVAN—Standard; NAB-Lang-Worth
Walla Walla: KUJ—World; NAB-Lang-Worth; C. P. MacGregor
Wenatchee: KPQ—NBC Thesaurus
Yakima: KIT—NAB-Lang-Worth; World

WEST VIRGINIA

Beckley: WJLS—NBC Thesaurus; Associated
Bluefield: WHIS—World; NAB-Lang-Worth
Charleston: WCHS—Standard
WGWV—NBC Thesaurus
Clarksburg: WBLE—NBC Thesaurus; Standard
Fairmont: WMMN—Standard; NAB-Lang-Worth
Huntington: WSAZ—NAB-Lang-Worth; World
Logan: WLOG—Standard
Morgantown: WJAJ—World
Parkersburg: WPAR—Standard
Welch: WBRW—Associated
Weirton: WKWK—Standard
WVVA—NBC Thesaurus; NAB-Lang-Worth
Williamson: WBTH—World

WISCONSIN

Appleton: WHBY—Standard
Eau Claire: WELM—C. P. MacGregor; NBC Thesaurus
Fond du Lac: KFIZ—Standard
Green Bay: WTAQ—Associated
Janesville: WLO—Standard
LaCrosse: WKLB—NAB-Lang-Worth; Standard
Madison: WEA—NAB-Lang-Worth; Standard
WIBA—World; Associated
Marquette: WJAM—Associated
Witwaukee: WISN—World; NAB-Lang-Worth; Standard
WMTB—NAB Bureau of Copyrights
WTMJ—Associated; NAB-Lang-Worth
W 55 M—World; Associated
Oshkosh: WOSH—Standard
Poyneff: WTB—Standard
Racine: WJLN—NAB-Lang-Worth; C. P. MacGregor
Rice Lake: WJMC—Standard
Sheboygan: WEHL—Standard
Wausau: WSAU—C. P. MacGregor; Associated
Wisconsin Rapids: WFER—Standard

WYOMING

Casper: KDFN—NAB-Lang-Worth
Powell: KPWF—Standard
Rock Springs: KVRB—C. P. MacGregor; NBC Thesaurus
Sheridan: KWTO—C. P. MacGregor; Standard

CANADA

ALBERTA
Calgary: CPAC—NBC Thesaurus; World
CFM—Standard; C. P. MacGregor; NAB-Lang-Worth
CJCF—Lang-Worth
Edmonton: CFRN—NAB-Lang-Worth; Standard
GEOA—NBC Thesaurus; World
Lethbridge: CJOC—NBC Thesaurus

BRITISH COLUMBIA

Kamloops: CFJC—Standard
Kelowna: CKOV—NBC Thesaurus
Nelson: CKLN—Standard
Trail: CJAT—NBC Thesaurus
Vancouver: CJOB—NBC Thesaurus
CKWK—World
Victoria: CJVI—NBC Thesaurus

MANITOBA

Brandon: CKX—NBC Thesaurus
Flin Flon: CFAR—World
Winnipeg: CKY—NBC Thesaurus
CJRC—World; NAB-Lang-Worth

NEW BRUNSWICK

Fredrickton: CFNB—NBC Thesaurus
Moncton: CKCW—World
Saint John: CHS—World

NOVA SCOTIA

Halifax: CHNS—NBC Thesaurus; NAB-Lang-Worth
Parkersburg: CJCB—NBC Thesaurus
Yarmouth: CJLS—NAB-Lang-Worth

ONTARIO

Brantford: CKPC—World
Fort William: CKFR—NBC Thesaurus
Hamilton: CHML—Standard; Associated
CKOC—NBC Thesaurus; World
Kinston: CKWS—NBC Thesaurus
Kirkland Lake: CKL—NBC Thesaurus; Associated
London: CFPL—NBC Thesaurus
North Bay: CFCH—NBC Thesaurus
Ottawa: CKOC—NAB-Lang-Worth; Associated
Owen Sound: CPOS—World
Pembroke: CHOV—NBC Thesaurus
Peterborough: CHEX—NBC Thesaurus
Prescott: CFLC—NAB-Lang-Worth
Sault Ste Marie: CJIC—NBC Thesaurus
Sudbury: CKSO—NBC Thesaurus; World
Timmins: CEGB—NBC Thesaurus
Toronto: CFRB—NAB-Lang-Worth; NBC Thesaurus
CKGL—World
CKLW—NAB-Lang-Worth; World

PRINCE EDWARD ISLAND

Charlottetown: CFXY—NAB-Lang-Worth; Standard

QUEBEC

Montreal: CFCE—NBC Thesaurus
CKAC—World; NAB-Lang-Worth
CHLP—Standard
Quebec: CHQ—NAB-Lang-Worth
CKV—World
Rouyn: CKRN—NBC Thesaurus
Sherbrooke: CHLT—NAB-Lang-Worth; NBC Thesaurus
Three Rivers: CHLN—World

SASKATCHEWAN

Moose Jaw: CHAB—NAB-Lang-Worth
Prince Albert: CKBI—World
Regina: CKOK—NBC Thesaurus; C. P. MacGregor; Standard
CJMB—World; NAB-Lang-Worth
Saskatoon: CFQC—NBC Thesaurus; Standard; NAB-Lang-Worth
Yorkton: CIGX—World

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For rates and data see listing under Minnesota.

ATLANTIC COAST NETWORK, INC.

Business Office—501 Madison Ave., New York City, Plaza 3-1535.

Rates effective August 1, 1942.

Basic Stations:

- WNEW—New York WELI—New Haven
WOPR—Boston WPEN—Philadelphia
WFCT—Pawtucket WFBR—Baltimore
WNBC—Hartford WWDC—Washington

Supplementary Stations

- WBOC—Salisbury WJEL—Hagerstown
(\*) Supplementary stations are members of the Maryland Coverage Network and fed from WFBR which acts as key station for that group.

Agency Commission

15% on net station time to accredited advertising agencies. On approved credit, accounts payable 10th of month following service.

General Advertising

Rates include cost of time only. (6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays)

BASIC NETWORK

Table with columns for station call letters and rates for 1 hr, 1/2 hr, 1/4 hr, and 5 min. Includes stations like WNEW, WOPR, WPEN, WFCT, WNBC, WELI, WWDC.

NORTH UNIT

Table with columns for station call letters and rates for 1 hr, 1/2 hr, 1/4 hr, and 5 min. Includes stations like WNEW, WFCT, WOPR, WNBC, WELI.

SOUTH UNIT

Table with columns for station call letters and rates for 1 hr, 1/2 hr, 1/4 hr, and 5 min. Includes stations like WNEW, WFBR, WPEN, WWDC.

Total 4 stations 1,245.00 757.00 493.00 270.00
Supplementary stations, WBOC and WJEL, may be added to Basic Network or South Unit at:
Both stations..... 150.00 97.50 62.50 30.00

(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)

BASIC NETWORK

Table with columns for station call letters and rates for 1 hr, 1/2 hr, 1/4 hr, and 5 min. Includes stations like WNEW, WFBR, WPEN, WFCT, WNBC, WELI, WWDC.

NORTH UNIT

Table with columns for station call letters and rates for 1 hr, 1/2 hr, 1/4 hr, and 5 min. Includes stations like WNEW, WFBR, WPEN, WFCT, WNBC, WELI.

SOUTH UNIT

Table with columns for station call letters and rates for 1 hr, 1/2 hr, 1/4 hr, and 5 min. Includes stations like WNEW, WFBR, WPEN, WFCT, WNBC, WELI.

Total 4 stations 735.00 442.00 288.00 157.50
Supplementary stations, WBOC and WJEL, may be added to Basic Network or South Unit at:
Both stations..... 110.00 70.00 40.50 25.00

DISCOUNTS

Table showing discounts for Basic Network and South Units based on number of lines and units. Includes categories like 13 lines, 26 lines, 52 lines, 104 lines.

Contract and Other Requirements

Advertising of beer and wines acceptable. All discounts are predicated upon completion of contracts within one year from date of first broadcast. Rates are for station time only. Talent costs upon request. Rates include line charges. Permanent lines are maintained. Contracts and copy subject to approval by network and individual stations.

Personnel: President—Harold A. Lafont. General Manager—Edward Colod.

BLUE NETWORK COMPANY, INCORPORATED



BLUE NETWORK

R.C.A. Bldg., 30 Rockefeller Plaza, New York City, Circle 7-5700.

Rate card dated June 15, 1942. (Card No. 30.)

General Advertising

BLUE NETWORK RATE CLASSIFICATIONS

All rates quoted on local time. Fractional rates do not apply to Honolulu or Havana Service. 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, 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. 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 proportion to corresponding one hour rate.

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 policies and approval of the Blue Network. The closing date is three weeks in advance of initial program.

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 that 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.

Weekly discounts for 13 or more consecutive weeks of network broadcasting on a gross contracted value of 1,000.00 or more:

Table showing weekly gross contracted value of network and corresponding discounts for split and full basic contracts.

Table showing full basic plus discounts for 1 through 6 groups.

All Blue Network contracts for the same advertiser (except contracts taking Blue Pacific Coast regional discounts) may be combined to determine the "Weekly Gross Contracted Value." The exact discount for each contract is determined by the total gross for all contracts and the number of groups covered by that contract. For example: An advertiser with two contracts, one for Basic and three groups and the other for Basic and six groups, totaling 7,000.00 earns a discount of 17-1/2% on the first contract and 25% on the second.

The six groups in the discount schedule are: Southeast and Florida.....One Group Southcentral.....One Group Southwest.....One Group Mountain and Pacific.....Two Groups Basic and Group Supplementaries totaling 1,000.00 or more at Gross Evening

Hour Rates.....One Group Each group must be ordered in its entirety with the complete Basic Blue Network in order to earn the group discount. The Mountain stations, if used without the Pacific stations, will not be considered as one group.

ANNUAL REBATE

An annual rebate for 52 consecutive weeks of network broadcasting of 12-1/2% of the gross billing will apply on all facilities used during the rebate-fiscal year, except on such facilities as are 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 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.

ANNUAL DISCOUNTS\*

Discounts from 27-1/2% to 45% in lieu of Weekly Volume Discounts and Annual Rebates will be allowed currently to advertisers whose contracted gross network billing equals or exceeds 1,200,000.00 within a 12 month fiscal year. The annual discounts apply to each contract as follows:

Table showing annual discounts for split basic, full basic, and full basic plus contracts for 1 through 6 groups.

Cash Discount

Two points of each discount listed under "Weekly Volume Discounts" and "Annual Discounts" are contingent upon full payment of bills on or before 12th day of month following month in which broadcast occurred. No cash discount on talent or special facilities.

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. Commissions are allowed only to recognized advertising agencies. No commission on program charges. \* Two points of each discount listed are contingent upon payment in accordance with paragraph "Cash Discount."

BLUE NETWORK RATES

NIGHT RATES

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

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

BASIC BLUE NETWORK

Table showing rates for Basic Blue Network stations: New York (WJZ), Boston (WBZ), Springfield (WSPR), Providence-Pawtucket (WFCT), Hartford (WVBT), Manchester (WAGU), New Haven (WELI), Bridgeport (WVAB), Philadelphia (WFIL), Baltimore (WCBM), Washington (WMAZ), Winchester (WVNC), Richmond (WRNL), Troy-Albany-Schenectady (WTRY), Saranac Lake (WNBZ), Plattsburg (WVFF), Syracuse (WAGE), Rochester (WVAM), Buffalo (WBBR), Pittsburgh (KGY), Wheeling (WVVA), Akron (WAKR), Cleveland (WELK), Detroit (WXYZ), Cincinnati (WVNC), Dayton (WING), Springfield (WIZE), Indianapolis (WISH), Fort Wayne (WOWO), Chicago (WENR-WLS), St. Louis (KXOK), Columbia (KFRU), Davenport-Rock Island-Moline (WOC), Minn.-St. Paul (WTCN), Waterloo (KXEL), Burlington (KBUR), Des Moines (KSO), Lawrence, Kan. (WLEN), Kansas City (KCMO).

Table showing rates for stations with no charge: Troy-Albany-Schenectady (WTRY), Saranac Lake (WNBZ), Plattsburg (WVFF), Syracuse (WAGE), Rochester (WVAM), Buffalo (WBBR), Pittsburgh (KGY), Wheeling (WVVA), Akron (WAKR), Cleveland (WELK), Detroit (WXYZ), Cincinnati (WVNC), Dayton (WING), Springfield (WIZE), Indianapolis (WISH), Fort Wayne (WOWO), Chicago (WENR-WLS), St. Louis (KXOK), Columbia (KFRU), Davenport-Rock Island-Moline (WOC), Minn.-St. Paul (WTCN), Waterloo (KXEL), Burlington (KBUR), Des Moines (KSO), Lawrence, Kan. (WLEN), Kansas City (KCMO).

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BLUE NETWORK COMPANY

Continued

Table listing stations for BLUE FLORIDA GROUP, including Jacksonville (WJXP), Miami (WKAT), Tampa-St. Petersburg (WSPN), Ocala (WTMC), Daytona Beach (WMEF), Orlando (WLOP), and Lake Worth (WVWP).

Summary table for BLUE FLORIDA GROUP showing totals for both groups (22 stations) with rates of 1,230.00, 738.00, and 490.00.

Table listing stations for BLUE SOUTHCENTRAL GROUP, including New Orleans (WDSU), Atlanta (WAGA), Birmingham (WBSN), Hot Springs (KTHS), Memphis (WMPB), Baton Rouge (WJBO), and Shreveport (KRMD).

Summary table for BLUE SOUTHCENTRAL GROUP showing totals for both groups (10 stations) with rates of 1,190.00, 714.00, and 476.00.

Table listing stations for BLUE SOUTHWESTERN GROUP, including Ft. Worth-Dallas (KGKO), Houston (KXNY), Wichita, Kans. (KFBI), Beaumont (KFDM), and Oklahoma Network stations like Tulsa (KOME) and Oklahoma City (KTOK).

Summary table for BLUE SOUTHWESTERN GROUP showing totals for both groups (14 stations) with rates of 1,430.00, 858.00, and 572.00.

Table listing stations for BLUE MOUNTAIN GROUP, including Denver (KVOD), Pueblo (KGHP), Cheyenne (KFBC), and Salt Lake City (KUTA).

Summary table for BLUE MOUNTAIN GROUP showing totals for both groups (4 stations) with rates of 360.00, 216.00, and 144.00.

Table listing stations for BLUE PACIFIC COAST GROUP, including Los Angeles (KECA), San Francisco (KGO), Seattle (KJVD), Spokane (KGA), Portland, Ore. (KEX), San Diego (KFSD), Fresno-Visalia (KTFC), Santa Barbara (KEMS), Sacramento (KFBC), Stockton (KJVD), Bakersfield (KERN), and Reno (KOH).

Summary table for BLUE PACIFIC COAST GROUP showing totals for both groups (12 stations) with rates of 1,670.00, 1,006.00, and 668.00.

Supplementary to Blue Pacific Coast Group: Vantecoe (KPO) 40.00 24.00 16.00

OTHER STATIONS AVAILABLE WITH THE BLUE NETWORK

BASIC SUPPLEMENTARIES

Table listing stations for BASIC SUPPLEMENTARIES, including Bangor (WLBZ), Augusta (WRDQ), Wilkes-Barre (WBRE), Allentown (WSAN), York (WOLK), Lancaster (WGAL), Harrisburg (WKBO), Altoona (WFPG), Johnstown (WJAC), Clarksville (WBLK), Bluefield (WBSK), Zanesville (WBZ), Columbus (WCOL), Grand Rapids (WOOD), Terre Haute (WBOV), Evansville (WGBF), Madison (WBA), Eau Claire (WEAU), and Minnesota Network stations like Mankato (KYSM) and Rochester (KRCC).

St. Cloud (KFAN), Duluth-Superior (WED), Hibbing (WAFG), Virginia (WHLB), Sioux Falls (KSOO)

PAN-AMERICAN SERVICE

Blue Network advertisers interested in Central and South American markets have available the Pan-American broadcasting services of short wave international stations, WRCA and WVNI.

DAY RATES

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

Table listing day rates for various stations, including New York (WJZ), Boston (WEDH), Springfield (WSPR), Providence-Pawtucket (WPCD), Hartford (WNBC), Manchester (WAMU), New Haven (WELI), and Bridgeport (WNAH).

Table listing rates for stations like Sioux Falls (KELO), Baltimore (WCBM), Washington (WMAL), Winchester, Va. (WINC), and Richmond (WRNL).

NORTHWESTERN GROUP

Table listing stations for NORTHWESTERN GROUP, including Fargo (WDAY), Bismarck (KPYR), and Midsouth Service stations like Nashville (WSM).

SOUTHWESTERN SUPPLEMENTARIES

Table listing stations for SOUTHWESTERN SUPPLEMENTARIES, including Pittsburg, Kans. (KOAM), Corpus Christi (KRIS), and Weslaco (KRGV).

NORTH MOUNTAIN GROUP

Table listing stations for NORTH MOUNTAIN GROUP, including Butte (KGR), Helena (KPPA), Bozeman (KRBM), Billings (KGBL), Boise (KIDO), and Poetello (KSEI).

SOUTH MOUNTAIN SERVICE

Table listing stations for SOUTH MOUNTAIN SERVICE, including El Paso (KTSM) and Albuquerque (KOB).

PACIFIC SUPPLEMENTARIES

ARIZONA GROUP

Table listing stations for ARIZONA GROUP, including Tucson (KVOA) and Yuma (KYUM).

CANADIAN

Table listing stations for CANADIAN, including Toronto (CBL) and Montreal (CBF).

OVERSEAS SERVICE

Table listing stations for OVERSEAS SERVICE, including Havana (CMX) and Honolulu (KGU).

DISCOUNTS, COMMISSIONS AND RATE CLASSIFICATIONS ON OTHER STATIONS AVAILABLE WITH THE BLUE NETWORK AND STATION WLW

Weekly Discounts for 13 or more consecutive weeks Network Broadcasting (Weekly Gross Contracted value of network time):

Table showing discount rates for weekly contracts: Less than 1,000.00 (None), 1,000.00 or more but less than 3,000.00 (2-1/2%), 3,000.00 or more but less than 6,000.00 (5%), 6,000.00 or more but less than 10,000.00 (7-1/2%), 10,000.00 or more but less than 15,000.00 (10%), 15,000.00 or more (12-1/2%).

All Blue Network contracts for the same advertiser, except contracts taking Blue Pacific regional discounts, may be combined to determine the weekly discount rate.

When any of the above stations or WLW are included in a Blue Network contract, the gross rates for such stations may be used to calculate the Total Weekly Gross Contracted Value in determining the weekly discounts applicable to the advertiser's Blue Network Stations.

Network programs between 8:00 p.m. and 10:00 p.m. New York time: Where WLW is used on network programs between 8:00 p.m. and 10:00 p.m., New York time, the weekly rate of discount (or the annual discount) for WLW only will be reduced 5%.

Annual Rebate for 52 consecutive weeks of Network Broadcasting: Refer to "Discounts and Commissions" for Blue Network stations.

25% Annual Discount: A discount of 25% in lieu of weekly volume discounts and annual rebate will be allowed currently to advertisers whose contracted gross network billing equals or exceeds 1,200,000.00 in a 12 month fiscal year period.

Cash Discount and Agency Commission: Refer to "Discounts and Commissions" for Blue Network stations.

Rate Classifications: The same as for Blue Network stations, except that the rate for WLW between 12:00 noon to 4:00 p.m. Sundays only is three-quarters of the gross rates.

Terms of Use and Production Services: See explanation at beginning of listing.

Blue Network advertisers interested in Central and South American markets have available the Pan-American broadcasting services of short wave international stations, WRCA and WVNI.

A Pan-American program may be broadcast simultaneously with the domestic program over the Blue Network if the language period permits, or delayed broadcasts may be arranged at hours most suitable for the markets to be reached.

Table listing rates for stations like Philadelphia (WFIL), Baltimore (WCBM), Washington (WMAL), Winchester, Va. (WINC), and Richmond (WRNL).

BLUE FLORIDA GROUP

Table listing stations for BLUE FLORIDA GROUP, including Jacksonville (WJXP), Miami (WKAT), Tampa-St. Petersburg (WSPN), Ocala (WTMC), Daytona Beach (WMEF), Orlando (WLOP), and Lake Worth (WVWP).

Summary table for BLUE FLORIDA GROUP showing totals for both groups (22 stations) with rates of 1,230.00, 738.00, and 490.00.

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Summary table for BLUE SOUTHCENTRAL GROUP showing totals for both groups (10 stations) with rates of 1,190.00, 714.00, and 476.00.

Table listing stations for BLUE SOUTHWESTERN GROUP, including Ft. Worth-Dallas (KGKO), Houston (KXNY), Wichita, Kans. (KFBI), Beaumont (KFDM), and Oklahoma Network stations like Tulsa (KOME) and Oklahoma City (KTOK).

Summary table for BLUE SOUTHWESTERN GROUP showing totals for both groups (14 stations) with rates of 1,430.00, 858.00, and 572.00.

Table listing stations for BLUE MOUNTAIN GROUP, including Denver (KVOD), Pueblo (KGHP), Cheyenne (KFBC), and Salt Lake City (KUTA).

Summary table for BLUE MOUNTAIN GROUP showing totals for both groups (4 stations) with rates of 360.00, 216.00, and 144.00.

Table listing stations for BLUE PACIFIC COAST GROUP, including Los Angeles (KECA), San Francisco (KGO), Seattle (KJVD), Spokane (KGA), Portland, Ore. (KEX), San Diego (KFSD), Fresno-Visalia (KTFC), Santa Barbara (KEMS), Sacramento (KFBC), Stockton (KJVD), Bakersfield (KERN), and Reno (KOH).

Summary table for BLUE PACIFIC COAST GROUP showing totals for both groups (12 stations) with rates of 1,670.00, 1,006.00, and 668.00.

Supplementary to Blue Pacific Coast Group: Vantecoe (KPO) 40.00 24.00 16.00

OTHER STATIONS AVAILABLE WITH THE BLUE NETWORK

BASIC SUPPLEMENTARIES

Table listing stations for BASIC SUPPLEMENTARIES, including Bangor (WLBZ), Augusta (WRDQ), Wilkes-Barre (WBRE), Allentown (WSAN), York (WOLK), Lancaster (WGAL), Harrisburg (WKBO), Altoona (WFPG), Johnstown (WJAC), Clarksville (WBLK), Bluefield (WBSK), Zanesville (WBZ), Columbus (WCOL), Grand Rapids (WOOD), Terre Haute (WBOV), Evansville (WGBF), Madison (WBA), Eau Claire (WEAU), and Minnesota Network stations like Mankato (KYSM) and Rochester (KRCC).

St. Cloud (KFAN), Duluth-Superior (WED), Hibbing (WAFG), Virginia (WHLB), Sioux Falls (KSOO)

PAN-AMERICAN SERVICE

Blue Network advertisers interested in Central and South American markets have available the Pan-American broadcasting services of short wave international stations, WRCA and WVNI.

DAY RATES

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

Table listing day rates for various stations, including New York (WJZ), Boston (WEDH), Springfield (WSPR), Providence-Pawtucket (WPCD), Hartford (WNBC), Manchester (WAMU), New Haven (WELI), and Bridgeport (WNAH).

(\*) Effective January 12, 1943. (This listing continued on next page)

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BLUE NETWORK COMPANY -Continued

Table with columns for station names and rates for 1 hr., 1/2 hr., and 1/4 hr. Includes stations like Greenwood Miss. (WGRLM), Jackson, Miss. (KJBM), Alexandria (KALB), etc.

Table for BLUE SOUTHWESTERN GROUP, listing stations like Ft. Worth-Dallas (KGKO), Houston (KXZY), Wichita, Kan. (KFBI), etc.

Table for BLUE MOUNTAIN GROUP, listing stations like Denver (KVOD), Pueblo (KGHF), Cheyenne (KFBC), etc.

Table for BLUE PACIFIC COAST GROUP, listing stations like Los Angeles (KECA), San Francisco (KGO), Seattle (KJR), etc.

For day time rates consult network management. Branch Offices: Chicago—Merchandise Mart, Delaware 1900. Detroit—Fisher Bldg., Trinity 2-7900.

BLUE NETWORK COMPANY, INCORPORATED PACIFIC COAST BLUE

Hollywood—Sunset Blvd. and Vine St., Hollywood 6161. San Francisco—Taylor and O'Farrell Sts., Sutter 1920.

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.

RATE CLASSIFICATION

All rates quoted on local time. Fractional rates do not apply to Honolulu. 6:00 p.m. to 11:00 p.m.—Gross rates as listed.

Table showing rate classifications for Pacific Blue stations, including Group 1 (two or three stations), Group 2 (four or five stations), and Group 3 (six or seven stations).

Table for Group 4—eight or nine Pacific Blue stations, listing rates for 300.00 to 600.00, 600.00 to 1,000.00, etc.

Table for Group 5—complete Pacific Blue Network, listing rates for 300.00 to 600.00, 600.00 to 1,000.00, etc.

Mountain Group: 300.00 to 600.00... 15%. 600.00 to 1,000.00... 17-1/2%. 1,000.00 to 1,500.00... 20%. 1,500.00 to 2,100.00... 22-1/2%.

In Groups I, II, III, and IV bonus stations are not included in determining number of stations in the Mountain Group.

Rebates for 26, 39, and 52 consecutive weeks of network broadcasting.

A rebate of 5% of the gross billing will apply on all facilities used during the first 26 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.

SPECIAL DISCOUNTS

Applicable to North Mountain Group, South Mountain Service, and the Pacific Supplementaries only. Weekly discounts for 13 or more consecutive weeks of network broadcasting.

When any of the North Mountain Group, South Mountain Service, and the Pacific Supplementaries stations are included in a Pacific Blue Network 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.

PRODUCTION SERVICES

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

NIGHT RATES

Table for PACIFIC COAST BLUE NETWORK, listing rates for Los Angeles (KECA), San Francisco (KGO), Seattle (KJR), etc.

Available only as a group. For use with Pacific Coast Blue Network: Denver (KVOD) 200.00 120.00 80.00.

Available only as a group. For use with Pacific Coast Blue Network: Denver (KVOD) 200.00 120.00 80.00. Pueblo (KGHF) No charge. Available only when KVOD is used.

Table for NORTH MOUNTAIN GROUP, listing rates for Butte (KGIR), Helena (KCPA), Billings (KGHL), Boise (KIDO), Pocatello (KSEI), Twin Falls (KFTI).

Total for group 360.00 216.00 144.00. See Special Discounts.

SOUTH MOUNTAIN SERVICE Available with Mountain Group: Albuquerque (KOB) 180.00 96.00 64.00.

PACIFIC SUPPLEMENTARIES Individually available with Pacific Network: Medford (KMED) 80.00 48.00 32.00.

OVERSEAS SERVICE Honolulu (KGU) 160.00 96.00 64.00. Full rates apply for all periods, day and night.

DAY RATES

PACIFIC COAST BLUE NETWORK

Table for Pacific Coast Blue Network, listing rates for Los Angeles (KECA), San Francisco (KGO), Seattle (KJR), Spokane (KGA), etc.

Total for group 855.00 513.00 342.00. See Pacific Coast Blue Network discounts.

BLUE MOUNTAIN GROUP

Table for Blue Mountain Group, listing rates for Denver (KVOD), Pueblo (KGHF), Cheyenne (KFBC), Salt Lake City (KUTA).

Total for group 180.00 108.00 72.00. See Pacific Coast Blue Network discounts.

COLUMBIA BROADCASTING SYSTEM, INC.

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

Rates effective July 15, 1942. (Card No. 29.) Wave—Power—Time See individual listings.

Agency Commission 15% to recognized agencies on any station 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.

General Advertising

Transition rate: The rate for all stations broadcast on the same time as current New York time, between 3:00 p.m. and 6:30 p.m. is two-thirds the night rates for those stations.

STATION HOUR DISCOUNT

The following station hour discounts, computed on gross weekly billing for time, will be allowed to each advertiser using network broadcasts for 13 or more consecutive weeks: Less than 25 station hours per week... Net 25 or more but less than 45 station hours per week... 2-1/2%.

COLUMBIA BROADCASTING SYSTEM—Continued

(Thus, in computing station hour discounts, 1/2 hour and 1/4 hour periods are given weight equal to that respectively to their proportioned cost—80% and 40% of full hour rate.) Bonus stations do not affect station hour discount rate. Two stations sold as a unit are considered as a single station in computing station hour discounts.

Two or more network contracts for the same advertiser may be combined in computing station hour discount rate. 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 12-1/2% of the largest amount of weekly gross billing that has run consecutively for 52 weeks.

OVER-AGE 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 of gross billing for station time during an established discount year. Programs which take a hiatus will be entitled only to such discount as may be allowed in accordance with the network's hiatus policy then current.

FULL NETWORK DISCOUNT A full network discount of 15% will be allowed on the net billing (after 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 more than three stations are thus unavailable, a pro rata share of the 15% full network discount will be allowed under conditions governed by the specific time period involved and the probable availability of the full network during the term of the contract. In either of the above cases, all stations must remain on firm order throughout the term of the contract.

RATES FOR BASIC NETWORK The basic network comprises 24 stations in addition to which at least three of the optional basic group must be used.

Table with columns for station names, 1 hr., 1/2 hr., and 1/4 hr. rates. Includes stations like New York (WABC), Akron (WABD), Baltimore (WCAO), Boston (WBEI), Buffalo (WKBW), Cedar Rapids (WMT), Chicago (WRBM), Cincinnati (WCXY), Cleveland (WGAE), Des Moines (KRNT), Detroit (WJR), Hartford (WDR), Indianapolis (WFBI), Kansas City (KMB), Lincoln (KFAB), Louisville (WHAS), Omaha (KOIL), Philadelphia (WCAU), Pittsburgh (WJAS), Providence (WPRO), St. Louis (KMOX), Syracuse (WFBL), Washington (WJWS), Worcester (WORC).

Total 27 stations... 10,185.00 6,111.00 4,074.00

Table with columns for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and station names. Includes stations like New York (WABC), Akron (WABD), Baltimore (WCAO), Boston (WBEI), Buffalo (WKBW), Cedar Rapids (WMT), Chicago (WRBM), Cincinnati (WCXY), Cleveland (WGAE), Des Moines (KRNT), Detroit (WJR), Hartford (WDR), Indianapolis (WFBI), Kansas City (KMB), Lincoln (KFAB), Louisville (WHAS), Omaha (KOIL), Philadelphia (WCAU), Pittsburgh (WJAS), Providence (WPRO), St. Louis (KMOX), Syracuse (WFBL), Washington (WJWS), Worcester (WORC).

Only three optional cities are included in these totals. (\* WGR, alternate Buffalo station, during certain hours Sunday only; evening hour rate 350.00. (\*\*) Optional at 175.00 per evening hour until WTAG replaces WORG on or before April 1, 1943.

BASIC SUPPLEMENTARY GROUP

Twenty-eight stations available individually with Basic Network.

Table with columns for Night Rates (6:00 p.m. to 11:00 p.m.) and station names. Includes Atlantic City (WBAE), Bangor (WABI), Binghamton (WNEF), Burlington (WVAX)-Keene, N. H. (WKNE), Charleston (WCBS), Erie (WERC), Evansville (WEOA), Fairmont (WMMN), Ithaca (WICU), Kalamazoo-Grand Rapids (WKZO), Lawrence (WLAW), Milwaukee (WISN), Parkersburg (WPAR), Peoria (WMBD), Portland (WGAN), Quincy, Ill. (WTAD), Richmond (WRVA), Scranton (WGBI), South Bend (WSBT), Springfield, Mass. (WMAS), Topeka (WIBW), Uniontown (WMB), Utica (WIBX), Waterbury (WBRY), Wheeling (WKWK), Wichita (KFH), Youngstown (WKBN).

Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Table with columns for Day Rates and station names. Includes Atlantic City (WBAE), Bangor (WABI), Binghamton (WNEF), Burlington (WVAX)-Keene, N. H. (WKNE), Charleston (WCBS), Erie (WERC), Evansville (WEOA), Fairmont (WMMN), Ithaca (WICU), Kalamazoo-Grand Rapids (WKZO), Lawrence (WLAW), Milwaukee (WISN), Parkersburg (WPAR), Peoria (WMBD), Portland (WGAN), Quincy, Ill. (WTAD), Richmond (WRVA), Scranton (WGBI), South Bend (WSBT), Springfield, Mass. (WMAS), Topeka (WIBW), Uniontown (WMB), Utica (WIBX), Waterbury (WBRY), Wheeling (WKWK), Wichita (KFH), Youngstown (WKBN).

SOUTHWESTERN GROUP

Seven stations available with Basic Network in a group of not less than five of the following stations, one of which must be Shreveport.

Table with columns for Night Rates (6:00 p.m. to 11:00 p.m.) and Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and station names. Includes Dallas (KRDL), Houston (KTRH), Oklahoma City (KOMA), San Antonio (KRTSA), Shreveport (KWKH), Tulsa (KTUL), Wichita Falls (KWFT).

Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Table with columns for Day Rates and station names. Includes Dallas (KRDL), Houston (KTRH), Oklahoma City (KOMA), San Antonio (KRTSA), Shreveport (KWKH), Tulsa (KTUL), Wichita Falls (KWFT).

SOUTHEASTERN GROUP

Ten stations available with Basic Network in a group of not less than four of the following stations:

Table with columns for Night Rates (6:00 p.m. to 11:00 p.m.) and Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and station names. Includes Anderson (WAIM), Asheville (WVNC), Augusta (WRDW), Charleston, S. C. (WCS), Charlotte (WPT), Durham (WDNC), Greensboro (WBG), Roanoke (WDBJ), Savannah (WTOC), Spartanburg, S. C. (WSPA).

Table with columns for Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and station names. Includes Anderson (WAIM), Asheville (WVNC), Augusta (WRDW), Charleston, S. C. (WCS), Charlotte (WPT), Durham (WDNC), Greensboro (WBG), Roanoke (WDBJ), Savannah (WTOC), Spartanburg, S. C. (WSPA).

SOUTHCENTRAL GROUP

Thirteen stations available individually with Basic Network.

Table with columns for Night Rates (6:00 p.m. to 11:00 p.m.) and Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and station names. Includes Atlanta (WGST), Birmingham (WAFI), Chattanooga (WDDO), Columbus (WRBL) and Albany, Ga. (WGPC), Knoxville (WNOX), Little Rock (KLRA), Macon (WMAZ), Memphis (WREB), Meridian (WCO), Montgomery (WCOV), Nashville (WLAC), New Orleans (WWL).

Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Table with columns for Day Rates and station names. Includes Atlanta (WGST), Birmingham (WAFI), Chattanooga (WDDO), Columbus (WRBL) and Albany, Ga. (WGPC), Knoxville (WNOX), Little Rock (KLRA), Macon (WMAZ), Memphis (WREB), Meridian (WCO), Montgomery (WCOV), Nashville (WLAC), New Orleans (WWL).

FLORIDA GROUP

Six stations available as a group with Basic Network and Southeastern Group.

Table with columns for Night Rates (6:00 p.m. to 11:00 p.m.) and Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and station names. Includes Jacksonville (WJBR), Miami (WQAM), Orlando (WDBO), St. Augustine (WFOY), Tampa (WDAE), W. Palm Beach (WJNO).

Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Table with columns for Day Rates and station names. Includes Jacksonville (WJBR), Miami (WQAM), Orlando (WDBO), St. Augustine (WFOY), Tampa (WDAE), W. Palm Beach (WJNO).

NORTHWESTERN GROUP

Five stations available individually with Basic Network, except that Sioux City-Yankton (WNAX) must be used when Minneapolis (WCCO) is used.

Table with columns for Night Rates (6:00 p.m. to 11:00 p.m.) and Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and station names. Includes Duluth (KDAL), Green Bay (WTAO), Mason City (KGL), Minneapolis (WCCO), Sioux City-Yankton (WNAX).

Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Table with columns for Day Rates and station names. Includes Duluth (KDAL), Green Bay (WTAO), Mason City (KGL), Minneapolis (WCCO), Sioux City-Yankton (WNAX).

MOUNTAIN GROUP

Ten stations. When the Pacific Coast and the Basic Networks are joined, Denver (KLZ) and Salt Lake City (KSL) must be used.

Table with columns for Night Rates (6:00 p.m. to 11:00 p.m.) and Day Rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) and station names. Includes Denver (KLZ), Colorado Springs (KVOP), Salt Lake City (KSL), Albuquerque (KGGM) and Santa Fe (KXSV), El Paso (KROD), Great Falls (KFB), Missoula (KVO), Phoenix-Tucson (KOY-KTUC).

COLUMBIA BROADCASTING SYSTEM—Continued

Table with Day Rates for Denver (KLZ) and Colorado Springs (KQRB), Salt Lake City (KSL), Albuquerque (KGGM) and Santa Fe (KVSP), El Paso (KRQD), Great Falls (KFBB), Missoula (KQVO), Phoenix-Tucson (KOX-KTUC), and Group total.

PACIFIC COAST GROUP

Table with Night Rates for Los Angeles (KNX), Fresno (KARM), Portland (KOIN), Sacramento (KROY), San Francisco (KQW), Seattle (KIRO), Spokane (KFPY), Stockton (KGDM), and Group total.

Day Rates

Table with Day Rates for Los Angeles (KNX), Fresno (KARM), Portland (KOIN), Sacramento (KROY), San Francisco (KQW), Seattle (KIRO), Spokane (KFPY), Stockton (KGDM), and Group total.

CANADIAN GROUP

Table with Night Rates for Montreal (CFAC), Toronto (CFRB), and Group total.

Day Rates

Table with Day Rates for Montreal (CFAC), Toronto (CFRB), and Group total.

HAWAIIAN GROUP

Two and one-half hours earlier than Pacific War Time. Day rates apply to Sunday afternoon.

Night Rates

Table with Night Rates for Honolulu-Hilo (KGMB-KHBC).

Day Rates

Table with Day Rates for Honolulu-Hilo (KGMB-KHBC).

PUERTO RICO

One hour later than Eastern War Time.

Night Rates

Table with Night Rates for San Juan (WKAQ).

Day Rates

Table with Day Rates for San Juan (WKAQ).

SERVICE FACILITIES

The Columbia Broadcasting System makes available a complete supplementary service for advertising agencies and radio advertisers through the following: engineering department, program department, promotion department, research department, publicity department, sales service department, station relations department.

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

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

Acceptable accounts and advertising provided the networks used are of a size satisfactory to network. The number of stations constituting a satisfactory network may vary with different time periods.

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 Network time, computed as follows:

Not accepted: SERVICE FACILITIES: Complete supplementary service available for advertising agencies and radio advertisers through the following: continuity department, engineering department, program department, promotion and research department, publicity department, sales service department, station relations department.

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.

Branch Offices

- New York—85 Madison Ave.
Boston—182 Tremont St.
Chicago—410 N. Michigan Ave.
Detroit—902 Fisher Bldg.
St. Louis—Twelfth and Spruce Sts.
Charlotte—Wilder Bldg.
Minneapolis—625 Second Avenue South.
Washington—817 Earle Bldg.
Hollywood—Columbia Square.
San Francisco—Palace Hotel.
London—49 Hallam St., W. 1.

COLUMBIA NEW ENGLAND NETWORK

182 Tremont St., Boston, Mass.
485 Madison Ave., New York City.
Rates effective May 11, 1941. (Card No. 5.)

Comprised of:

- WEEI—Boston
WPRO—Providence
WABC—Hartford
WORC—Worcester
WMAS—Springfield, Mass.
WLAW—Lawrence, Mass.
WKNE—Keene, N. H.
WGAN—Portland
WBT—Bangor
WBRV—Waterbury
WCAX—Burlington, Vt.

Wave—Power—Time: See individual listings. Agency Commission: 15% to recognized agencies on net station time charges and on any line charges.

General 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.

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.

Day and night rates and Sunday afternoon rates are figured on the basis of current local time in each city.

Night Rates

Table with Night Rates for Boston (WEEI), Providence (WPRO), Hartford (WABC), Worcester (WORC), Waterbury (WBRV), Springfield, Mass. (WMAS), Burlington (WCAX), Keene, N. H. (WKNE), Portland, Me. (WGAN), Bangor (WABI), Lawrence (WLAW), and Total.

Day Rates

Table with Day Rates for Boston (WEEI), Providence (WPRO), Hartford (WABC), Worcester (WORC), Waterbury (WBRV), Springfield, Mass. (WMAS), Burlington (WCAX), Keene, N. H. (WKNE), Portland, Me. (WGAN), Bangor (WABI), Lawrence (WLAW), and Total.

DISCOUNTS

The following weekly discounts, computed on gross weekly billing for time, will be allowed to each advertiser using Columbia New England Network broadcasting 12 or more consecutive weeks.

Per week: Less than 10 station hours per week... Not
10 or more but less than 15 station hours... 2-1/2%
15 or more but less than 25 station hours... 5%
25 or more but less than 45 station hours... 7-1/2%
45 or more but less than 75 station hours... 10%
75 or more station 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 .5 station hour
1/4 hour (day or night) on 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 Network time, computed as follows: 52 times 12-1/2% of the largest amount of weekly gross billing that has run consecutively for 52 weeks.

Electrical Transcriptions: Not accepted.

SERVICE FACILITIES

Complete supplementary service available for advertising agencies and radio advertisers through the following: continuity department, engineering department, program department, promotion and research department, publicity department, sales service department, station relations department.

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, Calif.
Palace Hotel, San Francisco, Calif.

Rates effective September 15, 1942. (Card No. 6.)

CALIFORNIA NETWORK

- KNX—Los Angeles
KARM—Fresno
KQW—San Francisco
KROY—Sacramento
KGDM—Stockton

PACIFIC NETWORK

- KNX—Los Angeles
KQW—San Francisco
KOIN—Portland
KROY—Sacramento

Pacific Supplementary Group

- KSL—Salt Lake City
KQRB—Colorado Springs
KTUC—Tucson
KOY—Phoenix
KFBB—Great Falls

Wave—Power—Time: See individual listings. Agency Commission: 15% to recognized agencies on net station time charges and on any line charges.

General Advertising: Rates apply to all classes of accounts and all classes of advertising. Special arrangements may be made for overtime broadcasts.

BASIC CALIFORNIA GROUP

Table with Night Rates for Los Angeles (KNX), San Francisco (KQW), Stockton (KGDM), Fresno (KARM), Sacramento (KROY), and Group total.

Day Rates

Table with Day Rates for Los Angeles (KNX), San Francisco (KQW), Stockton (KGDM), Fresno (KARM), Sacramento (KROY), and Group total.

BASIC PACIFIC COAST GROUP

Table with Night Rates for Los Angeles (KNX), San Francisco (KQW), Stockton (KGDM), Fresno (KARM), Sacramento (KROY), and Group total.

Day Rates

Table with Day Rates for Los Angeles (KNX), San Francisco (KQW), Stockton (KGDM), Fresno (KARM), Sacramento (KROY), Portland (KOIN), Seattle (KIRO), Spokane (KFPY), and Group total.

Sunday afternoon (12:00 noon to 6:00 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.

SUPPLEMENTARY GROUP

These stations may be added individually to the Columbia Pacific Network except where otherwise noted.

Tucson (KTUC) added without cost when Phoenix (KOY) is used; Hilo (KHBC) added without cost when Honolulu (KGMB) is used.

Night Rates

Table with Night Rates for Phoenix-Tucson (KOY), Tucson (KTUC), Missoula (KQVO), Great Falls (KFBB), Salt Lake City (KSL), Denver-Colorado Springs (KLZ-KYOB), Albuquerque-Santa Fe (KGGM-KVSP), El Paso (KRQD), and Honolulu-Hilo (KGMB-KHBC).

Day Rates

Table with Day Rates for Phoenix-Tucson (KOY), Tucson (KTUC), Missoula (KQVO), Great Falls (KFBB), Salt Lake City (KSL), Denver-Colorado Springs (KLZ-KYOB), Albuquerque-Santa Fe (KGGM-KVSP), El Paso (KRQD), and Honolulu-Hilo (KGMB-KHBC).

(This listing continued on next page)



COLUMBIA PACIFIC NETWORK -Continued

(\* Available only if KSL is used.
(\*\*) Available only if Basic Pacific Coast Group is used.
(†) Two and one-half hours earlier than Pacific War Time.

KVOR, Colorado Springs, KGGM, Albuquerque, KVSF, Santa Fe, and KROD, El Paso, available only when KIZ, Denver, is used.

Network operations prior to 7:00 a.m., Pacific War Time, carry a special line-opening charge. Rates on request.

DISCOUNTS
Weekly discounts, computed on gross weekly billing for time, are allowed to each advertiser using network broadcasts for 13 or more consecutive weeks as follows (in computing discounts, combination stations are classified as one station):

Less than 10 station hours weekly..... Net 10 or more but less than 15 station hours weekly..... 2-1/2%
15 or more but less than 25 station hours weekly..... 5%
25 or more station hours weekly..... 7-1/2%
Station hours calculated on following basis: One hour (day or night) on one station, one station hour; one-half hour (day or night) on 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.

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: 52 times 12-1/2% of the largest amount of weekly gross billing that has run consecutively for 52 weeks.

LECTURES AND TALKS
Lectures and talks (except political talks) are not accepted between 6:00 p.m. and 12:00 midnight.

SERVICE FACILITIES
Columbia Pacific Network makes available a complete supplementary service for advertising agencies and radio advertisers through the following: continuity department, engineering department, program department, promotion department, research department, publicity department, sales service department.

Line Charges
Rates shown include line charges. Permanent lines are maintained. Network operations prior to 7:00 a.m. (Pacific War Time) carry a special line-opening charge. Rates 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 of the Columbia Broadcasting System.

Personnel
Vice-President in Charge—Donald W. Thornburgh. Pacific Coast Sales Manager—Arthur J. Kemp. Los Angeles Sales Manager—Harry W. Witt.

Representatives
Radio Sales.

CONNECTICUT BROADCASTING SYSTEM

See listing under Connecticut.

COWLES STATIONS, THE

P. O. Box 957, Des Moines, Iowa, Des Moines 3-2111. Rates effective January 1, 1942. (Card No. 3.)

Comprised of:
KSO—Des Moines WMT—Cedar Rapids-Waterloo
KIRN—Des Moines WNAX—Yankton-Sioux City

Wave—Power—Time
See individual listings.

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

General Advertising
These rates are for programs and announcements on WMT, WNAX and either KSO or KIRN. When both KSO and KIRN are used add 20% to the following rates. Lines are available without charge, hooking up Des Moines, Waterloo and Cedar Rapids. Regular telegraph rates apply on lines ordered from WNAX to the other stations. Bills due and payable on the 10th of following month.

Table with 5 columns: Rate, 1 hr., 1 1/2 hr., 2 hr., 5 minutes. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS "B"
(11:45 a.m. to 1:15 p.m., 6:00 p.m. to 6:30 p.m. week days, and 1:00 p.m. to 6:30 p.m. Sundays)
Table with 5 columns: Rate, 1 hr., 1 1/2 hr., 2 hr., 5 minutes.

CLASS "C"
(9:00 a.m. to 11:45 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)
Table with 5 columns: Rate, 1 hr., 1 1/2 hr., 2 hr., 5 minutes.

CLASS "D"
(Before 9:00 a.m., 1:15 p.m. to 5:00 p.m., after 10:30 p.m. week days, and before 9:00 a.m. Sundays)
Table with 5 columns: Rate, 1 hr., 1 1/2 hr., 2 hr., 5 minutes.

SPECIAL DISCOUNT
An additional discount of 10% off the net billing is allowed on that portion of the schedule running 52 consecutive weeks. This discount applies on programs of five minutes or more only.

ANNOUNCEMENTS
CLASS "A"
(6:00 p.m. to 10:30 p.m.)
Table with 4 columns: Rate, 30 or 1/2 min., 100 words trans., 1 min.

CLASS "B"
(Before 6:00 p.m. and after 10:30 p.m.)
Table with 4 columns: Rate, 1 time, 13 times, 26 times, 52 times.

SPECIAL FEATURES
Time signals or weather reports—21 announcements per week (2 daytime, 1 evening, daily), 30 words to include forecast, temperature report or time signal and commercial copy.

Per week..... 315.00
Strip Rates—Six 15 minute periods per week, daily except Sunday. Special rate includes recordings and announcer on duty on each station.

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 available.

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

Line Charges
Rates shown include line charges from Des Moines to Waterloo and Cedar Rapids only. Permanent lines are maintained.

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 the stations' approval 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
Commercial Manager—Craig Lawrence. National Sales Manager—Ted Enns. Representatives
The Katz Agency.

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)
Card received June 18, 1942.
Wave—Power—Time
See individual listings.

Agency Commission
15% to recognized agencies.

General Advertising
Rates are for service over all three stations. For less than three stations see individual listings for rates.

CLASS "A"
(6:00 p.m. to 11:00 p.m.)
Table with 5 columns: Rate, 1 hr., 1 1/2 hr., 2 hr., 5 min.

CLASS "B"
(6:00 a.m. to 6:00 p.m.)
Table with 5 columns: Rate, 1 time, 13 times, 26 times, 52 times.

ANNOUNCEMENTS
CLASS "A"
Table with 4 columns: Rate, 30 or 1/2 min., 100 words trans., 1 min.

CLASS "B"
Table with 4 columns: Rate, 1 time, 13 times, 26 times, 52 times.

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

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

DON LEE BROADCASTING SYSTEM

Don Lee Bldg., 5515 Melrose Ave., Hollywood, Calif.; San Francisco Office: 1000 Van Ness Ave. Affiliated with Mutual Broadcasting System.

Rates effective October 1, 1942. This system is comprised of the following groups: SOUTHERN CALIFORNIA

NORTHERN CALIFORNIA
KFRC—San Francisco
KMYC—Marysville
KFRE—Fresno
KDON—Monterey

NORTHWEST (Oregon)
KUNR—Roseburg
KALE—Portland
KFJJ—Klamath Falls
KORE—Eufene

NORTHWEST (Washington)
KGY—Olympia
KELA—Centralia
KRKO—Everett
KWLK—Longview
KWAL—Wallace, Idaho

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.

General Advertising
Rates include music copyright fees.
(6:00 p.m. to 10:30 p.m.)
Table with 4 columns: Rate, 1 hr., 1 1/2 hr., 2 hr.

Complete Coast Network..... 1,850.00
Southern Calif. Network..... 698.00
Northern Calif. Network..... 594.00
Complete Calif. Network..... 1,180.00
Complete Northwest..... 670.00

(12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily)
Table with 4 columns: Rate, 1 hr., 1 1/2 hr., 2 hr.

(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)
Table with 4 columns: Rate, 1 hr., 1 1/2 hr., 2 hr.

DON LEE BROADCASTING SYSTEM—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for various networks like Complete Coast Network, Southern Calif. Network, etc.

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

Table showing percentage discounts for different advertising durations (e.g., 13-26 weeks, 27-52 weeks) across various networks.

Additional Discounts
An additional discount of 5% on network time is allowed for 26 consecutive weeks broadcasting.

SPECIAL FEATURES
News Service: May be sponsored day or night over all or any part of the network.

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

TALENT
Rates on request.

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

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.

Personnel
President—Thomas S. Lee.
Vice-Pres. & Gen'l Mgr.—Lewis Allen Weiss.

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.

GOLDEN WEST NETWORK

Studios—Los Angeles, San Francisco, Sacramento. Rates effective July 1, 1942. (Card No. 1.)

Comprised of:
KSFO—San Francisco
KFBK—Sacramento
KWG—Stockton
KMJ—Fresno
KERN—Bakersfield
KOH—Reno, Nev.

Wave—Power—Time
15% allowed to recognized advertising agencies. No cash discount. Bills due and payable when rendered.

General Advertising
On contracts of six or more weeks. Weekly Dollar Volume Discount applies on one time rate. Consecutive Weeks Discount applies on the following rates.

Table for BASIC CALIFORNIA NETWORK (KSFO, KFBK, KWG, KMJ, KERN, K M P C, KFSD, KFOX) with rates per week.

Table for BASIC NORTHERN CALIFORNIA NETWORK (KSFO, KFBK, KWG, KMJ) with rates per week.

Table for BASIC SOUTHERN CALIFORNIA NETWORK (KMPC, KERN, KFSD, KFOX) with rates per week.

Table for INTERIOR CALIFORNIA NETWORK (KFBK, KWG, KMJ, KERN) with rates per week.

INDIVIDUAL STATION RATES
The following rates apply for combination of stations that are not included in the group rates:

Table listing individual station rates for KSFO, KFBK, KWG, KMJ, KERN, KMPC, KFSD, KFOX, KTXO, KPRO, KOH.

DISCOUNTS
The following discounts apply on group rates and on individual station combinations in order listed.

Table showing Weekly Frequency Discounts (3 days, 5 days, 7 days weekly) and Weekly Dollar Volume Discounts.

On contracts of six weeks or more, weekly dollar volume discounts apply on one time rates.

Table showing Consecutive Weeks Discount (13 weeks, 26 weeks, 52 weeks) and Bulk Time Discounts.

On hourly rate for periods of more than one hour:
1-1/2 hours 10%
2 hours 20%

POLITICAL ADVERTISING

Regular one time rate applies plus 15.00 stand-by charge.

Contract and Other Requirements
All programs, announcements, advertising, talks, etc., are subject to acceptance by the management and must conform to network policy.

Personnel
Manager—David H. Sandeberg.

Representatives
Paul H. Raymer Company.

INTERMOUNTAIN NETWORK, THE

For rates and data see listing under Utah.

KANSAS STATE NETWORK

For rates and data see listing under Kansas.

LONE STAR CHAIN

For rates and data see listing under Texas.

MARYLAND COVERAGE NETWORK

For rates and data see listing under Maryland.

MASON-DIXON RADIO GROUP

8 W. King St., Lancaster, Pa., telephone 5252.

Comprised of:
\*WDEL—Wilmington, Del.
\*WILM—Wilmington, Del.
\*WORK—York, Pa.
\*WGAL—Lancaster, Pa.
\*WKBO—Harrisburg, Pa.
\*VAZI—Hazleton, Pa.
\*WEST—Easton, Pa.

Rates effective May 1, 1942. Rates received May 20, 1942.

Wave—Power—Time
See individual listings.

Agency Commission
15% allowed on cost of program supplied by station. No cash discount.

General Advertising
The following rates apply only if entire group is used. For the use of less than six stations, rates furnished on request for individual station rates, see individual listings.

Table for CLASS 'A' (6:00 p.m. to 11:00 p.m.) with rates for 1, 1/2, and 5 min spots.

Table for CLASS 'B' (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.) with rates for 1, 1/2, and 5 min spots.

Table for ANNOUNCEMENTS (After 6:00 p.m.) with rates for 125 words or one minute transcription and 50 words or 1/2 minute transcription.

POLITICAL ADVERTISING
One time rate applies.

TALENT
Routine talent available. Special list available 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, personal assistance to manufacturers' salesmen.

Contract and Other Requirements
Price quoting allowed. Right reserved to censor copy.

Closing Time
Closing date is five 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
General Manager—Clair R. McCollough.
Sales Manager—J. Robert Gulick.
Promotion Manager—Paul C. Rodenhauer.
Technical Director—J. E. Mathiot.

Representatives
Paul H. Raymer Company.

MICHIGAN RADIO NETWORK

For rates and data see listing under Michigan.

MINNESOTA RADIO NETWORK

For rates and data see listing under Minnesota.

MUTUAL BROADCASTING SYSTEM

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

Rates effective August 1, 1942. (Card No. 10.)

Agency Commission 15% is allowed recognized agencies on network station time charges. Cash payment in advance required for all political broadcasts. Cash discount: Two points of each discount listed are contingent upon full payment of bills on or before 12th of the month following the month in which the broadcast occurred.

MUTUAL NETWORK RATE CLASSIFICATIONS

Units of Time (Applies to volume and non-volume users) The hour evening gross rate shown is the basis of Mutual network rates for all periods of time according to this table:

Table with columns for time periods (45 minutes, 1/2 hour, 1 hour) and rates (80%, 60%, 50%).

Time Periods

(Applies to volume and non-volume users) 6:00 p.m. to 10:30 p.m. nightly. Full evening rate 10:30 p.m. to 11:30 p.m. nightly. 2/3 evening rate 8:00 a.m. to 6:00 p.m. daily. 1/2 evening rate 8:00 a.m. to 12:00 noon Sunday. 1/2 evening rate 12:00 noon to 6:00 p.m. Sunday. 2/3 evening rate 11:00 p.m. to 8:00 a.m. daily. 1/3 evening rate All classifications are local time.

Frequency Discounts

(Volume plan users only) Whenever 56 stations or more (42 "A" markets and 14 others) are used the following volume discounts apply to the gross rates: 13 times..... 20% 156 times..... 42-1/2% 26 times..... 25% 208 times..... 45% 52 times..... 35% 260 times..... 50% 104 times..... 40%

Additional Discounts

(Volume plan users only) Whenever 100 stations or more (including 42 "A" markets) are used the following extra volume discounts apply to the gross rates, in addition to the frequency discounts above: Total number of stations used: "A" Markets "B" Markets "C" Markets

Maximum Discounts "Frequency discounts" and "additional discounts" are added together to determine total discounts for a volume user. Such total discounts, however, are never to exceed the following:

Table showing maximum discounts for "A", "B", and "C" markets (50%, 60%, 75%).

Standard Discounts for Flexible Hookups

(Apply only to non-volume users) Whenever two stations or more are used—but less than volume requirements are used, the following frequency discounts apply instead of those listed above:

"A" MARKETS (BASIC)

(Minimum 42 cities) Including the following 36 stations:

Table listing stations like New York (WOR), Chicago (WGN), Los Angeles (KTLA), Philadelphia (WIP), Boston (WVAC), Detroit- Windsor (CKLW), Pittsburgh (WCAG), San Francisco (KFRC), St. Louis (KWK), Cleveland (WHK), Baltimore (WBFB), Washington, D. C. (WOL), Buffalo (WGR), Minneapolis-St. Paul (WLOL), Cincinnati (WKRC), Providence (WEAN), Kansas City (WKB), etc.

WBK, Kansas City, operates part time. KXFX, Kansas City, 1,000 watts, 1590 kilocycles, supplied after 7:00 p.m. (Eastern War Time) plus playback on WBK at rate shown.

Table listing stations like Hartford (WHIT), Indianapolis (WIBC), Seattle (KOL), Rochester (WSAY), Portland (KALE), Holyoke-Springfield (WHYX), etc.

WHYX, Holyoke-Springfield, becomes affiliated September 27, 1942. WSPR, Springfield, available until September 27, 1942, at 120.00 per evening hour.

Main table listing stations with columns for Power (watts), Kilo-cycles, Gross Eve. hour, and Rate applies day or night whenever station is on the air.

ALASKA-HAWAII-CANADA (Individually with basics)

The facilities of the Canadian Broadcasting Corporation interconnect with those of the Mutual Network by international exchange. They can be added on commercial hookups at regular CBC rates, KCMB-KHBC, Honolulu-Hilo, Hawaii, KGBU, Ketchikan, Alaska, other markets in the U. S. and beyond, can be added upon request.

"C" MARKETS (Individually available with basics)

Table listing "C" markets like Merced (KYOS), Monterey (KDON), Redding (KCVV), San Bernardino (KFXN), San Luis Obispo (KVEC), Santa Ana (KVOE), Wallace (KWAL), Albany, Ore. (KWIL), Astoria (KAST), Eugene (KORE), Klamath Falls (KFPJ), Marshfield (KOOS), Roseburg (KRNR), Aberdeen (KXRO), Centralia-Chehalis (KELA), Everett (KRKO), Longview (KWLK), Olympia (KGY), Spokane (KPIQ), Yakima (KIT), etc.

"B" MARKETS (Individually available with basics)

Table listing "B" markets like Birmingham (WVGN), Gadsden (WJBY), Mobile (WMOB), Little Rock (KGHI), Wilmington (WVLI), Fort Lauderdale (WVFL), Miami (WFTL), Jacksonville (WJHP), Lake Worth-Palm Beach (WVVP), St. Petersburg-Tampa (WTSP), Atlanta (WATL), Macon (WBML), Rockford (WROK), Cedar Rapids (WVMT), Des Moines (KSO), Dubuque (KDFB), Sioux City (KTRI), Wichita (KFBI), Ashland-Huntington (WCMI), Lexington (WVLA), Louisville (WGRG), New Orleans (WNOE), Hagerstown (WJEL), Grand Rapids (WVLA), Duluth-Superior (WDSM), Joplin (WJBB), Springfield (KSTS), Lincoln (KFOR), Albany (WVAB), Binghamton (WVNB), Elmira (WENY), Syracuse (WVBC), Asheville (WISB), Charlotte (WVAY), Raleigh (WRAL), Winston-Salem (WVIR), Fargo-Moorhead (KVOX), Canton (WVBC), Portsmouth (WVPA), Steubenville (WVST), Oklahoma City (KOCT), Tulsa (KOME), Toronto (CKCL), Boston (WEST), Hartford (WVBO), Hazelton (WAZL), Lancaster (WVGL), Scranton (WARM), Wilkes-Barre (WVBA), etc.

TOTAL ALL CITIES LISTED (206), gross full night hour..... 21,555.00

Contract and Other Requirements

Terms of use: Rates quoted apply to all classes of acceptable accounts. No periods are sold in bulk for resale. All programs are subject to the approval of individual network stations. Origination of programs (This listing continued on next page)

Table listing stations like York (WVOR), Columbia (WVOS), Greenville (WVRC), Chattanooga (WDEF), Knoxville (WBR), Memphis (WVPS), Nashville (WVIX), Amarillo (KFDA), Austin (KNOV), Corpus Christi (KRIS), Dallas (WRR), Fort Worth (KFJZ), Houston (KXNY), Port Arthur-Beaumont (KPAC), San Antonio (KABC), Waco (WACO), Danville (WVBN), Lynchburg (WVLA), Norfolk-Portsmouth (WSAP), Richmond (WVRL), Roanoke (WVLS), Poyette-Madison (WIBU), Racine (WVJN), Sheboygan (WVBL), etc.

ATASKA-HAWAII-CANADA (Individually with basics)

The facilities of the Canadian Broadcasting Corporation interconnect with those of the Mutual Network by international exchange. They can be added on commercial hookups at regular CBC rates, KCMB-KHBC, Honolulu-Hilo, Hawaii, KGBU, Ketchikan, Alaska, other markets in the U. S. and beyond, can be added upon request.

"C" MARKETS (Individually available with basics)

Table listing "C" markets like Merced (KYOS), Monterey (KDON), Redding (KCVV), San Bernardino (KFXN), San Luis Obispo (KVEC), Santa Ana (KVOE), Wallace (KWAL), Albany, Ore. (KWIL), Astoria (KAST), Eugene (KORE), Klamath Falls (KFPJ), Marshfield (KOOS), Roseburg (KRNR), Aberdeen (KXRO), Centralia-Chehalis (KELA), Everett (KRKO), Longview (KWLK), Olympia (KGY), Spokane (KPIQ), Yakima (KIT), etc.

"B" MARKETS (Individually available with basics)

Table listing "B" markets like Birmingham (WVGN), Gadsden (WJBY), Mobile (WMOB), Little Rock (KGHI), Wilmington (WVLI), Fort Lauderdale (WVFL), Miami (WFTL), Jacksonville (WJHP), Lake Worth-Palm Beach (WVVP), St. Petersburg-Tampa (WTSP), Atlanta (WATL), Macon (WBML), Rockford (WROK), Cedar Rapids (WVMT), Des Moines (KSO), Dubuque (KDFB), Sioux City (KTRI), Wichita (KFBI), Ashland-Huntington (WCMI), Lexington (WVLA), Louisville (WGRG), New Orleans (WNOE), Hagerstown (WJEL), Grand Rapids (WVLA), Duluth-Superior (WDSM), Joplin (WJBB), Springfield (KSTS), Lincoln (KFOR), Albany (WVAB), Binghamton (WVNB), Elmira (WENY), Syracuse (WVBC), Asheville (WISB), Charlotte (WVAY), Raleigh (WRAL), Winston-Salem (WVIR), Fargo-Moorhead (KVOX), Canton (WVBC), Portsmouth (WVPA), Steubenville (WVST), Oklahoma City (KOCT), Tulsa (KOME), Toronto (CKCL), Boston (WEST), Hartford (WVBO), Hazelton (WAZL), Lancaster (WVGL), Scranton (WARM), Wilkes-Barre (WVBA), etc.

TOTAL ALL CITIES LISTED (206), gross full night hour..... 21,555.00

Contract and Other Requirements

Terms of use: Rates quoted apply to all classes of acceptable accounts. No periods are sold in bulk for resale. All programs are subject to the approval of individual network stations. Origination of programs (This listing continued on next page)

MUTUAL BROADCASTING SYSTEM -Continued

in the studios of New York, Chicago, Hollywood, Philadelphia, Boston, Detroit, Pittsburgh, San Francisco, Cleveland, Baltimore, Washington, Buffalo, Cincinnati without time charge when originating station is included in hookup.

Personnel
Chairman of Board—Alfred J. McCosker.
President—W. E. Macfarlane.
Executive Vice-Presidents:
P. C. Streibert, Lewis Allen Weiss.
Secretary and Treasurer—E. M. Antrim.
General Manager—Fred Weber.
Sales Manager—Edward W. Wood.
Promotion Director—Robert A. Schmid.
Branch Offices
Hollywood—5515 Melrose Ave.
Boston—21 Brookline Ave.
Cleveland—Terminal Tower.

NATIONAL BROADCASTING COMPANY, INCORPORATED



R.C.A. Bldg., 30 Rockefeller Plaza, New York City. Rates effective Dec. 15, 1942 (Card No. 29), revised.

General Advertising
RATES CLASSIFICATIONS
All rates quoted on local time. Fractional rates do not apply to Honolulu, Havana and Philippine Service.
6:00 p.m. to 11:00 p.m.—Gross rates as listed except WLW rate from 6:00 p.m. to 6:30 p.m., Mondays through Saturdays, two-thirds gross card rate.
12:00 noon to 6:00 p.m., Sundays 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.
12:00 midnight to 8:00 a.m.—one-third gross rates. Service available only in a regularly scheduled program precedes or follows.

Rates for periods longer than one hour in exact proportion to corresponding 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 on weekly gross billings:
Less than \$2,000.00 per week. None
2,000.00 or more but less than 4,000.00 per week 2-1/2%
4,000.00 or more but less than 8,000.00 per week 5%
8,000.00 or more but less than 12,000.00 per week 7-1/2%
12,000.00 or more but less than 18,000.00 per week 10%
18,000.00 or more per week 12-1/2%
Rate of discount will be reduced 5% on network programs broadcast between 8:00 p.m. and 10:00 p.m., New York time, and on their rebroadcasts. (For example, 12-1/2% becomes 7-1/2%.)
Annual rebate for consecutive weeks network broadcasting: Rebate to be 12-1/2% of the gross billing on all facilities used during the contract year, except on such facilities as are discontinued prior to the end of the contract 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.
25% annual discount: A discount of 25% in lieu of weekly quantity discounts and annual rebates (20% in the case of network programs broadcast between 8:00 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 fiscal 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 agency commission previously allowed. Commissions allowed only to recognized advertising agencies.
Full network discount: All NBC advertisers contracting for and using the complete NBC network during a minimum of 13 consecutive weeks will be allowed an additional 10% on the net price of such facilities. This discount to be computed after all other discounts and/or rebates.
No commission on program charges. No cash discount. Bills 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 National Broadcasting Company, subject to card rate and regulations.
All programs are subject to program policies and approval of the National Broadcasting Company. The closing date is three weeks in advance of initial program.

PRODUCTION SERVICES
Services of the NBC Program and Talent Sales Department in arranging and presenting programs are included without extra charge.
No special charge is made for facilities when programs originate in NBC studios in New York City, Chicago, Washington, San Francisco and Los Angeles (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.

NBC NETWORK RATES
Night Rates
(8:00 p.m. to 11:00 p.m.)
[Rate evening (11:00 p.m. to 12:00 midnight) rates are 50% of night rates.]

BASIC NETWORK

Table with columns for station, time slot (1 hr, 1/2 hr, 1/4 hr), and rates. Includes stations like New York (WEAF), Baltimore (WBAL), Boston (WBZ), Springfield (WBZA), Buffalo (WBEN), Cincinnati (WLW), Cleveland (WTAM), Detroit (WWJ), Hartford (WTRC), Philadelphia (KYW), Pittsburgh (KDKA), Portland, Me. (WCSH), Providence (WJAR), Schenectady (WGY), Syracuse (WSYR), Toledo (WSPD), Washington (WRC), Wilmington (WDEL), Worcester (WVBR).

(Through April 14, 1943, only)

Table with columns for station, time slot, and rates. Includes Chicago (WMAQ), Des Moines (WBO), Indianapolis (WIRB), Kansas City (WDAF), Louisville (WAVE), Milwaukee (WTMJ), Minn.-St. Paul (KSTP), Omaha (WOW), St. Louis (KSD).

Total for network, 11,500.00 6,972.00 4,648.00
(\*WSAI, Cincinnati, is optional to WLW. When WSAI is used, WING, Dayton and WIZP, Springfield, Ohio, may also be used.)

Cincinnati (WSAI) 240.00 144.00 96.00
Dayton (WING) 140.00 84.00 56.00
Springfield (WIZE) No charge, Available only when WING is used.

BASIC SUPPLEMENTARIES

Individually available with Basic Network:

Table with columns for station, time slot, and rates. Includes Allentown (WSAN), Altoona (WFPG), Johnston (WJAC), Lewistown (WBRP) Bonus station with WFPG, WJAC, Augustus (WRDQ), Bangor (WLBZ), Bluefield (WBIH), Charleston (WGVK), Clarksburg (WBLK), Columbus (WCOL), Grand Rapids (WOOD), Lima (WOLK), Manchester (WFEA), Reading (WVEU), Reading (WRAW), Richmond (WRIC), Wilkes-Barre (WBRE), Williamsport (WRAK), York (WORL), Harrisburg (WBFO), Lancaster (WGAL), Zanesville (WHLZ).

(\*) Combination rate.
WRDQ, WLBZ, WFEA 200.00 120.00 80.00
Central Time Zone
Duluth-Superior (WEBC), Hibbing (WMEG), Virginia (WVLD), Eau Claire (WVAB), Evansville (WGBB), Terre Haute (WBOW), Port Wayne (WGL), La Crosse (WVKB), Madison (WIBA), Minneapolis Network:
Mankato (WVSB), Rochester (KRCC), St. Cloud (KFAM), Sioux Falls (KSOU), Sioux Falls (KBLO), Springfield, Mo. (KGBX).

(†) Combination rate.
WMEG, WBLB, WEBC 100.00 60.00 40.00
SOUTHEASTERN GROUP
Available in a group of not less than five pay stations:
Charleston (WTFMA), Charlotte (WBOC), Columbia (WIS), Florence (WOIS), Greenwood (WCNS), Greenville (WFBC), Asheville (WYBE), Bristol, Tenn.-Va. (WOPF), Kingsport (WKPT), Norfolk (WTAH), Raleigh (WPTP), Savannah (WVSA), Winston-Salem (WVSA), Martinsville (WVMA).

Total for group, 1,080.00 648.00 432.00
FLORIDA GROUP
Available only as a group for use with Southeastern or Southcentral:

Table with columns for station, time slot, and rates. Includes Jacksonville (WJAX), Miami (WIOD), Tampa (WFLA), Lakeland (WIAK).

Total for group, 506.00 300.00 200.00

SOUTHCENTRAL GROUP

Available only as a group of not less than six pay stations. Mildsouth, if available, must be used with this group.

Table with columns for station, time slot, and rates. Includes Atlanta (WSB), Birmingham (WBRC), Memphis (WMC), New Orleans (WSMB), Chattanooga (WVAP), Jackson (WJDX), Laurel, Miss. (WANL), Hattiesburg, Miss. (WTOB), Knoxville (WROL), Mobile (WALA), Pensacola (WCOA), Montgomery (WSFA), WALA, WCOA, WSFA.

Total for group, 1,500.00 900.00 600.00

MIDSOUTH SERVICE

If available, must be used with Southcentral: Nashville (WSM) 400.00 240.00 160.00

SOUTHWESTERN GROUP

Available in a group of not less than seven pay stations:

Table with columns for station, time slot, and rates. Includes Amarillo (KGNC), Dallas-Forth Worth (WFAA-WBAP), Houston (KPRC), Little Rock (KARK), Oklahoma City (WKY), San Antonio (WQAZ), Shreveport (KTBS), Tulsa (KVOW), Wichita (KANS), Hutchinson (KWBW).

Total for group, 2,060.00 1,236.00 824.00

Individually available with Southwestern: Corpus Christi (KRIS) 100.00 60.00 40.00
Pittsburg, Kans. (KOAM) 120.00 72.00 48.00
Weslaco (KRGV) 100.00 60.00 40.00

NORTHWESTERN GROUP

Individually available with Basic Network: Bismarck (KFYR) 200.00 120.00 80.00
Pargo (WDAY) 160.00 96.00 64.00
Total for group, 360.00 216.00 144.00

MOUNTAIN GROUP

Available only as a group. For use with Basic or Pacific Coast Network: Denver (KOA) 300.00 180.00 120.00
Salt Lake City (KDYL) 200.00 120.00 80.00
Total for group, 500.00 300.00 200.00

NORTH MOUNTAIN GROUP

Available only as a group for use with Mountain or Pacific Coast Network: Billings (KGIH) 120.00 72.00 48.00
Boise (KIDO) 120.00 72.00 48.00
Butte (KGIR) No charge, Available only when KGIR is used.
Bozeman (KRBM) No charge, Available only when KGIR is used.
Helena (KTPA) No charge, Available only when full group is used.
Pocatello (KSEI) No charge, Available only when full group is used.
Twin Falls (KTFE) No charge, Available only when full group is used.

Total for group, 360.00 216.00 144.00

SOUTH MOUNTAIN GROUP

Available with Mountain or Pacific Coast Network: Albuquerque (KOB) 160.00 96.00 64.00
El Paso (KESM) 120.00 72.00 48.00
Arizona Group: Phoenix (KTAR) 160.00 96.00 64.00
Safford (KGLU) No charge, Available only when KTAR is used.
Tucson (KVOA) No charge, Available only when KTAR is used.
Yuma (KYUM) No charge, Available only when KTAR is used.

Total for group, 440.00 264.00 176.00

PACIFIC COAST NETWORK

For use with Mountain Group in conjunction with a Basic Network. When used separately, special program production in San Francisco or Hollywood studios is required: Fresno (KMGJ) 160.00 96.00 64.00
Los Angeles (KFI) 520.00 312.00 208.00
Portland, Ore. (KGV) 220.00 132.00 88.00
San Francisco (KPPO) 540.00 324.00 216.00
Seattle (KZMO) 240.00 144.00 96.00
Spokane (KHQ) 160.00 96.00 64.00
Total for group, 1,720.00 1,032.00 688.00

Available with Pacific Coast Network: Medford (KMED) 80.00 48.00 32.00

CANADIAN SERVICE

Individually available with Basic Network: Montreal (CBM) 240.00 144.00 96.00
Toronto (CBL) 300.00 180.00 120.00
Montreal (CBF) 300.00 180.00 120.00
(French language station)
Combination rate: (CBP-CBM) 325.00 195.00 130.00
NOTE: Rates for Canadian Broadcasting Corporation facilities on request.

SPECIAL SERVICE

For use with Basic Network: Havana (CMX) 200.00 120.00 80.00
Available with Pacific Coast Network: Honolulu (KHU) 160.00 96.00 64.00
Honolulu (KZHR) 160.00 96.00 64.00
(\*) Temporarily not available
All rates under Special Service apply for all periods, day and night except KHU. For delayed broadcasts Honolulu evening rates in effect between 5:00 p.m. and 11:00 p.m., Hawaiian Time. Rates between 12:00 midnight and 3:00 a.m., Hawaiian Time are 50% of the evening rates.

Branch Offices

Chicago—Aerodrome Mart.
Cleveland—815 Superior Ave., N. E.
Denver—1025 California St.
Hollywood—Sunset Blvd. & Vine St.
San Francisco—Taylor & O'Farrell Sts.
Washington, D. C.—Trans-Lux Bldg.

NATIONAL BROADCASTING COMPANY, INCORPORATED PACIFIC COAST NETWORK

Hollywood-Sunset Blvd. and Vine St., Hollywood 6161. San Francisco-Taylor & O'Farrell Sts., Sutter 1920. Rates effective December 15, 1941. (Card No. 29.)

General Advertising

RATE CLASSIFICATIONS

All rates quoted on local time. Fractional rates do not apply to Hawaii or the Philippines. 6:00 p.m. to 11:00 p.m.—gross rates as listed. 12:00 noon to 6:00 p.m., Sundays 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. 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 proportion to corresponding one hour rate.

COMMISSIONS AND DISCOUNTS

Weekly discounts for 13 or more consecutive weeks 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 on weekly gross billing: Less than 2,000.00 per week..... None 2,000.00 or more but less than 4,000.00..... 2-1/2% 4,000.00 or more but less than 8,000.00..... 5% 8,000.00 or more but less than 12,000.00..... 7-1/2% 12,000.00 or more but less than 18,000.00..... 10% 18,000.00 or more per week..... 12-1/2%

Annual rebate for 52 consecutive weeks network broadcasting. Rebate is 12-1/2% of the gross billing on all facilities used during the contract year, except on such facilities as are discontinued prior to the end of the contract 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. Interruption of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate. 25% annual discount: A discount of 25% in lieu of weekly quantity 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 fiscal 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. Bills 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 National Broadcasting Company, subject to card rates and regulations. All programs are subject to program policies and approval of the National Broadcasting Company. Closing date is three weeks in advance of initial program.

PRODUCTION SERVICES

Services of the NBC Program Department in arranging and presenting programs are available without extra charge. No special charge is made for facilities when programs originate in NBC studios in San Francisco and Los Angeles (Hollywood) provided the city in which the program originates is included in the network ordered. Special charge, subject to agency commission but not to discount, is made for facilities when program origination does not conform to these conditions—and for programs requiring special production.

NIGHT RATES

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

PACIFIC COAST NETWORK

Table with columns for stations (Fresno, Los Angeles, Portland, etc.) and rates for 1 hr, 1/2 hr, 1/4 hr.

SOUTH MOUNTAIN GROUP

Table with columns for stations (Albuquerque, El Paso, Arizona, etc.) and rates for 1 hr, 1/2 hr, 1/4 hr.

MOUNTAIN GROUP

Table with columns for stations (Denver, Salt Lake City) and rates for 1 hr, 1/2 hr, 1/4 hr.

NORTH MOUNTAIN GROUP

Table with columns for stations (Billings, Boise, Butte, etc.) and rates for 1 hr, 1/2 hr, 1/4 hr.

SPECIAL SERVICE

Honolulu (KGU) 160.00 96.00 64.00 Cebu (KZRC) Temporarily not available Manila (KZRH) Temporarily not available All rates under Special Service apply for all periods, day and night, except KGU. For delayed broadcasts Honolulu evening rates in effect between 5:00 p.m. and 11:00 p.m., HST. Rates between 12:00 midnight and 8:00 a.m., HST are 50% of the evening rates. Philippine Time is 13 hours later than Eastern War Time.

Branch Offices

National Broadcasting Company, Inc.

NATIONAL BROADCASTING COMPANY, INCORPORATED PAN-AMERICAN SERVICE

RCA Bldg., 30 Rockefeller Plaza, New York City. Rates effective September 1, 1941. (Card No. 2.)

BASIC STATIONS

WRCA Wave—Power—Time Operating power—50,000 watts. WRCA—9670 and 17780 kilocycles. WNBI WNBI—6100, 11890, 15150 and 21630 kilocycles. Operates on Eastern War Time. Stations operate simultaneously eight hours daily. Transmitter—Bound Brook, N. J.

Agency Commission

Gross billing after deduction of percentage discounts, if any, shall be subject to an advertising agency commission of 15%. From the rebate, if any, the company shall deduct the excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies. No commission on program charges. No cash discounts. Bills due and payable when rendered.

General Advertising

Programs can be rebroadcast over any NBC Pan-American network station in any part of Latin America. Rates on request. Stations operate simultaneously eight hours daily. Rates for periods longer than one hour in exact proportion to the corresponding one hour rate.

SPANISH CLASS "A"

(7:00 p.m. to 10:00 p.m.)

Table with columns for 1, 1/2, 1/4 hour and rates for Spanish Class A.

CLASS "B"

(4:00 p.m. to 5:15 p.m.)

Table with columns for 1, 1/2, 1/4 hour and rates for Spanish Class B.

CLASS "C"

(11:00 p.m. to 12:00 midnight)

Table with columns for 1, 1/2, 1/4 hour and rates for Spanish Class C.

PORTUGUESE CLASS "A"

(5:15 p.m. to 7:00 p.m.)

Table with columns for 1, 1/2, 1/4 hour and rates for Portuguese Class A.

ENGLISH CLASS "A"

(10:00 p.m. to 11:00 p.m.)

Table with columns for 1, 1/2, 1/4 hour and rates for English Class A.

WEEKLY DOLLAR VOLUME DISCOUNTS

Applicable only to schedules of 13 or more consecutive weeks of foreign broadcasting. Contracted Value of Time at Gross Rates: Less than 120.00 per week..... None 120.00 or more but less than 180.00 per week..... 5% 180.00 or more but less than 240.00 per week..... 10% 240.00 or more but less than 300.00 per week..... 15% 300.00 or more per week..... 20%

REBATES FOR CONSECUTIVE WEEKS

26 to 38 weeks..... 10% 39 to 51 weeks..... 15% 52 weeks..... 20%

Rebates on Gross Billing of each series will be paid for 26, 39 or 52 consecutive weeks of broadcasting. The rebate will be due and payable currently only on firm qualifying contracts or as contracts become firm for 26, 39 or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate year therefor, earning their own rebates based on the number of consecutive weeks used. 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 foreign broadcasting contracts for the same advertiser at the rates listed 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.

SPECIAL FEATURES

Time signals and other special features on request.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply.

Contract and Other Requirements

Minimum contract is 12 weeks. No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make individual contracts. Programs are subject to approval of network management. Program material must be arranged one week in advance of broadcast date. No changes within 14 days preceding broadcast. Rates subject to change without notice.

Representatives National Broadcasting Company, Inc.

NEW ENGLAND REGIONAL NETWORK, THE

26 Grove St., Hartford, Conn. Rates effective August 19, 1942. (Card No. 1.)

Comprised of:

Basic Stations: WBZ—Boston, Mass. WCSH—Portland, Me. WTIC—Hartford, Conn. WLBZ—Bangor, Me. WJAR—Providence, R. I.

Supplementary Stations: WFEA—Manchester, N. H. WRDO—Augusta, Me.

Wave—Power—Time See individual listings.

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

General Advertising

Table with columns for CLASS "A" (6:00 p.m. to 11:00 p.m.) Basic Stations and Supplementary Stations, listing rates for various stations and total group rates.

CLASS "B"

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

Table with columns for CLASS "B" Basic Stations and Supplementary Stations, listing rates for various stations and total group rates.

CLASS "C"

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

Table with columns for CLASS "C" Basic Stations and Supplementary Stations, listing rates for various stations and total group rates.

CLASS "D"

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

Table with columns for CLASS "D" Basic Stations and Supplementary Stations, listing rates for various stations and total group rates.

Personnel Chairman—Paul W. Morency.

Representatives Weed & Company.

DISCOUNTS Less than 26 times..... Net 26 to 51 times..... 5% 52 to 103 times..... 7-1/2% 104 to 207 times..... 10% 208 to 259 times..... 12-1/2% 260 or more times..... 15% Programs running continuously for 52 consecutive weeks earn an additional rebate of 10%, based on the lowest billing for any one week.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

Executive Offices—Commodore Hotel, St. Paul, Minn.

Comprised of:

KEY MARKETS GROUP

- WLOL—Minneapolis WDSM—Duluth
RED RIVER VALLEY GROUP
KVOX—Moorhead KILO—Grand Forks

DAKOTA GROUP

- KSJB—Jamestown KDLR—Devils Lake
KOCU—Mandan KABR—Aberdeen
KLFM—Minot

MINNESOTA GROUP

- KATE—Albert Lea KWLJ—Willmar
KWNO—Winona KGDE—Fergus Falls

BRIDGES GROUP

- WEAU—Eau Claire WELB—Virginia
WAIFG—Hibbing

IOWA GROUP

- KVFD—Fort Dodge KTRI—Sloux City
MICHIGAN-COPPER GROUP
WATV—Ashland \*WDMJ—Marquette
WJMS—Ironwood \*WDBC—Escanaba
\*WIDE—Calumet

General Advertising

- (1) Key Markets Group
(2) Red River Valley Group
(3) Dakota Group
(4) Minnesota Group
(5) Bridges Group
(6) Iowa Group
(7) Michigan-Copper Group

CLASS "A"

Table with columns for time slots (6:00 p.m. to 12:00 p.m.) and stations (1-7). Includes rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

CLASS "B"

Table with columns for time slots (7:30 a.m. to 12:00 noon, 1:00 p.m. to 2:00 p.m., 5:00 p.m. to 8:00 p.m.) and stations (1-7). Includes rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

Your story told on the page with your listing in Radio Advertising Rates and Data attracts the attention of men who make time buying decisions on radio lists.

CLASS "C"

Table with columns for time slots (10:00 p.m. to 7:30 a.m., 2:00 p.m. to 5:00 p.m.) and stations (1-7). Includes rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

(This listing continued on next page)

NORTH CENTRAL BROADCASTING SYSTEM—Continued

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

CLASS "B" (7:30 a.m. to 12:00 noon, 1:00 p.m. to 2:00 p.m., 5:00 p.m. to 6:00 p.m. week days; 1:00 p.m. to 6:00 p.m. Sundays)

SPECIAL FEATURES Sports and market reports—rates on request. POLITICAL One time rate applies for each group. SERVICE FACILITIES Complete merchandising service available.

Contract and Other Requirements No contract accepted for longer than one year. Extension to other stations in network area available on special request. One transcription can be used to feed entire network if originated from any station in group 2, 3, 4, or WLOL in group 1.

Personnel Pres. & Gen'l Mgr.—John W. Boler. Sales & Merch. Mgr.—William L. Wallace. Production Manager—Donn Clayton.

NORTHWEST NETWORK

363 St. Peter St., St. Paul, Minn. Comprised of: KSTP—Minneapolis—St. Paul. KFJR—Blismarek, N. D. WEBC—Duluth-Superior, Wis. KRCC—Rochester, Minn. WMFG—Hibbing, Minn. KYSM—Mankato, Minn. WHLB—Virginia, Minn. KPAM—St. Cloud, Minn. WDAY— Fargo, N. D. WEAU— Eau Claire, Wis.

Agency Commission 15% on net station time charge only to agencies recognized by network; no cash discount. No commission on talks. Invoices mailed weekly unless otherwise agreed.

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.

OKLAHOMA NETWORK, THE

For rates and data see listing under Oklahoma.

PACIFIC BROADCASTING COMPANY

914 Broadway, Tacoma, Wash. Comprised of: NORTHWEST (Oregon) KRNB—Roseburg. KOOS—Marshfield. KALE—Portland. KWIL—Albany. KPJT—Klamath Falls. KAST—Astoria. KOHE—Eugene. NORTHWEST (Washington) KCMO—Tacoma. KOL—Seattle. KITT—Yakima. KGY—Olympia. KPFO—Spokane. KELA—Centralia. KXRO—Aberdeen. KRKO—Everett. KWLK—Longview.

Bonus Station: KWAL, Wallace, Idaho. Rates effective September 28, 1941. (Card No. 8.) Wave—Power—Time See individual station listings. Agency Commission 15% on net station time to accredited advertising agencies; no cash discount.

General Advertising Affiliated with Mutual Broadcasting System and Don Lee Broadcasting System.

(6:00 p.m. to 10:00 p.m.) 1 hr. 1/2 hr. 1/4 hr. Complete Northwest 670.00 402.00 268.00 Washington Network 470.00 282.00 188.00 Oregon Network 268.00 162.00 108.00

(12:00 noon to 6:00 p.m. Sundays) Complete Northwest 448.00 268.00 178.00 Washington Network 312.00 187.00 125.00 Oregon Network 178.00 107.00 71.00

(8:00 a.m. to 9:00 p.m. week days; 8:00 a.m. to 12:00 noon Sundays; 10:00 a.m. to 10:30 p.m. daily) Complete Northwest 335.00 201.00 134.00 Washington Network 235.00 141.00 94.00 Oregon Network 134.00 80.00 54.00

(10:00 p.m. to 1:00 a.m.) Complete Northwest 224.00 134.00 90.00 Washington Network 157.00 94.00 63.00 Oregon Network 90.00 54.00 36.00

WEEKLY DISCOUNTS Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more consecutive weeks: Complete Northwest Less than 134.00 weekly..... None 134.00 to 268.00 weekly..... 2-1/2% 268.00 to 402.00 weekly..... 5% 402.00 to 536.00 weekly..... 7-1/2% 536.00 to 670.00 weekly..... 10% 670.00 to 804.00 weekly..... 12-1/2% 804.00 or more weekly..... 15%

Washington Network Less than 94.00 weekly..... None 94.00 to 188.00 weekly..... 2-1/2% 188.00 to 282.00 weekly..... 5% 282.00 to 376.00 weekly..... 7-1/2% 376.00 to 470.00 weekly..... 10% 470.00 to 564.00 weekly..... 12-1/2% 564.00 or more weekly..... 15%

Oregon Network Less than 54.00 weekly..... None 54.00 to 108.00 weekly..... 2-1/2% 108.00 to 162.00 weekly..... 5% 162.00 to 216.00 weekly..... 7-1/2% 216.00 to 270.00 weekly..... 10% 270.00 to 324.00 weekly..... 12-1/2% 324.00 or more weekly..... 15%

POLITICAL Subject to regular station time rates and policies, and payable in advance. Origination Charge 15.00 per program plus special facilities, if required. Contract and Other Requirements Discounts are predicated upon the fulfillment of contracts within 12 months dating from the first broadcast. Contracts and copy subject to approval.

Personnel President—Carl E. Haymond. Commercial Manager—J. A. Murphy.

PUGET SOUND NETWORK

For rates and data see listing under Washington.

QUAKER NETWORK

For rates and data see listing under Pennsylvania.

SOUTHERN MINNESOTA NETWORK

For rates and data see listing under Minnesota.

SOUTHERN NETWORK, THE

Radio Bldg., Lexington, Ky. Comprised of: GROUP 1 WKRC—Cincinnati, O. WLAP—Lexington, Ky. WGRG—Louisville, Ky. WCAH—Ashland, Ky. WSIX—Nashville, Tenn. WCMH—Huntington, W. Va. GROUP 2 WKRC—Cincinnati, O. WKRC—Cincinnati, O. WGRG—Louisville, Ky. WGRG—Louisville, Ky. WSIX—Nashville, Tenn. WLAP—Lexington, Ky. WCAH—Ashland, Ky. WCMH—Huntington, W. Va. Rates received October 23, 1941.

General Advertising Rates apply to all classes of acceptable business. Rates for periods in excess of one hour are in exact proportion to hour rate. Less than 13 times figured at individual station rates. All Southern Network stations are affiliated with Mutual Broadcasting System, carrying Mutual programs simultaneously. Key station is WLAP, Lexington, Ky. Southern Network programs may originate from any member station.

CLASS "A" (6:00 p.m. to 10:30 p.m.) GROUP 1 1 hr. 131. 26. 52. 104. 260. 11. 1/2 hour..... 670.00 498.50 379.87 421.24 382.61 339.98 1/2 hour..... 396.00 292.36 272.29 249.12 226.05 200.43 1/4 hour..... 252.50 184.90 168.65 164.40 139.15 122.30 GROUP 2 1 hour..... 493.00 405.70 371.75 337.75 303.75 265.75 1/2 hour..... 295.00 241.85 221.45 201.05 180.65 157.85 1/4 hour..... 190.00 151.90 138.30 124.70 111.10 95.90 GROUP 3 1 hour..... 545.00 403.50 369.87 336.24 302.61 264.98 1/2 hour..... 321.00 238.36 218.29 198.12 178.05 155.48 1/4 hour..... 202.50 150.90 137.65 124.40 111.15 96.30

CLASS "B" (10:30 p.m. to 1:00 p.m. daily; 5:00 p.m. to 6:00 p.m. week days)

GROUP 1 1 hr. 131. 26. 52. 104. 260. 11. 1/2 hour..... 410.00 294.07 274.19 252.71 231.23 206.35 1/2 hour..... 175.36 129.92 119.38 106.44 121.00 1/4 hour..... 141.00 105.28 97.32 88.86 81.40 72.60

GROUP 2 1 hour..... 275.00 222.97 206.07 188.17 170.27 148.97 1/2 hour..... 165.00 134.23 123.33 112.43 101.53 89.03 1/4 hour..... 100.00 81.93 75.15 67.85 61.55 53.95

GROUP 3 1 hour..... 335.00 237.07 220.19 201.71 183.23 161.35 1/2 hour..... 197.50 141.06 129.92 118.78 107.64 94.90 1/4 hour..... 119.00 86.28 79.32 71.86 65.40 57.66

CLASS "C" (1:00 p.m. to 5:00 p.m.) GROUP 1 1 hour..... 335.00 197.00 184.10 170.30 156.50 141.10 1/2 hour..... 197.00 117.23 108.92 100.00 92.28 83.30 1/4 hour..... 115.20 70.07 64.99 59.60 54.83 49.21

GROUP 2 1 hour..... 225.00 148.90 132.80 121.70 110.60 97.90 1/2 hour..... 135.00 86.23 79.47 72.70 65.93 58.50 1/4 hour..... 80.00 52.47 48.27 44.06 39.87 35.13

GROUP 3 1 hour..... 255.00 150.90 148.10 136.30 124.50 111.10 1/2 hour..... 152.00 94.43 87.32 80.20 73.08 65.30 1/4 hour..... 90.20 57.40 52.99 48.57 44.16 39.21

SPECIAL FEATURES Special sports and news commentators. Local news news staffs, market, road and weather reports. POLITICAL Political rate is one time individual station rate. TALENT Rates on request. Artists' bureau maintained. REMOTE CONTROL For outside pick-up cost consult individual stations involved.

SERVICE FACILITIES Merchandising service available in all network cities. Continuity and production departments also available. Line Charges Rates shown include line charges. Permanent lines are maintained. DISCOUNTS No retroactive discounts given. When contracts are renewed without interruption previous contracts will be credited toward discounts on future contracts.

Contract and Other Requirements No contract accepted for longer than one year. Bulk time rate allowed only to advertisers who own or control or market several products or brands. Individual advertisers may not combine to obtain maximum discounts. Contracts subject to circumstances beyond station control. Programs must conform to standards of station and government regulations. Network and/or each member station reserves right to refuse and/or discontinue any program. Rates apply to station time only and are subject to change without notice. Extension to other stations available on special order. Programs may originate from any member station. For best convenience, transcriptions should originate from either WKRC, Cincinnati, or WLAP, Lexington. Time clearance can be handled with individual stations; WGRG, Louisville, is also available for central clearance source. Information on open time also available from individual stations' national representatives.

Closing Time Time programs, one week in advance; announcements, 24 hours in advance. Personnel President—Gilmoro N. Nunn. Vice-President—J. Lindsay Nunn. Secretary-Treasurer—Warren G. Davis. Production Manager—Ted Grizzard. Chief Engineer—Sanford Held.

TEXAS QUALITY NETWORK, THE

For rates and data see listing under Texas.

TEXAS STATE NETWORK

For rates and data see listing under Texas.

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.

WISCONSIN NETWORK, INC.

For rates and data see listing under Wisconsin.

YANKEE NETWORK, THE

21 Brookline Ave., Boston, Mass., Commonwealth 0800. Rates effective June 15, 1942. (Card No. 6.)

Comprised of:

- Boston (WNAC)
Providence (WEAN)
Bridgeport-New Haven (WICC)
Worcester (WAAB)
Portland (WCSB)
Lowell-Lawrence (WLLH)
Fall River (WSAR)
Bangor (WLBZ)
Hartford (WHTT)
Waterbury (WATR)
Manchester (WFEA)

- New Bedford (WNBH)
Pittsfield (WBK)
Holyoke-Springfield (WBYN)
New London (WNLC)
Fitchburg (WYEM)
Laconia (WLNH)
Augusta (WRDO)
Lewiston-Auburn (WCOU)
Greenfield (WHA1)
Rutland (WSYB)

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.)

Table with columns for station, time slot (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 min), and rates.

(8:00 a.m. to 6:00 p.m. week days; 8:00 a.m. to 1:00 p.m. Sundays; 10:30 p.m. to 12:00 midnight daily)

Table with columns for station, time slot, and rates for week days and Sundays.

DISCOUNTS

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.

The Yankee Network will take programs from or feed programs to WOB or WHN. No line charge for this service from WOB; no line charge to or from WHN.

SPECIAL FEATURES

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.

TALENT

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

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 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 blanket 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.

Closing Time

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

Personnel

President—John Shepard, 3rd.
Executive Vice-President—Linus Travers.
Vice-President—Robert Bartley.
Sales and Stations Relations—Gerry Harrison.

Exclusive National Representatives

Edward Petry & Company, Inc.

Z NET

For rates and data see listing under Montana.

ALABAMA

ANNISTON

(Calhoun County)

WHMA

(Established 1938)



Rates effective December 1, 1941. Owned and operated by Anniston Broadcasting Co. Studios—14th and Noble Sts., Anniston, Ala. Transmitter—Anniston, Ala.

Wave—Power—Time

Operating power—250 watts. 200.0 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.

General Advertising

For combination rates see Blue Network Company (Blue Southcentral Group).

Table with columns for station, time slot, and rates for general advertising.

ANNOUNCEMENTS

100 words... 5.00 2.85 2.70 2.55 2.40 2.25

SPECIAL FEATURES

Time signals available at announcement rates. Rates and details on the following features on request: News, daily sports review, WEHA Saturday Jam-boree, WEHA 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 request.

SERVICE FACILITIES

Merchandising service available. Publicity stories, pictures and program listings in local daily newspaper and four weekly newspapers in 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.

Closing Time

All continuity must be received 24 hours prior to broadcast.

Mechanical Program Equipment

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

Personnel

Manager—J. W. Buttram. Program Director—Hugh Webb. Chief Engineer—James Hudson.

Representatives

Sears & Ayer, Inc.

BESSEMER

(Jefferson County)

WJLD

(Established 1942)

Rates effective September 1, 1942. Owned and operated by J. Leslie Doss. Business Office and Studios—Gary Hotel, P. O. Box 147, Bessemer, Ala., telephone 2300-2301. 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 7:30 a.m. to 10:00 p.m.; week days 8:00 a.m. to 11:00 p.m.

Agency Commission

15% to recognized agencies on station time only; no cash discount. Bills rendered first of each month; due 10th of month.

General Advertising

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

Table with columns for time slot and rates for general advertising.

SPECIAL FEATURES

News: Leased wire service available; 15 minutes, six days weekly, per month 100.00, plus a charge for news service. Sports and drama feature programs.

TALKS AND POLITICAL

Accented only when subject matter is, in the opinion of station management, of genuine public interest.

REMOTE CONTROL

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

TALENT

Rates on request.

TRANSCRIPTIONS

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

SERVICE FACILITIES

Services of station's production and program department are available without extra charge.

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. All broadcasts and contracts are subject to station owner's approval and governmental regulations.

Closing Time

Contracts close 24 hours in advance of first broadcast. Announcements and transcriptions close 24 hours in advance. Talks 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 for vertical and lateral cut recordings.

Personnel

Station Manager—J. "Ed" Reynolds.



**ALABAMA—Continued**

**BIRMINGHAM**

(Jefferson County)

**WAPI**

(Established 1922)



Rates effective October 1, 1939. (Card No. 4-A.)  
 Owned by Alabama Polytechnic Institute, University of Alabama, and Alabama College.  
 Studio—14th floor, Protective Life Bldg., Birmingham, Ala., telephone 3-3116.  
 Transmitter—Sandusky, Ala.

**Wave—Power—Time**

Operating power—5,000 watts.  
 256.4 meters; 1170 kilocycles.  
 Operates on nationally cleared channel on Central War Time.  
 Operating schedule: Sunday 8:00 a.m. to 12:00 midnight; week days 5:45 a.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 (Southeastern Group).  
 Rates include music copyright fees.

**GENERAL BROADCASTING TIME RATES**

Without Talent—Gross

**CLASS "A"**

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

	Per week					
	1 day	2 days	3 days	4 days	5 days	6 days
1 hour....	160.00	320.00	432.00	576.00	720.00	768.00
1/2 hour....	96.00	192.00	260.00	345.67	432.33	460.00
1/4 hour....	64.00	128.00	172.00	229.32	286.65	307.00
5 minutes	48.00	96.00	130.00	173.32	216.65	230.00

**CLASS "B"**

(9:00 a.m. to 2:00 p.m., 5:00 p.m. to 6:30 p.m. week days, and 9:00 a.m. to 6:30 p.m. Sundays)

1 hour....	80.00	160.00	216.00	288.00	360.00	384.00
1/2 hour....	48.00	96.00	130.00	173.32	216.65	230.00
1/4 hour....	32.00	64.00	86.00	114.67	143.33	154.00
5 minutes	24.00	48.00	65.00	86.67	108.33	115.00

**CLASS "C"**

(2:00 p.m. to 5:00 p.m., 10:30 p.m. to 9:00 a.m. week days, and 10:30 p.m. to 12:00 midnight Sundays)

1 hour....	70.00	140.00	189.00	252.00	315.00	336.00
1/2 hour....	42.00	84.00	113.00	150.67	188.33	202.00
1/4 hour....	28.00	56.00	76.00	101.32	126.65	134.00
5 minutes	21.00	42.00	57.00	76.00	95.00	101.00

Seven days per week pro rata to six day rate.  
 Three-quarter hour—80% of hour rate.

**DISCOUNTS**

Discounts apply to time charges only. 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 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.

When an advertiser contracts for one or more broadcasts in a rate classification in "General Broadcasting Time Rates" other than that in which the advertiser is already earning a weekly frequency rate, the gross time charge per period (i.e., one time per week rate, shown under "General Broadcasting Time Rates") for the said additional broadcast or broadcasts will be reduced by 10% if the advertiser is already earning a three, four or five time per week frequency rate, and will be reduced by 20% if the advertiser is already earning a six or more time per week frequency rate, provided the gross time charge per period (one time per week rate, shown under "General Broadcasting Time Rates") for the additional broadcast does not exceed the comparable gross time charges per period already being charged.

**Weekly Dollar Volume Discount**

Weekly dollar volume discounts not applicable on schedules of less than eight consecutive weeks of broadcasting under "General Broadcasting Time Rates."

Advertisers using a schedule of eight or more consecutive weeks under "General Broadcasting Time Rates" are entitled to dollar volume discounts on all broadcasts running concurrently. Advertisers using announcements only are not entitled to dollar volume discount.

Contracted value of time at gross rates:	None
Less than 80.00 weekly.....	2-1/2%
80.00 or more but less than 145.00 weekly.....	5%
145.00 or more but less than 205.00 weekly.....	7-1/2%
205.00 or more but less than 265.00 weekly.....	10%
265.00 or more but less than 325.00 weekly.....	12-1/2%
325.00 or more but less than 385.00 weekly.....	15%

**Discounts for Consecutive Weeks**

Discounts for consecutive weeks of broadcasting are applicable only to rates listed under "General Broadcasting Time Rates" after deducting applicable dollar volume discounts. If any. The discount will be due and payable at the end of 13, 26 or 52 weeks of broadcasting excepting that it will be allowed currently on non-cancellable contracts:

Less than 13 weeks.....	None
13 to 25 weeks.....	5%
26 to 51 weeks.....	7-1/2%
52 weeks.....	10%

**ANNOUNCEMENTS**

Accepted on announcement periods only. No other announcements available except service announcements. No contests in announcement form.

(6:00 p.m. to 10:30 p.m.)					
	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.
1 minute live and transcribed announcements.....	19.20	18.00	16.80	15.60	14.40
100 words.....	16.00	15.00	14.00	13.00	12.00

(Before 6:00 p.m. and after 10:30 p.m.)

1 minute live and transcribed announcements.....					
	14.40	13.20	12.00	10.80	9.60
100 words.....	12.00	11.00	10.00	9.00	8.00

**SPECIAL FEATURES**

Time signals, weather and temperature reports: Between 6:00 p.m. and 10:30 p.m., copy limited to 25 words including service report; each report 12.50; one each evening, per week 75.00. Before 6:00 p.m. and after 10:30 p.m., copy limited to 50 words, including service report; each report 6.25; one each day, per week 37.50.

News Programs: Available for sponsorship at card rates plus a charge for news service—rates on request. News Bulletins: Service availabilities and prices on request.

Model Electric Kitchen: Full half hour sponsorship one day per week and mention on other five days, per week 64.00. No contract accepted for less than 13 weeks.

Sleepyhead Serenade: 6:00 a.m. to 7:30 a.m. daily; announcement participation at regular rate.

Alabama Tea Party: 3:00 p.m. to 5:00 p.m. daily; announcement participation at regular rate.

The Silent Partner—Home economics program, 15 minutes daily except Sunday on run of station day time only; rates for 100 word participation announcements are as follows:

1 time, each, gross.....	14.00
13 times, each, gross.....	13.00
26 times, each, gross.....	12.00
52 times, each, gross.....	11.00
100 or more times, each, gross.....	10.00

**REMOTE CONTROL**

Programs originating outside the studios are subject to special charges.

**TRANSCRIPTIONS**

Accepted at regular rates except one minute transcripts—see "Announcements."  
 Ordinary phonograph records not accepted between 7:00 p.m. and 10:30 p.m. week days and Sundays.

**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.

Acceptable accounts are subject to the same rates according to the time classification into which they fall. Lectures and talks (except political talks) are not accepted between 7:00 p.m. and 10:30 p.m. No commercial broadcasts consisting of straight talks (except political talks) are acceptable for periods of more than five minutes and then only before 6:00 p.m.

**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**

Manager—Thad Holt.  
 National Sales Manager—H. H. Holtshouser.

**Representatives**

Radio Sales.

# WAPI BIRMINGHAM

has carried at least twice

as much national spot

time as the other two

local stations combined

for **5** consecutive years!

# WAPI BIRMINGHAM • CBS NETWORK



Represented nationally by Radio Sales with offices in New York, Chicago, St. Louis, Los Angeles, San Francisco, Charlotte

**ALABAMA—Continued**

**BIRMINGHAM—Continued**

**W B R C**

(Established 1925)



Rate card dated November 1, 1940. (Card No. 15.) Owned and operated by Birmingham Broadcasting Company, Inc.

Business Office and Studio—WBRC Bldg., Birmingham, Ala., telephone 47741.  
Transmitter—2400 Arkadelphia Road, Birmingham, Ala.

**Wave—Power—Time**

Operating power—5,000 watts.

312.5 meters; 960 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**

15% to recognized advertising agencies on time and talent charges; no cash discount. Bills rendered and payable weekly.

**General Advertising**

For combination rates see National Broadcasting Company (Southeastern Group). More than 100 words, or 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.

		(6:00 p.m. to 10:30 p.m.)			
		1 to 14	15 to 24	25 to 51	52 to 104
1/2 hour....	96.00	90.00	85.00	80.00	75.00
1/4 hour....	64.00	60.00	55.00	49.00	43.00
5 minutes....	30.00	28.00	26.00	24.00	22.00
		(8:30 a.m. to 6:00 p.m.)			
1/2 hour....	48.00	45.00	42.50	40.00	37.50
1/4 hour....	32.00	30.00	27.00	24.00	21.00
5 minutes....	15.00	14.00	13.00	12.00	11.00
3 to 4 times weekly—5% additional discount.					
5 to 6 times weekly—10% additional discount.					
Before 8:30 a.m.—1/2 and 1/4 hour period, one-third of night right.					

**ANNOUNCEMENTS**

		(6:00 p.m. to 10:30 p.m.)			
		15.00	14.00	13.00	12.00
100 words....	15.00	14.00	13.00	12.00	11.00
50 words and network breaks....	12.00	11.00	10.00	9.00	8.00
(Before 6:00 p.m. and after 10:30 p.m.)					
100 words....	9.00	8.50	8.00	7.50	7.00
50 words and network breaks....	6.00	5.90	5.75	5.50	5.00

**TALENT**

Rates on request.

**REMOTE CONTROL**

Programs broadcast from points outside studios are subject to extra charges for wire service, special equipment, etc.

**TRANSCRIPTIONS**

Regular time charges apply to recorded programs. Not restricted to certain hours. Transcription service library available. Rates on request.

**SERVICE FACILITIES**

Program department will supply continuity and talent for programs.

**Contract and Other Requirements**

Advertising of alcoholic beverages 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 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.

**Personnel**

Business Manager—J. C. Bell.  
Assistant Manager—John M. Connolly.  
Exclusive National Representatives—Paul H. Rayner Company.

**W S G N**

(Established 1927)



Rates effective November 1, 1942. (Card No. 5.)

Affiliated with the Birmingham News and Age-Herald.

Business Office and Studio—Dixie Carlton, Third and 23rd Sts., Birmingham, Ala., telephone 4-3134. 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 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. No commission on talent or wire charges. Payment date—15th of month following broadcast.

**General Advertising**

For combination rates see Blue Network Company (Blue Southeastern Group).

When WSGN is purchased in combination with WSFA, Montgomery, and WALA, Mobile, an additional discount of 10% on all three stations is allowed, providing that identical units of time or dollar volume are used on each station.

Announcements and programs may not be combined to earn a greater discount. Programs take precedence over announcements. The following rates are for station time only and do not include music copyright fees.

**CLASS "A"**

		(6:00 p.m. to 10:30 p.m.)				
		1	1/2	1/4	10	5
		hr.	hr.	hr.	min.	min.
1 time....	160.00	96.00	64.00	48.00	32.00	16.00
13 times	144.00	86.40	57.60	43.20	28.80	14.40
26 times	136.00	81.60	54.40	40.80	27.20	13.60
39 times	128.00	76.80	51.20	38.40	25.60	12.80
52 times	120.00	72.00	48.00	36.00	24.00	12.00
104 times	112.00	67.20	44.80	33.60	22.40	11.20
156 times	104.00	62.40	41.60	31.20	20.80	10.40
260 times	96.00	57.60	38.40	28.80	19.20	9.60
312 times	88.00	52.80	35.20	26.40	17.60	8.80

**CLASS "B"**

		(All other time)				
		1	1/2	1/4	10	5
		hr.	hr.	hr.	min.	min.
1 time....	80.00	48.00	32.00	24.00	16.00	8.00
13 times	72.00	43.20	28.80	21.60	14.40	7.20
26 times	68.00	40.80	27.20	20.40	13.60	6.80
39 times	64.00	38.40	25.60	19.20	12.80	6.40
52 times	60.00	36.00	24.00	18.00	12.00	6.00
104 times	56.00	33.60	22.40	16.80	11.20	5.60
156 times	52.00	31.20	20.80	15.60	10.40	5.20
260 times	48.00	28.80	19.20	14.40	9.60	4.80
312 times	44.00	26.40	17.60	13.20	8.80	4.40

(\*) One minute transcription.  
(†) 100 words or less.

**SPECIAL WEEKLY RATES**

		Rates for consecutive weeks:			
		CLASS "A"			
		(6:00 p.m. to 10:30 p.m.)			
		Per week			
One hour:	13 wks.	26 wks.	39 wks.	52 wks.	
3 times.....	331.00	298.00	255.60	225.00	
5 times.....	512.00	455.00	400.00	360.00	
6 times.....	593.40	523.20	471.00	409.50	
One-half hour:					
3 times.....	192.00	171.00	153.60	135.00	
5 times.....	307.00	270.00	245.00	215.00	
6 times.....	353.80	310.20	282.60	245.70	
One-quarter hour:					
3 times.....	129.00	117.00	102.00	90.00	
5 times.....	205.00	185.00	155.00	143.00	
6 times.....	237.60	213.00	183.40	163.80	
Ten minutes: 3/4 of 1/4 hour rate.					
Five minutes: 1/2 of 1/4 hour rate.					
		CLASS "B"			
		(All other time)			
One hour:					
3 times.....	186.00	166.50	150.75	141.00	
5 times.....	290.00	267.00	248.50	228.00	
6 times.....	327.00	298.80	271.80	250.00	
One-half hour:					
3 times.....	111.00	99.00	90.00	84.00	
5 times.....	175.00	162.00	148.50	135.00	
6 times.....	195.00	180.00	165.00	150.00	
One-quarter hour:					
3 times.....	75.00	67.50	60.75	57.00	
5 times.....	115.00	105.00	100.00	93.00	
6 times.....	132.00	118.80	106.80	100.00	
Ten minutes: 3/4 of 1/4 hour rate.					
Five minutes: 1/2 of 1/4 hour rate.					

**POLITICAL AND TALENT**

Rates on request. REMOTE CONTROL Rates on request.

**RECORDED PROGRAMS**

Regular time charges apply; not restricted to certain hours. (This listing continued on next page)

*First*

WITH the PROGRAMS  
FOLKS LISTEN TO  
**MOST!**

- ★ CHARLIE McCARTHY      ★ BOB HOPE
- ★ BING CROSBY            ★ JACK BENNY
- ★ WALTER WINCHELL      ★ KALTENBORN
- ★ STANBACKER (since 1935)
- ★ TOWN TALK (since 1935)
- ★ BC SPORTS (since 1928)

★ NOW LICENSED BY ASCAP—BMI—AMP—SESAC.

NBC NETWORK

**WBRC**

5,000 WATTS  
DAY & NIGHT  
**BIRMINGHAM**

BIRMINGHAM—Continued
W S G N—Continued

Contract 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' notice.

Closing Time
Announcements and transcriptions close one day in advance. Programs of local talent and remote control service, dependent on type of feature desired, average 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 78 r.p.m. double turntables for lateral cut recordings.

Personnel
Vice-Pres. & Gen'l Mgr.—Henry P. Johnston.
Assistant to Manager—Evelyn Hicks.
Sales Prom. & Pub. Mgr.—Bob Venn.
Program Manager—Bill Terry.
Chief Engineer—P. B. Cram.

Representatives
Headley-Reed Company.

DECATUR

(Morgan County)
W M S L
(Established 1935)

Rates 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.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission
15% to recognized advertising agencies; no cash discount. No commission on talent or remote charges. Bills or statements rendered on 1st of each month and payable not later than 10th of month following.

General Advertising
For combination rates see Mutual Broadcasting System.
The following rates are for national advertising. Frequency discounts applicable only if contract is used a minimum of once a week during a maximum period of 52 weeks.

Table with 5 columns: Rate type (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, Announcement) and 6 columns of rates (1 ti., 2 ti., 3 ti., 4 ti., 5 ti., 6 ti.)

WEEKLY FREQUENCY RATES

Table with 5 columns: Rate type (Four weeks, 13 weeks, Twenty-six weeks, Fifty-two weeks) and 6 columns of rates (1 ti., 2 ti., 3 ti., 4 ti., 5 ti., 6 ti.)

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 be left with station. Per 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 library service available—details on request.

SERVICE FACILITIES
Services of staff and announcers available without extra cost. Audition programs and rehearsals available at studios 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 respon-

sible 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 date of program service is 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 lateral and vertical cut recordings.

Personnel
Pres. & Gen'l Mgr.—M. K. Vickrey.
Program Director—Lewis Blizzard.
Chief Engineer—Colloway Callcott.

Representatives
Headley-Reed Company.

DOTHAN

(Houston County)
W A G F
(Established 1932)

Rates received June 14, 1937.
Owned and operated by Dothan Broadcasting Co. Business Office and Studio—204-1/2 E. Main St., Dothan, Ala.
Transmitter—Southeast Alabama Fair Grounds, Dothan, Ala.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate on local channel. Operates on Central War Time.
Operating schedule: 7:00 a.m. to local sunset.

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.

Table with 2 columns: Rate type (General Advertising, Price Quoting permitted, 100 words) and 6 columns of rates (1 ti., 13 ti., 26 ti., 52 ti., 78 ti., 104 ti.)

ANNOUNCEMENTS
Rates on request.

REMOTE CONTROL
Handled at regular rates, plus line charge.

Contract 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 transcription, using 33-1/3 and 78 r.p.m. double turntables for lateral cut recordings.

Personnel
Commercial Manager—Fred C. Moseley.

Representatives
Headley-Reed Company.

GADSDEN

(Etowah County)
W J B Y
(Established 1928)

Rates effective January 1, 1938.
Owned and operated by Gadsden Broadcasting Company, Inc.
Business Office and Studio—108 Broad St., Gadsden, Ala., telephone 88.
Transmitter—108 Broad St., Gadsden, Ala.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel. Operates on Central War Time.
Operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission
15% on broadcasting rates only to advertising agencies; cash discount 2% of net—10 days from invoice date. No commission or cash discount on talent. Invoices mailed 1st 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.)

Table with 2 columns: Rate type (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and 6 columns of rates (1 ti., 13 ti., 26 ti., 52 ti., 78 ti., 104 ti.)

ANNOUNCEMENTS
Rates on request.

RECORDED PROGRAMS
Market reports, 15 minutes—regular rates apply. Weather reports, one minute daily; minimum contract three months—regular rates apply.

Time Signal Service: Daily, run of schedule, includes one 25 word announcement and one 100 word announcement each morning, afternoon and evening. Complete Service: 3 months, per month 275.00; 6 months, per month 250.00; 9 months, per month 225.00; 12 months, per month 200.00. Rate for morning and afternoon service combined is two-thirds of rate structure. Rate for evening service only is two-thirds of rate structure.

TALKS
Political talks, lectures, etc., per minute 1.00. Minimum 15 minutes; maximum one hour.

REMOTE CONTROL
Arrangements can be made for remote broadcasts. RECORDED PROGRAMS
Regular time charges apply. Not restricted to certain hours.

Contract and Other Requirements
All acceptable accounts are subject to the same rates. 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—B. H. Hopson.
Representatives
Sears & Ayer, Inc.

HUNTSVILLE

(Madison County)
W B H P
(Established 1937)

Rates effective November 1, 1937. (Card No. 2.)
Owned and operated by Huntsville Broadcasting Co. Business Office and Studio—Times Bldg., Huntsville, Ala.
Transmitter—Two miles west of Huntsville, Ala.

Wave—Power—Time
Operating power—100 watts.
242.9 meters; 1230 kilocycles.
Licensed 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.

Table with 2 columns: Rate type (General Advertising, 5 minutes, 100 word announcements) and 6 columns of rates (1 ti., 13 ti., 26 ti., 52 ti., 78 ti., 104 ti.)

SPECIAL FEATURES
News, sports, time signals, weather forecasts, temperature 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.

Contract 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 33-1/3 and 78 r.p.m. turntables.

Personnel
General Manager—W. H. Pollard.
Program Director—Weston Britt.

Representatives
None.

MOBILE

(Mobile County)
W A L A
(Established 1930)

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. R. R. Bldg., 100 St. Joseph St., Mobile, Ala., Dexter 5893.
Transmitter—Tensas Bridge Head, Baldwin County, Ala.

Wave—Power—Time
Operating power—5,000 watts.
212.8 meters; 1410 kilocycles.
Licensed to operate full time. Operates on Central 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% on charges for station time to recognized advertising agencies on national accounts only. No commission on talent charges. Cash discount 2%—10 days.

General Advertising
For combination rates see National Broadcasting Company (additional to Southeastern Group).
When WALA is purchased in combination with WSGN, Birmingham, and WSFA, Montgomery, an additional discount of 10% on all three stations is allowed, providing that identical units of time or dollar volume are used on each station.

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. (This listing continued on next page)

ALABAMA—Continued

MOBILE—Continued  
W A L A—Continued

Table with advertising rates for WALA, including 1/2 hour, 1/4 hour, and 5 minutes slots for various times of day.

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m.) 1 minute 12.50 11.88 11.25 10.63 10.00 9.38

SPECIAL FEATURES Rates on request. POLITICAL Same as regular rates, with unlimited time.

REMOTE CONTROL Facilities and talent are extra—details on request.

TRANSCRIPTIONS Regular time charges apply, Not restricted to certain hours.

Contract and Other Requirements Advertising of alcoholic beverages accepted.

Personnel General Manager—W. O. Pape. Commercial Manager—H. K. Martin.

Representatives Hendley-Reed Company.

WMOB (Established 1939)



Rates received August 10, 1942. Owned and operated by S. B. Quigley.

Wave—Power—Time Operating power—250 watts. 243.5 meters; 1230 kilocycles.

Agency Commission 15% to recognized advertising agencies; cash discount 2%.

General Advertising For combination rates see Mutual Broadcasting System.

CLASS "A" (6:00 p.m. to 11:00 p.m. week days; 1:00 p.m. to 11:00 p.m. Sundays)

Table with advertising rates for WMOB Class A, including 1 hr, 1/2 hr, 1/4 hr, and 5 min slots.

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

Table with advertising rates for WMOB Class B, including 1 hr, 1/2 hr, 1/4 hr, and 5 min slots.

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m. week days; 1:00 p.m. to 11:00 p.m. Sundays)

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

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

TALENT Local talent available.

REMOTE CONTROL Facilities available, subject to extra charges for line and mechanical costs.

TRANSCRIPTIONS Transcription library service available. Regular rates apply.

SERVICE FACILITIES Continually department available.

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

Closing Time Contracts close one week in advance of first broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription.

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

Representatives Sears & Ayer, Inc.

MONTGOMERY (Montgomery County)

WCOV (Established 1939)

Rates effective January 1, 1939. Owned and operated by Capital Broadcasting Company, Inc.

Business Office and Studio—Exchange Hotel, Montgomery, Ala.

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles.

Agency Commission 15% to recognized advertising agencies on net charges for station time.

General Advertising For combination rates see Columbia Broadcasting System (Southcentral Group).

Table with advertising rates for WCOV, including 1 hr, 1/2 hr, 1/4 hr, and 5 min slots for various times of day.

ANNOUNCEMENTS (Nighttime) 1 minute 7.00 6.00 5.00 4.75 4.50 4.25 4.00

SPECIAL FEATURES News service, time signals, weather reports, temperature reports.

TALENT Electric organ in studio—rates on request.

REMOTE CONTROL Cost of telephone lines and incidental expense in connection with remote pick-ups.

Contract and Other Requirements Rates guaranteed for one year from date of first broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription.

Personnel Pres. & Gen'l Mgr.—G. W. Covington, Jr. Program Director—Joe Byers.

Representatives Howard H. Wilson Company.

WSFA (Established 1930)

Rates effective October 1, 1940. Owned and operated by the Montgomery Broadcasting Company, Inc.

Business Office and Studio—Jefferson Davis Hotel, Montgomery, Ala.

Wave—Power—Time Operating power—1,000 watts days; 500 watts nights.

Agency Commission 15% to recognized advertising agencies; cash discount 2%.

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

General Advertising For combination rates see National Broadcasting Company (Northcentral Group).

CLASS "A" (6:00 p.m. to 10:30 p.m.) 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min.

Table with advertising rates for WSFA Class A, including 1 hr, 1/2 hr, 1/4 hr, 5 min, and 1 min slots.

CLASS "B" (6:00 a.m. to 6:00 p.m.) 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min.

Table with advertising rates for WSFA Class B, including 1 hr, 1/2 hr, 1/4 hr, 5 min, and 1 min slots.

SPECIAL FEATURES Leased wire news service. Rates on request.

REMOTE CONTROL Arrangements can be made for remote control broadcast.

TRANSCRIPTIONS Transcription library service available. Regular time charges apply.

SERVICE FACILITIES Retail market data, maps and other information furnished on request.

Contract and Other Requirements Advertising of beer and wine accepted.

General Advertising For combination rates see Columbia Broadcasting System (Southcentral Group).

Table with advertising rates for WSFA, including 1 hr, 1/2 hr, 1/4 hr, and 5 min slots for various times of day.

ANNOUNCEMENTS (Nighttime) 1 minute 7.00 6.00 5.00 4.75 4.50 4.25 4.00

SPECIAL FEATURES News service, time signals, weather reports, temperature reports.

TALENT Electric organ in studio—rates on request.

REMOTE CONTROL Cost of telephone lines and incidental expense in connection with remote pick-ups.

Contract and Other Requirements Rates guaranteed for one year from date of first broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription.

Personnel Pres. & Gen'l Mgr.—Howard E. Pihl.

Representatives Hendley-Reed Company.

MUSCLE SHOALS CITY

W L A Y (Established 1933)

Rates effective October 1, 1940. (Card No. 6.) Owned and operated by Muscle Shoals Broadcasting Corporation.

Business Office and Studio—620 E. Second St., P.O. Box 688, Sheffield, Ala.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles.

Agency Commission 15% to recognized advertising agencies; cash discount 2%.

General Advertising For combination rates see National Broadcasting System.

Table with advertising rates for W L A Y, including 1/2 hr, 1/4 hr, and 5 min slots for various times of day.

(This listing continued on next page)

MUSCLE SHOALS CITY—Con'd

W L A Y—Continued

ANNOUNCEMENTS (6:45 a.m. to 11:00 p.m.)

Table with 3 columns: 100 words or chain breaks, 100 words daily for one year, per announcement.

SPECIAL FEATURES

Newscasts, weather reports, stock and market reports, time signals—rates on request.

REMOTE CONTROL

Details on request.

TRANSCRIPTIONS

Regular time charges apply.

Contract and Other Requirements

Rates 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. Program Director—Virginia Robbins. Chief Engineer—Glenn Boatright.

Representatives

Sears & Ayer, Inc.

OPELIKA

(Lee County)

W J H O

(Established 1940)

Rates effective February 1, 1942.

Owned and operated by Opelika-Auburn Broadcasting Company.

Business Office and Studio—1400 Auburn Road, Opelika, Ala., Radio 1400. Other Studios—Flitts Hotel, Auburn, Ala. Transmitter—Auburn Road, Opelika, Ala.

Wave—Power—Time

Operating power—250 watts days; 100 watts nights. (100% modulation—crystal control.)

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

General Advertising

For combination rates see Mutual Broadcasting System.

CLASS "A"

Table with 5 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min. and 10 rows of time slots.

CLASS "B"

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

Table with 4 columns: 1 time, 13 times, 26 times, 52 times and 5 rows of time slots.

ANNOUNCEMENTS

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

Table with 3 columns: 100 wds., 50 wds., 25 wds. and 10 rows of time slots.

CLASS "C"

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

Table with 3 columns: 1 time, 13 times, 26 times and 5 rows of time slots.

REMOTE CONTROL

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.

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

Advertising of alcoholic 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

Station Director—F. M. Hyatt.

SELMA

(Dallas County)

W H B B

(Established 1935)

Rates effective December 1, 1939.

Owned and operated by Selma Broadcasting Co., Inc. Business Office—P. O. Box 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.m.)

Table with 3 columns: 1/2 hour, 1/4 hour, 5 minutes and 3 rows of time slots.

ANNOUNCEMENTS

No additional charge for requested times if available. (6:00 p.m. to 10:00 p.m.)

Table with 3 columns: 150 words, 100 words and 2 rows of time slots.

SPECIAL FEATURES

News: Leased wire service—rates on request.

POLITICAL

Per minute..... 1.00

REMOTE CONTROL

Arrangements can be made for remote control broadcasts provided additional cost of lines and equipment is paid by advertiser.

TALENT

Local talent available—rates 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

Vice-Pres. & Gen'l Mgr.—Julien Smith, Jr. Promotion Manager—Erin Reynolds. Program Director—Marshall Parsons, Jr. Chief Engineer—William Pike.

Representatives

Sears & Ayer, Inc.

TUSCALOOSA

(Tuscaloosa County)

W J R D

(Established 1936)



Rates received October 15, 1937.

Owned and operated by J. R. Doss, Jr. Business Office and Studio—First National Bank Bldg., Tuscaloosa, Ala. Transmitter—Tuscaloosa, Ala.

Wave—Power—Time

Operating power—250 watts. (100% modulation.)

243.9 meters; 1230 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission

15% to recognized advertising agencies; no cash discount. Commission does not apply on talent. Invoices mailed 1st of each month.

General Advertising

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.

Table with 3 columns: 1/2 hour, 1/4 hour, 5 minutes and 3 rows of time slots.

SPECIAL FEATURES

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

Breakfast Club: 7:00 a.m. to 8:00 a.m., regular rates apply.

Grab Bag: 8:00 a.m. to 9:00 a.m.

Sunrise Jambores: 6:00 a.m. to 7:00 a.m.

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

Table with 3 columns: 100 words, 50 words, 25 words and 3 rows of time slots.

POLITICAL

Per minute 2.00; cash with order. Copy must be submitted to station before broadcast.

TALENT

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 control. 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

Manager—J. Ed. Reynolds. Program Director—Wilhelmina Quarrels. Production Director—Alfred Owens.

Representatives

None.

ARIZONA

ARIZONA BROADCASTING CO., INC.

Address all orders or communications to Radio Stations KTAR, Heard Bldg., Phoenix, Ariz.

Comprised of:

PRIMARY STATIONS

KTAR—Phoenix KYUM—Yuma KVOA—Tucson KGLU—Safford

SUPPLEMENTARY STATIONS

KWJB—Globe KCRJ—Jerome KYCA—Prescott

Rates effective September 1, 1940.

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 four primary markets. Wire service available to supplementaries at regular utility charges.

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.

PRIMARY STATION RATES

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

Table with 3 columns: 1 hr., 1/2 hr., 1/4 hr. and 4 rows of time slots.

Table with 3 columns: 1 hr., 1/2 hr., 1/4 hr. and 4 rows of time slots.

Table with 3 columns: 1 hr., 1/2 hr., 1/4 hr. and 4 rows of time slots.

ANNOUNCEMENTS

(Nighttime)

Table with 3 columns: 1 minute or less and 3 rows of time slots.

(Daytime)

Table with 3 columns: 1 minute or less and 3 rows of time slots.

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

TALKS

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

SUPPLEMENTARY STATION RATES

Available for use with primary stations.

(Day or Night)

Table with 3 columns: 1 hr., 1/2 hr., 1/4 hr. and 4 rows of time slots.

Table with 3 columns: 1 station, 2 stations, 3 stations and 4 rows of time slots.

Table with 3 columns: 1 station, 2 stations, 3 stations and 4 rows of time slots.

Table with 3 columns: 1 station, 2 stations, 3 stations and 4 rows of time slots.

ANNOUNCEMENTS

Table with 3 columns: 1 station, 2 stations, 3 stations and 4 rows of time slots.

SPECIAL FEATURES

Time Signals: 25 words or less; signals given at time available by individual stations; short slogans preferred. Discounts allowed only on consecutive time signals of at least one week under contract not exceeding one year's duration, and without lapse.

Table with 3 columns: 1 hr., 1/2 hr., 1/4 hr. and 4 rows of time slots.

Table with 3 columns: 1 hr., 1/2 hr., 1/4 hr. and 4 rows of time slots.

Table with 3 columns: 1 hr., 1/2 hr., 1/4 hr. and 4 rows of time slots.

Table with 3 columns: 1 hr., 1/2 hr., 1/4 hr. and 4 rows of time slots.

Table with 3 columns: 1 hr., 1/2 hr., 1/4 hr. and 4 rows of time slots.

ARIZONA—Continued

ARIZONA BROADCASTING COMPANY—Continued

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

Rates are for station time only, including facilities, and paid newspaper advertising program listings; talent is extra.
Programs to be broadcast simultaneously over primary network stations unless transcriptions are used, in which case times may then be staggered if so desired by advertiser.

For regular service electrical transcriptions or program material is to be furnished for each of the supplementary network stations used by the advertiser.

All programs, announcements, advertising talks, etc., subject to approval by management and must conform to network policy. 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 advances 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 public. The management shall endeavor to notify advertiser in advance of any such appropriation of advertising time and will alter 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, 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.

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—Dick Lewis.
Representatives
Paul H. Raymer Company.

ARIZONA NETWORK, THE

836 N. Central Ave., Phoenix, Ariz.
Note: Address correspondence to The Arizona Network, P. O. Box 2671, Phoenix, Ariz.

Comprised of:
KOY—Phoenix KSUN—Bisbee
KTUC—Tucson

Rates effective June 1, 1941.
Wave—Power—Time
See individual listings.
Agency Commission

15% to advertising agencies recognized by the network on net time charges only; each discount 2% on net time charge for payment by 10th of month following broadcast.

General Advertising
Network programs originate from KOY, Phoenix, but for reasons applicable can originate from any member station. Permanent wires are maintained between all stations, and rates include all wire charges, except remotes. All discounts are for broadcasts to be used within one year from start of schedule. Announcements and programs cannot be combined to earn frequency discounts.

Table with columns for time slots (6:00 p.m. to 10:00 p.m.) and rates for 1, 1/2, 1/4 hour and 5 min. spots.

ANNOUNCEMENTS
One minute or less, including chin breaks:
(6:00 p.m. to 10:00 p.m.)

Table with columns for time slots and rates for announcements.

SPECIAL FEATURES
News broadcasts, stock market reports, special features—rates on request.

REMOTE CONTROL
Programs may originate from any Arizona Network affiliated station without extra charge.

Contract and Other Requirements
Contracts subject to station 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 both vertical and lateral cut recordings.

Personnel
Manager—Carleton W. Morrin.
Representatives
John Blair & Company.

Weather reports, market reports, etc.: Advertiser may buy time at regular rates and include service reports within limit of period contracted for. Words used in giving such service reports will be combined with advertising copy to determine the rate applicable.
Time signals or temperature reports: 35 words or less of commercial copy:
(6:00 p.m. to 10:00 p.m.)

Table with columns for time slots and rates for weather and temperature reports.

Rates on request.
REMOTE CONTROL
Arrangements for remotes outside the studios of network stations may be made—rates on request.

TRANSCRIPTIONS
Library service available on request.

SERVICE FACILITIES
Rates include station announcer and operator and the services of the program department in obtaining talent, arranging and presenting programs. Talent charge additional as arranged for in advance.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Direct selling or lottery not consistent with station policies 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 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
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 transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

Personnel
Manager of Operation—John R. Williams, Station KOY, Phoenix, Ariz.
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 Bldg., Lowell Station, Bisbee, Ariz.

Transmitter—Naco Road, Bisbee, Ariz.
Wave—Power—Time
Operating power—250 watts.
233.0 meters; 1240 kilocycles.

Operates on Mountain War Time.
Operating schedule: 7:30 a.m. to 10:30 p.m. daily.
Agency Commission

15% on net station time to recognized agencies.
Terms net—10th pay.

General Advertising
For combination rates see Arizona Network.
Rates for 19 minute periods are three-fourths the 15 minute rate.

The following rates are for national advertising.
(6:00 p.m. to 10:30 p.m.)

Table with columns for time slots and rates for national advertising.

ANNOUNCEMENTS'N'S
(6:00 p.m. to 10:30 p.m.)

Table with columns for time slots and rates for announcements.

SPECIAL FEATURES
News broadcasts, stock market reports, special features—rates on request.

REMOTE CONTROL
Programs may originate from any Arizona Network affiliated station without extra charge.

Contract and Other Requirements
Contracts subject to station 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 both vertical and lateral cut recordings.

Personnel
Manager—Carleton W. Morrin.
Representatives
John Blair & Company.

GLOBE

KWJB

Rates effective July 15, 1939.
Owned and operated by Sims Broadcasting Company. Business Office and Studio—South Globe, Ariz., telephone 41.

Transmitter—South of Globe, Ariz.
Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.

Licensed to operate unlimited time. Operates on Mountain War Time.
Operating schedule: 8:00 a.m. to 10:00 p.m.

Agency Commission
15% to recognized advertising agencies on station time only.

General Advertising
Discounts apply on station time charges only, and are allowed on contracts of not more than one year, and without lapse.

Announcements and programs may not be combined to earn frequency discounts.

Music copyright fees are included in rates.
(Day or Night)

Table with columns for time slots and rates for general advertising.

SPOT ANNOUNCEMENTS
Announcements are 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.
(Day or Night)

Table with columns for time slots and rates for spot announcements.

Rates on request.
REMOTE CONTROL
Programs originating outside the studios require an additional charge.

TRANSCRIPTIONS
Accepted during regular broadcasting periods.

SERVICE FACILITIES
Services of the station's program department, staff announcers and engineers in arranging and presenting programs are included without extra charge.

Contract and Other Requirements
No periods sold in bulk for re-sale. Advertisers participating in group programs are required to make individual group contracts subject to card rates and regulations.

Programs are subject to cancellations by either party on 15 days' written notice. Rates adjusted on basis of actual time used. All facilities furnished in accordance with the terms of stations' 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 33-1/3 and 78 r.p.m. turntables for both lateral and vertical cut recordings.

Personnel
Manager—Bartley Sims.

JEROME

(Yavapai County)

KCRJ

(Established 1930)

Rates effective July 15, 1939.
Owned and operated by Central Arizona Broadcasting Company. Business Office and Studio—711 Main St., Jerome, Ariz.

Transmitter—Lower Hogback, Highway 79, near Jerome, Ariz.
Wave—Power—Time
Operating power—250 watts.
233.0 meters; 1240 kilocycles.

Operates on Mountain War Time.
Operating schedule: 7:00 a.m. to 10:00 p.m.

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

General Advertising
For combination rates see Arizona Broadcasting Company.

Discounts apply on station time charges only, and are allowed on contracts not exceeding one year, and without lapse.

Announcements and programs may not be combined to earn frequency discounts.

Music copyright fees are included in rates.
(Day or Night)

Table with columns for time slots and rates for general advertising.

SPOT ANNOUNCEMENTS
One minute maximum; English or Spanish.
(Day or Night)

Table with columns for time slots and rates for spot announcements.

SPECIAL FEATURES
Women's Hour: Regular rates apply.

Spanish Programs: Regular rates apply; no extra charge for Spanish staff services.

News Broadcasts, Market Reports, Ball Scores: Regular rates apply.

Rates on request.
REMOTE CONTROL
Remotes broadcasts from Jerome without line charge. Other facilities subject to line charges at cost.

(This listing continued on next page)

JEROME—Continued
KCRJ—Continued

Contract and Other Requirements
Contracts subject to station's approval and governmental regulations.
Closing Time
Closing date of program service is one week in advance of broadcast.

PHOENIX
(Maricopa County)
KOY
(Established 1922)



Rates effective, May 1, 1941. (Card No. 3)
Owned and operated by Salt River Valley Broadcasting Company.
Studio—836 North Central Ave., P. O. Box 2671, Phoenix, Ariz.

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

General Advertising
For combination rates see Columbia Broadcasting System (Mountain Group), Columbia Pacific Network (Supplementary Stations), and Arizona Network.

Table with columns for PROGRAMS (6:00 p.m. to 10:00 p.m.), 1 hour, 1/2 hour, 1/4 hour, 5 min., and rates for various time slots.

ANNOUNCEMENTS
(6:00 p.m. to 10:00 p.m.)
One minute or less including chain breaks: Each..... 15.00 14.25 13.50 12.75 12.00 11.25 10.50

SPECIAL FEATURES
News Broadcasts—Minimum six days weekly at regular rates plus news charge of 15.00 per week net.
Sports and other special events—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.

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.

Closing Time
Should the advertiser fail to deliver program material to the station at least 24 hours in advance, the station 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.

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
Chairman—BurrIDGE D. Butler.
President—W. A. Baldwin.

KPHO
(Established 1940)
Rates effective January 15, 1941.
Owned and operated by M. C. Reese, Business Office—415 First National Bank Bldg., Phoenix, Ariz.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.

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

Table with columns for 1/2 hour, 1/4 hour, 5 minutes, 75 words, 50 words, Station breaks and time breaks, Station breaks, and rates for various time slots.

SPECIAL FEATURES
'Merchants Special'—Daily 9:45 word spot, copy change every ten days, per month 40.00.

REMOTE CONTROL
Extra charges for line and mechanical costs are not subject to agency commission.

TRANSCRIPTIONS
Regular rates apply which include use of transcription laboratory service.

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—M. C. Reese.
Representatives
None.

K TAR
(Established 1922)

Rates effective March 15, 1939. (Card No. 1)
Owned and operated by Arizona Republic and the Electrical Equipment Company.

Wave—Power—Time
Operating power—5,000 watts.
483.6 meters; 620 kilocycles.

General Advertising
For combination rates see National Broadcasting Company (Arizona Group), Blue Network Company (Pacific Supplementaries), and Arizona Broadcasting Company.

Table with columns for 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 hr, 1/2 hr, 1/4 hr, 5 min, and rates for various time slots.

ANNOUNCEMENTS
1 minute or less (Nighttime)
1 minute or less (Daytime)

SPECIAL FEATURES
Time Signals—25 words or less, signals eleven at time available, short slogans preferred.

On contract for—
Nighttime..... 13 wks. 26 wks. 52 wks.
Daytime..... 10.00 9.00 8.00 7.00 6.00 5.00

Market reports, news, irrigation reports, road information and sports reviews—information and rates on request.

TALKS
When acceptable, talks are handled and charged for as program time, plus 50%.

REMOTE CONTROL
Arrangements can be made for remote control broadcasts—rates and details on request.

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

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

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 no to exceed amount of time occupied by such error or omission.

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—Dick Lewis.
Commercial Manager—J. R. Heath.

ARKANSAS—Continued

EL DORADO—Continued  
K E L D—Continued

Table with 2 columns: Time/Service and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription or 100 words, and Chain break announcements (50 words).

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts used within a year. Announcements and programs of five minutes or more cannot be combined to earn larger discounts.

Additional 5% frequency discount allowed on programs of five minutes or more that run three or more times weekly to be taken collectively with quantity discount.

TALENT

Rates on request. 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.

Contract and Other Requirements Rates do not include talent. Programs, transcriptions and advertising copy are subject to approval.

Announcement contracts are accepted only with the understanding that programs take scheduling preference. Rates quoted are for commercial advertising; religious rates will be quoted 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

Vice-Pres. & Gen'l Mgr.—G. E. Zimmerman. Station & Con'l Mgr.—Ewing, Canada.

Program Director—H. T. MacDonough. Representatives Cox & Tanz.

FORT SMITH  
(Sebastian County)

K F P W  
(Established 1930)



Rates effective November 15, 1938. (Card No. 0.) Owned and operated by the Southwestern Hotel Co. Business Office and Studio—Goldman Hotel, Fort Smith, Ark., telephone 4106.

Transmitter—Albert Pike and Kelley 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 9:00 a.m. to 9:30 p.m.; week days 6:30 a.m. to 9:30 p.m.

Agency Commission 15% allowed to recognized advertising agencies on station time only. None paid on production costs including talent. Cash discount 2%—10th of month following service.

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

Table with 2 columns: Time/Service and Rate. Includes 12:00 noon to 1:00 p.m. and after 6:00 p.m. week days; after 12:00 noon Sundays.

(6:30 a.m. to 11:59 a.m. and 1:00 p.m. to 5:59 p.m. week days; before 12:00 noon Sundays)

Table with 2 columns: Time/Service and Rate. Includes 1/2 hour, 1/4 hour, 5 minutes.

SPECIAL WEEKLY RATES

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

Table with 2 columns: Time/Service and Rate. Includes 1 wk., 13 wk., 26 wk., 52 wk.

(6:30 a.m. to 11:59 a.m. and 1:00 p.m. to 5:59 p.m. week days; before 12:00 noon Sundays)

Table with 2 columns: Time/Service and Rate. Includes 1/2 hour, 1/4 hour, 5 minutes.

ANNOUNCEMENTS

Table with 2 columns: Time/Service and Rate. Includes 100 words, 50 words, 30 words, 20 words.

Special Monthly Rates Announcements by the month, six days weekly (add one-sixth for seven days):

Table with 2 columns: Duration and Rate. Includes 1 mo., 3 mos., 6 mos., 12 mos.

TALKS

(All Periods) Per minute 1.00; minimum charge 5.00. TALENT Rates on request.

REMOTE CONTROL

Remote equipment for use in immediate territory. Where programs are contracted for, all extra expenses for lines, personnel, traveling expenses, etc., will be charged to advertiser.

RECORDED PROGRAMS

Regular rates apply—not restricted to certain hours. Contract and Other Requirements Advertising of alcoholic beverages, other than beer, not accepted.

Rates include a certain amount of continuity writing and the services of the regular announcer on duty at the time of broadcast; talent is extra. An extra charge will be made for continuity writing which involves unusual work, special announcer, and for remote broadcasts (which require extra announcer and/or extra operator). Programs subject to approval of station manager and must conform to government regulations. No contract for longer than one year. Grouping of contracts to obtain larger discount not permitted. No time sold in bulk for resale.

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 33-1/3 and 78 r.p.m. double turntables.

Personnel General Manager—John A. England. Station Manager—J. E. (Pat) Garner. Advertising Manager—Bill Slates.

HELENA  
(Phillips County)

K F F A  
(Established 1941)

Rates effective November 1, 1941. (Card No. 1-L.) Owned and operated by Helena Broadcasting Co. Business Office and Studio—215 York St., Helena, Ark. Transmitter—Business District, 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 7:00 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; 2% cash discount for advance payment. Bills rendered monthly; due first of each month.

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

Table with 2 columns: Time/Service and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

ANNOUNCEMENTS

Table with 2 columns: Time/Service and Rate. Includes 100 words or less.

DISCOUNTS

2 or 3 announcements used daily..... 5% 4 or 5 announcements used daily..... 10% 6 or more announcements used daily..... 15%

SPECIAL FEATURES

News: Lensed wire service available—rates on request. Speeches, talks, sermons, etc.—payable in advance. Station will not accept commercial programs or speeches discussing controversial subjects, except presentations by candidates for public office or representatives of political parties.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs; no subject to agency commission.

TRANSCRIPTIONS

Regular rates; includes use of transcription library service, instantaneous recording equipment available.

Contract and Other Requirements Advertising of alcoholic beverages accepted. Contracts subject to cancellation on 30 days' written notice accompanied by certified check at short rate to date of last program. Use of more than 12 announcements or programs in a single broadcast day is not permitted. Right reserved to change broadcast time of special events and other programs of public interest.

Announcements and programs may not be combined to earn greater frequency discounts. Discounts allowed retroactively on broadcasts within a contract year.

Closing Time Contracts close one week in advance of first broadcast. Announcement copy closes 48 hours in advance. Transcriptions and late news 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 Station Manager—Ann W. Anderson. Representatives Cox & Tanz.

HOT SPRINGS

(Garland County)  
K T H S  
(Established 1924)



Rates effective August 1, 1942. Owned and operated by Radio Broadcasting, Inc. Business Office and Studio—135 Benton St., Hot Springs, Ark., telephone 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. Licensed to operate full time on clear channel. Operates on 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 Blue Network Company (Blue Southcentral Group).

CLASS "A"

Table with 2 columns: Time/Service and Rate. Includes (6:00 p.m. to 10:00 p.m.) 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min transcription or 100 words, 50 words or less.

CLASS "B"

Table with 2 columns: Time/Service and Rate. Includes (8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min transcription or 100 words, 50 words or less.

CLASS "C"

Table with 2 columns: Time/Service and Rate. Includes (11:00 p.m. to 3:00 a.m.) 1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min transcription or 100 words, 50 words or less.

Additional charges to cover all costs, including lines. Contract and Other Requirements Contracts not accepted for longer than one year from date of first 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 President—John C. McCormack. Station Manager—K. K. Kellam. Chief Engineer—J. Clint Norman.

Representatives The Branham Company.

K W F C

(Established 1941)

Rates received June 16, 1941. Owned and operated by Clyde Willson and Howard A. Shuman.

Business Office and Studio—819-1/2 Central, Hot Springs, Ark. Transmitter—819-1/2 Central, Hot Springs, Ark.

Wave—Power—Time Operating power—250 watts. 255.8 meters; 1340 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 6:00 a.m. to 12:00 midnight.

Agency Commission 15% to recognized agencies on station time only; cash discount 2%. Bills rendered first of month following broadcast and 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.

Table with 2 columns: Time/Service and Rate. Includes (6:00 p.m. to 13:00 midnight) 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, 50 words.

Day rates are two-thirds of rates shown. SPECIAL FEATURES Time signals, weather and participation announcements, daily, non-cancelable.

Table with 2 columns: Time/Service and Rate. Includes 100 words: 1 wk., 1 mo., 3 mo., 4 mo., 6 mo., 12 mo.

Announcements and programs may not be combined to earn greater frequency discounts. Discounts allowed retroactively on broadcasts within a contract year.

Closing Time Contracts close one week in advance of first broadcast. Announcement copy closes 48 hours in advance. Transcriptions and late news 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 Station Manager—Ann W. Anderson. Representatives Cox & Tanz. (This listing continued on next page)



HOT SPRINGS—Continued

K W F C—Continued

Contract and Other Requirements
No contracts for longer than one year. Announcement contracts accepted only for use not less than 13 days per month.

JONESBORO

(Craighead County)
K B T M
(Established 1930)



Rates received September 17, 1941. Owned and operated by Regional Broadcasting Co., Jonesboro, Ark.

Agency Commission
15% on station time; no commission on talent; cash discount 2%—10 days.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, 50 words) and Rate (50.00, 30.00, 20.00, 10.00, 4.50, 3.25)

DISCOUNTS

Table with 2 columns: Number of times (1 to 12, 13 to 25, 26 to 51, 52 to 99, 100 to 150, 150 to 300) and Rate (Net, 10%, 15%, 20%, 25%, 30%)

SPECIAL FEATURES

Time signals and news broadcasts—rates on request. REMOTE CONTROL

Programs originating outside of station's studios take regular rates plus line charges and personnel traveling expenses. TALENT

Rates on request. TRANSCRIPTIONS
Contract and Other Requirements
Rates quoted are for station time only, including service of staff.

LITTLE ROCK

(Pulaski County)
K A R K



Associated Station
Rates received March 15, 1937. Owned and operated by Arkansas Radio and Equipment Company.

Agency Commission
15% on net charges for station facilities to recognized advertising agencies. No cash discount.

Agency Commission
15% to recognized advertising agencies on time charges only; no cash discount.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute electrical transcription or 100 words, 50 words or less) and Rate (120.00, 72.00, 48.00, 24.00, 10.00, 60.00, 30.00, 24.00, 12.00, 6.00, 5.00)

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

Time signals—rates on request. POLITICAL AND RELIGIOUS
Rates on request. TALENT

Facilities available at extra cost—rates on request. TRANSCRIPTIONS

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

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables with lateral and vertical pick-ups.

Personnel
Vice-Pres. and General Mgr.—G. E. Zimmerman. Commercial Manager—C. K. Beaver.

KGHI

(Established 1924)

Rates effective October 1, 1942. (Card No. 6.) Owned and operated by the Arkansas Broadcasting Company.

Agency Commission
15% on net charges for station facilities to recognized advertising agencies. No cash discount.

General Advertising
For combination rates see listing of Blue Network Company (Blue Southcentral Group).

GENERAL BROADCASTING

Table with 2 columns: Time (1 hr., 1/2 hr., 1/4 hr., 5 min.) and Rate (50.00, 30.00, 20.00, 10.00)

Table with 2 columns: Time (1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 300 times, 600 times, 800 times) and Rate (25.00, 15.00, 10.00, 7.50, 5.00, 4.75, 4.50, 4.25, 4.00)

ANNOUNCEMENTS

Table with 2 columns: Time (1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 300 times, 600 times, 800 times) and Rate (5.00, 4.50, 4.25, 4.05, 3.85, 3.65, 3.50, 3.25, 3.15)

DISCOUNTS
Above rates apply to total number of broadcasts within one year, under same (and/or renewal) contract.

RECORDED PROGRAMS
Equipment available. Details on request. TALENT

Station can provide all types of talent. Rates on application. REMOTE CONTROL

Equipment available. Details and rates on request. Contract and Other Requirements

Advertising of beer and light wines acceptable. Contract rates do not include talent. Advertising copy and talent is subject to approval.

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
General Manager—S. C. Vinsonhaler. Commercial Manager—R. E. Rives.

KLRA

(Established 1927)



Rates effective October 1, 1942. (Card No. 6.) Owned and operated by Arkansas Broadcasting Co.

Agency Commission
Agency commission 15% on net charges for station facilities to recognized advertising agencies. No cash discount.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Southcentral Group).

GENERAL BROADCASTING

Table with 2 columns: Time (1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 300 times, 600 times, 800 times) and Rate (120.00, 80.00, 68.40, 48.00, 22.80, 21.60, 20.40, 19.20, 18.00)

ARKANSAS—Continued

LITTLE ROCK—Continued

K L R A—Continued

Table with columns for CLASS 'C' (10:30 p.m. to 8:00 a.m.), 1 hr., 1/2 hr., 1/4 hr., 5 min. and rows for 1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 300 times, 600 times, 800 times.

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

Table with columns for 100 wds. or 1 min., 50 wds. and rows for 1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 300 times, 600 times, 800 times. Includes a section for (All other time).

DISCOUNTS

Additional 5% discount on programs that run five or more times weekly... Program sponsors may purchase announcements during life of program contract...

SPECIAL FEATURES

Weather forecast, time signals, river stakes—rates on request.

ELECTRICAL TRANSCRIPTIONS

Recording equipment available. Details on request.

TALENT

Talent rates quoted on request.

REMOTE CONTROL

Equipment available. Details and rates on request.

SERVICE FACILITIES

Service 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.

Contract and Other Requirements: Advertising copy and talent is subject to approval. The right is reserved to refuse or discontinue any program or announcement.

Contracts accepted subject to two weeks' cancellation, and payment for advertising run at earned rate. Adjusted rate to be on the basis of rates in effect on date of contract.

Announcement contracts are accepted with the understanding that programs take schedule preference. Maximum contract is for one year.

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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel: General Manager—S. C. Vinsonbaker. Program Manager—M. N. Bostick. Chief Engineer—K. F. Tracy.

Representatives: The Katz Agency, Inc.

PINE BLUFF

(Jefferson County)

KOTN

(Established 1934)

Rates effective May 1, 1941. Owned and operated by B. J. Parrish. Business Office and Studio—505-1/2 Main Street, Pine Bluff, Arkansas.

Transmitter—505-1/2 Main Street, Pine Bluff, Ark. Wave—Power—Time: Operating power—250 watts. (100% modulation—crystal control.) 201.3 meters; 1490 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission: Agency commission 15% to recognized advertising agencies. Cash discount 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 listing of Mutual Broadcasting System. The following rates are for national advertising.

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 5 min. and rows for 1 time, 13 times, 26 times, 52 times, 104 times, 150 times, 200 times.

ANNOUNCEMENTS not exceeding 100 words or one minute transmissions

Table with columns for 11, 18 tl., 26 tl., 52 tl. or more and rows for Each.

FREQUENCY RATES

Contract rate applicable to continuous service with no staggered dates. Announcements of 100 words or less, six days weekly: 1 time daily... 5 times daily.

DISCOUNTS

For six month contract... For one year contract...

POLITICAL RATES

Rates on request.

RELIGIOUS RATES

Rates on request.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply.

REMOTE CONTROL

Where programs originate outside of station's studio, all extra expenses, including line charges to input plant, personnel traveling expenses, etc., will be charged.

Contract and Other Requirements: No contract longer than one year. No time sold in bulk for resale. Contracts must be subject to approval of station management and conform to all governmental regulations.

Per contracts canceled before expiration of order will be charged on basis of shorter term or quantity rate plus 5% schedule rearrangement fee.

Closing time: All political announcements or manuscripts must be submitted at least 24 hours prior to broadcast.

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 and General Manager—R. J. Parrish. Representatives: None.

SILOAM SPRINGS

(Benton County)

KUOA

(Established 1922)

Rates effective May 1, 1938. (Card No. 4.) Operated by KUOA, Inc. Business Office and Studio—Silosam Springs, Ark., telephone 77.

Transmitter—Silosam Springs, Ark. Wave—Power—Time: Operating power—5,000 watts to local sunset. (100% modulation—crystal control.) 232.6 meters; 1290 kilocycles.

Operates during the daytime only. Operates on Central War Time.

Agency Commission: Agency commission 15% on station time to recognized agencies. Cash discount 2%—10 days. No commission on costs of talent, news service, etc.

General Advertising: Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

(7:00 a.m. to 9:00 a.m., 12:00 noon to 1:00 p.m. and 6:00 p.m. to local sunset)

1 hour... 1/2 hour... 1/4 hour... 5 minutes... (9:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

13 times... 26 times... 52 times... Discounts: 5% 100 times... 10% 300 times... 15%

ANNOUNCEMENTS (7:00 a.m. to 9:00 a.m., 12:00 noon to 1:00 p.m. and 6:00 p.m. to local sunset)

30 word announcements... 150 word announcements... (9:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

30 word announcements... 150 word announcements... Discounts on Announcements: 5% 100 times... 10% 300 times... 15%

SPECIAL FEATURES: News-casts—six times daily. Sports News—daily. Time Signals.

TALENT: Rates on request.

REMOTE CONTROL: Remote control equipment available at nominal additional cost.

SERVICE FACILITIES: Service of programming department, announcing staff, and continuity department as well as operating staff in securing and arranging, producing and advertising programs are included without extra charge.

Contract and Other Requirements: All material for broadcasting subject to approval of station management. All program and advertising material must conform with federal and state regulations.

Station management reserves right to discontinue or refuse any advertising program for reasons sufficient to itself.

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—Storm Whaley. Representatives: The Walker Company.

TEXARKANA

KMCC

See listing under Texarkana, Texas

CALIFORNIA

BAKERSFIELD

(Kern County)

KERN

(Established 1932)

Rates effective October 1, 1940. (Card No. 15.) Owned and operated by The McClatchey Broadcasting Company.

Business Office and Studio—Elks Building, 17th and I Sts., Bakersfield, Calif., telephone 8-8131. Transmitter—Oak and Mill Sts., Bakersfield, Calif.

Wave—Power—Time: Operating power—1,000 watts. (100% modulation—crystal control.) 212.8 meters; 1410 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission: Agency commission 15% on net station time to accredited advertising agencies. This applies only to national business originating outside of Bakersfield. No cash discount.

General Advertising: For combination rates see listings of Blue Network Company (Blue Pacific Coast Group) and Golden West Network.

A discount of 6% applies to rates when KERN is used in conjunction with KML, KFBK and KWG. A discount of 10% applies when KERN is used in conjunction with KML, KFBK, KWG and KOH.

The following rates are for national advertising. For local rates consult station management. Commissions are not paid on local advertising. Rates include copyright fees.

CLASS 'A' (6:00 p.m. to 10:00 p.m.) 1 hr., 13 tl., 26 tl., 52 tl., 101 tl., 301 tl.

1/2 hour... 1/4 hour... \*10 minutes... \*5 minutes...

CLASS 'B' (8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) 1 hr., 13 tl., 26 tl., 52 tl., 101 tl., 301 tl.

1/2 hour... 1/4 hour... \*10 minutes... \*5 minutes...

CLASS 'C' (6:00 a.m. to 8:00 a.m. and after 11:00 p.m.) 1 hr., 13 tl., 26 tl., 52 tl., 101 tl., 301 tl.

1/2 hour... 1/4 hour... \*10 minutes... \*5 minutes...

ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 10:00 p.m.) One minute or less at specified times, each 6.50. No discounts.

1 mo. or 3 mo. or 6 mos. or 1 yr. or 30 tl., 90 tl., 180 tl., 360 tl.

\*35 words... (All other time) 1 tl., 13 tl., 26 tl., 52 tl., 101 tl., 301 tl.

One minute or less at specified times, each... Per month for... 1 mo. or 3 mo. or 6 mos. or 1 yr. or 30 tl., 90 tl., 180 tl., 360 tl.

\*50 words... (\* Floating basis only.)

SPECIAL FEATURES: News—Station time plus 20% net news and service fee.

Carolyn Kern—Talent charge 1.00 per program participation.

POLITICAL BROADCASTS: Regular one time rates apply. No discounts. All political broadcasts cash in advance. Manuscripts must be submitted 24 hours in advance of broadcast time.

ELECTRICAL TRANSCRIPTIONS: Transcription library service available at extra cost—rates on application.

TALENT: Rates on application.

REMOTE CONTROL: Additional charges for telephone lines and equipment when remote control broadcast is desired.

SERVICE FACILITIES: Services of program department in arranging programs and services of announcers are included without extra charge.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted, excepting beer and wine. No contracts accepted for period longer than one year.

Rates are for station time, including station facilities. All programs subject to acceptance of the management and must conform to station policy and governmental regulations. Management reserves the right to reject or discontinue any advertising or program for reasons sufficient to itself. Only station announcers allowed at microphones.

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.

Closing Time: Talent programs close one week in advance of broadcast. Announcements and recorded programs close one week in advance of broadcast.

All talks must be submitted in manuscript form prior to 12:00 noon, day preceding broadcast.

(This listing continued on next page)

BAKERSFIELD—Continued
KERN—Continued

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 recordings.

Personnel
Manager—Deane Banta.

Representatives
Paul H. Raymer Co.

KPMC



Rates effective January 1, 1938.
Owned and operated by Pioneer Mercantile Co.
Business Office and Studio—Twentieth and Eye Sts., Bakersfield, California.

Transmitter—307-1/2 E. 21st St., Bakersfield, Calif.

Wave—Power—Time
Operating power—1,000 watts.

(100% modulation.)

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 advertising agencies. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising
For combination rates see listings of Don Lee Broadcasting System (Southern California Group) and Mutual Broadcasting System.

The following rates are for national advertising. For local advertising rates consult station management. Rates include radio charges by owners of music copyrights.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (50.00, 30.00, 20.00, 16.00, 12.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (80.00, 18.00, 12.00, 9.60, 7.20)

WEEKLY DISCOUNTS
Gross time rates are subject to the following weekly discounts when advertisers contract for 13 or more weeks. All discounts are predicated upon the fulfillment of contracts within a 12 month period dated from the first broadcast.

Table with 2 columns: Discount Category (Less than 12 weekly, 12.00 but less than 24.00 weekly, etc.) and Rate (None, 2-1/2%, 5%, 7-1/2%, 10%, 12-1/2%, 15%)

Additional discounts: At the conclusion of 26 consecutive weeks broadcasting 5% additional discount is allowed; at the conclusion of 52 consecutive weeks broadcasting 10% additional discount is allowed.

ANNOUNCEMENTS
Extra voice or sound effects 25% extra.
Chain breaks—35 words limit, or 100 word announcements when available.

Table with 2 columns: Base rate (30 times, 90 times, 180 times, 270 times, 365 times) and Rate (8.00, 6.00, 5.60, 5.20, 4.80, 4.40)

Table with 2 columns: Base rate (30 times, 90 times, 180 times, 270 times, 365 times) and Rate (5.00, 3.75, 3.50, 3.25, 3.00, 2.75)

POLITICAL RATES
Subject to regular station time rates and policies, payable in advance.

SPECIAL FEATURES
Time signals—charged same as chain break announcements.
News broadcasts and other special features—rates on request. Specially produced programs—rates on request.

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 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 vertical and lateral cut recordings.

Personnel
Manager—L. A. Schembitt
Representatives John Blair & Company.

BERKELEY

(Alameda County)

KRE



Rates effective January 1, 1939.
Owned and operated by Central California Broadcasters, Inc.

Business Office and Studio—601 Ashby Avenue, Berkeley, California, Ashberry 7715.

Transmitter—Ashby Avenue at East Shore Highway, Berkeley, California.

Wave—Power—Time
Operating power—250 watts.

(100% modulation—crystal control.)

214.3 meters; 1400 kilocycles.
Operates on Pacific War Time.

Agency Commission
Agency commission 15% to recognized advertising agencies 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.
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.

Table with 6 columns: Time (1 tl., 13 tl., 26 tl., 52 tl., 156 tl.) and Rate (62.75, 33.00, 25.00, 20.00, 18.00)

Table with 6 columns: Time (1 hour, 1/2 hour, 1/4 hour) and Rate (50.00, 28.00, 15.00)

10 minute rates—75% of 1/4 hour rate for service desired; 5 minute rates—50% of 1/4 hour rate for service desired.

ANNOUNCEMENTS
Announcement times are subject to change to clear time for sponsored programs or station features.

Table with 2 columns: Per announcement (1 daily, 2 daily, 3 daily, 4 daily, 5 daily) and Rate (3.80, 3.00, 2.80, 2.40, 2.00)

Table with 2 columns: Per announcement (1 daily, 2 daily, 3 daily, 4 daily, 5 daily) and Rate (5.00, 4.00, 3.80, 3.40, 3.00)

Table with 2 columns: Per announcement (1 daily, 2 daily, 3 daily, 4 daily, 5 daily) and Rate (5.00, 4.00, 3.80, 3.40, 3.00)

SPECIAL FEATURES
Time Signals: 50 words maximum. Released only at time of station identification. Rates same as for 100 announcements.

News: Programs and newflash announcements—rates on request.

POLITICAL BROADCASTS
Rates on request.

ELECTRICAL TRANSCRIPTIONS
No surcharge for transcriptions provided by advertiser.

REMOTE CONTROL
Wire and mechanical facilities for remote control programs are not included in station rates and are payable in advance by the advertiser.

SERVICE FACILITIES
Continuity and program planning 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 stations.

Closing Time
Manuscripts of all talks and programs not prepared by the station must be submitted 24 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. double turn-tables for lateral and vertical cut recordings.

Personnel
General Manager—Arthur Westlund.

BEVERLY HILLS

(Los Angeles County)

KMPC

For rates and data see listing under Los Angeles.

CHICO

(Butte County)

KHSL

(Established 1885)

Rates effective March 1, 1941. (Card No. 10.)
Owned and operated by The Golden Empire Broadcasting Company.

Business Office and Studio—Moorehead Building, Chico, California, Chico 237.

Transmitter—Booker Oak Avenue and Madrone Street, Chico, California.

Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights.

(100% modulation.)

232.6 meters; 1290 kilocycles.

Licensed to operate unlimited time.

Operates on Pacific War Time.

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

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

General Advertising
For combination rates see listings of Don Lee Broadcasting System (Northern California Group) and Mutual Broadcasting System.

Rates include charges by owners of music copyrights.

Table with 3 columns: Frequency Discounts on Programs (26 times, 52 times), Rate (5%, 10%), and Percentage (104 times, 208 times, 15%, 20%)

Table with 2 columns: ANNOUNCEMENTS (100 words, 50 words) and Rate (9.10, 5.44)

Table with 2 columns: Frequency Discounts on Announcements (52 times, 104 times) and Rate (5%, 10%)

A special discount on five or more 50 word spots daily on six month contract, per spot 1.88.

SPECIAL FEATURES
Time signals: Regular rates plus 20%.
Announcements during news periods: Regular rates plus 33-1/3%.

Weather Reports: Includes both weather report and commercial copy. Regular rates plus 60%.

POLITICAL BROADCASTS
Rates on request.

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.

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.

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.
Contract and copy 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 turn-tables.

Personnel
Manager—M. F. Woodling.

Representatives
Pacific Coast—W. S. Grant Company.

EL CENTRO

(Imperial County)

KXO

(Established 1927)

Rates effective March 10, 1941. (Card No. 1.)
Owned and operated by Valradio, Incorporated.

Business Office and Studio—793 Main Street, El Centro, California, telephone 1100.

Transmitter—El Centro, California.

Wave—Power—Time
Operating power—100 watts.

(100% modulation—crystal control.)

201.3 meters; 1490 kilocycles.

Licensed to operate unlimited time on local channel. Operates on Pacific War Time.

Actual operating schedule: 7:00 a.m. to 11:00 p.m. daily.

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

General Advertising
For combination rates see listings of Mutual Broadcasting System, Don Lee Broadcasting System (Southern California Group) and Golden West Network.

Rates include charges by owners of music copyrights.

GENERAL BROADCASTING
"Frequency Discounts" and "Volume Discounts" are allowed only on "General Broadcasting" and are based upon gross billing for station time.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (40.00, 28.00, 20.00, 16.00, 12.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (20.00, 14.00, 10.00, 8.00, 6.00)

FREQUENCY DISCOUNTS
Less than 13 times. Net 39 times. 15%
13 times. Net 52 times. 20%

VOLUME DISCOUNTS
Within one month:
Less than 150.00. Net 300.00 to 374.00. 7-1/2%
150.00 to 224.00. 2-1/2% 375.00 or more. 10%

Table with 2 columns: ANNOUNCEMENTS (1 minute, 100 words, 50 words, 30 words) and Rate (8.00, 7.60, 5.70, 4.75)

Table with 2 columns: ANNOUNCEMENTS (1 minute, 100 words, 50 words, 30 words) and Rate (4.00, 3.80, 3.60, 3.40, 3.20)

Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

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

General Advertising
For combination rates see listings of Don Lee Broadcasting System (Northern California Group) and Mutual Broadcasting System.

CALIFORNIA—Continued

EL CENTRO—Continued  
K X O—Continued

and presenting Programs, are included without extra charge excepting in the event client specifies a particular announcer or additional services. 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 costs of special production.

Contract and Other 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. Contract and copy subject to approval of station manager. All contracts are for exclusive use of contracting party.

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

Personnel  
Manager—Ken Thornton.  
Representatives  
Paul H. Raymer Company.

EUREKA  
(Humboldt County)  
K I E M  
(Established 1933)

Rates effective January 1, 1938. (Card No. 8.)  
Owned and operated by Hedwood Broadcasting Co., Inc.  
Business Office and Studio—Hotel Vance, Eureka, California, Eureka 93.  
Transmitter—Humboldt Bay Flats, Eureka, Calif.

Wave—Power—Time  
Operating power—1,000 watts.  
110 v. modulation (crystal control).  
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 10:30 p.m.

Agency Commission  
Agency commission 15% to recognized advertising agencies on net charges for station time and talent charges 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.

General Advertising  
For combination rates see listings of Don Lee Broadcasting System (Northern California Group), and Mutual Broadcasting System (Northern California Group). The following rates apply to both local and national advertising.

Short rates applicable if frequency rate is not earned. (6:00 p.m. to 10:30 p.m.)

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, and 5 minutes rates for various time slots.

Gross time rates are subject to the following weekly discounts when advertiser broadcast for 13 or more weeks.  
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 20 consecutive weeks of broadcasting, 5% additional discount is allowed; at the conclusion of 52 consecutive weeks of broadcasting, a total of 10% additional discount is allowed.

Table for ANNOUNCEMENTS: Chain Breaks—35 words maximum, or 100 word announcements. Lists rates for 30, 60, 180, 270, and 305 announcements.

Special Features  
News: May be sponsored at card rates plus a charge for news service, rates on application; 15 minute news periods at 7:30 a.m., 12:30 p.m., and 10:00 p.m. Five minute periods—rates on request.  
News Bulletin: Copy service limited to 50 words of which commercial copy is limited to 25 words; may be purchased in combination of day and night.

Table for ANNOUNCEMENTS: Rates for 1, 6, and 12 months. Includes rates for 1, 2, and 8 daily spots.

Women's participating Program and special transcription drama Productions—rates on request.

POLITICAL RATES  
Political talks and announcements charged at regular rates. ELECTRICAL TRANSCRIPTIONS  
Regular rates apply.  
Transcription library services available—rates on request.

TALENT  
Rates on request  
REMOTE CONTROL  
Station regularly maintains remote control facilities to 55 fixed points in 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.

SERVICE FACILITIES  
Station maintains merchandising service and is currently giving same to advertisers on sustained campaigns without additional charge.

Contract and Other Requirements  
Advertising of alcoholic beverages not accepted excepting beer and wine.  
All copy subject to station policy and governmental regulations. Station reserves right to refuse or discontinue any broadcast for reasons sufficient to itself. No contracts accepted for longer than one year. No time sold for resale.  
No foreign language programs.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables with lateral and vertical pick-ups.  
Personnel  
President, in Charge of Gen'l Advertising—William B. Smullin.  
Representatives John Blair & Company.

FRESNO  
(Fresno County)  
K A R M  
(Established 1938)

Rates effective January 1, 1942. (Card No. 9.)  
Owned and operated by KARM, The George Harm Station, a Corporation.  
Business Office and Studio—1333 Van Ness Avenue, Fresno, Calif., telephone 4-2966.  
Transmitter—Pinedale, Calif.

Wave—Power—Time  
Operating power—5,000 watts.  
209.3 meters; 1430 kilocycles.  
Licensed to operate full time.  
Operates on Pacific War Time.  
Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission  
Agency commission 15% on net station charges to recognized agencies. No cash discount. Bills rendered monthly.

General Advertising  
For combination rates see listings of Columbia Broadcasting System (Pacific Coast Group) and Columbia Pacific Network (Basic Pacific Coast Group). Rates include charges by owners of music copyrights except ASCAP.  
To be scheduled at least once per week.

Table for CLASS "A": Rates for 1 hr, 1/2 hr, 1/4 hr, 10 min, and 5 min spots at various times of day.

Table for CLASS "B": Rates for 1 hr, 1/2 hr, 1/4 hr, 10 min, and 5 min spots at various times of day.

Table for CLASS "C": Rates for 1 hr, 1/2 hr, 1/4 hr, 10 min, and 5 min spots at various times of day.

Table for ANNOUNCEMENTS: Rates for 1, 6, and 12 months. Includes rates for 1, 2, and 8 daily spots.

Class "A"—5:50 p.m. to 10:31 p.m.  
Class "B" and "C"—10:31 p.m. to 5:59 p.m.  
Floating Announcements:  
Per month: 1 mo. 3 mos. 6 mos. 12 mos.  
Class "B"—50 wds. 220.00 218.00 190.00 175.00  
Class "C"—50 wds. 140.00 130.00 120.00 85.00  
Class "C"—25 wds. 75.00 75.00 75.00 55.00

SPECIAL FEATURES  
News: Leased wire service available. Regular time cost plus 20% for announcer and news service. Other special features on request.

POLITICAL TALKS  
Talks of a political nature are not subject to frequency discounts.

ELECTRICAL TRANSCRIPTIONS  
Regular time rates apply. Transcription library service available. Rates on request.

TALENT  
Program ideas, lists, talent and prices on request.

REMOTE CONTROL  
Programs originating outside of studios are subject to special charge. Rates on request.

Contract and Other Requirements  
Advertising of alcoholic beverages not accepted except light wine and beer. Contracts not accepted more than 60 days prior to first broadcast date. No time sold for resale.  
Rates are for station time only.

No 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 management.

No blanket contracts accepted. Preferred position given to priority and availability of time. Time of broadcast subject to change on reasonable notice to accommodate regular broadcasts. Time of broadcast subject to immediate change to accommodate emergency broadcasts.  
Lectures and talks (except political) are accepted only between the hours of 10:30 p.m. and 7:00 a.m. Discount 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.

Closing Time  
24 hours prior to 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 both lateral and vertical cut recordings.

Personnel  
Vice-President and Manager—Clyde F. Coombs.  
Representatives Free & Peters, Inc.

K F R E  
(Established 1942)

Rate card dated January 1, 1942. (Card No. 1.)  
Owned and operated by J. E. Rodman.  
Business Office and Studio—701 W. Patterson Bldg., Fresno, Calif., Fresno 4-01.  
Transmitter—First and Clinton Sts., Fresno, Calif.

Wave—Power—Time  
Operating power—250 watts.  
223.9 meters; 1340 kilocycles.  
Licensed to operate full time on local channel. Operates on Pacific War Time.  
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 2:00 a.m.

Agency Commission  
15% on time charges to recognized advertising agencies. No cash discount. Bills rendered 10th of month; due when rendered.

General Advertising  
For combination rates see listings of Mutual Broadcasting System and Don Lee Broadcasting System (Northern California Group). Station has blanket commercial and sustaining licenses for the use of music controlled by ASCAP, BMI, SESAC and AMP.

Table for CLASS "A": Rates for 1 hr, 1/2 hr, 1/4 hr, 10 min, and 5 min spots at various times of day.

Table for CLASS "B": Rates for 1 hr, 1/2 hr, 1/4 hr, 10 min, and 5 min spots at various times of day.

Table for ANNOUNCEMENTS: Rates for 1, 6, and 12 months. Includes rates for 1, 2, and 8 daily spots.

FRESNO—Continued
K F R E—Continued

Floating Announcements—No specified times: (6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)
50 words daily..... 30.00 72.00 64.00 50.00
SPECIAL FEATURES
News—News and announcer costs 20% of net station time charge additional.

Discounts for Consecutive Weeks
13 to 25 weeks..... 5%
26 to 51 weeks..... 7-1/2%
52 weeks..... 10%

ANNOUNCEMENTS
Class "A"
1 time..... 25.00 22.00 12.50 11.00
13 times..... 24.50 21.50 12.25 10.75

Closing Time
Talent programs and announcements close 48 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 turn-tables, for vertical and lateral cut recordings.

LONG BEACH
(Los Angeles County)
K F O X
(Established 1924)

Rates effective December 15, 1937. (Card No. 4.)
Owned and operated by Nichols & Warlimer, Inc.
Business Office and Studio, 220 East Anaheim St., Long Beach, California, telephone 872-31.

One time rate applies. No discounts. Cash in advance.
TRANSCRIPTIONS
Regular rates apply. Additional charge for use of recorded music from station's transcription library.
TALENT
Rates on request.
SERVICE FACILITIES
In arranging and presenting programs, the advisory services of staff engineers and the station's program department are available without charge.

ANNOUNCEMENTS
Class "B"
50 words daily..... 225.00 215.00 200.00 180.00
Class "C"
50 words daily..... 150.00 140.00 130.00 100.00

WAVE—Power—Time
Operating power—1,000 watts.
(Crystal control.)
234.4 meters; 1280 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Operating schedule—18 hours daily.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine. Programs and announcements subject to station approval and management reserves the right to discontinue same for reasons sufficient to itself.
Closing Time
Talent programs close one week in advance of broadcast. Announcements and recorded programs or spots close one week in advance of first broadcast.

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 RATES
Regular one time rates apply. No frequency discounts. All political broadcasts cash in advance.

Agency Commission
Agency commission 15% to recognized advertising agencies on gross amount. No commission on telephone lines or remote equipment charges. Cash discount 5% for cash in advance on 13 time contracts. Cash discount on station time only. Payment dates 1st and 15th of each month.

K M J
(Established 1922)

Rates effective January 1, 1942. (Card No. 16.)
Owned and operated by The McClatchy Broadcasting Company.
Business Office and Studio—Fresno Bee Bldg., Van Ness Ave. and Calaveras St., Fresno, Calif., telephone 36277.

ELECTRICAL TRANSCRIPTIONS
Electrical transcription library facilities available for use of sponsors at additional cost. Rates on application.
TALENT
Rates on application.

General Advertising
For combination rates see listing of Golden West Network.
The following rates apply to both national and local advertising.
Blanket fees charged by owners of music copyrights for broadcasting 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.

REMOTE CONTROL
Remote control equipment available for handling programs outside of regular studios.
SERVICE FACILITIES
Services of the program department in arranging programs and in providing program announcements and announcers are included without extra charge.

1 hour..... 87.00
1/2 hour..... 51.00
1/4 hour..... 28.00
10 minutes..... 21.00
5 minutes..... 18.00
(6:00 a.m. to 5:00 p.m. and 9:00 p.m. to 12:00 midnight)

WAVE—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
517.2 meters; 580 kilocycles.
Licensed to operate full time on regional channel. Operates on Pacific War Time.

ADVERTISING OF ALCOHOLIC BEVERAGES NOT ACCEPTED, EXCEPTING BEER AND WINE.
Rates are for station time only.
All programs subject to acceptance of station management and must conform to station policy and government regulations. Management reserves the right to reject or discount any advertising program for reasons sufficient to itself. Only station announcer allowed at the microphone.

1 hour..... 45.00
1/2 hour..... 28.00
1/4 hour..... 14.00
10 minutes..... 11.00
5 minutes..... 8.00

Agency Commission
Agency commission 15% on net charges for station time to recognized advertising agencies. No cash discount. Commission does not apply on talent. Commission applies only to national business.

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 recordings.

WEEKLY RATES
(5:00 p.m. to 9:00 p.m.)
Per week
3 tl. 4 tl. 5 tl. 6 tl. 7 tl.
1 hour 234.00 295.80 348.00 417.60 487.20
1/2 hour 137.70 173.40 204.00 244.80 285.60

General Advertising
For combination rates see listings of National Broadcasting Company (Pacific Coast Network) and Golden West Network.
A discount of 6% applies to rates when KMJ is used in conjunction with KERN, KWG, and KFBI. A discount of 10% applies when KMJ is used in conjunction with KERN, KWG, KFBI, and KOH. The following rates are for national advertising. For local advertising rates consult station management.

GLENDALE
(Los Angeles County)
K I E V
(Established 1933)

Rates effective January 1, 1941.
Owned and operated by Cannon System, Ltd.
Business Office and Studio—102 N. Glendale Blvd., Glendale, California, telephone Citrus 1-1133; Los Angeles, telephone Chapman 52388.
Transmitter—Glendale, California.

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 minutes 29.70 37.40 44.00 52.80 61.60
5 minutes 21.60 27.20 32.00 38.40 44.80

CLASS "A"
(6:00 p.m. to 10:30 p.m.)
Per week: 1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.
1 day..... 160.00 96.00 64.00 51.20 38.40
2 days..... 320.00 192.00 128.00 102.40 76.80

WAVE—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
344.8 meters; 870 kilocycles.
Licensed to operate on clear channel from sunrise to sunset daily. Operates on Pacific War Time.

DISCOUNTS
The following discounts apply to all of the above quotations. Discounts apply only when broadcasts are consecutive.
13 broadcasts..... 5%
26 broadcasts..... 10%
39 broadcasts..... 15%
52 broadcasts..... 20%

CLASS "B"
(7:00 a.m. to 5:59 p.m. and 10:31 p.m. to 11:00 p.m.)
1 day..... 80.00 48.00 32.00 25.60 19.20
2 days..... 160.00 96.00 64.00 51.20 38.40

Agency Commission
Agency commission 15%. Commission does not apply on talent. No cash discount. Invoices mailed 1st of each month. All contracts payable in advance.

ANNOUNCEMENTS
One time rates apply on spot announcements if less than four per week are used. Rates include station time and available staff talent. Special talent furnished at additional cost.
One minute transcription charged same as the 75 word rate.
(Night time) 1 tl. 26 tl.
50 words..... 4.50 75.00
60 words..... 5.00 100.00
75 words..... 6.00 125.00
100 words..... 7.50 150.00
125 words..... 9.00 200.00
(Day time) 50 words..... 2.50 50.00
60 words..... 3.00 60.00
75 words..... 4.00 75.00
100 words..... 5.00 100.00
125 words..... 6.00 125.00

CLASS "C"
(11:00 p.m. to 7:00 a.m.)
1 day..... 54.00 32.40 22.00 18.00 16.00
2 days..... 108.00 64.80 44.00 36.00 32.00

General Advertising
All contracts subject to 5% music tax.

POLITICAL RATES
Political programs charged single time rates—no frequency discount. Political talks 1-1/2 times regular rate.

DISCOUNTS
Weekly Dollar Volume Discounts
125.00 weekly..... 2-1/2%
175.00 weekly..... 5%
225.00 weekly..... 7-1/2%
275.00 weekly..... 10%
325.00 weekly..... 12-1/2%
375.00 weekly..... 15%

Per Week —
Daily except incl'g.
1 hour..... 30.00 150.00 180.00
1/2 hour..... 17.00 85.00 102.00
1/4 hour..... 9.00 45.00 54.00
5 minutes..... 8.00 18.00 21.00

SUNDAY ONLY
1 hour..... 35.00
1/2 hour..... 20.00
1/4 hour..... 12.00
5 minutes..... 4.50

TALKS
No commercial talks, speeches or lectures accepted.
SPECIAL FEATURES FOR COMPLETE SPONSORSHIP
'Larm Klok Klub: 6:00 a.m. to 8:00 a.m. Advertiser allowed 20 minutes.
Pet Column: 9:30 a.m. to 9:45 a.m., six days weekly.
News in Music: 1:30 p.m. to 2:00 p.m., six days weekly.

SPECIAL FEATURES FOR PARTICIPATING SPONSORSHIP
'Larm Klok Klub: 6:00 a.m. to 8:00 a.m., 100 word announcement 3.00.
News. Time Signals. Rates on request.

RECORDED PROGRAMS
Regular time charges apply to recorded programs Not restricted to certain hours.

TALENT
Extra. Supplied at cost.
REMOTE CONTROL
Station equipped for remote broadcasts. Details on request.

SPECIAL FEATURES
Time Signals: Fifty words, broadcast on the hour, half hour or quarter hour (ten times days, six times nights). Night rate, per month, 400.00; day rate, per month, 400.00.

RECORDED PROGRAMS
Library transcription service available. Rates and details on request.
TALENT
Staff artist 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 regular studios.

(This listing continued on next page)

CALIFORNIA—Continued

LONG BEACH—Continued

K F O X—Continued

SERVICE FACILITIES

Services of station talent bureau, program department, musical and announcing departments, as well as technical and engineering staff are available without extra charge.

Contract and Other Requirements

Advertising of alcoholic beverages accepted, except hard liquor.

Contracts are not transferable.

Rates include station time and available staff talent.

All programs subject to the approval of station director of broadcasting.

Contracts cancellable on two weeks' notice if accompanied by check for short time rate.

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 client at same rate.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel

President and General Manager—Hal Nichols. Commercial and Prom. Mgr.—L. W. McDowell.

KGER

(Established 1926)



Rates effective July 1, 1942. (Card No. 20.) Owned and operated by Consolidated Broadcasting Corporation, Ltd.

Business Office and Main Studios—Dobyns Footwear Bldg., 435 Pine Ave., Long Beach, Calif., telephone 600-41.

Other Studios—643 S. Olive St., Los Angeles, Calif., Ma. 2551.

Transmitter—2227 W. Olive, Hynes, Calif.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation—crystal control.)

215.8 meters; 1390 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Agency Commission

15% to recognized agencies on net station time charge only. No cash discount. Financial settlements weekly unless otherwise agreed.

General Advertising

Rates include charges by owners of music copyrights from whom station has licenses.

Table with columns for time slots (1 hr, 15 min, 5 min) and rates for CLASS 'A' (6:00 p.m. to 10:00 p.m.)

Table with columns for time slots (1 hr, 15 min, 5 min) and rates for CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)

ANNOUNCEMENTS

Table with columns for time slots (1 hr, 15 min, 5 min) and rates for CLASS 'A' (6:00 p.m. to 10:00 p.m.)

Table with columns for time slots (1 hr, 15 min, 5 min) and rates for CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)

(\*) One minute transcription or 100 words. (†) Fifty words next to news. (‡) Fifty word time signal or program break.

SPECIAL FEATURES

News: 5, 10 or 15 minute newscasts every hour on the hour. Regular rates apply. No surcharge for wire services.

POLITICAL

Political or straight talk programs are time and one-half of base rate; no frequency discounts.

TRANSCRIPTION RATES

Transcription library services available—rates and details on request. Instantaneous recording equipment available.

TALENT

Services of program director and announcer included in time charge.

Special talent or dramatic continuity costs on request. Station's organ, including staff organist—contract rates on request.

REMOTE CONTROL

Station maintains Los Angeles studios from which program may originate. Station is equipped to re-broadcast any Southern California station at no extra cost. Other remote control rates on application.

SERVICE FACILITIES

Services of announcing, program, continuity, and production staff, rehearsal and audition facilities ordinarily included on program. Station requiring special attention, rates will be quoted on request.

Portable recording equipment available.

Contract and Other Requirements: All contracts subject to cancellation unless service starts within 60 days. Maximum contract one year.

All programs subject to station approval and governmental regulations. Station reserves right to refuse or to discontinue any service for reasons satisfactory to station. All orders subject to station's standard form of contract.

Closing Time: All copy must be in station office, in triplicate, 72 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. double turn-tables for vertical and lateral cut recordings.

Personnel: President and General Manager—C. Merwin Dobyns. Business Manager—Thomas Hunter.

Los Angeles Manager—L. Wynne. Technical Director—Jay Tapp.

Program Director—Helene Smith. Production Manager—Jola Josephson.

Representatives: Howard H. Wilson Company.

LOS ANGELES

(Los Angeles County)

KECA

(Established 1929)



BLUE NETWORK STATION



Rates effective October 1, 1939. (Card No. 15.) Owned and operated by Earle C. Anthony, Inc.

Business Office and Studio—141 N. Vermont Ave., P. O. Box 9005, Station S, Los Angeles, Calif.

Transmitter—Los Angeles, California.

Wave—Power—Time: Operating power—5,000 watts. 379.7 meters; 790 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.

Agency Commission: Agency commission 15% to recognized advertising agencies on net charges for station time and gross talent charges. No cash discount. All bills are due when rendered.

General Advertising: For combination rates see listing of Blue Network Company (Pacific Coast Blue Network).

The following rates apply to both local and national advertising.

Rates include charges by owners of music copyrights. Commercial copy on programs must not exceed limitations of code adopted May 15, 1941, by the NAB.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and rates for (8:00 p.m. to 10:00 p.m. daily)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and rates for (9:00 a.m. to 6:00 p.m. week days and 10:00 p.m. to 10:30 p.m. daily)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and rates for (12:00 noon to 6:00 p.m. Sundays)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and rates for (8:00 a.m. to 9:00 a.m. and 10:30 p.m. to 11:00 p.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and rates for (11:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:00 a.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour) and rates for (12:00 midnight to 7:00 a.m.)

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within one year under contract not to exceed one year's duration. Announcements cannot be combined with program periods of five minutes or more to earn larger discounts.

Table showing discounts for different numbers of programs (Less than 13 programs, 13 to 25 programs, etc.)

SPECIAL FEATURES

Time Signals: Four daily (three day and one night). Basic monthly rate, 750.00. Same service on 15 day basis, 450.00.

Service Signals: Six daily, between 7:00 a.m. and 8:00 p.m.

On time signals and service signals, discounts apply on number of months instead of number of announcements.

TALENT

Rates are for station time only and do not include cost of artists' services. Prices for staff artists or outside talent on application.

ELECTRICAL TRANSCRIPTIONS

No surcharge for broadcasting transcriptions.

REMOTE CONTROL

Technical and production facilities available for pick up programs originating outside of studios. Line, equipment and operation costs will be quoted on request.

SERVICE FACILITIES

Services of program, continuity and production staff, rehearsal and audition facilities available gratis for programs of general nature.

Contract and Other Requirements: Station reserves the right to refuse or revise all programs to conform to the station rules and regulations. No direct selling allowed day or night.

No periods are sold in bulk for resale. All programs and transcriptions are subject to station approval. All accountable accounts are subject to the same rates.

Closing Time: Order for service must be placed and contracts signed one week in advance of scheduled program.

All commercial copy must be submitted in triplicate at least 72 hours in advance of program.

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

Personnel: General Manager—Earle C. Anthony. Program Manager—John Edwards.

Sales Manager—Clyde Scott. Commercial Traffic Manager—Winifred Scott.

Representatives: Free & Peters, Inc.

KFAC



Rates effective February 1, 1942. (Card No. 16.) Owned and operated by Los Angeles Broadcasting Company, Inc.

Studios—Penthouse, 645 S. Mariposa Avenue, Los Angeles, California, Fitzroy 1231.

Transmitter—2581 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: Agency commission 15% on net time and talent to recognized agencies. No cash discount. No agency commissions on remote line or equipment charges.

All bills payable in advance of broadcast unless satisfactory arrangements have been made for credit. Remote line and equipment charges always payable in advance.

General Advertising: Actual broadcasting time consists of 59 minutes for a one hour period, 29 minutes for a 1/2 hour period, 14-1/2 minutes for a 1/4 hour period, to allow for station breaks, etc.

Copy limitation for one hour programs, 750 words; 1/2 hour, 400 words; 1/4 hour, 300 words.

Any federal, state, county, A.S.C.A.P. or other tax imposed upon the sale of station facilities to be added to the following rates:

(8:00 p.m. to 10:00 p.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and rates for (8:00 p.m. to 10:00 p.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and rates for (7:30 a.m. to 6:00 p.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour) and rates for (7:30 a.m. to 6:00 p.m.)

(This listing continued on next page)

LOS ANGELES—Continued

K F A C—Continued

(11:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:00 a.m.)

Table with columns for time slots (1/4 hour, 1 hour, 2 times weekly, etc.) and rates for various durations (1 tl., 3 mo., 6 mo., 9 mo., 12 mo.).

Advertisers may request "Run of Schedule" time, which will be delivered, if available, at a discount of 40% from base rates.

ANNOUNCEMENTS

Ten per cent discount will be allowed on a three months or longer consecutive announcement contract.

Table showing rates for announcements per month (13 times, 26 times, 52 times, etc.) and per minute.

POLITICAL RATES

Program time or announcements—single time rate applies, day or night. No frequency or weekly discounts.

TALENT

Remote line or equipment charges always payable in advance.

SERVICE FACILITIES

Time rates include all station facilities, recordings, standard sound effects, announcers, announcement and commercial copy production.

Contract and Other Requirements: All programs are subject to the approval of the management and all copy must be submitted at least 48 hours before broadcast.

Personnel: Station and Promotion Manager—Calvin J. Smith.

K F I

(Established 1922)



Rates effective January 1, 1941. (Card No. 21.) Owned and operated by Earle O. Anthony, Inc.

Agency Commission: Agency commission 15% on net charges for station time and gross talent charges to recognized advertising agencies.

General Advertising: For combination rates see listing of National Broadcasting Company (Pacific Coast Network).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, etc.) and rates for various durations (1 tl., 3 mo., 6 mo., 9 mo., 12 mo.).

Personnel: General Manager—Earle O. Anthony; Program Manager—John Edwards; Sales Manager—Lyle Scott; Commercial Traffic Manager—Whitford Scott.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, etc.) and rates for various durations (1 tl., 3 mo., 6 mo., 9 mo., 12 mo.).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, etc.) and rates for various durations (1 tl., 3 mo., 6 mo., 9 mo., 12 mo.).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, etc.) and rates for various durations (1 tl., 3 mo., 6 mo., 9 mo., 12 mo.).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, etc.) and rates for various durations (1 tl., 3 mo., 6 mo., 9 mo., 12 mo.).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, etc.) and rates for various durations (1 tl., 3 mo., 6 mo., 9 mo., 12 mo.).

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within one year under contract not to exceed one year's duration.

Table showing discount percentages for different numbers of programs (13 to 25, 26 to 38, 39 to 51, etc.).

SPECIAL FEATURES

Participations may be combined with spot announcements to earn greater frequency discount.

- \*Arnes White's "California Home" program: three minutes 55.00; 150 word live announcement participation, per announcement 46.00.

(\*) Combination Rate

Weekly rate, five announcements per week on any combination of above participation programs:

Table showing rates for combination programs (5 weeks or less, 7 to 12 weeks, 13 to 25 weeks, etc.).

Time Signals: Nine daily (3 nights and 6 day). All are 50 syllable announcements. Basic monthly rate \$300.00.

Service Signals: Six daily between 7:00 a.m. and 6:00 p.m. All are 50 syllable announcements.

On time signals and service signals, discounts apply on number of weeks instead of number of announcements.

TALENT

Rates are for station time only and do not include cost of artists' services. Prices for staff artists or outside talent on application.

ELECTRICAL TRANSCRIPTIONS

No surcharge for broadcasting transcriptions furnished by sponsor.

REMOTE CONTROL

Technical and production facilities available for pick up of programs originating outside of studios.

SERVICE FACILITIES

Services of program, continuity and production staff, rehearsal and audition facilities available gratis for programs of general nature.

Contract and Other Requirements: Station reserves the right to refuse or revise all programs to conform to the station rules and regulations.

No periods are sold in bulk for resale. All programs and transcriptions are subject to station approval.

All acceptable accounts are subject to the same rates. Commercial copy on programs must not exceed limitations of code adopted May 15, 1941, by the NAB.

Closing Time: Orders for service must be placed and contracts signed one week prior to first scheduled program.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. turn-tables.

Personnel: General Manager—Earle O. Anthony; Program Manager—John Edwards; Sales Manager—Lyle Scott; Commercial Traffic Manager—Whitford Scott.

Representatives: Edward Petry & Company, Inc.

K F S G

Owned and operated by Echo Park Evang. Association, Los Angeles, California.

Wave—Power—Time: Operating power 2,500 watts days; 1,000 watts nights. 260.9 meters; 1150 kilocycles.

Divides time with station KRKD. Does not sell time.

K F V D

Rates effective October 15, 1942. (Card No. 5.) Owned and operated by Standard Broadcasting Company, Inc.

Studio—338 S. Western Ave., Los Angeles, California; Drexel 3301. Transmitter—3300 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.

Agency Commission: Agency commission 15% on net time and talent to recognized agencies. No cash discount. All bills payable in advance unless otherwise arranged.

General Advertising: (6:00 a.m. to sundown) —Weekly— 1 tl. 3 tl. 5 tl.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various durations (1 tl., 3 tl., 5 tl.).

Frequency Discounts

Table showing frequency discounts for 13 periods used within 3 months, 25 periods used within 6 months, etc.

VOLUME PURCHASE DISCOUNT

Run of schedule, 150.00 weekly (minimum) 40%.

ANNOUNCEMENTS

Table showing rates for announcements and time signals (weekly schedule), 100 words: 1 to 6 announcements, each; 7 to 19 announcements, each; 20 or more announcements, each.

SPECIAL FEATURES

Time Signals: Seven 50 word time signals, hour or half hour, daily and Sunday, per month 300.00.

News—sealed wire service available in 15 minute periods, daily except Sunday, per week 70.00.

POLITICAL RATES AND OTHER TALKS: Regular station time rates plus 50%. One time rate applies to announcements.

TALENT

Rates on application.

REMOTE CONTROL

Remote line and equipment charges on request.

Contract and Other Requirements: All programs are subject to the approval of the management and all copy must be submitted at least 48 hours before broadcast.

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—Frank Burke, Jr.; Commercial Manager—F. J. Smalley, Jr.

Representatives: None.

K F W B

(Established 1925)

Rates effective October 1, 1941. (Card No. 19.) Owned and operated by Warner Brothers Broadcasting Corp.

Business Office and Studio—5833 Fernwood Avenue, Hollywood, California.

Transmitter—5775 Jefferson Blvd., Los Angeles, Calif.

Wave—Power—Time: Operating power—5,000 watts. (100% modulation—crystal control.) 306.1 meters; 980 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Pacific 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 15% to recognized agencies, provided payment is made before the 15th day of the month following broadcast.

General Advertising: Rates include use of music controlled and currently released for general broadcasting by ASCAP, SESAC and AMP.

Actual broadcasting periods are as follows: 59 minutes for one hour periods; 29-1/2 minutes for half hour periods; 14-1/4 minutes for quarter hour periods.

The following rates are for national advertising only. GENERAL BROADCASTING RATES

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 min.) and rates for various durations (104 or more, 1 tl., 13 tl., 26 tl., 39 tl., 52 tl., 78 tl., 122.50).

CLASS "B"

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 min.) and rates for various durations (8:00 a.m. to 3:00 p.m.).

(10:30 p.m. to 3:00 a.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 min.) and rates for various durations (8:00 a.m. to 3:00 p.m.).

(\* Service available only if a regularly scheduled program precedes or follows. Add 10% to rates for Sunday Class "B" time.

(This listing continued on next page)

CALIFORNIA—Continued

LOS ANGELES—Continued  
KFWB—Continued

ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 10:30 p.m.) 104 or more times... CLASS "B" (8:00 a.m. to 6:00 p.m.)... CLASS "C" (\*10:30 p.m. to 8:00 a.m.)...

SPECIAL FEATURES "Make Believe Ballroom"—11:00 a.m. to 12:30 p.m. Mondays through Saturdays: 15 minute participations—regular rates plus talent cost of \$1.00 net per broadcast...

Chief Milani's Dinner for Four—A Dollar No More—menus and recipes. Participations are limited to five, and are available on the following basis: 2 participations weekly, per week 50.00...

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

KGFJ

Rates effective January 1, 1942. (Card No. 19.) Owned and operated by Ben S. McLaughlin. Studio—1417 S. Figueroa St., Los Angeles, California, Prospect 2434.

CLASS "A" (8:00 a.m. to 10:00 p.m.)... CLASS "B" (7:00 a.m. to 8:00 a.m. and 10:00 p.m. to 12:00 midnight)...

CLASS "C" 6:00 a.m. to 6:30 a.m.—Class "B" rates less 35% 6:30 a.m. to 7:00 a.m.—Class "B" rates less 30% 12:00 midnight to 6:00 a.m.—Rates on request.

DISCOUNTS 13 or more periods... 3 to 6 months, specified time... 6 months or longer, specified time... POLITICAL RATES One time rate applies; payable in advance.

SPECIAL FEATURES News: Leased wire service available. Rates on request. TRANSCRIPTIONS Transcription library service available. Rates on request. TALENT Rates on request.

Contract and Other Requirements Short rate billed when frequency rate is not earned. Program time and announcements cannot be combined to earn frequency discounts.

KHJ

(Established 1922) Rates effective October 1, 1942. Owned and operated by Don Lee Broadcasting System. Business Office and Studio—5515 Melrose Avenue, Hollywood, California, Hollywood 8111.

BASIC RATES WITHOUT TALENT (6:00 p.m. to 10:30 p.m. daily) 1 hour 800.00 1/2 hour 180.00 1/4 hour 120.00 5 minutes 94.00 10 minutes 72.00

Additional Discounts At the conclusion of 25 consecutive weeks broadcasting an additional discount is allowed... POLITICAL Subject to regular station time rates and policies.

ANNOUNCEMENTS (6:00 p.m. to 10:30 p.m.) Chain breaks, 35 words maximum; or 100 word announcements; or transcribed chain breaks of 15 seconds (Extra voice or sound effects 25% extra).

Base rate (All other hours) 22.50 30 announcements, each 15.00 90 announcements, each 14.25 180 announcements, each 12.51 270 announcements, each 12.98 365 announcements, each 12.25

SPECIAL FEATURES Norma Young's Happy Homes—Morning household economic participation program; limited to five sponsors. Eddie Albright—Radio columnist. Above features sold on the following basis:

Base rate, per participation 25.00 1 week, 5 days 110.00 13 weeks, 5 days weekly, per week 104.50

MECHANICAL PROGRAM EQUIPMENT Equipped to handle programs by electrical transcription, using 78 and 33-1/3 r.p.m. double turn-plates for lateral or vertical cut records.

KMPC

(Established 1928) Rates effective June 1, 1942. (Card No. 12.) Owned and operated by KMPC—The Station of the Stars, Inc. Business Office and Studios—9631 Wilshire Boulevard, Beverly Hills, Calif., Bradshaw 2-4411.

CLASS "A" (6:00 p.m. to 10:00 p.m.) 1 hour 150.00 1/2 hour 90.00 1/4 hour 60.00 5 minutes 30.00 CLASS "B" (8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)



**LOS ANGELES—Continued**  
**K M P C—Continued**

**ANNOUNCEMENTS**

<b>CLASS "A"</b> (6:00 p.m. to 1:00 p.m.)	
11. 11. 26 H. 52 H. 104 H. 208 H.	
One minute or 100 words live or electrical trans- cription	15.00 14.25 13.50 12.75 12.00 11.25
50 words live or electrical trans- cription	12.00 11.40 10.80 10.20 9.60 9.00
<b>CLASS "B"</b> (8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)	
One minute or 100 words live or electrical trans- cription	7.50 7.13 6.75 6.38 6.00 5.63
50 words live or electrical trans- cription	6.00 5.70 5.40 5.10 4.80 4.50
<b>CLASS "C"</b> (6:00 a.m. to 8:00 a.m. and 10:30 p.m. to 12:00 midnight)	
One minute or 100 words live or electrical trans- cription	6.00 5.70 5.40 5.10 4.80 4.50
50 words live or electrical trans- cription	5.00 4.75 4.50 4.25 4.00 3.75
<b>CLASS "D"</b> (12:00 midnight to 6:00 a.m.)	
25% of Class "A" rates.	

Fifty word package (at station's option): Two announcements between each of following periods—8:00 a.m. to 12:00 noon, 12:00 noon to 6:00 p.m. and 6:00 p.m. to 10:00 p.m., daily except Sunday; minimum contract 13 weeks, per week 150.00.

**SPECIAL FEATURES**

News: Leased wire service available.  
"Andy & Virginia," "Chief Millant"—rates and details on request.

**POLITICAL RATES**

Regular station time rates. Two copies of all political talks must be submitted to station 24 hours in advance of broadcast.

**RECORDED PROGRAMS**

No surcharge for broadcasting transcriptions. Five minute transcriptions containing more than 200 words commercial will be accepted only at 10 minute rate.

**TALENT**

Rates on application.  
**REMOTE CONTROL**  
Technical and production facilities available for pick-up of programs outside of studios. Lines, equipment and operation costs will be quoted upon request.

**SERVICE FACILITIES**

Sales and promotion departments available.  
**Contract and other requirements**  
Advertising of alcoholic beverages not accepted, excepting beer and wine.

All advertising subject to station's approval. 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, N.A.B. copy limits. 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. double turn-tables.  
**Personnel**—President—G. A. Richards  
Vice-Pres. & Gen'l Mgr.—Robert O. Reynolds.  
Sales Manager—Herbert H. Wilxon.  
**Representatives**  
Paul H. Raymer Company.

**K M T R**

(Established 1924)

Rates effective February 15, 1937. (Card No. 105.)  
Owned and operated by KMTR Radio Corporation.  
Business Office and Studio—1000 Cahuenga Blvd., Hollywood, California, Hillside 1161.  
Transmitter—1000 Cahuenga Blvd., Hollywood, Calif.  
Wave—Power—Line  
Operating power—1,000 watts.  
526.3 meters; 570 kilocycles.  
Operates on Pacific War Time.  
Licensed to operate full time.

**Agency Commission**  
Agency commission 15% on net station time charges and program talent to agencies recognized by the station. No cash discount. Payment weekly in advance.

**General Advertising**  
After 6:00 p.m. commercial announcements are limited as follows: Two in each 15 minute program, three in each half-hour program, and five in each one hour program.

In addition to rates, a 5% music tax is made on station time.  
On run of schedule time a discount of 40% is allowed provided advertiser spends 400.00 weekly.

<b>(7:00 p.m. to 9:30 p.m.)</b>	
1 hour.....	125.00
1/2 hour.....	68.75
1/4 hour.....	38.50
5 minutes.....	21.90
<b>(6:00 p.m. to 7:00 p.m. and 9:30 p.m. to 10:00 p.m.)</b>	
1 hour.....	112.50
1/2 hour.....	60.00
1/4 hour.....	38.50
5 minutes.....	18.75
<b>(5:00 p.m. to 6:00 p.m.)</b>	
1 hour.....	75.00
1/2 hour.....	48.75
1/4 hour.....	21.90
5 minutes.....	12.50
<b>(5:00 a.m. to 1:00 p.m., 4:00 p.m. to 5:00 p.m. and 10:00 p.m. to 12:00 midnight)</b>	
1 hour.....	62.50
1/2 hour.....	38.50
1/4 hour.....	18.75
5 minutes.....	11.80
<b>(1:00 p.m. to 4:00 p.m.)</b>	
1 hour.....	43.75
1/2 hour.....	25.00
1/4 hour.....	12.50
5 minutes.....	8.40

**WEEKLY RATES**

<b>(Six days)</b> <b>(7:00 p.m. to 9:30 p.m.)</b>	
1 hour.....	500.00
1/2 hour.....	300.00
1/4 hour.....	187.50
5 minutes.....	106.25

(6:00 p.m. to 7:00 p.m. and 9:30 p.m. to 10:00 p.m.)

1 hour.....	437.50
1/2 hour.....	291.75
1/4 hour.....	187.50
5 minutes.....	106.25

(5:00 p.m. to 6:00 p.m.)

1 hour.....	343.75
1/2 hour.....	187.50
1/4 hour.....	112.50
5 minutes.....	62.50

(5:00 a.m. to 1:00 p.m., 4:00 p.m. to 5:00 p.m. and 10:00 p.m. to 12:00 midnight)

1 hour.....	243.75
1/2 hour.....	172.50
1/4 hour.....	93.75
5 minutes.....	59.40

(1:00 p.m. to 4:00 p.m.)

1 hour.....	187.50
1/2 hour.....	112.50
1/4 hour.....	62.50
5 minutes.....	21.50

**FREQUENCY DISCOUNTS**

Discounts apply to station time only. Do not apply to five-minute periods, announcements, time signals or run of schedule.	
1 to 25 times.....	Net
26 to 38 times.....	5%
39 to 51 times.....	10%
52 or more times.....	15%

**ANNOUNCEMENTS**

<b>(Nights)</b>	
75 words, one time.....	15.65
75 words, per month (26 times).....	312.50
<b>(Days)</b>	
75 words, one time.....	6.25
75 words, per month (26 times).....	125.00

Four floating announcements daily, per week (6 days)..... 81.15  
**TALKS**  
Regular rates plus 10%.

**SPECIAL FEATURES**

<b>Time Signals:</b> (7:00 a.m. to 5:00 p.m.)	
Three signals daily, per week.....	68.75
Five signals daily, per week.....	98.75
<b>(6:00 p.m. to 12:00 midnight)</b>	
One signal nightly, per week.....	62.75
Three signals nightly, per week.....	125.00

**TALENT**

Station maintains complete artists staff. Rates for outside talent furnished on application.

**REMOTE CONTROL**

Complete technical and production facilities available for pick-up of programs originated outside of studios. Line, equipment and operation costs will be quoted on request.

**SERVICE FACILITIES**

Services of program, continuity and production staff, rehearsal and audition facilities available gratis for programs of general nature. A separate charge will be made on programs requiring special attention. Mobile recording equipment available for making "on the spot" transcriptions.

**Contract and other Requirements**  
Station reserves the right to refuse or revise all programs to conform to station regulations. No periods sold in bulk for resale.

**Closing Time**  
Order for service must be placed and contracts signed 48 hours prior to first scheduled program. All commercial copy must be submitted at least 24 hours in advance of program.

**Mechanical Program Equipment**  
Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. single or double turn-tables.

**Personnel**  
General Manager—Kenneth O. Tinkham.  
Representatives  
Burn-Smith Company, Inc.

**NOW... KMPC IS THE**  
*Most Powerful*  
**INDEPENDENT STATION IN THE WEST**

Now 10,000 watts full-time, directional (beaming 38,000 watts throughout Southern California), KMPC is the only independent station that gives you maximum coverage of Southern California, the golden market. And KMPC's rates\* are far lower than those of any other station offering equal coverage. When you look for the best buy in Southern California radio, look to KMPC. Write today for full information.

**\*A "FIRST GROUP" STATION... FIFTH IN COST**

	POWER	FREQUENCY	CHANNEL	COST
<b>1st Group</b>	KFI → 50,000 Watts	640 KC	Clear	First
	KNX → 50,000 Watts	1070 KC	Clear	Second
	<b>KMPC</b> → 10,000 Watts (Directional)	<b>710 KC</b>	Clear	<b>Fifth</b>
<b>2nd Group</b>	KHJ → 5,000 Watts	930 KC	Regional	Third
	KECA → 5,000 Watts	790 KC	Regional	Fourth

Affiliated in management with WJR, Detroit and WGAR, Cleveland

*for Southern California*  
**KMPC**  
LOS ANGELES 710 KC

National Representatives:  
Paul H. Raymer Company,  
New York, Chicago,  
Detroit, San Francisco

CALIFORNIA—Continued

LOS ANGELES—Continued

K N A (Established 1924)

COLUMBIA OPERATED



Rates effective November 1, 1939. (Card No. 4.) Owned and operated by the Columbia Broadcasting System, Inc. Business Office and Studios—Columbia Square, Los Angeles, California. Transmitter—Columbia Park, Torrance, California.

Wave—Power—Time Operating power—50,000 watts. (100% modulation—crystal control.) 280.4 meters; 1070 kilocycles. Licensed to operate on national cleared channel. Operates on Pacific War Time. Actual operating schedule: 24 hours daily.

Agency Commission Agency commission 15% allowed on net time charges to agencies recognized by station. No cash discount. Invoices rendered weekly. General Advertising For combination rates see listings of Columbia Broadcasting System (Pacific Coast Group), and Columbia Pacific Network (California and Pacific Networks). Rates include music licensing charges.

GENERAL BROADCASTING TIME RATES

Without Talent—Gross

CLASS "A"

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

Per week

Table with 6 columns: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days. Rows for 1 hr, 1/2 hr, 1/4 hr.

CLASS "B"

(1:00 p.m. to 6:00 p.m. Sundays)

Table with 6 columns: 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min. Rows for 1 hr, 1/2 hr, 1/4 hr.

CLASS "C"

(9:00 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m. week days; 10:30 p.m. to 11:00 p.m. daily)

Table with 6 columns: 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min. Rows for 1 hr, 1/2 hr, 1/4 hr.

CLASS "D"

(8:00 a.m. to 9:00 a.m. and 1:00 p.m. to 5:00 p.m. week days; 11:00 p.m. to 12:00 midnight daily; 8:00 a.m. to 1:00 p.m. Sunday)

Table with 6 columns: 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min. Rows for 1 hr, 1/2 hr, 1/4 hr.

CLASS "E"

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

Table with 6 columns: 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min. Rows for 1 hr, 1/2 hr, 1/4 hr.

DISCOUNTS

Weekly Dollar Volume Discount. Weekly Dollar Volume discounts not applicable on schedules of less than 8 consecutive weeks of broadcasting under "General Broadcasting Time Rates." Advertisers using a schedule of 8 or more consecutive weeks under "General Broadcasting Time Rates" are entitled to Dollar Volume discounts on all broadcasting running concurrently. Advertisers using announcements only are not entitled to Dollar Volume discount except as noted under "Special Features" and "Announcements."

Table with 2 columns: Less than 250.00 weekly, 250.00 or more but less than 400.00 weekly, 400.00 or more but less than 610.00 weekly, 610.00 or more but less than 710.00 weekly, 710.00 or more but less than 970.00 weekly, 970.00 or more but less than 1,150.00 weekly, 1,150.00 or more weekly. Rows for 13 to 25 weeks, 26 to 51 weeks, 52 weeks.

Application of Discounts

When an advertiser contracts for one or more broadcasts in a rate classification in "General Broadcasting Time Rates" other than that in which the advertiser is already making a weekly frequency broadcast, the gross time charges per period (i.e., one day per week rate, shown in "General Broadcasting Time Rates") for the said additional broadcast or broadcasts will be reduced by 10% if the advertiser is already earning a 3, 4 or 5 day per week frequency rate, and will be reduced by 20% if the advertiser is already earning a 6 or more day per week frequency rate. Provided the gross time charge per period (one day per week rate shown in "General Broadcasting Time Rates") for the additional broadcast does not exceed the comparable gross time charge per period already being charged.

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 would not be prejudiced. All discounts apply to time charges only.

ANNOUNCEMENTS

No contests in announcement form. Los Angeles Hour: 1/4 hour floating Class "A" time. No frequency discounts:

Table with 3 columns: 1 tl., 5 tl., 6 tl. Rows for 100 words, One minute live or electrical transcription, Run of Station Daytime only.

For 21 or more announcements per week on 52 week non-cancellable contract, 25% annual discount plus applicable dollar volume discount on the balance. News Flashes, when available, before 8:00 p.m., one per day including Sunday, per week 150.00; one per day except Sunday, per week 135.00. No time discounts; total service is limited to 50 words of which commercial copy is limited to 25 words. Time Signals, when available, rates on request.

SPECIAL FEATURES

Fletcher Wiley Combination: Alternating week days on Housewives' Protective League and Sunrise Salute, and each Saturday on Sunrise Salute; participation program; approximately 150 words, per week 225.00. No discounts. Sunrise Salute: 8:00 a.m. to 7:30 a.m. daily except Sunday; participation program; no discounts.

Per week

Table with 3 columns: 1 tl., 3 tl., 6 tl. Rows for Approximately 150 words, 11:00 p.m. News with Bob Andersen, 11:00 p.m. to 11:20 p.m. nightly, participation program, approximately 150 words, six participations per week, 225.00; three participations per week, 125.00.

ELECTRICAL TRANSCRIPTIONS

Accepted at regular rates. Ordinary phonograph records not accepted after 9:00 a.m. week days and 12:30 p.m. Sundays.

TALENT

Program ideas, lists of talent and prices will be furnished on request.

REMOTE CONTROL

Programs originating outside of the studios are subject to special charges. Rates on request.

SERVICE FACILITIES

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

Contract and Copy Requirements Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, one year.

Lectures and Talks (except political talks) are not accepted between 6:00 p.m. and 12:00 midnight. All programs and advertising copy subject to approval of station.

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

Personnel Vice-Pres. and General Mgr.—D. W. Thornburgh Sales Manager—Harry W. Witt Promotion Manager—George L. Moskovicz.

Representatives Radio Sales

K P A S

(Established 1941)

Rates effective December 1, 1941. (Card No. 1.) Owned and operated by The Pacific Coast Broadcasting Company. Business Office and Studio—1401 S. Oak Knoll, Pasadena, Calif. Other Studios—Muscle City, Sunset and Vine St., Los Angeles, Calif. Transmitter—Lexington and Gallatin Road, El Monte, Calif.

Wave—Power—Time Operating power—10,000 watts. 270.3 meters; 1110 kilocycles. Licensed to operate full time. Operates on Pacific War Time. Actual operating schedule: 8:00 a.m. to 12:00 midnight.

Agency Commission Agency commission 16% to recognized advertising agencies. No cash discount. Bills due and payable when rendered. General Advertising

CLASS "A"

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

Table with 6 columns: 1, 13, 26, 39, 52, 100, 200. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS "B"

(8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

Table with 6 columns: 1, 13, 26, 39, 52, 100, 200. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS "C"

(6:00 a.m. to 8:00 a.m. and 11:00 p.m. to 12:00 midnight)

Table with 6 columns: 1, 13, 26, 39, 52, 100, 200. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

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.

CLASS "A"

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

Table with 6 columns: 1, 13, 26, 39, 52, 78, 104. Rows for One minute transcription or 100 words, Five 50 word spots per night, 28 day month (Sunday excluded), 525.00. May be tied in with time signals, temperature reports, station breaks or weather reports.

CLASS "B"

(8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

Table with 6 columns: 1, 13, 26, 39, 52, 78, 104. Rows for One minute transcription or 100 words, Five 50 word spots per day (Sunday excluded), per month 425.00. May be tied in with time signals, temperature reports, station breaks or weather reports.

CLASS "C"

(6:00 a.m. to 8:00 a.m. and 11:00 p.m. to 12:00 midnight)

Table with 6 columns: 1, 13, 26, 39, 52, 78, 104. Rows for One minute transcription or 100 words, 3.50, 3.33, 3.15, 2.98, 2.80, 2.63, 2.45.

DISCOUNTS

Advertisers contracting for purchase of time, exclusive of announcements or news broadcasts, will be granted an additional discount of 5% if used for a period of three to five years per week. A further discount of 5% will apply when six days per week are used. Discounts are allowed retroactively on number of broadcasts used within a year. All frequency discounts must be earned to be allowed. Announcements and programs of five minutes or more cannot be combined to render larger discounts. No contract to exceed one year's duration. Sunday time will be 10% additional on basic rates.

TALKS

Regular station time rates plus 50%.

POLITICAL AND OTHER TALKS

Rates on request.

REMOTE CONTROL

Charges for line and equipment on request.

Contract and Other Requirements Advertising of alcoholic beverages including beer and wine not accepted. Periods are not sold for resale. All contracts subject to cancellation unless program starts within 30 days.

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 President—J. Frank Burke. General Manager—Loyal K. King. Commercial Manager—John L. Akerman. Representatives Joseph Hershey McMillan, Inc.

K R K D

(Established 1927)

Rates effective October 10, 1941. (Card No. 9.) Owned and operated by Radio Broadcasters, Inc. Business Office and Studio—541 South Spring Street, Los Angeles, Calif., Tucker 7111.

Transmitter—1100 Glendale Blvd., Los Angeles, Cal. 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 KFRG.

Agency Commission Agency commission 15% to recognized advertising agencies. No cash discount. All broadcasting payable in advance, except where satisfactory credit is established.

General Advertising Fees charged by owners of music copyrights are included in rates.

Actual broadcasting periods are as follows: 68 minutes for one hour periods; 28-1/2 minutes for half hour periods; 14 minutes for 1/4 hour periods; 4:30 minutes for five minute periods.

(8:00 a.m. to sign-off) Per week (Week days)

Table with 6 columns: 1 tl., 3 tl., 6 tl. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 6:30 a.m. to 7:30 a.m.—35% less regular rates, 7:30 a.m. to 8:00 a.m.—30% less regular rates.

FREQUENCY DISCOUNTS

In addition to special weekly discounts, periods must be used within corresponding number of weeks in order to earn these discounts.

Table with 2 columns: 12 periods, 24 periods. Rows for 10%, 20%.

(This listing continued on next page)

LOS ANGELES—Continued
K R K D—Continued

QUARTER HOUR PERIODS

Station reserves the right to change the time on run of schedule programs by notifying the sponsor 48 hours in advance.

Table with 2 columns: Time Period and Rate. Includes daily except Sunday, 1 quarter hour, 1 quarter hour, 1 quarter hour, 1 quarter hour, 2 quarter hours, 3 quarter hours, 4 quarter hours.

ANNOUNCEMENTS

Number of commercial announcements permitted: Two in each 5 minute period, total not to exceed 1-1/2 minutes; two in each 15 minute period, total not to exceed 3 minutes; three in each 30 minute period, total not to exceed 4-1/2 minutes; five in each 60 minute period, total not to exceed 7-1/2 minutes.

Table with 2 columns: Announcement Type and Rate. Includes 115 words or under, 60 seconds, 1 announcement, 2 to 5 announcements, 6 to 11 announcements, 12 to 17 announcements, 18 to 23 announcements, 24 or more announcements.

Frequency Discounts

Four consecutive weeks or more 10%. No other discounts. Alternative, 200 announcements used any time within six months by one sponsor—10% quantity discount.

Table with 2 columns: Announcements (Sundays) and Rate. Includes 1 announcement, 2 to 5 announcements, 6 or more announcements.

SPECIAL FEATURES

News: Run of schedule, one quarter hour week days, per week 71.50.

POLITICAL

Political announcements sold only at the one time rate.

RECORDED PROGRAMS

Regular rates apply.

TALENT

Rates on application.

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.

SERVICE FACILITIES

Complete commercial continuity service to all sponsors at no extra cost. Merchandising department maintained for direct sales campaigns.

Contract and Other Requirements: All acceptable accounts are subject to the same rates. Periods are not sold for re-sale.

Closing Time: Commercial continuity, when furnished by sponsor 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. single turn-tables and 78 r.p.m. double turn-tables.

Personnel: Commercial Manager—Ned Connor.

Representatives: None.

K W K W

(Established 1942)



Rates effective September 1, 1942. (Card No. 2.)

Owned and operated by Southern California Broadcasting Co.

Business Office and Studio—425 E. Green St., Pasadena, Calif., Sy. 2-6155.

Transmitter—924 N. Vista, San Gabriel, Calif.

Wave—Power—Time: Operating power—1,000 watts. 200.8 meters; 1430 kilocycles.

Licensed to operate days only on local channel. Operates on Pacific War Time.

Actual operating schedule: Local sunrise to local sunset—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., and December 5:45 p.m.

Agency Commission: 15% on net time and talent to recognized agencies.

General Advertising: Rates do not include charges by owners of music copyrights; all contracts subject to music tax of 5%.

(Week days) Table with 2 columns: Time and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

Actual operating schedule: Local sunrise to local sunset—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., and December 5:45 p.m.

Agency Commission: 15% on net time and talent to recognized agencies.

General Advertising: Rates do not include charges by owners of music copyrights; all contracts subject to music tax of 5%.

(Week days) Table with 2 columns: Time and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

Actual operating schedule: Local sunrise to local sunset—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., and December 5:45 p.m.

Agency Commission: 15% on net time and talent to recognized agencies.

General Advertising: Rates do not include charges by owners of music copyrights; all contracts subject to music tax of 5%.

(Week days) Table with 2 columns: Time and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

Table with 2 columns: Time and Rate. Includes Sunday time pro rate of daily rate, Frequency Discounts, 13 times, 26 times, 39 times, 52 times.

ANNOUNCEMENTS

Table with 2 columns: Spot announcements and Rate. Includes 1 time, 13 times, 26 times, 39 times, 52 times.

SPECIAL FEATURES

Time signals and station breaks (50 words maximum), seven days weekly: 5 times daily, per week, 52.50; 7 times daily, per week, 65.00; 10 times daily, per week, 90.00.

POLITICAL

One time rate. No frequency or weekly discounts.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs.

TALENT

Rates on request. Contract and Other Requirements: All programs subject to approval of station management.

Closing Time: Contracts close one week in advance of first broadcast. All copy 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. turn-tables for lateral cut recordings.

Personnel: Station Manager—Marshall S. Neal. Commercial Manager—R. L. Rust.

MARYSVILLE

(Yuba County)

K M Y C

(Established 1940)

Rates effective February 1, 1940. Owned and operated by the Marysville-Yuba City Broadcasters, Inc.

Business Office and Studio—State Theatre Building, 515 E Street, Marysville, California.

Transmitter—Two miles northwest of Marysville, Calif.

Wave—Power—Time: Operating power—250 watts. 206.9 meters; 1450 kilocycles.

Licensed to operate full time on local channel. Operates on Pacific War Time.

Actual operating schedule: 17 hours daily.

Agency Commission: 15% to recognized advertising agencies on station time only. No cash discount. Bills rendered first of month; due 10th of month.

General Advertising: For combination rates see listings of Don Lee Broadcasting System (Northern California Group) and 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.) Table with 2 columns: Time and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

(All other time) Table with 2 columns: Time and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

WEEKLY DISCOUNTS

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

Table with 2 columns: Weeks and Discount. Includes Less than 12.00 weekly, 12.00 but less than 24.00 weekly, 24.00 but less than 36.00 weekly, 36.00 but less than 48.00 weekly, 48.00 but less than 60.00 weekly, 60.00 but less than 72.00 weekly, 72.00 or more weekly.

Additional Discounts

At the conclusion of 20 consecutive weeks broadcasting 5% additional discount is allowed. At the conclusion of 52 weeks broadcasting 10% additional discount is allowed.

These additional discounts of 5% and 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 announcements:

Table with 2 columns: Base rate and Rate. Includes Base rate, 30 announcements, each, 90 announcements, each, 180 announcements, each, 270 announcements, each, 365 announcements, each.

(All other time)

Table with 2 columns: Base rate and Rate. Includes Base rate, 30 announcements, each, 90 announcements, each, 180 announcements, each, 270 announcements, each, 365 announcements, each.

Extra voice or sound effects, 25% extra.

ELECTRICAL TRANSCRIPTIONS: Transcription library service available at regular rates. Instantaneous recording equipment available.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs payable in advance. Not subject to agency commission.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted, excepting beer and light wine. 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. for lateral cut recordings.

Personnel: Station Manager—Joe D. Carroll.

Representatives: W. S. Grant Company.

MERCED

(Merced County)

K Y O S

(Established 1936)

Rates effective February 1, 1941. (Card No. 8.) Owned and operated by Merced Broadcasting Co.

Business Office and Studio—G Street Grade, Laredo, California, telephone 1430.

Transmitter—G Street Grade, Merced, California.

Wave—Power—Time: Operating power—250 watts. (100% modulation.)

201.3 meters; 1490 kilocycles. Licensed to operate full time.

Operates on Pacific War Time. Operating schedule: Sundays 6:00 a.m. to 12:00 midnight; week days 5:00 a.m. to 12:00 midnight.

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

General Advertising: For combination rates see listings of Don Lee Broadcasting System and Mutual Broadcasting System.

All rates include copyright fees. 1 hr. 56.25, 35.63; 1/2 hr. 37.50, 21.38; 1/4 hr. 22.50, 12.83; \*5 minutes 13.50, 6.42

(\*5 minutes) The 5 minute rate is not subject to frequency discount.

Frequency Discounts on Programs: 26 times, 5%; 52 times, 10%; 104 times, 15%; 208 times, 20%.

ANNOUNCEMENTS: 100 words, 7.28 (\*); 50 words, 4.35 (\*). (\*1) Basic rates, 26 times.

Frequency Discounts on Announcements: 52 times, 5%; 104 times, 10%; 208 times, 15%; 312 times, 20%.

SPECIAL DISCOUNT: Five or more, 50 word spots daily, six month contracts, per spot 1.50.

SPECIAL FEATURES: Time signals—Regular rates plus 20%. Announcements during news broadcasts—Regular rates plus 33-1/3%.

POLITICAL BROADCASTS: Rates on request.

RECORDED PROGRAMS: No additional cost for electrical transcriptions.

TALENT: Rates on request.

REMOTE CONTROL: Can be arranged. Rates on request.

SERVICE FACILITIES: Script and program department available to advertisers at no additional cost.

Contract and Other Requirements: Advertising of beer and wine acceptable. All discounts are predicted 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 management.

Closing Time: All commercial and program copy must be in station offices not later than 24 hours before time of broadcast.

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

Personnel: Manager—Mel Marshall.

Representatives: Pacific Coast—W. S. Grant Company.

CALIFORNIA—Continued

MODESTO

(Stanislaus County)

K T R B



Rates effective October 15, 1939.

Owned and operated by KTMB Broadcasting Co., Inc. Business Office and Studio—Missions and Sylvan Avenues, Modesto, Calif., Modesto 774. Transmitter—Modesto, California

Wave—Power—Time
Operating power—250 watts. (C.P. 1,000 watts, unlimited time.) 348.8 meters; 800 kilocycles. Licensed to operate day Operates on Pacific War Time.

Commission and Cash Discount
Agency commission 15% to recognized agencies or station time only. Cash discount ———.

General Advertising
Rates on request.

RECORDED PROGRAMS AND TRANSCRIPTIONS

No surcharge for transcriptions. TALENT
Talent charges are not included in station rates and are payable in advance by the advertiser.

REMOTE CONTROL

Wire and mechanical facilities for remote control lines are not included in station rates and are payable in advance by the advertiser.

SERVICE FACILITIES

Audition studios are maintained for advertisers and agencies. Continuity department at the disposal of the advertiser.

Contract and Other Requirements

All programs and announcements are subject to station owner's approval and Federal Radio Commission Regulations. Station owners reserve the right to refuse, discontinue or cancel any contract for advertising for reasons sufficient to themselves. 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 turn-tables

Personnel

General Manager—Wm. H. Bates, Jr. Commercial Manager—Doug McCreary. Promotion Manager—Cecil Lynch.

Representatives
None.

MONTEREY

(Monterey County)

K DON



Rates effective January 15, 1942.

Owned and operated by Monterey Peninsula Broadcasting Company.

Business Office and Studio—275 Pearl Street, Monterey, Calif., telephone 8501. Other studio Salinas Newspaper Bldg., Salinas, Calif. Transmitter—Municipal Wharf, Monterey, California.

Wave—Power—Time

Operating power—250 watts. (100% modulation) 241.9 meters; 1240 kilocycles. Licensed to operate full time on local channel. Operates on Pacific War Time. Actual operating schedule: Sundays 8:00 a.m. to 10:00 p.m. Week days 6:30 a.m. to 10:00 p.m.

Agency Commission

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

General Advertising

For combination rates see listings of Don Lee Broadcasting System (Northern California Group), and Mutual Broadcasting System. One hour program limited to 10 minutes of commercial copy; 1/2 hour 6 minutes; 1/4 hour 3-1/2 minutes and 10 minute programs 2 minutes.

CLASS "A"

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

Table with columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes, 1 minute and rows for different time slots (11-12, 12-1, 1-2, 2-3, 3-4, 4-5) showing rates.

CLASS "B"

(All other times)

Table with columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes, 1 minute and rows for different time slots (5-6, 6-7, 7-8, 8-9, 9-10) showing rates.

ANNOUNCEMENTS

100 word announcements and chain breaks take same rate as one minute.

POLITICAL RATES

Regular rates, payable in advance. Script must be submitted 24 hours in advance.

TALENT

Talent will be engaged by station if desired. Rates on application. Program ideas and list of talent furnished on request.

REMOTE CONTROL

Complete facilities are available for remote control broadcasts. Rates do not include travel expenses, tolls, and mechanical expenses for remote control.

SERVICE FACILITIES

Services of station program departments, staff announcers, and staff engineers in announcing and presenting programs are available without extra charge.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine. 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 in extra. All contracts and advertising copy subject to station approval and government rules and regulations.

Closing Time

Commercial copy must be received not later than 24 hours before time of broadcast.

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

President—Paul H. Caswell. General Manager—Howard V. Walters. Commercial Manager—Bernard Cooney.

Representatives

None.

OAKLAND

(Alameda County)

K L S

(Established 1921)



Rates effective April 10, 1941.

Owned and operated by Warner Brothers. Studio—327 Twenty-first Street, Oakland, California. Hight 1212.

Transmitter—327 Twenty-first Street Oakland Calif

Wave—Power—Time

Operating power—1,000 watts. 229.0 meters; 1310 kilocycles. 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

General Advertising

Music copyright tax of 5% must be added to these rates.

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.

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

Table with columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes and rows for different time slots (11-12, 12-1, 1-2, 2-3, 3-4, 4-5) showing rates.

(8:00 a.m. to 6:00 p.m. and after 10:00 p.m.)

Table with columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes and rows for different time slots (6-7, 7-8, 8-9, 9-10) showing rates.

ANNOUNCEMENTS

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

Table with columns: 100 words, 50 words and rows for different time slots (11-12, 12-1, 1-2, 2-3, 3-4, 4-5) showing rates.

25 words—10% of 100 word rate.

Transcribed announcements—regular rates apply.

SPECIAL FEATURES

Time signals—Rates on request. Shopping Hour—Six days per week 15.00 Local participating program—Six days per week 15.00

TALENT

Rates on application.

REMOTE CONTROL

Rates and details on request.

Contract and Other Requirements

Station owners reserve the right to refuse, discontinue or cancel any contract for advertising for reasons sufficient to themselves. All contracts and broadcast material subject to rules and regulations of all federal bodies governing radio stations.

All programs and radio script subject to the approval of the management.

Programs hold priority over announcements.

Closing Time

Complete radio manuscript must be submitted 24 hours prior to scheduled broadcast

Personnel

Manager—S. W. Warner. Promotion Manager—E. Wellington Morse

K L X

(Established 1923)



Rates effective September 1, 1942.

Owned and operated by Tribune Building Company, Business Office and Studio—Tribune Tower, 18th and Franklin Street, Oakland, Calif., Telephone 4000 San Francisco Office—307 Monadnock Bldg., Exbrook 5790.

Transmitter—Tribune Tower, Oakland, California.

Wave—Power—Time

Operating power—1,000 watts. (100% modulation—crystal control.) 329.7 meters; 910 kilocycles. Licensed to operate unlimited time on regional channel. Operates on Pacific War Time. Actual operating schedule: Sundays 9:00 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.)

Table with columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes and rows for different time slots (11-12, 12-1, 1-2, 2-3, 3-4, 4-5) showing rates.

CLASS "B"

(7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)

Table with columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes and rows for different time slots (6-7, 7-8, 8-9, 9-10) showing rates.

CLASS "C"

(12:00 midnight to 7:00 a.m.)

Table with columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes and rows for different time slots (6-7, 7-8, 8-9, 9-10) showing rates.

Broadcasts following hourly five minute news: 25 minutes—1/2 hour rate less 15%. 10 minutes—1/4 hour rate less 25%.

ANNOUNCEMENTS

Program frequency discounts do not apply on announcements. (6:00 p.m. to 10:00 p.m.)

Table with columns: 100 words, 50 words and rows for different time slots (11-12, 12-1, 1-2, 2-3, 3-4, 4-5) showing rates.

(7:00 a.m. to 6:00 p.m. and after 10:00 p.m.)

Table with columns: 100 words, 50 words and rows for different time slots (6-7, 7-8, 8-9, 9-10) showing rates.

DISCOUNTS

Applicable to programs: 13 consecutive weeks 5% 30 consecutive weeks 15% 26 consecutive weeks 10% 52 consecutive weeks 20%

Bulk time discounts: More than one hour, per broadcast. 10% Two or more hours, per broadcast. 20%

SPECIAL FEATURES

News: Leased wire service available. —Per week— 3 wkly. 6 wkly.

1/4 hour, regular rate plus service charge of 15.00 5 minutes, regular rate plus service charge of 10.00

Minimum newscast contract is 13 weeks, covering at least three broadcasts weekly. 25% off news service charge if two or more newscasts are run daily by same sponsor. Program frequency discounts do not apply on news service charge.

KLX Kitchen: 11.50 3.11 5.11 100 words 12.50 30.00 50.00

Jan's Journal: 1.11 3.11 6.11 25 words 5.50 15.00 25.00 50 words 8.25 23.50 37.50 100 words 12.50 30.00 55.00

FREQUENCY DISCOUNTS

26 weeks 10%; 52 weeks 15%

"Books and Authors"—full sponsorship; station rate plus talent fee of 15.00, or participation is 15.00. Women Style Commentator—Available only for full sponsorship on a three or more times weekly basis at regular program rates, plus 15.00 per show. If five or more programs weekly, charge per show for talent is 12.50.

ELECTRICAL TRANSCRIPTIONS

Transcribed programs and announcements at regular rates. Cost of making transcriptions furnished on request.

POLITICAL

Payable in advance. TALENT
Special services, including musical and dramatic programs, and talent, subject to regular charges.

REMOTE CONTROL

Rates for remote control on request.

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

Advertising of alcoholic beverages not accepted, excepting beer and wine. All acceptable accounts are subject to the same rates. 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 broadcasting advantage. All programs and advertising copy subject to approval of station.

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 turn-tables for lateral and vertical records.

Personnel

General Manager—Adriel Fried.

Representatives

Joseph Hershey McGillivra, Inc.



CALIFORNIA—Continued

SACRAMENTO

(Sacramento County)
K F B K
(Established 1922)

Rate card dated May 1, 1941. (Card No. 15.)
Owned and operated by The McClatchy Broadcasting Company.

Business Office and Studio—702 Eye Street, Sacramento, Calif., telephone 25011.
Transmitter—Yolo County, California

Wave—Power—Time
Operating power—10,000 watts.
(100% modulation—crystal control.)
196.1 meters; 1530 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Operating schedule: 24 hours daily.

Agency Commission
Agency commission 15% on net station time to accredited advertising agencies. This applies only to national business originating outside of Sacramento. No cash discount.

General Advertising
For combination rates see listings of Blue Network Company (Pacific Coast Blue Network) and Golden West Network.

A discount of 6% applies to rates shown below when KFBK is used in conjunction with KMLJ, KWVG, and KERN. A discount of 10% applies when KFBK is used in conjunction with KMLJ, KWVG, KERN and KOH.

The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for CLASS 'A', CLASS 'B', and CLASS 'C' rates for various time slots (6:00 p.m. to 10:00 p.m., 8:00 a.m. to 11:00 p.m., 5:30 a.m. to 8:00 a.m.).

Table with columns for CLASS 'A', CLASS 'B', and CLASS 'C' rates for various time slots (8:00 a.m. to 10:00 p.m., 11:00 p.m., 5:30 a.m. to 8:00 a.m.).

Table with columns for DISCOUNTS, Weekly Day Volume Discounts, and Bulk Time Discounts.

Table with columns for ANNOUNCEMENTS, CLASS 'A', CLASS 'B', and CLASS 'C' rates.

Table with columns for ANNOUNCEMENTS, CLASS 'A', CLASS 'B', and CLASS 'C' rates.

Table with columns for ANNOUNCEMENTS, CLASS 'A', CLASS 'B', and CLASS 'C' rates.

Table with columns for ANNOUNCEMENTS, CLASS 'A', CLASS 'B', and CLASS 'C' rates.

Table with columns for ANNOUNCEMENTS, CLASS 'A', CLASS 'B', and CLASS 'C' rates.

Table with columns for ANNOUNCEMENTS, CLASS 'A', CLASS 'B', and CLASS 'C' rates.

SERVICE FACILITIES
Services of the program department in arranging programs and in providing program announcements, and announcers are included without extra charge.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
Rates are for station time including station facilities.

All programs subject to acceptance of the management, and must conform to station policy and government regulations.
Management reserves the right to reject or discontinue any advertising or program for reasons sufficient to itself.

Closing Time
Talent programs close two weeks in advance. All talks must be submitted in manuscript form prior to 12:00 noon day preceding broadcast.
Announcements close one day 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 both vertical and lateral cut recordings.

Personnel
Manager—Leo O. Ricketts.
Representatives
Paul E. Raymer Company

K R O Y
(Established 1937)

Rates effective March 1, 1942.
Owned and operated by Royal Miller.
Business Office and Studio—Sacramento Hotel Sacramento, California, Main 666.
Transmitter—85th Street and 14th Ave., Sacramento, California.

Wave—Power—Time
Operating power—100 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.
Actual operating schedule: 7:00 a.m. to 12:30 a.m.

Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Pacific Coast Group), and Columbia Pacific Network.

Rates include charges by owners of music copyrights. The following rates are for national advertising.

Table with columns for rates for various time slots (6:00 p.m. to 10:30 p.m., 12:00 midnight).

Table with columns for ANNOUNCEMENTS, CLASS 'A', CLASS 'B', and CLASS 'C' rates.

Table with columns for ANNOUNCEMENTS, CLASS 'A', CLASS 'B', and CLASS 'C' rates.

Table with columns for ANNOUNCEMENTS, CLASS 'A', CLASS 'B', and CLASS 'C' rates.

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Table with columns for ANNOUNCEMENTS, CLASS 'A', CLASS 'B', and CLASS 'C' rates.

Mechanical 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.

Personnel
Manager—Will Thompson, Jr.
Representatives
Joseph Hershey McGilivra, Inc.

SAN BERNARDINO
(San Bernardino County)

K F X M
(Established 1929)

Rates effective October 1, 1941.
Owned and operated by Lee Bros. Broadcasting Co., J. C. Lee and E. W. Lee.
Business Office and Studio—Fifth and E Streets, (California Hotel), San Bernardino, California, telephone 4761.
Transmitter—990 Colton Ave., San Bernardino, Calif.

Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
241.9 meters; 1240 kilocycles.
Licensed to operate on local channel. Divides time with station KPFC.

Operates on Pacific War Time.
Operating schedule: Sundays 1:00 p.m. to 6:45 p.m. and 9:00 p.m. to 11:00 p.m.; week days except Wednesdays, 5:00 a.m. to 11:00 p.m.; Wednesdays 5:00 a.m. to 7:00 p.m. and 9:30 p.m. to 11:00 p.m.

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

General Advertising
For combination rates see listings of Mutual Broadcasting System and Don Lee Broadcasting System (Southern California Group).

Table with columns for rates for various time slots (6:00 p.m. to 10:30 p.m.).

Table with columns for rates for various time slots (6:00 p.m. to 10:30 p.m.).

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SAN DIEGO

(San Diego County)

KFMB

(Established 1941)



Rates effective August 15, 1941. (Card No. 1.)

Owned and operated by Worcester Broadcasting Corp. Business Office and Studio—Pacific Square, Pacific Blvd. at Ash St., San Diego, Calif., Main 2114. Transmitter—Spreckels Bldg., Downtown San Diego, California.

Wave—Power—Time

Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate full time on local channel. Operates on Pacific War Time. Actual operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized agencies on station time only, except when specifically stated otherwise. No cash discount. Bills due and payable 20th of month following service.

General Advertising

The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for different time periods (6:00 p.m. to 10:30 p.m., 12:00 p.m. to 1:30 p.m., 6:30 a.m. to 6:00 p.m., and 12:00 p.m. to 1:30 p.m.).

ANNOUNCEMENTS

Table for Announcements with columns for time slots (1 min, 30 sec, 15 sec) and rates for different time periods (Nights, Days).

SPECIAL FEATURES

News, time signals and special features. Rates on request. 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 subject to agency commission.

Contract and Other Requirement Advertising of alcoholic beverages not accepted except beer and light wine. 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 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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel Station & Com'l Mgr.—Chas. A. Cooper. Representatives Howard H. Wilson Company.

KFSD

(Established 1926)



Rates effective May 1, 1942.

Owned and operated by Airfan Radio Corp., Ltd. Business Office and Studio—328 Broadway, U. S. Grant Hotel, San Diego, Calif., Franklin 6353. Transmitter—San Diego, California.

Wave—Power—Time

Operating power—1,000 watts. (100% modulation). 489.7 meters; 600 kilocycles. Operates unlimited time. Operates on Pacific War Time.

Agency Commission

Agency commission 15% to recognized agencies on station time only. 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 listings of Blue Network Company (Pacific Coast Blue Network) and Golden West Network. Rates include charges by owners of music copyrights. All discounts are applicable only as earned.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for different time periods (6:00 p.m. to 10:00 p.m., 12:00 p.m. to 1:30 p.m., 30 ti, 52 ti).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for different time periods (Before 6:00 p.m. and after 10:00 p.m., 3 ti, 13 ti, 24 ti, 39 ti, 52 ti).

VOLUME DISCOUNTS Volume Discounts applicable to programs of five minutes or more and are based upon net billing for station time: Less than 300.00 within one month..... Net 300.00 to 449.00 within one month..... 2-1/2% 450.00 to 599.00 within one month..... 5% 600.00 to 749.00 within one month..... 7-1/2% 750.00 or more within one month..... 10%

Table for Announcements with columns for time slots (1 min, 30 sec, 15 sec) and rates for different time periods (6:00 p.m. to 10:00 p.m., 100 words, 50 words, 30 word chain, 25 word run of schedule).

DISCOUNTS Discounts are predicated upon the fulfillment 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.

TALENT

Rates on application. Additional charge for dramatic productions.

POLITICAL TALKS Talks, political speeches, etc., accepted only when subject matter is, in the opinion of station management, of general public interest. Complete manuscripts must be submitted seventy-two hours prior to time of broadcast for station approval.

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 costs of special production.

SERVICE FACILITIES The 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 additional services.

Contract and Other Requirements Contracts not accepted for more than one year; all contracts are for exclusive use of contracting party. All contracts subject to the station's approval and governmental regulations.

Closing Time All programs must conform to the standards of the station; where advertiser or agency prepare own program same must be submitted for station's approval seventy-two hours in advance and not departed from without station's consent.

Mechanical Program Equipment Station specifically reserves the right to revise all programs according to its rules and regulations and to change the time of broadcast on account of public events and priority of network programs.

Personnel Manager—Thos E. Sharp. Commercial Manager—John Babcock. Program Director—Leah McMahon. Representatives Paul H. Raymer Company.

KGB

Rates effective July 1, 1941.

Owned and Operated by Don Lee Broadcasting System. Business Office and Studio—1012 First Ave., San Diego, California, Franklin 8151. Transmitter—1012 First Ave., San Diego, California.

Wave—Power—Time Operating power—1,000 watts. (100% modulation). 220.8 meters; 1360 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

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

General Advertising For combination rates see listings of Don Lee Broadcasting System (Southern California Group) and Mutual Broadcasting System. Rates include charges by owners of music copyrights.

BASIC RATES—WITHOUT TALENT

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for different time periods (12:00 noon to 6:00 p.m., 6:00 p.m. to 10:30 p.m. daily).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for different time periods (12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for different time periods (8:00 a.m. to 6:00 p.m. week days, 8:00 a.m. a.m. to 12:00 noon Sundays and 11:00 p.m. to 12:00 midnight daily).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for different time periods (12:00 midnight to 3:00 a.m. daily).

WEEKLY DISCOUNTS

Table showing weekly discounts for different durations (Less than 24.00 weekly, 24.00 but less than 48.00 weekly, etc.).

ADDITIONAL DISCOUNTS

At the conclusion of 26 consecutive weeks of broadcasting, 5% additional discount is allowed; at the conclusion of 52 consecutive weeks of broadcasting a total of 10% additional discount is allowed.

ANNOUNCEMENTS

Volume rates for announcements apply on condition that the contracted number of announcements are used within one year from date of first broadcast.

Table for Announcements with columns for time slots (1 min, 30 sec, 15 sec) and rates for different time periods (Chain breaks, Base rate, 30 announcements, 90 announcements, 180 announcements, 270 announcements, 365 announcements).

Chain breaks, 35 words maximum; or 100 word announcements.

Table for Chain breaks with columns for time slots (1 min, 30 sec, 15 sec) and rates for different time periods (Base rate, 30 announcements, 90 announcements, 180 announcements, 270 announcements, 365 announcements).

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.

SPECIAL FEATURES

Sunrise Serenade: 6:00 a.m. to 7:00 a.m., daily except Sunday. Music, time signals, etc. Daytime announcement or Class "D" time rates apply.

POLITICAL TALKS

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

TALENT

Program ideas, lists of talent and prices, furnished on request.

SERVICE FACILITIES

A staff of producers, writers, actors, vocalists, and musicians is available for presentation of any type of program.

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 include radio charges by owners of music copyrights.

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

Personnel Manager—S W Fuller. Sales Manager—William A. Evans. Representatives John Blair & Company.

CALIFORNIA—Continued

SAN FRANCISCO

(San Francisco County)
K F R C
(Established 1924)

Rates effective October 1, 1942.
Owned and operated by Don Lee Broadcasting System.

Business Office and Studio—1000 Van Ness Avenue, San Francisco, California, Prospect 0100.
Transmitter—1000 Van Ness Avenue, San Francisco, California.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
491.8 meters; 610 kilocycles.
Licensed to operate on cleared regional channel.
Operates on Pacific War Time.

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

General Advertising
For combination rates see listings of Don Lee Broadcasting System (Northern California Group), and Mutual Broadcasting System.

Table with 2 columns: Time slot and Rate. Includes rates for 1, 1/2, 1/4 hour and 10, 5 minutes.

Table with 2 columns: Time slot and Rate. Includes rates for 1, 1/2, 1/4 hour and 10, 5 minutes.

Table with 2 columns: Time slot and Rate. Includes rates for 1, 1/2, 1/4 hour and 10, 5 minutes.

WEEKLY DISCOUNTS

Table showing gross time rates subject to weekly discounts when advertisers contract for 13 or more weeks.

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.

ANNOUNCEMENTS

Table listing rates for chain breaks, base rates, and recorded announcements for various durations.

SPECIAL FEATURES

'Blue and Blue': 6:00 a.m. to 7:00 a.m., 7:15 a.m. to 7:45 a.m. Monday through Saturday.
'Best Bye Married World': 8:40 a.m. to 8:45 a.m., Monday through Saturday.

POLITICAL BROADCASTS
Subject to regular time rates and station policies. Payable in advance.

ELECTRICAL TRANSCRIPTIONS
Transcriptions accepted at straight station time rates day and night when time is available.

TALENT
Program ideas, list of talent and prices furnished on request.

REMOTE CONTROL
Any desired pick-ups can be provided. Rates on request.

SERVICE FACILITIES
Vocalists, musicians and continuity writers available for production of any type of program desired.

Advertising of alcoholic beverages not accepted, excepting beer and wine. All discounts are predicated upon the fulfillment of contracts within a 12 month period.

Closing Time
Closing date for talent programs 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 turn-tables.

Personnel
Manager—Dan J. Donnelly.
Representatives—John Blair & Company.

KGO

(Established 1924)

Rates effective January 15, 1940. (Card No. 9.)
Owned and operated by Radio Corporation of America.

Business Office and Studio—Taylor & O'Farrell Sts., San Francisco, California, Graystone 6565.
Transmitter—Oakland, California.

Wave—Power—Time
Operating power—7,500 watts.
(80% modulation—crystal control.)

370.4 meters; 810 kilocycles.
Licensed to operate on clear channel, full time. Operates on Pacific War Time.

Agency Commission
Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discount.

General Advertising
Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments.

For combination rates see listing of Blue Network Company (Pacific Coast Blue Network).
The following rates include charges by owners of music copyrights from whom station has blanket licenses.

Table with 2 columns: Time slot and Rate. Includes rates for 1, 1/2, 1/4 hour and 10, 5 minutes.

For combination rates see listing of Blue Network Company (Pacific Coast Blue Network).

The following rates include charges by owners of music copyrights from whom station has blanket licenses.

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

Table with 2 columns: Time slot and Rate. Includes rates for 1, 1/2, 1/4 hour and 10, 5 minutes.

(10:30 p.m. to 11:00 p.m. and 9:00 a.m. to 9:30 a.m., exclusive of Sunday afternoon)

Table with 2 columns: Time slot and Rate. Includes rates for 1, 1/2, 1/4 hour and 10, 5 minutes.

(11:00 p.m. to 9:00 a.m.)

Table with 2 columns: Time slot and Rate. Includes rates for 1, 1/2, 1/4 hour and 10, 5 minutes.

(\*) Available only in restricted periods.

'Time Signals': Each service exclusive to one advertiser.

4:00 p.m. to sign-off, seven nights weekly—four to seven one 60 word per 11:00 a.m. The actual time and spelling of a name are each counted as one word.

Sign-on to 6:00 p.m., seven days weekly—five 10 word and one 50 word. The actual time and spelling of a name are each counted as one word.

This service available only to time piece manufacturers or those who regularly furnish a time service to the public.

Weather Reports, Temperature Reports—Each service broadcast once in each service period.

Rates are computed on basis of one announcement daily, six days weekly. Advertisers may contract for only one service in each service period.

Evening, Per week 140.00
Daytime, Per week 70.00

Electrically transcribed announcements not acceptable in connection with the above services.

Musical Clock—Broadcast prior to 9:00 a.m. Monday through Saturday.

Program cost includes staff announcer, transcriptions and/or records. If live talent desired as substitute separate program charges will be made.

The following rates apply to Musical Clock.

Table with 2 columns: Time slot and Rate. Includes rates for 1, 1/2, 1/4 hour and 10, 5 minutes.

DISCOUNTS AND REBATES
Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

Weekly Dollar Volume Discounts
Applicable to schedules of eight or more consecutive weeks of local broadcasting.

Less than 55.00 weekly 5%
55.00 or more but less than 110.00 weekly 2-1/2%

110.00 or more but less than 165.00 weekly 5%
165.00 or more but less than 220.00 weekly 7-1/2%

220.00 or more but less than 280.00 weekly 10%
280.00 or more but less than 336.00 weekly 12-1/2%

336.00 or more weekly 15%

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 in schedule. The rebate will be due and payable currently only on firm qualifying contracts or contracts become firm for 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.

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.

All concurrent local contracts for the same advertising rates listed under Classes "A," "B," "C," "D," and "E" may be combined for determining the rate of the Dollar Volume Discount.

Discounts or rebates effective from beginning of service only on firm contracts or as contracts become firm.

WEEKLY FREQUENCY RATES

Table showing weekly frequency rates for Class 'A' (6:00 p.m. to 10:30 p.m.) with columns for 3, 4, 5, 6, 7, 11 minutes.

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

CLASS 'C' (10:30 p.m. to 11:00 p.m. and 9:00 a.m. to 9:30 a.m., exclusive of Sunday afternoon)

Table with 2 columns: Time slot and Rate. Includes rates for 1, 1/2, 1/4 hour and 10, 5 minutes.

CLASS 'D' (11:00 p.m. to 9:00 a.m.)

Table with 2 columns: Time slot and Rate. Includes rates for 1, 1/2, 1/4 hour and 10, 5 minutes.

Discounts on weekly frequency rates allowed for number of weeks scheduled within one year:

Less than 13 weeks 5%
13 to 25 weeks 10%
26 to 51 weeks 7-1/2%

52 or more weeks 10%

Separate contracts must be written for periods in different rate classifications listed under 'Weekly Frequency Rates' Class "A," "C," or "D."

No groupings of contracts for the purpose of obtaining 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.

ANNOUNCEMENTS AND COOPERATIVE FEATURE

Frequency rates are based on number used during a twelve month period and become effective from beginning of service only on firm contracts or as contracts become firm.

Cooperative Feature and daytime announcements (prior to 8:00 p.m.) may be combined to earn lower frequency rates.

Announcements scheduled after 8:00 p.m. may not be combined with daytime service to earn lower frequency rates.

When one advertiser contracts for both daytime and evening service within a twelve month period, the lowest frequency rate earned by one service (daytime or evening) will apply to the other service.

(This listing continued on page 50)



He thinks he's getting  
**COMPLETE** coverage, too . . .



The Ostrich is a magnificent bird. He furnishes plumes for milady's hats, food and transportation for the natives . . . but he doesn't know a thing about coverage. When you buy radio coverage on the Pacific Coast, make certain you're not buying Ostrich coverage. Make sure your radio message is released not only to the 6 major markets (Los Angeles, San Francisco, Portland, Seattle, Spokane and San Diego) but also in the extremely wealthy secondary markets, whose 1,000,000 families (only eight states in the country have more) spent over \$1,500,000,000 last year. Surveys show that only one network completely

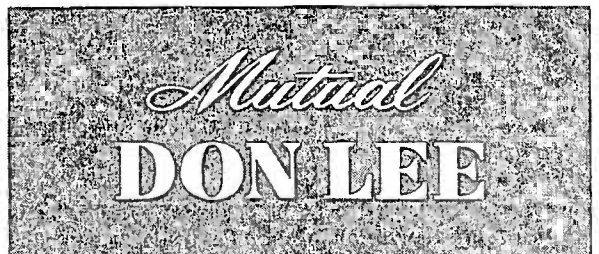
covers the Pacific Coast . . . Don Lee. Most of the Pacific Coast's important cities are surrounded by mountains, which make long-range broadcasting unreliable . . . and in many cases impossible. With 33 stations, Don Lee delivers local primary coverage. More than 9 out of every 10 families on the Pacific Coast own radios, and more than 9 out of every 10 of these families live within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job . . . Don Lee.

THOMAS S. LEE, *President*

LEWIS ALLEN WEISS, *Vice-President, General Manager*

5515 MELROSE AVE., HOLLYWOOD, CALIF.

REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.



THE NATION'S GREATEST REGIONAL NETWORK

CALIFORNIA—Continued

SAN FRANCISCO—Continued

K G O—Continued

Announcements (6:00 p.m. to 10:30 p.m.) 1 hr. 10 tl. 25 tl. 50 tl. 100 tl. 300 tl. 1 minute..... 23.00 26.00 29.00 33.00 22.40 21.00

Cooperative Feature Through a Woman's Eyes—Monday through Friday. Available to non-competitive producers and manufacturers in food products, home equipment and fashion fields.

Remote Control Additional charges are made for programs originating outside of the station 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 announcer.

Contract and Other Requirements All acceptable accounts are subject to the same rates. No periods are sold in bulk for re-sale.

Closing Time Closing date is two weeks in advance of initial program, and program material must be arranged 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. lateral and vertical turn-tables.

Personnel Manager—William B. Ryan. Sales Manager—L. Ray Rhodes. Representatives Blue Network Spot Sales.

KJBS (Established 1925)

Rates effective April 15, 1942. (Card No. 16.) Owned and operated by Julius Brunton & Sons Co. Business Office and Studio—1470 Pine Street, San Francisco, California, Ordway 4144.

Agency Commission Agency commission 15% on station time and talent to recognized agencies. Cash discount none. Bills due and payable when rendered.

General Advertising Broadcasts during day time periods and those between 12:00 midnight and 6:30 a.m. may be grouped in determining the rate earned.

Table with columns for (Week days) and (Sundays) and rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, and One 100 word or one minute transcription.

Announcements Announcement times are subject to change either to clear time for sponsored programs or station features.

SPECIAL FEATURES

Table with columns for Time signals, 50 words, 1 month, 3 months, 6 months, and 1 day, 2 da., 3 da., 4 da.

Alarm Klok Klub: Owl programs and announcements, 12:00 midnight to 6:30 a.m. Regular rates less 50%.

Electrical Transcriptions and Recorded Programs Regular time charges apply to transcriptions. Not restricted to certain hours.

Talent Charges payable in advance. Rates on request. Additional charge for sound effects and extra voices.

Service Facilities Continuity department at the disposal of the advertiser. Audition studios maintained for advertisers and agencies.

Contract and Other Requirements Advertising of alcoholic beverages not accepted. All programs and announcements are subject to station owner's approval.

Closing Dates Talent programs close two weeks in advance. Talks close three weeks in advance.

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

Personnel Secy & Treas.—S. B. Brunton. Manager—P. Franklin. Representatives Eastern—William G. Rambeau Company. Pacific Coast—Homer Griffith Company.

K P O (Established 1923)

Rates effective January 1, 1940. (Card No. 9.) Owned and operated by National Broadcasting Company, Inc. Business Offices and Studios—111 Sutter Street, San Francisco, California, Sutter 1920.

Agency Commission Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges.

General Advertising Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments.

The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be reduced if he is required to relinquish the time or times specified in his contract.

Table with columns for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes and rows for CLASS 'A' and CLASS 'B'.

Table with columns for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes and rows for CLASS 'C' and CLASS 'D'.

Table with columns for CLASS 'C' and rows for 10:30 p.m. to 11:00 p.m. and 6:00 p.m., exclusive of Sunday afternoon.

Table with columns for CLASS 'D' and rows for 11:00 p.m. to 9:00 a.m.

Table with columns for CLASS 'E' and rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Time Signals: Each service exclusive to an advertiser. 6:00 p.m. to sign-off, seven nights weekly—Four 10 word, one 50 word after 11:00 p.m.

Weather Reports, Temperature Reports—Each service broadcast once in each service period. Rates are computed on basis of one announcement daily, six days weekly.

Program cost includes staff announcer, transcriptions and/or records. If live talent desired as substitute, separate program charges will be made.

Table with columns for Evening, per week, Daytime, per week and rows for 1 hour unit, 1/2 hour unit, 1/4 hour unit.

Discounts and Rebates Applicable to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

Table with columns for Rebates for Consecutive Weeks and rows for 26 to 38 consecutive weeks, 39 to 51 consecutive weeks, 52 or more 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.

Announcements and Cooperative Feature Frequency rates are based on number used during a twelve month period and become effective from beginning of service only on firm contracts.

Cooperative Feature Home Forum—Monday through Friday, Available to non-competitive producers and manufacturers in food products, home equipment and fashion fields.

Table with columns for 1 minute, 10:30 p.m. to 6:00 p.m., 6:00 p.m. to 10:30 p.m. and rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Announcements Announcement times are subject to change either to clear time for sponsored programs or station features.

Table with columns for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes and rows for CLASS 'A' and CLASS 'B'.

SAN FRANCISCO—Continued

K P O—Continued

Program and talent cost, 10.00 net per participation. Condensed participation..... 21.00 10.95 18.90 17.85 16.80 15.75

Program and talent cost, 5.00 net per participation. ELECTRICAL 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.

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.

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.

Lectures and educational talks are not accepted between 8:00 p.m. and 12:00 midnight except by special arrangement. 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. turn-tables for vertical and lateral cut recordings.

Personnel

Manager—John W. Elwood.

Representatives

National Broadcasting Company, Inc.

K Q W



COLUMBIA AFFILIATE

Listed by the Federal Communications Commission as a San Jose, Calif., station. Considered by the Columbia Broadcasting System and Columbia Pacific Network as their San Francisco outlet. See listing under San Jose.

K S A N

(Established 1925)



Rates effective September 1, 1942. (Card No. 8.)

Owned and operated by Golden Gate Broadcasting Corporation.

Business Office and Studio—Merchandise Mart Bldg., 1355 Market St., San Francisco, Calif., Market 8171.

Transmitter—Merchandise Mart Bldg., San Francisco, Calif.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 206.9 meters; 1450 kilocycles. Operates on Pacific War Time. Actual operating schedule: Full time, 24 hour schedule.

Agency Commission

Agency commission 15% to recognized advertising agencies on net time rate. Cash discount none. Bills due and payable when rendered.

General Advertising

Table with columns for time slots (5:00 a.m. to 10:30 p.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute (100 words) or 100 words (10:30 p.m. to 5:00 a.m.).

FREQUENCY RATES

Consecutive Broadcasts (5:00 a.m. to 10:30 p.m.)

Table showing frequency rates for week days and Sundays for 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes daily.

Week days only:

Table showing frequency rates for week days only for 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes daily, and three days per week (week days).

25% additional for programs immediately preceding or following newscasts.

ANNOUNCEMENTS

100 word announcements or one minute electrical transcriptions:

Week days and Sundays:

Table showing rates for 100 word announcements or one minute electrical transcriptions for week days and Sundays at 1 wk, 1 mo, 3 mos, 6 mos, 12 mos.

Week days only:

Table showing rates for week days only for 1 per day, 2 per day, 3 per day, and 7 per day.

Three days per week (week days):

Table showing rates for three days per week (week days) for 1 per day, 2 per day, 3 per day, and 7 per day.

Specific, guaranteed times, or announcements immediately preceding or following newscasts, subject to premium of 25%. Run of schedule, in open available periods. Subject to time change on one hour's notice.

(10:30 p.m. to 5:00 a.m.)

One half daytime rates.

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 PROGRAMS

Political advertising subject to basic rates only.

ELECTRICAL TRANSCRIPTIONS

Complete transcription library services available.

TALENT

Extra. Rates on request. Talent charges payable in advance.

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.

SERVICE FACILITIES

Continuity department at the disposal of advertiser.

Contract and Other Requirements

Rates do not include talent.

No contracts accepted for longer than 52 weeks.

All programs and announcements are subject to station owner's approval, government regulations and Federal Communications Commission rulings. Station owners reserve the right to refuse or discontinue 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.

Personnel

President—S. H. Patterson. General Manager—Jerry Akers. Program Director—George Taylor.

Representatives

None.

K S F O

(Established 1925)



Rates effective January 1, 1942.

Owned and operated by Associated Broadcasters, Inc. Business Office and Studio—Hotel Mark Hopkins, San Francisco, Calif., Exbrook 4567. Transmitter—Island Creek, San Francisco, Calif.

Wave—Power—Time

Operating Power 5,000 watts days; 1,000 watts nights. (100% modulation—crystal control.) 535.7 meters; 560 kilocycles.

Licensed to operate full time.

Operates on Pacific War Time.

Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% on net time charges to recognized agencies. No cash discount. Bills rendered weekly.

General Advertising

For combination rates see listing of Golden West Network. Rates include charges by owners of music copyrights.

CLASS "A"

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

Table showing rates for Class 'A' advertising for 1 hr, 1/2 hr, 1/4 hr, 10 min, and 5 min at 1 time, 13 times, 26 times, 39 times, 52 times, 65 times, 78 times, 130 times, 156 times, 260 times, and 312 times.

(This listing continued on next page)

Network and station sales messages in Radio Advertising Rates and Data get maximum ad-exposure and SALES IMPACT

CALIFORNIA—Continued

SAN FRANCISCO—Continued

K S F O—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for Class 'B' (Before 6:00 p.m. and after 10:00 p.m.).

ANNOUNCEMENTS

Table with columns for time slots and rates for Class 'A' and Class 'B' announcements.

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year.

SPECIAL FEATURES

KSFO Farm Journal—6:30 a.m. to 7:00 a.m., Monday through Saturday. Sold on a participating basis.

Newscastrs—Rates on request. Listen to Linkletter—Sunday through Friday.

Woman's Page of the Air—Twice daily, Monday through Friday. Restricted to non-competitive accounts.

Political Talks—Talks of political nature not subject to frequency discounts.

ELECTRICAL TRANSCRIPTIONS

Accepted at regular rates. Transcription library available, rates on request.

TALENT

Program ideas, lists of talent and prices on request.

REMOTE CONTROL

Programs originating outside of studios are subject to a special charge. Rates on application.

Contract and Other Requirements—Contracts not accepted more than 60 days in advance.

Lectures and talks (except political) are not accepted between the hours of 6:00 p.m. and 11:00 p.m.

Mechanical Program Equipment—Equipped to handle programs by electrical transcription.

Personnel—Manager—Lincoln Dellar. Sales Manager—Morton Sidley.

KYA

(Established 1926)

Rates effective January 1, 1941. (Card No. 12-A.) Owned and operated by Palo Alto Radio Station, Inc.

Wave—Power—Time—Operating power—5,000 watts to local sunset; 1,000 watts thereafter.

Actual operating schedule: Sundays 7:30 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission—Agency commission of 15% on station time to recognized agencies.

General Advertising—For combination rates see listings of Columbia Broadcasting System (Pacific Coast Group).

Rates include radio charges by owners of music copyrights.

CLASS "A"

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for Class 'A' (6:00 p.m. to 10:00 p.m.).

CLASS "B"

Table with columns for time slots and rates for Class 'B' (9:00 a.m. to 6:00 p.m.).

CLASS "C"

Table with columns for time slots and rates for Class 'C' (10:00 p.m. to 9:00 a.m.).

ANNOUNCEMENTS

Table with columns for time slots and rates for Class 'A' and Class 'B' announcements.

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year.

SPECIAL FEATURES

"The Grouch Chink"—6:00 a.m. to 6:30 a.m., Monday through Saturday. Features regulation bugle calls.

"Buddy Martin"—6:30 a.m. to 8:00 a.m., Monday through Saturday. Cowboy band.

POLITICAL TALKS

Regular rates apply; payable in advance. Time signals, weather reports and participating programs.

ELECTRICAL TRANSCRIPTIONS

Accepted at regular rates. Transcription library available, rates on request.

TALENT

Program ideas, lists of talent and prices on request.

REMOTE CONTROL

Programs originating outside of studios are subject to a special charge.

CONTRACT AND OTHER REQUIREMENTS

Contracts not accepted more than 60 days in advance of initial program.

LECTURES AND TALKS

Lectures and talks (except political) are not accepted between the hours of 6:00 p.m. and 11:00 p.m.

MECHANICAL PROGRAM EQUIPMENT

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

PERSONNEL

President—W. J. Davis. Program Director—Jaet Franke. Sales Manager—Don Feddersen.

SAN JOSE

(Santa Clara County)

KQW

(Established 1912)

Rates effective January 1, 1942. (Card No. 23.) Owned and operated by Pacific Agricultural Foundation, Inc.

Wave—Power—Time—Operating power—5,000 watts. (Crystal control.)

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 15% to recognized agencies on net station time charges.

General Advertising—For combination rates see listings of Columbia Broadcasting System (Pacific Coast Group).

Rates include radio charges by owners of music copyrights.

CLASS "A"

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for Class 'A' (6:00 p.m. to 10:00 p.m.).

Table with columns for time slots and rates for Class 'B' (9:00 a.m. to 6:00 p.m.).

Table with columns for time slots and rates for Class 'C' (10:00 p.m. to 9:00 a.m.).

CLASS "B"

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for Class 'B' (9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.).

Table with columns for time slots and rates for Class 'C' (10:00 p.m. to 9:00 a.m.).

Table with columns for time slots and rates for Class 'D' (10:30 p.m. to 9:00 a.m.).

ANNOUNCEMENTS

Table with columns for time slots and rates for Class 'A' and Class 'B' announcements.

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year.

SPECIAL FEATURES

Day and night programs or day and night announcements may be combined to determine rate earned.

Regular rates apply, payable in advance. Time signals, weather reports and participating programs.

ELECTRICAL TRANSCRIPTIONS

Accepted at regular rates. Transcription library available, rates on request.

TALENT

Program ideas, lists of talent and prices on request.

REMOTE CONTROL

Programs originating outside of studios are subject to a special charge.

CONTRACT AND OTHER REQUIREMENTS

Contracts not accepted more than 60 days in advance of initial program.

Lectures and talks (except political) are not accepted between the hours of 6:00 p.m. and 11:00 p.m.

Mechanical Program Equipment—Equipped to handle programs by electrical transcription.

Personnel—President—Ralph R. Brunton. Manager—C. L. McCarthy.

SAN LUIS OBISPO

(San Luis Obispo County)

KVEC

(Established 1937)

Rates effective May 1, 1940. (Card No. 4.) Owned and operated by the Valley Electric Company.

Wave—Power—Time—Operating power—250 watts. 23.9 meters—1250 kilocycles.

Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.

Agency Commission—Agency commission 15% on net station time to recognized advertising agencies.

General Advertising—For combination rates see listings of Don Lee Broadcasting System (Southern California Group).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for Class 'A' (6:00 p.m. to 10:30 p.m.).

Table with columns for time slots and rates for Class 'B' (9:00 p.m. to 10:30 p.m.).

Table with columns for time slots and rates for Class 'C' (All other time).

Table with columns for time slots and rates for Class 'D' (All other time).

Table with columns for time slots and rates for Class 'E' (All other time).

(This listing continued on next page)

AN LUIS OBISPO—Continued  
K V E C—Continued

WEEKLY DISCOUNTS
Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more weeks:
7.50 or more weekly..... None
7.50 but less than 15.00 weekly..... 2-1/2%

Additional Discounts
At the conclusion of 26 weeks broadcasting 5% additional discount is allowed; at the conclusion of 52 consecutive weeks broadcasting a total of 10% additional discount is allowed.

ANNOUNCEMENTS
Chain breaks, 50 words maximum (time signals 35 words maximum) or 100 word announcements. Daily monthly advertisers are allowed 5% discount for each additional announcement over one but not exceeding five per day.

Base rate ..... 8.50
30 announcements, each..... 2.63
90 announcements, each..... 2.45
180 announcements, each..... 2.27
270 announcements, each..... 2.09
365 announcements, each..... 1.91

SPECIAL FEATURES
Rates on request.
POLITICAL TALKS
Subject to regular station time rates and policies; payable in advance.

ELECTRICAL TRANSCRIPTIONS
Musical transcriptions available for entertainment at no additional charge. Instantaneous recording equipment available.
TALENT
Rates on request.

REMOTE CONTROL
Equipped to handle remote control programs from any origin; subject to additional charges for line rental plus announcers fee.
Contract and Other Requirements
Advertising of beer and wine acceptable.

SANTA ANA
(Orange County)
K V O E
(Established 1926)

Rates effective April 1, 1941. (Card No. 3.)

Owned and operated by The Voice of the Orange Empire, Inc., Ltd.
Business Office—307 North Broadway, Santa Ana, Calif., telephone 4901-R.
Studio—Located on grounds of Willowick Golf Club, West Fifth Street, Santa Ana, California.

Transmitter—Located on grounds of Willowick Golf Club, West Fifth Street, Santa Ana, California.
Wave—Power—Time
Operating power—250 watts.
(100% modulation)
201.3 meters; 1490 kilocycles.

1 hour..... 25.00
1/2 hour..... 15.00
1/4 hour..... 10.00
10 minutes..... 5.00
5 minutes..... 2.00

WEEKLY DISCOUNTS
Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more weeks consecutively:
Less than 10.00 per week..... None
10.00 but less than 20.00 per week..... 2-1/2%

30.00 but less than 40.00 per week..... 7-1/2%
40.00 but less than 50.00 per week..... 10%
50.00 but less than 60.00 per week..... 12-1/2%
60.00 or more per week..... 15%

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.

ANNOUNCEMENTS
Chain Breaks—35 words maximum; or 100 word announcements: (6:00 p.m. to 10:30 p.m.)
Base rate ..... 6.00
30 announcements, each..... 3.75
90 announcements, each..... 3.50
180 announcements, each..... 3.25
270 announcements, each..... 3.00
365 announcements, each..... 2.75

POLITICAL TALKS
Subject to regular station time rates and policies, payable in advance.

ELECTRICAL TRANSCRIPTIONS
Details on request.
TALENT
Rates on request.

REMOTE CONTROL
Additional charges for programs originating outside studio to be paid for by advertiser.

SERVICE FACILITIES
Merchandising department will arrange for window displays gratis; direct mail, broadsides, etc., sent out at actual cost.
Contract and Other Requirements
Advertising of beer and wine acceptable.

SANTA BARBARA
(Santa Barbara County)

K D B
Rates effective July 15, 1942. (Card No. 15.)

Owned and operated by Don Lee Broadcasting System, Business Office and Studio—17 E. Halsey St. (Auditing Hotel), Santa Barbara, Calif., telephone 4131.
Transmitter—Auditing Hotel, Santa Barbara, Calif.
Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.

1 hour..... 60.00
1/2 hour..... 36.00
1/4 hour..... 24.00
10 minutes..... 18.00
5 minutes..... 12.00

Agency Commission
Agency commission 15% allowed on net station time and talent charges to accredited advertising agencies.
Approved credit, accounts payable 10th of month following service. No cash discount.

1 hour..... 30.00
1/2 hour..... 24.00
1/4 hour..... 12.00
10 minutes..... 9.00
5 minutes..... 6.00

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..... None
12.00 but less than 24.00 per week..... 2-1/2%

Additional Discounts
At the conclusion 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.

ANNOUNCEMENTS
Chain breaks, 35 words maximum. 100 word announcements or transcribed announcements 15 seconds or less: (6:00 p.m. to 10:30 p.m.)
Base rate ..... 6.00
30 announcements, each..... 4.15
90 announcements, each..... 3.90
180 announcements, each..... 3.65
270 announcements, each..... 3.40
365 announcements, each..... 3.15

POLITICAL TALKS
Subject to regular station time rates and policies, payable in advance.

ELECTRICAL TRANSCRIPTIONS
Details on request.
TALENT
Rates on request.

REMOTE CONTROL
Arrangements may be made for remote control broadcasts from any point in the station area. Rates on application.

SPECIAL FEATURES
"Morning Melodies"—6:45 a.m. to 7:45 a.m. daily except Sunday; transcription music with time signal after each musical selection, and announcements of informal type. Two news broadcasts at 7:00 a.m. and 7:45 a.m. Daytime announcement rates apply.

Agency Commission
Agency commission 15% allowed on net charges for station time to recognized advertising agencies. No cash discount. Commission applies only to national business. No commission on talent. Accounts are delinquent after the 20th of the month.

KTMS
(Established 1937)

Rates effective March 15, 1941. (Card No. 7.)

Owned and operated by Santa Barbara News-Press, De La Guerra Plaza, Santa Barbara, California, telephone 6111.
Business Office and Studios—News-Press Building, Santa Barbara, California.
Other Studios—608 E. Main Street, Ventura, Calif., telephone 6222.
Transmitter—Goleta, California.

Agency Commission
Agency commission 15% allowed on net charges for station time to recognized advertising agencies. No cash discount. Commission applies only to national business. No commission on talent. Accounts are delinquent after the 20th of the month.

1 hour..... 75.00
1/2 hour..... 45.00
1/4 hour..... 30.00
5 minutes..... 15.00

WEEKLY DISCOUNTS
Gross time rates are subject to the following weekly discounts when advertisers broadcast for 13 or more weeks consecutively:
Less than 10.00 per week..... None
10.00 but less than 20.00 per week..... 2-1/2%

SANTA BARBARA—Cont'd

K T M S—Continued

Table with 3 columns: Periods, Net, %

ANNOUNCEMENTS

Table with 3 columns: Regular day or night rate, Night, Day

SPECIAL FEATURES

Time Signals: 25 words or less, signals given at time available. Short signals preferred.

POLITICAL TALKS

Charged regular rates, payable in advance. ELECTRICAL TRANSCRIPTIONS

REMOTE CONTROL

Facilities for remote control broadcasts from anywhere in Santa Barbara and Ventura Counties are available.

SERVICE FACILITIES

Service of station's program and operating staff in obtaining talent, arranging and presenting programs, are included without charge.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted, excepting beer and light wine.

Closing Time: Complete manuscripts must be submitted 24 hours in advance of program time.

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.

Personnel: Manager—Louis F. Kroeck. Representatives—Paul H. Raymer Company.

SANTA ROSA

(Sonoma County)

KSRO

(Established 1937)



Rates received January 30, 1942. Owned and operated by E. L. Finley. Business Office and Studio—Pres Democrat Building, Santa Rosa, Calif., telephone 110.

Wave—Power—Time: Operating power—1,000 watts. (100% modulation.)

Operates on Pacific War Time. Actual operating schedule: Sundays 9:00 a.m. to 10:00 p.m. Week days 8:30 a.m. to 10:00 p.m.

Agency Commission: Agency commission 15% on station time to recognized agencies. No commission on talent. Commission applies only on our general rate card. Bills payable upon receipt of invoice.

CLASS 'A' (6:00 p.m. to 10:00 p.m.)

Table with 3 columns: 1 hour, 1/2 hour, 5 minutes

CLASS 'B'

Table with 3 columns: 1 hour, 1/2 hour, 5 minutes

ANNOUNCEMENTS

CLASS

Table with 3 columns: 1 minute or less, 1 minute or 100 words, 50 words

CLASS "B"

Table with 3 columns: 1 minute or 100 words, 50 words

SPECIAL FEATURES

News—Ten regular 15 minute periods. leased wire service, 6:45 a.m., 8:00 a.m., 8:30 a.m., 2:45 p.m., 5:30 p.m., 7:30 p.m., 8:45 p.m.

POLITICAL TALKS AND LECTURES

Subject to regular station time rates; payable in advance. ELECTRICAL TRANSCRIPTIONS

REMOTE CONTROL

Equipment available for handling programs outside of regular studios. Rates on request.

SERVICE FACILITIES

Station will endeavor to prepare any type of program desired by the advertiser and will furnish program ideas. Prices on request.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted, excepting beer and wine.

Closing Time: Talent programs close one week in advance. All talks must be submitted 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 turn-tables for vertical and lateral cut recordings.

Personnel: Manager—Wilt Gunzendorfer.

STOCKTON

(San Joaquin County)

K G D M

(Established 1924)

Owned and operated by E. F. Peffer. Studio—42 S. California St., Stockton, California. Transmitter—99 Highway 3, miles south of Stockton.

Wave—Power—Time: Operating power—1,000 watts. 265.5 meters; 1180 kilocycles.

Operates on Pacific War Time. Agency Commission: Agency commission 15% on net charges and talent to recognized advertising agencies.

General Advertising: For combination rates see listing of Columbia Broadcasting System (Pacific Coast Group). Rates on request.

POLITICAL TALKS

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

ELECTRICAL TRANSCRIPTIONS

One minute transcriptions, announcement rates apply. Contract and Other Requirements

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

Personnel: Manager—George Boss. Representatives—Paul H. Raymer Company.

K W G

(Established 1921)



Rates effective March 15, 1938. (Card No. 11.) Owned and operated by McClatchy Broadcasting Co. Studio—Rooftop Garden, Hotel Wolf, Stockton, Calif.

Wave—Power—Time: Operating power—100 watts. (100% modulation—crystal control.) 243.9 meters; 1230 kilocycles.

Operates on Pacific War Time. Actual operating schedule: Sunday 8:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission: Agency commission 15% on net station time to all recognized agencies.

General Advertising: For combination rates see listing of Illus Network Company (Pacific Coast Illus Network) and Golden West Network.

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

Table with 3 columns: 1 hour, 1/2 hour, 5 minutes

ANNOUNCEMENTS: When available; no discounts. (6:00 p.m. to 11:00 p.m.)

POLITICAL TALKS: Rates are net—no discounts. Payable in advance.

SPECIAL FEATURES: Time signals and weather reports: (6:00 p.m. to 11:00 p.m. daily)

Table with 3 columns: 1 hour, 1/2 hour, 5 minutes

TRANSCRIBED PROGRAMS: Transcription library service available. Rates on request.

VISALIA (Tulare County) K T K C (Established 1937)

VISALIA

(Tulare County)

K T K C

(Established 1937)



Rates effective May 15, 1942. Owned and operated by Tulare-Kings Counties Rad. Associates.

Business Office and Studio—P. O. Box 511, Visalia, California. Visalia 575. Transmitter—1-3/4 miles Southwest of Visalia, Calif.

CALIFORNIA—Continued

VISALIA—Continued  
K T K C—Continued

Wave—Power—Time  
Operating power—5,000 watts.  
315.1 meters; 940 kilocycles.  
Licensed to operate full time.  
Operates on Pacific War Time.  
Actual operating schedule: 6:00 a.m. to 12:00 mid-  
night.

Agency Commission  
15% allowed on net station time to accredited ad-  
vertising agencies. On approved credit, accounts pay-  
able 10th of month following service. No cash dis-  
count.

General Advertising  
For combination rates see listing of Blue Network  
Company (Blue Pacific Coast Group).  
Rates include radio charges by owners of music  
copyrights.

The following rates are for national advertising. For  
local advertising rates consult station management.

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Rows include 6:00 p.m. to 10:00 p.m., 10:00 p.m. to 1:00 p.m., and 1:00 p.m. to 4:00 p.m.

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Rows include 8:00 a.m. to 12:00 noon and 1:00 p.m., 12:00 noon to 6:00 p.m., and 6:00 p.m. to 10:00 p.m.

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Rows include 10:00 p.m. to 12:00 midnight and 6:00 a.m. to 8:00 a.m., 12:00 midnight to 6:00 a.m., and 6:00 a.m. to 10:00 a.m.

Special Features  
News: Daily broadcasts of world wide news and one  
local newscast.

Political Talks  
Subject to regular station time rates and policies,  
payable in advance.

Recorded Programs  
Transcription library services available, rates on re-  
quest.

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.

Contract and Other Requirements  
Advertiser 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.

Closing Time  
Talent programs close 72 hours in advance of com-  
mencement date.  
Announcements and talks close 48 hours in advance  
of commencement date.

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

Personnel  
General Manager—Charles A. Whitmore.  
Station Manager—Charles P. Scott

Representatives  
William G. Rambeau Company.  
Pacific Coast—W. S. Grant Company.

WATSONVILLE

KHUB  
(Established 1937)

Rates received August 14, 1939.  
Owned and operated by John P. Scripps.  
Business Office and Studio—Watsonville, Calif., Wat-  
sonville 1700 and 1701.  
Transmitter—Watsonville, California.

Wave—Power—Time  
Operating power—250 watts.  
335.3 meters; 930 kilocycles.  
Licensed to operate full time.  
Operates on Pacific War Time.

Agency Commission  
15% on net time to recognized advertising  
agencies. Daily program service and daily  
announcement service payable net cash semi-monthly  
in advance or subject to 5% cash discount for pay-  
ment monthly in advance. All other rates subject to  
2% cash discount for payment by tenth of month fol-  
lowing broadcast or 5% discount for payment monthly  
in advance.

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words.

DISCOUNTS  
For programs of 5 minutes or longer duration, sched-  
uled 3 times weekly, an additional discount of 5% is  
allowed; scheduled 6 times weekly, an additional dis-  
count of 10% applies.

SPECIAL FEATURES  
Time signals, weather reports and daily newscasts—  
(Commercial limited to 50 words):  
1 13 26 52 100 150 300  
Per broad- 1 13 26 52 100 150 300  
cast..... 5.00 4.75 4.50 4.25 4.00 3.75 3.50

POLITICAL PROGRAMS  
Political programs 50% higher than commercial rates.  
Payable in advance.

ELECTRICAL TRANSCRIPTIONS  
One minute transcriptions (take the 100 word an-  
nouncement rates. There is no surcharge for tran-  
scriptions.

TALENT  
All talent, extra talent and sound effects carry addi-  
tional fees and charges, payable in advance.

REMOTE CONTROL  
Wire and mechanical facilities and announcer and  
operator fees for remote control lines are not in-  
cluded in these rates and are payable to advance by  
the advertiser—rates on request.

SERVICE FACILITIES  
(Continuity department is at the disposal of the ad-  
vertiser. Audition studios are maintained for ad-  
vertisers and agencies.

Contract and Other Requirements  
All programs and announcements are subject to the  
station owner's approval and Federal Communications  
Commission regulations. The station owners reserve  
the right to refuse, discontinue or cancel any contract  
for advertising, for reasons sufficient unto themselves.

Personnel  
Station Manager—Eddie Calder.  
Representatives  
Foreign & Commercial—  
Pacific Coast—Walter Biddick Company.

COLORADO

ALAMOSA

KCIW  
(Established 1929)

Rates effective March 15, 1938.  
Owned and operated by E. L. Allen.  
Business Office and Studio—Alamosa, Colo., telephone  
26.

Transmitter—East Alamosa, Colo.  
Wave—Power—Time  
Operating power—250 watts.

(100% modulation—crystal control.)  
205.9 meters; 1450 kilocycles.  
Licensed to operate specified hours.  
Operates on Mountain War Time.  
Actual operating schedule: 7:00 a.m. to 8:30 p.m.

Agency Commission  
15% on net time to recognized advertising  
agencies. No commission on talent.

General Advertising  
The following rates are for both local and national  
advertising.

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Rows include 1/2 hour, 1/4 hour.

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Rows include 1 minute, 50 words.

SPECIAL FEATURES  
News-casts—Five minutes on the hour:  
1 13 26 52 100 150 300  
1 13 26 52 100 150 300  
26 times in one month, each..... 8.50

ELECTRICAL TRANSCRIPTIONS  
Transcription library services available—rates and  
details on request.

TALENT  
Rates on application.

Contract and Copy Requirements  
Advertising of alcoholic beverages accepted.  
Rates do not include talent costs. Services of an-  
nouncer are included without additional charge.  
Copies of all programs must be left on file with  
the station.

Closing Time  
Programs and advertising matter must be submitted  
and filed with the station at least 24 hours prior  
to going on the air.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcrip-  
tion, using 33-1/3 single turn-table and 78 r.p.m.  
double turn-tables. Lateral equipment for 33-1/3  
r.p.m. recordings.

Personnel  
None.

COLORADO SPRINGS

KVOR  
(Established 1922)

Rates effective July 15, 1940. (Card No. 4.)  
Owned and operated by Out West Broadcasting Co.  
Business Office and Studio—Antlers Hotel, Colorado  
Springs, Colorado, Main 278.  
Transmitter—City Limits, East Platte Ave., Colorado  
Springs, Colorado.

Wave—Power—Time  
Operating power—1,000 watts  
230.8 meters; 1200 kilocycles.  
Operates on Mountain War Time.  
Licensed to operate full time

Actual operating schedule: Sundays 7:00 a.m. to  
11:30 p.m. Week days 6:00 a.m. to 12:00 midnight.  
Agency Commission  
15% on net time to recognized advertising  
agencies. No commission on talent. No cash dis-  
count. Bills due and payable 10th of following month.

General Advertising  
For combination rates see listing of Mutual Broad-  
casting System.

General Advertising  
For combination rates see listings of Columbia  
Broadcasting System (Mountain Group) and Colum-  
bia Pacific Network (Supplementary Stations).  
Rates include charges by owners of music copyrights.  
Day and night announcements may be combined to  
earn frequency discounts.

All programs subject to change of time on two weeks  
notice, accommodate network programs.  
The following rates are for national advertising:

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 12:00 midnight.

STRIP RATES  
15 minute programs, 6:00 p.m. to 10:00 p.m.:  
Three nights weekly, per week..... 50.00  
15 minute programs, all hours except 6:00 p.m. to  
10:00 p.m. Talent cost extra:  
Five days weekly, per week..... 40.00  
Six days weekly, per week..... 45.00  
Five minute programs, all hours except 6:00 p.m. to  
10:00 p.m.:  
Five days weekly, per week..... 27.50  
Six days weekly, per week..... 30.00

ANNOUNCEMENTS  
Independent day and night announcements may be  
combined to earn frequency discounts.  
Not to exceed 100 words or one minute transcrip-  
tions. For longer announcements multiply minutes  
by the following rates.

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Rows include 1 minute, 1/2 hour.

POLITICAL TALKS  
No talk over 1/2 hour accepted.

SPECIAL FEATURES  
News, time signals, sports review, weather reports,  
temperature reports—rates on request.

TALENT  
Rates on application.

REMOTE CONTROL  
Equipped with facilities for handling programs origi-  
nating outside of the studios.

SERVICE FACILITIES  
Station offers its national advertisers a local mer-  
chandising service.

Contract and Other Requirements  
All programs must conform to standards of station.  
Copy prepared by advertiser must have station's ap-  
proval in advance. Station reserves the right to re-  
fuse or discontinue any program for reasons satis-  
factory to itself.

Contracts, unless otherwise agreed, subject to can-  
cellation by a 30 day advance notice with acknowl-  
edgement of any short rates to the date of cancella-  
tion. Such short rate to be on the basis of rates  
in effect on date of contract.

Program sponsors may purchase additional announce-  
ments during life of contract at frequency discounts  
earned 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 13, 26, 39 and 52  
week period.

All programs subject to change of time on two  
weeks' notice, to accommodate network programs. All  
proposals subject to prior booking of time.

Closing Time  
Talent programs, ten days in advance; announcements  
and recorded programs, 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 turn-table  
for vertical and lateral cut recordings.

Personnel  
Station Manager—Dudley Tichenor.  
Representatives  
The Katz Agency, Inc.

DENVER

KFEL  
(Established 1922)

Rates effective January 15, 1940. (Card No. 12-A.)  
Card re-issued October 1, 1941.

Owned and operated by Eugene P. O'Fallon, Inc.  
Business office and studio—Alban Hotel, Denver,  
Colorado, Keystone 0178.  
Transmitter—5350 West 20th Avenue, Denver, Colo.

Wave—Power—Time  
Operating power—5,000 watts.  
315.8 meters; 950 kilocycles.  
Licensed to operate unlimited time.  
Operates on Mountain War Time.  
Actual operating schedule: 24 hours daily.

Agency Commission  
15% on net time to recognized advertising  
agencies. Daily program service and daily  
announcement service payable net cash semi-monthly  
in advance or subject to 5% cash discount for pay-  
ment monthly in advance. All other rates subject to  
2% cash discount for payment by tenth of month fol-  
lowing broadcast or 5% discount for payment monthly  
in advance.

General Advertising  
For combination rates see listing of Mutual Broad-  
casting System.

(This listing continued on next page)

DENVER—Continued
K F E L—Continued

The following rates are for both local and national advertising.
NOTE: For run-of-schedule programs or participating program announcements within 15 minutes of "News Service" (see "Special Features") add 25% to rates.

MUSICAL PROGRAMS
TALKS AND POLITICAL BROADCASTS
CLASS "A"
(8:00 p.m. to 9:30 p.m.)
1 hr 120.00 114.00 108.00 102.00 96.00 90.00 84.00

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 10:30 p.m.)
1 hr 90.00 85.50 81.25 77.00 72.00 67.50 63.00

CLASS "C"
(5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:30 a.m.)
1 hr 45.00 42.75 40.50 38.25 36.00 33.75 31.50

CLASS "D"
(12:30 a.m. to 5:30 a.m.)
1 hr 22.50 21.38 20.25 19.13 18.00 16.88 15.75

DAILY PROGRAM SERVICE
No political. Run of schedule in open available periods, subject to time change on one hour notice.

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 10:30 p.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "C"
(5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:30 a.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "D"
(12:30 a.m. to 5:30 a.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "A"
(8:00 p.m. to 9:30 p.m.)
Per announcement
1 hr 10.00 9.50 9.00 8.50 8.00 7.50

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 10:30 p.m.)
Per announcement
1 hr 7.50 7.18 6.85 6.52 6.20 5.88

CLASS "C"
(5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:30 a.m.)
Per announcement
1 hr 3.75 3.56 3.38 3.19 3.00 2.81

CLASS "D"
(12:30 a.m. to 5:30 a.m.)
Per announcement
1 hr 1.88 1.79 1.69 1.60 1.50 1.41

CLASS "A"
(8:00 p.m. to 9:30 p.m.)
Per announcement
1 hr 6.00 5.70 5.40 5.10 4.80 4.50

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 10:30 p.m.)
Per announcement
1 hr 4.50 4.28 4.05 3.83 3.60 3.38

CLASS "C"
(5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:30 a.m.)
Per announcement
1 hr 2.25 2.14 2.03 1.91 1.80 1.69

CLASS "D"
(12:30 a.m. to 5:30 a.m.)
Per announcement
1 hr 1.13 1.07 1.02 .96 .90 .85

(\*) Service between 12:30 a.m. and 5:30 a.m.—available only if a regularly scheduled program precedes or follows.

ANNOUNCEMENTS
Independent announcements at chain-breaks: When preceded or followed by participating programs, 100 word limit. All other times 50 word limit.

CLASS "A"
(8:00 p.m. to 9:30 p.m.)
Per announcement
1 hr 10.00 9.50 9.00 8.50 8.00 7.50

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 10:30 p.m.)
Per announcement
1 hr 7.50 7.18 6.85 6.52 6.20 5.88

CLASS "C"
(5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:30 a.m.)
Per announcement
1 hr 3.75 3.56 3.38 3.19 3.00 2.81

CLASS "D"
(12:30 a.m. to 5:30 a.m.)
Per announcement
1 hr 1.88 1.79 1.69 1.60 1.50 1.41

PACKAGE DISCOUNTS
For continuous service on 26 and 52 week contracts. Applicable only to independent announcements, chain breaks and announcements during participating programs. Discounts allowed on one time gross rate, either including or excluding Sundays:

26 weeks
2 announcements daily..... 25% and 5%
3 announcements daily..... 25% and 7-1/2%
4 announcements daily..... 25% and 10%
5 announcements daily..... 25% and 12-1/2%
6 announcements daily..... 25% and 15%

52 weeks
2 announcements daily..... 25% and 5%
3 announcements daily..... 25% and 7-1/2%
4 announcements daily..... 25% and 10%
5 announcements daily..... 25% and 12-1/2%
6 announcements daily..... 25% and 15%

SERVICE DISCOUNTS
40 word announcements plus Correct Time, Temperature Report in Denver or Weather Forecast for Denver: An additional discount of 25% will be allowed on such service announcements when purchased in any of the quantities listed above.

Announcements may be scheduled at times selected by the advertiser, subject to changes required by schedule revisions. Failure to use complete "package" will require rebill at regular station rates. Contracts for above service may not be combined with contracts for other classes of service to earn increased discounts, additional similar service may be purchased at the same discounts when available.

DAILY ANNOUNCEMENT SERVICE
No political. Run of schedule in open available participating programs all hours except 8:00 p.m. to 9:30 p.m. One and two week contracts payable in advance, others payable semi-monthly in advance or 5% discount for payment monthly in advance. Limit 100 words; extra words .02 each. Daily including Sundays:

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 10:30 p.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "C"
(5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:30 a.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "D"
(12:30 a.m. to 5:30 a.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "A"
(8:00 p.m. to 9:30 p.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 10:30 p.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "C"
(5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:30 a.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "D"
(12:30 a.m. to 5:30 a.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "A"
(8:00 p.m. to 9:30 p.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 10:30 p.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "C"
(5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:30 a.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "D"
(12:30 a.m. to 5:30 a.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "A"
(8:00 p.m. to 9:30 p.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 10:30 p.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "C"
(5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:30 a.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "D"
(12:30 a.m. to 5:30 a.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "A"
(8:00 p.m. to 9:30 p.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 10:30 p.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "C"
(5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:30 a.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "D"
(12:30 a.m. to 5:30 a.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

CLASS "A"
(8:00 p.m. to 9:30 p.m.)
Per month for
1 wk. 2 mos. 3 mos. 6 mos. 12 mos.

Contract and Other Requirements
Preferred positions governed by priority and availability on contract basis.
No blanket contracts accepted. All contracts subject to "Conditions of Contract" recommended by NAB, March 21, 1941.

Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station management.
Rates include services of one staff announcer. If client specifies a particular announcer or requires additional announcers, add talent cost.

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 turn-tables for vertical and lateral cut recordings.

Personnel
Manager—Gene O'Fallon.
Director—Frank Bishop.
Representatives
John Blair and Company.

K L Z

(Established 1920)

Rates effective March 1, 1942. (Card No. 13.)
Owned and operated by the KLZ Broadcasting Company, Inc.
Business Office and Studio—Shirley Savoy Hotel, Denver, Colorado, Main 4271.
Transmitter—So. Franklin at Hamden, Englewood, Colorado.

Waves—Power—Time
Operating power—5,000 watts.
335.7 meters; 500 kilocycles.
Licensed to operate full time on regional channel.
Operates on Mountain 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 15% to recognized advertising agencies on station time charges. No commission on talent. No cash discount. Bills due and payable 10th of following month.

General Advertising
For combination rates see listings of Columbia Broadcasting System (Mountain Group) and Columbia Pacific Network (Supplementary Stations).
Day and night programs may be combined to earn frequency discounts. Program sponsors may purchase additional announcements during life of contract at frequency discounts earned by programs.
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

CLASS "A"
(8:00 p.m. to 10:30 p.m.)
1 hr 250 or 100
1 1/2 hr 131.00 127.25 120.50 114.00 107.25 100.50
1/4 hr 78.75 75.00 71.00 67.00 63.00 59.00
5 minutes 44.75 42.50 40.25 38.00 35.75 33.50

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 12:00 midnight)
1 hr 115.00 109.25 103.50 97.75 92.00 86.25
1/2 hr 73.50 70.00 66.25 62.50 59.00 55.25
1/4 hr 42.00 40.00 38.00 35.75 33.75 31.50
5 minutes 24.25 23.00 21.75 20.50 19.25 18.00

CLASS "C"
(5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:00 midnight)
1 hr 57.50 54.75 52.00 49.25 46.50 43.75
1/2 hr 36.75 35.00 33.25 31.50 29.75 28.00
1/4 hr 22.50 21.50 20.50 19.50 18.50 17.50
5 minutes 13.75 13.00 12.25 11.50 10.75 10.00

CLASS "D"
(12:30 a.m. to 5:30 a.m.)
1 hr 28.75 27.50 26.25 25.00 23.75 22.50
1/2 hr 18.00 17.25 16.50 15.75 15.00 14.25
1/4 hr 11.25 10.75 10.25 9.75 9.25 8.75
5 minutes 6.75 6.38 6.00 5.63 5.25 4.88

CLASS "A"
(8:00 p.m. to 9:30 a.m.)
Per announcement
1 hr 10.00 9.50 9.00 8.50 8.00 7.50

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 12:00 midnight)
Per announcement
1 hr 7.50 7.18 6.85 6.52 6.20 5.88

CLASS "C"
(5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:00 midnight)
Per announcement
1 hr 3.75 3.56 3.38 3.19 3.00 2.81

CLASS "D"
(12:30 a.m. to 5:30 a.m.)
Per announcement
1 hr 1.88 1.79 1.69 1.60 1.50 1.41

CLASS "A"
(8:00 p.m. to 9:30 p.m.)
Per announcement
1 hr 10.00 9.50 9.00 8.50 8.00 7.50

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 12:00 midnight)
Per announcement
1 hr 7.50 7.18 6.85 6.52 6.20 5.88

CLASS "C"
(5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:00 midnight)
Per announcement
1 hr 3.75 3.56 3.38 3.19 3.00 2.81

CLASS "D"
(12:30 a.m. to 5:30 a.m.)
Per announcement
1 hr 1.88 1.79 1.69 1.60 1.50 1.41

CLASS "A"
(8:00 p.m. to 9:30 p.m.)
Per announcement
1 hr 10.00 9.50 9.00 8.50 8.00 7.50

CLASS "B"
(7:00 a.m. to 6:00 p.m. and 9:30 p.m. to 12:00 midnight)
Per announcement
1 hr 7.50 7.18 6.85 6.52 6.20 5.88

CLASS "C"
(5:30 a.m. to 7:00 a.m. and 10:30 p.m. to 12:00 midnight)
Per announcement
1 hr 3.75 3.56 3.38 3.19 3.00 2.81

CLASS "D"
(12:30 a.m. to 5:30 a.m.)
Per announcement
1 hr 1.88 1.79 1.69 1.60 1.50 1.41

SPECIAL FEATURES
News Service: 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 80.00.
"Late Sports" Review: Ten minute evening broadcast daily except Sunday, with 150 words of commercial copy, per week, including sportscaster, 100.00; three days per week 80.00.
Discounts on the above special features are for uninterrupted service:
18 weeks..... 5%
28 weeks..... 10%
52 weeks..... 15%

RECORDED PROGRAMS
Transcription library service supplied without additional charge. If desired, equipment available for instantaneous recording.

TALENT
Rates on application.

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.

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply. Transcription library service available—rates on request. Instantaneous recording equipment available.
(This listing continued on next page)



**COLORADO—Continued**

**DENVER—Continued**

**K L Z—Continued**

**REMOTE CONTROL**

Equipped for handling programs originating outside of the studios. Mobile unit available.

**TALENT**

Rates on application.

**SERVICE FACILITIES**

Complete merchandising service offered national advertisers.

**Contract and Other Requirements**

All programs must conform to standards of the station. Copy 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. Contracts, unless otherwise agreed, subject to cancellation by a 14 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 the date of contract.

Program sponsors may purchase additional announcements during life of contract at frequency discounts earned 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 15, 20, 25 and 32 week period.

All programs subject to change of time on 14 days' notice. All proposals subject to prior booking of time.

**Closing Time**  
One full business day before scheduled broadcast time.

**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—Hugh B. Terry.

National Representatives

The Katz Agency, Inc.

**K M Y R**

(Established 1941)

Rates effective April 1, 1941. (Card No. 1.)

Owned and operated by F. W. Meyer.  
Business Office and Studio—1626 Stout Street, Denver, Colorado.

Transmitter—Equitable Building, 17th and Stout Street, Denver, Colorado.

**Wave—Power—Time**

Operating power—250 watts.

23.9 meters; 1340 kilocycles.

Licensed to operate full time on local channel.

Operates on Mountain War Time.

Actual operating schedule: Sundays 7:00 a.m. to 12:30 a.m. Week days 18 hours.

**Agency Commission**

15% to recognized agencies on station time only.

2% cash discount. Bills rendered monthly and due 10th of month following billing.

**General Advertising**

Rates include charges by owners of music copyrights.

Licensed by ASCAP, BMI and SESAC.

(7:00 a.m. to 11:00 p.m.)

1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 250 tl.

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..... 22.00 20.90 19.80 18.70 17.60 16.50

10 minutes 17.00 16.15 15.30 14.45 13.60 12.75

5 minutes 12.00 11.40 10.80 10.20 9.60 9.00

**MONTHLY RATES FOR 1/4 HOUR PERIODS**

1 time daily, 3 days weekly, per month..... 175.00

1 time daily, 6 days weekly, per month..... 275.00

2 times daily, 6 days weekly, per month..... 500.00

3 times daily, 6 days weekly, per month..... 675.00

**ANNOUNCEMENTS**

1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 500 tl.

100 words..... 5.00 4.75 4.50 4.25 4.00 3.75

50 words..... 3.00 2.85 2.70 2.55 2.40 2.25

**SPECIAL FEATURES**

Newscaats—Ten minutes on the hour, every hour:

1 time, 7 days weekly, per month..... 300.00

2 times, 7 days weekly, per month..... 525.00

3 times, 7 days weekly, per month..... 700.00

Subject to the following frequency discounts: 5% for 3 months; 10% for 6 months; 15% for 12 months.

"Meet the Boys in the Band"—4:00 p.m. to 5:00 p.m.

The following rates apply to "Meet the Boys in the Band":

1/4 hour, six days weekly, per week..... 100.00

1/4 hour, six days weekly, per month..... 300.00

Subject to the following frequency discounts: 5% for 3 months; 10% for 6 months; 15% for 12 months.

"Designed for Ladies"—Live talent Program conducted by Patricia Burns Kidder, 10:30 a.m. to 11:00 a.m. week days. Participation sponsorships:

6 days weekly, per month..... 100.00

6 days weekly, 3 months, per month..... 95.00

6 days weekly, 6 months, per month..... 90.00

6 days weekly, 12 months, per month..... 85.00

**ELECTRICAL TRANSCRIPTIONS**

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

**POLITICAL BROADCASTS**

Regular rates apply.

**REMOTE CONTROL**

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

**SERVICE FACILITIES**

Station maintains a competent staff of writers and production personnel for effective production of any type of program.

**Contract and Other Requirements**

Contracts subject to cancellation by 15 day written notice accompanied by check at short rate to date of last program.

**Closing Time**

Contracts close one week in advance of first broad-

cast. 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 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

**Personnel**

Station Manager—A. G. Meyer.

Representatives

William G. Rambeau Company.

**K O A**

(Established 1924)



Rates effective January 1, 1942. (Card No. 10.)

Managed and operated by the National Broadcasting Co., Inc., under lease from General Electric Co.

Business Office and Studio—1625 California Street, Denver, Colorado, Main 6211.

Transmitter—Colfax Ave., 12 miles East of Denver.

**Wave—Power—Time**

Operating power—50,000 watts.

(Crystal control.)

352.9 meters; 850 kilocycles.

Licensed to operate full time on national cleared channel.

Operates on Mountain War Time.

Actual operating schedule: Sunday 7:00 a.m. to 12:00 midnight. Weekdays 5:30 a.m. to 12:00 midnight.

**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 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 date of such new contracts. In the absence of such election, rates in effect immediately preceding the effective date of this card will apply to extensions of said commitments for any period or periods up to and including December 31, 1942, for the same series continuously used. Rates on this card are applicable to all new broadcast series ordered on and after the effective date of this card.

The rate of discount or the rebate to which an advertiser would otherwise be entitled, will not be precluded 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 listing of National Broadcasting Company (Mountain Group).

The following rates include charges by owners of music copyrights from whom station has blanket licenses.

Rates for periods in excess of one hour are in exact proportion to the corresponding one hour rate.

**CLASS "A"**

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

1 hour.....	280.00
1/2 hour.....	168.00
1/4 hour.....	112.00
*10 minutes.....	94.00
*5 minutes.....	56.00

(This listing continued on next page)



**Denver**

*is America's First\* Test Market!*

Planning a test campaign? Have your say on KOA... to reach more people at less cost.

\* Source: Eastern newspaper study



**FIRST**  
**IN DENVER**

Represented nationally by  Spot Sales Offices

DENVER—Continued

K O A—Continued

CLASS "B"

(12:00 noon to 6:00 p.m. Sunday only)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (210.00, 126.00, 84.00, 70.00, 42.00)

CLASS "C"

(10:30 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m., exclusive of Sunday afternoon)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (140.00, 84.00, 56.00, 47.00, 28.00)

CLASS "D"

(12:00 midnight to 9:00 a.m.)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (94.00, 56.00, 38.00, 32.00, 19.00)

(\*) Available only in restricted periods.

CLASS "E"

SERVICES

Time Signals: Each service exclusive to one advertiser.

6:00 p.m. to sign-off, seven nights weekly—Two 30 word, two 10 word announcements nightly. One of these signals to be scheduled between 6:00 p.m. and 6:30 p.m. or at 10:30 p.m. or as soon thereafter as schedule permits.

Weather Reports, Temperature Reports—Each service broadcast once in each service period.

Bates are computed on basis of one announcement daily, six days weekly. Advertisers may contract for only one service in each service period.

Evening, per week 140.00

Daytime, per week 70.00

Electrically transcribed announcements not acceptable in connection with the above services.

Musical Clock—Broadcast prior to 9:00 a.m. Monday through Saturday.

Radio Night Club—Broadcast between 11:15 p.m. and 12:00 midnight.

Program cost includes staff announcer, transcriptions and/or records. If live talent (desired as substitute, separate program charges will be made.

The following rates apply to both Musical Clock and Radio Night Club: Time Cost Program Cost

Table with 3 columns: Days weekly, Gross Per Week, Net Per Week. Rows for 8 days weekly, 3 days weekly, and 1 hour, 1/2 hour, 1/4 hour units.

If any part of any of the above services is unavailable, the advertiser will be billed pro rata for the remainder of the service.

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

Weekly Dollar Volume Discounts

Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates.

Table with 2 columns: Volume (Less than 56.00 weekly, 56.00 or more but less than 112.00 weekly, etc.) and Discount (None, 2-1/2%, 5%, 7-1/2%, 10%, 12-1/2%, 15%)

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 in schedule.

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.

INDEPENDENT ANNOUNCEMENTS

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 scheduled after 6:00 p.m. may not be combined with daytime service to earn lower frequency rates, but when one advertiser contracts for

both daytime and evening service within a 12 month period, the lowest frequency rate earned by one service (daytime or evening) will apply to the other service.

Table with 2 columns: Time (1 minute, 1 minute, 1 minute) and Rate (28.00, 26.00, 25.20, 23.80, 22.40, 21.00)

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

1 minute... 14.00 13.30 12.60 11.00 11.20 10.50 KOA Alarm Clock Club: 50 words, Monday through Saturday, 5:30 a.m. to 6:30 a.m., six announcements weekly, per week, 42.00 net time cost plus 5.00 talent cost.

Daily announcements prior to 6:00 p.m., 50 words, seven announcements weekly, net, per week 63.00.

ELECTRICAL 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

All acceptable accounts are subject to the same rates. No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make individual contracts, subject to card rates and regulations.

Services of the 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.

Lectures and educational talks are not accepted between 6:00 p.m. and 12:00 midnight except by special arrangement. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available and as arranged by station manager upon 24 hours' notice.

Closing Time

Closing date is two weeks in advance of initial program, and program materials 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 turn-tables for vertical and lateral cut recordings.

Personnel

Manager—James R. MacPherson. Representatives National Broadcasting Company, Inc.

K P O F

(Established 1928)



Owned and operated by Pillar of Fire, 1845 Champa Street, Denver, Colorado.

Wave—Power—Time

Operating power—1,000 watts. (100% modulation—crystal control.) 339.7 meters; 810 kilocycles. Operates on Mountain War Time. Shares time with station K.F.H.A. Does not sell time.

K V O D

(Established 1925)



BLUE NETWORK STATION

Rates effective October 1, 1941. (Card No. 10.)

Owned and operated by Colorado Radio Corporation Business Office and Studios—1922 Midland Savings Bldg., Denver, Colo., Tower 2291. Transmitter—North of Denver, Colorado.

Wave—Power—Time

Operating power—5,000 watts. 476.2 meters; 630 kilocycles. Licensed to operate unlimited time. Operates on Mountain War Time. Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight; Week days 5:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized agencies on time only. No cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see listing of Blue Network Company (Blue Mountain Group).

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 50 words or less, run of schedule) and Rate (120.00, 70.00, 40.00, 25.00, 15.00, 10.00)

(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 50 words or less, run of schedule) and Rate (72.00, 42.00, 24.00, 15.00, 9.00, 6.00)

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts.

Table with 2 columns: Time (1 to 12 times, 13 to 25 times, 26 to 51 times) and Rate (Net 52 to 89 times 15%, 100 to 249 times 20%, 250 or more times 25%)

SPECIAL FEATURES

News Service—Ten minute service daily except Sunday: Per week, run consecutively 13 wks. 26 wks. 52 wks.

Once daily... 13 wks. 120.00 114.00 102.00 Sporting features and time signal service—rates on request.

RECORDED PROGRAMS

Transcription library service available—rates and details on request.

TALENT

Rates on application. Contract and Other Requirements

All rates guaranteed for one year from date of contract. No contract to exceed one year's duration. Preferred position governed by priority and availability of time. Time of programs 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.

Rates do not cover cost of artists' services. All contracts subject to cancellation unless schedule starts within 60 days. All contracts subject to station owner's approval and governmental regulations.

The station owner reserves the right to refuse or discontinue any advertising and/or programs for reasons satisfactory to himself.

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

President and General Manager—Wm. D. Pyle. Station Manager—T. C. Ekrem. Commercial Department—Con Hecker.

Representatives

Joseph Hershey McGillivra, Inc.

DURANGO

(La Plata County)

K I U P

(Established 1935)

Rates effective September 1, 1940. Owned and operated by The San Juan Broadcasting Company, Inc.

Business Office and Studio—2800 Main Ave., Durango, Colorado, telephone 117. Transmitter—2800 Main Avenue, Durango, Colorado.

Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time on local channel. Operates on Mountain War Time. Actual operating schedule: Daily 7:30 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies provided payment is made by 10th of month following service. Cash discount 2% of net—10 days from invoice date. No commission allowed on talent, remote control installations, transcriptions or other extraneous items. Invoices mailed first of each month.

General Advertising

Fees charged by owners of music copyrights are not included in rates.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (40.00, 35.00, 30.00, 20.00, 17.50, 15.00, 12.00, 11.00, 10.00, 5.00, 4.50, 4.00)

ANNOUNCEMENTS

Table with 2 columns: Words (100 words, 50 words) and Rate (1.25, 2.00, 1.75, 1.50, 1.75, 1.50, 1.25, 1.00)

POLITICAL TALKS

Rates on application. Advance payment will be required. All programs subject to prior booking of time. Typewritten speech required previous to time of going on the air.

TALENT

Sponsor may furnish own talent subject to approval of station or arrange for station staff talent. Orchestras, soloists and entertainers available at cost.

REMOTE CONTROL

Rates for remote control broadcast may be had on request. Payment of charges for all remote control installations required in advance.

SERVICE FACILITIES

Services of regular station announcers, technicians, studios and records are furnished at no extra charge.

Contract and Other Requirements

All contracts subject to approval of station management. Right reserved to refuse all announcements which do not, in the estimation of the management, maintain a level of quality and character creditable alike to the station and the advertiser.

Closing Time

Closing date for sponsored programs one week in advance. For announcements, talks, etc., on day previous.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Manager—Raymond M. Beckner.



CONNECTICUT

CONNECTICUT BROADCASTING SYSTEM

270 Atlantic St., Stamford, Conn., Stamford 4-7575. Rates issued September 1, 1942.

Comprised of: WNAB—Bridgeport, WNLG—New London, WNBC—Hartford, WSRR—Stamford, WELI—New Haven, WATR—Waterbury

Wave—Power—Time See individual listings.

Agency Commission 15% on net charges for station facilities to recognized agencies. No commission on program costs, production charges or talent. No cash discount. 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 charges by owners of music copyrights.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and days (Nighttime, Daytime).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and days (Daytime).

Table with columns for time slots (1 minute, Chain break) and days (Nighttime, Daytime).

Line Charges Rates shown do not include line charges. Lines retained on multiple hour basis. Complete information on request.

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 contractual periods.

Representatives Headley-Reed Company.

BRIDGEPORT

(Fairfield County) WICC (Established 1928)

Rates effective March 1, 1938. (Card No. 11.) Owned and operated by The Yankee Network, Inc. Business Office—Hotel Stratfield, Bridgeport, Connecticut, Bridgeport 6-1121. Studio—Intel Stratfield, Bridgeport, Conn. Transmitter—Pleasure Beach, Bridgeport, Conn.

Wave—Power—Time Operating power—1,000 watts days; 500 watts nights. 100% modulation—crystal control. 500.0 meters; 600 kilocycles. Licensed to operate full time on regional channel. Operates on Eastern War Time. Actual 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 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 For combination rates see listings of Yankee Network and Mutual Broadcasting System. Rates include charges by owners of music copyrights. The following rates are for both local and national advertising. Actual time is: 1 hour, 59:20 minutes; 3/4 hour, 44:20 minutes; 1/2 hour, 39:30 minutes; 1/4 hour, 14:30 minutes; 5 minutes, 4:50 minutes.

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 minutes) and days (MUSICAL OR DRAMATIC PROGRAMS, 8:00 a.m. to 6:00 p.m., 1:00 p.m. to 12:00 midnight, 12:00 p.m. to 8:00 p.m., 12:00 midnight to 8:00 a.m.).

DISCOUNTS

Time discounts apply to total broadcasts in each classification for sponsor within the current year. No time discounts on talent or line charges. Less than 26 times... 5% Net 26 to 51 times... 7 1/2% 52 to 103 times... 10% 104 to 155 times... 12 1/2% 156 to 207 times... 15% 208 or more times... 15% Programs, including special features, running continuously for 52 consecutive weeks earn an additional rebate of 10%, based on the lowest billing for any one week.

ANNOUNCEMENTS

Participating announcements. (After 6:00 p.m.) 125 words or one minute transcription... 14.00 (Before 6:00 p.m.) 125 words or one minute transcription... 8.00 Announcements between programs. (After 6:00 p.m.) 90 words... 14.00 (Before 6:00 p.m.) 90 words... 8.00

SPECIAL FEATURES

Announcements—Before or after News broadcast; Limited to two announcements before News and two announcements after News; 100 words maximum: (Nights) Before 11:00 p.m., per week (7 days)... 140.00 After 11:00 p.m., per week (7 days)... 70.00 (Days) Per week (7 days)... 70.00

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply to recorded programs. TALENT Rates and details on request.

REMOTE CONTROL

Arrangements can be made for any reasonable remote control broadcast provided cost of lines, traveling, etc., are paid by purchaser. 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 and Yankee Network Artists Bureau available to advertisers.

Contract and Other Requirements The above musical program rates are for the facilities of the station only; talent is extra. No combinations or time discounts on talent or line charges. Preferred position governed by priority and availability on contract basis. No blanket contracts accepted. No contract accepted for longer than one year. All productions must conform to station standard of ethics in broadcasting. 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 turn-tables. Personnel President—John Shepard, Sr., Station Supervisor—Joseph Lopez. Exclusive National Representatives Edward Petry & Company, Inc.

WNAB

(Established 1941)

Rates effective November 1, 1941. (Card No. 2.) Owned and operated by Harold Thomas. Business Office and Studio—501 Broad St., Bridgeport, Conn. Transmitter—Locomobile Point, Bridgeport, Conn.

Wave—Power—Time Operating power—250 watts. 100% modulation—crystal control. 296.5 meters; 1,450 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 6:30 a.m. to 12:00 midnight.

Agency Commission Agency commission 16% to recognized agencies on station time only. No cash discount. Bills rendered monthly; due end of month.

General Advertising For combination rates see listings of Blue Network Company (Basic Blue Network) and Connecticut Broadcasting System. The following rates are for national advertising. Rates include charges by owners of music copyrights. Licensed to broadcast ASCAP, BMI, SESAC music. Also sold in combination with WATR, Waterbury. Combination rates on request.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and days (After 6:00 p.m. week days and after 1:00 p.m. Sunday, All other time).

SPECIAL FEATURES

Time signals, weather reports, temperature, etc., regular announcement rates apply.

"A. M. Antics"—6:30 a.m. to 8:00 a.m. week days. "1450 Club"—9:30 a.m. to 12:30 p.m., 2:30 p.m. to 6:00 p.m. week days and 10:05 a.m. to 11:30 a.m. and 4:05 p.m. to 6:00 p.m. Sundays.

Frequency Rates

Applicable to Special Features. 1/4 hours: 1 program per week... 18.00 3 programs per week... 45.90 5 programs per week... 65.00 6 programs per week... 75.60 Minimum contract—13 weeks.

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. TALENT Rates on request.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer and light wines. Contracts are subject to cancellation by written notice accompanied by certified check at short rate to date of last program. No blanket contracts accepted.

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 or lateral cut recordings.

Personnel Station Manager—Levon Thomas. Commercial Manager—Ken Thomas.

Representatives William G. Rambeau Company.

HARTFORD

(Hartford County) WDRG (Established 1922)



Rates effective August 1, 1942. (Card No. 20.) Owned and operated by WDRG, Inc. Business Office and Studio—750 Main Street, Hartford, Connecticut, telephone 7-1188. Transmitter—Bloomfield, Connecticut.

Wave—Power—Time Operating power—5,000 watts. 100% modulation. 220.5 meters; 1,360 kilocycles. Licensed to operate full time on cleared regional 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 12:05 a.m.

Agency Commission Agency commission 15% to recognized agencies on net station time only. No cash discount. Bills payable as rendered. Time discounts apply to total broadcasts in each classification on the rate card for the same sponsor within the current year. No frequency discounts on talent or line charges.

General Advertising For combination rates see listing of Columbia Broadcasting System (Basic Network). The following rates are for both local and national advertising.

ENTERTAINMENT, EDUCATIONAL AND TALKS

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and days (6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sunday).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and days (8:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 1:00 p.m. Sunday).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and days (11:00 p.m. to 8:00 a.m.).

ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sunday) 125 words 14.00 20.00 52.00 100.00 300.00 50 words or less... 22.50 25.00 24.00 22.50 25.00 (8:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 1:00 p.m. Sunday) 125 words 15.00 14.25 12.75 12.00 11.25 50 words 10.00 9.50 8.50 8.00 7.50 25 words 7.50 7.13 6.38 6.00 5.63 (11:00 p.m. to 8:00 a.m.) 125 words 10.00 9.50 8.50 8.00 7.50 50 words 6.00 5.83 5.08 5.33 5.00 25 words 5.00 4.75 4.25 4.00 3.75 (This listing continued on next page)

HARTFORD—Continued
W D R C—Continued

SPECIAL FEATURES

News—Leased wire service available.
'Shoppers' Special'—7:10 a.m. to 7:55 a.m. and 8:15 a.m. to 9:00 a.m. week days; recorded music; participation program available as follows:
1/4 hour.... 25.33 24.06 21.53 20.26 19.00
10 min.... 19.00 18.05 16.15 15.20 14.25
125 words.... 6.50 6.18 5.53 5.20 4.88
(\*) Available 7:10 a.m. to 7:55 a.m. only.

'Specially Swing'—Saturdays, recorded music, 125 words only. Same rates as 'Ad Liner'.
'Ad Liner'—Mondays through Saturdays, recorded music, 125 words only.
125 words 7.00 6.65 5.95 5.60 5.25

RECORDED PROGRAMS

Regular time charges apply to recorded programs. No restrictions as to time.

TALENT

Information on request.

REMOTE CONTROL

Additional special charges are made for programs originating outside of the station studios. Facilities are available for remote control to practically any point within state.

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.

Contract and Other Requirements

Advertising alcoholic beverages not accepted. Contracts are subject to station owner's approval and government regulations. All material must conform to the standards of the station. Station reserves right to refuse or discount any advertising for reasons satisfactory to itself. Rates are for the facilities of the station only with services of one announcer in studio. Maximum contract term, 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 cost 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 transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel

General Manager—Franklin M. Doolittle. Commercial Manager—William F. Malo.

Representatives

Paul H. Raymer Company. Boston—Robert C. Foster.

(8:00 a.m. to 6:00 p.m. week days, and 8:00 a.m. to 1:00 p.m. Sundays)

Table with rates for 1:00, 2:00, 5 minutes, 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

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

Table with rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

ANNOUNCEMENTS

Table with rates for 1:00 p.m. to 11:00 p.m. week days, and 1 minute, 50 words, 25 words.

(8:00 a.m. to 6:00 p.m. week days, and 8:00 a.m. to 1:00 p.m. Sundays)

Table with rates for 1 minute, 50 words, 25 words.

Table with rates for 1 minute, 50 words, 25 words.

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT

Rates on application.

REMOTE CONTROL

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

SERVICE FACILITIES

Production department and sales and merchandising department are available to advertisers.

Contract and Other 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. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station.

Closing Time

Complete manuscript must be submitted for station's approval one week in advance. 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 turn-tables.

Personnel

General Manager—Richard W. Davis.

Representatives

Headley-Read Company.

WTTT (Established 1936)

Rates effective September 5, 1938. (Card No. 4.) Owned and operated by The Hartford Times. Business Office and Studio—983 Main St., Hartford, Connecticut. Transmitter—983 Main St., Hartford, Connecticut.

Wave—Power—Time

Operating power—250 watts. 243.9 meters; 1250 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:30 a.m. to 3:00 a.m.

Agency Commission

Agency commission 15% allowed on station time to recognized advertising agencies. Charges for station time are payable the 10th of month following broadcast. No cash discount.

General Advertising

For combination rates see listings of Yankee Network and Mutual Broadcasting Company. Discounts on announcements may not be transferred to a program schedule.

Table with rates for 1:00, 13:1, 26:1, 52:1, 104:1, 300:1, 1/2 hour, 1/4 hour, 5 minutes.

Table with rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

Table with rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

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. Announcements before or after news broadcasts sold at the 120 word rate. At deferred times: (After 6:00 p.m. week days and 1:00 p.m. to 7:00 p.m. Sundays)

Table with rates for 1:00, 2:00, 5 minutes, 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

Table with rates for 120 words, 50 words, 45 words, 120 words, 50 words.

Table with rates for 120 words, 50 words.

Table with rates for 120 words, 50 words.

Table with rates for 120 words, 50 words.

Table with rates for 120 words, 50 words.

Table with rates for 3 announcements, 6 announcements, 120 words.

TALENT

Rates on application. No discounts on talent charges.

SERVICE FACILITIES

Production department plans and produces radio features 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. The station owners reserve the right to refuse any contract or commercial continuity for reasons satisfactory to themselves.

Closing Time

Closing date is three weeks in advance of program in order to secure program publicity.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 78 and 33-1/3 r.p.m. turn-tables.

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 Street, Hartford, Connecticut, Hartford 2-3181. Transmitter—Avon, Connecticut.

Wave—Power—Time

Operating power—50,000 watts. (100% modulation—Temperature crystal control.) 277.8 meters; 1080 kilocycles. Operates on Eastern War Time. Actual operating schedule: Sunday 8:00 a.m. to 1:00 a.m. Week days 8:00 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% to recognized advertising agencies on net charges for station time. No commissions allowed on talent charges. No cash discount. Invoices mailed weekly or monthly.

General Advertising

For combination rates see listings of National Broadcasting Company (Basic Network) and New England Regional Network (Basic Stations). Rates include charges by owners of music copyrights. Time discounts apply to total number of periods used within one year for one sponsor. Discounts apply separately for periods used in each classification (time periods, announcements). Any period of less than fifteen minutes is to be computed in the announcement classification. Time of announcement subject to change by station.

Table with rates for CLASS 'A' (7:00 p.m. to 10:30 p.m.) 1:00, 1:11, 2:26, 3:39, 5:52, 10:11, 100:1, 260:1, 1/2 hour, 1/4 hour, 5 minutes.

Table with rates for CLASS 'B' (6:00 p.m. to 7:00 p.m.) 1:00, 1/2 hour, 1/4 hour, 5 minutes.

Table with rates for CLASS 'C' (12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily) 1:00, 1/2 hour, 1/4 hour, 5 minutes.

(This listing continued on next page)

WNBC (Established 1935)



BLUE NETWORK STATION

Rates effective January 1, 1940. (Card No. 7.) Owned and operated by The State Broadcasting Corp., Business Offices and Studios—54 Pratt St., Hartford, Connecticut, Hartford 7-9181. 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. Actual operating schedule: Sundays 8:00 a.m. to 12:05 a.m. Week days 7:00 a.m. to 12:05 a.m.

Agency Commission

Agency commission 15% to recognized agencies on net station time. No cash discount. Charges for facilities payable immediately after each broadcast.

General Advertising

For combination rates see listings of Blue Network Company (Basic Blue Network), Atlantic Coast Network (Basic Stations) and Connecticut Broadcasting System. Rates include charges by owners of music copyrights. 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 on the weekly billing of station time only. Earned time discounts related at expiration of contracts. Time discounts apply only to rates shown for entertainment programs and announcements. No time discounts on talent or line charges.

Table with rates for 6:00 p.m. to 11:00 p.m. week days, and 1:00, 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CONNECTICUT—Cont'd

HARTFORD—Continued

W T I C—Continued

Table with columns for CLASS 'D' and rates for 8:00 a.m. to 6:00 p.m. week days. Includes rows for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for CLASS 'E' and rates for 7:00 a.m. to 8:00 a.m. week days, 7:00 a.m. to 12:00 noon Sundays, and 11:00 p.m. to 11:15 p.m. daily.

Table with columns for CLASS 'F' and rates for 11:15 p.m. to 7:00 a.m. Includes rows for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

ANNOUNCEMENTS

Time of announcements subject to change by station. 6:00 p.m. to 10:30 p.m. daily. 1 minute, 25 words, etc.

(12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily). 1 minute, 25 words, etc.

(7:00 a.m. to 6:00 p.m. week days). 1 minute, 25 words, etc.

(11:15 p.m. to 7:00 a.m.). 1 minute, 25 words, etc.

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 minimum of three times weekly.

6:00 p.m. to 7:00 a.m. 1 ti. 26 ti. 39 ti. 52 ti. 100 ti. 260 ti. 8:15 p.m. 65.00 63.37 61.75 60.12 58.50 52.00

8:15 a.m. 32.50 31.69 30.87 30.06 29.25 26.00. 1:00 p.m. to 1:15 p.m. 32.50 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 p.m. to 11:30 p.m. 32.50 31.69 30.87 30.06 29.25 26.00

Women's Radio Bazaar: Participation, Monday through Saturday, 8:30 a.m. to 3:35 a.m. Available only on three or six times a week basis.

Announcements limited to 125 words: 1 ti. 26 ti. 39 ti. 52 ti. 100 ti. 260 ti. Per participation 25.00 24.37 23.75 23.12 22.50 20.00

ELECTRICAL TRANSCRIPTIONS

Regular rates and no restrictions as to hours. Transcription library service available—rates on application.

TALENT

Talent charges on application.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts. Additional special charges are made for programs originating outside of the Travelers Broadcasting Service Corporation studios.

Contract and Other Requirements. Rates cover only broadcasting time and station facilities. All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director.

Closing Time. Complete manuscript must be submitted for station's approval one week in advance.

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

Personnel. General Manager—P. W. Morency. Sales Manager—Walter Johnson. Sales Promotion—J. F. Ciancy.

Representatives. Weed & Company.

NEW HAVEN

(New Haven County)

W E L I

(Established 1935)

Rates effective February 1, 1941. (Card No. 4.) Owned and operated by The City Broadcasting Corporation. Business Office and Studio—221 Orange Street, New Haven, Connecticut. Transmitter—Homden, Connecticut.

Wave—Power—Time. Operating power—1,000 watts days; 500 watts nights. 312.5 meters; 960 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time. Actual operating schedule: Sundays 8:00 a.m. to 1:00 a.m. Week days 7:00 a.m. to 1:00 a.m.

Agency Commission. Agency commission 15% 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 listings of Blue Network Company (Basic Blue Network), Atlantic Coast Network (Basic Stations) and Connecticut Broadcasting System.

The following rates are for national advertising. 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 on 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.

Table with columns for (6:00 p.m. to 11:00 p.m.) and rates for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for (1:00 p.m. to 6:00 p.m. Sundays) and rates for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for (8:00 a.m. to 6:00 p.m. week days and 11:00 p.m. to 12:00 midnight daily) and rates for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for (12:00 midnight to 8:00 a.m.) and rates for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, and 5 minutes.

FREQUENCY DISCOUNTS ON PROGRAMS. Less than 26 times...Net 104 to 155 times...10%. 26 to 51 times...5% 156 to 207 ti...12-1/2%. 52 to 103 times...7-1/2% 208 or more times...15%

ANNOUNCEMENTS

125 words or one minute transcriptions: Before 6:00 p.m. 10.00 After 6:00 p.m. 12.00. 30 words between programs: Before 6:00 p.m. 7.50 After 6:00 p.m. 10.00

Announcements on News—Limited to four 125 word announcements per program: 11:00 p.m. to 6:00 p.m. 12.00. Seven in one week 66.00. 7:00 p.m. to 11:00 p.m. 14.00. Seven in one week 79.00

SPECIAL FEATURES

Breakfast Club—7:00 a.m. to 7:45 a.m. News and Views—8:15 a.m. to 8:45 a.m. Danceland—1:30 p.m. to 2:00 p.m. and 5:00 p.m. to 5:30 p.m. 50 words... 5.00 125 words... 7.50. 7 in one week... 28.00 7 in one week... 42.00. 14 in one week... 50.00 14 in one week... 75.00

FREQUENCY DISCOUNTS ON ANNOUNCEMENTS. 1 to 12 times...Net 51 to 100 times...15%. 13 to 25 times...5% 101 to 300 times...20%. 26 to 50 times...10% 301 or more times...25%

POLITICAL TALKS

Accepted at regular station rates.

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply to recorded programs. Not restricted to certain hours. Transcription library services available—rates and details on request.

TALENT

Rates on application.

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 are available to advertisers.

Contract and Other Requirements. Rates are for the facilities of the station only. Talent and line charges are extra. No contract accepted for longer than one year. Preferred position governed by priority and availability on contract basis.

Closing Time. Complete manuscript must be submitted for station's approval one week in advance.

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

Personnel. General Manager—P. W. Morency. Sales Manager—Walter Johnson. Sales Promotion—J. F. Ciancy.

Representatives. Weed & Company.

Closing Time

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

Closing time 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.

Personnel. President—Patrick J. Goode. Manager—James T. Milne. Representatives—William G. Hambeau Company.

NEW LONDON

W N L C

(Established 1936)

Rates effective May 1, 1941. (Card No. 9.) Owned and operated by Thames Broadcasting Corp. Business Office and Studio—Mohican Hotel, New London, Connecticut, New London 4900. Transmitter—Winthrop Point, New London, Conn.

Wave—Power—Time. Operating power—250 watts. (100% modulation.) 201.3 meters; 1490 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% allowed to recognized agencies on net station time; cash discount none. Charges for facilities are payable immediately after each broadcast.

General Advertising. For combination rates see listings of Yankee Network, Mutual Broadcasting System and Connecticut Broadcasting System. The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for (6:00 p.m. to 11:00 p.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for (1:00 p.m. to 6:00 p.m. Sundays) and rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight daily, 8:00 a.m. to 1:00 p.m. Sundays) and rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for (7:30 a.m. to 8:00 a.m. daily) and rates for 1/2 hour, 1/4 hour, and 5 minutes.

ANNOUNCEMENTS

Rates for announcements and electrical transcriptions: (After 6:00 p.m.) 1 minute 10.00, 35 words 6.00.

(Before 6:00 p.m.) 1 minute 5.00, 35 words 3.00.

SPECIAL FEATURES

Melody Lane—Noontime program, daily except Sunday; request program of popular recordings: 125 words... 5.00. Yawn Patrol—7:30 a.m. Program featuring time, weather and music. Rates on request.

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 on the billing of station time only. Earned time discounts rebated at expiration of contract. Time discounts apply only to rates shown for entertainment programs and announcements. No time discounts on talent or line charges. Less than 51 times...Net 51 to 99 times...5%. 100 to 299 times...10%. 300 or more times...15%

POLITICAL TALKS

Accepted at regular station rates.

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

Services of production, sales and merchandising departments available.

Contract and Other Requirements. Rates are for the facilities of the station only. Talent is extra. No contract accepted for longer than one year. Preferred position governed by priority and availability on contract basis.

Closing Time. Complete manuscript must be submitted for station's approval one week in advance.

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

Personnel. General Manager—P. W. Morency. Sales Manager—Walter Johnson. Sales Promotion—J. F. Ciancy.

Representatives. Weed & Company.

NEW LONDON—Continued  
WNL C—Continued

Closing Time  
Complete manuscripts must be submitted for station's approval one week in advance. 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 turn-tables.

Personnel  
Manager—G. J. Morey.  
Program Director—Ted Hodge.  
Commercial Manager—I. B. Newman.

Representatives  
Burn-Smith Company, Incorporated.

STAMFORD  
(Fairfield County)

WSRR  
(Established 1941)



Rates effective July 1, 1942. (Card No. 2.)  
Owned and operated by Stephen R. Rintoul.  
Business Office and Studio—A. S. Beck Bldg., 270 Atlantic St., Stamford, Conn., Stamford 4-7575.  
Transmitter—Lindstrom Road, Shippan Point, Conn.

Wave—Power—Time  
Operating power—250 watts.  
214.3 meters; 1400 kilocycles.  
Licensed to operate full time.  
Operates on Eastern War Time.  
Actual operating schedule: 7:00 a.m. to 11:30 p.m.

Agency Commission  
Agency commission 15% to recognized agencies. No commission on talent. No cash discount. Bills due and payable when rendered.

General Advertising  
For combination rates see listings of Blue Network Company (Basic Blue Supplementaries) and Connecticut Broadcasting System.  
The following rates are for local and national advertising.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various time periods (6:00 p.m. to 11:00 p.m., 11:00 p.m. to 5:00 p.m.).

Table with columns for time slots (1 min, 100 words, 50 words) and rates for announcements (6:00 p.m. to 11:00 p.m., 11:00 p.m. to 6:00 p.m.).

SPECIAL FEATURES  
News—Leased wire service available in 5 and 15 minute established periods; regular rate plus 25%.  
Sports—5 or 15 minute established periods; regular rate plus talent.  
The Famous 1400 Club—rates on request.  
Special events, sports broadcasts, etc., rates on request.

POLITICAL  
One time rate applies; no frequency discounts.

REMOTE CONTROL  
Complete remote pick-up equipment. An additional charge will be made for programs originating outside of studios.

TALENT  
Rates on request.

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 for the introduction and maintenance of public and dealer interest in program and product.

Contract 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 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 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel  
General Manager—Harold H. Meyer.  
Program Director—Gall Smith.  
Chief Engineer—Ed Markman.

Representatives  
Readley-Reed Company.

WATERBURY  
(New Haven County)

WATR  
(Established 1934)



Rates effective August 1, 1941. (Card No. 7.)  
Owned and operated by The WATR Company, Inc. Business Office and Studio—71 Grand Street, Waterbury, Connecticut, telephone 3-5161.  
Transmitter—Baldwin Avenue, Waterbury, Conn.

Wave—Power—Time  
Operating power—1,000 watts.  
(100% modulation—automatic crystal control.)  
237.3 meters; 1,320 kilocycles.  
Operates on Eastern War Time.  
Licensed to operate full time.  
Actual operating schedule: 7:30 a.m. to 12:00 midnight.

Agency Commission  
Agency commission 15% to recognized agencies on station time. No cash discount. Payments for broadcasting are due weekly. No time discounts on line charges or talent.

General Advertising  
For combination rates see listings of Yankee Network, Mutual Broadcasting System and Connecticut Broadcasting System.  
Also sold in combination with WNAB, Bridgeport. Combination rates on request.

MUSICAL AND DRAMATIC PROGRAMS

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for musical and dramatic programs (After 6:00 p.m. week days and after 1:00 p.m. Sundays).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for musical and dramatic programs (All other time).

ANNOUNCEMENTS

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for announcements (After 6:00 p.m. week days and after 1:00 p.m. Sundays).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for announcements (All other time).

POLITICAL TALKS  
Rates on request.

SPECIAL FEATURES  
Time signals, weather reports, temperature reports—regular announcement rates apply.

News—5 or 15 minute periods, no service charge. Early Bird Programs: 7:00 a.m. to 9:00 a.m. week days. Rates on request.

Morning Shoppers' Guide—By Jim Parker, 9:15 a.m. to 10:00 a.m. week days. All request recorded program. Available in 15 minute periods:  
1 time per week, net..... 18.00  
3 times per week, net..... 45.90  
6 times per week, net..... 75.60

Foreign Language Participating Programs:  
Italian—7:15 p.m. to 7:45 p.m. Tuesdays.  
Lithuanian—7:30 p.m. to 8:00 p.m. Fridays.  
Polish—9:30 a.m. to 10:00 a.m. Sundays.  
100 words, per announcement 8.00.

RECORDED PROGRAMS  
List with prices of electrical transcriptions available.

TALENT  
When desired talent will be supplied. Estimates and suggestions upon request. Organ is available to advertisers.

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

Contract and Other Requirements  
Advertising of alcoholic beverages accepted. Musical or dramatic program rates are for the facilities of the station only. Talent is extra.  
No contract accepted for longer than one year. No blanket contracts accepted. Preferred position governed by priority and availability on contract.

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.

Personnel  
President—Harold Thomas.  
Business Manager—S. R. Eiman.

Representatives  
William G. Rambeau Company.

W B R Y  
(Established 1934)



Rates effective January 25, 1937. (Card No. 4.)  
Owned and operated by the American-Republican.  
Business Offices and Studios—136 Grand St., Waterbury, Conn.  
Transmitter—Boyd St., Waterbury, Conn.

Wave—Power—Time  
Operating power—1,000 watts.  
(100% modulation.)  
133.7 meters; 1,500 kilocycles.  
Licensed to operate full time on clear channel.  
Operates on Eastern War Time.  
Actual operating schedule: 8:00 a.m. to 12:00 midnight.

Agency Commission  
Agency commission 15% to recognized advertising agencies. Bills payable weekly. No cash discount.

General Advertising  
For combination rates see listings of Columbia Broadcasting System (Basic Supplementary Group), and Columbia New England Network.  
The following rates are for both local and national advertising.

MUSICAL AND DRAMATIC PROGRAMS

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for musical and dramatic programs (6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for musical and dramatic programs (All other time).

ANNOUNCEMENTS

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for announcements (6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for announcements (All other time).

POLITICAL TALKS  
Rates on request.

SPECIAL FEATURES  
Time signals, weather reports, temperature reports, etc.—regular announcement rates apply.

Mid-day Musical Review: Broadcast daily except Sunday; participating program limited to seven 100 word announcements, each 5.00 net, no discount.

Foreign Language Participating Programs:  
Italian—2:00 p.m. to 3:00 p.m. Sundays; limited to 14 participants; 100 words 10.00.  
Lithuanian—3:30 p.m. to 4:00 p.m. Sunday; 100 words 8.00.  
Polish—5:00 p.m. to 6:00 p.m. Sundays; 100 words 8.00.

RECORDED PROGRAMS  
Transcription library service available—rates on application.

TALENT  
Rates on application.

REMOTE CONTROL  
Additional wire and mechanical charges are made for remote control broadcast for programs originating outside the station studios.

SERVICE FACILITIES  
Station maintains a program production department and artists' bureau with available musical units and other talent.

Contract and Other Requirements  
Advertising of alcoholic beverages accepted. No contract accepted for longer than one year. All contracts subject to station approval and governmental regulations.  
Rates are for station facilities only; talent is extra.

Closing Time  
Complete manuscript must be submitted for station 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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel  
Manager—Erwin J. Frey.  
Program Director—Jack Henry.

Representatives  
Joseph Hershey McGillivra, Inc.

**DELAWARE**

**WILMINGTON**  
(New Castle County)  
**WDEL**  
(Established 1922)



Rates effective May 1, 1942. (Card No. 7.)  
Card received May 29, 1942.  
Owned and operated by WDEL, Inc.  
Main Studio—10th and King Sts., Wilmington, Del.,  
telephone 7268.  
Transmitter—Governor Printz Blvd., Wilmington, Del.

**Wave—Power—Time**  
Operating power—3,000 watts.  
(100% modulation—automatic crystal control.)  
260.9 meters; 1150 kilocycles.  
Licensed to operate full time.  
Operates on Eastern War Time.  
Actual operating schedule: 6:30 a.m. to 1:00 a.m.

**Agency Commission**  
15% to recognized agencies. No cash discount. No discounts on talent, remote facilities, etc. Invoices due 20th of month following broadcast.

**General Advertising**  
For combination rates see listings of National Broadcasting Company (Basic Network) and Mason-Dixon Radio Group.

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
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hr	150.00	142.50	135.50	128.75	122.25	116.00	110.00
1 1/2 hr	90.00	85.50	81.25	77.25	73.50	70.00	66.50
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"**  
(6:30 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.)

	1	13	26	52	104	156	260
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hr	100.00	95.00	90.25	85.75	81.50	77.50	73.75
1 1/2 hr	60.00	57.00	54.25	51.50	49.00	46.00	43.75
1/4 hr	40.00	38.00	36.00	34.25	32.50	31.00	29.50
5 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.)

	1	13	26	52	104	156	260
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
125 words or one minute transcription	11.00	13.00	12.50	12.00	11.40	10.80	10.25
50 words or 1/2 minute transcription	10.50	10.00	9.50	9.00	8.55	8.10	7.70
30 word chain	12.00	11.40	10.85	10.30	9.80	9.30	8.80

(Before 6:00 p.m.)

	1	13	26	52	104	156	260
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
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	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.

**POLITICAL ADVERTISING**  
One time rate applies; cash in advance.

**TRANSCRIPTIONS**  
Transcription library service available.

**TALENT**  
Routine talent available. List of talent and prices on request.

**REMOTE CONTROL**  
Remote work can be handled at any time, cost depending on line cost and installation fees.

**SPECIAL FACILITIES**  
Personal calls on trade, letters to trade and newspaper publicity. Program and production department available to plan, prepare and present programs. Leased wire service available.

**Contract and Other Requirements**  
Alcoholic beverages not accepted, excepting beer and wine.

Price quoting allowed. Station reserves the right to cancel copy.

All contracts subject to station management's approval, government regulations and network priority. Maximum 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. turn tables.

**Personnel**  
Station Executive—Clair H. McCollough,  
Station Manager—J. Garman Walsh,  
Sales Director—J. Robert Guttek.

**Representatives**  
Paul H. Raymer Company



**WDEL**  
1150 KC • WILMINGTON • DELAWARE

Recently stepped up to 5,000 Watts day and night, WDEL assures advertisers wider and more concentrated coverage in a rich agricultural and industrial market—Delaware, southern New Jersey and parts of Maryland and Virginia—in the heart of the war production area.

Normally prosperous, steadily expanding—this market is sales productive. WDEL sells it profitably and economically. Write:

**Sales Representative:**  
**PAUL H. RAYMER CO.**  
New York • Chicago  
San Francisco



**WILM**  
(Established 1922)

Rates effective May 1, 1942. (Card No. 7.)  
Card received May 29, 1942.  
Owned and operated by Delaware Broadcasting Co.  
Studios—920 King Street, Wilmington, Delaware  
telephone 7268.  
Transmitter—Northeast Blvd., Wilmington, Delaware

**Wave—Power—Time**  
Operating power—250 watts.  
(100% modulation—automatic crystal control.)  
296.9 meters; 1450 kilocycles.  
Licensed to operate unlimited time.  
Operates on Eastern War Time.  
Actual operating schedule: 7:00 a.m. to 1:00 a.m.

**Agency Commission**  
15% to recognized agencies. No cash discount. No discounts on talent, remote facilities, etc. Invoice due 20th of month following broadcast.

**General Advertising**  
For combination rates see listings of Mutual Broadcasting System and Mason-Dixon Radio Group. 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
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hr	125.00	120.00	115.00	110.00	105.00	100.00	90.00
1 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	35.00
5 min	27.50	26.50	25.50	24.50	23.50	22.50	20.00

**CLASS "B"**  
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.)

	1	13	26	52	104	156	260
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1 hr	85.00	81.00	77.00	73.00	69.00	65.00	57.00
1 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 min	17.50	17.00	16.50	16.00	15.50	15.00	14.00

To earn discounts, programs must be used within 12 month period.

**ANNOUNCEMENTS**  
(After 6:00 p.m.)

	1	13	26	52	104	156	260
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
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 minute transcription	7.25	7.00	6.75	6.50	6.25	5.75	5.00
30 word chain	8.00	7.75	7.50	7.25	7.00	6.50	6.00

(Before 6:00 p.m.)

	1	13	26	52	104	156	260
	tl.	tl.	tl.	tl.	tl.	tl.	tl.
125 words or one minute 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	4.00
30 word chain	6.50	6.25	6.00	5.75	5.50	5.00	4.50

To earn discounts, announcements must be used within 12 month period.

**POLITICAL ADVERTISING**  
One time rate applies; cash in advance.

**TALENT**  
Routine talent available. List of talent and prices on request.

**TRANSCRIPTIONS**  
Transcription library service available.

**REMOTE CONTROL**  
Remote work can be handled at any time, cost depending on line cost and installation fees.

**SERVICE FACILITIES**  
Personal calls on trade, letters to trade and news paper publicity. Program and production department available to plan, prepare and present programs. Leased wire service available.

**Contract and Other Requirements**  
Alcoholic beverages not accepted, excepting beer and wine.

Price quoting allowed. Station reserves right to cancel copy.

All contracts subject to station management's approval, government regulations and network priority. Maximum 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**  
Closing date five days in advance.

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

**Personnel**  
Station Executive—Clair H. McCollough,  
Station Manager—J. Garman Walsh,  
Sales Director—J. Robert Guttek.

**Representatives**  
Paul H. Raymer Company



DISTRICT OF COLUMBIA

WASHINGTON

WINX

(Established 1940)

Rates effective August 15, 1942. (Card No. 3.)
Managed and operated by WINX Broadcasting Co.
Business Office and Studio—Eighth and Eye Streets, N.W., Washington, D. C.
Transmitter—Eighth and Eye Streets, N.W., Washington, D. C.
Wave—Power—Time
Operating power—250 watts.
(Synchronized booster.)
223.5 meters; 1340 kilocycles.
Licensed to operate full time on local channel, Operates on Eastern War Time.
Actual operating schedule: 19 hours daily.

Agency Commission
15% to recognized advertising 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. The following rates are for national advertising. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Programs and announcements cannot be combined to earn frequency discounts.

Table with columns for time slots (1:00 p.m. to 11:00 p.m. daily) and rates for 1, 1/2, and 1/4 hour spots. Includes CLASS 'A', 'B', and 'C' categories.

Table with columns for time slots (1:00 p.m. to 11:00 p.m. daily) and rates for 100 words or 50 word station break. Includes CLASS 'A', 'B', and 'C' categories.

Table with columns for time slots (1:00 p.m. to 5:00 p.m. daily) and rates for 'Your Sports Reporter' and 'Wake Up With WINX'.

Table with columns for time slots (7:00 a.m. to 9:00 a.m. daily) and rates for 'Your Sports Reporter' and 'Wake Up With WINX'.

Table with columns for time slots (9:00 a.m. to 11:00 p.m. daily) and rates for 'Your Sports Reporter' and 'Wake Up With WINX'.

Table with columns for time slots (11:00 p.m. to 1:00 a.m. daily) and rates for 'Your Sports Reporter' and 'Wake Up With WINX'.

Table with columns for time slots (1:00 p.m. to 11:00 p.m. daily) and rates for 'Your Sports Reporter' and 'Wake Up With WINX'.

Discounts are allowed immediately only on firm non-cancellable contracts. On contracts containing cancellation privileges by the station or by the advertiser discounts will be rebated as earned.

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 transcriptions, using 33-1/3 and 78 r.p.m. turn-tables for lateral cut recordings.

WJSV (Established 1926)

COLUMBIA OPERATED

Rates effective March 7, 1940. (Card No. 12.)
Owned and operated by the Columbia Broadcasting System, Inc.
Business Office and Main Studios—Earle Building, Washington, D. C.
Transmitter—Route No. 1, Silver Spring, Maryland.
Wave—Power—Time
Operating power—50,000 watts.
(100% modulation—crystal control.)
200.0 meters; 1500 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: Sundays 7:30 a.m. to 1:00 a.m., Week days 6:00 a.m. to 1:00 a.m.

Agency Commission
Agency commission 15% allowed on net time charges to agencies recognized by station. No cash discount. Bills rendered weekly.

General Advertising
For combination rates see listing of Columbia Broadcasting System.

Table with columns for time slots (7:00 p.m. to 10:30 p.m. daily) and rates for 1, 2, 3, 4, 5, and 6 days.

Table with columns for time slots (6:00 p.m. to 7:00 p.m. and 10:30 p.m. to 11:00 p.m. daily) and rates for 1, 2, 3, 4, 5, and 6 days.

Table with columns for time slots (5:00 p.m. to 6:00 p.m. and 7:00 a.m. to 1:00 p.m. daily) and rates for 1, 2, 3, 4, 5, and 6 days.

Table with columns for time slots (1:00 p.m. to 5:00 p.m. and 11:00 p.m. to 7:00 a.m. daily) and rates for 1, 2, 3, 4, 5, and 6 days.

DISCOUNTS
Weekly Dollar Volume Discount
Weekly dollar volume discount not applicable on schedules of less than 8 consecutive weeks of broadcasting under "General Broadcasting Time Rates."

Table with columns for weekly dollar volume discount rates (Less than 160.00 weekly, 160.00 or more but less than 275.00 weekly, etc.) and percentages.

Application of Discounts
When an advertiser contracts for one or more broadcasts in a rate classification in "General Broadcasting Time Rates" other than that in which the advertiser is already earning a weekly frequency rate, the gross time charge per period (i.e., one day per week rate, shown under "General Broadcasting Time Rates") for the said additional broadcast or broadcasts will be reduced by 10% if the advertiser is already earning a 3, 4 or 5 days per week frequency rate, and will be reduced by 20% if the advertiser is already earning a 6 or 7 days per week frequency rate, provided the gross time charge per period (one day per week rate shown in "General Broadcasting Time Rates") for the additional broadcast does not exceed the comparable gross time charge per period already being charged.

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 would not be prejudiced.

Announcements accepted on announcement periods only. (Between 6:00 p.m. and 10:30 p.m.)

Table with columns for time slots (11:00 p.m. to 1:00 a.m. daily) and rates for 1 minute live or electrical transcription.

(Service Announcements—Station Breaks)
Time Signals, Weather and Temperature Reports: Between 6:00 p.m. and 10:30 p.m.; copy limited to 25 words including service report. Each 30.00; once each evening, per week 180.00.

Table with columns for time slots (1:00 p.m. to 11:00 p.m. daily) and rates for 1 minute live or electrical transcription.

Table with columns for time slots (1:00 p.m. to 11:00 p.m. daily) and rates for 100 words daily.

Table with columns for time slots (1:00 p.m. to 11:00 p.m. daily) and rates for 1 minute live or electrical transcription.

Program ideas, lists of talent and rates on application. Programs originating outside the studios are subject to special charges.

Service Facilities
The station will endeavor to prepare any type of program desired by the advertiser and will furnish program ideas, lists of talent and prices 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.

WMAL (Established 1926)

BLUE NETWORK STATION

Rates effective August 1, 1942. (Card No. 10.)
Owned and operated by the Evening Star Broadcasting Co.
Business Offices and Studios—Trans-Lux Bldg., 14th and New York Ave., N. W., Washington, D. C.
National 5400.
Transmitter—Near Bethesda, Montgomery County, Md.
Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
476.2 meters; 630 kilocycles.

Actual operating schedule: Sundays 8:00 a.m. to 12:05 a.m., Week days 6:00 a.m. to 1:00 a.m.
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.

Table with columns for time slots (1:00 p.m. to 11:00 p.m. daily) and rates for 1 minute live or electrical transcription.

DIS. OF COLUMBIA—Cont'd

WASHINGTON—Continued
W M A L—Continued

General Advertising

For combination rates see listing of Blue Network Company (Basic Blue Network). Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

GENERAL BROADCAST ADVERTISING (Gross Rates)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various classes (A, B, C, D, E) and times (6:00 p.m. to 10:30 p.m., 12:00 noon to 6:00 p.m., 6:00 a.m. to 6:00 p.m., 12:00 midnight to 6:00 a.m., 12:00 midnight to 6:00 a.m.).

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.

Table with columns for Time Cost Program Cost, Gross, Net, Per Week, Per Week.

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under "General Broadcast Advertising (Gross Rates)" Class "A," "B," "C," "D," and "E."

casting of special events of importance will not affect advertiser's right to the discount or rebate. Gross billing after deduction of percentage discount, if any, shall be subject to advertising agency commission of 15%.

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 obtaining increased discounts is allowed unless the contracts are with the same advertiser and for periods in the same weekly rate classification.

CLASS "A" (6:00 p.m. to 10:30 p.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 min., 5 min.) and rates for Class A.

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

Not available.

CLASS "C" (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 min., 5 min.) and rates for Class C.

CLASS "D" (12:00 midnight to 6:00 a.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 min., 5 min.) and rates for Class D.

(\*) Available in restricted periods. Discounts on Weekly Frequency Rates: Discounts on Weekly Frequency Rates allowed for number of consecutive weeks scheduled within one year.

INDEPENDENT ANNOUNCEMENTS

Limited to 125 words live or one minute transcription. Limited to 6:00 p.m. to 10:30 p.m. 125 words or one minute transcription: Less than 13 times, 20.00 52 times, 17.00

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. 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 services of staff engineers and the station's program department will be rendered without charge.

Contract and Other Requirements All acceptable accounts are subject to the same rates. No periods sold in bulk for resale.

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.

Mechanical 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.

Personnel Account—K H Berkelev Sales Manager—Ben B. Baylor, Jr. Representatives—Blue Network Spot Sales.

W O L

(Established 1924)

Dates effective January 15, 1941. (Card No. 5.) Owned and operated by American Broadcasting Co. Business Office and Studio—1627 K Street, N. W., Washington, D. C., Metropolitan 0010.

Wave—Power—Time Operating power—1,000 watts. (100% modulation.) 23.1 meters; 126 kilocycles. Licensed to operate full time on regional channel. Operates on Eastern War Time.

Agency Commission Agency commission 15% to recognized advertising agencies on net time charges. No commission on program charges. Bills due and payable when rendered. No cash discount.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour) and rates for various classes (A, B, C, D) and times (6:00 p.m. to 11:00 p.m., 12:00 noon to 6:00 p.m. Sundays, 11:00 p.m. to 12:00 midnight, 7:00 a.m. to 9:00 p.m. except Sunday afternoon, 12:00 midnight to 7:00 a.m.).

DISCOUNTS

Weekly Dollar Volume Discount For eight or more consecutive weeks of broadcasting, applicable only to rates listed above.

Discounts for Consecutive Weeks

Applicable only to rates listed above. 13 weeks 5% 23 weeks 7-1/2% 32 weeks 10% 52 weeks 15%

Application of Discounts

All concurrent local contracts for same advertiser at rates listed under Class "A," "B," "C," and "D," may be combined in determining dollar volume discount.

ANNOUNCEMENTS

100 word announcements accepted on announcement periods only. One minute electrical transcription or one minute live announcements accepted on announcement periods only at 100 word rate plus 25%.

COOPERATIVE FEATURES

Musical Clock: 7:00 a.m. to 9:30 a.m., 100 words 12.00. Sportspace: 1:00 p.m. to 5:00 p.m., 100 words 12.00.

SPECIAL FEATURES

Time Signals, Weather and Temperature Reports: 6:00 p.m. to 11:00 p.m., copy limited to 25 words including service report; each 18.00. One each evening, per week 100.00; no time discounts.

WASHINGTON—Continued

WOL—Continued

RECORDED PROGRAMS

Regular time charges apply to recorded programs.

TALENT

Rates on request.

REMOTE CONTROL

Programs originating outside of studios subject to special charges.

SERVICE FACILITIES

Services of program department for preparation of programs available without charge.

Contract and Other Requirements

No hard liquor advertising accepted. Maximum length of contract one year.

No periods are sold in bulk for re-sale. All programs subject to approval of station. Time of broadcast subject to change to other period on 28 days notice to accommodate network broadcasts only in event said broadcast periods are scheduled in time set aside for network use.

Services of management and announcers at disposal of advertiser without additional charge for arrangement of program engaging talent, etc., except in event client specifies a particular announcer.

Closing Time Arrangements for talent programs must be made one week in advance. Recorded programs close one day in advance of broadcast.

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

Personnel Manager—William B. Dolph Sales Manager—James Fishback Representatives Spot Sales, Inc.

WRC

(Established 1928)



Rates effective November 1, 1941. (Card No. 9B.) Owned and operated by the National Broadcasting Company, Inc.

Business Office and Studio—Trans-lux Building, Washington, D. C., Republic 4000. Transmitter—Ager Road, near Hyattsville, Maryland.

Wave—Power—Time Operating power—5,000 watts. (90% modulation—crystal oscillator control.) 306.1 meters; 980 kilocycles. Licensed to operate on regional channel, full 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 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 For combination rates see listing of National Broadcasting Company (Basic Network). The following rates include charges by owners of music copyrights from whom NBC has blanket licenses.

Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate. Commitments made prior to November 1, 1939, will be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after November 1, 1939, at these 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 November 1, 1939, will apply to extensions of said commitments for any period or periods up to and including October 31, 1940, for the same series continuously used. Rates effective November 1, 1939, are applicable to all new broadcast series ordered on and after November 1, 1939.

GENERAL BROADCAST ADVERTISING (Gross Rates) CLASS "A"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (240.00, 144.00, 96.00, 80.00, 48.00)

Table for CLASS "B" (12:00 noon to 6:00 p.m. Sunday only) with 2 columns: Time and Rate (150.00, 108.00, 72.00, 60.00, 36.00)

Table for CLASS "C" (11:00 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m. exclusive of Sunday afternoon) with 2 columns: Time and Rate (120.00, 72.00, 48.00, 40.00, 24.00)

Table for CLASS "D" (12:00 midnight to 9:00 a.m.) with 2 columns: Time and Rate (80.00, 48.00, 32.00, 27.00, 16.00)

(\*) Available only in restricted periods.

CLASS "E" SERVICES

Time Signals: Each service exclusive to one advertiser, seven days a week. Evening service (6:00 p.m. to station sign-off, seven nights weekly), four 10 word and one fifty word after 11:00 p.m. The actual time and spelling of a name are each counted as one word. This service available only to time-piece manufacturers or those who regularly furnish a time service to the public.

Day time service (station sign-on 6:00 p.m., seven days weekly), five 10 word and one fifty word. The actual time and spelling of a name are each counted as one word. Evening, per week 360.00 Day time, per week 180.00 Electrically transcribed announcements not acceptable. Service Announcements: Daily one minute announcements. All announcements subject to change by station. A weather or temperature report may be included if available.

Between 6:00 p.m. and 11:00 p.m., per week (seven days) 180.00 Between 11:00 p.m. and 12:00 midnight and 6:00 a.m. and 9:00 p.m., per week (7 days) 65.00 Radio Night Club: Broadcast between 11:35 p.m. and 12:00 midnight, Monday through Saturdays. Program cost includes staff announcer, transcriptions and/or records. If live talent desired a substitute, separate program charges will be made.

Table with 3 columns: Time (1 hour, 1/2 hour, 1/4 hour), Gross Per Week, Net Per Week

If any part of any of the above services is unavailable the advertiser will be billed pro rata for the remainder of the service.

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under "General Broadcast Advertising (Gross Rates)" Class "A," "B," "C," "D," and "E."

Table for Weekly Dollar Volume Discounts with 2 columns: Volume Range and Discount Rate (None, 2-1/2%, 5%, 7-1/2%, 10%, 12-1/2%, 15%)

Rebates for 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 in schedule. The rebate will be due and payable currently only on firm qualifying contracts or as contracts become firm for 26, 39, or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years, therefore earning their own rebates based on the number of consecutive weeks used.

Table for Rebates with 2 columns: Weeks (26 to 39, 39 to 51, 52) and Rate (5%, 7-1/2%, 10%)

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. 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. All concurrent local contracts for the same advertiser at the rates listed under "General Broadcast Advertising (Gross Rates)" Class "A," "B," "C," "D," and "E," may be combined for determining the rate of the Dollar Volume Discount. Discounts or rebates effective from beginning of service only on firm contracts or as contracts become firm.

ANNOUNCEMENTS AND COOPERATIVE FEATURES

Table for ANNOUNCEMENTS with 2 columns: Time (6:00 p.m. to 11:00 p.m., 11:00 p.m. to 12:00 a.m., 11:00 p.m. to 6:00 p.m.) and Rate (1.00, 10.75, 25.50, 21.25, 20.00, 18.75, 12.50, 11.88, 11.25, 10.63, 10.00, 9.38)

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 Department from material supplied by client. Rate includes time and talent. The detailed participation provides for editorial treatment. The condensed participation provides a short announcement of approximately 100 words. 1 tl. 10 tl. 25 tl. 50 tl. 100 tl. 300 tl.

Table for Cooperative Features with 2 columns: Time (1 min., 15 times, 32 times, 78 times, 156 times, 300 times) and Rate (30.00, 28.50, 27.00, 25.50, 24.00, 22.50)

Applicable to Announcement and Cooperative Features: Frequency rates effective from beginning of service only on firm contracts or as contracts become firm. Cooperative Feature and day time announcements (prior to 8:00 p.m.) may be combined to earn increased discounts. Announcements scheduled after 6:00 p.m. may not be combined with day time service to earn increased discounts. For one advertiser contracts for both day time and evening service within a twelve month period, the maximum discount earned by one service (daytime or evening) will apply to the other service.

ELECTRICAL TRANSCRIPTIONS Accepted during regular broadcasting periods.

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, staff announcers and staff engineers in arranging and presenting programs are included without charge, subject, however, to labor regulations observed by the station.

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.

Lectures and educational talks are not accepted between 8:00 p.m. and 12:00 midnight except by special arrangement. 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. turn-tables for vertical and lateral cut recordings.

Personnel

Sales Manager—John H. Dodge. Manager—Carleton D. Smith.

Representatives

National Broadcasting Company, Inc.

W D C

(Established 1941)



Rates received April 9, 1941. Owned and operated by Capital Broadcasting Co. Business Office and Studio—1000 Connecticut Ave., Washington, D. C. Transmitter—61 Pierce Street, Northeast, Washington, D. C. Booster amplifier located midway between Bethesda and Silver Spring, Md.

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 1:00 a.m. Week days 6:00 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered monthly and are due 10th of month following billing.

General Advertising

For combination rates see listing of Atlantic Coast Network (Basic Stations). The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table for CLASS "A" (6:00 p.m. to 10:30 p.m. week days and 2:00 p.m. to 10:30 p.m. Sundays) with 2 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and Rate (100.00, 60.00, 40.00, 32.50, 20.00, 93.00, 57.00, 38.00, 31.00, 19.00, 90.00, 54.00, 35.00, 29.25, 18.00, 85.00, 51.00, 34.00, 27.75, 17.00, 80.00, 48.00, 32.00, 26.00, 16.00, 75.00, 45.00, 30.00, 24.50, 15.00, 70.00, 42.00, 28.00, 22.75, 14.00)

Table for CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m. week days and 7:00 a.m. to 2:00 p.m. and 10:30 p.m. to 11:00 p.m. Sundays) with 2 columns: Time (1 hr., 15 times, 32 times, 78 times, 156 times, 300 times) and Rate (70.00, 42.00, 28.00, 22.50, 15.00, 66.50, 30.00, 26.50, 21.50, 14.25, 65.00, 37.50, 25.20, 20.25, 15.50, 65.00, 35.70, 23.80, 19.25, 12.75, 65.00, 33.60, 22.40, 18.00, 12.00, 62.50, 31.50, 21.00, 17.00, 11.25, 49.00, 29.40, 19.60, 15.75, 10.50)

Table for CLASS "C" (11:00 p.m. to 7:00 a.m. daily) with 2 columns: Time (1 hr., 13 times, 26 times, 52 times, 78 times, 156 times, 300 times) and Rate (60.00, 36.00, 24.00, 19.00, 12.00, 57.00, 34.20, 22.80, 18.05, 11.40, 54.00, 32.40, 21.60, 17.10, 10.80, 51.00, 30.60, 20.40, 16.15, 10.20, 48.00, 28.80, 19.20, 15.20, 9.60, 45.00, 27.00, 18.00, 14.25, 9.00, 42.00, 25.20, 16.80, 13.80, 8.40)

Table for ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 10:30 p.m. week days and 2:00 p.m. to 10:30 p.m. Sundays) with 2 columns: Time (1 hr., 13 times, 26 times, 52 times, 78 times, 156 times, 300 times) and Rate (13, 26, 52, 78, 156, 300)

Table for CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m. week days and 7:00 a.m. to 2:00 p.m. and 10:30 p.m. to 11:00 p.m. Sundays) with 2 columns: Time (100 words, 50 words) and Rate (8.50, 8.10, 7.65, 7.25, 6.80, 6.40, 6.00, 7.00, 6.65, 6.30, 5.95, 5.60, 5.25, 4.90)

Table for CLASS "C" (11:00 p.m. to 7:00 a.m. daily) with 2 columns: Time (100 words, 50 words) and Rate (6.00, 5.70, 5.40, 5.10, 4.80, 4.50, 4.20, 4.50, 4.30, 4.05, 3.85, 3.65, 3.40, 3.15)

Six announcements within 24 hours (two in Class "A," two in Class "B" and two in Class "C"), net 31.50.

(This listing continued on next page)

DIS. of COLUMBIA—Cont'd

WASHINGTON—Continued

W W D C—Continued

SPECIAL WEEKLY RATES

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m. week days and 2:00 p.m. to 10:30 p.m. Sundays) and CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 h.m. to 11:00 p.m. week days and 7:00 a.m. to 2:00 p.m. and 10:30 p.m. to 11:00 p.m. Sundays). Rows include 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes for 1, 3, 5, and 6 times.

SPECIAL FEATURES

Table listing special features: Tick Tock Revue—Early morning program, 6:00 a.m. to 9:00 a.m., per announcement 10.00; The Town Crier—Mid-morning program, per announcement 6.00; Dixieland Jamboree—12:00 noon to 1:00 p.m., per announcement 6.00; The 1450 Club—Afternoon program, per announcement 6.00; Capital Capers—Late night program, per announcement 5.00.

Discounts on Special Features

Table showing discounts on special features: 13 times 5% 100 times 20%; 26 times 10% 300 times 25%; 52 times 15%.

Time signals, weather and temperature reports (7 day basis only). Availabilities on request.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Extra charge for 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.

TALENT

Rates on request.

SERVICE FACILITIES

Services of station program department are available without additional cost 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 not accepted excepting beer and wine. Contracts subject to cancellation by written notice at short rate to date of last program. Maximum length of contract is one year. All programs, transcriptions and announcements subject to station approval. Frequency discounts allowed immediately on non-cancellable contracts. Frequency discounts will be allowed, as earned, on all contracts containing cancellation privileges.

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

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 & Con'l Mgr.—G. Bennett Larson. Program Director—Norman Reed. Chief Announcer—Itay Carson.

Representatives

Burn-Smith Company, Incorporated.

FLORIDA

DAYTONA BEACH

(Volusia County)

W M F J

Rates effective July 1, 1940. Owned and operated by W. Wrikt Kach. Studio—126-1/2 Magnolia Ave., Daytona Beach, Fla. Transmitter—126-1/2 Magnolia Ave., Daytona Beach, Florida.

Wave—Power—Time: Operating power—250 watts. (100% modulation.) 206.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: Sundays 8:00 a.m. to 10:00 p.m. Week days 7:30 a.m. to 11:00 p.m.

Agency Commission: Agency commission 15% on time. No cash discount. Payment due within ten days of broadcast.

General Advertising: For combination rates see listing of Blue Network Company (Blue Florida Group).

Table with columns for rates (6:00 p.m. to 11:30 p.m.) and (7:00 a.m. to 6:00 p.m.). Rows include 1 hour, 1/2 hour, 1/4 hour, and 50 words or less.

DISCOUNTS

For contracts longer than 13 weeks or more than six times weekly, consult station management for further discounts. Discounts are not retroactive.

Table showing discounts based on 13 weeks: 1 time weekly 15%, 4 times weekly 20%, 2 times weekly 10%, 5 times weekly 25%, 3 times weekly 15%, 6 times weekly 30%.

TALENT

Rates on request.

REMOTE CONTROL

Rates do not include remote control charges. Contract and other requirements.

Programs must meet requirements of the station, Federal Trade Commission and Federal Communications Commission. No extra announcements, merchandising service, surveys or special reports are included in these rates, but will be furnished at cost if so desired.

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 turn-tables for vertical or lateral cut transcriptions.

Representatives: None.

FORT LAUDERDALE

(Broward County)

W F T L

(Established 1939)



Rates received November 12, 1940. Owned and operated by Ralph A. Horton. Business Offices and Studios—2700 S. Andrews Ave., Ft. Lauderdale, Florida, telephone 1300. Transmitter—2700 S. Andrews Ave., Ft. Lauderdale, Florida.

Wave—Power—Time: Operating power—250 watts. (C. P. 10,000 watts; 710 kilocycles.) (100% modulation—crystal control.) 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission: Agency commission 15% to recognized advertising agencies. No commission on talent. Cash discount —. General Advertising: Now rates, based on 10,000 watts, are being prepared. For combination rates see listing of Mutual Broadcasting System.

TALENT

Rates on request.

REMOTE CONTROL

Complete facilities to handle programs originating outside of studios are available. Rates on request.

SERVICE FACILITIES

Merchandising service of the station's staff will be furnished advertisers without additional charges for personnel. Actual cash expenditures are to be paid by advertiser.

Contract and Other Requirements: Advertising of alcoholic beverages other than light wine and beer not accepted. Rates quoted are for station time only. No contracts accepted for longer period than one year. All programs and advertising copy subject to approval of station.

Closing Time: Programs close one week in advance of broadcast. Talks, continuity, 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. duplicate turn-tables for both vertical and lateral cut recordings.

Personnel: Owner—Ralph A. Horton. Production Manager—Russell Jones. Chief Engineer—Joe L. Stewart.

Representatives: None.

FORT MYERS

(Lee County)

W F T M

(Established 1940)

Rates effective October 1, 1942. (Card No. A-3). Owned and operated by Fort Myers Broadcasting Co. Business Office and Studio—WFTM Building, Fort Myers, Florida. Transmitter—Fort Myers, Florida.

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 11:00 p.m.

Agency Commission: Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered 1st of each month.

General Advertising: The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for 11 l., 13 l., 26 l., 39 l., 52 l. Rows include 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

ANNOUNCEMENTS

Table showing announcement rates: 1 time 3.00, 100 wds. 5.00, 13 times 2.75, 250 wds. 4.25, 26 times 2.60, 500 wds. 4.00, 52 times 2.40, 1000 wds. 3.00, 104 times 2.20, 1665 wds. 2.50, 208 times 1.95, 332 times 1.75, 365 times 1.50, 1.50, 1.15.

Transcribed announcements of not longer than one minute available at 100 word announcement rate.

SPECIAL FEATURES

News—leased wire service available; sports events, special events and participating programs—rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Facilities available for handling programs by remote control. Rates on request.

SERVICE FACILITIES

Merchandising service at cost. Contract and Other Requirements: All advertising subject to the rules and regulations of the station and the Federal Communications Commission.

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: President—Ronald B. Woodyard. Vice-President—R. B. Martin. General Manager—J. P. Turner.

GAINESVILLE

(Alachua County)

WRUF



Rates effective September 1, 1935. Owned and operated by the State and University of Florida.

Studio—University Campus, Gainesville, Fla., telephone 1000—Ext. 8055. Transmitter—University Campus, Gainesville, Fla.

Wave—Power—Time: Operating power—5,000 watts. (100% modulation.) 322.6 meters; 850 kilocycles. Licensed to operate to sunset in Denver. Operates on Eastern War Time.

Actual operating schedule: Week days 6:00 a.m. to sign-off. Sundays 7:00 a.m. to sign-off. Sign-off time: January 8:00 p.m., February 8:30 p.m., March 9:00 p.m., April 9:30 p.m., May 10:00 p.m., June 10:30 p.m., July 10:30 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.

Agency Commission: Agency commission 15%. Commission does not apply on talent. No cash discount. Bills payable first of month following broadcast.

General Advertising: For combination rates see listing of Mutual Broadcasting System. (After 6:00 p.m.)

Table with columns for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute or 100 words, 60 words. Rows include rates for (Before 6:00 p.m.) and (7:00 a.m. to 6:00 p.m.).

DISCOUNTS

On contract not to exceed one year. 1 time Net 150 times 25%, 13 times 5% 300 times 30%, 26 times 10% 600 times 40%, 52 times 15% 1,000 times 50%.

TALENT

Rates on application.

REMOTE CONTROL

Station is equipped to broadcast programs originating outside of the studio.

(This listing continued on next page)

FLORIDA—Continued

GAINESVILLE—Continued

W R U F—Continued

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. All programs subject to approval by station management.

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

Personnel
Station Executive—Garland Powell.
Representatives
Burn-Smith Company, Inc.

JACKSONVILLE

(Duval County)

W J A X

(Established 1925)

Rates received September 22, 1938.

Owned and operated by City of Jacksonville, Fla. Business Office and Studio—No. 1 Broadcast Place, Jacksonville, Fla., telephone 5-5821.

Transmitter—Hyde Park Country Club, Jacksonville, Florida.

Wave—Power—Time
Operating power—5,000 watts days; 1,000 watts nights (100% modulation).

Licensed to operate full time on cleared regional channel. Operates on Eastern War Time. Actual operating schedule: 24 hours daily.

Agency Commission
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 listing of National Broadcasting Company (Florida Group).

Table with 5 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 1 time, 26 times, 52 times, 104 times, 130 times, 150 times, 195 times, 260 times.

Table with 5 columns: Time, 11:00 p.m. to 6:00 p.m., 6:00 p.m. to 11:00 p.m., 1:00 a.m. to 5:00 a.m., 5:00 a.m. to 1:00 p.m. Rows include 1 time, 26 times, 52 times, 104 times, 130 times, 150 times, 195 times, 260 times.

ANNOUNCEMENTS
Table with 2 columns: Time, Rate. Rows include 1 minute (6:00 p.m. to 11:00 p.m.) at 20.00 and 1 minute (11:00 p.m. to 6:00 p.m.) at 10.00.

QUANTITY DISCOUNTS
Table with 2 columns: Rate, Discount. Rows include 260.00 (5%), 520.00 (10%), 1,040.00 (15%), 2,080.00 (20%).

RECORDED PROGRAMS OR COMMERCIAL TALKS
Regular rates apply. TALENT Rates on application.

REMOTE CONTROL
Station is equipped to broadcast programs originating outside studios. Rates on application.

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

Closing Time
Arrangements for broadcast must be made 15 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.

Personnel
Manager and Chief Engineer—John T. Hopkins, III.
Representatives
New York, Chicago, Detroit, and San Francisco—John Blair & Company.
Southeast—Harry E. Cummings.

W J H P

(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 Building, Jacksonville, Florida.

Transmitter—Reed and Alamo Streets, South Jacksonville, Florida.

Wave—Power—Time
Operating power—250 watts. 227.3 meters; 1320 kilocycles.

Licensed to operate full time on regional channel. Operates on Eastern War Time. Actual operating schedule: Sundays 7:00 a.m. to 1:00 a.m. Week days 6:00 a.m. to 12:30 a.m.

Agency Commission
Agency commission 15%. Cash discount 2%—15th of month following service. Bills rendered 1st of month following service. Bills payable when rendered.

General Advertising
For combination rates see listings of Blue Network Company (Blue Florida Group) and Mutual Broadcasting System.

Table with 5 columns: Time, 6:30 p.m. to 11:00 p.m., 11:00 p.m. to 1:00 a.m., 1:00 a.m. to 5:00 a.m., 5:00 a.m. to 1:00 p.m. Rows include 1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 300 times.

Table with 5 columns: Time, 9:00 a.m. to 6:30 p.m., 6:30 p.m. to 11:25 p.m., 11:25 p.m. to 6:00 p.m., 6:00 p.m. to 5:40 p.m. Rows include 1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 300 times.

Table with 5 columns: Time, 6:00 a.m. to 9:00 a.m., 9:00 a.m. to 11:00 p.m., 1:00 a.m. to 5:00 a.m., 5:00 a.m. to 1:00 p.m. Rows include 1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 300 times.

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.

ELECTRICAL TRANSCRIPTIONS
One minute electrical transcriptions are accepted at the 100 word announcement rate. One half minute electrical transcriptions are accepted at the 50 word announcement rate.

REMOTE CONTROL
Equipped to handle remote broadcasts. Mobile unit available.

SERVICE FACILITIES
The services of the station staff and announcers in rehearsing and presenting programs are available without extra charge.

Contract and Other Requirements
All programs and advertising copy subject to station approval. Maximum length of contract one year.

Personnel
General Manager—H. G. Wells, Jr.
Advertising Manager—Ira McKel, Koger.
Chief Engineer—Reecher Hayford.
Program Director—Jack Rathbun.

Representatives
John H. Perry Associates.

W M B R

(Established 1927)

Rates effective June 1, 1941. (Card No. 4.) Owned and operated by Florida Broadcasting Co. Studio—Atlantic National Bank Building, Jacksonville, Florida, telephone 5-4387.

Transmitter—South Jacksonville, Florida.

Wave—Power—Time
Operating power—250 watts. (100% modulation).

Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: 24 hours daily.

Agency Commission
Agency commission 15% to recognized agencies. No cash discount. No commission on talent, program or production charges.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Florida Group).

Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 5 columns: Time, 6:00 p.m. to 11:00 p.m., 11:00 p.m. to 1:00 a.m., 1:00 a.m. to 5:00 a.m., 5:00 a.m. to 1:00 p.m. Rows include 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times.

Table with 5 columns: Time, 8:00 a.m. to 6:30 p.m., 6:30 p.m. to 11:00 p.m., 11:00 p.m. to 1:00 a.m., 1:00 a.m. to 5:00 a.m., 5:00 a.m. to 1:00 p.m. Rows include 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times.

Table with 5 columns: Time, 11:00 p.m. to 8:00 a.m., 8:00 a.m. to 1:00 p.m., 1:00 p.m. to 5:00 a.m., 5:00 a.m. to 1:00 p.m. Rows include 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times.

Table with 5 columns: Time, 11:00 p.m. to 8:00 a.m., 8:00 a.m. to 1:00 p.m., 1:00 p.m. to 5:00 a.m., 5:00 a.m. to 1:00 p.m. Rows include 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times.

ANNOUNCEMENTS

Table with 5 columns: Time, 6:00 p.m. to 11:00 p.m., 11:00 p.m. to 6:00 p.m., 6:00 p.m. to 5:00 a.m., 5:00 a.m. to 1:00 p.m. Rows include 1 min., 35 words.

Table with 5 columns: Time, 11:00 p.m. to 6:00 p.m., 6:00 p.m. to 5:00 a.m., 5:00 a.m. to 1:00 p.m. Rows include 1 min., 35 words.

SPECIAL FEATURES
Time signals: 35 word rate applies. Copy limit 25 words.

POLITICAL
Copy must be submitted to station not less than 24 hours before broadcasts. No frequency discount.

RECORDED PROGRAMS
Phonograph record programs permitted in day time only.

TALENT
All kinds available. Regular studio orchestra and ensemble can be furnished at moderate prices.

Contract and Other Requirements
Advertising of beer and wine accepted. Station management reserves the right to refuse or discontinue any program or series of programs for reasons satisfactory to itself.

Service of continuity, program, production, publicity and merchandising departments available. No lotteries or fortune telling acts permitted.

Closing Time
For inclusion of programs in publicity, two weeks required. Closing date for talent programs 10 days in advance. For recorded programs, one week.

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

Personnel
President—Frank King.
Treas.—Glen Marshall, Jr.
Program Director—Chas. Stone.
Chief Engineer—H. B. Green.

Representatives
Paul H. Raymer Company.

W P D Q

(Established 1942)

Rates effective September 1, 1942. (Card No. 1.) Owned and operated by Jacksonville Broadcasting Corp.

Business Office and Studio—Gulf Life Bldg., Jacksonville, Fla., telephone 5-6781.

Transmitter—Seven miles west of Jacksonville on Lenox Avenue.

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. Bills rendered and due first of month.

Table with 5 columns: Time, 6:00 p.m. to 11:00 p.m., 11:00 p.m. to 6:00 p.m., 6:00 p.m. to 5:00 a.m., 5:00 a.m. to 1:00 p.m. Rows include 1, 1/2, 1/4 hr., 5 min., 1 minute or 40 word station break.

Table with 5 columns: Time, 11:00 p.m. to 6:00 p.m., 6:00 p.m. to 5:00 a.m., 5:00 a.m. to 1:00 p.m. Rows include 1, 1/2, 1/4 hr., 5 min., 1 minute or 40 word station break.

SPECIAL FEATURES
News—Leased wire service available on the hour. Time signals, sports special, WPDQ Consumer Approval League—rates on request.

POLITICAL TALKS AND PROGRAMS
Rates on request.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs—rates on request. Portable units available.

ELECTRICAL 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.

Contract and Other Requirements
No alcoholic beverage advertising accepted except wine and beer.

All contracts and copy subject to approval of management. Maximum term contract one year. Programs and announcements cannot be combined to earn a lower rate.

All contracts must be completed within one year, otherwise retroactive rates will apply. Contracts cancellable on two weeks' written notice at earned discount.

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 transcription, using 33-1/3 and 78 r.p.m. single head, for vertical and lateral cut recordings. Instantaneous recording equipment available.

Personnel
General Manager—Robert R. Feagin.
Representatives
George P. Hollingsbery Company.

**FLORIDA—Continued**

**LAKELAND**

(Polk County)  
**W L A K**

(Established 1936)

Rates effective September 1, 1941.

Owned and operated by the Lake Region Broadcasting Company.

Business Office and Studio—1412 E. Lime St., Lakeland, Fla., telephone 2127.

Transmitter—Shore Acres, Lakeland, Florida.

Wave—Power—Time

Operating power—250 watts.  
(100% modulation—crystal control.)

223.9 meters; 1340 kilocycles.

Licensed to operate unlimited time.

Operates on Eastern War Time.

Actual operating schedule: Sundays 7:35 a.m. to 12:05 a.m. Week days 6:00 a.m. to 12:05 a.m.

Agency Commission

Agency commission 15% to recognized agencies on station time only. No commission on program or talent unless otherwise agreed. No cash discounts. 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 listing of National Broadcasting Company (Florida Group).

The following rates are for both local and national advertising.

CLASS "A"		CLASS "B"		CLASS "C"	
(6:00 p.m. to 10:30 p.m.)		(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)		(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)	
1 tl.	13 tl.	1 tl.	13 tl.	1 tl.	13 tl.
1 hour.... 75.00	71.25	45.00	43.00	35 word chain	35.00
1/2 hour.... 45.00	42.25	30.00	28.50	break..... 6.00	5.75
1/4 hour.... 30.00	28.25	21.00	19.75	1 minute or 100 words..... 5.00	4.80
10 minutes 20.00	19.00	15.00	14.00		
5 minutes 14.00	13.50	10.00	9.50		

CLASS "B"		CLASS "C"	
(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)		(6:00 p.m. to 10:30 p.m.)	
13 wks.	26 wks.	13 wks.	26 wks.
Three 1/2 hours..... 90.00	85.50	30.00	28.50
Three 1/4 hours..... 60.00	57.00	21.00	19.75
Three 10 minutes..... 40.00	38.00	15.00	14.00
Three 5 minutes..... 28.00	26.60	10.00	9.50

CLASS "A"		CLASS "B"	
(6:00 p.m. to 10:30 p.m.)		(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)	
13 wks.	26 wks.	13 wks.	26 wks.
Five 1/2 hours..... 144.00	129.60	60.00	57.00
Five 1/4 hours..... 96.00	86.40	42.00	39.90
Five 10 minutes..... 64.00	57.60	30.00	28.50
Five 5 minutes..... 44.80	39.32	20.00	19.00

CLASS "A"		CLASS "B"	
(6:00 p.m. to 10:30 p.m.)		(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)	
13 wks.	26 wks.	13 wks.	26 wks.
Five 1/2 hours..... 144.00	129.60	60.00	57.00
Five 1/4 hours..... 96.00	86.40	42.00	39.90
Five 10 minutes..... 64.00	57.60	30.00	28.50
Five 5 minutes..... 44.80	39.32	20.00	19.00

CLASS "A"		CLASS "B"	
(6:00 p.m. to 10:30 p.m.)		(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)	
13 wks.	26 wks.	13 wks.	26 wks.
Five 1/2 hours..... 144.00	129.60	60.00	57.00
Five 1/4 hours..... 96.00	86.40	42.00	39.90
Five 10 minutes..... 64.00	57.60	30.00	28.50
Five 5 minutes..... 44.80	39.32	20.00	19.00

ANNOUNCEMENTS		CLASS "A"		CLASS "B"	
(6:00 p.m. to 10:30 p.m.)		(6:00 p.m. to 10:30 p.m.)		(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)	
1 tl.	13 tl.	1 tl.	13 tl.	1 tl.	13 tl.
35 word chain	35.00	35 word chain	35.00	35 word chain	35.00
break..... 6.00	5.75	break..... 6.00	5.75	break..... 6.00	5.75
1 minute or 100 words..... 5.00	4.80	1 minute or 100 words..... 5.00	4.80	1 minute or 100 words..... 5.00	4.80

CLASS "B"		CLASS "C"	
(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)		(6:00 p.m. to 10:30 p.m.)	
13 wks.	26 wks.	13 wks.	26 wks.
35 word chain	35.00	35 word chain	35.00
break..... 6.00	5.75	break..... 6.00	5.75
1 minute or 100 words..... 5.00	4.80	1 minute or 100 words..... 5.00	4.80

Weather, time signals, etc., consult station management.  
News: Leased wire service available.  
Sports—rates on request.  
Details on request.

**TALENT**  
Rates on application.  
**REMOTE CONTROL**  
Programs broadcast from points outside the studios are subject to special charges.

**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 with both vertical and lateral pick-ups.  
**Personnel**  
General Manager—S. O. Ward.  
Program Director—Quinnell Vann.  
Chief Engineer—Wm. P. Lee.  
**Representatives**  
The Foreman Company.

**MIAMI**  
(Dade County)  
**WIOD**  
(Established 1926)



Rates effective February 10, 1941. (Card No. 10.)  
Owned and operated by Isle of Dreams Broadcasting Corporation.  
Business Office and Main Studio—News Tower, Miami, Florida, telephone 8-8444.  
Transmitter—Biscayne Bay, Miami, Florida.

Wave—Power—Time  
Operating power—5,000 watts.  
(100% modulation.)  
491.8 meters; 610 kilocycles.  
Licensed to operate on cleared regional channel, full time. Operates on Eastern War Time.  
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 5:45 a.m. to 1:00 a.m.

Agency Commission  
Agency commission 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 listing of National Broadcasting Company (Florida Group).

CLASS "A"		CLASS "B"		CLASS "C"	
(6:00 p.m. to 11:00 p.m. week days and after 1:00 p.m. Sundays)		(6:00 p.m. to 10:30 p.m.)		(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)	
1 tl.	13 tl.	1 tl.	13 tl.	1 tl.	13 tl.
1 hour.... 200.00	190.00	120.00	114.00	35 word chain	35.00
1/2 hour.... 120.00	114.00	80.00	76.00	break..... 6.00	5.75
1/4 hour.... 80.00	76.00	40.00	38.00	1 minute or 100 words..... 5.00	4.80
5 minutes 40.00	38.00	20.00	19.00		

**SPOT ANNOUNCEMENTS**  
Announcement schedules not guaranteed longer than 13 days prior to starting date. Announcement copy will be broadcast as submitted, if approved. Maximum announcement limit, one minute.  
Preferred spots:  
(6:00 p.m. to 11:00 p.m. week days and after 1:00 p.m. Sunday) 200 or 1 tl. 13 tl. 26 tl. 52 tl. 104 tl more tl.

CLASS "A"		CLASS "B"		CLASS "C"	
(6:00 p.m. to 11:00 p.m. week days and after 1:00 p.m. Sunday)		(6:00 p.m. to 10:30 p.m.)		(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)	
1 tl.	13 tl.	1 tl.	13 tl.	1 tl.	13 tl.
Per announcement..... 20.00	19.00	12.00	11.40	35 word chain	35.00
Per announcement..... 12.00	11.40	8.00	7.60	break..... 6.00	5.75
Per announcement..... 8.00	7.60	4.00	3.80	1 minute or 100 words..... 5.00	4.80
Per announcement..... 4.00	3.80	2.00	1.90		

**SPECIAL FEATURES**  
Participating programs, week days only. Broadcast time on request. Announcements 25% less than preferred spots.  
**Contract and Other Requirements**  
Advertising of alcoholic beverages not accepted, excepting beer and wine.  
Contracts must be completed within 12 months from starting date to earn frequency discount. No retroactive discounts except on renewals for continuous service without lapse of time.  
Rates are for time only.  
**Personnel**  
General Manager—A. H. Robb.  
Commercial Manager—B. A. Vetter.  
**Representatives**  
George P. Hollingsbery Company.  
Southeast—Harry B. Cummings.  
Pacific Coast—Edward B. Townsend Company.

**First...**

Power **5,000 Watts**

Frequency **610 Kilocycles**

Network **N B C**

Listeners **Hooper**

**MIAMI WIOD**

MIAMI—Continued

WQAM (Established 1921)



Rates effective November 1, 1939. Owned and operated by Miami Broadcasting Company, Inc.

Operating power—1,000 watts. (100% modulation—crystal control.) 535.7 meters; 560 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Eastern War Time. Actual operating schedule: Sunday 7:45 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight

Agency Commission Agency commission 15% to recognized advertising agencies. Commission applies on entire program price. Cash discount 2% of net—10th month proximo. Invoices mailed monthly in advance; statement, monthly following broadcast.

General Advertising For combination rates see listing of Columbia Broadcasting System (Florida Group).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various days and times.

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays)

Participating Announcements On group programs between musical numbers. Position not guaranteed.

SPECIAL FEATURES Rates on request. TALENT Rates on request.

REMOTE CONTROL Service anywhere in Florida. Minimum charge \$5.00. Contract and Other Requirements

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 President and General Manager—F. W. Borton. Representatives John Blair & Company.

MIAMI BEACH

WKAT (Established 1937)

Rates effective July 15, 1942. Owned and operated by A. Frank Katzentline. Business Office and Studio—1759 Bay Road, Miami Beach, Florida.

Wave—Power—Time Operating power—1,000 watts. (100% modulation.) 225.6 meters; 1330 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 6:30 a.m. to 1:00 a.m.

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 listing of Blue Network Company (Blue Florida Group).

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

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.

POLITICAL TALKS Rates on request. SPECIAL FEATURES Special participating programs—rates on request. News—Lensed wire service available. Regular time charge plus 15%.

REMOTE CONTROL Station is equipped to handle remote control programs. Rates on request. SERVICE FACILITIES Estimates submitted on complete merchandising service on request.

Contract and Other Requirements The editorial content of all broadcasts subject to the approval of station management. 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 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 turn-tables for vertical and lateral cut recordings.

Personnel General Manager—John C. McCloy. Commercial Manager—Alex Campbell, Jr. Business Manager—C. A. Wampler. Representatives Paul H. Raymer Company.

OCALA

(Marion County) WTMC (Established 1939)

Owned and operated by the Ocala Broadcasting Co. Business Office and Studio—Ocala, Florida. Transmitter—Anthony Road and Henry St., Ocala, Florida.

Agency Commission 15% to recognized advertising agencies. No commission on talent.

General Advertising For combination rates see listing of National Broadcasting Company (Blue Florida Group).

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

REMOTE CONTROL Station is equipped to handle remote control programs. Rates on request. SERVICE FACILITIES Rates include announcer, continuity service, and program department.

Contract and Other Requirements Advertising accepted for beer and wine only. All copy subject to the approval of the management. Maximum contract one year.

Personnel President—John T. Alsop, Jr. Manager—T. S. Glichrist, Jr. Prog. Dir. & Chief Engineer—Sld Ducote. Representatives John H. Perry Associates.

ORLANDO

(Orange County) WDBO (Established 1924)

Owned and operated by Orlando Broadcasting Co., Incorporated. Business Office and (Main) Studio—Fort Gatlin Hotel, 563 N. Orange Ave., Orlando, Florida. Transmitter—Dubsred Country Club, Orange County, Florida.

Agency Commission Agency commission 15% allowed to recognized agencies on net station time charges. No commission on program cost or production charges. No cash discount. Invoices mailed 1st of month for service rendered during preceding month. Payable on the 15th.

General Advertising For combination rates see listing of Columbia Broadcasting System (Florida Group).

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

(All other hours) 1 hour... 05.00 01.75 03.50 05.25 02.00 04.75 45.50 1/2 hour... 40.00 38.00 36.00 34.00 32.00 30.00 28.00 1/4 hour... 25.00 23.75 22.50 21.25 20.00 18.75 17.50 5 minutes 12.50 11.87 11.25 10.62 10.00 9.38 8.75

FLORIDA—Continued

ORLANDO—Continued

W D B O—Continued

ANNOUNCEMENTS
(6:00 p.m. to 10:30 p.m. week days and all day Sunday)
1 13 26 52 100 150 800
tl. tl. tl. tl. tl. tl.

1 minute electrical transcription or 100 words 10.00 9.50 9.00 8.50 8.00 7.50 7.00
1/2 minute electrical transcription or 50 words 7.50 7.13 6.75 6.38 6.00 5.63 5.25

Thirty word chain breaks, where available (guaranteed position), one minute electrical transcription or 100 word rate applies.
(Before 6:00 p.m. and after 10:31 p.m.)
1 minute electrical transcription or 100 words 7.00 6.65 6.30 5.95 5.60 5.25 4.90

1/2 minute electrical transcription or 50 words 5.25 4.99 4.72 4.46 4.20 3.94 3.68
Thirty word chain breaks, where available (guaranteed position), one minute electrical transcription or 100 word rate applies.

BULK RATES
The following bulk rates are applicable to broadcasts of special events using time in excess of one hour:
1 hour up to 1-1/4 hours—the hour rate.

Participating programs broadcast daily except Sunday. Regular time rates apply. Non-competitive products or services.
Periods limited to five announcements for each 15 minute program interspersed with music.

News Broadcasts (as available): Five or ten minute periods; minimum contract three months, at regular rates plus service charge of 2.00 and 3.00, respectively, per broadcast.
Weather reports, time signals, horticultural forecasts, temperature bulletins, market quotations, etc., as available. Rates on request.

TALENT

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 advertisers. 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.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine. Rates quoted are for station time only. No contracts accepted for a longer period than one year. All programs and advertising copy subject to approval of station.

Closing Time
For inclusion of programs in publicity, 15 days are required; for programs utilizing talent, 10 days; transcripts and talks, 5 days; announcements, 3 days.

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
President—Col. Geo. C. Johnston.
Program Director—W. G. McBride.
Chief Engineer—James E. Yarbrough.

Representatives
Paul H. Raymer Company.

WLOF

(Established 1940)

Rates effective July 1, 1942. (Card No. 7.)
Owned and operated by Hazelwood, Inc.
Business Office and Studio—Anselbilt Hotel, Orlando, Florida.

Transmitter—W. Central Avenue, Orlando, Florida.
Wave—Power—Time
Operating power—250 watts.
243.0 meters; 1230 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.

CLASS "A"

Table with 7 columns: 1, 1/2, 1/4, 10, 5, #1. Rows for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 260 times, 312 or more times.

CLASS "B"

Table with 7 columns: 1, 1/2, 1/4, 10, 5, #1. Rows for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 260 times, 312 or more times.

CLASS "C"

Table with 7 columns: 1, 1/2, 1/4, 10, 5, #1. Rows for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 260 times, 312 or more times.

RUN OF SCHEDULE

When an advertiser uses run-of-schedule programs to fill open time (of five minutes or more) not required for regularly scheduled or sponsored programs and allow station to change time of broadcast to the nearest available period on any day, 20% discount will be allowed from program time rates.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Not confined to certain hours.

POLITICAL RATES

One time rate applies. Payable in advance.

REMOTE CONTROL

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

TALENT

Rates on request.
SERVICE FACILITIES
Rates include services of production departments. Complete radio features produced and planned; program ideas furnished.

Contract and Other Requirements
All contracts, programs and advertising subject to approval of station and to all limitations and acts now or hereafter to be passed or adopted by the Congress of the United States, the Federal Communications Commission, Federal Trade Commission, state legislature, the courts, or other duly authorized authorities.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy, transcripts and talks close 36 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 and lateral cut recordings.

Personnel
General Manager—Edward J. Lord.
Representatives
Burn-Smith Company, Incorporated.
Atlanta—B. Frank Cook.

PALM BEACH-LAKE WORTH

(Palm Beach County)

W W P G

(Established 1941)

Rate card dated December 1, 1941.
Owned and operated by Lako Worth Broadcasting Corporation.
Business Office and Studio—South Ocean Blvd., Palm Beach, Fla.
Transmitter—South Ocean Blvd., Palm Beach, Fla.

Wave—Power—Time

Operating power—250 watts. 223.0 meters; 1340 kilocycles. Licensed to operate full time on local channel. Operates on Eastern War Time.

Agency Commission
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered first of month following service; due 10th of month following service.

General Advertising
For combination rates see listings of Mutual Broadcasting System and Blue Network Company (Blue Florida Group).

CLASS "A"

Table with 7 columns: 1, 13, 26, 39, 52, 100, 200. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CLASS "B"

Table with 7 columns: 1, 13, 26, 39, 52, 100, 200. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

SPECIAL WEEKLY RATES

CLASS "A"

Table with 7 columns: 1, 13, 26, 39, 52, 100, 200. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

Per week: Three times: 13 wks. 26 wks. 39 wks. 52 wks.
1/2 hour..... 108.99 102.60 98.00 85.50
1/4 hour..... 72.75 68.40 64.05 59.85
5 minutes..... 36.00 34.20 31.95 30.15

CLASS "B"

Table with 7 columns: 1, 13, 26, 39, 52, 100, 200. Rows for 1/2 hour, 1/4 hour, 5 minutes.

CLASS "A"

Table with 7 columns: 1, 13, 26, 39, 52, 100, 200. Rows for 1/2 hour, 1/4 hour, 5 minutes.

CLASS "B"

Table with 7 columns: 1, 13, 26, 39, 52, 100, 200. Rows for 1/2 hour, 1/4 hour, 5 minutes.

ANNOUNCEMENTS

Table with 7 columns: 1, 13, 26, 39, 52, 100, 200. Rows for 100 words or transcription, 5 minutes.

SPECIAL FEATURES

Participations of 100 words or transcription 5.00 4.70 4.40 4.10 3.80 3.50 3.20

Rates for time signals and 10 word station breaks on request.

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.

POLITICAL

Payable in advance. Talks or speeches must be submitted for station approval 24 hours in advance.

SERVICE FACILITIES

Merchandising service available. Complete information on request.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by two week written notice accompanied by certified check at short rate to date of last program. Contracts are not assignable nor are any periods sold in bulk for resale. Contracts and programs are subject to station approval and government regulations.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy, transcripts and talks close 24 hours in advance. Talent 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 turn-tables for vertical and lateral cut recordings.

Personnel
President—Charles E. Davis.
Manager—Fred H. Ford.
Representatives
Burn-Smith Company, Incorporated.



**PANAMA CITY**

(Bay County)

**WDLP**

(Established 1940)

Rates effective March 21, 1940. (Card No. 1.)  
Owned and operated by Panama City Broadcasting Company, Incorporated.  
Business Office and Studios—Panama City, Florida.  
Transmitter—First and Mercer, Panama City, Fla.

Wave—Power—Time  
Operating power—250 watts days; 100 watts nights.  
243.9 meters; 1230 kilocycles.  
Operates on Central War Time.

Agency Commission  
Agency commission 15% to recognized advertising agencies on net charges for station time. Cash discount 2%—10 days from date of invoice.

General Advertising

1 hour.....	27.00	18 tt.	26 tt.	52 tt.	104 tt.
1/2 hour.....	16.00	25.65	24.30	22.95	21.60
1/4 hour.....	10.00	15.20	14.40	13.80	12.80
5 minutes.....	5.00	9.50	9.00	8.50	8.00
1 minute announcements.....	3.00	4.75	4.50	4.25	4.00

2.85 2.70 2.55 2.40  
**TALENT**

Rates on request.

**REMOTE CONTROL**

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

**SERVICE FACILITIES**

Services of station's Program Department and staff announcers in arranging and presenting programs are offered without additional charges.

Contract and Other Requirements  
Rates quoted cover station time only; cost of talent is additional. All programs are subject to station approval, federal and state laws under which station is licensed.

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  
General Manager—Virgil G. Evans.  
Commercial Manager—Jack Petrie.

Representatives  
John H. Perry Associates.

**PENSACOLA**

(Escambia County)

**WCOA**

(Established 1926)



Rates effective January 1, 1942.  
Owned and operated by Pensacola Broadcasting Co.  
Studio—San Carlos Hotel, Pensacola, Florida.  
Transmitter—Pensacola Bay, Pensacola, Florida.

Wave—Power—Time  
Operating power—1,000 watts days; 500 watts nights.  
1100% modulation.  
219.0 meters; 1370 kilocycles.  
Operates on cleared regional channel.  
Licensed to operate unlimited time.  
Operates on Central War Time.

Agency Commission  
Agency commission 15% 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.

General Advertising  
For combination rates see listing of Blue Network Company (Individual Supplementaries). Fees charged by owners of music copyrights are not included in rates.

The following rates are for national advertising. For local advertising rates, consult station management.

(6:00 p.m. to 11:00 p.m.)					
1 hr.	3 hr.	26 tt.	52 tt.	104 tt.	156 tt.
1/2 hour.....	50.00	40.00	35.00	30.00	25.00 20.00
1/4 hour.....	30.00	25.30	22.50	20.00	17.50 15.00
5 minutes.....	15.00	12.50	10.75	9.50	9.00 8.50
(6:00 a.m. to 6:00 p.m.)					
1/2 hour.....	30.00	27.50	25.00	22.50	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 minute	3.00	7.00	6.75	6.50	6.25 6.00
(6:00 a.m. to 6:00 p.m.)					
1 minute	6.00	5.00	4.75	4.50	4.25 4.00

**SPECIAL FEATURES FOR SPONSORSHIP**  
Rates and details on request.

**TALENT**

Rates on application.

**REMOTE CONTROL**

Rates for remote control on application.  
Contract and Other Requirements  
Talent is extra. Services of announcer are included without extra charge.

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 of broadcast.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables.

Personnel  
President—J. H. Perry.  
Manager—I. F. Welch.  
Commercial Manager—Lynn Barnett.

Representatives  
John H. Perry Associates.

**ST. AUGUSTINE**

(St. Johns County)

**WFOY**

(Established 1936)



Rate card dated June 1, 1940. (Card No. 3.)  
Owned and operated by Fountain of Youth Broadcasting Company.

Business Office and Studio—Fountain of Youth Gardens, St. Augustine, Florida, telephone 1400.  
Transmitter—Fountain of Youth Park, St. Augustine, Florida.

Wave—Power—Time  
Operating power—250 watts.  
241.9 meters; 1240 kilocycles.

Operates on Eastern War Time.  
Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission  
Agency commission 15% to recognized advertising agencies. Cash discount —.

General Advertising  
For combination rates see listing of Columbia Broadcasting System (Florida Group).  
Rates include charges by owners of music copyrights. The following rates are for both local and national advertising.

(6:00 p.m. to 12:00 midnight)	
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
(6:30 a.m. to 6:00 p.m.)	
1 hour.....	25.00
1/2 hour.....	15.00
1/4 hour.....	10.00
5 minutes.....	5.00

100 word announcement.....	5.00
50 word announcement.....	4.00

**DISCOUNTS**

Less than 13 times.....	Net
13 to 25 times.....	5%
26 to 51 times.....	10%
52 to 99 times.....	15%
100 to 149 times.....	20%
150 or more times.....	25%

**SPECIAL FEATURES**

News broadcasts:	Per month
8:00 a.m. to 8:15 a.m.....	110.00
8:55 a.m. to 9:00 a.m.....	90.00
12:30 p.m. to 12:40 p.m.....	110.00
3:35 p.m. to 3:45 p.m.....	90.00
6:00 p.m. to 6:07 p.m.....	110.00
7:15 p.m. to 7:30 p.m.....	150.00
10:30 p.m. to 10:45 p.m.....	135.00

**Discounts**

6 months.....	10%
12 months.....	20%

Time Signals—Rates and details on request.  
**RECORDED PROGRAMS**  
Transcription library services available—rates and details on request.

**REMOTE CONTROL**

Station is equipped to broadcast programs originating outside studios. Rates on request.  
**Contract and Other Requirements**  
Advertising of alcoholic beverages not accepted, except beer and wine.

**Closing Time**  
Arrangements for broadcast must be made 15 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.

**Personnel**  
President—Glenn Marshall, Jr.  
Gen'l & Sales Mgr.—J. Allen Brown.  
Chief Engineer—Pat Bernhard.  
**Representatives**  
Paul H. Raymer Company.

Your story told  
on the page with  
your listing in  
Radio Advertising  
Rates and Data  
attracts the  
attention of men  
who make time  
buying decisions  
on radio lists.

GEORGIA—Continued

GEORGIA MAJOR MARKET TRIO

Address communications in care of Station WGST, Ainsley Hotel, Atlanta, Georgia.

Comprised of: WGST—Atlanta, Georgia; WMAZ—Macon, Georgia; WTOG—Savannah, Georgia.

Rates effective March 1, 1939. (Card No. 1.)

Wave—Power—Time See individual listings.

Agency Commission

Agency commission 15% on net charges for station facilities to recognized advertising agencies. No commission on program costs, production charges or talent. No cash discount. Bills due and payable on the 10th of the month following broadcast.

General Advertising

Rates include charges by owners of music copyrights. 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.

Table with columns for time slots (6:00 p.m. to 12:00 midnight) and rates for 1, 13, 26, 52, 100, 156, and 260 times.

Table with columns for time slots (8:00 a.m. to 6:00 p.m.) and rates for 1, 13, 26, 52, 100, 156, and 260 times.

Table with columns for time slots (Before 8:00 a.m.) and rates for 1 hr, 1/2 hr, and 1/4 hr for 1, 13, 26, 52, 100, 156, and 260 times.

ADDITIONAL DISCOUNTS

Five or more times per week 5% additional discount. This discount does not apply to Class "C" rates.

ANNOUNCEMENTS

Table with columns for time slots (6:00 p.m. to 10:30 p.m.) and rates for 100 wds, 50 wds, and 25 wds for 1, 13, 26, 52, 100, 300, and 1000 times.

Table with columns for time slots (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight) and rates for 1, 13, 26, 52, 100, 300, and 1000 times.

Line Charges

Rates shown do not include line charges. Lines retained on a multiple hour basis. Complete information on request.

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 contractual periods.

Representatives

The Katz Agency.

ALBANY

(Dougherty County)

WALB

(Established 1941)



Rates effective June 1, 1942. (Card No. 2.)

Owned and operated by The Herald Publishing Co. Business Office and Studio—Three miles north of city, Albany, Ga., telephone 1590. Transmitter—Three miles north of city, Albany, Ga.

Wave—Power—Time

Operating power—1,000 watts. 188.7 meters; 1590 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Operating schedule: Sundays 8:00 a.m. to 10:15 p.m.; week days 7:55 a.m. to 10:15 p.m.

Agency Commission

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 listing of Mutual Broadcasting System. The following rates are for national advertising.

CLASS "A" (6:30 p.m. to 10:15 p.m. week days; 3:00 p.m. to 10:00 p.m. Sundays)

Table with columns for time slots and rates for 1, 1/2, and 1/4 hour, 5 minutes, and 1 minute or less.

CLASS "B" (All other time)

Table with columns for time slots and rates for 1, 1/2, and 1/4 hour, 5 minutes, and 1 minute or less.

DISCOUNTS

Table with columns for number of times and net discount percentages for 1, 13, 26, 52, 104, and 300 or more times.

POLITICAL RATES

One time Class "A" rate applies. Payable in advance.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Not confined to certain hours.

REMOTE CONTROL

All installations, wire, service and mechanical charges to be paid by client and are net.

SERVICE FACILITIES

Complete merchandising facilities available at cost. Production department plans and produces complete radio features and program ideas, produces programs planned by clients or agencies, or serves in an advisory capacity when desired.

Contract and Other Requirements

All contracts, programs and advertising subject to approval of the station and to all limitations, requirements, regulations 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's time and will allot other time to compensate, or allow pro rata reduction of charge if it cannot allow other time or extension of 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. turn-tables for vertical and lateral cut recordings.

Personnel

General Manager—Roger Van Duzer.

Representatives

Burn-Smith Company, Incorporated. Atlanta—B. Frank Cook.

WGPC

(Established 1934)



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, Georgia. Transmitter—Gullionville Road, 2 miles from studios.

Wave—Power—Time

Operating power—250 watts. (100% modulation.) 206.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual 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

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 listings of Columbia Broadcasting System (Southcentral Group) and Georgia Broadcasting System.

(After 6:00 p.m.)

Table with columns for time slots and rates for 1, 1/2, and 1/4 hour, 10 minutes, and 5 minutes for 1, 13, 26, 52, 100, 200, and 300 times.

(Before 6:00 p.m.)

Table with columns for time slots and rates for 1, 1/2, and 1/4 hour, 10 minutes, and 5 minutes for 1, 13, 26, 52, 100, 200, and 300 times.

ANNOUNCEMENTS

Table with columns for time slots and rates for 1, 13, 26, 52, 100, and 200 times for one minute electrical transcription and 100 words.

Table with columns for time slots and rates for 75 words, 35 words station break, and one minute electrical transcription (Before 6:00 p.m.).

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 RATES

Per hour, flat 60.00 Cash in advance for time reservation.

ELECTRICAL TRANSCRIPTIONS

Complete transcription library is available for program presentation, without additional charge.

TALENT

Rates on application. Additional charges to cover cost of lines, engineering and announcing services for programs originating outside of studios.

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

Advertising of alcoholic beverages not accepted, excepting beer and wine. Maximum contract term one year. All contracted time must be used within period of one year. All programs and continuity subject to approval of station management in accord with FCC regulations. Rates are for station time only; talent is 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. turn-tables for vertical and lateral recordings.

Personnel

Executive Manager—J. W. Woodruff, Jr. Station Manager—Henry East.

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 Studio—Tobbin Mill Road, Athens, Georgia, telephone 1741. Transmitter—Bobbin Mill Road, Athens, Georgia.

Wave—Power—Time

Operating power—250 watts. 223.9 meters; 1340 kilocycles. Operates on Eastern War Time. Actual operating schedule: 7:00 a.m. to 12:00 midnight

Agency Commission

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 billings date.

General Advertising

Fees charged by owners of music copyrights are not included in rates.

Table with columns for time slots and rates for 1, 1/2, and 1/4 hour, and 5 minutes for 1, 13, 26, 52, 100, 200, and 300 times.

ANNOUNCEMENTS

Table with columns for time slots and rates for 1, 13, 26, 52, 100, and 200 times for one minute electrical transcription and 100 words.

POLITICAL RATES

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.

ELECTRICAL 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.

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.

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 33-1/3 or 78 r.p.m. double turn-tables.

Personnel

Station Mgr. & Chief Engineer—Melvin C. Gorman. Program Director—Bill Evans.

**ATLANTA**

(Fulton and De Kalb Counties)

**WAGA**

(Established 1937)



Rates effective July 1, 1941. (Card No. 3.)  
Owned and operated by Liberty Broadcasting Corp.  
Business Office and Studios—Western Union Bldg.,  
Atlanta, Georgia, Main 5101.  
Transmitter—East Atlanta, Georgia.

Wave—Power—Time  
Operating power—5,000 watts.  
508.2 meters; 590 kilocycles.  
Licensed to operate on full time on regional cleared  
channel. Operates on Eastern War Time.

Agency Commission  
Commission of 15% on time charges to recognized  
agencies. No cash discount. Bills due and payable  
10th of month following service.

General Advertising  
For combination rates see listing of Blue Network  
Company (Blue Southcentral Group).  
Rates include charges by owners of music copyrights.

(6:00 p.m. to 11:00 p.m.)	
1 hr.	1/2 hr.
1 time.....	170.00
13 times.....	161.50
26 times.....	153.00
52 times.....	144.50
100 times.....	136.00
156 times.....	127.50
260 times.....	119.00
(9:30 a.m. to 9:30 a.m., 10:00 a.m. to 6:00 p.m. and 11:00 p.m. to sign-off)	
1 time.....	85.00
13 times.....	80.75
26 times.....	76.50
52 times.....	72.25
100 times.....	68.00
156 times.....	63.75
260 times.....	59.50

**ANNOUNCEMENTS**

(6:00 p.m. to 11:00 p.m.)						
1	13	26	52	100	156	260
tl.	tl.	tl.	tl.	tl.	tl.	tl.
100 words.....	20.00	19.00	18.00	17.00	16.00	15.00
50 words or less.....	10.00	9.50	9.00	8.50	8.00	7.50
100 words.....	12.00	11.40	10.80	10.20	9.60	9.00
50 words.....	8.00	7.60	7.20	6.80	6.40	6.00
25 words.....	5.00	4.75	4.50	4.25	4.00	3.75

**SPECIAL FEATURES**

The Morning Watch—6:00 a.m. to 8:00 a.m.  
Your Radio Neighbor—11:00 a.m. to 11:30 a.m.  
100 word announcement or 1 minute transcription:  
Per week..... 1 wk..... 13 wks..... 26 wks..... 52 wks.....  
1 day..... 12.00 11.40 10.80 10.20  
3 days..... 36.00 32.40 30.60 27.00  
6 days..... 72.00 61.20 54.00 50.40  
News, time, weather and temperature reports. Rates on request.

**RECORDED PROGRAMS**

Transcription library services available—rates on request.

**TALENT**

Station can supply professional talent—rates on request.

**REMOTE CONTROL**

Additional charge for programs originating outside studios to cover costs of line, engineering charges, etc.

**SERVICE FACILITIES**

Time charge includes services of complete program department, securing of talent, building or arranging programs, continuity department and announcers, 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 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 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

**Personnel**

General Manager—Charles A. Smithgall, Jr.  
Commercial Manager—Maurice C. Coleman.  
Representatives  
John Blair & Company.

**WATL**

(Established 1931)



Owned and operated by Atlanta Broadcasting Co.  
Business Office and Studio—Henry Grady Building,  
Atlanta, Georgia, Walnut 4377.  
Transmitter—Henry Grady Bldg., Atlanta, Georgia.

Wave—Power—Time  
Operating power—250 watts.  
(100% modulation—crystal control.)  
214.3 meters; 1400 kilocycles.  
Licensed to operate full time.  
Operates on Eastern War Time.  
Actual operating schedule: Sunday 12:01 a.m. to 12:00 midnight (24 hours). Week days 6:00 a.m. to 1:00 a.m.

**Agency Commission**

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 listing of Mutual Broadcasting System.  
Also sold in combination—see listing of the Georgia Broadcasting System.

Rates include charges by owners of music copyrights. The following rates are for national advertising.  
(6:00 p.m. to 12:00 midnight week days and all day Sunday)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	156 tl.
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.....	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
(8:00 a.m. to 8:00 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	38.40	36.00
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

**ADDITIONAL DISCOUNT**  
Five or more times weekly, additional discount 15%  
**SPEECHES AND TALKS**  
Open rate plus 25%.

**ANNOUNCEMENTS**

(6:00 p.m. to 12:00 p.m. week days and all day Sunday)						
1	13	26	52	100	300	1000
tl.	tl.	tl.	tl.	tl.	tl.	tl.
100 words.....	18.00	17.10	16.20	15.30	14.40	13.50
50 words.....	12.00	11.40	10.80	10.20	9.60	9.00
25 words.....	8.00	7.60	7.20	6.80	6.40	6.00

	6:00 a.m. to 7:00 a.m. and 9:00 a.m. to 6:00 p.m. week days		7:00 a.m. to 9:00 a.m. min-imum contract four weeks, add 20% to the 100 word rate.	
	1	13	26	52
100 words	9.00	8.55	8.10	7.65
50 words	6.00	5.70	5.40	5.10
25 words	4.00	3.80	3.60	3.40

**SPECIAL FEATURES**

News, time, weather and temperature reports—rates on request.  
Good Morning Man: 7:00 a.m. to 9:00 a.m., minimum contract four weeks, add 20% to the 100 word rate.

**RECORDED PROGRAMS**

Regular time charges apply. Not restricted to certain hours.  
Transcription library services available—details on request.

**TALENT**

Rates on application.  
**REMOTE CONTROL**  
Remote control charges are extra. Rebroadcasts can be arranged. Full equipment to handle rebroadcasts.

**SERVICE FACILITIES**

Services of the program department in arranging and presenting programs are included in the station time charges, also service of one announcer.

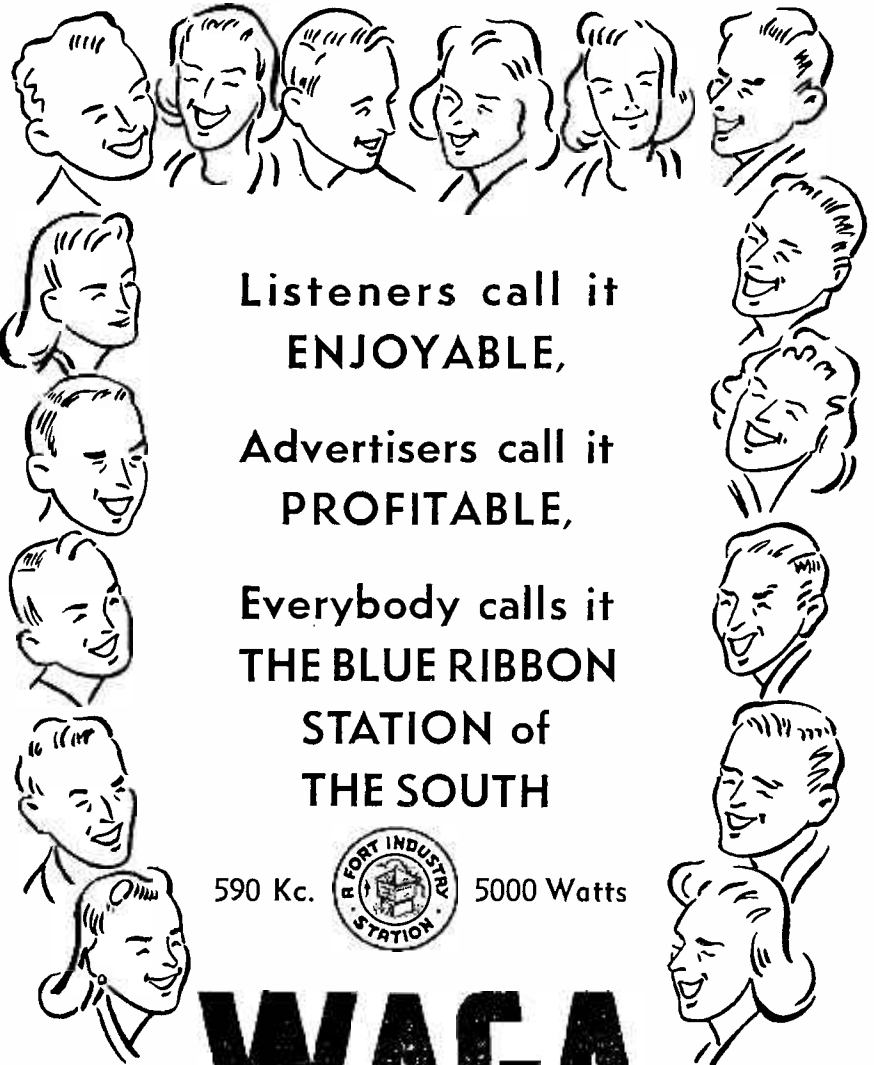
**Contract and Other Requirements**

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 broadcast.

(This listing continued on next page)



Listeners call it  
**ENJOYABLE,**  
Advertisers call it  
**PROFITABLE,**  
Everybody calls it  
**THE BLUE RIBBON  
STATION of  
THE SOUTH**

590 Kc.



5000 Watts

**WAGA**  
ATLANTA, GEORGIA

GEORGIA—Continued

ATLANTA—Continued  
W A T L—Continued

Mechanical 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.

Personnel  
Station Manager—James A. Davenport.  
Commercial Manager—G. C. Jones, Jr.  
Program Director—Dan Hornsby.  
Chief Engineer—Bob Minton.

Representatives  
Spot Sales, Inc.

W G S T  
(Established 1929)

Rates effective March 1, 1939. (Card No. 7.)  
Owned by Georgia School of Technology and operated by Southern Broadcasting Stations, Inc. Business Office and Studio—Ansley Hotel, Atlanta, Georgia, 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 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  
Agency commission 15% to recognized advertising agencies. No cash discount. Bills due and payable on the 10th of the month following broadcast. Charges for facilities are payable immediately after each broadcast.

General Advertising  
For combination rates see listing of Columbia Broadcasting System (Southeastern Group).  
Also sold in combination—see listing of The Georgia Major Market Trio.  
Combination of period broadcasts and announcements not allowed to earn larger discounts.

CLASS "A"  
(6:00 p.m. to 10:30 p.m.)

Table with 5 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min., and 1 time. Rows list rates for 13, 26, 52, 100, 156, and 260 times.

CLASS "B"  
(6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with 5 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min., and 1 time. Rows list rates for 13, 26, 52, 100, 156, and 260 times.

ADDITIONAL DISCOUNT  
Five or more times per week 5% additional discount.

ANNOUNCEMENTS

Table with 6 columns: 1, 13, 26, 52, 100, 800, 1000. Rows list rates for 100 words, 50 words, and less.

TALKS AND SPEECHES

One time rate applies. No contract. Cash in advance.

SPECIAL FEATURES

Time, weather reports, etc.—rates on application.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts. Charges are extra.

SERVICE FACILITIES

Services of the program department in arranging and presenting the programs are included in the station time charges.

Contract and Other Requirements  
Maximum contract term is one year.  
Rates include services of one announcer

Closing Time  
Closing dates 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 33-1/3 and 78 r.p.m. double turn-tables.

Personnel  
Executive Director—C. H. Calhoun  
National Sales Manager—Frank Galthier.

Representatives  
The Katz Agency, Inc.

W S B  
(Established 1922)



Rates effective August 1, 1940. (Card No. 6.)  
Owned and operated by Atlanta Journal.  
Business Office and Studio—Atlanta Biltmore Hotel, Atlanta, Georgia.  
Transmitter—near Tucker, Georgia.

Wave—Power—Time  
Operating power—50,000 watts.  
(100% modulation—crystal control.)  
400.0 meters; 750 kilocycles.  
Licensed to operate on clear channel full time. Operates on Eastern War Time.

Actual operating schedule: 5:30 a.m. to 2:00 a.m.  
Agency Commission  
Commission of 15% on time charges to recognized agencies. No cash discount. Bills due and payable when rendered.

General Advertising  
For combination rates see listing of National Broadcasting Company (Southeastern Group).

Table with 5 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min., and 1 min. Rows list rates for 1, 26, 52, 130, 156, 260, 468, and 624 times.

more 180.00 168.00 98.00 63.00 36.75 33.25 28.00

Table with 5 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min., and 1 min. Rows list rates for 1, 26, 52, 65, 130, 156, 260, 312, 468, and 624 times.

more 168.00 108.00 58.80 37.80 22.05 19.25 16.80

Table with 5 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min., and 1 time. Rows list rates for 26, 52, 65, 130, 156, 260, 312, and 468 times.

more 100.80 60.50 35.30 22.70 13.25 11.55 10.10

DISCOUNTS  
Discounts allowed retroactively on the number of broadcasts given within a year.

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  
News, weather forecasts, time signal service, temperature reports, market quotations, 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.

Contract and Other Requirements  
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.

Time charge includes services of complete program department, securing of talent, building or arranging programs, continuity department, announcers, and sound effects library. 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 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel  
General Manager—J. Leonard Reinsch.  
Advertising Manager—John M. Outler, Jr.

Representatives  
Edward Petry & Company, Inc.

AUGUSTA  
(Richmond County)

W G A C  
(Established 1940)

Rates received November 18, 1940.  
Owned and operated by the Twin States Broadcasting Company.

Business Office and Studio—Augusta, Georgia.  
Transmitter—One-half mile east of Augusta, Georgia.

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.  
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 recognized advertising agencies on station time only. Cash discount none.

General Advertising  
For combination rates see listing of Blue Network Company (Blue Southeastern Group).  
The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with 5 columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes, and 100 words or less. Rows list rates for 1, 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000, 1500, 2000, 3000, 4000, 5000, 6000, 7000, 8000, 9000, 10000, 15000, 20000, 30000, 40000, 50000, 60000, 70000, 80000, 90000, 100000, 150000, 200000, 300000, 400000, 500000, 600000, 700000, 800000, 900000, 1000000.

Announcements limited to 35 words between network commercial programs.

ELECTRICAL TRANSCRIPTIONS  
Regular advertising 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 not accepted, excepting beer and light wine accounts. Contracts subject to cancellation by written notice accompanied by certified check at short rate to date of last program.

Closing Time  
Contracts close two weeks in advance of first broadcast. 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 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel  
Station Manager—J. B. Fuqua.  
Sales Manager—Hub Jackson.

Representatives  
Headley-Reed Company.

WRDW  
(Established 1930)

Rates effective July 1, 1939.  
Owned and operated by Augusta Broadcasting Co. Business Office and Studio—10th and Broad Streets, Augusta, Georgia, telephone 2-8805.  
Transmitter—North Augusta, South Carolina.

Wave—Power—Time  
Operating power—5,000 watts.  
202.7 meters; 1480 kilocycles.

Licensed to operate full time on cleared 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 midnight.

Agency Commission  
Agency commission 15% to recognized agencies. No cash discount. Bills rendered 1st of each month, payable within 10 days.

General Advertising  
For combination rates see listing of Columbia Broadcasting System (Southeastern Group).  
The following rates are for national advertising. For local advertising, rates on station management.

Table with 5 columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes, and 100 words or less. Rows list rates for 1, 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000, 1500, 2000, 3000, 4000, 5000, 6000, 7000, 8000, 9000, 10000, 15000, 20000, 30000, 40000, 50000, 60000, 70000, 80000, 90000, 100000.

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

Table with 5 columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes, and 100 words or less. Rows list rates for 1, 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000, 1500, 2000, 3000, 4000, 5000, 6000, 7000, 8000, 9000, 10000.

Announcements (7:00 a.m. to 6:00 p.m.)

Table with 5 columns: 1 hr., 1/2 hr., 1/4 hr., 5 minutes, and 100 words or less. Rows list rates for 1, 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000, 1500, 2000, 3000, 4000, 5000, 6000, 7000, 8000, 9000, 10000.

Quantity discount quoted on more than 300 announcements. Rates based on number of words, times per day and hours desired. Station reserves right to limit number of announcements on any one day.

POLITICAL TALKS 25%  
SPECIAL FEATURES  
News broadcasts, weather and temperature reports, time signals, etc.—rates on request.

RELIGIOUS BROADCASTS  
25% discount  
ELECTRICAL TRANSCRIPTIONS  
One minute electrical transcriptions are accepted at rate of 100 word announcements. Station's transcription library available at no extra charge.

Transcription library services available—rates and details on request.  
(This listing continued on next page)



GEORGIA—Continued

DALTON—Continued

W B L J—Continued

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), and 5 columns of rates (11, 13, 26, 100, 200).

ANNOUNCEMENTS

Table with 6 columns: Words (100, 50, 25), and 5 columns of rates (6.00, 5.00, 4.00, 3.00, 2.00).

SPECIAL FEATURES

News, time signal service, weather forecasts, etc.—rates on request.

POLITICAL PROGRAMS

Rates on request.

ELECTRICAL TRANSCRIPTIONS

General advertising rates apply. One minute transcription accepted at 100 word announcement rate.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs.

Contract and Other Requirements

Contracts subject to approval and government regulations. Advertising of alcoholic beverages not accepted.

Closing Time

Contracts close one week in advance of first broadcast.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription.

Personnel

President—H. C. Kenemer. Vice-President—T. W. Kenemer.

Representatives

Cox & Tanz.

GAINESVILLE

(Hall County)

W G G A

(Established 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 7:00 a.m. to 10:00 p.m.

Week days 6:30 a.m. to 10:00 p.m.

Agency Commission. Agency commission 15% to recognized agencies.

No cash discount. Bills rendered first of month and are due tenth of month following service.

General Advertising. The following rates are for national advertising.

Rates include charges by owners of music copyrights.

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), and 5 columns of rates (50.00, 30.00, 20.00, 10.00, 5.00).

ANNOUNCEMENTS

Table with 6 columns: Words (100, 50, 25), and 5 columns of rates (4.00, 3.00, 2.00, 1.50, 1.20).

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Transcription library service available.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs.

SERVICE FACILITIES

Services of the program department in arranging and presenting programs are included in the station time charge.

Contract and Other Requirements. Advertising of alcoholic beverages not accepted.

Closing Time. Contracts close two weeks in advance of first broadcast.

Mechanical Program Equipment. Equipped to handle programs by electrical transcription.

Personnel. Manager—L. H. Christian.

GRIFFIN

(Spalding County)

W K E U

(Established 1934)

Rates received February 21, 1938.

Owned and operated by A. W. Marshall, Jr. Business Office and Studio—Griffin Hotel, Griffin, Georgia.

Transmitter—Griffin Hotel, Griffin, Georgia.

Wave—Power—Time. Operating power—100 watts.

206.9 meters; 1450 kilocycles. Licensed to operate to local sunset.

Operates on Eastern War Time.

Agency Commission. Agency commission 15% to recognized advertising agencies.

General Advertising. The following rates are for national advertising.

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 100 word, 50 word, 25 word), and 5 columns of rates (30.00, 18.00, 10.00, 4.00, 3.00, 2.00).

DISCOUNTS

Contract must be completed within 13 weeks from its date to secure the following discounts:

Table with 2 columns: Discount type (13 to 25 times, 26 to 38 times, etc.) and Rate (5%, 10%, 15%, 20%, 25%).

TALKS

Political talks—rates on application.

TALENT

Rates on application. Charges payable in advance.

REMOTE CONTROL

Any necessary arrangements can be made for remote control broadcasts.

Contract and Other Requirements. Continuity and announcer for all programs furnished at no extra cost.

Closing Time. Talent programs, talks and recorded programs close two weeks in advance of broadcast.

Mechanical Program Equipment. Equipped to handle programs by electrical transcription.

Personnel. Manager—A. W. Marshall Jr.

Representatives. Sears & Ayer, Inc.

LAGRANGE

(Troup County)

W L A G

(Established 1941)

Rates effective November 15, 1942. (Card No. 11.)

Owned and operated by LaGrange Broadcasting Co. Business Office and Studio—LaGrange News Bldg., LaGrange, Georgia.

Transmitter—LaGrange, Georgia.

Wave—Power—Time. Operating power—250 watts.

241.9 meters; 1240 kilocycles. Licensed to operate unlimited time.

Operates on Eastern War Time. Operating schedule: 7:30 a.m. to 12:00 midnight.

Agency Commission. Agency commission 15% to recognized agencies.

General Advertising. The following rates are for national advertising.

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), and 5 columns of rates (60.00, 30.00, 20.00, 10.00, 5.00).

ANNOUNCEMENTS

Table with 6 columns: Words (100, 50, 25), and 5 columns of rates (3.00, 2.75, 2.50, 2.00, 1.75).

SPECIAL FEATURES

News: Leased wire service at regular time rates plus small additional fee.

Daily sports revue, baseball score periods, breakfast club, dancing party and time signals—rates on request.

POLITICAL TALKS

Rates on request.

TALENT

Studio orchestra available—rates on request.

RECORDED PROGRAMS AND ELECTRICAL TRANSCRIPTIONS

Transcription library services and equipment for off-the-line recordings available—rates and details on request.

REMOTE CONTROL

Remote broadcasts made at cost.

SERVICE FACILITIES

Merchandising service available. Bulletins on new commercial programs mailed to distributors, wholesalers and retailers.

Contract and Other Requirements. Advertising of alcoholic beverages not accepted.

Personnel. General Manager—Edwin Mullinax. Representative None.

MACON

(Bibb County)

W B M L

(Established 1940)



Rates effective October 1, 1940. (Card No. N-1.)

Owned and operated by the Middle Georgia Broadcasting Co. Business Office and Studio—First National Bank Building, Macon, Georgia.

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.

Operates on Eastern War Time. Actual operating schedule: Sundays 7:30 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.

Agency Commission. Agency commission 15% to recognized advertising agencies.

General 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.

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min, 100 words, 25 words), and 5 columns of rates (80.00, 50.00, 30.00, 17.50, 7.50, 5.50).

(After 6:00 p.m.)

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min, 100 words, 25 words), and 5 columns of rates (80.00, 50.00, 30.00, 17.50, 7.50, 5.50).

(Before 6:00 p.m.)

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min, 100 words, 25 words), and 5 columns of rates (60.00, 35.00, 20.00, 13.00, 4.50, 3.50).

5% additional discount allowed for five or more programs per week.

SPECIAL FEATURES

News, weather, temperature, time signals, lost and found column and bulletin board. Rates on request.

POLITICAL PROGRAMS

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.

Contract and Other Requirements. Advertising of alcoholic beverages not accepted.

Closing Time. Contracts close two weeks in advance of first broadcast.

Mechanical Program Equipment. Equipped to handle programs by electrical transcription.

Personnel. Business Manager—Charles Pittman.

Commercial Manager—Alfred Lowe. Representative None.

W M A Z

(Established 1922)



Rates effective February 1, 1939. (Card No. NC-2.)

Owned by Southeastern Broadcasting Company. Business Office and Studio—Bankers Insurance Bldg., Macon, Ga., telephone 3131.

Transmitter—Forsyth Road, Macon, Ga.

Wave—Power—Time. Operating power—5,000 watts.

(100% modulation—automatic crystal control.) 313.1 meters; 940 kilocycles.

Licensed to operate unlimited time on clear channel. Operates on Eastern War Time.

Agency Commission. Agency commission 15% to recognized agencies.

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.

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), and 5 columns of rates (100.00, 85.00, 75.00, 65.00, 55.00).

(After 6:00 p.m.)

(This listing continued on next page)

MACON—Continued
W M A Z—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1 time, 13 times, 26 times, etc.).

Table for ANNOUNCEMENTS (After 6:00 p.m.) with columns for 100 wds, 50 wds, 25 wds and rates for 1 time, 13 times, 26 times, etc.

Table for ANNOUNCEMENTS (Before 6:00 p.m.) with columns for 100 wds, 50 wds, 25 wds and rates for 1 time, 13 times, 26 times, etc.

One minute transcriptions take the 100 word rate.
POLITICAL TALKS
SPECIAL FEATURES

RECORDING PROGRAMS
Transcription Library services available. Rates and details on application.

TALENT
Rates on application.
REMOTE CONTROL
Remote control charges: 2.00 per broadcast, plus line fee.

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

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. All contracts subject to the Station Director's approval and governmental regulations and subject to cancellation for reasons satisfactory to Station Director.

Rates are for the facilities of the station only, talent extra. The program to originate in the Bacon studio. The service of the program, advertising and continuity departments as well as announcing and operating staff in securing talent, arranging, presenting and advertising programs, with fees charged by music copyright owners are included without extra charge.

All programs are subject to approval of the Station Director. Musical program rates apply when using transcribed programs.

Musical programs must conform with the standards of the Station. Talks and announcements delivered by advertiser's representative or station announcer. Station Director's decision in all censorship is final. All talent will be engaged and paid by the station, unless otherwise agreed in writing and the cost billed to advertiser.

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.

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—E. K. Cargill.
Vice-President—G. P. Rankin, Jr.
Secretary and Treasurer—W. E. Cobb.
Sales and Promotion Mgr.—Frank Crowther.
Program Director—Allie Williams.

Representatives
The Katz Agency, Inc.

MOULTREE

(Colquitt County)

W M G A

(Established 1939)

Rates effective October 1, 1939. (Card No. 1.)
Owned and operated by Frank R. Pidcock, Sr.
Business Office and Studios—Moultrie, Georgia.
Transmitter—1-1/2 miles N. E. from center of Moultrie business district.

Wave—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 8:00 a.m. to 10:00 p.m. Week days 6:00 a.m. to 11:00 p.m.

Agency Commission
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 mailed weekly. No commission on program cost, production, talent or wire charges.

General Advertising
The following rates are for national advertising.

Table for General Advertising with columns for 1 t.l., 13 t.l., 26 t.l., 39 t.l., 52 t.l. and rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

SPECIAL WEEKLY RATES
Per week for

Table for Special Weekly Rates with columns for 1, 13, 26, 39, 52 weeks and rates for 1/2 hour, 2 times weekly, 3 times weekly, 4 times weekly, 5 times weekly, 6 times weekly.

Table for Per week for with columns for 5 minutes, 1 week, 13 weeks, 26 weeks, 39 weeks, 52 weeks and rates for 2 times weekly, 3 times weekly, 4 times weekly, 5 times weekly, 6 times weekly.

Four programs per week charged pro rata to three day rate; seven programs per week charged pro rata to six day rate.

ANNOUNCEMENTS
100 word announcement equal to one minute announcement.

Announcement programs, consisting of recorded and transcribed music with announcements made between selections. 1 tl. 13 tl. 26 tl. 39 tl. 52 tl.

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... 1.60 1.85 1.20 1.05 .90

Special Weekly Rates
Daily only. Per week for

Table for Special Weekly Rates with columns for 1, 13, 26, 39, 52 weeks and rates for 100 words, 50 words, 25 words.

Time signals, weather reports, market reports, news, sport flashes. Rates on request.

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply.

POLITICAL RATES
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 any type of local talent available. Rates on request.

REMOTE CONTROL
Programs will be broadcast from any location outside of station. Rates on request.

Contract and Other Requirements
Advertising of liquor or 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.

Announcement, 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 turn-tables for vertical and lateral cut recordings.

Personnel
Manager—John F. Pidcock.
Program Director—Jackie Stringfellow.

Representatives
None.

ROME

(Floyd County)

W R G A

(Established 1929)

Rates effective March 1, 1937.
Owned and operated by Rome Broadcasting Corp.
Business Office and Studio—National City Bank Building, Rome, Georgia.

Transmitter—Seventh Avenue, Rome, Ga.
Wave—Power—Time
Operating power—250 watts.

(100% modulation—direct crystal control.)
201.3 meters; 1400 kilocycles.
Licensed to operate unlimited time on local channel. Operates on Eastern War Time.

Actual operating schedule: Sundays 8:30 a.m. to 11:10 p.m. Week days 8:45 a.m. to 11:10 p.m.

Agency Commission
Agency commission 15% to recognized advertising agencies. No commission on talent. Cash discount 2% of gross—10 days from invoice date. No cash discount on talent. Invoices mailed 1st of each month.

General Advertising
(After 6:00 p.m.)

Table for General Advertising with columns for 1 t.l., 13 t.l., 26 t.l., 39 t.l., 52 t.l. and rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

(Before 6:00 p.m.)

Table for General Advertising with columns for 1 hour, 1/2 hour, 1/4 hour, 5 minutes and rates.

ANNOUNCEMENTS
(Day or night)

52 t.l. 104 t.l. 300 t.l. 600 t.l. 750 t.l. 1000 t.l.
50 words... 4.00 8.50 3.00 2.50 1.75 1.10
100 words... 7.50 6.50 5.00 4.00 3.00 2.00

News: Leased wire service available; six 5 minute periods and six 15 minute periods.
Breakfast Club: 7:15 a.m. to 8:00 a.m. (non-competitive announcements).

Radio Revival: 8:30 a.m. to 9:00 a.m. daily.
Mountain Music Hour: 5:00 p.m. to 6:00 p.m.
Time Announcements, etc., rates on request.

POLITICAL RATES
On application.
RECORDED PROGRAMS
Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT
Rates on request.

REMOTE CONTROL
Arrangements for remote control broadcasts can be made through local telephone company.
Contract and Other Requirements
Rates are for station time. Talent is extra. Services of announcer are included at no extra charge.
Closing Time
Talent programs, announcements and talks close 24 hours in advance of broadcast.
Recorded programs can be broadcast immediately.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.
Personnel
President—John W. Quarles.
General Manager & Treasurer—Happy Quarles.
Representatives
None.

SAVANNAH

(Chatham County)

W S A V

(Established 1939)



Rates effective February 1, 1941.
Owned and operated by W.S.A.V., Inc.
Business Office and Studio—Liberty National Bank Building, Savannah, Georgia.

Transmitter—One mile East of Savannah.
Wave—Power—Time
Operating power—250 watts.

(100% modulation—crystal control.)
223.9 meters; 1340 kilocycles.
Licensed to operate full time. Operates on Eastern War Time.

Agency Commission
Agency commission 15% allowed on time and talent charges to recognized agencies. No cash discount. Bills due and payable when rendered.

General Advertising
For combination rates see listing of 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)

Table for Class A advertising rates with columns for 1 t.l., 13 t.l., 26 t.l., 39 t.l., 52 t.l., 100 t.l. and rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 100 words, 50 words.

CLASS "B"
(6:00 a.m. to 6:00 p.m. and after 11:00 p.m. week days)

Table for Class B advertising rates with columns for 1 t.l., 13 t.l., 26 t.l., 39 t.l., 52 t.l., 100 t.l. and rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 100 words, 50 words.

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, dramatic 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 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.

Contract and Other Requirements
Advertising of alcoholic beverages excepting beer and wine not accepted.

Programs broadcast under contract only. All contracts subject to station owner's approval. Rates apply to station facilities only; musical, dramatic and other talent furnished under contract by station at extra cost.

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 re-sale.

Closing Time
Type-written 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.

One week 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 and vertical cut recordings.

Personnel
General Manager—Harben Daniel.
Advertising Manager—N. W. Brandon.

Representatives
George P. Hollinsley Combar.

GEORGIA—Continued

SAVANNAH—Continued

W T O C (Established 1929)

Rates effective March 1, 1939. (Card No. 8.) Owned and operated by Savannah Broadcasting Company, Incorporated. Business Office and Studio—518 Albercorn Street, Savannah, Georgia. Transmitter—3 miles west of Savannah, Woodville Section, Louisville Road. Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights. (100% modulation—crystal control.) 232.8 meters; 1290 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 5:45 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% allowed on net station time only to recognized advertising agencies. Bills due and payable on the 10th day of month following broadcast. No cash discount. No commission on program costs, production charges or talent. General Advertising For combination rates, see listing of Columbia Broadcasting System (Southeastern 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.

Table with 5 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 1 time, 13 times, 26 times, 52 times, 100 times, 156 times, 250 times.

Table with 5 columns: Time slot, 6:30 a.m. to 6:00 p.m., 6:00 p.m. to 10:30 p.m., 10:30 p.m. to 12:00 midnight. Rows include 1 time, 13 times, 26 times, 52 times, 100 times, 156 times, 250 times.

ANNOUNCEMENTS Announcement rates apply for week days only. Commercial announcements not generally accepted on Sundays, special arrangements can be made upon request. Time not guaranteed on announcements due to changes in schedule, therefore station reserves right to broadcast on best available time, complying with request of client as close to period as possible.

Table with 5 columns: Time slot, 1, 13, 26, 52, 100, 300, 1000. Rows include 100 words, 50 words, 25 words.

Rates and details on the following features on request: WTOC Farm and Home Hour: 15 minutes during mornings. Feminine Hour: 15 minutes. Sports Review: 15 minutes late afternoons. Hill-Billy Unit. Good Morning Man (Milk Man's Serenade): Participation basis, 6:30 a.m. to 8:00 a.m. News: Can be sponsored in periods of 5, 10 and 15 minutes. Weather reports, temperatures, tide and fishing reports, time signals, lost and found column, bulletin board of the city.

POLITICAL BROADCASTS Transcriptions available. Recording equipment maintained. TALENT Rates on request. REMOTE CONTROL Charges for lines and additional special equipment will be billed at actual cost. Short wave transmitter available.

SERVICE FACILITIES A merchandising and dealer checking service is available to advertisers. Any merchandising or promotional activity which entails actual expense on the part of the station will be billed at actual cost. Contract and Other Requirements All commercial copy, both as to length and content, subject to approval of the station management. The station reserves the right to reject or revise commercial copy for broadcasting in the public interest. All contracts must start within 30 days. The maximum contract is for one year. Station reserves the right to limit number of price mentions on any broadcast. Contracts subject to cancellation by advertiser, agent or station on 30 days' written notice. Short rates will apply and notice must be accompanied by check.

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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel President—W. T. Knight, Jr. Program Director—Weldon Herrin. Representatives The Katz Agency, Inc.

THOMASVILLE

(Thomas County) W P A X (Established 1934)

Rates effective July 1, 1942. Owned and operated by Wm. Byrd Radio, Business Office and Studio—117 Remington Avenue, Thomasville, Georgia, telephone 809. Transmitter—117 Remington Ave., Thomasville, Ga. Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time.

Agency Commission 15% to recognized advertising agencies on station time only. No cash discount. General Advertising Clearance at source fees, if any, not included in rates. 1 hr. 24. 61. 134. 264. 394. 524. 1/2 hour 60.00 50.00 58.00 57.00 56.00 55.00 54.00 1/4 hour 17.50 17.00 16.50 16.00 15.50 15.00 14.50 100 words 2.00 1.85 1.90 1.85 1.80 1.75 1.70 20 words 1.50 1.45 1.40 1.35 1.30 1.25 1.20

REMOTE CONTROL Remote facilities available. TALENT Rates on application. 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) W R L C (Established 1941)

Rates card dated April 1, 1941. (Card No. 3.) Owned and operated by R. G. LeTourneau, Business Office and Studio—1200 Prather Bridge Rd., Toccoa, Ga. Transmitter—1200 Prather Bridge Rd., one mile northwest of business district, Toccoa, Ga. 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 8:30 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 agencies on station time only. No cash discount. Bills rendered first of month and are due tenth of month. General Advertising The following rates are for national advertising. Rates include charges by owners of music copyrights. 1 hour 45.00 1/2 hour 25.00 1/4 hour 16.00 10 minutes 11.00 5 minutes 7.00

Table with 2 columns: Period, Discount. Rows include Three days weekly, 3 month contract, 6 month contract, Six days weekly, 3 month contract, 6 month contract.

Table with 2 columns: Words, Rate. Rows include 100 words, 50 words, 20 words, Station break.

Table with 2 columns: Period, Discount. Rows include 26 to 51 times, 52 to 99 times, 100 to 150 times, 151 to 199 times, 300 or more times.

SPECIAL FEATURES 1/4 hour News Programs 13 weeks contract, per week 85.00 26 weeks contract, per week 70.00 5 minutes 13 weeks contract, per week 35.00 26 weeks contract, per week 30.00

REMOTE CONTROL Facilities subject to extra charges for line costs. Charges not subject to agency commission. ELECTRICAL TRANSCRIPTIONS Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

Contract and Other Requirements Advertising of alcoholic beverages not accepted. Contracts subject to cancellation by 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 broadcast. Announcement copy and transcriptions close 12 hours in advance. Talk close six 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 or vertical cut recordings.

Personnel General Manager—Virgie E. Craig. Commercial Manager—Harold Marler. Representatives None.

VALDOSTA

(Lowndes County) W G O V (Established 1940)

Rates effective September 1, 1942. Owned and operated by E. D. Rivers. Business Office and Studio—Valdosta, Georgia. Transmitter—Valdosta, Georgia. Wave—Power—Time Operating power—250 watts. (100% modulation—direct crystal control.) 206.9 meters; 1450 kilocycles. Licensed to operate unlimited time on local channel. Operates on Eastern War Time. 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% on net charge for station time only. No commission on program charges. Bills rendered first of month following broadcast; due 10th of month following broadcast. General Advertising For combination rates see listing of Mutual Broadcasting System. Rates include charges by owners of music copyrights.

Table with 5 columns: Time slot, 6:00 p.m. to 12:00 midnight, 12:00 midnight to 6:00 a.m., 6:00 a.m. to 6:00 p.m. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

Table with 5 columns: Time slot, 6:00 a.m. to 6:00 p.m. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 12:00 midnight) 1 13 26 52 104 156 312 1 hr. 40.00 37.00 35.00 33.00 31.00 30.00 1/2 hour 45.00 40.00 35.00 30.00 25.00 20.00 1/4 hour 30.00 27.00 23.00 20.00 15.00 12.00 5 minutes 12.00 11.00 10.50 9.50 8.50 8.00 6:00 a.m. to 6:00 p.m. 1 13 26 52 104 156 312 1 hr. 55.00 50.00 45.00 40.00 35.00 30.00 25.00 1/2 hour 40.00 37.00 35.00 33.00 31.00 30.00 1/4 hour 25.00 22.00 19.00 16.00 13.00 11.00 5 minutes 10.00 9.50 9.00 8.50 8.00 7.50 5:00 a.m. to 6:00 p.m. 1 13 26 52 104 156 312 30 word chain 4.00 3.75 3.50 3.00 2.75 2.25 1.75 break 5.00 4.50 4.00 3.50 3.00 2.50 2.00 50 words 5.50 5.00 4.50 4.00 3.50 3.00 2.50 100 words or 1 minute 6.00 5.50 5.00 4.50 4.00 3.50 3.00

REMOTE CONTROL Equipped to handle remote control programs from any point in South Georgia. Rates on request. Mobile unit available. 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. 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 broadcast; announcement copy and talks five hours in advance; transcriptions one day in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 r.p.m. double turn-table for vertical and lateral cut recordings. Personnel Sales Manager—W. R. Link. Representatives Chicago—Hal Holman Company.

WAYCROSS

(Ware County) W A Y X (Established 1936)

Rates effective August 1, 1937. (Card No. 4.) Owned and operated by Jack Williams. Affiliated with the Waycross Journal-Herald. Business Office and Studio—820 Plant Avenue, Waycross, Georgia, telephone 865. Transmitter—Waycross, Georgia. Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time.

Agency Commission Agency commission 15% to recognized advertising agencies. Bills payable on 10th of month following month of service. General Advertising Rates include fees as charged by owners or music copyrights. (All hours) 104 1 hr. 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 18.00 14.00 12.00 5 minutes 10.00 8.00 7.00 6.00 5.00

Table with 5 columns: Time slot, 12:00 midnight to 6:00 a.m., 6:00 a.m. to 6:00 p.m. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

ANNOUNCEMENTS 100 words 4.00 3.80 3.60 3.40 3.0 50 words or 1 min. 3.00 2.85 2.70 2.55 2.25 Daily contract rates on request. SPECIAL FEATURES News, time, sports report, rates on request. POLITICAL BROADCASTS Extra (This listing continued on next page)



WAYCROSS—Continued
WAYX—Continued

RECORDED PROGRAMS

Transcription library services available. rates and details on request.

REMOTE CONTROL

Arrangements can be made for remote control broadcast. rates on request.

SERVICE FACILITIES

Services of the program department in arranging and presenting the programs are included in the station time charges.

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 transcription. using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

Manager—John J. Tobola. Advertising Manager—Jack Harder. Representatives—Hal Holman Company.

WEST POINT

(Troup County)

WD AK

(Established 1940)

Rates effective September 1, 1940. (Card No. 3.) Owned and operated by the Valley Broadcasting Co. Business Office and Studio—2nd floor, General Tyler Hotel Bldg., West Point, Ga., telephone 173.

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.

Actual operating schedule:

7:00 a.m. to 12:00 midnight week days and all day Sunday

Agency Commission

Agency commission 15% to recognized agencies for station time only. No cash discount. Bills rendered 1st of month and are due 10th of month.

General Advertising

For combination rates see listing of Mutual Broadcasting System. Fees charged by owners of music copyrights are not included in rates.

(6:00 p.m. to 12:00 midnight week days and all day Sunday)

Table with 5 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min. and 5 rows: 100 words, 50 words, 100 words, 50 words, 5 minutes.

ANNOUNCEMENTS

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

Table with 5 columns: Rate, 1 time, 13 times, 26 times, 52 times, 104 times, 150 times, 300 times, 1,000 times and 5 rows: 100 wds, 50 wds, 25 wds.

DISCOUNTS

Discounts apply only to contracts having minimum schedule of three broadcasts per week. Discounts earned on announcements cannot be applied to program contracts or vice versa.

SPECIAL FEATURES

Time, weather and temperature reports. Rates on request. Newscasts: 5 minutes daily (6 days) Class A time, per wk \$0.00. 5 minutes daily (6 days) Class B time, per wk \$2.50.

Minimum contract 13 weeks.

Regular rates apply. Rates include use of transcription 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 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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

General Manager—L. J. Duncan. Commercial Manager—J. H. Orr. Program Director—Frances Ledbetter. Chief Engineer—Dige Bishop. Music Librarian—Lloyd Harris. Representatives—None.

IDAHO

BOISE

(Ada County)

KIDO

(Established 1928)



Rates effective February 1, 1937. Owned and operated by G. Phillips. Business Office & Studio—Hotel Boise, Boise, Idaho, telephone 660. Transmitter—4-1/2 miles west of Boise, Idaho.

Wave—Power—Time

Operating power 2,500 watts days; 1,000 watts nights. (100% modulation—crystal control.) 217.4 meters; 1380 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Mountain War Time. Actual operating schedule: Sunday 9:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% on station time to recognized agencies. No bills payable upon receipt of invoice.

General Advertising

For combination rates see listing of Blue Network Company (North Mountain Group). Rates include charges by owners of music copyrights. The following rates are for national advertising.

Table with 5 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min. and 5 rows: 100 words, 50 words, 100 words, 50 words, 5 minutes.

ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m. week days and all day Sunday)

Table with 5 columns: Rate, 100 words, 50 words, 100 words, 50 words and 5 rows: 100 words, 50 words, 100 words, 50 words, 5 minutes.

TALKS

If acceptable are charged 25% above standard rate.

RECORDED PROGRAMS

Transcription library services available—rates on application.

TALENT

Rates on application.

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

Station reserves the right to refuse any program offered not complying with 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 turn-tables.

Personnel

Manager—G. Phillips. Promotion Manager—Boyd Bralthwaite. Representatives—John Blair & Company.

IDAHO FALLS

(Bonnerville County)

KID

(Established 1928)

Rates received April 27, 1939. Owned and operated by K I D Broadcasting Co., Inc. Business Office and Studio—3rd floor, B. W. M. Building, Idaho Falls, Idaho, telephone 4.

Wave—Power—Time

Operating power—5,000 watts to local sunset; 500 watts thereafter. (100% modulation.) 222.2 meters; 1350 kilocycles.

Licensed to operate full time on regional channel. Operates on Mountain War Time. Actual operating schedule: Week days and Sunday 6:00 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% to recognized agencies. Cash discount —. General Advertising

Table with 5 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min. and 5 rows: 100 words, 50 words, 100 words, 50 words, 5 minutes.

TALKS

If acceptable, 25% above standard rate. Religious talks, double regular rate for talks.

RECORDED PROGRAMS

Transcription library service available—rates on request.

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

Station reserves the right to refuse any program offered not complying with station's standard of quality.

Closing Time

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 turn-tables.

Personnel

President and General Manager—Jack W. Duckworth. Representatives—None.

LEWISTON

(Nez Perce County)

KRLC

(Established 1935)

Rates effective June 1, 1940. (Card No. 5.) Owned and operated by H. E. Studebaker. Studio—Lewis-Clark Hotel Bldg., Lewiston, Idaho, telephone 1950.

Wave—Power—Time

Operating power—250 watts. (100% modulation.) 214.3 meters; 1300 kilocycles.

Affiliated with KCTJ, Walla Walla, Washington. Licensed to operate on regional channel unlimited. Operates on Pacific War Time.

Agency Commission

Agency Commission 15%. No cash discount. Accounts payable 10th of month following production.

General Advertising

Maximum direct commercial allowable is 15% of the program time. Run-of-position (station option of time), 85% discount from the following rates:

Table with 5 columns: Rate, 1/2 hr., 1/4 hr., 5 min., 100 words and 5 rows: 100 words, 50 words, 100 words, 50 words, 5 minutes.

SPECIAL FEATURES

Bulk Time Signal Service—Daily except Sunday 35 words. Station option of time: Per week

Table with 5 columns: Rate, 1 month, 6 months, 12 months and 5 rows: 100 words, 50 words, 100 words, 50 words, 5 minutes.

POLITICAL RATES

Rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Service at cost.

SERVICE FACILITIES

Merchandising service at cost. Contract and Other Requirements: Advertising of alcoholic beverages not 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 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.

Personnel

Resident Director—Donald A. Wilke. Representatives—John Blair & Company.

NAMPA

(Canyon County)

KFXD

(Established 1930)



Rate card dated May 1, 1937. (Card No. 7A.) Owned and operated by Frank E. Hurt. Business Office and Studio—1024 Twelfth Avenue South Nampa, Idaho, telephone 1200.

Other Studios—805 Main St., Boise, Idaho, and Kimball and Grant St., Caldwell, Idaho. Transmitter—1024 Twelfth Ave. South, Nampa, Idaho. (This listing continued on next page)

IDAHO—Continued

NAMPA—Continued

K F X D—Continued

Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
243.0 meters; 1230 kilocycles.

General Advertising
Fees charged by owners of music copyrights are not included in rates.

Rates for 1/2 hour periods are twice the 1/4 hour rate. Over 1/2 hour takes same proportionate rate.

ANNOUNCEMENTS
One or more spots daily:
100 words 1 tl. 26 tl. 78 tl. 156 tl. 234 tl. 312 tl.

RECORDED PROGRAMS
Regular time charges apply. Not restricted to certain hours.

TALENT
Sponsor must arrange own talent. All arrangements should be direct with talent.

REMOTE CONTROL
Wire and mechanical charges for remote control installations will be required in advance.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Rates are for station time only and do not include talent.

Closing Time
Closing time for all programs 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 turn-tables.

Program periods and announcements cannot be combined to earn additional discounts. Program period discounts must be earned within program bracket.

TALKS
Talks will be charged at regular station rates.

SPECIAL FEATURES
News and Time Signals: 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.

REMOTE CONTROL
Remote broadcasts will be charged with actual additional costs over station time.

SERVICE FACILITIES
Continuity department offers assistance in preparing copy or carrying out instructions for presentation, provided copy material is supplied.

Contract and Other Requirements
All programs must comply with station's standard of quality. Advertising not in public interest may be refused by station.

Closing Time
No deadline except on programs requiring special music and preparation. Two weeks advance notice if then required, unless substitutions permitted.

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—Henry H. Fletcher.

Representatives
The Walker Company.
Pacific Coast—Homer Griffith Company.

ELECTRICAL TRANSCRIPTIONS AND RECORDED PROGRAMS

Accepted at regular rates for either programs or announcements. Transcription library available—rates on request.

TALKS
Talks will be charged at regular rates.

SPECIAL FEATURES
News Review and Time Signals—rates and details of features.

TALENT
Rates on request.

REMOTE CONTROL
Remote control broadcasts will be charged at actual cost, in addition to station time.

SERVICE FACILITIES
Continuity department offers assistance in preparing copy or carrying out instructions for presentation.

Contract and Other Requirements
Rates are net for contract periods indicated. If advertiser places a contract for a certain period...

Closing Time
Any reasonable time in advance of broadcast. make printed program schedule advertiser should determine schedule two weeks 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 vertical and lateral cut recordings.

Personnel
Gen'l & Prom. Mgr.—F. M. Gardner.

Representatives
The Walker Company.
Pacific Coast—Homer Griffith Company.

TWIN FALLS

(Twin Falls County)

K T F I

(Established 1928)

Rates effective June 15, 1938. (Card No. 15-A.)

Owned and operated by Radio Broadcasting Corporation. Business Offices and Studios—Radio Bldg., Twin Falls, Idaho, telephone 2400.

Transmitter—4 miles west of Twin Falls, Idaho, on U. S. Highway 30.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)

Licensed to operate unlimited time on cleared regional channel. Operates on Mountain War Time. Actual operating schedule: Sunday 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% on net time charges to agencies recognized. Commission applies on time only.

General Advertising
For combination rates see listings of Blue Network Company (North Mountain Group) and National Broadcasting Company (North Mountain Group).

The following rates are for national advertising. For local advertising rates consult station management. (12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m. week days and all day Sundays)

1 hour..... 70.00 66.50 63.00 59.50 56.00 52.50 49.00
1/2 hour..... 40.00 38.00 36.00 34.00 32.00 30.00 28.00

10 minutes 18.75 17.80 16.85 15.90 14.95 14.00 13.05
5 minutes 12.50 11.85 11.25 10.60 10.00 9.35 8.75

1 hour..... 58.00 53.20 50.40 47.60 44.80 42.00 39.20
1/2 hour..... 32.00 30.40 28.80 27.20 25.60 24.00 22.40

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

1 hour..... 56.00 53.20 50.40 47.60 44.80 42.00 39.20
1/2 hour..... 32.00 30.40 28.80 27.20 25.60 24.00 22.40

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

DISCOUNTS
All frequency discounts must be earned within a period of one year from date of contract.

POCATELLO

(Bannock County)

K S E I

(Established 1924)

Rates effective June 15, 1938. (Card No. 12-A.)

Owned and operated by the Radio Service Corporation of Idaho, telephone 960. Business Offices and Studio—Pocatello, Idaho. Transmitter—Bannock County Fair Grounds.

Wave—Power—Time
Operating power—1,000 watts to local sunset; 250 watts thereafter.

Licensed to operate unlimited time on cleared regional channel. Operates on Mountain War Time. Actual operating schedule: Sunday 7:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized agencies; no cash discount. Commission paid only on time charges. Bills payable on receipt of invoice.

General Advertising
For combination rates see listings of Blue Network Company (North Mountain Group) and National Broadcasting Company (North Mountain Group).

The following rates are for national advertising. For local advertising rates consult station management. (12:00 noon to 1:00 p.m., 6:00 p.m. to 10:00 p.m. week days and all day Sundays)

1 hour..... 70.00 66.50 63.00 59.50 56.00 52.50 49.00
1/2 hour..... 40.00 38.00 36.00 34.00 32.00 30.00 28.00

10 minutes 18.75 17.80 16.85 15.90 14.95 14.00 13.05
5 minutes 12.50 11.85 11.25 10.60 10.00 9.35 8.75

1 hour..... 58.00 53.20 50.40 47.60 44.80 42.00 39.20
1/2 hour..... 32.00 30.40 28.80 27.20 25.60 24.00 22.40

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

1 hour..... 56.00 53.20 50.40 47.60 44.80 42.00 39.20
1/2 hour..... 32.00 30.40 28.80 27.20 25.60 24.00 22.40

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

DISCOUNTS
All frequency discounts must be earned within a period of one year from starting date.

WALLACE

(Shoshone County)

K W A L

(Established 1939)

Rates effective March 1, 1940. (Card No. 2.)

Owned and operated by Silver Broadcasting Company Business Office and Studio—Wallace, Idaho. OTS Studios—Kellogg, Idaho. Transmitter—Wallace, Idaho.

Wave—Power—Time
Operating power—250 watts.
(100% modulation; 1450 kilocycles.

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

Agency Commission
Agency commission 15% to recognized agencies; bills are paid by 20th of month following service. Cash discount—

General Advertising
For combination rates see listings of Don Lee Broadcasting System (Northwest Group); Pacific Broadcasting Company and Mutual Broadcasting System.

(6:00 p.m. to 9:30 p.m.)
1 1/2 hr. 5 100
1 time..... 40.00 24.00 14.40 8.60 6.80 5.10
14 times..... 38.00 22.80 13.70 8.15 6.10 4.90

1 time..... 20.00 12.00 7.20 4.30 3.40 2.60
14 times..... 19.00 11.40 6.85 4.05 3.05 2.30
27 times..... 18.05 10.80 6.50 3.80 2.75 2.00

POLITICAL BROADCASTS
Station rates apply. Copy must be submitted 24 hrs before broadcast. Minimum time, five minutes.

TALENT
Available at union scale, plus 20%.

REMOTE CONTROL
Remote control facilities available. Rates on request.

Contract and Other Requirements
All acceptable accounts are subject to the same terms. No contracts accepted for more than one year.

Mechanical 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.

Personnel
General Manager—R. G. Bynon.

ILLINOIS

AURORA

(Kane County)

W M R O

(Established 1938)

Rates received March 30, 1939. Owned and operated by Martin R. O'Brien. Business Office and Studio—Aurora, Illinois. Transmitter—Aurora, Illinois. Wave—Power—Time Operating power—250 watts. 251.4 meters; 1280 kilocycles. Licensed to operate days. Operates on Central War Time. Actual operating schedule: 6:00 a.m. to local sunset. Agency Commission Agency commission 15% allowed to recognized advertising agencies. No cash discount.

General Advertising CLASS "A" (7:30 a.m. to 9:00 a.m. and 11:30 a.m. to 1:00 p.m.) Table with columns for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min and rows for 100 words, 200 words, 300 words.

CLASS "B" (9:00 a.m. to 11:30 a.m. and 1:00 p.m. to 3:00 p.m.) Table with columns for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min and rows for 100 words, 200 words, 300 words.

CLASS "C" (6:00 a.m. to 7:30 a.m.) Table with columns for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min and rows for 100 words, 200 words, 300 words.

ANNOUNCEMENTS Not to exceed 100 words. Rate for 50 words are one-half of the 100 word rates.

CLASS "A" (7:30 a.m. to 9:00 a.m. and 11:30 a.m. to 1:00 p.m.) Table with columns for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min and rows for 100 words, 200 words, 300 words.

CLASS "B" (9:00 a.m. to 11:30 a.m. and 1:00 p.m. to 3:00 p.m.) Table with columns for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min and rows for 100 words, 200 words, 300 words.

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. Corey. Program Director—Mary Louise Brown.

BLOOMINGTON

(McLean County)

W J B C

(Established 1924)

Rates effective July 15, 1941. (Card No. 2.) 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 watts. 213.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Central War Time. Actual 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 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.

General Advertising Rates include fees charged by owners of music copyrights. (6:00 a.m. to 12:00 midnight) Table with columns for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min and rows for 50 words or 35 word station break, 1 minute transcription or less.

ANNOUNCEMENTS (6:00 a.m. to 12:00 midnight) Table with columns for 50 words or 35 word station break, 1 minute transcription or less.

CONSECUTIVE WEEKLY RATES Per week for Table with columns for 13 wks, 26 wks, 52 wks and rows for Three 1/4 hours weekly, Five 1/4 hours weekly, Six 5 minutes weekly.

SPECIAL FEATURES News—Five minute news broadcasts sold only on six time weekly basis, daily except Sundays, rate includes wire and service charges: 13 wks. 26 wks. 52 wks. 5 minutes, per week. 35.00 30.00 30.00 Time, temperature or weather reports, plus 50 words commercial, take regular station break rates.

Morning Birthman—7:00 a.m. to 8:15 a.m., Monday through Saturday, 100 word participation for non-competitive advertisers on a weekly basis, per week 21.00. Temperature Report Package—One service announcement each hour plus 30 words commercial, Monday through Saturday (16 daily), per week 96.00. One service announcement every other hour plus 30 words commercial, Monday through Saturday (8 daily), per week 50.00. Minimum contract 13 weeks; discounts: 26 weeks 5%; 52 weeks 10%. Weather Report Package—Three service announcements daily, Monday through Saturday, plus 100 words commercial, per week 36.00. Three service announcements daily, Monday through Saturday, plus 100 words commercial, per week 54.00. Minimum contract 13 weeks; discounts: 26 weeks 5%; 52 weeks 10%. POLITICAL TALKS Regular one time rates apply.

RECORDED PROGRAMS Regular station charges apply to recorded programs. TALENT Rates on application. REMOTE CONTROL Complete equipment available for broadcasting by remote control. 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. 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 station 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. turn-tables for vertical and lateral cut recordings.

Personnel Director—A. M. McGregor. Sales Manager—Hugh L. Gately. Representatives Spot Sales, Inc.

CAIRO

(Alexander County)

WKRO

(Established 1942)

Rates effective March 1, 1942. Owned and operated by Oscar C. Hirsch. 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. (100% modulation—crystal control.) 201.3 meters; 1490 kilocycles. Licensed to operate unlimited time. Actual operating schedule: Sundays 8:00 a.m. to 9:00 p.m. Week days 6:30 a.m. to 10:00 p.m. Agency Commission Agency commission 15% to recognized agencies on station time only. All bills rendered on day following broadcast.

General Advertising The following rates are for national advertising. For local advertising rates consult station management. Copyright fee of 5% must be added to all rates. Table with columns for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min and rows for 100 words, 200 words, 300 words.

ANNOUNCEMENTS Table with columns for 200 words, 100 words and rows for 4.00, 3.80, 3.60, 3.40.

POLITICAL TALKS Regular one time rates apply. 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. 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 client.

Closing Time Talent programs and talks close two weeks in advance of broadcast. Recorded 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 33-1/3 and 78 r.p.m. double turntables for lateral and vertical cut recordings. Personnel Owner—Oscar C. Hirsch. Station Manager—Merrill Currier. Representatives None.

CARTHAGE

(Hancock County)

W C A Z

(Established 1921)

Rates effective December 15, 1941. Owned and operated by Superior Broadcasting Service, Inc. Business Office Address and Studio—502 Wabash Avenue, Carthage, Illinois, telephone 520. Transmitter—Carthage, Illinois. Wave—Power—Time Operating power—100 watts. (100% modulation—crystal control.) 277.8 meters; 1080 kilocycles. Licensed to operate days. Operates on Central War Time. Agency Commission Agency commission 15% to recognized advertising agencies on station time only. No cash discount. All bills rendered 1st of each month. General Advertising

CLASS "A" (6:30 a.m. to 8:00 a.m. and 11:30 a.m. to 1:30 p.m. daily) Table with columns for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min and rows for 100 words, 200 words, 300 words.

CLASS "B" (All other time) Table with columns for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min and rows for 100 words, 200 words, 300 words.

PROGRAM STRIP RATES (6:30 a.m. to 8:00 a.m. week days and 11:30 a.m. to 1:30 p.m. daily) Table with columns for 13 wks, 26 wks, 52 wks and rows for Three times weekly, 1/2 hour, 1/4 hour, 5 minutes, Five times weekly, 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

ANNOUNCEMENTS Class "A" Table with columns for 1 min, 1/2 min, 1/4 min and rows for 1 time, 13 times, 26 times, 52 times, 100 times, 200 times, 300 times, 500 times, 1,000 times.

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 studios in Carthage. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables. Personnel President—Bob Compton. Advertising Manager—John Palmer. Representatives None.

CHAMPAIGN

(Champaign County)

WDWS

(Established 1924)

Rates effective June 1, 1935. (Card No. 2.) Owned and operated by The Champaign News-Gazette, Inc. Business Office and Studio—48 Main Street, Champaign, Illinois, telephone 6-1855. Transmitter—Champaign, Illinois. Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Agency Commission Agency commission 15% to recognized agencies. Cash discount 2%—10th of month following date of program.

General Advertising Fees charged by owners of music copyrights are not included in rates. Table with columns for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min and rows for 100 words, 200 words, 300 words.

ANNOUNCEMENTS Table with columns for 1 min, 1/2 min, 1/4 min and rows for 1 minute, 1/2 hour, 1/4 hour, 5 minutes.

SPECIAL FEATURES News, weather and time signals—rates on request. POLITICAL TALKS Political talks—rates on request. RECORDED PROGRAMS No extra charge for regular transcription library service. TALENT Variety of live talent available at cost. (This listing continued on next page)

ILLINOIS—Continued

CHAMPAIGN—Continued  
W D W S—Continued

REMOTE CONTROL  
Remote control rates on application.  
Contract and Other Requirements  
Alcoholic beverages not accepted except beer and wine.  
Rates are for station time only.  
All broadcasts subject to government regulations and right is reserved to refuse or discontinue any program for reasons satisfactory to station.  
Mechanical 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.  
Personnel  
Station Manager—Marsden Sterick Dyess.  
Representatives  
Texas Daily Press League, Inc.

CHICAGO  
(Cook County)  
W A A F  
(Established 1922)



Rates effective October 1, 1939. (Card No. 8.)  
Owned and operated by the Chicago Daily Drovers Journal.  
Commercial Office and Studios—24th floor, Palmer House, Chicago, Illinois.  
Executive Office—336 Exchange Avenue, Chicago, Ill.  
Transmitter—Exchange Building, Chicago, Illinois.  
Wave—Power—Time  
Operating power—1,000 watts.  
(100% modulation—crystal control.)  
315.8 meters; 950 kilocycles.  
Licensed to operate on regional channel.  
Operates on Central War Time.  
Actual operating schedule: Daily 6:30 a.m. continuously to local sunset.  
Agency Commission  
Agency commission 15% allowed on net time charges to advertising agencies recognized by station. No cash discount.  
General Advertising  
The following rates are for local and national advertising.  
All discounts contingent on definite contract for consecutive weeks within one year.  
(After 6:00 p.m.)

Table with 4 columns: Time slot, 13 ft., 26 ft., 52 ft. Rates for 1/2, 1/4, and 5 minutes. Includes SPECIAL PER WEEK CONTRACTS and SPECIAL RATES FOR THREE AND SIX TIME PER WEEK CONTRACTS.

Breakfast Express: Monday through Saturday, one hour or more before 9:00 a.m. Per hour, per week, \$10.50. Subject to frequency discounts of 5% for 13 weeks, 10% for 26 weeks and 15% for 52 weeks.  
ELECTRICAL TRANSCRIPTIONS  
Transcription programs from station's library are subject to special charges.  
TALENT  
Lists of available talent, program suggestions and prices will be furnished on request.  
REMOTE CONTROL  
Programs broadcast from station outside of studios of station are subject to special charges.  
Contract and Other Requirements  
Liquor advertising not accepted.  
Foreign language programs not accepted.  
Rates are for station time exclusive of talent.  
All programs subject to approval of station management. Any type of program desired by the advertiser is available.  
All proposals subject to prior booking of time.  
Closing Time  
Contracts should be closed two weeks in advance to make printed program schedules.  
No periods are sold in bulk for resale.  
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 turn-table for either vertical or lateral cut recordings.  
Personnel  
President—Ward A. Neff.  
General Manager—William E. Hutchinson.  
Manager—Bradley R. Eldmann.  
Program Director—Leland Gillette.  
Representatives George P. Hollingbery Company

WAIT  
Rates effective August 1, 1942. (Card No. 2.)  
Owned and operated by WAIT, Inc.  
Business Office and Studio—360 N. Michigan Ave., Chicago, Ill., State 3077.  
Transmitter—Elmhurst, Illinois.  
Wave—Power—Time  
Operating power—5,000 watts to local sunset at Dallas, Texas.  
365.9 meters; 820 kilocycles.  
Operates on Central War Time.  
Agency Commission  
Agency commission 15% to recognized advertising agencies. No cash discount.  
General Advertising  
Rates include charges by owners of music copyrights.  
CLASS "A"  
(After 6:00 p.m.)

Table with 4 columns: Time slot, 13 ft., 26 ft., 52 ft. Rates for 1/2, 1/4, and 5 minutes. Includes WEEKLY FREQUENCY RATES and DISCOUNTS.

13 times..... 10%  
26 times..... 15%  
52 times..... 20%  
SPECIAL FEATURES  
Time signals, weather and temperature reports or news flashes supplied at no extra charge.  
POLITICAL  
One time rate applies. No discounts.  
ELECTRICAL TRANSCRIPTIONS  
No extra charge for handling of advertisers' recorded or electrically transcribed programs.  
TALENT  
Rates on application.  
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.  
Contract and Other Requirements  
All programs subject to approval of station management. All programs must conform to the standards of station.  
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  
President—Gene T. Dyer.  
Representatives  
The Walker Company.

W B B M  
(Established 1928)



COLUMBIA OPERATED  
Rates effective April 1, 1942. (Card No. 18.)  
Owned and operated by the Columbia Broadcasting System, Inc.  
Business Office and Studios—410 N. Michigan Ave., Wrigley Bldg., Chicago, Ill., Whitehall 6000.  
Transmitter—Itasca, Ill.  
Wave—Power—Time  
Operating power—50,000 watts.  
(100% modulation—crystal control.)  
384.6 meters; 730 kilocycles.  
Licensed to operate on nationally cleared channel.  
Operates on Central War Time.  
Actual 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  
Agency commission 15% allowed on net time charges to agencies recognized by station. No cash discount.  
Bills rendered weekly.  
General Advertising  
For combination rates see listing of Columbia Broadcasting System (Basic Network).  
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—Gross

(This listing continued on next page)

**CHICAGO—Continued**  
**W B B M—Continued**

Rates for the said additional broadcast or broadcasts will be reduced by 10% if the advertiser is already earning a 3, 4 or 5 days per week frequency rate, and will be reduced by 20% if the advertiser is already earning a 6 or 7 days per week frequency rate, provided the gross time charge per period (one day per week rate, shown under "General Broadcasting Time Rates") for the additional broadcast does not exceed the comparable gross time charges per period already being charged.

Weekly dollar volume discounts not applicable on schedules of less than eight consecutive weeks of broadcasting under "General Broadcasting Time Rates."

Advertisers using a schedule of eight or more consecutive weeks under "General Broadcasting Time Rates" are entitled to dollar volume discounts on all broadcasts running concurrently. Advertisers using announcements only are not entitled to dollar volume discount.

Contracted value of time at gross rates.  
Less than 340.00 weekly..... None  
340.00 or more but less than 540.00 wkly 2-1/2%  
540.00 or more but less than 780.00 wkly 5%  
780.00 or more but less than 1,025.00 wkly 7-1/2%  
1,025.00 or more but less than 1,265.00 wkly 10%  
1,265.00 or more but less than 1,500.00 wkly 12-1/2%  
1,500.00 or more weekly..... 15%

Discounts for consecutive weeks  
Discounts for consecutive weeks of broadcasting. Applicable only to rates listed under "General Broadcasting Time Rates" after deducting applicable dollar volume discount. If any. The discount will be due and payable at the end of 13, 26 or 52 weeks of broadcasting excepting that it will be allowed currently on non-cancellable contracts:

Less than 13 weeks..... None  
13 to 25 weeks..... 5%  
26 to 51 weeks..... 7-1/2%  
52 weeks..... 10%

**ANNOUNCEMENTS**

Accepted on announcement periods only. No other announcements available, except service announcements. No contests in announcement form. The following rates are based on number of announcements used within a period of 52 weeks from date of first broadcast.

Chicago Hour—Run of station, when available, week days only:  
(After 8:30 a.m.)

\*1 minute electrical transcription..... 26 tt. 52 tt. 104 tt. 100.00 95.00 90.00 85.00 75.00  
1 minute (live)..... 85.00 80.75 76.50 72.25 68.75  
100 words..... 55.00 52.25 49.50 46.75 41.25  
(Before 8:30 a.m.)

\*1 minute electrical transcription..... 72.00 68.40 64.80 61.20 54.00  
1 minute (live)..... 100.00 95.00 90.00 85.00 45.00  
100 words..... 40.00 38.00 36.00 34.00 30.00

**SPECIAL FEATURES**  
**SERVICE ANNOUNCEMENTS**  
(Station breaks when available.)

CLASS "A"  
(7:00 p.m. to 1:00 p.m. week days and 5:00 p.m. to 10:30 p.m. Sundays)

Each..... 1 tt. weekly 6 days  
100.00 90.00

CLASS "B"  
(6:00 p.m. to 7:00 p.m. week days and 1:00 p.m. to 5:00 p.m. Sundays)

Each..... 65.00 58.50

CLASS "C"  
(8:30 a.m. to 6:00 p.m. week days and 8:30 a.m. to 1:00 p.m. Sundays and 10:30 p.m. to 12:00 midnight daily)

Each..... 50.00 45.00

CLASS "D"  
(12:00 midnight to 8:30 a.m. daily)

Each..... 38.50 1205.00

(†) Excluding Sunday.  
No time discounts are granted. Commercial copy, during "A" and "B" classification, is not to exceed 20 words in addition to service. Commercial copy, during "C" and "D" classifications, is not to exceed 40 words in addition to service.  
"Every Woman's World"—Participation program with Lorraine Hall, Monday through Friday, run of station daytime.  
One minute participation (live only):  
1 or 2 per week, each..... 30.00  
3 or 4 per week, each..... 85.00  
5 per week, each..... 80.00

Discounts  
13 weeks..... 2-1/2% 39 weeks..... 7-1/2%  
26 weeks..... 5% 52 weeks..... 10%

No contests in announcement form.  
Accepted at 20% surcharge of time costs, after deduction of dollar volume and time discounts and agency commission.

**TALENT**

Program ideas, lists of talent and rates on application.  
**REMOTE CONTROL**  
Programs originating 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.

**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.

**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 33-1/8 and 78 r.p.m. double turn-tables.

**Personnel**  
Commercial Manager—J. Kelly Smith.  
Representatives  
Radio Sales.

**WCFL**

(Established 1926)

Rates effective September 1, 1938. (Card No. 3)

Owned and operated by Chicago Federation of Labor, Business Office and Studio—American Furniture Mart, 686 Lake Shore Drive, Chicago, Ill. Superior 5300 Transmitter—DuPage County, northeast of Downers Grove.

Wave—Power—Time

Operating power—10,000 watts.  
(100% modulation—crystal control.)  
300.0 meters; 1000 kilocycles.  
Licensed to operate 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 12:05 a.m.

Agency Commission  
Agency commission 15% to recognized agencies on time charges only. Cash discount. Bills due and payable when rendered.

General Advertising  
Affiliated with the National Broadcasters Company. Rates include charges by owners of music copyrights.  
**GENERAL BROADCASTING TIME RATES**

CLASS "A"  
(7:30 p.m. to 10:00 p.m.)  
1 hour..... 250.00  
1/2 hour..... 150.00  
1/4 hour..... 100.00  
5 minutes..... 60.00

CLASS "B"  
(9:00 a.m. to 1:00 p.m., 6:00 p.m. to 7:30 p.m. week days and Sunday, and 9:00 a.m. to 5:00 p.m. Sunday)  
1 hour..... 187.50  
1/2 hour..... 112.50  
1/4 hour..... 75.00  
5 minutes..... 45.00

CLASS "C"  
(1:00 p.m. to 6:00 p.m. week days, and 5:00 p.m. to 6:00 p.m. Sunday; 10:00 p.m. to 10:30 p.m. week days and Sundays)  
1 hour..... 125.00  
1/2 hour..... 75.00  
1/4 hour..... 50.00  
5 minutes..... 30.00

CLASS "D"  
(\*10:30 p.m. to 9:00 a.m.)  
1 hour..... 85.00  
1/2 hour..... 55.00  
1/4 hour..... 35.00

(\*†) Service available between 12:00 midnight and 7:00 a.m. only if regularly scheduled program precedes or follows.

**WEEKLY FREQUENCY TIME RATES**  
Four times per week add 1/3 of the three time rate. Six times per week add 1/5 of the five time rate. Seven times per week add 2/5 of the five time rate.

CLASS "A"  
(7:30 p.m. to 10:00 p.m.)  
—Per week for—  
1 hour..... 3 tt. 5 tt.  
1/2 hour..... 525.00 750.00  
1/4 hour..... 315.00 450.00  
5 minutes..... 210.00 300.00  
126.00 180.00

CLASS "B"  
(9:00 a.m. to 1:00 p.m., 6:00 p.m. to 7:30 p.m. week days and Sunday, and 9:00 a.m. to 5:00 p.m. Sunday)  
1 hour..... 393.75 562.50  
1/2 hour..... 236.25 337.50  
1/4 hour..... 157.50 225.00  
5 minutes..... 94.50 135.00

CLASS "C"  
(1:00 p.m. to 6:00 p.m. week days, and 5:00 p.m. to 6:00 p.m. Sunday; 10:00 p.m. to 10:30 p.m. week days and Sundays)  
1 hour..... 281.25 406.25  
1/2 hour..... 168.75 243.75  
1/4 hour..... 112.50 162.50  
5 minutes..... 67.50 97.50

CLASS "D"  
(\*10:30 p.m. to 9:00 a.m.)  
1 hour..... 191.25 276.25  
1/2 hour..... 112.50 162.50  
1/4 hour..... 78.75 113.75

(\*†) Service available between 12:00 midnight and 7:00 a.m. only if regularly scheduled program precedes or follows.

**DISCOUNTS**  
Discounts for consecutive weeks of broadcasting 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.  
Less than 13 weeks..... None  
13 to 25 weeks..... 5%  
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**  
Independent announcements:  
100 words or 1 minute electrical transcription..... 20.00  
50 words..... 15.00  
(\*10:31 p.m. to 5:50 p.m.)  
100 words or 1 minute electrical transcription..... 15.00  
50 words..... 10.00

(\*†) Service available between 12:00 midnight and 7:00 a.m. only if regularly scheduled program precedes or follows.

**DISCOUNTS ON ANNOUNCEMENTS**  
Discounts on gross rates for time are allowed for number of announcements under contract not to exceed one year's duration:  
Less than 12 times..... Net 50 to 99 times..... 15%  
13 to 25 times..... 5% 101 to 200 times..... 10%  
26 to 49 times..... 10% 300 or more times..... 25%

**SPECIAL FEATURES**

Time signals, weather reports, temperature reports, musical clock, news programs, news flashes, man on the street broadcasts, participating programs for household and other products—details and rates on request.

**ELECTRICAL TRANSCRIPTIONS**

Accepted during regular broadcasting periods.  
**TALENT**  
Rates on request.

**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 station's program department, staff announcer and staff engineers in arranging and presenting programs are included without extra charge. Contract and Other Requirements

No periods are sold in bulk for resale. All programs are subject to approval of station. Lectures, educational, religious, business and promotional talks accepted only when subject matter is, in the opinion of station, of genuine 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 33-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

**Personnel**  
General Manager—Maynard Marquardt.  
Commercial and Promotion Mgr.—Melvin B. Wolens.  
Representatives  
The Katz Agency, Inc.

**WCRW**

(Established 1926)

Rates effective December 1, 1940.  
Owned and operated by Clinton K. White, Business Office and Studio—Embassy Hotel, 2756 Pine Grove Avenue, Chicago, Ill. Diversey 4440. Transmitter—Embassy Hotel, 2756 Pine Grove Avenue, Chicago, Illinois.

Wave—Power—Time  
Operating power—100 watts.  
(100% modulation.)  
241.9 meters; 1240 kilocycles.  
Divides time with WBBM and WEDC. Licensed to operate on cleared local channel.  
Operates on Central War Time.

Actual operating schedule: Week days and Sundays, 11:00 a.m. to 2:00 p.m. and 5:00 p.m. to 7:00 p.m.

Agency Commission  
Agency commission 15% allowed to recognized agencies. No cash discount. Bills due and payable when rendered.

General Advertising  
Rates include charges by owners of music copyrights. (12:00 noon to 1:00 p.m. and 6:00 p.m. to 7:00 p.m.)

15 minutes..... 15.00  
10 minutes..... 10.00  
(1:00 p.m. to 2:00 p.m. and 5:00 p.m. to 6:00 p.m.)

**ANNOUNCEMENTS**  
100 words or 1 minute transcription: 3.50  
Less than 30 times, each..... 3.00  
30 times or more, each..... 3.00

**ELECTRICAL TRANSCRIPTIONS**  
Electrical transcriptions accepted at regular rates. Recorded programs not restricted to certain hours.

**REMOTE CONTROL**  
Programs originating outside the studios subject to special charges.

**Contract and Other Requirements**  
Rates are for station time. Talent is extra. Price quoting permitted. 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 transcription using double turn-tables for 33-1/8 and 78 r.p.m. recordings.

**Representatives**  
None.

**WEDC**

(Established 1926)

Rates effective February 11, 1941.  
Owned and operated by Emil Denmark, Inc., Chicago, Illinois.

Business Office and Studio—8800 Ogden Avenue, Chicago, Ill., Crawford 4100. Transmitter—3800 Ogden Avenue, Chicago, Illinois.

Wave—Power—Time  
Operating power—250 watts.  
(100% modulation—crystal control.)  
241.9 meters; 1240 kilocycles.  
Licensed to operate on cleared local channel.  
Operates on Central War Time.

Actual operating schedule: 8:30 a.m. to 10:00 a.m., 3:30 p.m. to 5:00 p.m., 7:00 p.m. to 8:00 p.m., and 10:00 p.m. to 11:00 p.m.

Divides time with stations WCRW and WBBM.  
Agency Commission  
Agency commission 15% to recognized agencies on time charges only. No cash discount. Bills due and payable when rendered.

**General Advertising**  
Rates include charges by owners of music copyrights.  
CLASS "A"  
(6:00 p.m. to 12:00 midnight)

1 tt. 13 tt. 26 tt. 39 tt. 52 tt.  
1 hour..... 85.00 80.75 76.75 72.90 69.25  
1/2 hour..... 51.00 48.45 46.00 43.70 41.50  
1/4 hour..... 34.00 32.30 30.70 29.15 27.70  
5 minutes 17.00 16.15 15.35 14.00 13.85  
100 word announcement..... 14.00 13.30 12.65 12.00 11.40

(This listing continued on next page)

ILLINOIS—Continued

CHICAGO—Continued

W E D C—Continued

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and rates for various classes (CLASS "A", CLASS "B", CLASS "C").

No extra charge for handling of recorded or electrically transcribed programs. Instantaneous recording equipment available.

Program suggestions, lists of talent and rates on request. REMOTE CONTROL Equipped to handle programs originating outside of the station's studios, and for programs requiring special production.

Service Facilities Services of station's program department, staff announcer and staff engineer in arranging and presenting programs are included without extra charge.

Contract and Other Requirements All programs are subject to the approval of station. Contracts not accepted more than 60 days in advance of initial program.

Closing Time Contract should be closed two weeks in advance to assure proper publications, and program material must be arranged not less than 24 hours 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 lateral cut recordings.

Personnel Manager—Frank J. Kotnour. Representatives None.

WENR (Established 1925)



BLUE NETWORK OPERATED

Rates effective January 1, 1942. (Card No. 10.) Owned and operated by Blue Network Company. Business Office and Studio—Merchandise Mart, Chicago, Illinois, Superior 8300.

Transmitter—Tinley Park, Illinois. Wave—Power—Time Operating power—50,000 watts. 337.1 meters; 890 kilocycles.

Divides time with station WLS. Operates on Central War Time. Actual operating schedule: Monday through Friday 3:00 p.m. to 6:30 p.m., 8:00 p.m. to 1:00 a.m.

Agency Commission Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on program charges. No cash discounts.

General Advertising Commitments made prior to the effective date of this card will be completed at the rates called for by such commitments, but every period may elect to substitute new contracts effective at any time after January 1, 1942.

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 listing of Blue Network Company (Basic Blue Network). The following rates include charges by owners of music copyrights from whom station has blanket licenses.

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

CLASS "A" (6:00 p.m. to 6:30 p.m. week days, 6:00 p.m. to 7:00 p.m. Sunday, and 8:00 p.m. to 10:00 p.m. daily except Saturday)

Table for CLASS "A" rates: 1 hr. 750.00, 1/2 hr. 450.00, 1/4 hr. 300.00, 10 minutes 250.00, 5 minutes 150.00.

CLASS "B" (1:00 p.m. to 6:00 p.m. Sunday only)

Table for CLASS "B" rates: 1 hr. 502.50, 1/2 hr. 337.50, 1/4 hr. 225.00, 10 minutes 187.50, 5 minutes 112.50.

CLASS "C" (10:00 p.m. to 12:00 midnight daily except Saturday, 3:00 p.m. to 6:00 p.m. week days, and 12:00 noon to 1:00 p.m. Sunday)

Table for CLASS "C" rates: 1 hr. 375.00.

Table for CLASS "D" rates: 1/2 hour 225.00, 1/4 hour 150.00, 10 minutes 125.00, 5 minutes 75.00.

CLASS "D" (12:00 midnight to 1:00 a.m. daily)

Table for CLASS "D" rates: 1 hr. 250.00, 1/2 hr. 150.00, 1/4 hr. 100.00, 10 minutes 84.00, 5 minutes 50.00.

CLASS "E" SERVICES Time Signals: Each service exclusive to one advertiser. The time signal itself and spelling of trade name are included in the following limitations.

6:00 p.m. to sign-off, two 20 word, two 10 word announcements daily, Sunday through Friday. One 20 word Saturday per week 7:00 p.m. to 12:00 noon and 6:00 p.m. to 2:00 word announcements daily. Per week 140.00.

Electrically transcribed announcements not acceptable in connection with above services. Radio Night Club—Between 11:15 p.m. and 12:00 midnight, Sunday through Friday.

Discounts and Rebates Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

Table for Discounts and Rebates: Less than 150.00 per week None, 150.00 or more but less than 300.00 weekly 2-1/2%, 300.00 or more but less than 450.00 weekly 5%, 450.00 or more but less than 600.00 weekly 7-1/2%, 600.00 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 15%.

Rebates for Consecutive Weeks 26 to 38 consecutive weeks 5%, 39 to 51 consecutive weeks 7-1/2%, 52 or more consecutive weeks 10%.

Weekly Dollar Volume Discounts Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:

Table for Weekly Dollar Volume Discounts: Less than 150.00 per week None, 150.00 or more but less than 300.00 weekly 2-1/2%, 300.00 or more but less than 450.00 weekly 5%, 450.00 or more but less than 600.00 weekly 7-1/2%, 600.00 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 15%.

Rebates for Consecutive Weeks 26 to 38 consecutive weeks 5%, 39 to 51 consecutive weeks 7-1/2%, 52 or more consecutive weeks 10%.

Rebate on Gross Billing of each series will be paid 26 to 38 consecutive weeks of local broadcasting and on 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 contracts become firm for 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. Gross billing after deduction of percentage discounts, agency charges and advertising agency commission of 15%.

CLASS "A" (6:00 p.m. to 6:30 p.m. week days, 6:00 p.m. to 7:00 p.m. Sunday, and 8:00 p.m. to 10:00 p.m. daily except Saturday)

Table for CLASS "A" rates: 1 hr. 1,200.00, 1/2 hr. 800.00, 1/4 hr. 600.00, 10 min. 400.00, 5 min. 240.00.

CLASS "B" (1:00 p.m. to 6:00 p.m. Sunday only)

Table for CLASS "B" rates: 1 hr. 800.00, 1/2 hr. 533.33, 1/4 hr. 400.00, 10 min. 266.67, 5 min. 160.00.

CLASS "C" (10:00 p.m. to 12:00 midnight daily except Saturday, 3:00 p.m. to 6:00 p.m. week days, and 12:00 noon to 1:00 p.m. Sunday)

Table for CLASS "C" rates: 1 hr. 600.00, 1/2 hr. 400.00, 1/4 hr. 300.00, 10 min. 200.00, 5 min. 120.00.

CLASS "D" (12:00 midnight to 1:00 a.m. daily)

Table for CLASS "D" rates: 1 hr. 800.00, 1/2 hr. 533.33, 1/4 hr. 400.00, 10 min. 266.67, 5 min. 160.00.

CLASS "E" (6:00 p.m. to 6:30 p.m. week days, 6:00 p.m. to 7:00 p.m. Sunday, and 8:00 p.m. to 10:00 p.m. daily except Saturday)

Table for CLASS "E" rates: 1 hr. 1,200.00, 1/2 hr. 800.00, 1/4 hr. 600.00, 10 min. 400.00, 5 min. 240.00.

CLASS "F" (6:00 p.m. to 6:30 p.m. week days, 6:00 p.m. to 7:00 p.m. Sunday, and 8:00 p.m. to 10:00 p.m. daily except Saturday)

Table for CLASS "F" rates: 1 hr. 1,200.00, 1/2 hr. 800.00, 1/4 hr. 600.00, 10 min. 400.00, 5 min. 240.00.

CLASS "G" (6:00 p.m. to 6:30 p.m. week days, 6:00 p.m. to 7:00 p.m. Sunday, and 8:00 p.m. to 10:00 p.m. daily except Saturday)

Table for CLASS "G" rates: 1 hr. 1,200.00, 1/2 hr. 800.00, 1/4 hr. 600.00, 10 min. 400.00, 5 min. 240.00.

CLASS "H" (6:00 p.m. to 6:30 p.m. week days, 6:00 p.m. to 7:00 p.m. Sunday, and 8:00 p.m. to 10:00 p.m. daily except Saturday)

Table for CLASS "H" rates: 1 hr. 1,200.00, 1/2 hr. 800.00, 1/4 hr. 600.00, 10 min. 400.00, 5 min. 240.00.

ANNOUNCEMENTS

Independent Announcements Frequency rates are effective from beginning of service only on firm contracts or as contracts become firm. Contracts for announcement service in the different rate classifications (6:00 p.m. to 10:00 p.m., prior to 6:00 p.m. and between 10:00 p.m. and 12:00 midnight, between 12:00 midnight and sign-off) may not be combined to secure lower frequency rates.

Remote Control Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

Mechanical 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.

Personnel General Manager—E. R. Borror. Sales Manager—Gil Berry. Promotion Manager—E. J. Huber.

Blue Network Spot Sales. Closing date is two weeks in advance of initial program, and program material must be arranged 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. turn-tables for vertical and lateral cut recordings.

Personnel General Manager—E. R. Borror. Sales Manager—Gil Berry. Promotion Manager—E. J. Huber.

Blue Network Spot Sales. Closing date is two weeks in advance of initial program, and program material must be arranged 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. turn-tables for vertical and lateral cut recordings.

Personnel General Manager—E. R. Borror. Sales Manager—Gil Berry. Promotion Manager—E. J. Huber.

Blue Network Spot Sales. Closing date is two weeks in advance of initial program, and program material must be arranged 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. turn-tables for vertical and lateral cut recordings.

Personnel General Manager—E. R. Borror. Sales Manager—Gil Berry. Promotion Manager—E. J. Huber.

Blue Network Spot Sales. Closing date is two weeks in advance of initial program, and program material must be arranged 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. turn-tables for vertical and lateral cut recordings.

Personnel General Manager—E. R. Borror. Sales Manager—Gil Berry. Promotion Manager—E. J. Huber.

Blue Network Spot Sales. Closing date is two weeks in advance of initial program, and program material must be arranged 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. turn-tables for vertical and lateral cut recordings.

Personnel General Manager—E. R. Borror. Sales Manager—Gil Berry. Promotion Manager—E. J. Huber.

Blue Network Spot Sales. Closing date is two weeks in advance of initial program, and program material must be arranged 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. turn-tables for vertical and lateral cut recordings.

Personnel General Manager—E. R. Borror. Sales Manager—Gil Berry. Promotion Manager—E. J. Huber.

Blue Network Spot Sales. Closing date is two weeks in advance of initial program, and program material must be arranged 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. turn-tables for vertical and lateral cut recordings.

Personnel General Manager—E. R. Borror. Sales Manager—Gil Berry. Promotion Manager—E. J. Huber.

CHICAGO—Continued

W G E S—Continued

Table with columns for time slots (1 time, 13 times, 36 times, etc.) and rates for Class 'A', 'B', and 'D'.

Weekly frequency discount—six or more announcements per week, 10%

WEEKLY FREQUENCY RATES

Table showing weekly frequency rates for Class 'A' (6:00 p.m. to 10:30 p.m.) with columns for 1 hr., 1/2 hr., 1/4 hr., 10 min., and 5 min.

Table showing weekly frequency rates for Class 'B' (7:00 a.m. to 6:00 p.m.) with columns for 3 times, 5 times, and 6 times.

Table showing weekly frequency rates for Class 'C' (10:30 p.m. to 12:00 midnight) with columns for 3 times, 5 times, and 6 times.

Table showing weekly frequency rates for Class 'D' (12:00 midnight to 7:00 a.m.) with columns for 3 times, 5 times, and 6 times.

Additional Discounts: 13 weeks 10%; 26 weeks 15%; 52 weeks 20%.

FOREIGN LANGUAGE RATES

(Time only—Exclusive of talent)

Table showing foreign language rates for Class 'A' (6:00 p.m. to 10:30 p.m.) with columns for 1 time, 13 times, 36 times, etc.

(\*6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table showing foreign language rates for Class 'B' (7:00 a.m. to 6:00 p.m.) with columns for 1 time, 13 times, 26 times, etc.

(\* Sunday Class "B" rates 25% extra.

Weekly discount for programs six or more times per week 10%. This discount does not apply to announcements.

POLITICAL RATES

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 application.

REMOTE CONTROL

Programs broadcast from points outside the studios of station are subject to special charges.

SERVICE FACILITIES

Any type of program desired by the advertiser is available for program preparation and presentation.

Contract 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.

Closing Time

Contracts should be closed three weeks in advance to make printed program schedules.

Mechanical Program Equipment

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

Personnel

Manager—Gene T. Dyer. Representatives—Forjoe & Company (East only).

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 Avenue, Chicago, Illinois, Superior 0100.

Transmitter—Roselle, Illinois. Operating power—50,000 watts. (100% modulation—crystal control.) 416.7 meters; 720 kilocycles.

Licensed to operate full time on cleared channel. Operates on Central War Time. Actual operating schedule: Sundays 8:00 a.m. to 1:30 a.m. Week days 5:30 a.m. to 1:30 a.m. Saturdays 5:30 a.m. to 2:00 a.m.

Agency Commission Agency commission of 15% on time charges allowed on general accounts coming through an agency recognized by W.G.N. In no 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 For combination rates see listing of Mutual Broadcasting System.

CLASS "A"

(7:00 p.m. to 10:00 p.m. daily and Sunday)

Table showing advertising rates for Class 'A' (7:00 p.m. to 10:00 p.m. daily and Sunday) with columns for 1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times and sub-columns for 1 hour, 1/2 hour, 1/4 hour, 10 min., 5 min.

CLASS "B"

(\*6:30 p.m. to 7:00 p.m. daily and 1:00 p.m. to 7:00 p.m. Sunday)

Table showing advertising rates for Class 'B' (\*6:30 p.m. to 7:00 p.m. daily and 1:00 p.m. to 7:00 p.m. Sunday) with columns for 1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times and sub-columns for 1 hour, 1/2 hour, 1/4 hour, 10 min., 5 min.

CLASS "C"

(9:00 a.m. to 1:00 p.m. daily and Sunday and 5:00 p.m. to 6:30 p.m. week days)

Table showing advertising rates for Class 'C' (9:00 a.m. to 1:00 p.m. daily and Sunday and 5:00 p.m. to 6:30 p.m. week days) with columns for 1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times and sub-columns for 1 hour, 1/2 hour, 1/4 hour, 10 min., 5 min.

CLASS "D"

(1:00 p.m. to 5:00 p.m. week days)

Table showing advertising rates for Class 'D' (1:00 p.m. to 5:00 p.m. week days) with columns for 1 time, 2 times, 3 times, 4 times, 5 times, 6 times and sub-columns for 1 hour, 1/2 hour, 1/4 hour, 10 min., 5 min.

CLASS "E"

(10:00 p.m. to 1:00 a.m. and 7:00 a.m. to 9:00 a.m. daily and Sunday)

Table showing advertising rates for Class 'E' (10:00 p.m. to 1:00 a.m. and 7:00 a.m. to 9:00 a.m. daily and Sunday) with columns for 1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times and sub-columns for 1 hour, 1/2 hour, 1/4 hour, 10 min., 5 min.

(\* 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. An 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. Under three or six time rates, Sunday period, same hour, may be substituted for week day period by paying difference between single time Sunday rate for substituted Sunday period and pro rata charge for reduced week day period.

GROSS TIME DISCOUNTS

Identical time periods purchased for 13 or more consecutive weeks at the 1 to 12 weeks 1 time rates under all classifications may be combined to earn the following dollar volume discounts: Less than 165.00 per week..... None 165.00 but less than 330.00 per week..... 2-1/2% 330.00 but less than 495.00 per week..... 5% 495.00 but less than 660.00 per week..... 7-1/2% 660.00 but less than 825.00 per week..... 10% 825.00 but less than 990.00 per week..... 12-1/2% 990.00 or more per week..... 15% 5% additional is allowed advertisers using 52 weeks consecutively. The above discount do not apply to time purchased at the 3 or more times 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

(Prior to 6:00 p.m. only) One minute announcement, copy limit 120 words: Less than six days per week, each..... 55.00 Six days weekly, 6 announcements, each..... 45.00 78 announcements, each..... 42.75 156 announcements, each..... 41.50 312 announcements, each..... 40.50 Electrically transcribed announcements (furnished by the advertiser are subject to a service charge of 5.00 net per announcement.

SPECIAL FEATURES

Station breaks: Copy limit 25 word commercial announcements. Transcribed announcements not accepted after 6:00 p.m. 6:00 p.m. to sign-off, each..... 50.00 6:00 a.m. to 6:00 p.m., each..... 25.00 Participating program: Home Management Program—For group sponsorship: 1 minute announcements (i.e., 110 words or less), three times weekly, alternate days..... 245.00 1 minute announcements, six times weekly..... 400.00

ELECTRICAL TRANSCRIPTIONS

Electrical transcription programs furnished by the advertiser are subject to a charge of 10.00 per broadcast.

TALENT

Program 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.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer. Rates are not 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 specific broadcast periods are accepted more than 30 days prior to date of initial broadcast.

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 The closing date for general publicity and program material is 2 weeks in advance of date of broadcast. (This listing continued on next page)

**ILLINOIS—Continued**

**CHICAGO—Continued  
W G N—Continued**

**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—Frank P. Schreiber.  
Sales Manager—William A. McGuinness.  
Representatives  
Chicago—441 N. Michigan Avenue, Superior 0100.  
New York—Norman Boggs, 220 East 42nd Street, Murray Hill 2-3033.  
San Francisco—Paul H. Raymer Company.  
Los Angeles—Paul H. Raymer Company

**WIND**

See complete listing under Gary, Indiana.

**WJJD**

(Established 1924.)

Rates effective November 1, 1941. (Card No. 19.)  
Owned and operated by WJJD, Inc.  
Studio—230 N. Michigan Avenue, Chicago, Illinois State 5466.  
Transmitter—17 miles northwest of Chicago, Ill., five miles east of Des Plaines, Ill.

**Wave—Power—Time**  
Operating power—20,000 watts.  
(100% modulation.)  
258.6 meters; 1180 kilocycles.  
Licensed to operate limited time.  
Operates on Central War Time.  
Actual operating schedule: 4:00 a.m. to 7:45 p.m.

**Agency Commission**  
Agency commission 15% allowed to recognized advertising agencies. No cash discount. Bills due and payable as rendered.

**General Advertising**  
Rates include charges by owners of music copyrights. 20% discount for "run of schedule" on all station time periods in excess of 5 minutes.  
Bulk rates applicable to public events using time greater than any unit on rate card; 2 hours up to 2-1/4 hours, 1/6 of the hour rate.

**GENERAL BROADCASTING RATES**

CLASS "A"			
(After 6:00 p.m.)			
	1 tl.	13 tl.	26 tl.
1 hour	260.00	234.00	221.00
1/2 hour	140.00	144.00	136.00
1/4 hour	95.00	85.50	80.75
5 minutes	55.00	49.50	46.75
CLASS "B"			
(9:00 a.m. to 1:00 p.m., 4:00 p.m. to 6:00 p.m. week days, and 9:00 a.m. to 6:00 p.m. Sunday)			
	1 tl.	13 tl.	26 tl.
1 hour	175.00	157.50	148.75
1/2 hour	110.00	99.00	93.50
1/4 hour	65.00	58.50	55.25
5 minutes	40.00	36.00	34.00
CLASS "C"			
(*1:00 p.m. to 4:00 p.m.)			
	1 tl.	13 tl.	26 tl.
1 hour	130.00	117.00	110.50
1/2 hour	80.00	72.00	68.00
1/4 hour	55.00	49.50	46.75
5 minutes	35.00	31.50	29.75
(*) Exception: Sundays, 1:00 p.m. to 4:00 p.m. Class "B" rates apply.			
CLASS "D"			
(6:00 a.m. to 9:00 a.m.)			
	1 tl.	13 tl.	26 tl.
1 hour	100.00	90.00	80.00
1/2 hour	60.00	54.00	50.00
1/4 hour	35.00	31.50	29.75
5 minutes	20.00	18.00	17.00
CLASS "A"			
(After 6:00 p.m.)			
	3 tl.	5 tl.	6 tl.
1 hour	585.00	965.00	936.00
1/2 hour	360.00	535.00	576.00
1/4 hour	215.00	315.00	345.00
5 minutes	125.00	185.00	198.00
CLASS "B"			
(9:00 a.m. to 1:00 p.m. and 4:00 p.m. to 6:00 p.m.)			
	3 tl.	5 tl.	6 tl.
1 hour	305.00	585.00	630.00
1/2 hour	180.00	247.50	267.00
1/4 hour	105.00	146.25	157.50
5 minutes	60.00	90.00	99.00
CLASS "C"			
(1:00 p.m. to 4:00 p.m.)			
	3 tl.	5 tl.	6 tl.
1 hour	292.50	434.00	468.00
1/2 hour	180.00	270.00	288.00
1/4 hour	105.00	140.00	155.00
5 minutes	60.00	70.00	75.00
CLASS "D"			
(6:00 a.m. to 9:00 a.m.)			
	3 tl.	5 tl.	6 tl.
1 hour	250.00	400.00	450.00
1/2 hour	150.00	240.00	270.00
1/4 hour	90.00	140.00	155.00
5 minutes	45.00	70.00	75.00

Weekly Frequency Time Rates are subject to the following discounts on contracts: 13 weeks, 10%; 26 weeks, 15%; 52 weeks, 20%.

**ANNOUNCEMENTS**

CLASS "A"			
	1 tl.	3 tl.	6 tl.
*125 words	20.00	54.00	80.00
CLASS "B", "C", or "D"			
*125 words	15.00	38.25	60.00
(*) 50 words or less discount 40%.			

If less than three announcements per week are used, rates are to be figured on time basis, and subject to discounts of 10% for 13 times; 15% for 26 times; 20% for 52 times. Three, five and six times per week rates are subject to frequency discounts of 10% for 13 weeks; 15% for 26 weeks; 20% for 52 weeks. Time signals, weather and temperature reports, or news flashes take regular announcement rates, maximum length 125 words.

**ELECTRICAL TRANSCRIPTIONS**  
No charge for electrical transcriptions provided by the advertiser. **TALENT** rate on application.

**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 broadcast 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**  
All contracts should be closed as far in advance as possible so as to facilitate production. Copy for all lectures and talks must be submitted 18 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 for vertical and lateral cut recordings.

**Personnel**  
President—Ralph Atlas.  
Sales Manager—Arthur F. Harre.  
Representatives  
John E. Pearson Company.  
Pacific Coast—Walter Biddick.

**WJWC**

See complete listing under Hammond, Ind.

**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 Boulevard, Chicago, Illinois.  
Business Office and Studio—Prairie Farmer Building, 1230 Washington Blvd., Chicago, Ill., Monroe 9700.  
Transmitter—Tinley Park, Illinois.

**Wave—Power—Time**  
Operating power—50,000 watts.  
(100% modulation; crystal control.)  
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 3:00 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**  
Agency commission 15% on station time only to advertising agencies recognized by station. Cash discount 2% on net of time charges for payment by 10th of month following broadcast.

**General Advertising**  
For combination rates see listing of Blue Network Company (Basic Blue Network).  
All discounts are for broadcasts to be used within one year from start of schedule.  
Separate contracts must be written for periods to different rate classifications.  
(This listing continued on next page)

# Lowest Cost Per Listener

## at any Station Serving CHICAGO

A recent Hooper-Holmes survey shows 15.7% of Chicago radio listeners prefer W-I-N-D's newscasts. Station "A" scored 31.9% . . . Station "B" 20% . . . the remainder being divided between 10 stations, including three 50,000-watters

The time cost of 15-minutes nighttime on Station "A" is \$300 . . . on Station "B" \$320 . . . on W-I-N-D only \$72.50.

Based on the Hooper-Holmes survey and the above rates, the costs of reaching Chicago radio homes is:

Station "A" . . . . .	\$1.03 per 1000 radio homes
Station "B" . . . . .	\$1.75 per 1000 radio homes
W-I-N-D . . . . .	51c per 1000 radio homes

Ask to see this survey.

# W-I-N-D

CHICAGO, ILLINOIS

1600 North Dearborn Street, Chicago, Illinois  
 In Gary, Indiana, 1600 North Dearborn Street, Gary, Indiana  
 and in Chicago, 1600 North Dearborn Street, Chicago, Illinois

**NATIONAL BUREAU OF ADVERTISING**



**CHICAGO—Continued**

**WLS—Continued**

**EVENING PROGRAMS**

	1 tt.	13 tt.	26 tt.	52 tt.	104 tt.	300 tt.
1 hour.....	750.00	712.50	675.00	600.00	562.50	525.00
1/2 hour.....	450.00	427.50	405.00	360.00	337.50	315.00
1/4 hour.....	300.00	285.00	270.00	240.00	225.00	210.00
5 minutes.....	225.00	213.75	202.50	180.00	168.75	157.50

**DAYTIME PROGRAMS**

1 hour.....	450.00	427.50	405.00	360.00	337.50	315.00
1/2 hour.....	270.00	256.50	243.00	216.00	202.50	189.00
1/4 hour.....	180.00	171.00	162.00	144.00	135.00	126.00
5 minutes.....	135.00	128.25	121.50	108.00	101.25	94.50

**WEEKLY FREQUENCY RATES**

(Programs)  
(Nighttime)

	Less than 13 wks.	13 to 25 wks.	26 to 51 wks.	52 wks.
Three days weekly:	13 wks.	13 wks.	13 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	432.00

Five days weekly:	13 wks.	13 wks.	13 wks.	52 wks.
1 hour.....	2,812.50	2,531.25	2,390.63	2,250.00
1/2 hour.....	1,687.50	1,518.75	1,434.38	1,350.00
1/4 hour.....	1,125.00	1,012.50	956.25	900.00
5 minutes.....	843.75	759.38	717.19	675.00

Six days weekly:	13 wks.	13 wks.	13 wks.	52 wks.
1 hour.....	3,150.00	2,835.00	2,677.50	2,520.00
1/2 hour.....	1,890.00	1,701.00	1,608.50	1,512.00
1/4 hour.....	1,260.00	1,134.00	1,071.00	1,008.00
5 minutes.....	945.00	850.50	803.25	756.00

Three days weekly: (Daytime)	13 wks.	13 wks.	13 wks.	52 wks.
1 hour.....	1,080.00	972.00	918.00	864.00
1/2 hour.....	648.00	583.20	550.80	518.40
1/4 hour.....	432.00	388.80	367.20	345.60
5 minutes.....	324.00	291.60	275.40	259.20

Five days weekly:	13 wks.	13 wks.	13 wks.	52 wks.
1 hour.....	1,800.00	1,518.75	1,434.38	1,350.00
1/2 hour.....	1,012.50	911.25	860.63	810.00
1/4 hour.....	675.00	607.50	573.75	540.00
5 minutes.....	506.25	465.63	430.31	405.00

Discounts are allowed on contract only for 13, 26 and 52 consecutive and continuous weeks of broadcasting, and will be credited to advertiser as earned. Four days per week charged pro 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: 4 or more daily 20%; 2 daily 10%; 3 daily 15%; 4 or more daily 20%.

**ANNOUNCEMENTS**

	1 tt.	13 tt.	26 tt.	52 tt.	104 tt.	300 tt.
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

2 minutes.....	112.50	106.88	101.25	90.00	84.38	78.75
1 minute.....	75.00	71.25	67.50	60.00	56.25	52.50
50 words.....	45.00	42.75	40.50	36.00	33.75	31.50

**WEEKLY FREQUENCY RATES**

	Less than 13 wks.	13 to 25 wks.	26 to 51 wks.	52 wks.
Three days weekly:	13 wks.	13 wks.	13 wks.	52 wks.
1 minute.....	300.00	270.00	255.00	240.00
50 words.....	180.00	162.00	153.00	144.00

Five days weekly:	13 wks.	13 wks.	13 wks.	52 wks.
1 minute.....	488.75	421.88	398.44	375.00
50 words.....	281.25	253.13	230.06	225.00

	Less than 13 wks.	13 to 25 wks.	26 to 51 wks.	52 wks.
Three days weekly:	13 wks.	13 wks.	13 wks.	52 wks.
2 minutes.....	270.00	243.00	229.50	216.00
1 minute.....	180.00	162.00	153.00	144.00
50 words.....	108.00	97.20	91.80	86.40

Five days weekly:	13 wks.	13 wks.	13 wks.	52 wks.
2 minutes.....	421.90	379.71	358.82	337.52
1 minute.....	281.25	253.13	239.06	225.00
50 words.....	188.75	151.88	143.44	135.00

Six days weekly:	13 wks.	13 wks.	13 wks.	52 wks.
2 minutes.....	472.50	425.25	401.63	378.00
1 minute.....	315.00	288.50	267.75	252.00
50 words.....	189.00	170.10	160.85	151.20

**DISCOUNTS**

Discounts are allowed on contract only for 13, 26 and 52 consecutive and continuous weeks of broadcasting, and will be credited to advertiser as earned. Four days per week charged pro rata to three day rate; seven days pro rata to six day rate. Weekly frequency rates for announcements are subject to the following additional discounts when advertisers use more than one announcement daily: 2 daily 10%; 3 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. Feature Foods Morning Homemakers' Hour: Daily except Sunday. Limited number of participations offered to advertisers of acceptable products which are sold through grocery retailers.

	13 to 25 wks.	26 to 51 wks.	52 wks.
3 days weekly.....	304.97	288.31	243.00
6 days weekly.....	477.75	490.50	414.00

Minimum contract accepted is 13 weeks. Discounts are allowed on contract only for consecutive and continuous weeks of broadcasting, and will be credited to advertiser as earned. Time signals, weather reports, temperature reports, markets, etc., will be sold exclusively or to more than one advertiser as arranged with advertisers in advance. All special features subject to minimum weekly charge, dependent on character of feature and length of continuous sponsorship. Per announcement daily, six days a week:

	13 to 25 wks.	26 to 51 wks.	52 wks.
Per week:	13 wks.	13 wks.	52 wks.
With 20 words.....	233.50	209.97	188.31
With 40 words.....	315.00	283.50	267.75
With 100 words.....	525.00	472.50	446.25

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 card rates. No additional charge for news service or newscaster.

**ELECTRICAL 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 rebate of any kind. No additional charge for transcriptions which do not contain instrumental music.

**TALENT**

Rates on application. Contract and Other Requirements: Advertising of alcoholic beverages not accepted. All contracts subject to government regulations. All advertising 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 is 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 each respective contract. No time sold in bulk for resale. Programs not furnished by, but rendered in, studios 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 publicity. All material for each broadcasting period shall be furnished and delivered to the station at least 24 hours before the time of each broadcast. Should the advertiser fail to so 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.

**Technical 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—Burridge D. Butler; Vice-President and Manager—Glenn Snyder; Sales Manager—Charles M. Freeman; Program Director—Harold Safford; Promotion Manager—Don E. Kelley.

Representatives: John Blair & Company.

# WLS in Chicago

Eight half-hour network programs on WLS recently brought 38,274 proof-of-purchase letters to the station in three weeks! The advertiser, a cereal manufacturer, offered a billfold for 10¢ and a boxtop.

And here's the important part: a breakdown of one week's mail showed that 32.3% of the mail came from Metropolitan Chicago, which contains only 25.8% of the radio homes in our area. That's Chicago coverage!

Our coverage of Midwest America is proved by these 38,274 proof-of-purchase letters . . . and the fact that WLS is listened to in Chicago by the 32.3% metropolitan mail. This balanced coverage is another reason why *WLS Gets Results!*

890 KILOCYCLES  
50,000 WATTS  
BLUE NETWORK

THE PRAIRIE FARMER STATION  
BRUNSON E. DUTLER  
Vice-President and Manager

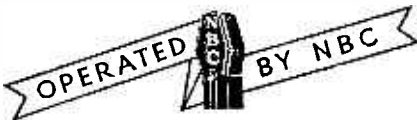
CHICAGO

REPRESENTED BY  
JOHN BLAIR & COMPANY

**ILLINOIS—Continued**

**CHICAGO—Continued**

**WMAQ**  
(Established 1922)



Rates effective January 15, 1940. (Card No. 9.)  
Owned and operated by National Broadcasting Co., Inc.  
Business Office and Studio—Merchandise Mart, 222 North Bank Drive, Chicago, Ill., Superior 8300.  
Transmitter—Near Bloomington, Illinois.

**Wave—Power—Time**  
Operating power—50,000 watts.  
(100% modulation.)  
447.8 meters; 670 kilocycles.  
Licensed to operate full time on cleared national channels. Operates on Central War Time.  
Actual operating schedule, Sunday 5:00 a.m. to 1:00 a.m. Week days 6:45 a.m. to 1:00 a.m.

**Agency Commission**  
Agency commission 15% to recognized advertising agencies 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 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 15, 1943, at rates on this card 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 this card will apply to extensions of said commitments for any period or periods up to and including January 14, 1941, for the same series continuously used. Rates on this card are applicable to all new broadcast series ordered on and after the effective date of this 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 listing of National Broadcasting Company (Basic Network). The following rates include charges by owners of music copyrights from whom NBC has blanket licenses.

**CLASS "A"**

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

1 hour.....	800.00
1/2 hour.....	480.00
1/4 hour.....	320.00
*10 minutes.....	267.00
*5 minutes.....	160.00

**CLASS "R"**

(1:00 p.m. to 6:00 p.m. Sunday only)

1 hour.....	600.00
1/2 hour.....	360.00
1/4 hour.....	240.00
*10 minutes.....	201.00
*5 minutes.....	120.00

**CLASS "C"**

(10:30 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m., exclusive of 1:00 p.m. to 6:00 p.m. Sunday afternoon)

1 hour.....	400.00
1/2 hour.....	240.00
1/4 hour.....	160.00
*10 minutes.....	134.00
*5 minutes.....	80.00

**CLASS "D"**

(12:00 midnight to 9:00 a.m.)

1 hour.....	267.00
1/2 hour.....	160.00
1/4 hour.....	107.00
*10 minutes.....	89.00
*5 minutes.....	54.00

(\* Available only in restricted periods.)

**CLASS "E"**

**SERVICES**

**Time Signals:** Each service exclusive to one advertiser.  
6:00 p.m. to sign-off, seven nights weekly—Four 10 word, one 50 word after 11:00 p.m. The actual time and spelling of a name are each counted as one word. This service available only to time piece manufacturers or listers who regularly furnish a time service to the public. Per week 1,000.00.  
Sign-on to 6:00 p.m., seven days weekly—Five 10 word and one 50 word. The actual time and spelling of a name are each counted as one word. Per week 500.00.  
**Weather Reports, Temperature Reports—**Each service broadcast once in each service period.  
Rates are computed on basis of one announcement daily, six days weekly. Advertiser may contract for only one service in each service period. Service consists of feature plus a 100 word commercial announcement.  
Evening, per week..... 400.00  
Daytime, per week..... 200.00  
Electrically transcribed announcements not acceptable in connection with the above services.  
**Musical Clock—**Broadcast prior to 9:00 a.m. Monday through Saturday.

Radio Night Club—Broadcast between 11:15 p.m. and 12:00 midnight.  
Program cost includes staff announcer, transcription and/or records. If live talent desired as substitute, separate program charges will be made. The following rates apply to both Musical Clock and Radio Night Club:

	Time cost	Program Cost
	gross	net
1 hour unit.....	1,000.00	60.00
1/2 hour unit.....	600.00	30.00
1/4 hour unit.....	400.00	15.00

If any part of any of the above services is unavailable, the advertiser will be billed pro rata for the remainder of the service.

**DISCOUNTS AND REBATES**

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

**Weekly Dollar Volume Discounts**

Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:

Less than 160.00 weekly.....	None
160.00 or more but less than 320.00 weekly.....	2-1/2%
320.00 or more but less than 480.00 weekly.....	5%
480.00 or more but less than 640.00 weekly.....	7-1/2%
640.00 or more but less than 800.00 weekly.....	10%
800.00 or more but less than 960.00 weekly.....	12-1/2%
960.00 or more weekly.....	15%

**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 in schedule. The rebate will be due and payable currently only on firm qualifying contracts or as contracts become firm for 26, 39 or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years there-

fore earning their own rebates based on the number of consecutive weeks used.  
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. 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. All concurrent local contracts for the same advertiser at the rates listed under Classes "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**

Discounts on weekly frequency rates allowed for number of weeks scheduled within one year:

Less than 13 weeks.....	None
13 to 25 weeks.....	5%
26 to 51 weeks.....	7-1/2%
52 or more weeks.....	10%

Separate contracts must be written for periods in different rate classifications under "Weekly Frequency Rate" Class "A," "C," or "D." No grouping of contracts for the purpose of obtaining 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.

**CLASS "A"**

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

	3 ft.	4 ft.	5 ft.	6 ft.	7 ft.
1 hr.	1,980.00	2,640.00	3,200.00	3,600.00	4,200.00
1/2 hr.	1,188.00	1,580.00	1,920.00	2,160.00	2,520.00
1/4 hr.	792.00	1,056.00	1,280.00	1,440.00	1,680.00
*10 min.	660.00	880.00	1,067.00	1,200.00	1,400.00
*5 min.	396.00	528.00	640.00	720.00	840.00

(This listing continued on next page)

**The Best Programs in the World ARE ON WMAQ**

**CONSEQUENTLY**  
The largest radio audience in the Chicago area — the second largest market in the country — listens to WMAQ.

**OBVIOUSLY**  
The first station in Chicago is

**WMAQ**

**THE STATION MOST CHICAGOANS LISTEN TO MOST**

For further information, write or telephone your nearest NBC representative.

**CHICAGO—Continued**  
**W M A Q—Continued**

CLASS "B"  
(1:00 p.m. to 6:00 p.m. Sunday only)  
Not available.

CLASS "C"  
(10:30 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m., exclusive of 1:00 p.m. to 6:00 p.m. Sunday afternoon)

	3 tl.	4 tl.	5 tl.	6 tl.	7 tl.
1 hr.	990.00	1,320.00	1,600.00	1,800.00	2,100.00
1/2 hr.	594.00	790.00	960.00	1,030.00	1,260.00
1/4 hr.	396.00	528.00	640.00	720.00	840.00
*10 min.	330.00	440.00	535.50	600.00	700.00
*5 min.	198.00	264.00	320.00	360.00	420.00

CLASS "D"  
(12:00 midnight to 9:00 a.m.)

	3 tl.	4 tl.	5 tl.	6 tl.	7 tl.
1 hr.	660.00	880.00	1,066.67	1,200.00	1,400.00
1/2 hr.	594.00	528.67	640.00	720.00	840.00
1/4 hr.	264.00	352.00	426.67	480.00	560.00
*10 min.	220.00	293.33	355.87	400.00	466.67
*5 min.	132.00	176.00	213.33	240.00	280.00

(\*) Available in restricted periods.

**ANNOUNCEMENTS**  
Independent Announcements  
Frequency rates are effective from beginning of service only on firm contracts or as contracts become firm. Contracts for announcement service in the different rate classifications (6:00 p.m. to 11:00 p.m., sign-on to 6:00 p.m. and 11:00 p.m. to 12:00 midnight, 12:00 midnight to sign-off) may not be combined to earn lower frequency rates. Two or more contracts with one advertiser in the same rate classification (either evening, daytime or late night service) within a twelve month period may be combined to obtain lower frequency rates. When two or more contracts are made by one advertiser for service in different rate classifications within a twelve month period, the lowest frequency rate earned by one service will apply to the other service.

(6:00 p.m. to 10:30 p.m.)  
1 hr. 1,110.00 1,510.00 1,800.00 2,000.00 2,300.00  
1 minute 80.00 78.00 72.00 68.00 64.00 60.00  
(Between sign-on and 6:00 p.m. and between 10:30 p.m. and 12:00 midnight)  
1 minute 40.00 38.00 36.00 34.00 32.00 30.00  
1 minute 26.67 25.33 24.00 22.67 21.33 20.00

**ELECTRICAL TRANSCRIPTIONS**  
Accepted at card rates. If the transcription contains instrumental music there will be an additional charge of 10.00 per broadcast for turn-table operator. This 10.00 charge is not subject to any discount or commission.

**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**  
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.

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.

Lectures and educational talks are not accepted between 6:00 p.m. and 12:00 midnight except by special arrangement. 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 78 and 33-1/3 r.p.m. lateral and vertical turn-tables.

**Personnel**  
Spot & Local Sales Mgr.—Oliver Morton.  
**Representatives**  
National Broadcasting Company, Inc.

**W M B I**  
(Established 1926)

Owned and operated by The Moody Bible Institute of Chicago.  
Business Offices and Studios—153 Institute Place, Chicago, 12th & Michigan 1570.  
Transmitter—Addison, Illinois.

**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.  
Actual operating schedule: Sundays 8:00 a.m. to local sunset. Monday through Saturday, 6:00 a.m. to local sunset.

**Personnel**  
Vice-President and Director—H. C. Crowell.  
Program Director—W. P. Lovells.  
Director of Promotion—Russell T. Hitt.  
Chief Engineer—A. P. Frye.  
Does not sell time.

**W S B C**

(Established 1925)  
Rates effective September 1, 1938. (Card No. 5.)  
Owned and operated by Radio Station WSBC.  
Business Office and Studio—2400 W. Madison Street Chicago, Illinois, Seelye 8068.  
Transmitter—2400 W. Madison Street, Chicago, Ill.

**Wave—Power—Time**  
Operating power—250 watts.  
(100% modulation—crystal control.)  
241.9 meters; 1240 kilocycles.  
Divides time with WEDC and WCRW.

**Agency Commission**  
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 charges by owners of music copyrights.

**SPONSORED PROGRAMS**  
(6:00 p.m. to 12:00 midnight week days and all day Sunday)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	80.00	48.00	28.80	21.30	12.80	8.30
13 times.....	76.00	45.60	27.36	20.25	12.15	7.90
26 times.....	72.00	43.20	25.92	19.15	11.50	7.45
39 times.....	68.00	40.80	24.50	18.10	10.90	7.00
52 times.....	64.00	38.40	23.05	17.05	10.25	6.85
100 times.....	60.00	36.00	21.60	16.00	9.60	6.25
200 times.....	56.00	33.60	20.15	14.90	8.95	5.80
300 times.....	52.00	31.20	18.70	13.85	8.30	5.40

(6:00 a.m. to 6:00 p.m. week days)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	55.00	33.00	19.80	14.55	8.80	6.70
13 times.....	52.25	31.35	18.80	13.80	8.35	6.40
26 times.....	49.50	29.70	17.80	13.20	7.90	6.15
39 times.....	46.75	28.05	16.85	12.45	7.50	5.85
52 times.....	44.00	26.40	15.85	11.70	7.05	5.55
100 times.....	41.25	24.75	14.85	11.00	6.60	5.30
200 times.....	38.50	23.10	13.85	10.25	6.15	4.90
300 times.....	35.75	21.45	12.85	9.55	5.70	4.70

Day time Sunday rates, extra..... 25%  
(\*) 100 word announcements.  
Foreign language rates on request.

**POLITICAL RATES**  
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 application.

**REMOTE CONTROL**  
Programs broadcast from points outside the studios of station are subject to special charges.

**SERVICE 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.

**Contract 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 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 33-1/3 or 78 r.p.m. double turn-tables.

**Personnel**  
Manager—John A. Dyer.  
**Representatives**  
Forjee & Company (East only).

**CICERO**  
(Cook County)

**W H F C**  
(Established 1925)

Rates effective April 1, 1939. (Card No. 20.)  
Owned and operated by WHFC, Inc., Cicero, Ill.  
Studio—6135 W. Cermak Road, Cicero 4305, Cicero, Illinois.  
Transmitter—Cicero, Illinois.

**Wave—Power—Time**  
Operating power—250 watts.  
206.9 meters; 1450 kilocycles.  
Operates on Central War Time.  
Actual operating schedule: 7:00 a.m. to 1:00 a.m.

**Agency Commission**  
Agency commission 15% on station time and talent to advertising agencies recognized by station. No cash discount. All bills rendered on day following broadcast, payable immediately.

**General Advertising**

CLASS "A"  
(After 5:00 p.m. daily)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.
1 hour	80.00	78.00	72.00	68.00	64.00
1/2 hour	50.00	47.50	45.00	42.50	40.00
1/4 hour	30.00	28.50	27.00	25.50	24.00
5 minutes	14.00	13.00	12.00	11.00	10.00
1 minute	8.00	7.75	7.50	7.25	7.00

CLASS "B"  
(7:00 a.m. to 5:00 p.m. daily)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.
1 hour	80.00	57.00	64.00	41.00	49.00
1/2 hour	35.00	33.25	31.50	29.75	28.00
1/4 hour	20.00	19.00	18.00	17.00	16.00
5 minutes	10.00	9.50	9.00	8.50	8.00
1 minute	6.00	5.75	5.50	5.25	5.00

**TALKS**  
Accepted subject to the approval of station management.  
Rates on application.  
Publicity talks are accepted subject to approval of station directors. Talks may not exceed five 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.

**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 for 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**  
All programs are subject to the approval of station management.  
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.

**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 turn-tables, lateral and vertical pick-up.

**Personnel**  
Station Manager—Richard W. Hoffman.

**DANVILLE**  
(Vermilion County)

**W D A N**  
(Established 1938)

Rates effective March 1, 1941.  
Owned and operated by Northwestern Publishing Co. Business Office and Studio—Hotel Wolford, Danville, Illinois, Main 1700.  
Transmitter—E. Woodlawn Street and Washington Avenue, Danville, Illinois.

**Wave—Power—Time**  
Operating power—250 watts.  
201.3 meters; 1490 kilocycles.  
Licensed to operate unlimited time. Operates on Central War Time.  
Actual operating schedule: 7:00 a.m. to 10:15 p.m.

**Agency Commission**  
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**  
Rates include charges by owners of music copyrights.

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	150 tl.	300 tl.
1 hour.....	60.00	57.00	54.00	51.00	48.00	45.00	42.00
1/2 hour.....	38.00	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 minutes.....	10.00	9.50	9.00	8.50	8.00	7.50	7.00

**FREQUENCY DISCOUNTS**  
Not less than 13 week contract:  
3 times weekly..... 20%  
4 times weekly..... 30%  
5 or more times weekly..... 40%  
26 weeks contract: 5% additional discount.  
52 weeks contract: 10% additional discount.  
Frequency discounts apply only on the one time rate. No frequency discounts on announcements.

**ANNOUNCEMENTS**  
1 minute (125 words)..... 5.00 4.75 4.50 4.25 4.00 3.75  
1/2 minute (75 words)..... 3.00 2.85 2.70 2.55 2.40 2.25

**TALKS**  
Political. One time rate applies. No frequency discounts.  
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. Limit 30 minutes in any 60 minute period. No quantity discounts. Rates on request.

**RELIGIOUS BROADCASTS**  
1 time rate, less 50%. No quantity discounts.

**SPECIAL FEATURES**  
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.

(This listing continued on next page)

ILLINOIS—Continued

DANVILLE—Continued

W D A N—Continued

ELECTRICAL TRANSCRIPTIONS
Transcription library service available. Details and rates on request.

REMOTE CONTROL

Remote lines will be installed to any point. Charges for lines and any necessary additional equipment will be billed to the advertiser at actual cost.

SERVICE FACILITIES

All time charges quoted include the use of station facilities and the services of the continuity, program and publicity departments.

Contract and Other Requirements

No alcoholic beverage advertising accepted. The station manager reserves the right to reject or revise commercial copy for broadcasting.

Advertiser may cancel his contract by giving the station 14 days advance written notice accompanied by full payment for short time rates to the date of cancellation.

Closing Time

Closing date on all publicity is one week in advance. Daily schedule closed 3:00 p.m. preceding day.

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—E. C. Hewes. Station Manager—Francis "Jake" Higgins. Commercial Manager—Guy F. Kitchen.

Representatives

J. P. McKinney & Son.

DECATUR

(Macon County)

W S O Y

(Established 1925)

Rates effective March 1, 1940. (Card No. 6.)

Owned and operated by Commodore Broadcasters, Inc., Decatur, Ill. Affiliated with the Decatur Herald and Review.

Business Office and Studio—351-357 N. Main Street, Decatur, Ill., telephone 5371. Transmitter—1891 N. Oakland Avenue, Decatur, Ill.

Wave—Power—Time

Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission

Agency commission 15% to recognized agencies. Cash discount 2%—15th of following month.

General Advertising

Quantity discounts apply on each classification only. Announcements and programs cannot be combined to secure quantity discounts.

CLASS "A" (11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Table with 6 columns and 5 rows showing advertising rates for Class A.

CLASS "B" (6:00 a.m. to 11:59 a.m., 1:00 p.m. to 6:00 p.m., 10:00 p.m. to 12:00 midnight)

Table with 6 columns and 5 rows showing advertising rates for Class B.

FREQUENCY DISCOUNTS

On station time only, minimum 13 times. Does not apply to announcements or 5 minute periods.

ANNOUNCEMENTS

Station breaks available at the same rate as one minute announcements but copy must be confined to 25 words or less except by special arrangement.

Table with 6 columns and 5 rows showing announcement rates.

SPECIAL FEATURES

Direct 24 hour leased wire service—10% additional to rate.

POLITICAL TALKS

Rates on requests. Must be paid in advance.

ELECTRICAL TRANSCRIPTIONS AND RECORDED PROGRAMS

Not limited to certain hours.

TALENT

Talent of all types available, rates on request.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts.

SERVICE FACILITIES

Services of the program department in arranging and presenting programs are included in the station time charges, also services of one announcer.

Contract and Other Requirements

Beer and wine advertising accepted. Maximum contract term one year. Station reserves the right to determine suitability of copy submitted and the right to reject same.

Closing Time

One week prior to starting time.

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 recordings.

Personnel

General Manager—Merrill Lindsay.

Representatives

Sears & Ayer, Inc.

EAST ST. LOUIS

(St. Clair County)

W T M V

(Established 1935)

Rate card issued July 1, 1941. (Card No. 6-A.)

Owned and operated by the Mississippi Valley Broadcasting Company, Inc.

Business Office and Studio—Hotel Broadview, Fifth and Broadway, East St. Louis, Ill., Bridge 3424 and East 4390.

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

Agency commission 15% to recognized agencies. No cash discount. All bills due on 1st of month for programs broadcast during previous month.

General Advertising

CLASS "A"

Table with 6 columns and 5 rows showing advertising rates for Class A.

CLASS "B"

Table with 6 columns and 5 rows showing advertising rates for Class B.

ANNOUNCEMENTS

CLASS "A"

Table with 6 columns and 5 rows showing announcement rates for Class A.

CLASS "B"

Table with 6 columns and 5 rows showing announcement rates for Class B.

FREQUENCY DISCOUNTS

3 times per week, 5% 6 times per week, 10%

ELECTRICAL TRANSCRIPTIONS

Electrical transcriptions will be broadcast at the regular rate.

TALENT

All talent is extra—rates on application.

REMOTE CONTROL

Cost of broadcasting any programs originating outside of the regular established studios of station shall be paid for by the advertiser.

Contract and Other Requirements

Rates quoted are for the number of broadcasts used within one year. Talent is extra. All programs material and copy are subject to approval of station management.

All programs must comply with the present and future state and federal laws, rules and regulations. The station reserves the right to change the time of or to cancel any broadcast which might interfere with special programs of particular public interest.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. double turn-tables for either vertical or lateral cut discs.

Personnel

Pres. & Gen'l Mgr.—Carlin S. French. Commercial Manager—Ed Puro.

Representatives

Sears & Ayer, Inc.

GALESBURG

(Knox County)

WGIL

(Established 1938)

Rates effective June 1, 1939.

Owned and operated by Galesburg Broadcasting Co. Business Office and Studio—Hill Arcade, Galesburg, Illinois. Transmitter—

Wave—Power—Time

Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission

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 a.m. to 1:00 p.m. and after 6:00 p.m.)

Table with 6 columns and 5 rows showing advertising rates for Class A.

CLASS "B"

Table with 6 columns and 5 rows showing advertising rates for Class B.

ANNOUNCEMENTS

(11:30 a.m. to 1:00 p.m. and after 6:00 p.m.)

Table with 6 columns and 5 rows showing announcement rates.

(All other time)

Table with 6 columns and 5 rows showing announcement rates for all other time.

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.

ELECTRICAL TRANSCRIPTIONS

Electrically transcribed programs are accepted for broadcast at any hour available.

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 cost.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine. All programs subject to approval of station.

Closing Time

Closing date for general publicity and program service is one week in advance of broadcast. 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.

Personnel

General Manager—Rollin B. Laughner, Jr.

Representatives

Sears and Ayer, Inc.

HARRISBURG

(Saline County)

W E B Q

(Established 1928)

Rates effective January 1, 1940.

Owned and operated by Harrisburg Broadcasting Co. Business Office and Studio—Harrisburg National Bank Bldg., 100 E. Poplar St., Harrisburg, Ill., Harrisburg 23. Transmitter—Harrisburg National Bank Bldg., 100 E. Poplar Street, Harrisburg, Illinois.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 241.9 meters; 1240 kilocycles. Licensed to operate on local channel. Operates on Central War Time. Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15%. Commission does not apply on talent. Cash discount 2%. Bills are rendered the 1st and are due 10th of month following broadcast.

(This listing continued on next page)

**HARRISBURG—Continued**  
**W E B Q—Continued**

**General Advertising**

The following rates are for national advertising. For local advertising rates, consult station management.  
(All hours)  
1 hour..... 1 tl. 13 tl. 26 tl. \*100 tl.  
1/2 hour..... 40.00 38.00 36.00 34.00  
1/4 hour..... 25.00 23.75 22.50 21.25  
5 minutes..... 15.00 14.25 13.50 12.75  
(\* To be used within one year.

**ANNOUNCEMENTS**

Price quotations permitted in announcements.  
(All hours)  
1 minute 1 tl. 13 tl. 26 tl. 52 tl. \*100 tl.  
2 minutes 4.50 4.00 3.50 3.00 2.50  
5 minutes 5.50 5.00 4.50 4.00 3.50  
8 minutes 8.00 7.50 7.00 6.50 6.00  
(\* To be used within one year.

**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 application.

**Contract and Other Requirements**

Advertising of alcoholic beverages not accepted, excepting beer and wine.  
Rates do not include talent. Services of announcer are included without extra charge.  
All contracts are subject to regulations of the Government, State 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.

**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 turn-tables for vertical or lateral cut recordings.

**Personnel**

Manager—I. M. Taylor

**HERRIN**

(Williamson County)

**W J P F**

(Established 1940)

Rates effective August 1, 1940.

Owned and operated by Egyptian Broadcasting Co. Business Office and Studios—Herrin, Illinois.

**Wave—Power—Time**

Operating power—250 watts.  
223.9 meters; 1340 kilocycles.  
Licensed to operate unlimited time.  
Operates on Central War Time.  
Operating schedule: 6:00 a.m. to 11:00 p.m.

**Agency Commission**

Agency commission 15% to recognized advertising agencies. Cash discount 2%—10th of following month.

**General Advertising CLASS "A"**

(6:00 a.m. to 8:00 a.m., 11:30 a.m. to 1:00 p.m. and 9:00 p.m. to 9:00 p.m.)  
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 156 tl.  
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 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 hour..... 49.00 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 2.50  
Station breaks available. Copy limited to 50 words.

**SPECIAL FEATURES**

News programs—Rates on request.  
**ELECTRICAL 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**

None.

**JACKSONVILLE**

(Morgan County)

**W L D S**

(Established 1942)

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

Owned and operated by Stephenson, Edge and Korsmeyer.  
Business Office and Studio—Fox-Illinois Theater, Jacksonville, Ill.  
Transmitter—Old State Road, 1-1/2 miles east of Jacksonville, Ill.

**Wave—Power—Time**

Operating power—250 watts.  
254.2 meters; 1180 kilocycles.  
Licensed to operate days on clear channel.  
Operates on Central War Time.  
Actual operating schedule: Sundays 8:00 a.m. to local sunset. Week days 8:30 a.m. to local sunset.

**Agency Commission**

Agency commission 15% on station time only except cases where talent and service cost are quoted, then commission applies to whole contract. No cash discount. Bills rendered first of month; due 10th of month.

**General Advertising**

Rates include charges by owners of music copyrights. The following rates are for national advertising. Licensed for ASCAP, BMI and SESAC.

**CLASS "A"**

(11:30 a.m. to 1:30 p.m. week days, 9:00 a.m. to 5:30 p.m. Saturdays and 12:00 noon to sign-off Sundays)  
1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 200 tl. 300 tl.  
1 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  
5 minutes 10.00 9.50 9.00 8.50 8.00 7.50 7.00

**CLASS "B"**

(All other time)  
1 hour..... 30.00 28.50 27.00 25.50 24.00 22.50 21.00  
1/2 hour..... 18.00 17.10 16.20 15.30 14.40 13.50 12.60  
1/4 hour..... 12.00 11.40 10.80 10.20 9.60 9.00 8.40  
5 minutes 6.00 5.70 5.40 5.10 4.80 4.50 4.20

**ANNOUNCEMENTS**

Rates include services of one announcer. Thirty word station break at 100 word rate. One minute transcription or one minute live announcements at 1-1/2 times the 100 word announcement rate.

**CLASS "A"**

1 tl. 25 tl. 50 tl. 100 tl. 200 tl. 300 tl.  
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"**

100 words..... 4.00 3.80 3.60 3.40 3.20 3.00  
30 words..... 2.00 1.90 1.80 1.70 1.60 1.50

**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 mechanical costs. Not subject to agency commission unless quoted by station.

**Contract and Other Requirements**

Advertising of alcoholic beverages not accepted excepting beer and light wines. 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 transcriptions, using 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

**Personnel**

General Manager—Edgar Parsons.

**Representatives**

Howard H. Wilson Company.

**JOLIET**

(Will County)

**W C L S**

Rates effective February 1, 1942. (Card No. 20.)

Owned and operated by WCLS, Inc.  
Business Office and Studio—601 Walnut St., Joliet, Ill.  
Transmitter—601 Walnut St., Joliet, Ill.

**Wave—Power—Time**

Operating power—250 watts.  
(100% modulation)  
223.9 meters; 1340 kilocycles.  
Licensed to operate unlimited time.  
Operates on Central War Time.  
Actual operating schedule: Sunday 9:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

**Agency Commission**

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**

Rates include charges by owners of music copyrights.

(11:30 a.m. to 1:00 p.m. and 5:30 p.m. to 7:00 p.m.)  
**CLASS "A"**

1 tl. 26 tl. 78 tl. 156 tl. 234 tl. 312 tl.  
1 hour..... 60.00 50.00 47.50 45.00 42.50 40.00  
1/2 hour..... 36.00 30.00 28.50 27.00 25.50 24.00  
1/4 hour..... 21.00 18.00 17.10 16.20 15.30 14.40  
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 4.08 3.84 3.60

**CLASS "B"**

(8:30 a.m. to 11:30 a.m., 1:00 p.m. to 5:30 p.m. and 7:00 p.m. to 10:30 p.m.)  
1 hour..... 40.00 30.00 28.50 27.00 25.50 24.00  
1/2 hour..... 24.00 18.00 17.10 16.20 15.30 14.40  
1/4 hour..... 14.40 10.80 10.30 9.70 9.20 8.64  
10 minutes 10.80 8.10 7.70 7.30 6.90 6.50  
5 minutes 6.50 4.90 4.60 4.40 4.14 3.90  
100 words..... 3.60 2.70 2.56 2.42 2.28 2.14

**CLASS "C"**

(All other time)  
1 hour..... 30.00 20.00 19.00 18.00 17.00 16.00  
1/2 hour..... 18.00 12.00 11.40 10.80 10.20 9.60  
1/4 hour..... 10.80 7.20 6.84 6.50 6.12 5.76  
10 minutes 8.10 5.40 5.16 4.88 4.60 4.32  
5 minutes 4.90 3.24 3.08 2.90 2.76 2.60  
100 words..... 2.70 1.80 1.70 1.60 1.50 1.40

**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. On non-cancellable contracts for a given number of programs, discounts will be allowed in advance on the basis of the number of programs contracted for. In the case of programs containing a cancellation clause, the station may, at its discretion, bill the advertiser at the gross rate based on programs already taken, and rebate discounts only as earned. Discounts and rates quoted apply only on programs for one advertiser, for one consecutive period of the length stated. Under no circumstances may programs used by two or more advertisers be combined for the purpose of earning discounts.

**SPECIAL FEATURES**

Rates on news and special features given on request.

**POLITICAL BROADCASTS**

Rates on request.

**TALKS**

Payable in advance.  
Publicity talks are accepted subject to approval of station directors. Manuscript must be submitted for approval prior to time of presentation. Talks may be delivered by advertiser's representative or station announcer.

**REMOTE CONTROL**

Programs originating outside station studios subject to extra charge.

**TALENT**

Any type of program desired by the advertiser will be booked by the station.

**SERVICE FACILITIES**

Services of the Program Department in arranging and producing programs are included without extra charge. Service for 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 charges for time. Rates include services of station announcer on duty at time of broadcast.

**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.

**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 turn-tables for lateral and vertical cut recordings.

**Personnel**

General Manager—Robert M. Holt.

**Representatives**

None.

**MOLINE**

**W H B F**

(Rock Island County)

Listed by the Federal Communications Commission as a Rock Island, Illinois, station. Considered by the Mutual Broadcasting System as their Rock Island, Davenport, Moline outlet.

ILLINOIS—Continued

PEORIA

(Peoria County)  
WMBD

(Established 1927)



Rates effective July 1, 1942.

Owned and operated by Peoria Broadcasting Co.  
Studio and Offices—Alliance Life Bldg., Peoria, Ill.,  
Telephone 7133.  
Transmitter—Five miles from Courthouse, 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.

Actual operating schedule: Sunday 8:00 a.m. to 12:00  
midnight. Week days 5:45 a.m. to 12:00 midnight.

Agency Commission

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.

General Advertising

For combination rates see listing of Columbia Broad-  
casting System (Basic Supplementary Group).

Music Licenses: ASCAP—Blanket commercial license  
and blanket sustaining license; BMI—Blanket sus-  
taining and commercial license.

The following rates are for general advertising. For  
retail advertising rates consult station management.  
Program and announcement contracts must be figured  
separately for discounts earned. Extra announcers  
1.00 each.

CLASS "A"  
(6:30 p.m. to 10:00 p.m. week days  
and Sundays)

	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.....	80.00	76.00	72.00	68.00	64.00	60.00
1/4 hour.....	50.00	47.50	45.00	42.50	40.00	37.50

CLASS "B"  
(9:00 a.m. to 1:00 p.m., 5:00 p.m. to 6:30  
p.m. and 10:00 p.m. to 10:30 p.m. week days  
and 8:00 a.m. to 6:30 p.m. and 10:00 p.m. to  
10:30 p.m. Sundays)

	1 hour.....	85.00	85.50	81.00	76.50	72.00	67.50
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 minutes	22.50	21.37	20.25	19.12	18.00	16.87	
5 minutes	15.00	14.25	13.50	12.75	12.00	11.25	

CLASS "C"  
(1:00 p.m. to 5:00 p.m. week days)

	1 hour.....	75.00	71.25	67.50	63.75	60.00	56.25
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	18.75	17.81	16.87	15.93	15.00	14.06	
5 minutes	12.50	11.87	11.25	10.62	10.00	9.37	

CLASS "D"  
(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 "C" rates apply.  
Talent cost not included.

	1 mo.	3 mos.	6 mos.	1 yr.
1 hour.....	800.00	760.00	720.00	680.00
1/2 hour.....	500.00	475.00	450.00	425.00
1/4 hour.....	300.00	285.00	270.00	255.00

ANNOUNCEMENTS  
(6:29 p.m. to 10:01 p.m. daily)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	260 tl.
1 minute (transcription or live).....	15.00	14.25	13.50	12.75	12.00	11.25
100 words or less (35 word chain breaks).....	12.00	11.40	10.80	10.20	9.60	9.00

(5:45 a.m. to 6:29 p.m. and 10:01 p.m. to  
12:00 midnight week days and Sunday)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	260 tl.
1 minute (transcription or live).....	10.00	9.50	9.00	8.50	8.00	7.50
100 words or less (35 word chain breaks).....	8.00	7.60	7.20	6.80	6.40	6.00

SPECIAL FEATURE RATES  
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 avail-  
able without additional cost to advertisers.

Program ideas will be prepared and submitted by  
station production department on request.

Contract and Other Requirements  
Beer and wine advertising accepted for program ser-  
vice only. No announcements accepted. No hard liquor  
advertising.

Program rates are for the time facilities of the sta-  
tion 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 pub-  
lic interest and service in the opinion of the station's  
director.

All contracts subject to Government regulations. Sta-  
tion 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 approval.

Maximum length contract, one year.

Closing Time  
Manuscripts should be submitted 10 days in advance.

Contracts should be closed two weeks in advance to  
insure publicity listing.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcrip-  
tion, using 35 1/3 and 78 r.p.m. turn-tables for  
vertical and lateral cut recordings.

Personnel  
Manager—Edgar L. Hill.  
Program Manager—Vernon Nolte.  
National Sales Manager—Hugh K. Bolce, Jr.  
Representatives  
Free & Peters, Inc.



THE RIGHT INTRODUCTION  
Gets You In...

No "outsider" can match the selling influ-  
ence of WMBD in the rich PEORIA AREA  
market. It's the one medium that blankets  
16 of the richest counties in the heart of  
Illinois. This area derives its riches from a  
wide, steady and varied industrial group  
and an extra-productive agricultural section.

New Conlan Survey—36,955 Calls

Just finished—a 36,955 completed calls survey by  
Robert S. Conlan and Associates of Kansas City.  
Results show WMBD's dominance of PEORI-  
AREA. For full details call Free & Peters or  
write WMBD. See figures at left.

MORNING  
LISTENERS

in Peoriarea

WMBD .....	65.5%
Station A .....	11.0%
Station B .....	5.7%
Station C .....	9.1%
Station D .....	3.8%
All others .....	4.9%

Afternoon and evening surveys  
show similar dominance.

SOUND MERCHANDISING  
ASSISTANCE... Peoriarea  
knows WMBD — and  
WMBD knows this market  
inside and out. We will  
gladly answer your ques-  
tions about Peoriarea—co-  
operate fully in merchan-  
dising your products here.



WMBD is a member of CBS network

QUINCY  
(Adams County)  
WTAD



Rate card issued October 1, 1941.  
Owned and operated by Illinois Broadcasting Cor-  
poration.  
Studio (main)—10th floor, W. C. U. Building,  
Quincy, Ill., telephone 6200.  
Transmitter—Quincy Gardens, Quincy, Illinois.

Wave—Power—Time  
Operating power—1,000 watts.  
322.6 meters; 930 kilocycles.  
Operates on Central War Time.  
Actual operating schedule: Sundays 6:30 a.m. to  
12:00 midnight. Week days 6:00 a.m. to 12:00 mid-  
night.

Agency Commission  
Agency commission 15% to recognized advertising  
agencies on net charges for station time. No commis-  
sion on program charges. No cash discount. All bills  
rendered on the first of each month; payable by the  
10th of each month.

General Advertising  
For combination rates see listing of Columbia Broad-  
casting System (Basic Supplementary Group).

CLASS "A"  
(12:00 noon to 1:00 p.m. and 6:00 p.m. to  
10:30 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
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
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 hour.....	85.00	80.75	76.50	72.25	68.00	63.75
1/2 hour.....	51.00	48.45	45.90	43.35	40.80	38.25	
1/4 hour.....	31.00	29.30	27.60	25.90	24.20	22.50	
5 minutes	17.00	16.15	15.30	14.45	13.60	12.75	
1 minute or less.....	10.20	9.70	9.20	8.70	8.20	7.70	

CLASS "C"  
(All other time)

	1 hour.....	65.00	61.75	58.50	55.25	52.00	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	
5 minutes	13.00	12.35	11.70	11.05	10.40	9.75	
1 minute or less.....	7.80	7.40	7.00	6.60	6.20	5.80	

SPECIAL FEATURES  
News—Leased wire service available. Rates on re-  
quest.

TALKS  
Talks of a commercial nature accepted at Class "A"  
rates. Script to be submitted to station management  
at least 24 hours in advance of broadcast.

POLITICAL BROADCASTS  
Class "A" rates apply. Cash with order required.

TALENT  
Dramatic and musical talent of all kinds available.  
Rates on request.

REMOTE CONTROL  
Programs originating outside of studios subject to  
additional charges. Rates on request.

SERVICE FACILITIES  
Service of continuity writers, program planning de-  
partment, production department and publicity de-  
partment available at no additional cost.  
(This listing continued on next page)

QUINCY—Continued

W T A D—Continued

Contract and Other Requirements
Rates are for station time only.
All programs are subject to the approval of the station management.

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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
President—W. E. Lancaster.
General Manager—C. Arthur Eifer.
Commercial Manager—Walter J. Bothschild.
Representatives
The Katz Agency, Inc.

ROCKFORD

(Winnebago County)

W R O K

(Established 1923)



Rates effective February 1, 1942.
Owned and operated by the Rockford Broadcasters, Inc.
Business Office and Studio—News Tower, Rockford, Illinois, Main 5632.
Transmitter—Kilburn Ave. Road, 4-1/2 miles N. W. of Rockford, Illinois.
Wave—Power—Time
Operating power—1,000 watts days; 500 watts nights. (100% modulation—crystal control.)
208.3 meters; 1440 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: Week days 6:00 a.m. to 12:00 midnight. Sunday 8:30 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized agencies. Cash discount 2% of net—10 days. No cash discount or commission on talent.
General Advertising
For combination rates see listing of Mutual Broadcasting System.
The following rates are national advertising. For local advertising rates consult station management.
Rates include radio charges by owners of music copyrights.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 100 words) and rates for various classes (A, B, C) and times (8:00 a.m. to 1:30 p.m., 1:30 p.m. to 5:00 p.m., 6:00 p.m. to 10:00 p.m.).

Special Features
Rates on request.
ELECTRICAL TRANSCRIPTIONS
Regular time charges apply to transcribed programs and such programs are not restricted to certain hours. Transcription library service available. Rates on request.

TALENT
Rates on application.
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 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 letters, 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.

Closing Time
Transcribed programs close one week in advance of broadcast. Transcribed programs, announcements, talks, etc., close 24 hours before time 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. Equipped to make recordings.

Personnel
General Director—James W. Rodgers.
General Manager—Walter M. Koester.
Commercial Manager—John J. Dixon.
Program Director—Maurice Owens.
Sales Promotion Manager—William R. Trauma.
Representatives
Hesley-Reed Company.

ROCK ISLAND

(Rock Island County)

W H B F

(Established 1925)



Rates effective December 1, 1941. (Card No. 9.)
Owned and operated by The Rock Island Broadcasting Co., an affiliate of The Rock Island Argus. Business Office and (Main) Studio—Safety Building, Rock Island, Illinois. Rock Island 918.
Other studios—Orpheum Theatre, Davenport, Iowa, and Fifth Avenue Building, Moline, Ill.
Transmitter—53rd St. and 23rd Ave., Moline, Ill.
Wave—Power—Time
Operating power—5,000 watts. (100% modulation—crystal control.)
236.2 meters; 1270 kilocycles.
Licensed to operate full time on regional channel. 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.
Agency Commission
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.

General Advertising
For combination rates see listing of Mutual Broadcasting System.
The following rates are for general advertising. In order to earn rates shown contracts must be completed within 12 months.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various classes (A, B) and times (6:00 p.m. to 10:30 p.m., 4:00 p.m. to 10:30 p.m., 6:00 a.m. to 8:00 p.m., 8:00 a.m. to 4:00 p.m.).

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. Dual sponsorship is not allowed in continuity for commercial announcements.

Table with columns for time slots (1 min, 10 words or less) and rates for various classes (A, B) and times (6:00 a.m. to 10:30 p.m., 10:30 p.m. to 1:00 a.m.).

SPECIAL FEATURES
Participation programs: "Listen Ladies" and "Sports Extra"—rates on request.
Time signals—rates and details on request.
News casts and news features. Leased wire services available. Rates on request.

POLITICAL ADVERTISING
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 broadcasting at additional cost.
SERVICE FACILITIES
Complete merchandising service.
Contract and Other Requirements
Liquor advertising not accepted excepting beer and wine.

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 studios.

Closing 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 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Personnel
General Manager—Leslie C. Johnson.
Sales Manager—Maurice J. Corden.
Program Manager—Woodrow Magnuson.
Representatives
Howard H. Wilson Company.

SPRINGFIELD

(Sangamon County)

W C B S

(Established 1922)



Rates received August 13, 1940.
Owned and operated by WCBS, Inc. (Affiliated with the Illinois State Journal.)
Business Office and Studio—Radio Center, 523 E. Capitol Ave., Springfield, Illinois, Dial 9855.
Transmitter—2200 S. Sixth St., Springfield, Illinois.
Wave—Power—Time
Operating power—250 watts.
206.9 meters; 1450 kilocycles.
Operates full time on local channel. Operates on Central War Time.
Actual operating schedule: Sundays and week days 6:00 a.m. to 12:00 midnight.
Agency Commission
Agency commission 15% on net charges for station time to recognize advertising agencies. No commission on program charges and charges incidental to the construction and production of programs. No cash discount. Bills rendered 1st of month.
General Advertising
For combination rates see listing of Blue Network Company (Basic Blue Supplementaries).
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various classes (A, B, C) and times (6:00 p.m. to 11:00 p.m., 8:00 a.m. to 6:00 p.m., 7:00 a.m. to 8:00 a.m., 11:00 p.m. to 12:00 midnight).

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. Dual sponsorship is not allowed in continuity for commercial announcements.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various classes (A, B, C) and times (6:00 p.m. to 11:00 p.m., 12:00 noon to 6:00 p.m., 8:00 a.m. to 12:00 noon, 11:00 p.m. to 12:00 midnight).

SPECIAL FEATURES
Participation programs: "Listen Ladies" and "Sports Extra"—rates on request.
Time signals—rates and details on request.
News casts and news features. Leased wire services available. Rates on request.

POLITICAL ADVERTISING
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 broadcasting at additional cost.
SERVICE FACILITIES
Complete merchandising service.
Contract and Other Requirements
Liquor advertising not accepted excepting beer and wine.

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 studios.

Closing 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 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

(This listing continued on next page)

ILLINOIS—Continued

SPRINGFIELD—Continued

W C B S—Continued

Closing Time
Two weeks prior to initial broadcast.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription...

WTAX

Rates received October 21, 1940.
Owned and operated by WTAX, Inc.
Business Office—720 Hetsch Bldg., Springfield, Ill.
Studio—Reisch Building, Springfield, Illinois.

Agency Commission
Agency commission 15% to recognized advertising agencies. Cash discount — No commission on talent.

General Advertising
The following rates are for national advertising. For local rates consult station management.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various classes (A, B, C) during different times of day.

Table for WEEKLY FREQUENCY RATES, showing rates for 13, 17, and 26 weeks for different time slots.

Table for DISCOUNTS, showing applicable rates for 13, 17, and 26 weeks.

Table for ANNOUNCEMENTS, showing rates for 100, 50, and 100 words for different classes and time slots.

SPECIAL FEATURES
Time signals, weather and temperature reports on basis of regular rates for 50 or 100 words.

ELECTRICAL TRANSCRIPTIONS
No extra charges for transcriptions provided by advertisers.

TALENT
Rates on application.
Arrangements for local remote control broadcasts can be made.

Contract and Other Requirements
Rates do not include talent. Services of announcer are included without extra charge.

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—Jay A. Johnson.

Representatives
The Foreman Company.

TUSCOLA

(Douglas County)

WDZ

(Established 1921)



Rates effective May 1, 1941. (Card No. 5.)
Owned and operated by WDZ Broadcasting Company.
Studio—Star Bldg., Tuscola, Ill., telephone 98.

Wave—Power—Time
Operating power—1,000 watts.
285.7 meters; 1050 kilocycles.
Licensed to operate full time days.

Agency Commission
Agency commission 15% to recognized advertising agencies on time and talent. No cash discount. All bills rendered 1st of each month, due and payable by the 10th.

General Advertising
Rates include charges by owners of music copyrights. Program and announcement contracts must be figured separately for discounts earned.

Table for CLASS 'A' and CLASS 'B' advertising rates, showing rates for 100 words and 1 minute electrical transcription.

Table for CLASS 'C' advertising rates, showing rates for 100 words and 1 minute electrical transcription.

Table for CLASS 'D' advertising rates, showing rates for 100 words and 1 minute electrical transcription.

SPECIAL FEATURES
Time signals, weather and temperature reports and newscasts—rates on request.

TALENT
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.

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.

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 33-1/3 and 78 r.p.m. turn tables.

Personnel
President—Edgar L. Bill.
Vice-President—Charles C. Caley.

Representatives
Howard H. Wilson Co.

URBANA

(Champaign County)

WILL

(Established 1922)

Owned and operated by University of Illinois.
Wave—Power—Time
Operating power—5,000 watts.
517.2 meters; 580 kilocycles.
Actual operating schedule: 7:00 a.m. to local sunset.

INDIANA

ANDERSON

(Madison County)

WBUB

(Established 1923)

Rates effective January 1, 1938. (Card No. 2.)
Owned and operated by Anderson Broadcasting Corp.
Business Office and Studio—640 Citizens Bank Building, Anderson, Indiana, telephone 234.

Wave—Power—Time
Operating power—250 watts.
100% modulation—crystal control.
241.9 meters; 1240 kilocycles.

Agency Commission
Agency commission 15% to recognized agencies, except on locally sponsored programs. Cash discount 2% on net—10 days from invoice date.

General Advertising
Rates include charges by owners of music copyrights. Six air appearances maximum daily per advertiser.

Table for CLASS 'A' and CLASS 'B' advertising rates, showing rates for 100 words and 1 minute electrical transcription.

SPECIAL FEATURES
Weather Reports and Time Signals: Rates on request.

POLITICAL TALKS
Rates on application.

RECORDED PROGRAMS
Transcription library services 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. turn-tables with lateral and vertical cut pick-ups.

Personnel
President and General Manager—L. M. Kennet.
Commercial and Promotion Mgr.—John R. Atkinson.

Representatives
Hal Holman Company.

ELKHART

(Elkhart County)

WTRC

(Established 1931)

Rates effective March 1, 1942.
Owned and operated by Truth Publishing Co., Inc.
Business Office and Studio—Hotel Elkhart, Elkhart, Indiana, telephone 948.

Wave—Power—Time
Operating power—250 watts.
100% modulation—crystal control.
223.9 meters; 1340 kilocycles.

Agency Commission
Agency commission 15% on station time. Cash discount 2% on net if paid on or before 10th of month following service. No discount on talent.

General Advertising
Rates include charges by owners of music copyrights. Note: A rebate of 10% on the gross billing for time will be allowed for 52 weeks consecutive broadcasting, the rebate becoming due and payable at the conclusion of each 52 weeks period.

Table for CLASS 'A' and CLASS 'B' advertising rates, showing rates for 100 words and 1 minute electrical transcription.

SPECIAL FEATURES
Time signals, weather and temperature reports and newscasts—rates on request.

TALENT
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.

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.

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 33-1/3 and 78 r.p.m. turn tables.

Personnel
President—Edgar L. Bill.
Vice-President—Charles C. Caley.

Representatives
Howard H. Wilson Co.



ELKHART—Continued  
W T R C—Continued

REMOTE CONTROL  
Where remote control broadcasting is desired, additional charges for lines and equipment must be added.  
Contract and Other Requirements  
Hard liquor advertising not accepted.  
All rates for time only, talent is additional. No advertising accepted on an inquiry or sales commission basis.  
Announcements are made by station announcer. No contract accepted for longer than one year. All contracts and material to be broadcast subject to owner's approval and government regulations.  
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—R. R. Baker  
Commercial Manager—Paul Upton.  
Studio—Director—Ethel Geiss.  
Representatives  
Burn-Smith Company, Incorporated.

EVANSVILLE  
(Vanderburgh County)

W E O A  
(Established 1936)  
Rates effective September 30, 1937.  
Owned and operated by Evansville On The Air, Inc. Business office and studio—519 Vine Street, Evansville, Indiana. Other studios, Memorial Coliseum and Evansville College, telephone 2-1171.  
Transmitter—519 Vine Street, Evansville, Indiana.  
Wave—Power—Time  
Operating power—250 watts.  
(100% modulation).  
214.3 meters; 1400 kilocycles.  
Licensed to operate full time.  
Operates on Central War Time.  
Agency Commission  
15% on net charges for station facilities to recognized advertising agencies. No commission on program costs or production charges. Cash discount 2% of net—10 days. No cash discount on talent. Invoices mailed first of each month.  
General Advertising  
For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).  
The following rates are for national advertising. (After 6:00 p.m. week days and after 12:00 noon Sundays)

Table with advertising rates for Evansville WEOA. Columns include time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 30 word station break) and rates. Includes a 'DISCOUNTS' section for volume advertising.

Table with advertising rates for Evansville WEOA. Columns include time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 30 word station break) and rates. Includes a 'DISCOUNTS' section for volume advertising.

WGBF  
(Established 1925)  
Rates effective December 1, 1938.  
Owned and operated by Evansville on the Air, Inc., Evansville, Indiana.  
Business Office and Studio—519 Vine Street, Evansville, Indiana. Other studios, Memorial Coliseum and Evansville College, telephone 2-1171.  
Transmitter—Six miles northeast of city on Burkhardt Road.  
Wave—Power—Time  
Operating power 5,000 watts days; 1,000 watts nights.  
(100% modulation—antenna ammeter control).  
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 agencies. No commission on program costs or production charges. Cash discount 2% of net—10 days. No cash discount on talent. Invoices mailed first of each month.

General Advertising  
For combination rates see listing of National Broadcasting Company (Basic Supplementaries).  
(6:00 p.m. to 12:00 midnight week days and after 12:00 noon Sunday)

Table with advertising rates for General Advertising. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 30 word station break) and rates. Includes a 'DISCOUNTS' section for volume advertising.

Less than 13 times... Net 5%  
13 to 25 times... 8%  
26 to 39 times... 10%  
40 to 52 times... 15%  
53 to 104 times... 20%  
105 to 210 times... 30%

SPECIAL FEATURES  
Weather and river reports, market reports, time signals, baseball and football scores, news service, curbstone reporter, cooking school, Hoosier philosopher, mysterious pianist, school for brides, Mr. and Mrs. city court—rates and details on request.

REMOTE CONTROL  
Any arrangements desired for remote control broadcast can be arranged provided A. T. & T. has available circuits.

Contract and Other Requirements  
Rates are for station time. Talent is extra. Services of announcer are included without extra charge. Station maintains a merchandising department contacting jobbers and distributors for foreign advertising, assisting in the sales of accounts and also following up to see that proper service is given in every way, procuring window displays, assisting in the distribution of mail matter and generally aiding in putting over any advertising campaign in co-operation with the manufacturers, distributors and retailers. The station maintains a staff of competent entertainers, including bands, orchestras, solo musicians, vocalists, etc., and likewise maintains a complete continuity department capable of handling any program.

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 turn-tables.  
Personnel  
Manager—Clarence Lech.  
Representatives  
Weec and Company.

FORT WAYNE  
(Allen County)

WGL  
(Established 1924)  
Rates effective October 1, 1939. (Card No. 8.)  
Owned and operated by Westinghouse Radio Stations, Inc.  
Business Office and Studio—Westinghouse Building, Fort Wayne, Indiana, Anthony 2136.  
Transmitter—Westinghouse Bldg., Fort Wayne, Ind.  
Wave—Power—Time  
Operating power—250 watts.  
(100% modulation—automatic crystal control).  
206.9 meters; 1450 kilocycles.  
Licensed to operate full time.  
Operates on Central War Time.  
Actual operating schedule: 6:00 a.m. to 12:00 midnight.  
Agency Commission  
15% to recognized advertising agencies on station time only, except where otherwise specified. Cash discount none. Bills due and payable when rendered. For rebates earned and allowed the station shall deduct the excess agency commission previously allowed.  
General Advertising  
For combination rates see listing of National Broadcasting Company (Basic Supplementaries).  
Rates include charges by owners of music copyrights. (6:00 p.m. to 10:00 p.m.)

Table with advertising rates for Fort Wayne WGL. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 30 word station break) and rates. Includes a 'DISCOUNTS' section for volume advertising.

Quantity discounts for number of times apply to all broadcasts used within one year. Short rates will be charged back on all discounts not earned. 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 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 39 to 64 announcements within 13 weeks... 5%  
5 or 8 times weekly or 65 or more announcements within 13 weeks... 10%

SPECIAL PARTICIPATING FEATURES

Sue Gibson's Notebook: 8:00 a.m. to 9:00 a.m. Monday through Friday. Women's participation feature: 11:00 a.m. to 12:00 p.m. 13 tl. 26 tl. 52 tl. 100 tl. 300 tl.  
5 minutes 10.00 9.50 9.00 8.50 8.00 7.50  
100 words... 5.00 4.75 4.50 4.25 4.00 3.75  
Weekly talent charge (no talent charge for 100 word participation)—5 minute participation, 6 times weekly, 8.00; 3 times weekly, 5.00; 1 time weekly, 2.00.  
Herb Hayworth's Roundman's Hour and "Musical Clock": 6:30 a.m. to 8:00 a.m. Participation 100 word announcements, six times weekly 37.50 net; three times weekly net 25.00. Sold minimum 13 weeks. Total charge is net and not subject to additional discount or rebate.  
News: 6:00 p.m. to 10:00 p.m. Monday through Saturday; 10 minute periods, 6 times weekly, 100.00, service charge 20.00, total per week, 120.00, 7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 7:00 a.m. Monday through Saturday; 10 minute periods, 6 times weekly, 50.00, service charge 10.00, total per week, 60.00. Total charge for news is net and not subject to additional discount or rebate; both time and service charge commissionable to agencies.  
Service announcements, station breaks, time signals, weather reports—rates on request.

POLITICAL SPEECHES AND RELIGIOUS BROADCASTS

Rates on application.  
RECORDED PROGRAMS  
Regular time charges apply to recorded programs.  
TALENT  
Station artists bureau is prepared to furnish talent for practically any type of program.  
SERVICE FACILITIES  
Services of the station's program department, staff announcers, and staff engineers in arranging and presenting programs are included without extra charge. Eighteen hour leased wire news service.

REMOTE CONTROL  
Additional charges are made for programs originating outside the station's studios and for programs requiring special production facilities.  
Contract and Other Requirements  
Time sold in network optional period is subject to change. Station does not guarantee exact time for announcements but will meet advertiser's desire whenever feasible.  
All broadcasts are subject to approval of the station. Rates quoted subject to change without notice.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for both lateral and vertical cut recordings.  
Personnel  
Sales Manager—J. B. Conley.  
Manager—Frank Y. Webb.  
Representatives  
National Broadcasting Company, Inc.

W O W O  
(Established 1925)

Rates effective January 1, 1942. (Card No. 1A.)  
Owned and operated by Westinghouse Radio Stations, Inc.  
Business Office and Studio—Westinghouse Building, Fort Wayne, Indiana, Anthony 2136.  
Transmitter—Highway junction of Routes 33 and 30, 5-1/2 miles north of Ft. Wayne, Ind.  
Wave—Power—Time  
Operating power—10,000 watts.  
(100% modulation—automatic crystal control).  
252.1 meters; 1190 kilocycles.  
Licensed to operate full time on clear channel.  
Operates on Central War Time.  
Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 5:30 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 date of such new contracts. In the absence of such election, rates in effect immediately preceding the effective date of this card will apply to extensions of said commitments for any period or periods up to and including January 1, 1943, for the same series continuously used. Rates on this card are applicable to all new broadcast series ordered on and after the effective date of this 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 listing of Blue Network Company (Basic Blue Network).  
The following rates include charges by owners of music copyrights from whom station has licenses. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

Table with advertising rates for W O W O. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates. Includes a 'CLASS "A"' section for specific time slots.

Table with advertising rates for W O W O. Columns include time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates. Includes a 'CLASS "B"' section for specific time slots.

(This listing continued on next page)

INDIANA—Continued

FORT WAYNE—Continued  
W O W O—Continued

CLASS "A"  
(5:00 a.m. to 9:00 a.m. and 10:30 p.m. to 12:00 midnight)

1 hour	160.00
1/2 hour	80.00
1/4 hour	40.00
*10 minutes	31.00
*5 minutes	20.00

(\*) Available only in restricted periods.  
CLASS "B"  
Time Signal: Each service exclusive to one advertiser.

6:00 p.m. to sign-off, seven nights weekly—Two 10 word, two 20 word. The actual time and spelling of a name are each counted as one word. Per week \$75.00.  
Unit service available only to time place manufacturers of those who regularly furnish a time service to the public.  
Sign-on to 6:00 p.m. seven days weekly—Five 10 word and one 50 word. The actual time and spelling of a name are each counted as one word. Per week \$187.50.

News Broadcasts, Weather Reports, Temperature Reports—Rates on request.  
Musical Clock: Before 9:00 a.m., Monday through Saturday. Program costs includes staff announcer, transcriptions and/or records. If live talent desired as substitute, separate program charges will be made.  
Per week: Time Cost Program Cost  
1 hour \$75.00 30.00  
1/2 hour \$50.00 15.00  
1/4 hour \$25.00 7.50

DISCOUNTS AND REBATES  
Applicable only to rates for local broadcasting listed under Class "A," "B," "C," and "D."  
Weekly Dollar Volume Discounts  
Applicable to actual dollar volume of consecutive weeks of local broadcasting. Contracted value of local time at gross rates:  
Less than 50.00 per week..... None  
50.00 to 99.00 per week..... 2-1/2%  
100.00 to 149.00 per week..... 5%  
150.00 to 199.00 per week..... 7-1/2%  
200.00 to 249.00 per week..... 10%  
250.00 to 299.00 per week..... 12-1/2%  
300 or more per week..... 15%

Rebates for Consecutive Weeks  
26 to 28 consecutive weeks..... 5%  
29 to 31 consecutive weeks..... 7-1/2%  
32 or more consecutive weeks..... 10%  
Rebates on gross billings of each series will be paid for 26, 29 or 32 consecutive weeks of broadcast and on 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 contracts become firm for 26, 29 or 32 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and rebates effective from beginning of service earning their own rebates based on the number of consecutive weeks used.  
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. Gross billing after deduction of percentage discounts. If any, shall be the basis for the agency commission of 15%. From the rebate. If any, the station shall deduct the excess agency commission previously allowed. All concurrent local contracts for the same advertiser at the rates listed under Classes "A," "B," "C," and "D" may be combined for determining the rate of the Dollar Volume Discount. Discounts or rebates effective from beginning of service only on firm contracts or as contracts become firm.

ANNOUNCEMENTS AND COOPERATIVE FEATURES  
Frequency rates are based on number used during a twelve month period and become effective from beginning of service only on firm contracts or as contracts become firm. Cooperative Features and/or announcements and/or station breaks may be combined in number to gain a maximum discount, regardless of time period classification.  
ANNOUNCEMENTS  
One minute and station breaks—live or transcribed:  
CLASS "A"  
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.  
Per announcement..... 20.00 19.00 18.00 17.00 16.00 15.00  
CLASS "B"  
Per announcement..... 15.00 14.25 13.50 12.75 12.00 11.25  
CLASS "C"  
Per announcement..... 10.00 9.50 9.00 8.50 8.00 7.50  
Cooperative Features  
Home Forum—Monday through Saturday. Available to non-competitive producers and manufacturers of food supplies and home products. Commercial continuity for these programs prepared by Home Forum Director from material supplied by client.  
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.  
Per participation..... 20.00 19.00 18.00 17.00 16.00 15.00  
Program and talent cost, \$50.00 net per participation. 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 precluded 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 39 to 64 announcements within 13 weeks..... 5%  
5 or 6 times weekly or 65 or more announcements within 13 weeks..... 10%

POLITICAL AND RELIGIOUS BROADCASTS

Rules on request.  
ELABORATE TRANSCRIPTIONS  
Accepted during regular broadcasting periods. Transcription library service available—rates and details 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 studio.  
Contract and Other Requirements  
All acceptable accounts are subject to the same rates. No periods are sold in bulk for resale. Advertisers entering in group broadcasts are required to make individual contracts, subject to card rates and regulations. All programs are subject to approval of the station.

Members of the station's program department, staff announcers and staff engineers in arranging and producing programs are included without extra charge, excepting in the event client specifies a particular announcer or except where fee is required by any governing labor organization.  
Time sold in network optional period is subject to change.  
Announcements and/or station breaks are sold subject to removal to other periods when necessary.  
Time of broadcast subject to change. 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 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. turn-tables for vertical and lateral cut recordings.

PERSONNEL  
Manager—J. B. Conley.  
Sales Manager—Frank Y. Webb.  
Representatives  
National Broadcasting Company, Inc.

GARY  
(Lake County)  
W I N D  
(Established 1927)

Rates effective February 1, 1942. (Card No. 12.)  
Owned and operated by Johnson-Kennedy Radio Corporation, Gary, Indiana.  
National Advertising Office—230 N. Michigan Avenue, Chicago, Illinois, State 4176.  
Transmitter—Gary, Indiana.

Wave—Power—Time  
Operating power—5,000 watts.  
(100% modulation—direct crystal control.)  
333.7 meters; 560 kilocycles.  
Licensed to operate full time.  
Operates on Central War Time.  
Actual operating schedule: 24 hours 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 charges by owners of music copyrights. 20% discount for "run of schedule" on all station time in excess of 5 minutes.

CLASS "A"  
(6:00 p.m. to 10:00 p.m.)

	13 tl.	26 tl.	52 tl.	104 tl.
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	35.00	31.50	29.75	28.00

CLASS "B"  
(9:00 a.m. to 1:00 p.m., 5:00 p.m. to 6:00 p.m. daily, and 1:00 p.m. to 5:00 p.m. Sunday)

	13 tl.	26 tl.	52 tl.	115.50
1 hour	154.00	138.50	131.00	123.25
1/2 hour	93.50	84.00	79.50	75.00
1/4 hour	55.00	50.00	47.00	44.00
5 minutes	27.50	25.00	23.50	22.00

CLASS "C"  
(\*1:00 p.m. to 5:00 p.m. and 10:00 p.m. to 11:00 p.m.)

	13 tl.	26 tl.	52 tl.	104 tl.
1 hour	132.00	119.00	112.00	105.00
1/2 hour	79.00	71.00	67.00	64.00
1/4 hour	50.00	45.00	42.50	40.00
5 minutes	25.00	22.50	21.25	20.00

CLASS "D"  
(11:00 p.m. to 9:00 a.m.)

	13 tl.	26 tl.	52 tl.	104 tl.
1 hour	100.00	90.00	85.00	80.00
1/2 hour	60.00	54.00	51.00	48.00
1/4 hour	35.00	31.50	29.75	28.00
5 minutes	17.50	15.75	14.75	13.75

WEEKLY FREQUENCY TIME RATES  
CLASS "A"  
(6:00 p.m. to 10:00 p.m.)

	3 tl.	6 tl.	Per week	*11
1 hour	490.00	700.00	500.00	
1/2 hour	285.00	420.00	480.00	
1/4 hour	174.00	252.75	290.00	
5 minutes	94.00	140.80	160.00	

CLASS "B"  
(9:00 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m.)

	3 tl.	6 tl.	Per week	*11
1 hour	369.00	539.00	616.00	
1/2 hour	224.00	327.00	374.00	
1/4 hour	132.00	192.00	220.00	
5 minutes	66.00	96.00	110.00	

CLASS "C"  
(\*1:00 p.m. to 5:00 p.m. and 10:00 p.m. to 11:00 p.m.)

	3 tl.	6 tl.	Per week	*11
1 hour	316.00	462.00	528.00	
1/2 hour	189.00	270.00	316.00	
1/4 hour	120.00	173.00	195.00	
5 minutes	60.00	87.00	100.00	

(\*1) Exception: Sunday 1:00 p.m. to 5:00 p.m. Class "B" rates apply.

CLASS "D"  
(11:00 p.m. to 9:00 a.m.)

	3 tl.	6 tl.	Per week	*11
1 hour	250.00	350.00	400.00	
1/2 hour	150.00	210.00	240.00	
1/4 hour	90.00	126.00	140.00	
5 minutes	45.00	63.00	70.00	

ANNOUNCEMENTS  
CLASS "A"  
(6:00 p.m. to 10:00 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.
*125 words	25.00	31.00	31.00	31.00

CLASS "B"  
(9:00 a.m. to 1:00 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.
*125 words	11.00	13.75	13.75	13.75

If less than three announcements per week are used, rates are to be figured on time basis, and subject to discounts of 15% for 13 lines; 15% for 26 lines; 20% for 52 lines. Time, 8:30 and 10:30 p.m. per week rates are subject to frequency discounts of 15% for 13 weeks; 15% for 26 weeks; 20% for 52 weeks. Time signals take regular announcement rates with report service words included in total of 50 or 125 words. All transcribed announcements of one minute for political advertising not accepted. Announcements in "Sports Edition" participation program take Class "A" rates.

FOREIGN LANGUAGE PARTICIPATION RATES  
(7:00 a.m. to 9:00 a.m.)

	1 tl.	13 tl.	26 tl.	52 tl.
1/4 hour	42.50	42.50	42.50	42.50
1/4 hour, 3 tl. why	125.00	112.50	104.25	104.00
1/4 hour, 6 tl. why	250.00	225.00	212.50	200.00
1 minute announcement	12.50	11.25	10.63	10.00

ELECTRICAL TRANSCRIPTIONS  
No extra charge for electrical transcriptions provided by advertiser.  
POLITICAL RATES  
One time rate applies. No frequency discounts.  
SERVICE FACILITIES  
Any type of program desired by the advertiser is available. Program ideas, lists of talent and plans for special production will be furnished on request.

REMOTE CONTROL  
Programs which are broadcast from points outside the studio 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 station management. Carried copy or reports for mail only accepted only on program units of five 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 the billing period as possible. Facilities reservation copy for all lectures and talks must be submitted 60 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.  
PERSONNEL  
President—Ralph L. Aslaw  
Sales Manager—John T. Curry.  
Representatives  
The Foreman Company.

HAMMOND  
(Lake County)  
W J O B  
(Card No. 1)

Rates effective July 1, 1940. (Card No. 1.)  
Owned and operated by O. E. Richardson and Fred L. Adair.  
Studios—449 State Street, Hammond, Indiana, telephone 9500.  
Transmitter—449 State Street, Hammond, Indiana.

Wave—Power—Time  
Operating power—100 watts.  
241.9 meters; 1230 kilocycles.  
Operates on Central War Time.  
Actual operating schedule: 7:30 a.m. to 12:00 midnight.

Agency Commission  
Agency commission 15% on net charges for station facilities to recognized advertising agencies. Bills payable monthly in advance. No cash discount. Make all checks payable to WJOB.  
General Advertising  
The following rates are for national advertising. For local advertising rates consult station management.

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

	1 tl.	13 tl.	26 tl.
1 hour	75.00	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 6:00 p.m.)

	1 tl.	13 tl.	26 tl.
1 hour	69.00	53.00	48.00
1/2 hour	34.50	26.50	24.00
1/4 hour	20.00	18.00	17.00
5 minutes	10.00	9.00	8.50

ANNOUNCEMENTS  
180 words or less:  
(After 6:00 p.m.)

1 time	5.00
13 times	4.75
26 times	4.50
52 times	4.25
100 times	4.00
200 times	3.75
300 times	3.50

(This listing continued on next page)

HAMMOND—Continued
W J O B—Continued

(Before 6:00 p.m.)

Table with 2 columns: Time slots (1 time, 13 times, 26 times, 52 times, 100 times, 200 times, 300 times) and corresponding rates.

Foreign Language Announcements
Rates on request.

SPECIAL FEATURES
News, time signals, weather reports—rates on request.

RECORDED PROGRAMS
Accepted for all hours without additional charge.

TALENT
Rates on application.

REMOTE CONTROL
Station can make any pick-up desired by advertisers.

SERVICE FACILITIES
Services of program department for arranging programs.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted.

Closing Time
Closing date for general publicity and program services.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription.

Personnel
Manager—O. E. Richardson.
General Manager—R. C. Adair.

WJWC



Rates effective August 1, 1942. (Card No. 1-A.)

Owned and operated by the Hammond-Calumet Broadcasting Corporation.

General Office—165 N. Michigan Ave., Chicago, Ill., Dearborn 8600.

Studios—165 N. Michigan Ave., Chicago, Ill., 400 W. Madison St., Chicago, Ill., and 5935 S. Hohman Ave., Hammond, Ind., Hammond 3850.

Transmitter—137th St. and Pochman Ave., Hammond, Ind.

Wave—Power—Time
Operating power—5,000 watts.

Actual operating schedule: Sundays 7:00 a.m. to 12:35 a.m. Week days 6:00 a.m. to 12:35 a.m.

Agency Commission
15% on time charges to recognized advertising agencies.

General Advertising
All discounts are for broadcasts used within one year from start of schedule.

Table with 2 columns: Time slots (3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and corresponding rates for Class 'A'.

(9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. daily)

Table with 2 columns: Time slots (3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and corresponding rates for Class 'B'.

(11:00 p.m. to 9:00 a.m. daily)

Table with 2 columns: Time slots (3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and corresponding rates for Class 'C'.

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

Table with 2 columns: Time slots (Three days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and corresponding rates for Class 'A'.

(9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. daily)

Table with 2 columns: Time slots (Three days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and corresponding rates for Class 'B'.

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

Table with 2 columns: Time slots (Three days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and corresponding rates for Class 'C'.

Table with 2 columns: Time slots (Six days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and corresponding rates for Class 'C'.

(11:00 p.m. to 9:00 a.m. daily)

Table with 2 columns: Time slots (Three days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and corresponding rates for Class 'A'.

(9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. daily)

Table with 2 columns: Time slots (Five days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and corresponding rates for Class 'B'.

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

Table with 2 columns: Time slots (Three days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and corresponding rates for Class 'C'.

(11:00 p.m. to 9:00 a.m. daily)

Table with 2 columns: Time slots (Three days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and corresponding rates for Class 'A'.

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

Table with 2 columns: Time slots (Three days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and corresponding rates for Class 'B'.

(11:00 p.m. to 9:00 a.m. daily)

Table with 2 columns: Time slots (Three days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and corresponding rates for Class 'C'.

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

Table with 2 columns: Time slots (Three days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and corresponding rates for Class 'A'.

(11:00 p.m. to 9:00 a.m. daily)

Table with 2 columns: Time slots (Three days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and corresponding rates for Class 'B'.

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

Table with 2 columns: Time slots (Three days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and corresponding rates for Class 'C'.

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

Table with 2 columns: Time slots (Three days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and corresponding rates for Class 'A'.

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

Table with 2 columns: Time slots (Three days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and corresponding rates for Class 'B'.

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

Table with 2 columns: Time slots (Three days weekly, 3/4 hr, 1/2 hr, 1/4 hr, 10 minutes, 5 minutes) and corresponding rates for Class 'C'.

INDIANAPOLIS

(Marion County)

W F B M

(Established 1924)



Rates revised July 1, 1942. (Card No. 10.)

Owned and operated by WFBM, Inc.
Business Office and Studios—48 Monument Circle.

Indianapolis, Indiana, Lincoln 8500.
Transmitter—Millersville, Marion County, Ind., 5 miles northeast of Indianapolis.

Wave—Power—Time
Operating power—5,000 watts.

(100% modulation—crystal control.)
238.1 meters; 1260 kilocycles.

Licensed to operate full time on regional channel.
Operates on Central War 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
Agency commission 15% on net station time charges to agencies recognized by station.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).

Rates include charges by owners of music copyrights.
All contracts must be completed within twelve months to earn the net rates shown.

The following rates are for both local and national advertising.

Table with 2 columns: Time slots (1 time, 1 hr, 1/2 hr, 1/4 hr, 5 min) and corresponding rates for Class 'A'.

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

Table with 2 columns: Time slots (1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 200 times, 300 times) and corresponding rates for Class 'B'.

(8:30 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

Table with 2 columns: Time slots (1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 200 times, 300 times) and corresponding rates for Class 'C'.

(11:00 p.m. to 5:30 a.m.)

Table with 2 columns: Time slots (1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 200 times, 300 times) and corresponding rates for Class 'A'.

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

Table with 2 columns: Time slots (1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 200 times, 300 times) and corresponding rates for Class 'B'.

(11:00 p.m. to 9:00 a.m.)

Table with 2 columns: Time slots (1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 200 times, 300 times) and corresponding rates for Class 'C'.

(6:00 p.m. to 10:30 p.m. daily and all day Sunday)

Table with 2 columns: Time slots (1 time, 26 times, 52 times, 104 times, 156 times, 200 times, 300 times, 600 times) and corresponding rates for Class 'A'.

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

Table with 2 columns: Time slots (1 time, 26 times, 52 times, 104 times, 156 times, 200 times, 300 times, 600 times) and corresponding rates for Class 'B'.

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

Table with 2 columns: Time slots (1 time, 26 times, 52 times, 104 times, 156 times, 200 times, 300 times, 600 times) and corresponding rates for Class 'C'.

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

(\*) Service available only if regularly scheduled 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.

INDIANA—Continued

INDIANAPOLIS—Continued

W F B M—Continued

ELECTRICAL TRANSCRIPTIONS

Not restricted to certain hours. Accepted at card rates.

TALENT

Station maintains and operates an Artists' Bureau.

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.

Contract and Other Requirements
Program charges are in addition to station time rates. The editorial content of all broadcasts is subject to the approval or revision of station.

Closing Time

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 turn-tables for vertical and lateral cut transcriptions.

Personnel

Vice-Pres. & Gen'l Mgr.—Harry M. Bitner, Jr.
Sales Manager—William F. Kiley, Jr.
Program Manager—Frank O. Sharp.
Musical Director—Water Rouleaux.

Representatives

The Katz Agency, Inc.

WIBC

(Established 1938)



Rates effective June 1, 1941. (Card No. 3.)

Owned and operated by Indiana Broadcasting Corp. Business Office and Studio—P.O. Box 1028, Indianapolis, Ind., Lincoln 2305.

Transmitter—Near New Augusta, Indiana.

Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts nights.

280.4 meters; 1070 kilocycles.

Licensed to operate full time.

Operates on Central War Time.

Actual operating schedule: 5:00 a.m. to 12:00 mid-night.

Agency Commission

Agency commission 15% to recognized advertising agencies. No cash discount. No commission on talent.

General Advertising

For combination rates see listing of Mutual broadcasting System.

Rates include charges by owners of music copyrights.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and after 2:00 p.m. Sundays)

Table with columns for time slots (1, 1/2, 1/4, 5, 100, 30) and rates for 1, 13, 26, 52, 104, 156, 200, 300 times.

CLASS "B"

(7:30 a.m. to 6:00 p.m. week days and 10:30 p.m. to 11:00 p.m. daily)

Table with columns for time slots (1, 1/2, 1/4, 5, 100, 30) and rates for 1, 13, 26, 52, 104, 156, 200, 300 times.

CLASS "C"

(11:00 p.m. to 7:30 a.m. daily)

Table with columns for time slots (1, 1/2, 1/4, 5, 100, 30) and rates for 1, 13, 26, 52, 104, 156, 200, 300 times.

SPECIAL FEATURES

Time Signal Announcements—Three daily, run of schedule, per month \$50.00. This is a flat rate and carries no quantity discounts.

Special events, such as sports broadcasts, which last approximately two hours rates on request.

POLITICAL

Rates on request.

TALENT

Dramatic, instrumental and vocal talent for programs are available.

REMOTE CONTROL

Add cost of lines and facilities.

SERVICE FACILITIES

Program department, artists bureau, studio engineers and announcer's services at no extra charge.

Contract and Other Requirements

Rates are for station time and service of announcer. Talent and remote facilities are extra.

Contracts not accepted for period longer than one year. First program must be presented within 30 days from date of contract.

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. O. Wall.
General Manager—J. J. Keichner.
Commercial Manager—J. J. Flanigan.
Representatives—Paul H. Raymer Company.

WIRE

(Established 1924)

Rates effective September 15, 1942. (Card No. 6.)

Owned and operated by Indianapolis Broadcasting, Inc.

Main Studios and Offices—Claypool Hotel, Indianapolis, Ind. Riley 1541.

Address all communications to WIRE, P. O. 108, Indianapolis, Indiana.

Transmitter—44th Street and Ralston Road, Indianapolis, Indiana.

Wave—Power—Time

Operating power—5,000 watts.

100% modulation (crystal control.)

280.8 meters; 1430 kilocycles.

Operates full time.

Operates on Central War Time.

Agency Commission

Agency commission 15% to recognized advertising agencies. No commission on special talent, wire charges or incidental charges. No cash discount.

All bills payable on or before 15th of month following broadcast.

General Advertising

For combination rates see listing of National Broadcasting Company (Basic Network).

Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Programs of five minutes or more may not be combined with announcements to earn frequency discounts.

SPONSORED PROGRAMS

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

Table with columns for time slots (1, 1/2, 1/4, 5 min) and rates for 1, 13, 26, 52, 104, 156, 200 times.

SPOT ANNOUNCEMENTS

(\*) 6:00 p.m. to 10:30 p.m. (†) All other time.

Table with columns for time slots (1, 1/2, 1/4, 5 min) and rates for 1, 13, 26, 52, 104, 156, 200 times.

SPECIAL FEATURES

Time signals rates on request.

New leased wire service available. Rates and details on request.

TALENT

Program ideas and talent prices furnished upon request.

SERVICE FACILITIES

Station's program and production department will assume the entire responsibility for program production and presentation if desired by client.

Merchandising and research department will supply data on coverage and market relating to radio advertising campaigns and plans for merchandising radio campaigns.

REMOTE CONTROL

Wire and mechanical charges for remote control installations are in addition to the rates quoted.

Contract and Other Requirements

No contract accepted for a longer period than one year. All contracts subject to station's approval and governmental regulations. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

All contract time must be used within one year from date of contract.

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

Closing date for sponsored programs two weeks in advance, three weeks in advance for inclusion in publicity releases. For announcements, talks, speeches, etc., the day previous. Program position absolutely subject to time available.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables, also 33-1/3 r.p.m. vertical cut transcription equipment.

Personnel

Pres. & Gen'l Mgr.—Eugene C. Pulliam.
Business Manager—Rex 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 Building, Indianapolis, Indiana.

Transmitter—Davis Avenue and Post Road, Marion County, Indiana.

Wave—Power—Time

Operating power—5,000 watts days; 1,000 watts nights.

229.0 meters; 1310 kilocycles.

Operates on Central War Time.

Actual operating schedule: 8:00 a.m. to 1:00 a.m.

Agency Commission

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 listing of Blue Network Company (Basic Blue 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. week days)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 100 wds, Chain) and rates for 1, 13, 26, 52, 104, 156, 200 times.

CLASS "B"

(6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m. daily)

Table with columns for time slots (1, 13, 26, 52, 104, 156, 200 times) and rates.

SPECIAL FEATURES

Sports events, market reports, religious broadcasts and weather reports. Rates on request.

TALENT

Rates on request.

SERVICE FACILITIES

Merchandising aids furnished on request.

Mechanical Program Equipment

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

Personnel

Pres. & Gen'l Mgr.—C. Bruce McConnell.
Business Manager—Robert E. Bausman.
Chief Engineer—Stokes Gresham, Jr.

Representatives

Free & Peters, Inc.

KOKOMO

(Howard County)

WKMO

(Established 1941)



Rates effective September 1, 1941.

Owned and operated by Kokomo Broadcasting Corp. Business Office and Studio—400-1/2 N. Main Street, Kokomo, Indiana.

Transmitter—1-1/2 miles northeast of business district, Kokomo, Indiana.

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.

Actual 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

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

The following rates are for national advertising. Rates include charges by owners of music copyrights.

CLASS "A"

(11:00 a.m. to 1:00 p.m. and 5:00 p.m. to 8:00 p.m.)

Table with columns for time slots (1, 1/2 hr, 1/4 hr, 5 min) and rates for 1, 13, 26, 52, 104, 156, 200 times.

CLASS "B"

(6:00 a.m. to 11:00 p.m., 1:00 p.m. to 5:00 p.m. and 8:00 p.m. to 11:00 p.m.)

Table with columns for time slots (1, 13, 26, 52, 104, 156, 200 times) and rates.

ANNOUNCEMENTS

CLASS "A"

1 minute..... 1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.

50 words..... 4.00 3.30 3.60 3.25 2.75 2.00

CLASS "B"

1 minute..... 4.00 3.30 3.60 3.40 2.75 2.00

50 words..... 3.00 2.80 2.60 2.40 2.00 1.50

POLITICAL BROADCAST

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 commission.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted except beer and wine. Contracts subject to cancellation by two weeks written notice accompanied by certificate check at short rate to date of last program.

Closing Time

Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and tall 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 turn-tables for lateral cut recordings.

Personnel

Gen'l & Sales Mgr.—John Carl Jeffrey.
Program Director—Ward Charles Glenn.

Representatives

Cox & Tanz.

LAFAYETTE

(Tippecanoe County)

WASK

(Established 1942)

Rates effective March 23, 1942.

Owned and operated by WFAM, Incorporated. Business Office and Studio—Wallace Bldg., Fourth and Ferry Sts., Lafayette, Ind., telephone 4300. Transmitter—1/2 mile northwest of studio, Lafayette, Ind.

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. Actual 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

Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered 1st of month; due 10th of month.

General Advertising

The following rates are for national advertising. Rates include charges by owners of music copyrights.

CLASS "A"

(12:00 noon to 1:15 p.m. and 5:30 p.m. to 9:00 p.m.)

Table with 6 columns: 1 tl., 13 tl., 26 tl., 52 tl., 104 tl., 260 tl. Rows include 55 minutes, 1/2 hour, 1/4 hour, 5 minutes, and Spot.

CLASS "B"

(9:00 a.m. to 12:00 noon, 1:15 p.m. to 5:30 p.m. and 9:00 p.m. to 10:00 p.m.)

Table with 6 columns: 1 tl., 13 tl., 26 tl., 52 tl., 104 tl., 260 tl. Rows include 55 minutes, 1/2 hour, 1/4 hour, 5 minutes, and Spot.

CLASS "C"

(6:00 a.m. to 9:00 a.m. and 10:00 p.m. to 11:00 p.m.)

Table with 6 columns: 1 tl., 13 tl., 26 tl., 52 tl., 104 tl., 260 tl. Rows include 55 minutes, 1/2 hour, 1/4 hour, 5 minutes, and Spot.

FREQUENCY RATES

Six days per week:

CLASS "A"

(12:00 noon to 1:15 p.m. and 5:30 p.m. to 9:00 p.m.)

Table with 4 columns: 7 wks., 13 wks., 26 wks., 52 wks. Rows include 55 minutes, 1/2 hour, 1/4 hour, 5 minutes, and Spot.

CLASS "B"

(9:00 a.m. to 12:00 noon, 1:15 p.m. to 5:30 p.m. and 9:00 p.m. to 10:00 p.m.)

Table with 4 columns: 7 wks., 13 wks., 26 wks., 52 wks. Rows include 55 minutes, 1/2 hour, 1/4 hour, 5 minutes, and Spot.

CLASS "C"

(6:00 a.m. to 9:00 a.m. and 10:00 p.m. to 11:00 p.m.)

Table with 4 columns: 7 wks., 13 wks., 26 wks., 52 wks. Rows include 55 minutes, 1/2 hour, 1/4 hour, 5 minutes, and Spot.

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.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and light wine.

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

Manager—Joe Spring.

Representatives

Cox & Tanz.

WBA

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.

Personnel

Business Manager—John W. Ditamore. Program Director—Gilbert D. Williams. Production Manager—Cecilia Hendricks Wahl.

Does not sell time.

MUNCIE

(Delaware County)

WLBC

(Established 1926)



Card issued January 1, 1940.

Owned and operated by D. A. Hurton. Business Office and Studio—Anthony Bldg., Muncie Indiana, telephone 5411. Transmitter—Anthony Building, Muncie, Indiana

Wave—Power—Time

Operating power—250 watts. 100% modulation—crystal control. 223.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time. Actual operating schedule, Sunday 6:30 a.m. to 11:00 p.m. Week days 5:30 a.m. to 11:30 p.m.

Agency Commission

Agency commission 15% on station time. No cash discount. Invoices mailed first of each month. No discount on talent.

General Advertising

The following rates are for national advertising. Rates include charges made by owners of music copyrights.

Table with 6 columns: 1 tl., 13 tl., 26 tl., 52 tl., 104 tl., 260 tl. Rows include 1/2 hour, 1/4 hour, and 5 minutes.

SPECIAL PACKAGE RATES

Table with 4 columns: 1 wk., 4 wks., 13 wks., 52 wks. Rows include 1/4 hour, 1/4 hour week, and 5 minutes week.

ANNOUNCEMENTS AND TALKS

Table with 6 columns: 1 tl., 13 tl., 26 tl., 52 tl., 104 tl., 260 tl. Rows include 1 minute transcription or 100 words or less, and 100 words or less.

SPECIAL PACKAGE RATES

Table with 4 columns: 1 wk., 4 wks., 13 wks., 52 wks. Rows include 1 announcement daily, 2 announcements daily, 3 announcements daily, 4 announcements daily, 5 announcements daily, and 6 announcements daily.

(+) 13 or more weeks. Special package rates only subject to 20% discount for 52 weeks non-cancellable contract.

POLITICAL TALKS

Table with 4 columns: 1 wk., 4 wks., 13 wks., 52 wks. Rows include Day or night; npt subject to frequency discounts, 1 hour, 1/2 hour, and 1/4 hour.

Political announcements: 5 minute talk, 100 word chain break, 25 word plug (not less than 10 sold on any given candidate or subject), each.

RECORDED PROGRAMS

Regular time charges apply to transcribed programs. Phonograph records prohibited at all hours. Electrical transcriptions accepted at any hour.

TALENT

All talent subject to approval of station management. Any necessary arrangements can be made for remote control broadcasts. Line charges are extra.

SERVICE FACILITIES

The station staff will serve all advertisers without charge in forming program ideas, continuities, etc. These will be submitted upon request. Production and merchandising department available.

Contract and Other Requirements

Rates 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 cancellation. All programs must conform to the station standards. Station reserves the right to cancel programs for reasons sufficient to station. All contracts are subject to station owner's approval. Publicity talks accepted only when the subject matter is, in the opinion of the station director, of genuine public interest. Talks may be delivered by representative of advertiser or by announcer as preferred, but no deviation from manuscript is permitted. Regular announcers serve all broadcasts without charge. No contract accepted for longer than one year. All contracts subject to cancellation unless program starts within 30 days. Price mention is permitted in any part of the broadcasting periods.

Closing Time

Closing date for inclusion in general publicity and newspaper releases is two weeks in advance of broadcast.

Sponsored programs close one week in advance. Announcements, talks, speeches, etc., close the day previous.

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—W. F. Craik.

Representatives

Forloe & Company.

NEW ALBANY

(Floyd County)

WGRC

The Federal Communications Commission has granted modification of license authorizing location of main studios in the Kentucky Home Life Building, 5th and Jefferson Streets, Louisville, Kentucky, 5th and Jefferson Streets, Louisville, Kentucky. See listing under Louisville, Kentucky.

RICHMOND

(Wayne County)

WKBY

(Established 1926)

Rates effective November, 1933. Owned and operated by Knox Radio Corporation. Studio—225 N. 8th Street, Richmond, Indiana. Transmitter—U. S. Road No. 27—two miles north of Richmond, Indiana.

Wave—Power—Time

Operating power—100 watts. 201.3 meters; 1490 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

Agency Commission

Agency commission 15% to recognized advertising agencies. Accounts rendered and payable on day following broadcast.

General Advertising

Rates and other data on request.

Personnel

President—William O. Knox.

SOUTH BEND

(St. Joseph County)

WSBT

(Established 1922)



Rates effective May 1, 1942. (Card No. 4.) Owned and operated by South Bend Tribune. Studio—Tribune Building, South Bend, Indiana. Transmitter—Five miles south of South Bend on Ironwood Road.

Wave—Power—Time

Operating power—1,000 watts. 312.5 meters; 960 kilocycles. Licensed to operate on Central War Time. Actual operating schedule: Sundays 8:00 a.m. to 11:00 p.m. Week days 6:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% on station time. No commission on talent, line charge, etc. Cash discount 2% if paid on or before 10th of month following service.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group). Rates include charges by owners of music copyrights. The following rates are for national advertising.

CLASS "A"

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

Table with 6 columns: 1 tl., 13 tl., 26 tl., 52 tl., 104 tl., 260 tl. Rows include 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

CLASS "B"

(5:30 p.m. to 6:30 p.m. and 10:00 p.m. to 11:00 p.m.)

Table with 6 columns: 1 tl., 13 tl., 26 tl., 52 tl., 104 tl., 260 tl. Rows include 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

CLASS "C"

(7:00 a.m. to 5:30 p.m.)

Table with 6 columns: 1 tl., 13 tl., 26 tl., 52 tl., 104 tl., 260 tl. Rows include 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

CLASS "D"

(11:00 p.m. to 7:00 a.m.)

Table with 6 columns: 1 tl., 13 tl., 26 tl., 52 tl., 104 tl., 260 tl. Rows include 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

SPECIAL FEATURES

News—Leased wire service available. Rates on request. Rates for time signals, weather reports, news flashes and similar services furnished on request. Rates on participating programs and features furnished on request.

Political and religious broadcasts—rates on request.

TALENT

Rates on application.

REMOTE CONTROL

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer and wine. No periods sold in bulk for resale. No contracts accepted for longer than one year. All contracts subject to the station director's approval and governmental regulations and subject to cancellation for reasons satisfactory to station director. Contracts subject to cancellation by a 30 day advance written notice accompanied by a check covering short rate.

Closing Time

Closing date one week in advance to assure full program listings and general publicity.

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

Managing Director—F. D. Schurz. Commercial Manager—R. H. Swintz.

Representatives

Paul H. Rayer Company.

INDIANA—Continued

FORT WAYNE—Continued  
W O W O—Continued

CLASS "C" (5:00 a.m. to 9:00 a.m. and 10:30 p.m. to 12:00 midnight)
1 hour..... 100.00
1/2 hour..... 60.00
1/4 hour..... 40.00
\*10 minutes..... 32.00
\*5 minutes..... 20.00

CLASS "D" SERVICES
Time Signals: Each service exclusive to one advertiser.
6:00 p.m. to sign-off, seven nights weekly—Two 10 word, two 20 word. The actual time and spelling of a name are each counted as one word. Per week 375.00.
This service available only to time piece manufacturers or those who regularly furnish a time service to the public.
Sign-on to 6:00 p.m., seven days weekly—Five 10 word and one 50 word. The actual time and spelling of a name are each counted as one word. Per week 187.50.
News Broadcasts, Weather Reports, Temperature Reports—Rates on request.
Musical Clock: Before 9:00 a.m., Monday through Saturday. Program costs includes staff announcer, transcriptions and/or records. If live talent desired as substitute, separate program charges will be made.
Per week: Time Cost Program Cost
1 hour..... 225.00 30.00
1/2 hour..... 150.00 15.00

DISCOUNTS AND REBATES
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:
Less than 50.00 per week..... None
50.00 to 99.00 per week..... 2-1/2%
100.00 to 149.00 per week..... 5%
150.00 to 199.00 per week..... 7-1/2%
200.00 to 249.00 per week..... 10%
250.00 to 299.00 per week..... 12-1/2%
300 or more per week..... 15%

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 in schedule. The rebate will be due and payable currently only on firm qualifying contracts or as contracts become firm for 26, 39 or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebata years therefore earning their own rebates based on the number of consecutive weeks used.
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. 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. All concurrent local contracts for the same advertiser at the rates listed under Classes "A," "B," "C," and "D" may be combined for determine the rate of the Dollar Volume Discount. Discounts or rebates effective from beginning of service only on firm contracts or as contracts become firm.

ANNOUNCEMENTS AND COOPERATIVE FEATURES
Frequency rates are based on number used during a twelve month period and become effective from beginning of service only on firm contracts or as contracts become firm. Cooperative Feature and/or announcements and station breaks may be combined in number to gain a maximum discount, regardless of time period classification.

ANNOUNCEMENTS
One minute and station breaks—live or transcribed:
CLASS "A"
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.
Per announce-ment..... 20.00 10.00 18.00 17.00 16.00 15.00
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 Saturday. Available to non-competitive producers and manufacturers of food supplies and home products. Commercial continuity for these programs prepared by Home Forum Director from material supplied by client.
Per participation..... 20.00 10.00 18.00 17.00 16.00 15.00
Program and talent cost, 5.00 net per participation. 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 39 to 64 announcements within 13 weeks..... 5%
5 or 8 times weekly or 65 or more announcements within 13 weeks..... 10%

POLITICAL AND RELIGIOUS BROADCASTS
Rates on request.
ELECTRICAL TRANSCRIPTIONS
Accepted during regular broadcasting periods. Transcription library services available—rates and details on request.

TALENT
Talent, lists, program ideas and program plans, including specimen contracts 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 studios.

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.

Services of the station's program department, staff announcers and staff singers in arranging and presenting programs are included without extra charge, excepting in the event client specifies a particular announcer or except where fee is required by any governing labor organization.
Time sold in network optional period is subject to chance.

Announcements and/or station breaks are sold subject to removal to other periods when necessary. Time of broadcast subject to change. 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 one week in advance of broadcast date. No changes within two days acceptable.

Mechanical 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.

Personnel
Manager—J. B. Conley.
Sales Manager—Frank V. Webb.
Representatives
National Broadcasting Company, Inc.

GARY (Lake County) WIND

Established 1927
Rates effective February 1, 1942. (Card No. 13.)
Owned and operated by Johnson-Kennedy Radio Corporation, Gary, Indiana.
National Advertising Office—230 N. Michigan Avenue, Chicago, Illinois, State 4176.
Transmitter—Gary, Indiana.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—direct crystal control.)
535.7 meters; 560 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 24 hours 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 charges by owners of music copyrights. 20% discount for "run of schedule" on all station time in excess of 5 minutes.

CLASS "A" (6:00 p.m. to 10:00 p.m.)
1 hour 200.00 130.00 170.00 180.00 150.00
1/2 hour 120.00 100.00 102.00 98.00 90.00
1/4 hour 72.50 65.25 61.50 58.00 54.50
5 minutes 35.00 31.50 29.75 28.00 26.25

CLASS "B" (9:00 a.m. to 1:00 p.m. and 5:00 p.m. to 8:00 p.m.)
1 hour 154.00 138.50 130.00 123.25 115.50
1/2 hour 93.50 84.00 79.50 75.00 71.00
1/4 hour 55.00 50.00 47.00 44.00 41.00
5 minutes 27.50 25.00 23.50 22.00 20.50

CLASS "C" (\*1:00 p.m. to 5:00 p.m. and 10:00 p.m. to 11:00 p.m.)
1 hour 132.00 119.00 112.00 105.00 99.00
1/2 hour 79.00 71.00 67.00 64.00 61.00
1/4 hour 50.00 45.00 42.50 40.00 37.50
5 minutes 25.00 22.50 21.25 20.00 18.75

CLASS "D" (11:00 p.m. to 9:00 a.m.)
1 hour 100.00 90.00 85.00 80.00 75.00
1/2 hour 60.00 54.00 51.00 48.00 45.00
1/4 hour 35.00 31.50 29.75 28.00 26.25
5 minutes 17.50 15.75 14.75 13.75 12.75

WEEKLY FREQUENCY TIME RATES (6:00 p.m. to 10:00 p.m.)
1 hour..... 480.00 700.00 800.00
1/2 hour..... 288.00 420.00 480.00
1/4 hour..... 174.00 252.75 280.00
5 minutes..... 99.00 140.00 160.00

CLASS "B" (9:00 a.m. to 1:00 p.m. and 5:00 p.m. to 8:00 p.m.)
1 hour..... 390.00 530.00 610.00
1/2 hour..... 224.00 327.00 374.00
1/4 hour..... 132.00 182.00 220.00
5 minutes..... 66.00 96.00 110.00

CLASS "C" (\*1:00 p.m. to 5:00 p.m. and 10:00 p.m. to 11:00 p.m.)
1 hour..... 316.00 462.00 528.00
1/2 hour..... 189.00 276.00 316.00
1/4 hour..... 120.00 175.00 195.00
5 minutes..... 60.00 87.00 100.00

CLASS "D" (11:00 p.m. to 9:00 a.m.)
Per week
3 tl. 5 tl. 6 tl.
1 hour..... 250.00 400.00 450.00
1/2 hour..... 150.00 240.00 270.00
1/4 hour..... 90.00 140.00 155.00
5 minutes..... 45.00 70.00 75.00

ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 10:00 p.m.)
Per week
1 tl. 3 tl. 5 tl. 6 tl.
\*125 words..... 20.00 54.00 80.00 90.00

CLASS "B," "C," or "D" (10:00 p.m. to 6:00 p.m.)
Per week
1 tl. 3 tl. 5 tl. 6 tl.
\*125 words..... 15.00 38.25 56.25 60.00

POLISH LANGUAGE PARTICIPATION RATES (7:05 a.m. to 8:00 a.m.)
1/4 hour..... 1 tl. 13 tl. 28 tl. 52 tl.
1/4 hour, 3 tl. wks. 45.00 112.50 108.25 100.00
1/4 hour, 6 tl. wks. 250.00 225.00 212.50 200.00
1 minute announcement 12.50 11.25 10.63 10.00

ELECTRICAL TRANSCRIPTIONS
No extra charge for electrical transcriptions provided by advertisers.

POLITICAL RATES
One time rate applies. No frequency discounts.

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 station management. Contest copy or requests for mail reply accepted only on program units of five 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 turn-tables.

Personnel
President—Ralph L. Atlas
Sales Manager—John T. Carey.
Representatives
The Foreman Company.

HAMMOND (Lake County) WJOB

Rates effective July 1, 1940. (Card No. 1.)
Owned and operated by O. E. Richardson and Fred L. Adair.
Studios—449 State Street, Hammond, Indiana, telephone 9800.
Transmitter—449 State Street, Hammond, Indiana.

Wave—Power—Time
Operating power—100 watts.
243.9 meters; 1230 kilocycles.
Operates on Central War Time.
Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% on net charges for station facilities to recognized advertising agencies. Bills payable monthly in advance. No cash discount. Make all checks payable to WJOB.

General Advertising
The following rates are for national advertising. For local advertising rates consult station management. (6:00 p.m. to 10:00 p.m.)

CLASS "A"
1 tl. 13 tl. 26 tl.
1 hour..... 70.00 68.00 60.00
1/2 hour..... 42.50 40.00 37.50
1/4 hour..... 25.00 22.50 20.00
5 minutes..... 12.50 11.50 10.00

CLASS "B" (6:00 a.m. to 6:00 p.m.)
1 hour..... 60.00 58.00 48.00
1/2 hour..... 36.00 32.00 30.00
1/4 hour..... 20.00 18.00 17.00
5 minutes..... 10.00 9.00 7.50

ANNOUNCEMENTS
100 words or less: (After 6:00 p.m.)
1 time..... 5.00
13 times..... 4.75
26 times..... 4.50
52 times..... 4.25
100 times..... 4.00
200 times..... 3.75
300 times..... 3.50

(This listing continued on next page)

HAMMOND—Continued
W J O B—Continued

Table with 2 columns: Time slots (1 time, 13 times, 26 times, 52 times, 100 times, 200 times, 300 times) and Rates (4.50, 4.25, 4.00, 3.75, 3.50, 3.25, 3.00)

Foreign Language Announcements
Rates on request.
SPECIAL FEATURES
News, time signals, weather reports—rates on request.

RECORDED PROGRAMS
Accepted for all hours without additional charge.
TALENT
Rates on application.

REMOTE CONTROL
Station can make any pick-up desired by advertisers.

SERVICE FACILITIES
Services of program department for arranging programs are included without extra cost.

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

Closing Time
Closing date for general publicity and program services is 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. turn-tables.

Personnel
Manager—O. E. Richardson.
Commercial Manager—R. C. Adair

Representatives
Cox & Tanz.



WJWC
Rates effective August 1, 1942. (Card No. 1-A.)
Owned and operated by the Hammond-Calumet Broadcasting Corporation.

General Office—165 N. Michigan Ave., Chicago, Ill., Dearborn 8600.
Studios—185 N. Michigan Ave., Chicago, Ill., 400 W. Madison St., Chicago, Ill., and 5935 S. Hohman Ave., Hammond, Ind., Hammond 3850.

Transmitter—137th St. and Pochman Ave., Hammond, Ind.

Wave—Power—Time
Operating power—5,000 watts.
167.4 meters; 1520 kilocycles.

Operates on Central War Time.
Actual operating schedule: Sundays 7:00 a.m. to 12:35 a.m. Week days 6:00 a.m. to 12:35 a.m.

Agency Commission
15% on time charges to recognized advertising agencies; 2% cash discount on net time charges if paid within ten days after date of billing.

General Advertising
All discounts are for broadcasts used within one year from start of schedule.

Table for CLASS "A" (6:00 p.m. to 10:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min.

Table for CLASS "B" (9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min.

Table for CLASS "C" (11:00 p.m. to 1:00 a.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min.

Table for CLASS "A" (6:00 p.m. to 10:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min.

Table for CLASS "B" (9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min.

Table for CLASS "C" (11:00 p.m. to 1:00 a.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min.

Table with columns: Per week (1 wk, 13 wks, 26 wks, 52 wks) and rows for Six days weekly, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table for CLASS "C" (11:00 p.m. to 9:00 a.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for Three days weekly, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table for CLASS "C" (11:00 p.m. to 9:00 a.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for Five days weekly, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table for CLASS "C" (11:00 p.m. to 9:00 a.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for Six days weekly, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table for CLASS "C" (11:00 p.m. to 9:00 a.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for Four days weekly pro rata to three day weekly rate.

Table for CLASS "A" (6:00 p.m. to 10:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "B" (9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "C" (11:00 p.m. to 9:00 a.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "A" (6:00 p.m. to 10:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "B" (9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "C" (11:00 p.m. to 9:00 a.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "A" (6:00 p.m. to 10:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "B" (9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "C" (11:00 p.m. to 9:00 a.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "A" (6:00 p.m. to 10:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "B" (9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "C" (11:00 p.m. to 9:00 a.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "A" (6:00 p.m. to 10:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "B" (9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "C" (11:00 p.m. to 9:00 a.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "A" (6:00 p.m. to 10:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "B" (9:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

Table for CLASS "C" (11:00 p.m. to 9:00 a.m. daily) with columns for 1 wk, 13 wks, 26 wks, 52 wks and rows for One minute or 125 words, 60 words.

INDIANAPOLIS

(Marion County)
W F B M
(Established 1924)



Rates revised July 1, 1942. (Card No. 10.)
Owned and operated by WFBM, Inc.
Business Office and Studio—4 Monument Circle, Indianapolis, Indiana, Lincoln 8506.

Transmitter—Millersville, Marion County, Ind., 5 miles northeast of Indianapolis.
Operating power—5,000 watts.
100% modulation—(crystal control.)

238.1 meters; 1260 kilocycles.
Licensed to operate full time on regional channel.
Operates on Central War 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
Agency commission 15% on net station time charges to agencies recognized by station, provided payment is made before 15th of the month following broadcast. All invoices payable at face when rendered. No cash discount. Bills rendered weekly.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).
Rates include charges by owners of music copyrights. All contracts must be completed within twelve months to earn the net rates shown.

Table for CLASS "A" (6:00 p.m. to 10:30 p.m.) with columns for 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 208 times, 300 times and rows for 1 hr, 1/2 hr, 1/4 hr, 5 min.

Table for CLASS "B" (8:30 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.) with columns for 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 208 times, 300 times and rows for 1 hr, 1/2 hr, 1/4 hr, 5 min.

Table for CLASS "C" (11:00 p.m. to 3:30 a.m.) with columns for 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 208 times, 300 times and rows for 1 hr, 1/2 hr, 1/4 hr, 5 min.

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.

Table for CLASS "A" (6:00 p.m. to 10:30 p.m. daily and all day Sunday) with columns for 13 wks, 26 wks, 39 wks, 52 wks and rows for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour.

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 classification.

Table for CLASS "A" (6:00 p.m. to 10:30 p.m. daily and all day Sunday) with columns for 1100 wds. or less, 1800, 1710, 1620, 1530, 1440, 1350, 1260, 1170, 1080.

Table for CLASS "B" (10:30 p.m. to 6:00 p.m. weekdays) with columns for 1 time, 26 times, 52 times, 104 times, 156 times, 208 times, 300 times and rows for 1 time, 52 times, 104 times, 156 times, 208 times, 300 times.

SPECIAL FEATURES
Time signal announcements available daily. Rates on request.
Early Birds: Before 8:00 a.m. week days. Participation 100 word announcement daily, 6 days weekly, per week 36.00. No further discounts. Program units available at Class "C" rates.

Hoofer Farm Circle: Program and announcement participation. Rates on request.
Rates on request, News (leased wire service) and sports features—rates on request.

POLITICAL BROADCASTS
Regular rates apply, cash in advance.
(This listing continued on next page)

INDIANA—Continued

TERRE HAUTE

(Vigo County)

WBOW

(Established 1928)



Rates effective March 15, 1937.

Owned and operated by Banka of Wabash, Inc. Business Office and Studio—303 S. Sixth St., Terre Haute, Indiana, Crawford 5394. Transmitter—First and Peaton Streets.

Wave—Power—Time

Operating power—250 watts. 100% modulation—crystal control.) 243.9 meters; 1230 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time. Actual operating schedule: Sundays 7:30 a.m. to 12:00 midnight. Week days 6:45 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized agencies. Discounts apply to station time only. Cash discount 2%. Bills rendered 1st of each month, and are due within ten days.

General Advertising

For combination rates see listings of National Broadcasting Company (Basic Supplementaries) and Blue Network Company (Basic Supplementaries). The following rates are for national advertising.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates. Includes a section for DISCOUNTS and SPECIAL FEATURES.

Table with columns for time slots (13-25 times, 26-39 times, 40-52 times, 53-104 times, 105-249 times, 250 and more times) and Net rates.

SPECIAL FEATURES

Time signals, weather reports, market reports, station break announcements, athletic events, religious broadcasts—rates on application.

TALENT

Rates on application.

SERVICE FACILITIES

Merchandising aids furnished on request.

Contract and Other Requirements

All programs must conform to the standards of the station. The station manager 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.

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—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. Business Office—320 Russeron St., Vincennes, Ind. Studio—Grand Hotel, Vincennes, Ind. Transmitter—Route U. S. 41, one-half mile north of city.

Wave—Power—Time

Operating power—250 watts. 200.9 meters; 1450 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time. Actual operating schedule: Sunday 8:00 a.m. to 10:00 p.m. Week days 6:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Bills rendered 1st of month and due when rendered.

General Advertising

Rates include charges by owners of music copyrights. The following rates are for both national and local advertising.

CLASS "A" table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute, 50 words) and rates.

CLASS "B" table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, 50 words) and rates.

SPECIAL FEATURES

News: For 1/4 hour news broadcasts add 2.00 per program to regular rates for leased wire service. Time Signals and Temperature Reports: Three times daily, including Sunday, one in Class A time, two in Class B time; 35 words, including time or temperature announcements. 3 months, per month 150.00. Sales talks of not more than 200 words each to be scheduled on best available participating periods suited to advertiser or product, daily except Sunday, 1 time daily, per month 100.00; 2 times daily, per month 175.00.

POLITICAL RATES

Regular rates apply. Payable in advance. ELECTRICAL TRANSCRIPTIONS Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

TALENT

Rates and details on request. REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs. Not subject to commission.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer. Contracts subject to cancellation by two week 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 turn-tables 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)

KFGQ

Owned and operated by Boone Biblical College. Boone, Iowa. 238.1 meters; 1280 kilocycles. Licensed to operate days.

Does not sell time.

BURLINGTON

(Des Moines County)

KBUR

(Established 1941)

Rate card dated July 1, 1941. Owned and operated by Burlington Broadcasting Co. Business Office and Studio—National Bank Bldg., Burlington, Iowa, telephone 680.

Transmitter—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—

Agency Commission Agency commission 15% on net station time to recognized agencies. No commission on political broadcasts. No cash discount. Bills due and payable when rendered.

General Advertising For combination rates see listing of Blue Network Company (Basic Blue Network).

CLASS "A" table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.) and rates.

CLASS "B" table with columns for time slots (1 time, 13 times, 26 times, 52 times, 104 times, 260 times, 312 times) and rates.

CLASS "C" table with columns for time slots (1 time, 13 times, 26 times, 52 times, 104 times, 260 times, 312 times) and rates.

CLASS "A" table with columns for time slots (1 min., 50 wds., 30 wds.) and rates.

CLASS "B" table with columns for time slots (1 time, 13 times, 26 times, 52 times, 104 times, 260 times, 312 times) and rates.

CLASS "C" table with columns for time slots (1 time, 13 times, 26 times, 52 times, 104 times, 260 times, 312 times) and rates.

SPECIAL FEATURES Musical Clock—Daily except Sunday, copy limited to 60 words; 10% retroactive discount earned on the completion of 52 consecutive weeks of broadcasting; per month 40.00.

Mary Weaver's Home Hour—Daily except Sunday, homemaking and economics program. Participation in form of sponsorship of one to six 15 minute periods, depending upon availability; 1/4 hour rates prevail, plus talent fee. Rates on request. No discount on talent charge.

News—At scheduled quarter hour periods. Rate according to time class and frequency plus 3.00 per quarter hour period for special announcer and service. Discount on time only. Five minute news spots—Rates according to time class and frequency plus 25% of rate for news service. Discount on time only.

Headlines of the News—Seven days weekly, 50 words commercial copy, per month 100.00; 10% retroactive discount earned on the completion of 52 consecutive weeks of broadcasting.

Sports, Special Events—Rates on request. Station Break Announcements—Guaranteed position. No discount less than 13 weeks: 15 words or less 3.00 2.85 2.70 2.55 2.40 2.25 1,000 or more times in one year, 40% discount from one time rate.

POLITICAL RATES Regular rates apply. Payable in advance.

TALENT Rates on request.

SERVICE FACILITIES Complete merchandising and promotional service available to all advertisers.

Contract and Other Requirements Station reserves the right to reject or discontinue any advertising for reasons satisfactory to itself. All contracts subject to present and future local, state and federal regulations. Maximum contract, one year. No discount on talent, news or service facilities.

Closing Time Programs should be submitted as far in advance as possible to insure proper production and publicity. All copy must be received 24 hours in advance for checkins. Transcriptions should arrive seven days in advance of broadcast to allow for necessary replacements.

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—Gerard B. McDermott. Representatives William G. Rambeau Company.



**CEDAR RAPIDS**

(Linn County)

**W M T**

(Established 1922)



Rates effective February 1, 1943. (Card No. 11.)

Owned and operated by the Iowa Broadcasting Co. Business Office and Studios—5th Floor Paramount Theatre Bldg., 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.

Wave—Power—Time

Operating power—5,000 watts.

(Crystal control.)

500.0 meters; 600 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 6:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized agencies on station time only. No commission on talent. Bills due and payable 10th of following month. No cash discount.

General Advertising

For combination rates see listings of Columbia Broadcasting System (Basic Network), Mutual Broadcasting System and Cowles Stations. Discounts, as earned, retroactive within 52 weeks' schedule.

CLASS "A"	
(6:30 p.m. to 10:30 p.m.)	
1 h.	15 t.
1 hour.....	250.00 237.50 225.00 212.50 200.00 187.50
1/2 hour.....	125.00 118.75 112.50 106.25 100.00 93.75
1/4 hour.....	75.00 71.25 67.50 63.75 60.00 56.25
5 minutes	37.50 35.63 33.75 31.88 30.00 28.13

CLASS "B"	
(11:45 a.m. to 1:15 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 h.	15 t.
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

CLASS "C"	
(9:00 a.m. to 11:45 a.m., 5:00 p.m. to 6:00 p.m., 9:00 p.m. to 10:30 p.m. week days, and 9:00 a.m. to 1:00 p.m. Sundays)	
1 h.	15 t.
1 hour.....	112.50 106.90 101.25 95.60 90.00 84.40
1/2 hour.....	67.50 64.15 60.75 57.40 54.00 50.65
1/4 hour.....	42.00 39.90 37.80 35.70 33.60 31.50
5 minutes	21.00 19.95 18.90 17.85 16.80 15.75

CLASS "D"	
(Before 9:00 a.m. to 1:15 p.m. to 5:00 p.m., after 10:30 p.m. week days, and before 9:00 a.m. and after 10:30 p.m. Sundays)	
1 h.	15 t.
1 hour.....	100.00 95.00 90.00 85.00 80.00 75.00
1/2 hour.....	57.50 54.65 51.75 48.90 46.00 43.15
1/4 hour.....	35.00 33.25 31.50 29.75 28.00 26.25
5 minutes	17.50 16.63 15.75 14.85 14.00 13.15

An additional discount of 10% off the net billing is allowed on that portion of the schedule running 52 consecutive weeks.

**ANNOUNCEMENTS**

CLASS "A"	
(6:00 p.m. to 10:30 p.m.)	
30 or 60 words	100 words
1 min.	1/2 min.
1 time.....	15.00 16.00 17.00 21.00
13 times.....	14.25 15.20 16.15 19.95
26 times.....	13.50 14.40 15.30 18.90
52 times.....	12.75 13.60 14.45 17.85
104 times.....	12.00 12.80 13.60 16.80
300 times.....	11.25 12.00 12.75 15.75
500 times.....	10.50 11.20 11.90 14.70
750 times.....	9.75 10.40 11.05 13.65
1,000 times.....	9.00 9.60 10.20 12.60

CLASS "B"	
(Before 6:00 p.m. and after 10:30 p.m.)	
1 min.	1/2 min.
1 time.....	9.00 10.00 11.00 13.50
13 times.....	8.55 9.50 10.45 12.85
26 times.....	8.10 9.00 9.90 12.15
52 times.....	7.65 8.50 9.35 11.45
104 times.....	7.20 8.00 8.80 10.80
300 times.....	6.75 7.50 8.25 10.15
500 times.....	6.30 7.00 7.70 9.45
750 times.....	5.85 6.50 7.15 8.75
1,000 times.....	5.40 6.00 6.60 8.10

**SPECIAL FEATURES**

Weather reports or time signals: 21 announcements per week, two daytime, one evening, daily, 30 words to include time signal or weather and commercial copy.

Per week..... 13 wks. 20 wks. 30 wks. 52 wks.  
Strip Rates—Six 15 minute periods per week, before 7:00 a.m. and after 10:30 p.m. daily except Sunday. 1 wk. 13 wks. 26 wks. 39 wks. 52 wks.

Per wk. 100.00 95.00 90.00 85.00 80.00  
Three per week rate is 60% of six per week rate.

Magic Kitchen—Home making and home economics program. Participation, 100 word announcements, six per week. 4 wks. 13 wks. 26 wks. 52 wks.

Per week..... 60.00 57.50 55.00 50.00  
Three per week rate is 60% of the six per week rate.

Also sold in combination with WNAX "Your Neighbor Lady" and KSO "Helen Watts, Schreiber" or KRNT "Betty Wells' Women's Club."

News, sports, markets, special events and other special features—Rates on request.

**POLITICAL RATES**

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 the stations' production departments, announcing and technical staffs are available without charge.

Contract and Other Requirements  
Maximum length of contract is 52 weeks.  
All programs must conform to the standards of the

stations. Copy prepared by the advertiser must have the station's approval in advance. The station reserves the right to refuse or discontinue any programs or announcements for reasons satisfactory to themselves. All programs subject to change of time upon 23 days' notice. All proposals are 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. double turn-tables for vertical and lateral cut recordings.

**Personnel**

Vice-Pres. and Gen'l Mgr.—Sumner D. Quarton.  
Commercial Mgr. (Cedar Rapids)—W. B. Quarton.  
Studio Manager (Waterloo)—Don. E. Inman.

**Representatives**

The Katz Agency, Inc.

**CLINTON**

(Clinton County)

**KROS**

(Established 1941)



Rate card dated September 1, 1942. (Card No. 2.)  
Owned and operated by Clinton Broadcasting Corp. Business Office and Studio—246 Fifth Ave., Clinton, Iowa, telephone 448.  
Transmitter—246 Fifth Ave., Clinton, Iowa.

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.

Actual operating schedule: Sundays 8:00 a.m. to 10:30 p.m. Week days 6:00 a.m. to 12:00 midnight.

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.

**General Advertising**

The following rates are for national advertising. Rates include charges by owners of music copyrights.

CLASS "A"  
(12:00 noon to 1:00 p.m., 6:00 p.m. to 9:00 a.m. week days and 12:00 noon to 9:00 p.m. Sundays)

	1 t.	13 t.	26 t.	52 t.	104 t.	250 t.
1 hour.....	62.50	59.38	56.26	53.14	50.02	43.77
1/2 hour.....	37.50	35.63	33.76	31.89	30.02	26.27
1/4 hour.....	22.50	21.38	20.26	19.14	18.02	15.77
10 minutes	16.50	15.68	14.86	14.04	13.22	11.57
5 minutes	11.25	10.69	10.13	9.57	9.01	8.89

CLASS "B"  
(9:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m., 9:00 p.m. to 10:00 p.m. week days and before 12:00 noon and 9:00 p.m. to 10:00 p.m. Sundays)

	1 h.	1/2 h.	1/4 h.	10 min.	5 min.
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.....	18.00	17.10	16.20	15.30	14.40
10 minutes	13.20	12.54	11.88	11.22	10.56
5 minutes	9.00	8.55	8.10	7.65	7.20

CLASS "C"  
(6:00 a.m. to 9:00 a.m. week days and after 10:00 p.m. daily)

	1 h.	1/2 h.	1/4 h.	10 min.	5 min.
1 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.....	14.40	13.58	12.96	12.34	11.52
10 minutes	10.55	10.03	9.51	8.99	8.47
5 minutes	7.20	6.84	6.48	6.12	5.76

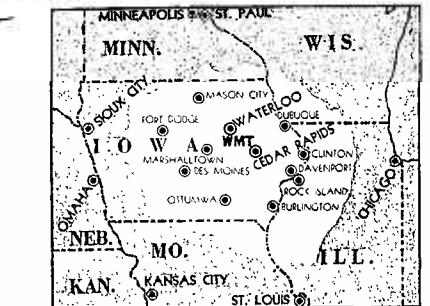
FREQUENCY DISCOUNTS  
13 wks. 26 wks. 52 wks.  
3 per week..... 30% 35% 40%  
5 per week..... 35% 40% 45%  
6 per week..... 40% 45% 50%

(This listing continued on next page)



**AND** right now during "Radio Listening Time," while thousands of Iowa Farmers have more time to think and plan, they are giving serious thought to boosting '43 food production.

The new equipment and supplies they must have to fill successfully the United Nations war-time food needs present your brightest sales opportunity for '43. Iowa farm income for the first half of 1942, \$563,207,000 (up 43% over the first six months of 1941), means Iowa farmers can buy what they want . . . and buy it now during "Radio Listening Time." Estimated farm income for 1942 is over a billion dollars and is boosting Iowa farm living standards plenty!



For many years, WMT has been a favorite station of Iowa farm folks. Perfect reception on Iowa's best frequency, 600 kc., plus intelligently planned programming of known popular appeal, get your selling message home with telling power in this big, billion-dollar market. For '43 you need WMT.

**BASIC COLUMBIA NETWORK** **W-M-T** **A COWLES STATION**  
**CEDAR RAPIDS** **WATERLOO**  
5900 Watts Day and Night - 600 K.C.  
Represented by the Katz Agency

IOWA—Continued

CLINTON—Continued

K R O S—Continued

ANNOUNCEMENTS

Table with columns for time slots (12:00 noon to 1:00 p.m., 6:00 p.m. to 9:00 p.m., week days and 12:00 noon to 9:00 p.m. Sundays) and rates for 1, 13, 20, 52, 100, 250, 500, 1000 words.

Table for CLASS 'B' (9:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m., 9:00 p.m. to 10:00 p.m. week days and before 12:00 noon Sundays) with rates for 1, 13, 20, 52, 100, 250, 500, 1000 words.

Table for CLASS 'C' (6:00 a.m. to 9:00 a.m. and after 10:00 p.m.) with rates for 1, 13, 20, 52, 100, 250, 500, 1000 words.

SPECIAL FEATURES: Leased wire news—15 minutes, add 10.00 per week service charge. Special announcer 5.00 per week. Participating spots, add 10% to regular rate.

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.

TALENT: Musical and dramatic talent engaged at minimum cost.

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 not accepted excepting beer and light wines.

Closing Time: Contracts close one week in advance of first broadcast. 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 turn-tables for vertical and lateral cut recordings.

Personnel: Station Manager—Morcan Sexton. Representatives: Spot Sales, Inc.

DAVENPORT

(Scott County)

W H B F

Listed by the Federal Communications Commission as a Rock Island, Illinois, station. Considered by the Mutual Broadcasting System as their Rock Island, Davenport, Moline outlet.

W O C

(Established 1921)



Rates effective February 1, 1943. (Card No. D.) Card received December 10, 1942. Owned and operated by the Tri-City Broadcasting Company.

Wave—Power—Time: Operating power—5,000 watts. 211.3 meters; 1450 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission: Agency commission 15% on station time only, allowed to recognized advertising agencies. Cash discount 2%—10 days.

General Advertising: For combination rates see Blue Network Company (Basic Blue Network).

Table for CLASS 'A' (6:30 p.m. to 10:00 p.m.) with rates for 1, 1/2, 1/4 hour and 5 minutes.

Table for CLASS 'B' (5:30 p.m. to 6:30 p.m. week days; 10:00 p.m. to 10:30 p.m. daily; 1:00 p.m. to 6:30 p.m. Sundays) with rates for 1, 1/2, 1/4 hour and 5 minutes.

Table for CLASS 'C' (9:00 a.m. to 1:00 p.m. and 5:00 p.m. to 5:30 p.m. week days; 12:00 noon to 1:00 p.m. Sundays) with rates for 1, 1/2, 1/4 hour and 5 minutes.

Table for CLASS 'D' (1:00 p.m. to 5:00 p.m. and after 10:30 p.m. week days; before 12:00 noon Sundays) with rates for 1, 1/2, 1/4 hour and 5 minutes.

QUANTITY DISCOUNTS: Quantity discounts as shown above are retroactive on entire schedule as earned for program time or announcements used within one year but not including News, Musical Clock, or other special rate features.

Table for ANNOUNCEMENTS (6:29 p.m. to 10:01 p.m.) with rates for one minute transcription and less.

Table for ANNOUNCEMENTS (6:00 a.m. to 6:29 p.m. and 10:01 p.m. to 12:00 midnight) with rates for one minute transcription and less.

Table for SPECIAL FEATURES: Musical Clock—6:00 a.m. to 9:00 a.m. week days (minimum contract, 13 weeks). Rates are for six days weekly and do not include talent.

Table for SPECIAL FEATURES: News—Leased wire service available in 10 minute periods (minimum contract, 13 weeks). No frequency discounts.

Table for SPECIAL FEATURES: Five minute periods, as available, 60% of above rates. Add 10% for less than full weekly schedules.

TRANSCRIPTIONS: Library service available—regular rates apply. Rates on request.

REMOTE CONTROL: 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 which are paid by advertiser.

Contract and Other Requirements: All rates are for time and service facilities of station only.

Closing Time: Where advertiser prepares own program it should be submitted not less than three days in advance for program director's approval.

Mechanical Program Equipment: Electrical transcription 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. turn-tables, both lateral and vertical.

Personnel: President—B. J. Palmer. Vice-President—D. D. Palmer. General Manager—Hury Lowridge. Commercial Manager—L. O. Fitzgibbons. Program Manager—Mark Russell. Representatives: Free & Peters, Inc.

DECORAH

(Winnebago County)

K W L C

Owned and operated by Luther College. Wave—Power—Time: Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate days.

DES MOINES

(Polk County)

K R N T

(Established 1935) Rates effective January 1, 1942. (Card No. 6.) Owned and operated by Iowa Broadcasting Company. Affiliated with the Des Moines Register and Tribune. Business Office and Studio—Des Moines Register & Tribune Building, Des Moines, Iowa, Des Moines 3-2111.

Agency Commission: Agency commission 15% to recognized agencies. No commission on talent. No cash discount. Bills due and payable 10th of the following month.

General Advertising: For combination rates see listing of Columbia Broadcasting System (Basic Network), and Cowles Stations. Discounts, as earned, retroactive within 52 weeks' schedule.

Table for CLASS 'A' (6:30 p.m. to 10:00 p.m.) with rates for 1, 1/2, 1/4 hour and 5 minutes.

Table for CLASS 'B' (11:45 a.m. to 1:15 p.m., 6:00 p.m. to 6:30 p.m. week days, and 1:00 p.m. to 6:30 p.m. Sunday) with rates for 1, 1/2, 1/4 hour and 5 minutes.

Table for CLASS 'C' (9:00 a.m. to 1:45 a.m., 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 1:00 p.m. Sundays) with rates for 1, 1/2, 1/4 hour and 5 minutes.

Table for CLASS 'D' (Before 9:00 a.m. and 1:15 p.m. to 5:00 p.m., after 10:30 p.m. week days and before 9:00 a.m. Sundays) with rates for 1, 1/2, 1/4 hour and 5 minutes.

SPECIAL DISCOUNT: An additional discount of 10% of the net billing is allowed on that portion of the schedule running 52 consecutive weeks. This discount applies on programs of five minutes or more only.

Table for ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 10:30 p.m.) with rates for 1, 1/2, 1/4 hour and 5 minutes.

Table for ANNOUNCEMENTS CLASS 'B' (Before 6:00 p.m. and after 10:30 p.m.) with rates for 1, 1/2, 1/4 hour and 5 minutes.

**DES MOINES—Continued**

**KRNT—Continued**

**SPECIAL FEATURES**

**Farm Family Circle**—6:00 a.m. to 6:30 a.m., Monday through Saturday; one minute daily participation, six days per week:

4 weeks, per week.....	55.00
13 weeks, per week.....	50.00
26 weeks, per week.....	47.50
39 weeks, per week.....	45.00
52 weeks, per week.....	40.00

**Betty Wells' Women's Club**—1/2 hour participation program of news, music, fashions, poetry and home decorating, Monday through Saturday. Participation of 100 words, six days per week:

4 weeks, per week.....	45.00
13 weeks, per week.....	42.50
26 weeks, per week.....	40.00
39 weeks, per week.....	35.00

Also sold in combination with **WALT "Magic Kitchen"** and **WNAX "Your Neighbor Lady."**

**Time signals:** 35 announcements per week, 3 daytime and 2 evening, daily; 30 or 60 words to include time signal and commercial.

Per week.....	13 wks.	26 wks.	39 wks.	52 wks.
	200.00	190.00	180.00	170.00

**Weather reports:** 21 announcements per week, 2 daytime and 1 evening, daily; 30 or 60 words of commercial copy plus forecast or temperature report.

Per week.....	13 wks.	26 wks.	39 wks.	52 wks.
	115.00	109.25	103.50	97.75

**Musical Clock:** Six 15 minute announcements per week daily except Sunday.

Before	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
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7:00 a.m. to 7:00 a.m.	70.00	65.00	60.00	55.00	50.00
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8:00 a.m. to 8:00 a.m.	80.00	75.00	70.00	65.00	60.00
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9:00 a.m. to 9:00 a.m.	85.00	80.00	75.00	70.00	65.00
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Three per week rate is 60% of the six per week rate. News, Sports, Markets, Special Events and other service features—Rates on request.

**POLITICAL TALKS**

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**

Talent charges on request.

**REMOTE CONTROL**

Complete remote pick-up equipment.

**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.

**Contract and Other Requirements**

Maximum length of contract, 52 weeks. Discounts are retroactive as earned. 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 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 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

**Personnel**

Manager—Craig Lawrence.  
Local Commercial Manager—Bob Dillon.  
National Sales Manager—Ted Enns.  
Sales Promotion Manager—Wayne Welch.

**Representatives**

The Katz Agency, Inc.

**KSO**

(Established 1921)



Rates effective January 1, 1942. (Card No. 14.)

Owned and operated by the Iowa Broadcasting Co. Studio—Des Moines Register and Tribune Building, Des Moines, Iowa, Des Moines 9-2111. Transmitter—S. E. 22nd and Park, Des Moines, Iowa.

**Wave—Power—Time**

Operating power—5,000 watts.  
205.5 meters; 1460 kilocycles.  
Operates full time.  
Operates on Central War Time.

**Agency Commission**

Agency commission 15% is allowed to agencies recognized by station. No commission on talent. No cash discount. Bills due and payable 10th of the following month.

**General Advertising**

For combination rates see listings of Blue Network Company (Basic Blue Network), Mutual Broadcasting System, and Cowles Stations.  
Discounts, as earned, retroactive within 52 weeks' schedule.

**CLASS "A"**

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

1 hr.	13 hr.	26 hr.	52 hr.	104 hr.	260 hr.
160.00	152.00	144.00	136.00	128.00	120.00
1/2 hr.	80.00	76.00	72.00	68.00	64.00
1/4 hr.	40.00	38.00	36.00	34.00	32.00
5 minutes	20.00	19.00	18.00	17.00	16.00

**CLASS "B"**  
(11:45 a.m. to 1:15 p.m., 6:00 p.m. to 6:30 p.m. week days, and 1:00 p.m. to 5:30 p.m. Sundays)

1 hr.	13 hr.	26 hr.	52 hr.	104 hr.	260 hr.
80.00	76.00	72.00	68.00	64.00	60.00
1/2 hr.	48.00	45.60	43.20	40.80	38.40
1/4 hr.	32.00	30.40	28.80	27.20	25.60
5 minutes	16.00	15.20	14.40	13.60	12.80

**CLASS "C"**

(9:00 a.m. to 11:45 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. Sunday)

1 hr.	56.00	53.00	50.40	47.60	44.80	42.00
1/2 hr.	33.60	31.90	30.25	28.55	26.90	25.20
1/4 hr.	22.40	21.30	20.15	19.05	17.90	16.80
5 minutes	11.20	10.65	10.10	9.50	8.95	8.40

**CLASS "D"**

(Before 9:00 a.m., 1:15 p.m. to 5:00 p.m., after 10:30 p.m., and before 9:00 a.m. Sun.)

1 hr.	45.00	42.75	40.50	38.25	36.00	33.75
1/2 hr.	27.00	25.65	24.30	22.95	21.60	20.25
1/4 hr.	18.00	17.10	16.20	15.30	14.40	13.50
5 minutes	9.00	8.55	8.10	7.65	7.20	6.75

**SPECIAL DISCOUNT**

An additional discount of 10% off the net billing is allowed on that portion of the schedule running 52 consecutive weeks. This discount applies on programs of five minutes or more only.

**ANNOUNCEMENTS**

**CLASS "A"**

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

	30 or 60 words	1/2 min.	100 words	1 min.
1 time.....	13.00	trans.	15.00	18.00
13 times.....	12.35		14.25	18.05
26 times.....	11.70		13.50	17.10
52 times.....	11.05		12.75	16.15
104 times.....	10.40		12.00	15.20
300 times.....	9.75		11.25	14.25
500 times.....	9.10		10.50	13.30
750 times.....	8.45		9.75	12.35
1,000 times.....	7.80		9.00	11.40

**CLASS "B"**

(Before 6:00 p.m. and after 10:30 p.m.)

1 time.....	7.00	8.00	10.50
13 times.....	6.65	7.60	9.98
26 times.....	6.30	7.20	9.45
52 times.....	5.95	6.80	8.98
104 times.....	5.60	6.40	8.40
300 times.....	5.25	6.00	7.88
500 times.....	4.90	5.60	7.35
750 times.....	4.55	5.20	6.83
1,000 times.....	4.20	4.80	6.30

**SPECIAL FEATURES**

**Time signals:** 35 announcements per week, 3 daytime, 2 evening, daily; 30 or 60 words to include time signal and commercial.

Per week.....	13 wks.	26 wks.	39 wks.	52 wks.
	180.00	171.00	162.00	153.00

**Weather reports:** 21 announcements per week, 2 daytime, 1 evening, daily; 30 or 60 words of commercial copy plus forecast or temperature report.

Per week.....	13 wks.	26 wks.	39 wks.	52 wks.
	100.00	95.00	90.00	85.00

**Musical Clock:** Six 15 minute announcements per week daily except Sunday. Special rate includes recordings and announcer on duty.

Before	1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
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7:00 a.m. to 7:00 a.m.	60.00	55.00	50.00	45.00	40.00
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8:00 a.m. to 8:00 a.m.	70.00	65.00	60.00	55.00	50.00
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9:00 a.m. to 9:00 a.m.	75.00	70.00	65.00	60.00	55.00
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Three per week rate is 60% of the six per week rate.

Participating Announcements: Six announcements per week.

Theatre of Air..... 4 wks. 13 wks. 26 wks.

Merry-Go-Round..... 40.00 35.00 30.00

The Melody Hour—Noonday program, recorded music and five minute news summary, per 1/4 hour participation:

1 wk.	13 wks.	26 wks.	39 wks.	52 wks.
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Six 15 minutes per week.....	90.00	85.00	80.00	75.00
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Three per week rate is 60% of the six per week rate.

Helen Watts Schreiber—Home economics program daily at 9:45 a.m. Sold in 100 word daily participation announcements:

4 wks.	13 wks.	26 wks.	52 wks.
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Per week.....	50.00	47.50	45.00	40.00
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News, Sports, Markets, Special Events, and other service features. Rates on request.

**POLITICAL TALKS**

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**

Talent charges on request.

**REMOTE CONTROL**

Complete remote pick-up equipment.

**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.

**Contract and Other Requirements**

Maximum length of contract, 52 weeks. Discounts are retroactive as earned. 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 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 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

**Personnel**

Manager—Craig Lawrence.  
Local Commercial Manager—Bob Dillon.  
National Sales Manager—Ted Enns.  
Sales Promotion Manager—Wayne Welch.  
Representatives  
The Katz Agency, Inc.



**'KSO & KRNT gave Tenderoni a flying start'**

—Chas H. Flanders, Jr.

As Des Moines broker for Tenderoni, Charles H. Flanders, Jr., has a right to be proud of the complete distribution achieved in a very short time. Commenting on radio's part in that job, Mr. Flanders says:

"Rarely have I seen a new product take such rapid strides in Iowa as Van Camp's Tenderoni has made since last June.

"We know we have an outstanding product, but surely a good share of the applause goes to spot broadcasting on KSO and KRNT, which gave Tenderoni a flying start in Iowa.

"We cover 53 counties, and find the spot broadcasts were effective in all of them. Your stations did a lot toward getting the wholesale trade to tie-up with our introductory campaign—so I am sure the results for these first six months are as pleasing to you as they are to me."

**KSO** BASIC BLUE AND MUTUAL 5000 WATTS

**KRNT** BASIC COLUMBIA 5000 WATTS

The Cowles Stations in  
**DES MOINES**

Affiliated with the Des Moines Register & Tribune  
Represented by The Katz Agency

IOWA—Continued

DES MOINES—Continued

**WHO**  
(Established 1924)



Rates effective January 1, 1940. (Card No. 12.)  
Owned and operated by the Central Broadcasting Co.  
Business Office and Studios—914 Walnut St., Des  
Moines, 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 War Time.  
Actual 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**  
Agency commission 15% on time cost only allowed  
to recognized advertising agencies. No cash discount.  
Bills are rendered on 1st of each month, payable  
on the 10th of each month.

**General Advertising**  
For combination rates see Listing of National Broad-  
casting Company (Basic Network).  
The following rates are for both local and national  
advertising.  
Commercial copy up to 175 words for five minutes;  
350 words for 1/4 hour; 700 words for 1/2 hour;  
1,400 words for one hour broadcast. Five minute  
broadcasts should include entertainment or educa-  
tional features.

CLASS "A"	
(6:30 p.m. to 10:00 p.m.)	
	1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 250 tl.
1 hour....	500.00 475.00 450.00 425.00 400.00 375.00
1/2 hour....	300.00 285.00 270.00 255.00 240.00 225.00
1/4 hour....	180.00 171.00 162.00 153.00 144.00 135.00
5 minutes	90.00 85.50 81.00 76.50 72.00 67.50
CLASS "B"	
(6:00 p.m. to 6:30 p.m. and 10:00 p.m. to 10:30 p.m.)	
	1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 250 tl.
1 hour....	935.00 818.25 701.50 584.75 468.00 351.25
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 96.00 90.00
5 minutes	60.00 57.00 54.00 51.00 48.00 45.00
CLASS "C"	
(8:30 a.m. to 1:00 p.m. and 5:00 p.m. to 6:00 p.m. week days and 12:00 noon to 6:00 p.m. Sunday)	
	1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 250 tl.
1 hour....	250.00 237.50 225.00 212.50 200.00 187.50
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
5 minutes	45.00 42.75 40.50 38.25 36.00 33.75
CLASS "D"	
(Before 8:30 a.m., 1:00 p.m. to 5:00 p.m. and after 10:30 p.m. week days, and 8:00 a.m. to 12:00 noon Sundays)	
	1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 250 tl.
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....	80.00 75.00 72.00 68.00 64.00 60.00
5 minutes	40.00 38.00 36.00 34.00 32.00 30.00

**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 do not combine with 1/4 hour or longer programs for quantity discounts, but earn discounts separately.

ADDITIONAL DISCOUNTS	
Additional discounts of 5% on program time that runs 52 consecutive weeks to apply to lowest net billing for any one week.	
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 half of the 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 10:30 p.m.)
	1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 250 tl.
30 words....	45.00 42.75 40.50 38.25 36.00 33.75
100 words....	55.00 52.25 49.50 46.75 44.00 41.25
One minute record....	75.00 71.25 67.50 63.75 60.00 56.25
(6:00 a.m. to 6:00 p.m. and after 10:30 p.m., run of station time only)	
	1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 250 tl.
65 words or less (station breaks)	35.00 33.25 31.50 29.75 28.00 26.25
80 words	38.00 36.25 34.50 32.75 31.00 29.25
100 words....	45.00 42.75 40.50 38.25 36.00 33.75
200 words....	30.00 28.50 27.00 25.50 24.00 22.50
1/2 minute record....	25.00 23.75 22.50 21.25 20.00 18.75
1 minute record....	32.50 30.88 29.25 27.63 26.00 24.38
Chain break announcements, guaranteed position, flat one time rate for less than 13 weeks.	

**SPECIAL FEATURES**  
News Reports—Leased wire service available. Station reserves complete control over news and commentator. Rates, including news service, news commentator with one announcer. No quantity discounts.

	Time cost	Per News cost	Total cost
Farm news (6:30 a.m. to 6:45 a.m.):			
6 days weekly.....	180.00	48.00	228.00
3 days weekly.....	100.00	30.00	130.00
Morning news (7:30 a.m. to 7:45 a.m.):			
6 days weekly.....	250.00	48.00	298.00
3 days weekly.....	125.00	30.00	155.00
Noon news (12:30 p.m. to 12:45 p.m.):			
6 days weekly.....	300.00	90.00	450.00
3 days weekly.....	202.50	60.00	262.50
Afternoon extra (5:00 p.m. to 5:10 p.m.):			
6 days weekly.....	180.00	48.00	228.00
3 days weekly.....	100.00	30.00	130.00
Early evening news (6:30 p.m. to 6:40 p.m.):			
6 days weekly.....	360.00	72.00	432.00
3 days weekly.....	185.00	45.00	243.00
Evening final (10:15 p.m. to 10:30 p.m.):			
6 days weekly.....	400.00	77.00	477.00
Sunday news periods—9:45 a.m. to 10:00 a.m., 1:30 p.m. to 1:45 p.m. and 5:15 p.m. to 5:30 p.m.—regular time cost plus 20.00 news cost.			
Musical Clock: 7:00 a.m. to 8:00 a.m. week days in units of 13 weeks. No quantity discount not included with other program time for discount. Rates are for six days weekly and do not include talent:			
1 hour 600.00; 1/2 hour 350.00; 1/4 hour 200.00; 1/4 hour, three days weekly, 110.00.			
Sunrise Hour: (not including talent), 6:00 a.m. to 7:00 a.m., 1/4 hour six days per week, 180.00; 1/2 hour six days per week, 300.00.			
Four Barn Dance Frolics: 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.			
Weather reports, time signals and temperature reports on floating time basis at regular spot announcement rates.			
Football games—225.00 per game, plus costs for lines, announcer and broadcasting privileges, if any.			



**"TO OUAH TEXAS FRIENDS—VIA WHO!"**

• We guess everybody who knows anything at all about radio in Iowa also knows that WHO is "listened-to-most" by 60.4% of all Iowa radio families (nighttime)—that WHO covers this big State from top to bottom and from side to side. So just for fun we'd like to tell you a rather interesting story concerning our secondary coverage!

Seems that a Georgia man who listens regularly to WHO's news broadcasts recently sent our Bob Burlingame a basket of peaches. Bob acknowledged the gift over the air—and the peaches sounded so good that a lady down in Jasper, Texas, wrote the Georgia man to order a basket for herself. It then turned

out that the Georgia man's son knew the Texas lady's daughter from schools days—so the Georgia man ordered a War Bond from WHO, to celebrate the reunion!

The moral? Well, during the winter, 60% of WHO's mail comes from Iowa, the balance from 35 to 45 states. (Summer mail comes from 30 to 37 states.) To us, that seems to prove something about WHO's personality and WHO's programming. Would you like all the facts? Write!

**WHO**  
+ for IOWA PLUS! +  
DES MOINES.....50,000 WATTS  
B. J. PALMER, PRESIDENT  
J. O. MALAND, MANAGER  
FREE & PETERS, INC.  
National Representatives

**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 application.  
Musical and dramatic talent engaged for the advertiser at minimum costs.

**REMOTE CONTROL**  
Rates and details on application.

**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 service 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.  
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 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 33-1/8 and 78 r.p.m. double turn tables.

**Personnel**  
Vice-President and Manager—J. O. Maland.  
Sales Manager—Hale Bondurant.  
Representatives  
Free & Peters, Inc.

DUBUQUE

(Dubuque County)

K D T H

(Established 1941)



Rates effective May 1, 1941. (Card No. 2.)

Owned and operated by the Telegraph-Herald, Business Office and Studio—Bluff Street and Eighth Avenue, Dubuque, Iowa. Transmitter—Dubuque, Iowa.

Wave—Power—Time

Operating power—1,000 watts. 219.0 meters; 1370 kilocycles. Licensed to operate 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.

Agency Commission

Agency 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 listing of Mutual Broadcasting System.

Table with columns for CLASS 'A' and CLASS 'R' showing rates for 1, 1/2, 1/4 hour and 5 minutes.

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Table with columns for CLASS 'A' and CLASS 'R' showing rates for 1, 1/2, 1/4 hour and 5 minutes.

Contract and Other Requirements

Advertising of beer accepted. All contracts must be completed in 12 months. Rates cover only station time and facilities for program of advertising in station studios. 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 Communications 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.

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 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

General Manager—K. S. Gordon. Program Director—Paul Skinner. Commercial Manager—Warren J. Binkley. Chief Engineer—Stan Beck.

Representatives

John E. Pearson Company.

W K B B

(Established 1933)

Rates effective May 1, 1941. (Card No. 5.)

Owned and operated by Sanders Bros. Radio Station, Business Office and Studio—Julien Hotel, Dubuque, Iowa, telephone 572. Transmitter—R.R. No. 2, Dubuque, Iowa.

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.

Agency Commission

Agency commission 15% to recognized advertising agencies on net charges for station time only provided payment is made by 15th of month following broadcast. No commission on retail rates. No cash discount.

General Advertising

For combination rates see listing of Blue Network Company (Basic Blue Supplementaries).

Rates include charges by owners of music copyrights. In order to earn net rates, contracts must be completed within 12 months. Entertainment programs of 8 1/2 minutes or more may not be combined with announcements to earn additional frequency discounts.

CLASS "A"

Table with columns for CLASS 'A' showing rates for 1, 13, 26, 52, 104, 158, 250, 312 times.

CLASS "B"

Table with columns for CLASS 'B' showing rates for 1, 13, 26, 52, 104, 158, 250, 312 times.

CLASS "C"

Table with columns for CLASS 'C' showing rates for 1, 13, 26, 52, 104, 158, 250, 312 times.

ANNOUNCEMENTS

Table with columns for ANNOUNCEMENTS showing rates for 1, 13, 26, 52, 104, 158, 250, 312 times.

ANNOUNCEMENTS

Table with columns for ANNOUNCEMENTS showing rates for 1, 13, 26, 52, 104, 158, 250, 312 times.

DISCOUNTS

Contiguous rates—Basic rates and discounts guaranteed only during original contract or extensions thereof but in no event for a period longer than 52 weeks. Additional broadcasts up to one year from date of first broadcast continue to earn same discount until next greater discount has been earned, then next greater discount applies to all former broadcasts. One advertiser may combine programs of 15 minutes or more in length if such broadcasts occur in same time brackets on same day, whether products advertised are same or different. In such cases rate is based on the combined length of such broadcasts and frequency discounts apply. Advertisers availing themselves of such combination rate may not combine prior broadcasts to earn combination discounts and if combination rate is discontinued frequency discounts are discontinued and started anew.

SPECIAL FEATURES

News, sports, and any special event, rates on request.

POLITICAL

Political broadcasts subject to agency commission, but payable in advance.

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 application.

REMOTE CONTROL

Additional special charges made for programs originating outside of station studios.

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.

Contract and Other Requirements

Beer advertising accepted. Advertising of liquors, wines, and other alcoholic beverages not accepted. All acceptable accounts subject to rates listed except in case of bona fide retailers in which event special retail rates apply. Station reserves right to refuse or cancel any contract for reasons sufficient to itself. Contract renewals subject to rates in effect at time of renewal. Talks accepted only when subject matter is, in opinion of station management, of genuine public interest.

Network affiliation has prior claim on certain hours of station time and contracts are subject to time revision upon 48 hours' notice. All broadcasts are subject to approval of station management which reserves right to make any changes necessary to meet the station's policies or governmental regulations, local, state or federal.

Contracts subject to cancellation by advertiser upon two weeks advance written notice accompanied by certified check for short rate to the date of final broadcast.

Closing Time

All program or announcement continuities must be submitted sufficiently in advance for approval by station management.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 (vertical or lateral) and 78 r.p.m. double turn-tables.

Personnel

President—Walter E. Klauer. Manager—James D. Carpenter.

Representatives

Spot Sales, Inc.

FORT DODGE

(Webster County)

K V F D

(Established 1939)



Rates effective November 15, 1941. (Card No. 3.)

Owned and operated by Northwest Broadcasting Co. Business Office and Studios—Warden Building, Fort Dodge, Iowa, Walnut 3761.

Transmitter—3/4 mile west of city limits at junction of U.S. 20 and U.S. 169.

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 3:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized agencies on net station time only. Bills rendered 1st of month; due 10th of month. Cash discount 2%—10 days.

General Advertising

For combination rates see listing of Mutual Broadcasting System and North Central Broadcasting System (Iowa Group).

CLASS "A"

Table with columns for CLASS 'A' showing rates for 1, 13, 26, 52, 104, 158, 250, 312 times.

(This listing continued on next page)

IOWA—Continued

FORT DODGE—Continued

K V F D—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for Class B and Class C.

Table with columns for time slots and rates for Class C.

Table with columns for time slots and rates for Class D.

Table with columns for time slots and rates for Class D.

ANNOUNCEMENTS

Table with columns for time slots and rates for Class A.

CLASS "B"

Table with columns for time slots and rates for Class B.

QUANTITY DISCOUNTS

The discounts shown must be earned within one year. They are allowable in advance on non-cancellable contracts only; otherwise they are allowed as earned.

SPECIAL FEATURES

News broadcasts—Leased wire service available with two announcers on all 15 minute periods: Per wk. 7:00 a.m. to 7:15 a.m., 8 days..... 42.00

Time, temperature and weather—Spot announcement rates apply. Football, basketball and baseball—Rates on request.

Farm Markets: Per wk. 12:00 noon to 12:05 p.m. 25.00 "The Kitchen Cupboard"—Homemakers program, 0:00 a.m. to 9:30 a.m., Monday through Saturday; 100 word commercial plus incidental mention for sponsor's product. Program limited to eight non-competitive products, per week 15.00.

SERVICE FACILITIES

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.

Personnel President and Manager—Edward Broen. Vice-President—W. B. Swaney. Secretary-Treasurer—Allen R. Lowmils, II. Representatives Burns-Smith Company, Incorporated.

IOWA CITY

(Johnson County) WSUI

320.7 meters; 910 kilocycles. Does not sell time.

MARSHALLTOWN

(Marshall County) K F J B

Rates received July 22, 1941. Owned and operated by the Marshall Electric Company, Inc. Business Office and Studio—Sixteenth and Main Sts., Marshalltown, Iowa. Transmitter—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. Actual operating schedule: Sundays 11:00 a.m. to 7:00 p.m. Week days 6:00 a.m. to 10:00 p.m.

Agency Commission Agency commission 15% to recognized advertising agencies. Cash discount 2%. No commission on talent. General Advertising The following rates are for national advertising. For local advertising rates consult station management.

News and sports—rates on request. POLITICAL OR SPECIAL ADVERTISING Rates furnished on request. RECORDED PROGRAMS Recording equipment available. Rates and details on request. Equipped to handle orthoacoustic transcriptions.

REMOTE CONTROL Arrangements can be made for remote control broadcasts from theatres, public buildings, etc., at slight extra charge.

PROGRAM SERVICE The station production department will prepare and submit program continuities for consideration without charge. The station will also assist in securing suitable talent for advertisers. A complete merchandising service is also available.

Contract and Other Requirements Rates quoted are for program time or announcement only. All contracts subject to owner's approval and government regulations. Rates do not include talent, nor broadcast circuit rentals for remote control, but do include appliances for record programs.

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 33-1/3 (vertical and lateral) and 78 r.p.m. double turn-tables.

Personnel General Manager—E. N. Peak. Representatives The Walker Company.

MASON CITY

(Carro Gordo County) KGLO

COLUMBIA AFFILIATE

Rates effective April 1, 1941. (Card No. 4.) Owned and operated by the Mason City Globe-Gazette. Business Office and Studio—200 N. Federal Ave., Mason City, Iowa, telephone 2800. Transmitter—1/2 miles west of Mason City on U. S. Highway 18. Wave—Power—Time Operating power—5,000 watts. 230.8 meters; 1300 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Agency Commission Agency commission 15% to recognized advertising agencies; cash discount 2% provided bill rendered 1st of month is paid by 20th of month.

General Advertising For combination rates see listing of Columbia Broadcasting System (Northwestern Group). Rates include charges by owners of music copyrights.

Table with columns for time slots and rates for Class A.

Table with columns for time slots and rates for Class C.

WEEKLY FREQUENCY RATES

Table with columns for time slots and rates for Class A.

Table with columns for time slots and rates for Class B.

Table with columns for time slots and rates for Class C.

Table with columns for time slots and rates for Class A.

Table with columns for time slots and rates for Class B.

Table with columns for time slots and rates for Class C.

Table with columns for time slots and rates for Class B.

Table with columns for time slots and rates for Class C.

Table with columns for time slots and rates for Class B.

Table with columns for time slots and rates for Class C.

Table with columns for time slots and rates for Class B.

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Table with columns for time slots and rates for Class B.

Table with columns for time slots and rates for Class C.

Table with columns for time slots and rates for Class B.

Table with columns for time slots and rates for Class C.

Table with columns for time slots and rates for Class B.

(This listing continued on next page)

OTTUMWA

(Wapello County) KBIZ

(Established 1941) Rate card dated April 1, 1941. (Card No. 1.) Owned and operated by J. D. (Jack) Falvey. Business Office and Studio—117-119 E. Main Street, Ottumwa, Iowa, telephone 5600. Transmitter—1/2 mile southwest in Community Gardens.

Wave—Power—Time Operating power—250 watts. 241.0 meters; 1240 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission Agency commission 15% on time cost only allowed to recognized advertising agencies on net charges for station time only. Bills are rendered weekly unless otherwise agreed. No cash discount.

General Advertising 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. The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for time slots and rates for Class A.

Table with columns for time slots and rates for Class B.

Table with columns for time slots and rates for Class C.

Table with columns for time slots and rates for Class B.

Table with columns for time slots and rates for Class C.

Table with columns for time slots and rates for Class B.

(This listing continued on next page)

OTTUMWA—Continued  
K B I Z—Continued

FREQUENCY RATES

Table with columns for time slots (11:00 a.m. to 1:00 p.m., etc.) and rates per week for various durations (1 hour, 1/2 hour, etc.).

Table with columns for time slots (6:00 a.m. to 11:00 a.m., etc.) and rates per week for various durations (1 hour, 1/2 hour, etc.).

Additional Discounts  
Weekly frequency rates subject to the following discounts for consecutive weekly service:

Table showing percentage discounts for 13, 26, and 52 consecutive weeks.

ANNOUNCEMENTS

Transcriptions of one minute or less—100 word announcement rates apply.

Table with columns for time slots (11:00 a.m. to 1:00 p.m., etc.) and rates per week for various durations (1, 13, 26, etc.).

Additional Discounts  
Weekly frequency rates subject to the following discounts for consecutive weekly service:

Table showing percentage discounts for 13, 26, and 52 consecutive weeks.

SPECIAL FEATURES

News: Regular rates apply.  
Sports, time signals and weather reports: Regular rates apply.

ELECTRICAL TRANSCRIPTIONS

Transcriptions accepted during regular broadcasting period at regular rates.

REMOTE CONTROL

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

SERVICE FACILITIES

Services of program, production, musical, sales and merchandising departments available to client without charge.

Contract and Other Requirements

No contract accepted for longer than one year. No blanket contracts accepted. Preferred positions governed by priority and availability.

Closing Time

All copy must be submitted 24 hours in advance. Closing date for inclusion in general publicity is fourteen days before program.

Mechanical Requirements

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

General Manager—J. D. (Jack) Falvey.

General Advertising

Rates include charges by owners of music copyrights. Three-quarter hour rate is 82% of the hourly rate in each classification.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., etc.) and rates for various durations (1 tl., 13 tl., etc.).

Table with columns for time slots (1/2 hour, 1 hour, etc.) and rates per week for various durations (3 mos., 6 mos., 12 mos.).

DISCOUNTS

Discounts shall be figured as one program. Frequency cannot be combined with other program units.

Table showing percentage discounts for 13, 26, and 51 times.

Contiguous Rates: One advertiser may combine programs of 15 minutes or more in length if such broadcasts occur on the same day.

SPECIAL FEATURES

Station Breaks: Fixed position; copy limited to 30 words; minimum of six days per week where available.

Where service is purchased in excess of two weeks, both client and station may reserve the right of cancellation upon 14 days prior written notice.

Table showing rates for 6, 7, 13, 26, 28, 39, 51, and 52 weeks.

Participating Sales Service: Sales talks of from one to two minutes depending on time required to complete sales copy during live talent programs.

News Service: Regular rates apply plus news service charge. Rates on request.

TALENT

Rates on application.  
RECORDED PROGRAMS  
Transcription library service available—rates on application.

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 Requirements

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

Talent programs, continuities, etc., must be submitted 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 turn-tables for vertical and lateral records.

Personnel

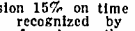
Commercial Manager—John Nicolson.  
Commercial Manager—J. Frank Stubbins.

Representatives

Howard H. Wilson Company.

K M A

(Established 1925)



Rates effective June 15, 1940. (Card No. 5.)  
Owned and operated by May Broadcasting Company, Shenandoah, Iowa.

Business Office and Studio—Lowell and Elm Sts., Shenandoah, Iowa, telephone 192.  
Transmitter—one mile northeast of Shenandoah on Freeway Road 48.

Waves—Power—Time  
Operating power 5,000 watts days; 1,000 watts nights.  
(C. P. 5,000 watts nights.)  
312.5 meters; 960 kilocycles.  
Licensed to operate full time.  
Operates on Central War Time.

General Advertising

For combination rates see listings of Blue Network Company (Basic Supplementary) and Mutual Broadcasting System.

Table with columns for time slots (11:30 a.m. to 1:00 p.m., etc.) and rates per week for various durations (1 hour, 1/2 hour, etc.).

Table with columns for time slots (1 hour, 1/2 hour, etc.) and rates per week for various durations (3 mos., 6 mos., 12 mos.).

QUANTITY DISCOUNTS

Quantity discounts retroactive on entire schedule as agreed 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 5 days per week) on a non-continuous schedule, he will be entitled to a special discount on such program time of 10% from the 1/4 hour rate.

ANNOUNCEMENTS

Table with columns for time slots (11:30 a.m. to 1:00 p.m., etc.) and rates per week for various durations (1, 13, 26, etc.).

SPECIAL FEATURES

Homemakers' Program—9:00 a.m. to 9:30 a.m. daily except Sunday.

Kitchen-Klatter Program—1:30 p.m. to 2:00 p.m. daily except Sunday.

The following rates apply to either of above special women's programs: Sold in units of 13 weeks; no quantity discounts; net rates; they are included with other announcements for discounts; one participation with 150-word copy, six days per week:

Table showing rates for 13 wks., 26 wks., 52 wks.

Early Morning Roundup—5:00 a.m. to 6:00 a.m.; one participation with 200-word copy, six days per week: 13 wks. 26 wks. 52 wks.

Per week: 50.00 45.00 40.00  
Daily Sales Service—Service is sold on a participation basis; 100-word copy; scheduled on Class "B" time at station's discretion:

Table showing rates for one sales service announcement each week.

Two sales service announcements each week: 260.00  
News Reports—Station reserves complete control over news and commentator; rates include cost of news service, news commentator with one announcer; no quantity discount:

Table showing rates for Time News Total.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply.  
SPECIAL FEATURES  
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.

TALENT

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

Advertising of distilled liquors not accepted. Rates are for time cost only for programs originating in Shenandoah 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 proposals subject to prior booking of time. Station reserves the right to discontinue or refuse any program for reasons satisfactory to station except in cases governed by federal regulations.

Closing Time

Electrical 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 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral transcriptions.

Personnel

President—Earl E. May.  
Station Manager—J. C. Rapp.

Representatives  
Pree & Peters, Inc.

SHENANDOAH

(Page County)

K F N F

(Established 1924)



Rates effective September 1, 1939. (Card No. 8.)  
Owned and operated by KFNF Incorporated.  
Business Office and Studio—405 Sycamore Street, Shenandoah, Iowa, telephone 1.  
Transmitter—Shenandoah, Iowa.

Waves—Power—Time  
Operating power—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 KTSD.

Actual operating schedule: Sundays 8:00 a.m. to 3:00 p.m. Week days 6:00 a.m. to 3:00 p.m. and 6:00 p.m. to 10:00 p.m.

Agency Commission

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.

IOWA—Continued

SIOUX CITY

(Woodbury County)

KSCJ

(Established 1927)

Rates effective February 1, 1942.

Owned and operated by the Perkins Bros. Company Business Office and Studio—415 Douglas Street, Sioux City, Iowa. Transmitter—Highway 75, seven miles northeast of Sioux City, Iowa.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation—automatic crystal control.) 220.6 meters; 1360 kilocycles. Licensed to operate full time. Operates on Central War Time. Actual operating schedule: Sunday 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 agencies on station time charges. Provided payment is made before the 15th of month following broadcast. Cash discount 2%. Invoices rendered weekly, payable at face when rendered. Short rate billed where frequency is not earned.

General Advertising

For combination rates see listing of Blue Network Company (Basic Blue Supplementaries).

CLASS "A"

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

Table with columns for time slots (1 time, 13 times, 26 times, 52 times, 78 times, 100 times, 150 times, 250 times, 300 times) and rates for various durations (1 hr, 1 1/2 hr, 1/4 hr, 5 min).

CLASS "B"

(12:00 noon 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. Sundays)

Table with columns for time slots and rates for various durations (1 time, 13 times, 26 times, 52 times, 78 times, 100 times, 150 times, 250 times, 300 times).

CLASS "C"

(9:00 a.m. to 12:00 noon, 5:30 p.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)

Table with columns for time slots and rates for various durations (1 time, 13 times, 26 times, 52 times, 78 times, 100 times, 150 times, 250 times, 300 times).

CLASS "D"

(10:30 p.m. to 9:00 a.m., 1:00 p.m. to 5:30 p.m. week days and 7:00 a.m. to 12:30 p.m. Sundays)

Table with columns for time slots and rates for various durations (1 time, 13 times, 26 times, 52 times, 78 times, 100 times, 150 times, 250 times, 300 times).

(\*) One minute electrical transcription 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 cost of service. Rates on request.

RECORDED PROGRAMS

Regular time charges apply. Not restricted to certain hours.

TALENT

Rates on application.

REMOTE CONTROL

Any desired pick-ups can be provided. Rates on application.

Contract 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 exceed limit in any class. Contract renewals subject to rates in effect at time of renewal. Contracts subject to cancellation unless program starts within 30 days. Station reserves last 30 seconds of all programs for its use and station identification.

Closing Time: Programs close one week in advance of broadcast. Talks, programs, continuation, 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 turn-tables for vertical and lateral cut recordings.

Personnel: Manager—Eugene T. Flaherty. Representatives—George P. Hollmberg Company.

KTRI

(Established 1938)



Rates effective May 1, 1938. Owned and operated by The Sioux City Broadcasting Company. Business Office and Studio—Commerce Building, Sixth and Nebraska Streets, Sioux City, Iowa. Transmitter—Commerce Building, Sixth and Nebraska Street, Sioux City, Iowa.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 206.9 meters; 1450 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Actual operating schedule:

Agency Commission: Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Bills rendered and payable on first of each month.

General Advertising

For combination rates see listing of Mutual Broadcasting System and North Central Broadcasting System (Iowa Group).

CLASS "A"

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

Table with columns for time slots and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 100 words, 60 words, 30 words).

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.)

Table with columns for time slots and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 100 words, 60 words, 30 words).

CLASS "C"

(6:00 a.m. to 11:30 a.m., 1:30 p.m. to 5:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with columns for time slots and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 100 words, 60 words, 30 words).

DISCOUNTS

Table showing discounts for 13, 26, and 52 times (5%, 10%, 15%, 20%, 25%, 30%).

SPECIAL WEEKLY RATES

(Three times per week) Four times per week, add 1/4 of 3 time rate.

CLASS "A"

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

Table with columns for time slots and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes).

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.)

Table with columns for time slots and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes).

CLASS "C"

(6:00 a.m. to 11:30 a.m., 1:30 p.m. to 5:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with columns for time slots and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes).

CLASS "A"

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

Table with columns for time slots and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes).

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.)

Table with columns for time slots and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes).

CLASS "C"

(6:00 a.m. to 11:30 a.m., 1:30 p.m. to 5:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with columns for time slots and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes).

SPECIAL FEATURES

Participation Programs: CLASS "A" (6:00 p.m. to 10:00 p.m.) 6 days per week... 30.00 55.00 81.20 28.80 8 days per week... 19.20 18.00 16.80 15.00 60 words... 27.00 25.20 28.40 26.40 8 days per week... 14.40 18.50 12.60 11.70

Table with columns for word counts (100 words, 6 days per week, 3 days per week) and time slots (13 wks, 26 wks, 30 wks, 52 wks).

Time signals, weather and temperature reports—regular announcement rates apply. ELECTRICAL TRANSCRIPTIONS: No extra charge for broadcasting of electrical transcriptions. No time restrictions. TALENT: Rates on request. REMOTE CONTROL: 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. 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 33-1/3 and 78 r.p.m. double turn-tables. Personnel: General Manager—Dietrich Dirks. Representatives—Burn-Smith Company, Inc.

WNAX

See listing under Yankton, South Dakota.

SPENCER

(Clay County)

KICD

(Established 1942)



Rates received November 13, 1942. Owned and operated by Iowa Great Lakes Broadcasting Co. Business Office—Spencer, Iowa. Studio—Tangney Hotel, Spencer, Iowa. Transmitter—U. S. Highways 18 and 71, eight-tenths of a mile north of Spencer, Iowa.

Wave—Power—Time: Operating power—100 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time on local channel. 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 time only. No cash discount. Bills rendered first of month, payable on the tenth.

General Advertising: The following rates are for national advertising. For local advertising rates consult station management. Rates include music copyright fees.

CLASS "A" (12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:00 p.m. week days; 12:00 noon to 9:00 p.m. Sundays)

Table with columns for time slots and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute).

CLASS "B" (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; 8:00 a.m. to 12:00 noon Sundays)

Table with columns for time slots and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes).

CLASS "C" (6:00 a.m. to 9:00 a.m. week days; after 10:00 p.m. daily)

Table with columns for time slots and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes).

REMOTE CONTROL: Facilities subject to extra charges for line and mechanical costs. TRANSCRIPTIONS: Library service available. Regular rates apply.

Contract and Other Requirements: Advertising of alcoholic beverages accepted. Contracts subject to cancellation by two weeks' written notice, accompanied by certified check at station rate to date of last program.

Closing Time: Programs close one week in advance of first broadcast. Announcements, transcriptions and talks close 12 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 and vertical recordings.

Personnel: Station Manager—J. W. Andrews. Commercial Manager—L. W. Nolan. Representatives—Hul Holman Company.



WATERLOO

(Blackhawk County)

K X E L



(Established 1942)

Rates received April 21, 1942. Owned and operated by Josh Higgins Broadcasting Company.

Business Office and Studio—Waterloo, Iowa. Transmitter—Dysart, Iowa.

Wave—Power—Time Operating power—50,000 watts. 194.8 meters; 1540 kilocycles. Licensed to operate full time on clear national channel.

Operates on Central War Time. Actual operating schedule: 5:00 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered monthly; due and payable when rendered.

General Advertising For combination rates see listing of Blue Network Company (Basic Blue Network).

Table with 5 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. (\*). Rows include 1 time, 13 times, 26 times, 52 times, 65 times, 104 times, 156 times, 260 times, 312 times.

Table with 5 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. (\*). Rows include 1 time, 13 times, 26 times, 52 times, 65 times, 104 times, 156 times, 260 times, 312 times.

Table with 5 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. (\*). Rows include 1 time, 13 times, 26 times, 52 times, 65 times, 104 times, 156 times, 260 times, 312 times.

(\* ) One minute, 100 words or chain break. TRANSCRIPTIONS Regular rates apply. Includes 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 accepted. Contracts subject to cancellation by 30 days' written notice.

Closing Time 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 78 r.p.m. double turn-tables for lateral or vertical cut recordings.

Personnel Manager—Joe DuMond. Representatives John Blair & Company.

W M T

See listing under Cedar Rapids, Iowa.

KANSAS

KANSAS STATE NETWORK

Business Office and Main Studio—Scarritt Building, Kansas City, Mo., Harrison 1161. Wire or phone collect for time clearance or other data desired.

Composed of: WHB—Kansas City, Mo. KTSW—Emporia, Kansas. KFBI—Wichita, Kansas. KVBG—Great Bend, Kansas. KSAI—Salina, Kansas.

Affiliated with the Mutual Broadcasting System. General Advertising Rates on request.

Line Charges No extra charge for lines. Permanent lines maintained.

Personnel Sales Manager—Don Davis. Program Co-ordinator—John Wahlstedt. Executive Committee: Itay Linton, KFBI, Wichita, Kansas. Owen Balch, KSAI, Salina, Kansas. J. Nelson Rupard, KTSW, Emporia, Kansas. Clem Morgan, KVBG, Great Bend, Kansas. John Schilling, WHB, Kansas City, Missouri.

Representatives For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to Don Davis, WHB, Kansas City, Mo.

ATCHISON

(Atchison County)

K V A K

(Established 1939)

Rate card (No. 1) undated—received July 3, 1939. Owned and operated by Radio Enterprises, Inc. Business Office and Studio—622-1/2 Commercial St., Atchison, Kansas.

Transmitter—Wave—Power—Time Operating power—100 watts. 206.9 meters; 1450 kilocycles. Licensed to operate unlimited time.

Operates on Central War Time. Actual operating schedule: 6:30 a.m. to 10:30 p.m. Agency Commission

Agency commission 15% to recognized agencies on net station time. Bills due and payable 10th prox. unless otherwise agreed upon. No cash discount.

General Advertising 1 hour.... 30.00 28.50 27.50 26.00 24.00 22.25 20.00 1/2 hour.... 21.50 20.75 19.75 18.00 17.00 15.75 14.50

ANNOUNCEMENTS 1 13 26 52 104 300 500 1000 1 hour.... 30.00 28.50 27.50 26.00 24.00 22.25 20.00

RECORDED PROGRAMS Recorded program service available at no extra cost. ELECTRICAL TRANSCRIPTIONS Complete transcription library available at cost.

TALENT The station is equipped and prepared to originate and execute outstanding live talent musical and dramatic programs.

REMOTE CONTROL The station is equipped to handle remote control broadcasts from any designated place in Atchison, Kansas, and community.

SERVICE FACILITIES The services of station's program department, staff announcers, merchandising department are available to the advertiser without extra cost.

Contract and Other Requirements All programs, including transcriptions and announcements are subject to the approval of station management.

Closing Time 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 78 r.p.m. double turn-tables.

Personnel General Manager—Paul Roscoe. Office Manager—Miss Dottie Taylor. Representatives Sears & Ayer, Inc.

COFFEYVILLE

(Montgomery County)

K G G F

(Established 1980)

Rate card effective January 1, 1942. (Card No. 4.) Owned and operated by Hugh J. Powell (Coffeyville Journal).

Business Office—Eighth and Elm Streets, Coffeyville, Kansas, telephone 147 and 41. Main Studio—Journal Building, Coffeyville, Kansas. Transmitter—South Coffeyville, Oklahoma.

Wave—Power—Time Operating power—1 000 watts. 434.8 meters; 690 kilocycles. Licensed to operate on cleared regional channel.

Operates on Central War Time. Actual operating schedule: Sundays 8:00 a.m. to 9:00 p.m. Week days 6:00 a.m. to 11:00 p.m. Agency Commission

Agency commission 15% to recognized advertising agencies on net charges for station time. No commission or discount on charges for talent or news service.

General Advertising For combination rates see listing of Mutual Broadcasting System. One hour maximum, and one quarter hour minimum time on musical programs.

ANNOUNCEMENTS 1 13 26 52 104 260 312 1 hour.... 75.00 73.13 71.25 69.38 67.50 63.75 60.00

RECORDED PROGRAMS Recorded program service available at no extra cost. ELECTRICAL TRANSCRIPTIONS Complete transcription library services available—rates on request.

TALENT Service of continuity, program, production, publicity and merchandising departments available.

Contract and Other Requirements All contracts subject to station's approval and governmental regulations. Rates quoted are for station time only.

Closing Time 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 both 33-1/3 and 78 r.p.m. double turn-tables for lateral and lateral cut recordings.

Personnel President—J. C. Denious. Manager—N. C. Petersen. Advertising Manager—Betty Denious. Representatives Arthur H. Hagg and Associates.

SPECIAL FEATURES

Time signals and other short announcements—rates on application.

TALENT

Extra. Rates on application. REMOTE CONTROL Telephone and remote control equipment available at additional cost to quoted prices.

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.

Contract and Other Requirements Advertising of alcoholic beverages not accepted. All acceptable accounts are subject to the same rates.

Closing Time All contracts should be closed as far in advance 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 turn-tables for vertical and lateral cut recordings.

Representatives John E. Pearson Company.

DODGE CITY

(Ford County)

K G N O

(Established 1930)

Rate card effective May 1, 1942. Owned and operated by Dodge City Broadcasting Co. Business Office and Studio—705 Second Ave., Dodge City, Kansas, telephones (business office) 1100, (studio) 1340.

Transmitter—West Park Street Road, Dodge City, Kansas.

Wave—Power—Time Operating power—1,000 watts days; 250 watts nights. (100% modulation—crystal control.)

219 meters; 1370 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission Agency commission 15% to recognized advertising agencies on station time only. Cash discount 2%—10 days.

General Advertising In order to earn discounts quoted, required number of broadcasts must be held within one year from date of first broadcast.

ANNOUNCEMENTS 1 hour..... 40.00 1/2 hour..... 23.00 1/4 hour..... 14.00 5 minutes..... 7.00 2 minutes..... 4.00 1 minute..... 3.00

RECORDED PROGRAMS Recorded program service available at no extra cost. ELECTRICAL TRANSCRIPTIONS Complete transcription library services available—rates on request.

TALENT Service of continuity, program, production, publicity and merchandising departments available.

Contract and Other Requirements All contracts subject to station's approval and governmental regulations. Rates quoted are for station time only.

Closing Time 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 both 33-1/3 and 78 r.p.m. double turn-tables for lateral and lateral cut recordings.

Personnel President—J. C. Denious. Manager—N. C. Petersen. Advertising Manager—Betty Denious. Representatives Arthur H. Hagg and Associates.

KANSAS—Continued

EMPORIA

(Lyon County)
K T S W
(Established 1939)



Rates effective December 1, 1940. (Card No. 2.)
Owned and operated by Emporia Broadcasting Company, Inc.
Business Office and Studios—Hotel Broadview, Emporia, Kansas, telephone 153-154.

Transmitter—South edge of city limits.
Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.

Licensed to operate unlimited time.
Operates on Central War Time.
Actual operating schedule: Sundays 7:30 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. Commission applies only to station time; none paid on production costs including talent. No cash discount. Accounts are billed as of the 25th of each month.

General Advertising
For combination rates see listings of Mutual Broadcasting System and Kansas State Network.

Table with 2 columns: Time slots (e.g., 1 hour, 1/2 hour) and Rates for different days (e.g., 6:00 p.m. to 10:00 p.m. week days and 12:00 noon to 10:00 p.m. Sunday).

Table with 2 columns: Time slots (e.g., 1 hour, 1/2 hour) and Rates for CLASS 'A' and CLASS 'B' during 6:00 a.m. to 10:00 p.m. to 12:00 midnight.

ANNOUNCEMENTS

Table with 2 columns: Word counts (100 words, 50 words) and Rates for CLASS 'A' and CLASS 'B' during 6:00 p.m. to 10:00 p.m.

DISCOUNTS

Quantity discounts apply on each classification only. Announcements and programs cannot be combined to secure quantity discounts.

Contract and Other Requirements
Standard conditions governing contracts for spot broadcasting, adopted 1942, by American Association of Advertising Agencies and National Association of Broadcasters.

Closing Time
Contracts close two weeks prior to starting date. Talks and lectures 24 hours before broadcast.

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

Personnel
President—S. B. Warren.
General Manager—J. Nelson Rupard.
Representatives Sears & Zyer, Inc.

GARDEN CITY

(Finney County)
KIUL

Rate card issued July 1, 1936.
Owned and operated by Garden City Broadcasting Co. Business Office and Studio—404 North Main Street, Garden City, Kansas.

Transmitter—Warner Terrace, Garden City, Kansas.
Wave—Power—Time
Operating power—100 watts.
(100% modulation.)
241.9 meters; 1240 kilocycles.

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour) and Rates for General Advertising.

ANNOUNCEMENTS

Table with 2 columns: Word counts (100 words) and Rates for announcements (1 daily ex. Sunday, 2 daily ex. Sunday).

POLITICAL TALKS

Transcription Library available—details on request.
Talent
Rates on application.

SERVICE FACILITIES

Assistance in merchandising client's products, services of program, advertising and continuity departments as well as planning and operating staff to secure, arranging and presenting program without extra charge.

Contract and Other Requirements
Above charges are for station facilities only. All programs must meet approval of director.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 r.p.m. turn-tables for lateral cut recordings. Also 78 r.p.m. double turn-tables.

GREAT BEND

(Barton County)
K V G B
(Established 1937)

Rates effective September 1, 1942. (Card No. 4.)
Owned and operated by H. T. Townsley.
Business Office and Studio—Cork Bldg., Great Bend, Kansas, telephone 1080. P. O. Box 757.
Transmitter—One mile south of Great Bend on Highway 28.

Wave—Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
Actual operating schedule: Sunday 7:30 a.m. to 9:30 p.m. Week days 6:00 a.m. to 11:00 p.m.

Agency Commission
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 listings of Mutual Broadcasting System and Kansas State Network.
The following rates are for national advertising.

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour) and Rates for CLASS 'A' and CLASS 'B' during 6:00 p.m. to 10:00 p.m.

Table with 2 columns: Word counts (100 words, 50 words) and Rates for CLASS 'A' and CLASS 'B' during 6:00 p.m. to 10:00 p.m.

Hourly news reports, time signals, markets, daily sportscast, Crazy Quilt, religious request program, contest programs, coverage of local and regional news—rates and details on request.

Contract and Other Requirements
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.

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.

Personnel
General and Commercial Manager—Clem Morgan.
Program Manager—Ray Beiler.
Chief Engineer—Leo Lealster.

HUTCHINSON

(Reno County)
K W B W
(Established 1938)

Rates received September 5, 1941.
Owned by William Wyse and Stanley Marsh.
Operated by the Nation's Center Broadcasting Company.
Business Office and Studio—101 East Avenue A, Hutchinson, Kans., telephone 6202.
Transmitter—Hutchinson, Kansas.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—automatic crystal control.)
260 meters; 1350 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.

Agency Commission
Agency commission 15% to recognized agencies. No cash discount. Bills for gross charges rendered monthly and payable within 30 days.

General Advertising
For combination rates see listing of National Broadcasting Company (Southwest Group).

The following rates are for national advertising. Rates include charges by owners of music copyrights.
CLASS 'A'
(7:00 p.m. to 10:00 p.m.)
1 13 26 52 78 156 312
1 hour..... 55.00 11.00 22.00 33.00 44.00 55.00 66.00
1/2 hour..... 30.00 20.00 24.00 24.00 24.00 24.00 24.00
1/4 hour..... 18.00 18.00 18.00 18.00 14.40 13.20 12.00

CLASS 'B'
(All other time)
1 hour..... 45.00 42.50 40.00 38.00 36.00 34.00 32.00
1/2 hour..... 25.00 23.50 22.00 20.50 19.00 18.00 17.00
1/4 hour..... 15.00 14.00 13.50 13.00 12.00 11.00 10.00
5 minutes 7.50 7.00 6.75 6.50 6.00 5.50 5.00
One minute transcription or 100 words 4.00 3.80 3.70 3.60 3.50 3.25 3.00
1/2 minute transcription or 50 words 3.50 3.25 3.15 3.00 2.80 2.65 2.50

SPECIAL FEATURES
Leased wire service—7:30 a.m., 10:00 a.m., 12:00 noon, 2:00 p.m., 4:00 p.m., 6:00 p.m. and 9:45 p.m.
Sportscast—6:30 p.m.
Women's Club of the Air, Musical Clock, Man on the Street, Market reports, local news and broadcast of all sports events.

POLITICAL AND RELIGIOUS BROADCASTS
Rates on request.
ELECTRICAL 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. Musical, dramatic and other talent furnished at nominal cost.
REMOTE CONTROL
Additional charges are made for programs originating outside studio.

SERVICE FACILITIES
Services of the station's program department, staff 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 rate.

Contract and Other Requirements
Rates are for station time only. All broadcasts and script are subject to the approval of the station management. Price quoting permitted.

Closing Time
Generally one week is desired for musical or dramatic productions.

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
Pres. & Gen'l Mgr.—William Wyse.
Commercial Manager—Vern Minor.
Chief Engineer—Millard Clary.
Representatives
Radio Advertising Corporation.

KANSAS CITY

(Wyandotte County)
K C K N



Rates effective Dec. 1, 1937. (Card No. 9), revised.
Owned and operated by KCKN Broadcasting Co. Business Office and Studio—901 N. Eighth Street, Kansas City, Kansas, Drexel 4900.
Transmitter—801 N. Eighth Street, Kansas City, Kansas.

Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
228.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount.

General Advertising
The following rates apply to all sponsored broadcasts: local or national. (Day or Night.)

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour) and Rates for General Advertising.

Strip Rates
5 minute hourly news broadcasts (daily)..... 50.00
15 minute news broadcasts (daily)..... 100.00

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour) and Rates for Three times per week, 8 mos., 6 mos., 12 mos.

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour) and Rates for Five times per week.

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour) and Rates for Seven times per week.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. (This listing continued on next page.)

KANSAS CITY—Continued

KCKN—Continued

Mechanical Program Equipment
Equipped to handle programs by electrical transcription...

Personnel
President—W. A. Bailey.
General Manager—Ellis Atteberry.

LAWRENCE

(Douglas County)

KFKU

240.0 meters; 1250 kilocycles.

Does not sell time.

WREN

(Established 1926)

Rates effective October 1, 1941.
Owned and operated by WREN Broadcasting Company, Inc.

Business Offices—WREN Building, Lawrence, Kan., telephone 110.
Studios—WREN Building, Lawrence, Kansas.
Transmitter—Between Lawrence, Kansas, and Kansas City, Missouri.

Wave—Power—Time
Operating power—5,000 watts days; 1,000 watts nights (100% modulation—crystal control).

240.0 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 mid-night; Week days 6:30 a.m. to 2:30 p.m. and 3:00 p.m. to 12:00 midnight.

Agency Commission 15% to recognized agencies. No cash discount.

General Advertising
For combination rates see listing of Blue Network Company (Basic Blue Network).

Rates apply to both national and local advertising.

CLASS "A"
(6:00 p.m. to 10:30 p.m.)

Table with 3 columns: Time slot, 1 tl., 13 tl.
1 hour: 150.00, 125.00
1/2 hour: 81.00, 67.50
1/4 hour: 45.00, 37.50

CLASS "B"
(8:00 a.m. to 10:00 a.m., 12:00 noon to 2:00 p.m., 5:00 p.m. to 6:00 p.m. week days, and 12:00 noon to 6:00 p.m. Sundays)

Table with 3 columns: Time slot, 1 tl., 100.00
1 hour: 120.00, 100.00
1/2 hour: 68.00, 55.00
1/4 hour: 38.00, 30.00

CLASS "C"
(10:30 p.m. to 8:00 a.m., 10:00 a.m. to 12:00 noon, 2:00 p.m. to 5:00 p.m. week days, and 8:00 a.m. to 12:00 noon, 10:30 p.m. to 12:00 midnight Sundays)

Table with 3 columns: Time slot, 96.00, 80.00
1 hour: 96.00, 80.00
1/2 hour: 54.00, 45.00
1/4 hour: 30.00, 25.00

QUANTITY DISCOUNTS
Based on 13 time rate:

Table with 2 columns: Quantity, Discount %
26 times: 10%
52 times: 15%
104 times: 20%
208 times: 25%
312 times: 30%

STRIP RATES
Weekly charge, consecutive weeks only:

CLASS "A"
(6:00 p.m. to 10:30 p.m.)

Table with 4 columns: Time slot, 3 mos., 6 mos., 12 mos.
1/2 hour: 385.00, 315.00, 800.00
1/4 hour: 180.00, 170.00, 180.00

CLASS "B"
(8:00 a.m. to 10:00 a.m., 12:00 noon to 2:00 p.m., 5:00 p.m. to 6:00 p.m. week days, and 12:00 noon to 6:00 p.m. Sundays)

Table with 4 columns: Time slot, 3 mos., 6 mos., 12 mos.
1/2 hour: 220.00, 210.00, 200.00
1/4 hour: 120.00, 115.00, 105.00

CLASS "C"
(10:30 p.m. to 8:00 a.m., 10:00 a.m. to 12:00 noon, 2:00 p.m. to 5:00 p.m. week days, and 8:00 a.m. to 12:00 noon, 10:30 p.m. to 12:00 midnight Sundays)

Table with 4 columns: Time slot, 150.00, 140.00, 130.00
1/2 hour: 150.00, 140.00, 130.00
1/4 hour: 80.00, 75.00, 70.00

POLITICAL SPEECHES
General rates apply. Payment should accompany order.

ELECTRICAL TRANSCRIPTIONS
Programs by electrical transcription accepted at gen-

eral 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 pick-ups by special arrangements. Expense to be paid by client.

TALENT
Cost of talent for 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 programs. 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.

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 proposals subject to prior booking of time.

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 turn-tables.

Personnel
General Manager—Verl Bratton.
Promotion Director—William P. Yearout.

Representatives George P. Hollingsby Company.

MANHATTAN

(Riley County)

KSAC

(Established 1924)

517.3 meters; 580 kilocycles.

Does not sell time.

PITTSBURG

KOAM

(Established 1937)

Rates received July 24, 1942. (Card No. 3.)

Owned and operated by the Pittsburg Broadcasting Company, Incorporated, day only.

Business Office and Studio—Commerce Bldg., Fourth and Broadway, Pittsburg, Kan., 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 day only.

Operates on Central War Time.
Actual operating schedule: 5:00 a.m. to local sunset.

Agency Commission
Agency commission 15% allowed to recognized agencies. No cash discount.

General Advertising
For combination rates see listings of National Broadcasting Company (additional to Southwestern Group) and Blue Network Company (Southwestern Supplementaries).

CLASS "A"
(Before 1:30 p.m. and after 4:00 p.m.)

Table with 4 columns: Time slot, 1 min., 1 hr., 1/2 hr., 1/4 hr., 5 min.
1 time: 70.00, 38.00, 21.00, 12.00, 7.50
13 times: 60.50, 36.10, 19.95, 11.40, 7.15

CLASS "B"
(1:30 p.m. to 4:00 p.m.)

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr., 5 min., or less
1 time: 54.00, 29.00, 17.00, 10.00, 6.00
13 times: 51.30, 27.55, 16.15, 9.50, 6.70

SPECIAL FEATURES
News Broadcasts: Fifteen minute periods daily at 6:30 a.m., 7:30 a.m., 10:00 a.m., 12:15 p.m., 2:80 p.m. and 6:00 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.

Musical Clock: Rates and details on request.

Woman's Hour: 15 minutes daily except Sunday, available for participating announcements at regular card rates.

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.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Transcription library services available—rates on request.

TALENT
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 ma-

terial for broadcast with station policy. All contracts subject to present and future state and federal regulations.

Station reserves the right to discontinue or refuse any advertising program for reason 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 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. double turn-tables.

Personnel
President—E. Victor Barter.
Commercial Manager—M. E. Stewart.

Representatives
The Walker Company.

SALINA

(Saline County)

KSAL

(Established 1937)

Rates effective August 1, 1941.

Owned and operated by KSAL, Inc. Business Office and Studio—Journal Building, Seventh and Iron Sts., Salina, Kan., telephone 100.

Transmitter—State Street Road.

Wave—Power—Time
Operating power—1,000 watts.

260.9 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 payable when rendered.

General Advertising
For combination rates see listings of 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)

Table with 4 columns: Time slot, 1 tl., 13 tl., 26 tl., 52 tl., 100 tl., 300 tl.
1 hour: 75.00, 71.25, 67.50, 63.75, 60.00, 52.25
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

Announcements: 6.00, 5.50, 5.30, 5.10, 4.80, 4.50

CLASS "B"
(Before 6:00 p.m. and after 10:00 p.m.)

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr., 5 minutes
1 hour: 45.00, 42.75, 40.50, 38.25, 36.00, 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, 6.30, 6.00, 5.64

Announcements: 4.50, 4.20, 4.05, 3.90, 3.60, 3.30

Announcements of 100 words or less may not be combined with programs of five minutes or more to earn frequency discounts.

SPECIAL WEEKLY RATES
(6:00 p.m. to 10:00 p.m.)

Table with 4 columns: Time slot, 1 wk., 13 wks., 26 wks., 39 wks., 52 wks.
1/2 hour: 1 wk. 132.00, 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: 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

(Before 6:00 p.m. and after 10:00 p.m.)

Table with 4 columns: Time slot, 1/2 hour, 1 hr., 1/2 hr., 1/4 hr., 5 min.
1/2 hour: 75.00, 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, 117.30, 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 21.00, 18.83, 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, 31.50

SPECIAL FEATURES
News Service: 24 hour, 7 days per week. Add 25% to time for leased wire service.

Time, temperature and weather reports, news service—rates on request.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available—rates on request.

TALENT
Rates on request.

REMOTE CONTROL
Programs originating outside the studios of station or requiring special production are subject to additional 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 dealer 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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables 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
Manager—Owen H. Hatch

Representatives John E. Pearson Company.

**KANSAS—Continued**

**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—Topeka Boulevard at  
11th, Topeka, Kansas, telephone 3-2377.  
Transmitter—Seven miles west of Topeka.  
Wave—Power—Time  
Operating power—5,000 watts.  
(100% modulation.)  
516.9 meters; 580 kilocycles.  
Divides time with station KSAC.  
Operates on Central War Time.  
Actual operating schedule: 5:00 a.m. to 12:00 mid-  
night daily with 3-1/2 hour daytime schedule allowed  
to KSAC on week days.  
Agency Commission  
Agency commission 15% of the net time billing and  
talent charges to recognized agencies. No commission  
to brokers or special representatives. No cash discount.  
General Advertising  
For combination rates see listing of Columbia Broad-  
casting System (Basic Supplementary Group).  
Rates include charges by owners of music copyrights.  
The following rates are for national advertising.

**CLASS "A"**  
(6:00 p.m. to 10:30 p.m. week days and 12:00  
noon to 10:30 p.m. Sundays)

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	200.00	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	68.00
5 minutes.....	40.00	38.00	36.00	34.00
1 minute.....	30.00	28.50	27.00	25.50
Station break.....	20.00	19.00	18.00	17.00

**Strip Rates**

	Per week for—
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 figure 80% of twice the  
quarter hour rate.

**CLASS "B"**  
(All other time)

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	125.00	118.75	112.50	106.25
1/2 hour.....	75.00	71.25	67.50	63.75
1/4 hour.....	42.00	39.50	37.30	35.70
5 minutes.....	28.00	26.60	25.20	23.80
2 minutes.....	23.00	21.85	20.70	19.55
1 minute.....	15.00	14.25	13.50	12.75
50 word station break (no frequency discount) 12.00.				

**Strip Rates**

	Per week for—
1/4 hour:	3 mos. 6 mos. 12 mos.
3 days weekly.....	110.00 105.00 90.00
5 days weekly.....	150.00 145.00 120.00
6 days weekly.....	180.00 170.00 140.00

For half hour strip rate figure 80% of twice the  
quarter hour rate.

**SPECIAL FEATURES**  
Sales Service Periods: 5:00 a.m. to 8:00 a.m. (Alarm  
Clock Club); 11:30 a.m. to 12:30 p.m. (Farm Din-  
ner Hour); 2:15 p.m. to 3:00 p.m. (The Kansas  
Round-Up). Programs are sold on a participation  
basis. Non-competing advertisers may participate on

regular service at 250.00 per month (one sales story  
per day), on a six day week basis; minimum con-  
tract, one month. This rate cannot be applied to an-  
nouncements after 6:00 p.m. Individual announce-  
ments on Farm Service Programs take the two minute  
rate. Talent and program build-up supplied by sta-  
tion.

Transcribed announcements or transcribed programs  
not accepted on above periods.  
**POLITICAL BROADCASTS**  
The one time Class "A" rate applies. ManuscRIPT  
and certified check or cash 48 hours in advance.

**ELECTRICAL TRANSCRIPTIONS**  
Minimum production charges, per quarter hour, 10.00.  
No additional charge for the broadcast of electrical  
transcriptions.

**TALENT**  
Minimum talent and production charges, per quarter  
hour, 15.00. 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.

**SERVICE FACILITIES**  
Standard program services. Special farm programs  
built to fit advertiser's requirements.  
**Contract and Other Requirements**  
Advertising of alcoholic beverages not accepted  
All programs and announcements subject to station's  
approval.

All contracts subject to chain program priority.  
Thirty days' notice must be given on cancellations.  
Station is not responsible for verbal agreements of  
any kind made with or by its representatives.

**Closing Time**  
All programs close 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 turn-tables.  
**Personnel**  
General Manager—Ben Ludy.  
Representatives  
Capper Publications, Inc.  
Pacific Coast—Walter Biddick Co.

**WICHITA**  
(Sedgewick County)  
**KANS**  
(Established 1898)



Rates effective January 1, 1942. (Card No. 9.)  
Owned and operated by KANS Broadcasting Company.  
Business Office and Studio—Hotel Lassen, Wichita,  
Kansas, telephone 4-2387.  
Transmitter—Hotel Lassen, Wichita, Kansas.  
Wave—Power—Time  
Operating power—250 watts.  
241.9 meters; 1240 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 15% on net station time only to  
recognized advertising agencies.  
General Advertising  
For combination rates see listing of National Broad-  
casting Company (Southwestern Group).  
The following rates are for national advertising.

**CLASS "A"**  
(6:30 p.m. to 9:30 p.m.)

	1/2	1/4	5	1	
	hr.	hr.	hr.	min.	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
78 times.....	48.00	28.80	19.20	14.40	9.60
104 times.....	45.00	27.00	18.00	13.50	9.00
150 times.....	42.00	25.20	16.80	12.60	8.40
240 times.....	39.00	23.40	15.60	11.70	7.80
300 times.....	36.00	21.60	14.40	10.80	7.20
500 times.....	33.00	19.80	13.20	9.90	6.60
750 times.....	30.00	18.00	12.00	9.00	6.00
1000 times.....	27.00	16.20	10.80	8.10	5.40

**CLASS "B"**  
(8:00 a.m. to 2:30 p.m., 5:00 p.m. to 6:30  
p.m. and 9:30 p.m. to 10:30 p.m.)

	1	1/2	5	1	
	hr.	hr.	hr.	min.	min.
1 time.....	40.00	24.00	16.00	12.00	6.00
13 times.....	38.00	22.80	15.20	11.40	5.70
26 times.....	36.00	21.60	14.40	10.80	5.40
52 times.....	34.00	20.40	13.60	10.20	5.10
78 times.....	32.00	19.20	12.80	9.60	4.80
104 times.....	30.00	18.00	12.00	9.00	4.50
150 times.....	28.00	16.80	11.20	8.40	4.20
240 times.....	26.00	15.60	10.40	7.80	3.90
300 times.....	24.00	14.40	9.60	7.20	3.60
500 times.....	22.00	13.20	8.80	6.60	3.30
750 times.....	20.00	12.00	8.00	6.00	3.00
1000 times.....	18.00	10.80	7.20	5.40	2.70

**CLASS "C"**  
(Before 8:00 a.m., 2:30 p.m. to 5:00 p.m.,  
and after 10:30 p.m. week days)

	1	1/2	5	1	
	time.....	hr.	hr.	min.	min.
1 time.....	30.00	18.00	12.00	9.00	6.00
13 times.....	28.50	17.10	11.40	8.55	5.70
26 times.....	27.00	16.20	10.80	8.10	5.40
52 times.....	25.50	15.30	10.20	7.65	5.10
78 times.....	24.00	14.40	9.60	7.20	4.80
104 times.....	22.50	13.50	9.00	6.75	4.50
150 times.....	21.00	12.60	8.40	6.30	4.20
240 times.....	19.50	11.70	7.80	5.85	3.90
300 times.....	18.00	10.80	7.20	5.40	3.60
500 times.....	16.50	9.90	6.60	4.95	3.30
750 times.....	15.00	9.00	6.00	4.50	3.00
1000 times.....	13.50	8.10	5.40	4.05	2.70

(\*) 50 words or less.  
Quaranteed spots adjacent to specified network fe-  
tures take one time rate.

**DISCOUNTS**  
A discount of 10% will be allowed from lowest we-  
re billing if 52 consecutive weeks of broadcast  
are used. This discount does not apply to spot ad-  
vertisements. Programs and spot announcements will  
not be grouped to earn frequency discounts.  
(This listing continued on next page)



Two heads are better than one—even if one happens to be a calf's head.

Old Farm Proverb

In spite of the above implication, there's one thing we do know that will  
help your sales problem in Kansas and adjoining states. We know how the  
folks in this area listen—think—and act!

Because of this, WIBW programs, personalities and services are those of  
established interest and appeal.

THE RESULT? WIBW is the most-listened-to station in this six-state area.  
You're more certain that your message will be HEARD. And because such  
messages are personal recommendations of established, friendly personalities  
... more certain they will be ACTED upon.

Let's get our heads together!

**WIBW** IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS  
BEN LUDY, Gen. Mgr.  
REPRESENTED BY CAPPER PUBLICATIONS, INC.  
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

WICHITA—Continued

KANS—Continued

SPECIAL FEATURES

Time signals, sports and special events. Special package rates on request.

News Service—Rates on request.

POLITICAL SPEECHES

Regular rates apply. Payment must accompany order.

ELECTRICAL TRANSCRIPTIONS

Program libraries available at cost.

Contract and Other Requirements

Station policy conforms with the Code of Ethics of the National Association of Broadcasters.

Personnel

President—Herb Hollister.

General Manager—Jack Todd.

Representatives

Headley-Reed Company.

KFBI

(Established 1928)



Rates effective October 1, 1941. (Card No. 10.)

Owned and operated by Farmers and Bankers Broadcasting Corporation.

Offices and Studios—Farmers and Bankers Life Insurance Building, Wichita, Kansas.

Transmitter—Five miles north of Wichita business district.

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: 24 hours daily.

Agency Commission

Agency commission 15% to recognized agencies on net station time. Bills due and payable 10th prox. unless otherwise agreed upon. Commissions payable on station time only. No cash discount.

General Advertising

For combination rates see listings of Blue Network Company (Blue Southwestern Group) and Mutual Broadcasting System.

CLASS "A"

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

1 hr. 130.00 130.00 130.00 130.00 130.00

1/2 hr. 80.00 80.00 80.00 80.00 80.00

1/4 hr. 40.00 40.00 40.00 40.00 40.00

10 minutes 30.00 30.00 30.00 30.00 30.00

5 minutes 20.00 20.00 20.00 20.00 20.00

1 minute 12.00 12.00 12.00 12.00 12.00

50 words.. 16.00 16.00 16.00 16.00 16.00

CLASS "B"

(All other time)

1 hr. 100.00 95.00 90.00 85.00 75.00

1/2 hr. 60.00 57.00 54.00 51.00 45.00

1/4 hr. 30.00 28.50 27.00 25.50 22.50

10 minutes 20.00 19.00 18.00 17.00 15.00

5 minutes 12.00 11.40 10.80 10.20 9.00

1 minute 7.50 7.12 6.75 6.38 5.62

50 words.. 10.00 9.50 9.00 8.50 7.50

SPECIAL FEATURES

Time Signals and Weather Reports—Special packages arranged to suit client. Rates on request.

POLITICAL TALKS

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.

SERVICE FACILITIES

Musical library, continuity and program department, newspaper listings, rehearsal rooms, and audition studios furnished advertisers without cost.

REMOTE CONTROL

Complete equipment and personnel to handle remote control programs.

Contract and Other Requirements

Rates do not include talent.

The management reserves the right to refuse any program which, in its opinion, does not maintain the station's standards.

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 transcriptions, using double turn-tables for either 33-1/8 or 78 r.p.m. recordings.

Personnel

General Manager—Ray Linton.

Representatives

Howard H. Wilson Company.

KFH

(Established 1928)



Rates effective February 1, 1942. (Card No. 11.)

Owned and operated by Radio Station KFH Co., Inc. (Wichita Eagle Broadcasting Service)

Business Office and Studios—York Rite Building, Wichita, Kansas, telephone 2-4491.

Transmitter—2 1/2 miles east of Wichita on East 13th St., Wichita, Kan.

Wave—Power—Time

Operating power—5,000 watts.

(100% modulation—crystal control.)

225.8 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 5:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized advertising agencies on net charges for station time. Bills due and payable when rendered. No cash discount.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group). Rates include charges by owners of music copyrights. The following rates apply to national advertisements:

CLASS "A"

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

1 hr. 1/2 hr. 1/4 hr. 5 min. (\*) (†)

1 time 200.00 125.00 75.00 40.00 22.50 17.50

13 times 190.00 118.75 71.25 38.00 21.35 16.60

26 times 180.00 112.50 67.50 36.00 20.25 15.75

52 times 170.00 106.25 63.75 34.00 19.10 14.85

78 times 160.00 100.00 60.00 32.00 18.00 14.00

100 times 150.00 93.75 56.25 30.00 16.85 13.10

150 times 140.00 87.50 52.50 28.00 15.75 12.25

200 times 130.00 81.25 48.75 26.00 14.60 11.35

300 times 120.00 75.00 45.00 24.00 13.50 10.50

500 times 110.00 68.75 41.25 22.00 12.35 9.60

750 times 100.00 62.50 37.50 20.00 11.25 8.75

1000 times 90.00 56.25 33.75 18.00 10.10 7.85

CLASS "B"

(8:30 a.m. to 2:30 p.m., 5:00 p.m. to 6:30 p.m., 10:30 p.m. to 10:30 p.m. week days and 2:00 p.m. to 6:30 p.m. Sundays)

1 time 100.00 62.50 37.50 20.00 11.25 8.75

13 times 95.00 59.40 35.65 19.00 10.70 8.30

26 times 90.00 56.25 33.75 18.00 10.15 7.85

52 times 85.00 53.15 31.90 17.00 9.55 7.45

78 times 80.00 50.00 30.00 16.00 9.00 7.00

100 times 75.00 46.90 28.15 15.00 8.45 6.55

150 times 70.00 43.75 26.25 14.00 7.90 6.15

250 times 65.00 40.65 24.40 13.00 7.30 5.70

300 times 60.00 37.50 22.50 12.00 6.75 5.25

500 times 55.00 34.40 20.65 11.00 6.20 4.80

750 times 50.00 31.25 18.75 10.00 5.65 4.40

1000 times 45.00 28.15 16.90 9.00 5.05 3.95

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 and 8:00 a.m. to 2:00 p.m. Sundays)

1 hr. 1/2 hr. 1/4 hr. 5 min. (\*) (†)

1 time 50.00 31.25 18.75 15.00 11.25 8.75

13 times 44.50 29.70 17.80 14.25 10.70 8.30

26 times 42.50 28.15 16.90 13.50 10.15 7.85

52 times 40.50 26.55 15.95 12.75 9.55 7.45

78 times 40.00 25.00 15.00 12.00 9.00 7.00

100 times 37.50 23.45 14.05 11.25 8.45 6.55

150 times 35.00 21.90 13.10 10.50 7.90 6.15

250 times 32.50 20.30 12.20 9.75 7.30 5.70

300 times 30.00 18.75 11.25 9.00 6.75 5.25

500 times 27.50 17.20 10.30 8.25 6.20 4.80

750 times 25.00 15.65 9.40 7.50 5.65 4.40

1000 times 22.50 14.05 8.45 6.75 5.05 3.95

For rates from 11:30 p.m. to 6:00 a.m. consult station management.

(\*) One minute electrical transcription or 100 words.

(†) Fifty words or less.

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. When 52 consecutive weeks of program advertising are used, a bonus discount of 10% will be allowed on the lowest weekly billing retroactively on regular units of sale. This does not apply to announcements, time signals, weather reports or any other packaged rate. 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. No contract to exceed one year's duration.

(This listing continued on next page)

MEET "PETE" another Wichita "Boom Baby"

"Pete" Walker doesn't know it, but he's mighty lucky to be a Wichita Boom Baby. But his dad knows. Mr. Walker is Assistant Foreman in the Boeing Airplane Company Machine Shop and Secretary of the Wichita Local A. F. of M. Like thousands of others, Mr. Walker knows that Wichita is one "Boom Town" with a Future!



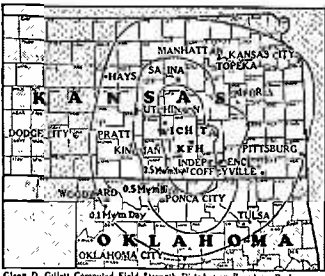
The folks in Wichita are doing no wishful thinking. They know Wichita is a mushrooming "Boom Town." But they're thinking and planning ahead. They're making Wichita a "Boom Town" with a Future!

And remember: The Wichita area isn't just airplanes. It's built on a solid foundation of agriculture, industry and oil. Get your share of Wichita's boom sales now. You'll do it best by using Radio Station KFH—the only full-time, 5,000-watter in Kansas.

That Selling Station in Kansas' Biggest, Richest Market!

KFH WICHITA

CBS • 5,000 Watts Day and Night Call Any Edward Petty Office



Clare D. Galati Computed Field Strength Distribution Based on Performance and Ferrite Survey Measurements—5000 Watts Day and Night—October 1941

KANSAS—Continued

WICHITA—Continued

K F H—Continued

Two or more program units of 15 minutes or more broadcast on the same day for one sponsor 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 continuously at the option of the station on 28 days' notice.

SPECIAL FEATURES

Dealer Identification or other cut-in announcements made locally within advertiser's network time service charge: Nights, 22.50; days, 11.25, less frequency discount.

Musical Clock—Sold only on "across the board" basis:

(6:00 a.m. to 8:30 a.m.)

Table with 4 columns: Time slot, 13 wks., 26 wks., 39 wks., 52 wks. Rates for 1/2 hour, 1/4 hour, and Novscasts.

News Flashes, Time Signals, Weather Reports—The number of words in each announcement is to include the news headline, correct time or the weather report; between 6:00 p.m. and 10:30 p.m., seven days weekly, two 25 word and one 100 word announcements; or between 8:00 a.m. and 6:00 p.m., seven days weekly, four 25 word and two 100 word announcements.

Table with 4 columns: Time slot, 13 wks., 26 wks., 39 wks., 52 wks. Rates for 0:00 a.m. to 6:15 a.m. and 3:15 p.m. to 3:30 p.m.

Table with 4 columns: Time slot, 13 wks., 26 wks., 39 wks., 52 wks. Rates for 7:30 a.m. to 7:45 a.m. and 8:25 a.m. to 8:30 a.m. and 9:30 a.m. to 9:35 a.m.

Table with 4 columns: Time slot, 13 wks., 26 wks., 39 wks., 52 wks. Rates for 12:30 p.m. to 12:45 p.m. and 6:00 p.m. to 6:15 p.m.

Table with 4 columns: Time slot, 13 wks., 26 wks., 39 wks., 52 wks. Rates for 10:00 p.m. to 10:15 p.m. and News Flashes.

Less than 3 months, per month... 3 months, per month... 6 months, per month... 9 months, per month... 12 months, per month...

Also sold on basis of four 25 word announcements daily before 6:00 p.m.:

Table with 4 columns: Time slot, 13 wks., 26 wks., 39 wks., 52 wks. Rates for less than 3 months, 3 months, 6 months, 9 months, 12 months.

Market Reports—Sold only on "Across the Board" basis. Complete coverage of grain, livestock, and financial markets direct from Wichita Board of Trade and the Wichita Union Stock Yards.

Sports—Sold only on "across the board" basis. Daily summaries, scores, events, games, etc., 15 minute summary between 5:00 p.m. and 6:30 p.m.

Table with 4 columns: Time slot, 13 wks., 26 wks., 39 wks., 52 wks. Rates for per week, five minute summary, seven days weekly.

POLITICAL TALKS Regular rates apply. Script and payment required 24 hours in advance.

ELECTRICAL TRANSCRIPTIONS Transcription Library services available.

REMOTE CONTROL Arrangements can be made for remote control broadcasts. Charges are rate plus line charge and installation fee.

TALENT Talent available for sponsorship. Details on request.

SERVICE FACILITIES Merchandising service available to advertisers.

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

Closing Time Talent programs close two weeks in advance of broadcast. 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. turn-tables.

Personnel General Manager—M. M. Murdock. Business Manager—Plex B. Clark. Nat'l Sales & Prom. Mgr.—Clark A. Luther.

Representatives Edward Petry & Company, Inc.

KENTUCKY

ASHLAND

(Boyd County) W C M I (Established 1935)



Rates received August 31, 1942.

Owned and operated by The Ashland Broadcasting Company.

Business Office and Studio—WCMI Building, Radio Block, Ashland, Kentucky, Main 3010.

Other Offices and Studios—Radio Center, Huntington, W. Va., telephone 28353; First National Bank Bldg., Ironton, Ohio, telephone 678. Transmitter—48th Street and Ohio River, Ashland, Kentucky.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.)

223.9 meters; 1340 kilocycles. Operates on Eastern War Time.

Licensed to operate full time. Operating schedule: Sundays 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 net station time. Invoices mailed and due first of each month following broadcasting. No cash discount.

General Advertising

For combination rates see listings of Mutual Broadcasting System and Southern Network. When buying WCMI, Ashland, Kentucky and WLAP, Lexington Kentucky, jointly, for one account for the same period, with equal amount of time on each station, a reduction of 10% will be allowed to all recognized agencies.

Rates include charges by owners of music copyrights. The following rates are for national advertisers. For local advertising rates consult station management.

Table with columns: Time slot, 13 wks., 26 wks., 39 wks., 52 wks. Rates for CLASS "A" (6:00 p.m. to 12:00 midnight week days) and CLASS "B" (1:00 p.m. to 12:00 midnight Sunday).

Table with columns: Time slot, 13 wks., 26 wks., 39 wks., 52 wks. Rates for CLASS "B" (6:00 a.m. to 6:00 p.m. week days and 8:30 a.m. to 1:00 p.m. Sundays).

DISCOUNTS No retroactive discounts given. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. When contracts are renewed without interruption previous contracts will be credited toward discounts on future contracts.

Table with columns: Time slot, 13 wks., 26 wks. Rates for WEEKLY PROGRAMS CLASS "A" and CLASS "B".

Table with columns: Time slot, 13 wks., 26 wks. Rates for SPECIAL FEATURES.

Table with columns: Time slot, 13 wks., 26 wks. Rates for RELIGIOUS AND POLITICAL.

RELIGIOUS AND POLITICAL Rates on request. TALENT Talent extra. Rates on request. All talent must be approved by station management.

REMOTE CONTROL BROADCASTS Complete remote equipment available. Cost of lines extra. Portable and mobile short wave transmitter available.

SERVICE FACILITIES Complete production and merchandising department available.

Contract and Other Requirements

No contracts are accepted for more than one year. All programs subject to the station director's approval and government regulations. Station reserves the right to refuse or discontinue any program for any reason satisfactory to itself. All contracts are made subject to circumstances beyond station control. All programs must conform to government regulations. Rates are for time only. Rates do not include talent.

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 or 78 r.p.m. double turn-tables.

Personnel

President—Gilmore N. Nunn. Treas. & Gen'l Mgr.—Warren G. Davis. Commercial Manager—Alfred E. Tyler. Chief Engineer—Clarence Weaver.

Branch Offices

Commercial Manager (Huntington)—L. D. Newman.

Representatives

John H. Perry Associates.

BOWLING GREEN

(Warren County)

W L B J (Established 1939)

Rates effective October 15, 1940.

Owned and operated by the Bowling Green Broadcasting Company, Inc. Business Office and Studios—Corner Fairview and Lehman Avenues, Bowling Green, Kentucky. Transmitter—Corner Fairview and Lehman Avenues, Bowling Green, Kentucky.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.)

223.9 meters; 1340 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

Actual operating schedule: Sundays 8:00 a.m. to 10:30 p.m. Week days 7:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Invoices mailed 1st of each month and are due within ten days.

General Advertising

For combination rates see listing of Mutual Broadcasting System. The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with columns: Time slot, 13 wks., 26 wks., 39 wks., 52 wks. Rates for WEEKLY FREQUENCY DISCOUNTS and SPECIAL FEATURES.

POLITICAL BROADCASTS Rates on request. TALENT Rates on request. REMOTE CONTROL Complete facilities for handling broadcasts originating outside of studios.

SERVICE FACILITIES Service of program, advertising and continuity departments as well as announcer and operating staff are at the disposal of the advertiser.

Contract and Other Requirements

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 turn-tables for vertical and lateral cut recordings.

Personnel

President and Manager—Rayburn Bose. Vice-President—E. P. Harris. Secretary and Treasurer—Lee B. Jenkins. Chief Engineer—Paul Wolf.

Representatives

None.

**HARLAN**  
(Harlan County)

**WHLN**  
(Established 1941)

Rates effective October 1, 1941.

Owned and operated by Blanford Radio Company, Inc. Business Office and Studio—South Main St., Harlan, Kentucky.

Transmitter—South Main St., Harlan, Kentucky.

**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.  
Actual operating schedule: Sundays 6:00 a.m. to 10:00 p.m. Week days 6:00 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; due 10th of month.

**General Advertising**  
The following rates are for national advertising. Rates include charges by owners of music copyrights.

1 hr.	13 tl.	26 tl.	39 tl.	52 tl.
1 hour..... 50.00	38.00	36.00	34.00	32.00
1/2 hour..... 30.00	24.50	23.00	22.50	20.00
1/4 hour..... 20.00	16.25	14.50	13.75	13.00
5 minutes..... 10.00	8.10	7.70	7.30	6.90

5% discount for three programs per week; 15% on five or more programs per week.

**ANNOUNCEMENTS**

100 words or one minute electrical transcription:	
1 time..... 5.00	104 times..... 3.75
13 times..... 4.75	312 times..... 3.50
26 times..... 4.50	624 times..... 3.25
39 times..... 4.25	936 times..... 3.00
52 times..... 4.00	1,560 times..... 2.75

**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.

**TALENT**  
Rates on request.

**Contract and Other Requirements**  
Advertising of alcoholic beverages not accepted excepting beer. Contracts are 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 stated within 30 days.

**Closing Time**  
Contracts close one week in advance of first broadcast. 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 turn-tables for vertical and lateral cut recordings.

**Personnel**  
Station Manager—R. E. Helms.  
Commercial Manager—Eddie Whitehart.

**Representatives**  
None.

**HENDERSON**  
(Henderson County)

**WSON**  
(Established 1941)

Rate card dated November 1, 1941.

Owned and operated by Paducah Broadcasting Co., Inc. Business Office and Studio—Zion Road, two miles east of Henderson, Kentucky.

Transmitter—Zion Road, two miles east of Henderson, Kentucky.

**Wave—Power—Time**  
Operating power—250 watts days.  
348.8 meters; 860 kilocycles.  
Licensed to operate daytimes.  
Operates on Central War Time.  
Actual operating schedule—

**Agency Commission**  
Agency commission 15% to recognized agencies on net station time only. Cash discount 2%—10 days after billing. Bills rendered first of month; due when rendered.

**General Advertising**  
The following rates are for national advertising. Rates include charges by owners of music copyrights. Also sold in combination with WPAD, Paducah, Kentucky, and WHOP, Hopkinsville, Kentucky. Combination rates on request.

1 tl.	13 tl.	26 tl.	52 tl.	104 tl.
1 hour..... 50.00	37.00	34.00	31.00	28.00
1/2 hour..... 35.00	25.25	23.50	22.75	20.00
1/4 hour..... 20.00	15.00	14.00	13.00	12.00
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

Additional 5% discount on five or more 15 minute programs weekly.

**SPECIAL FEATURES**

News—Leased wire service available. 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.

**Contract and Other Requirements**  
Advertising of alcoholic beverages not accepted excepting beer. Contracts are subject to cancellation by two week written notice accompanied by certified check at short rate to date of last program. Maximum length of contract, one year. Rates quoted include recordings and announcer.

**Closing Time**  
Contracts close one week 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 double turn-tables for lateral and vertical cut recordings.

**Personnel**  
Pres. & Gen'l Mgr.—Pierce E. Lackey.  
Manager—Hecht S. Lackey.  
Engineers—Edwin L. Robb, Homer B. Turrell.

**Representatives**  
Sears & Ayer, Inc.

**HOPKINSVILLE**  
(Christian County)

**WHOP**  
(Established 1939)

Rates received January 8, 1940.

Owned and operated by Paducah Broadcasting Company, Inc. Business Office—P. O. Box 539, Hopkinsville, Ky. Main Studio—Princeton Pike, Kentucky.

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.  
Actual operating schedule: 6:00 a.m. to 9:30 p.m.

**Agency Commission**  
Agency commission 15% on net station time charge. Cash discount 2%—10 days.

**General Advertising**  
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management. Also sold in combination with WPAD, Paducah, Kentucky, and WSON, Henderson, Kentucky. Combination rates on request.

1 hour..... 60.00
1/2 hour..... 35.00
1/4 hour..... 20.00
10 minutes..... 15.00
5 minutes..... 10.00
3 minutes..... 6.00

100 words..... 5.00

**ANNOUNCEMENTS**

**DISCOUNTS**  
Applicable to programs and spot announcements.

13 times..... 20%	164 times..... 35%
26 times..... 25%	166 times..... 40%
52 times..... 30%	182 times..... 50%

**SPECIAL FEATURES**  
Time Signals and Weather Reports—rates on request. On football games, contests, etc. where several periods of broadcasts will be necessary, special rates will apply.

**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 any broadcast originating outside of regular studios. Mobile unit available. Rates and details on request.

**Contract and Other Requirements**  
Advertising of alcoholic beverages not accepted, excepting beer and light wine.

**Closing Time**  
Talent programs close one week in advance. Announcements, talks and records programs close three 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**  
Pres. & Gen'l Mgr.—Pierce E. Lackey.  
Man Dir. & Sales Mgr.—F. Ernest Lackey.  
Engineer in Charge—Lynton R. Lemonard.

**Representatives**  
Sears & Ayer, Inc.

**LEXINGTON**  
(Fayette County)

**WLAP**  
(Established 1928)

Rates effective Mar. 29, 1941 (Card No. 5), revised.

Owned and operated by American Broadcasting Corporation of Kentucky. Business Office and Studio—Radio Building, Lexington, Kentucky.

Transmitter—Mason Headley Road, Lexington, Ky.

**Wave—Power—Time**  
Operating power—250 watts.  
(100% modulation—crystal control.)  
206.9 meters; 1450 kilocycles.  
Licensed to operate unlimited time.  
Operates on Central War Time.  
Actual operating schedule: Sundays 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 net station time. No cash discount. Invoices mailed and due first of each month following broadcasting.

**DISCOUNTS**  
No retroactive discounts given. Announcements and programs of five minutes or more cannot be combined to earn larger discounts. When contracts are renewed without interruption previous contracts will be credited toward discounts on future contracts.

**General Advertising**  
For combination rates see listings of Mutual Broadcasting System and Southern Network.  
The following rates are for national advertising. For local advertising rates consult station management.

**CLASS "A"**

(6:00 p.m. to 12:00 midnight week days;	1	1/2	1/4	5	100	50
1:00 p.m. to 12:00 midnight Sundays)	hour	hour	hour	min.	ws.	ws.
1 time.....	100.00	58.00	36.00	15.00	6.00	5.00
13 times.....	95.00	55.10	34.20	14.25	5.70	4.75
26 times.....	90.00	52.20	32.40	13.50	5.40	4.50
52 times.....	85.00	49.30	30.60	12.75	5.10	4.25
100 times.....	80.00	46.40	28.80	12.00	4.80	4.00
150 times.....	75.00	43.50	27.00	11.25	4.50	3.75
300 times.....	70.00	40.60	25.20	10.50	4.20	3.50

**CLASS "B"**

(6:00 a.m. to 6:00 p.m. week days and	1	1/2	1/4	5	100	50
8:00 a.m. to 1:00 p.m. Sundays)	hour	hour	hour	min.	ws.	ws.
1 time.....	75.00	45.00	25.00	12.00	5.00	4.00
13 times.....	71.25	42.75	23.75	11.40	4.75	3.80
26 times.....	67.50	40.50	22.50	10.80	4.50	3.60
52 times.....	63.75	38.25	21.25	10.20	4.25	3.40
100 times.....	60.00	36.00	20.00	9.60	4.00	3.20
150 times.....	56.25	33.75	18.75	9.00	3.75	3.00
300 times.....	52.50	31.50	17.50	8.40	3.50	2.80

**WEEKLY PROGRAMS**

**CLASS "A"**

Five days per week:	13 wks.	26 wks.
1 hour.....	375.00	825.00
1/2 hour.....	217.50	487.50
1/4 hour.....	135.00	311.25

**Three days per week:**

1 hour.....	240.00	210.00
1/2 hour.....	139.20	121.80
1/4 hour.....	86.40	75.60

**CLASS "B"**

Five days per week:	13 wks.	26 wks.
1 hour.....	281.25	243.75
1/2 hour.....	168.75	146.25
1/4 hour.....	93.75	81.25

**Three days per week:**

1 hour.....	180.00	157.50
1/2 hour.....	105.00	94.50
1/4 hour.....	60.00	52.50

**SPECIAL FEATURES**

Package News Programs—Seven days per week:  
Class "A"—6:00 p.m. to 12:00 midnight  
Class "B"—8:00 a.m. to 6:00 p.m.

**CLASS "A"**

13 wks.	26 wks.	13 wks.	26 wks.
1/4 hour.....	190.00	175.00	105.00
5 minutes.....	80.00	75.00	60.00

News—Five minute periods:  
(6:00 p.m. to 12:00 midnight)

13 tl.	26 tl.	52 tl.	100 tl.	150 tl.	300 tl.
Each..... 17.10	16.20	15.30	14.40	13.50	12.60

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

13 tl.	26 tl.	52 tl.	100 tl.	150 tl.	300 tl.
Each..... 14.25	13.50	12.75	12.00	11.25	10.50

**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 BROADCASTS**  
Religious and political rates will be furnished 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.

**WLAP and WCMJ COMBINATION RATES**  
When buying WLAP Lexington, Kentucky and WCMJ Ashland, Ky.—Huntington, W. Va., jointly, for one account for the same period, with equal amount of time on each station, a reduction of 10% will be allowed to all recognized agencies; this discount to be allowed on programs of 15 minutes or more and not on announcement contracts.

**Contract and Other Requirements**  
No contract accepted for periods 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**  
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. turn-tables.

**Personnel**  
President and General Manager—Gilmore N. Nunn.  
Treasurer—Warren G. Davis.  
Station Director—Ted Grizzard.  
Chief Engineer—Sanford Hill.

**Representatives**  
John H. Perry & Associates.

KENTUCKY—Continued

LOUISVILLE

(Jefferson County)

WAVE

(Established 1933)



Rates effective January 1, 1942. (Card No. 8.) Owned and operated by WAVE, Inc. Studio—Radio Center, Louisville, Ky., Wabash 6543. Transmitter—Hamburg Pike, Jeffersonville, Ind.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation—crystal control—directional antenna.) 309.3 meters; 970 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Actual operating schedule: 6:00 a.m. to 12:00 midnight

Agency Commission

Agency commission 15% to recognized advertising agencies. No discounts on production costs or talent.

General Advertising

For combination rates see listing of National Broadcasting Company (Basic Network).

CLASS "A"

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

Table with 6 columns (1, 1 1/2, 2, 3, 4, 5) and 10 rows of advertising rates.

CLASS "B"

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

Table with 6 columns (1, 1 1/2, 2, 3, 4, 5) and 10 rows of advertising rates.

CLASS "C"

(9:00 a.m. to 6:00 p.m.)

Table with 6 columns (1, 1 1/2, 2, 3, 4, 5) and 10 rows of advertising rates.

CLASS "D"

(10:30 a.m. to 9:00 a.m.)

Table with 6 columns (1, 1 1/2, 2, 3, 4, 5) and 10 rows of advertising rates.

Additional Quantity Discounts 500 to 799 times 35%; 800 or more times 40%. Quantity discounts will be allowed for the actual number of broadcasts used within one year.

SPECIAL FEATURES

Musical Clock: 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 \$5.00; 1/2 hour per week \$5.00; 1 hour, per week \$6.00; not subject to any discount except agency commission.

TRANSCRIPTIONS

No additional charge for transcriptions.

TALENT

Rates on application

REMOTE CONTROL

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 programs 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. turn tables.

Personnel

General Manager: Nathan Lord. Promotion Manager: George Patterson.

Representatives

Kran & Peters, Inc.

WGRC

Rates effective October 15, 1940. (Card No. 4.) Owned and operated by Northside Broadcasting Corp. Business Office and Studios—Kentucky Home Life Bldg., Louisville, Ky., Wabash 3343. Other Studios—Indiana Theatre Building, New Albany, Indiana, telephone 150. Transmitter—McCulloch Pike near Silver Creek, New Albany, Indiana.

Wave—Power—Time Operating power—250 watts. (100% modulation.)

214.3 meters; 1400 kilocycles. Licensed to operate unlimited time on local channel. Operates on Central War 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

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 listings of Mutual Broadcasting System and Southern Network. Music License—ASCAP per program commercial license and sustaining license. Rates do not include copyright fees. Additional charges not subject to agency commission.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and 1:00 p.m. to 6:00 p.m. Sunday)

Table with 6 columns (1 hr, 1 1/2 hr, 2 hr, 3 hr, 4 hr, 5 hr) and 10 rows of advertising rates.

CLASS "B"

Table with 6 columns (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 260 times) and 6 rows of advertising rates.

CLASS "C"

(10:30 p.m. to 9:00 a.m. and 1:00 p.m. to 5:00 p.m.)

Table with 6 columns (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 260 times) and 6 rows of advertising rates.

(\*) Announcements of 100 words or less, one minute or less transcriptions or chain breaks of 35 to 40 words.

POLITICAL SPEECHES AND RELIGIOUS BROADCASTS

Regular rates apply.

SPECIAL FEATURES

Weather forecasts, time signals, news, etc.—rates on application.

TALENT

Rates on application.

REMOTE CONTROL

Any arrangements desired for remote control broadcasting can be arranged, provided telephone company has available circuits. Remote programs subject to special charges.

(This listing continued on next page)



McCOY (Ky.) AIN'T THE REAL McCOY!

When it comes to sales possibilities, McCoy (Ky.) ain't exactly what you'd call the gen-u-ine article. In fact, the only 24-karat McCoy in this State is the Louisville Trading Area—1,336,000 people who normally account for 57.5% of Kentucky's total buying power (a figure now vastly boosted by the hundreds of millions poured into Louisville's war industries!) . . . In the Louisville Area there are 242,077 radio homes, every one of which is reached by WAVE—the only NBC outlet for 100 miles around! Want to see what that means in sales results?

LOUISVILLE'S WAVE

N. B. C.

FREE & PETERS, INC.,



5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES



LOUISVILLE—Continued
W C R C—Continued

Station maintains a merchandising department contacting jobbers and distributors for foreign advertising and assisting in all types of sales promotion. Also a continuity department for handling any type 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.

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

Closing Time
Talent 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.

Personnel
President and General Manager—S. A. Cialer, Jr. Vice-Pres. and Business Manager—C. L. Harris. Commercial Manager—J. Porter Smith.

Representatives
Burn-Smith Company, Incorporated. Pacific Coast—Walter Biddick Company.

WHAS

(Established 1922)



Rates effective June 1, 1941. (Card No. 4.) Owned and operated by Courier-Journal and Louisville Times Company.

Business Office and Studio—Courier-Journal and Times Bldg., Third and Liberty Sts., Louisville, Ky., Wabash 2211.

Transmitter—Route 2, Anchorage, Ky. (near East-Ky.)

Wave—Power—Time
Operating power—60,000 watts. (100% modulation—direct crystal control.) 357.1 meters; 840 kilocycles.

Licensed to operate full time on cleared national channel. Operates on Central War Time. Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 4:45 a.m. to 1:00 a.m.

Agency Commission
15% commission to recognized agencies. Bills due and payable when rendered. No cash discount.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Network).

The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for time slots (1, 1/2, 1/4, 10, 5, 1, 25) and rates for various durations (1 hr, 3 hrs, 5 hrs, 10 min, 15 min, 30 min, 45 min, 1 hr, 1 1/2 hr, 2 hr, 3 hr, 4 hr, 5 hr, 10 min, 15 min, 30 min, 45 min, 1 hr, 1 1/2 hr, 2 hr, 3 hr, 4 hr, 5 hr).

8:30 a.m. to 2:00 p.m., 4:00 p.m. to 6:00 p.m., and 10:00 p.m. to 10:30 p.m.

Table with columns for time slots (1, 1/2, 1/4, 10, 5, 1, 25) and rates for various durations (1 hr, 3 hrs, 5 hrs, 10 min, 15 min, 30 min, 45 min, 1 hr, 1 1/2 hr, 2 hr, 3 hr, 4 hr, 5 hr).

Sold only on basis of five or more times per week. Less than five times per week rate take regular day time rates.

Table with columns for time slots (1, 1/2, 1/4, 10, 5, 1, 25) and rates for various durations (1 hr, 3 hrs, 5 hrs, 10 min, 15 min, 30 min, 45 min, 1 hr, 1 1/2 hr, 2 hr, 3 hr, 4 hr, 5 hr).

DISCOUNTS AND RATES
Discounts allowed retroactively on the number of broadcasts given within a year.

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 contingently at the station's option on 25 days notice.

Contract and Other Requirements

Products or copy of a laxative nature not accepted. All contracts subject to the conditions of the standard NAB-AAA contract.

Personnel

Executive Manager—W. L. Couleou. Commercial Manager—Joe Eaton. Program Director—Robert Kennett. Promotion Manager—John H. Hoagland.

Representatives

Edward Petry & Company, Inc.

WINN

(Established 1940)

Rates effective August 1, 1941.

Owned and operated by Kentucky Broadcasting Corp., Inc.

Business Offices and Studios—Tyler Hotel, P. O. Box 1588, Louisville, Kentucky. Transmitter—On top Tyler Hotel, Louisville, Ky.

Wave—Power—Time

Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time on local channel.

Actual operating schedule: Sundays 7:30 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% allowed to recognized agencies when agency places handles and guarantees payment of entire contract.

General Advertising

For combination rates see listing of Blue Network Company (Basic Supplementaries). Rates include charges by owners of music copyrights.

Table with columns for time slots (1, 13, 26, 52, 100, 200, 300) and rates for various durations (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min).

Table with columns for time slots (1, 13, 26, 52, 100, 200, 300) and rates for various durations (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min).

Table with columns for time slots (1, 13, 26, 52, 100, 200, 300) and rates for various durations (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min).

SPECIAL WEEKLY RATES
Weekly rates are for continuous non-cancellable contracts. Earned rates are not retroactive upon renewal of contract.

Table with columns for time slots (1, 13, 26, 52, 100, 200, 300) and rates for various durations (1/2 hr, 3 times weekly, 5 times weekly, 1/4 hr, 3 times weekly, 5 times weekly).

ANNOUNCEMENTS

Table with columns for time slots (1, 13, 26, 52, 100, 200, 300) and rates for various durations (1 minute, 50 words).

FOREIGN LANGUAGE PROGRAMS

Rates on request.

ELECTRICAL TRANSCRIPTIONS

Accepted at regular rates. Transcription library service available—rates on request. Instantaneous recording equipment available.

TALENT

Any type of talent desired by advertiser is available. Program ideas and talent rates will be furnished upon request.

REMOTE CONTROL

Rates on request. Wire and mechanical charges for remote control are in addition to rates quoted.

SERVICE FACILITIES

Merchandising and research departments available. Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and light wine. No contract accepted for longer than one year.

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.

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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

Personnel

President—D. E. "Plug" Kendrick. Vice-Pres. & Gen'l Mgr.—L. L. "Jake" Jaquier. Sec'y-Treas. and Program Director—M. K. McCarten.

OWENSBORO (Davies County) WOMI

(Established 1938)

Rates effective Sept. 15, 1937. (Card No. 1.) Revised Operated by Owensboro Broadcasting Company.

Business Office and Studio—Byers Avenue and Livermore Road, Owensboro, Kentucky.

Transmitter—Byers Avenue and Livermore Road.

Wave—Power—Time

Operating power—250 watts. 301.3 meters; 1490 kilocycles. Licensed to operate unlimited time.

Actual operating schedule: 7:00 a.m. to 10:35 p.m. Agency Commission

Agency commission 15% to recognized advertising agencies on station time only. Cash discount 2% if paid within 10 days of invoice date.

General Advertising

The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for time slots (1, 1/2, 1/4, 5 min) and rates for various durations (1 hr, 1/2 hr, 1/4 hr, 5 min).

DISCOUNTS

Table with columns for time slots (13 times, 26 times, 52 times, 104 times) and rates for various durations (5%, 10%, 15%, 20%).

SPECIAL FEATURES

News broadcasts, news services such as time, sporting events, etc.—rates and details on request.

TALENT

Station maintains an artists' bureau. No commission charge on talent.

REMOTE CONTROL

Remote control programs available. Rates and line charges on request.

SERVICE FACILITIES

Continuity department, staff announcers, Publicity and merchandising departments are maintained in the servicing, arranging, producing and presenting programs at no 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 approval and rules and regulations of the Federal Communications Commission.

Closing Time

All programs and announcements close one week in advance.

Personnel

President—Lawrence W. Haeger. Manager—Hugh O. Potter.

PADUCAH (McCracken County) WPAD

(Established 1930)

Rates effective September 1, 1941. Owned and operated by Paducah Broadcasting Company, Inc.

Business Office and Studio—Taylor Bldg., Paducah, Kentucky, telephone 4100, 4101. Transmitter—Ninth and Terrell Sts., Paducah, Ky.

Wave—Power—Time

Operating power—250 watts. (100% modulation—limiting amplifier.)

206.9 meters; 1450 kilocycles. Licensed to operate on local channel.

Operates on Central War Time. Actual operating schedule: 6:00 a.m. to 12:30 p.m.

Agency Commission

Agency commission 15% on net station time charge. Cash discount 2%—10 days.

(This listing continued on next page)

KENTUCKY—Continued

PADUCAH—Continued  
W P A D—Continued

General Advertising
Rates include charges by owners of music copyrights.
(6:00 a.m. to 11:30 p.m.)
1 hr. 13 tl. 26 tl. 52 tl. 104 tl.
1/2 hr. 6.00 12.00 24.00 48.00
1/4 hr. 3.00 6.00 12.00 24.00
10 minutes 1.50 3.00 6.00 12.00
1 minute .75 1.50 3.00 6.00
An additional discount of 5% allowed on five or more 15 minute programs.

SPECIAL FEATURES
Time Signals and Weather Reports—rates on request.
On football games, contests, etc., where several periods of broadcasts will be necessary, special rates will apply.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include recordings and announcer.

TALENT
Rates on application. Artists may be secured through the station management but contracts and settlements are direct between advertiser and talent.

REMOTE CONTROL
Equipped to handle any broadcast originating outside of regular studios. Mobile unit and portable pack unit available. Rates and details on request.

Contract and Other Requirements
Advertisers of alcoholic beverages not accepted excepting beer. 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 transcription, using 78 r.p.m. single and double turn-tables and 83 r.p.m. double turn-tables.

Personnel
President, Treas. and Gen. Mgr.—Pierce E. Lackey
Vice-Pres. & Com. Mgr.—W. Prewitt Lackey.
Secretary—E. Ezelle Lackey.
Program Dir. and Prom. Mgr.—Joseph Eugene Peak.
Chief Engineer—C. G. Sims.

Representatives
Sears & Ayer, Inc.

LOUISIANA

ALEXANDRIA

(Rapides Parish)
K A L B
(Established 1935)

Rates received August 18, 1941.
Owned and operated by the Alexandria Broadcasting Company, Inc.
Business Office and Studio—Fifth and Johnston, Alexandria, La., telephone 3335.
Transmitter—Upper Fourth, Alexandria, Louisiana.

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 8:00 a.m. to 10:00 p.m.; week days 6:30 a.m. to 10:30 p.m.

Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount. Accounts due and payable not later than 10th of each month.

General Advertising
For combination rates see listing of Blue Network Company (Supplementary to Blue Southcentral Group).
Rates for periods in excess of one hour in exact proportion to the corresponding one hour rates.

1 hour..... 40.00
3/4 hour..... 30.00
1/2 hour..... 25.00
1/4 hour..... 18.00
10 minutes..... 12.00
5 minutes..... 9.00

CONTRACT DISCOUNT PERCENTAGES
Discounts will be allowed from the beginning of service in accordance with contract specifications, except where contract contains a cancellation privilege, in which case discounts will be allowed only as earned. When contracts are renewed without interruption previous contracts will be credited toward discounts on future contracts. No retroactive discount will be allowed.

Per wk. 4 wks. 13 wks. 26 wks. 39 wks. 52 wks.
1 time..... 1% 5% 10% 15% 20%
2 times..... 2% 10% 20% 25% 30%
3 times..... 3% 15% 25% 30% 35%
4 times..... 4% 20% 30% 35% 40%
5 times..... 5% 25% 35% 40% 45%
6 times..... 10% 30% 40% 45% 50%

ANNOUNCEMENTS
100 word announcement, or 1 minute transcription:
1 hr. 13 tl. 26 tl. 52 tl. 104 tl. 208 tl. 312 tl.
Each.. 4.50 4.25 4.00 3.75 3.50 3.25 2.75 2.25
50 word announcements:
Each.. 3.50 3.25 3.00 2.75 2.25 1.90 1.50 1.25

SPECIAL FEATURES
News: Regular rates plus 10%
Sports, Special Events, Time Signals and Weather Reports—rates on request.

TALENT
Rates on application.

REMOTE CONTROL
Remote control installation 12.50. Line charges extra.
SPECIAL FEATURES
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 duration.

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 78 r.p.m. double turn-tables

Personnel
General Manager—W. J. Dickerson.
Commercial Manager—Edgar Capellini.

BATON ROUGE

(East Baton Rouge Parish)
W J B O
(Established 1934)

BLUE NETWORK STATION

Rates effective July 1, 1941.
Owned and operated by the Baton Rouge Broadcasting Company, Inc.
Business Office and Studio—444 Florida St., Baton Rouge, La., telephone 5271.
Transmitter—Hueyevett Road, Baton Rouge, La.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation)
260.9 meters; 1150 kilocycles.
Licensed to operate unlimited time.
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.

Agency Commission
Agency commission 15% to recognized advertising agencies on net charges for station time only. No cash discount. Bills due and payable 10th of month following broadcast.

General Advertising
For combination rates see listing of Blue Network Company (Blue Southcentral Group).
Rates for periods in excess of one hour are in exact proportion to the corresponding one hour rates.

(6:00 p.m. to 11:00 p.m. daily)
1 hour..... 120.00
3/4 hour..... 98.00
1/2 hour..... 72.00
1/4 hour..... 48.00
5 minutes..... 24.00
1 minute..... 12.00
1/2 minute or 20 word chain breaks..... 9.00

(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..... 36.00
5 minutes..... 18.00
1 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 midnight week days and 7:00 a.m. to 12:00 noon, 11:00 p.m. to 12:00 midnight Sundays)
1 hour..... 60.00
3/4 hour..... 48.00
1/2 hour..... 36.00
1/4 hour..... 24.00
5 minutes..... 12.00
1 minute..... 8.00
1/2 minute or 20 word chain breaks..... 6.00

DISCOUNTS
Based on number of times used within period of one year:
20 times..... 5% 234 times..... 25%
78 times..... 10% 312 times..... 30%
117 times..... 15% 624 times..... 32-1/2%
156 times..... 20% 936 times..... 35%

INTERMEDIATE DISCOUNTS IN PROPORTION.

SPECIAL FEATURES
Sports, special events, time signals, and weather reports, rates on request.

POLITICAL BROADCASTS
(Day or Night)
1 hour..... 120.00
1/2 hour..... 72.00
1/4 hour..... 48.00

TALENT
Rates on application.

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
Rates are for station facilities only.
All programs are subject to approval of the station

Closing Time
One week in advance of program 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 transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.
Personnel
President—Chas. P. Manship, Jr.
Vice-Pres. & Gen'l Mgr.—J. R. Dabadlo.
Secretary-Treasurer—Chas. P. Manship, Sr.
Representative—George P. Hollingbery Company.

LAFAYETTE

(Lafayette Parish)
K V O L

Rates effective March 1, 1940.
Owned and operated by Evangeline Broadcasting Co., Inc.
Business Office and Studio—Evangeline Hotel, Lafayette, Louisiana, telephone 1280-336.
Transmitter—Scott Road, Lafayette, Louisiana.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
223.9 meters; 1340 kilocycles.
Operates on Central War Time.
Actual operating schedule: Sundays 11:00 a.m. to 6:00 p.m. Week days 7:00 a.m. to 10:00 p.m.

Agency Commission
Agency commission 15%; cash discount 2%—10 days. Cash in advance, or after broadcast, subject to approval of management.

General Advertising
1 hr. 6 tl. 12 tl. 24 tl.
1/2 hr. 3.00 6.00 12.00
1/4 hr. 1.50 3.00 6.00
1 minute .75 1.50 3.00

ANNOUNCEMENTS
Service must be used within one month.
100 words..... 3.50 8.00 2.50 2.00
Discounts: 3 months 10%; 6 months 15%; 12 months 20%.

SPECIAL FEATURES
Weather reports, time signals and special broadcasts, rates on application.

TALENT
Musical and dramatic talent engaged for advertiser 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.

Contract and Other Requirements
All entertainment program rates are for use of facilities of station only; talent is extra. Rates apply to net charges announced 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.

ANNOUNCEMENTS
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. turn-tables.

LAKE CHARLES

(Calcasieu Parish)
K P L C

Rates effective March 1, 1937. (Revised.)
Owned and operated by Calcasieu Broadcasting Co.
Business Office and Studio—Majestic Hotel, Lake Charles, Louisiana, telephone 2713.
Transmitter—Lake Charles, Louisiana.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
201.3 meters; 1490 kilocycles.
Licensed to operate full time.
Operates on Central War Time.

Actual operating schedule: 7:00 a.m. to 10:00 p.m.

Agency Commission
Agency commission 15% to recognized agencies. Payments are to be made not later than 10th of month following service. No cash discount.

General Advertising
The following rates are for national advertising.

1 hr. 45.00 42.75 40.50 38.25 36.00 33.75
1/2 hr. 25.00 23.75 22.50 21.25 20.00 18.75
1/4 hr. 15.00 14.25 13.50 12.75 12.00 11.25
10 minutes 11.00 10.45 9.90 9.35 8.80 8.35
5 minutes 7.50 7.13 6.75 6.38 6.00 5.63
1 minute 4.00 3.80 3.60 3.40 3.20 3.00

ANNOUNCEMENTS
100 words..... 13 tl. 38 tl. 78 tl. 156 tl. 312 tl.
50 words..... 3.50 3.15 2.98 2.80 2.63

SPECIAL FEATURES
News Service, 10 minute and 5 minute periods, rates on request.

TALENT
Rates on application.

RECORDED PROGRAMS
Transcription library services available—rates and details on request.

REMOTE CONTROL
Remote control facilities. Necessary equipment for remote control broadcasts supplied by station for temporary installations at no extra cost.

SERVICE FACILITIES
Time charges include services of announcer and continuity department.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables (lateral equipment).

Representatives
None.

MONROE

(Ouachita Parish)

KMLB

(Established 1930)



BLUE NETWORK STATION



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

Owned and operated by Liner's Broadcasting Station, Inc.

Studio—Frances Hotel, Corner Jackson and Harrison Streets, Monroe, Louisiana, telephone 4321.

Transmitter—Milhaven Road, Monroe, Louisiana.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 243.9 meters; 1230 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time. Actual operating schedule: 6:00 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 listing of Blue Network Company (Supplementary to Blue Southcentral Group). The following rates apply to local, regional and national advertisers.

Table with 3 columns: Time, Class 'A', Class 'B', Class 'C'. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 1/2 minute transcription, 100 words, 30 words, 35 word chain break, and Class 'A', 'B', 'C' time slots.

Table with 3 columns: Times, Class 'A', Class 'B', Class 'C'. Rows include 13, 26, 39, 52 times for various rates.

SPECIAL FEATURES: News: Leased wire service available. Sponsorship of newscasts or announcements run adjacent or during newscasts takes a 20% higher rate.

ELECTRICAL TRANSCRIPTIONS: Transcription library service available—rates and details on application. Recording equipment available.

TALENT: Rates on application.

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.

Contract and Other Requirements: Rates are guaranteed only during original contract for a specific number of programs on regular schedule. Contracts cannot be accepted for more than one year from date of first broadcast. Medical accounts accepted on approval of station management. Talk 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 certified check for short term rate to date of last program.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 r.p.m. turn-tables for vertical and lateral recordings.

Personnel: Commercial Manager—J. C. Liner, Jr.

NEW ORLEANS

(Orleans Parish)

WDSU

(Established 1923)



Rates effective August 1, 1937. (Card No. 70.)

Owned and operated by WDSU, Inc. Business Office and Studio—Hotel Monteleone, New Orleans, Louisiana, Raymond 7135. Transmitter—Gretna, Louisiana.

Wave—Power—Time

Operating power—1,000 watts. (C. F., 5,000 watts.) (100% modulation.) 234.4 meters; 1280 kilocycles. Operates on Central War Time. Licensed to operate unlimited time. Actual operating schedule: daily and Sunday 7:00 a.m. to 12:00 midnight.

Agency Commission

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 listing of Blue Network Company (Blue Southcentral Group). Fees charged for use of copyrighted music are included in rates listed.

Table with 2 columns: Time, Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute, 35 word chain break, and Class 'A', 'B', 'C' time slots.

DISCOUNTS

Table with 3 columns: Times, Discount, Times. Rows include 13, 26, 39, 52 times for various rates.

RECORDED PROGRAMS

Regular time charges apply.

TALENT

Rates on application.

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 alcoholic beverages accepted, but program must be in the late hours. All contracts and continuities 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 33-1/3 and 78 r.p.m. turn-tables.

Personnel: Pres. & Gen'l Mgr.—J. H. Uhart.

Representatives: Weed & Company.

Table with 2 columns: Time, Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 1/2 minute transcription, 100 words, 30 words, 35 word chain break, and Class 'A', 'B', 'C' time slots.

WJBW

(Established 1926)

Rates effective March 1, 1934.

Owned and operated by C. C. Carlson, Business Office and Studio—Jung Hotel, New Orleans, Louisiana.

Transmitter—Audubon Bldg., New Orleans, La.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 243.9 meters; 1230 kilocycles. Licensed to operate full time on clear local channel. Operates on Central War Time. Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission

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. For local advertising rates consult station management (After 6:00 p.m. week days and after 1:00 p.m. Sunday)

Table with 2 columns: Time, Rate. Rows include 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 1/2 minute transcription, 100 words, 50 words or less, and Class 'A', 'B', 'C' time slots.

DISCOUNTS: When an advertiser places a contract for 13 broadcasts and immediately renews, without interruption, for 13 more broadcasts, he will earn the 26 time discount on the entire broadcasts. When an advertiser places a 13 time contract, and after its expiration places another 13 time contract, he will be allowed the 26 time discount on only the second 13 time contract, etc. All contracts and discounts are based on service within one year. Discounts apply on period broadcasts or announcements.

Table with 2 columns: Times, Discount. Rows include Less than 13 broadcasts, 13 to 25 broadcasts, 26 to 38 broadcasts, 39 to 51 broadcasts, 52 or more broadcasts.

SPECIAL FEATURES: Rates and details on application.

TALENT: Talent for commercial programs extra, rates on application.

REMOTE CONTROL: Remote control broadcasts can be made anywhere. Regular rate plus line charges and other incidental costs.

Contract and Other Requirements: Rates are facilities of station only. Talent extra, except for special features. Contract subject to governmental regulation and station owner approval.

Closing Time: Programs must be arranged three weeks in advance of broadcast for publicity release. Final closing date two weeks preceding.

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

Representatives: Cox & Tanz.

WNOE

(Logo for WNOE station)

Rates effective June 1, 1941.

Business Office—720 Common St., New Orleans, La., Raymond 0423.

Studio—St. Charles Hotel, New Orleans, La.

Transmitter—Orleans Parish, New Orleans, La.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 206.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Central War Time. Actual operating schedule: Twenty-four hours daily 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 check.

Agency Commission

Agency commission 15% allowed to recognized agencies. Invoices mailed monthly. No cash discount. Bills payable 10th of following month.

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.

Rates include fees charged by owners of copyrighted music for broadcasting. (6:00 p.m. to 10:30 p.m.)

Table with 2 columns: Time, Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 1/2 minute transcription, 100 words, 30 words, 35 word chain break, and Class 'A', 'B', 'C' time slots.

Table with 2 columns: Time, Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 word announcement or 35 word chain break, and Class 'A', 'B', 'C' time slots.

DISCOUNTS: Discounts allowed retroactively on the number of broadcasts given within one year, provided no lapse of time occurs between contracts and time on air: 13 times—5% 150 times—30% 26 times—10% 208 times—35% 39 times—15% 280 times—40% 52 times—20% 312 or more times—45% 104 times—25%

SPECIAL FEATURES: Rates for special sponsorships and participating programs on request.

POLITICAL BROADCASTS: Three complete transcripts of political speeches must be submitted to station management at least forty-eight hours before scheduled time. Rates on request.

TALENT: Any type talent available. Union scale.

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: 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. Station rates for programs include local announcer, necessary rehearsals and all 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 spot announcements and chain programs, 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 forty-eight hours in advance of presentation.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using Double 33-1/3 and 78 r.p.m. turn-tables for both lateral cut and orthographic recordings.

Personnel: President—James A. Noe. Vice-President and General Mgr.—James E. Gordon.

Representative: Joseph Hershhey McGillivra, Inc.

**LOUISIANA—Continued**

**NEW ORLEANS—Continued**

**W S M B**

(Established 1925)



Rates effective May 5, 1941.

Owned and operated by WSMB, Inc. (Sauger Theatres, Inc., and Maison Blanche Dept. Store).

Business Office and Studio—Maison Blanche Building, New Orleans, Louisiana, Magnolia 5921.

Transmitter—Algiers, Louisiana.

Wave—Power—Time

Operating power—5,000 watts.  
(100% modulation. Automatic frequency control.)  
222.2 meters; 1350 kilocycles.  
Licensed to operate on regional channel.  
Operates on Central War Time.  
Actual operating schedule: Week days and Sundays.  
7:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% allowed to recognized agencies. Invoices mailed promptly. No cash discount. All bills due and payable when rendered.

General Advertising

For combination rates see listing of National Broadcasting Company (Southeastern Group).  
The following rates apply to national advertising.

		CLASS "A"				50 wds.
		(6:00 p.m. to 10:30 p.m.)	10:30 p.m. to 12:00 p.m.	12:00 p.m. to 1:30 p.m.	1:30 p.m. to 3:00 p.m.	of less
		1/2 hr.	1/4 hr.	5 min.	(*)	
1 time...	110.00	50.00	35.00	20.00	18.00	
26 times	104.50	57.00	33.25	19.00	17.10	
52 times	99.00	54.00	31.50	18.00	16.20	
65 times	93.50	51.00	29.75	17.00	15.30	
130 times	88.00	48.00	28.00	16.00	14.40	
156 times	82.50	45.00	26.25	15.00	13.50	
260 times	77.00	42.00	24.50	14.00	12.60	
312 times	71.50	39.00	22.75	13.00	11.70	
468 times	67.75	37.50	21.88	12.50	11.25	
624 or more times...	66.00	36.00	21.00	12.00	10.80	
		CLASS "B"				
		(8:00 a.m. to 12:00 p.m. and 10:30 p.m. to 12:00 midnight)				
1 time...	55.00	30.00	18.00	12.00	10.00	
26 times	52.25	28.50	17.10	11.40	9.50	
52 times	49.50	27.00	16.20	10.80	9.00	
65 times	46.75	25.50	15.30	10.20	8.50	
130 times	44.00	24.00	14.40	9.60	8.00	
156 times	41.25	22.50	13.50	9.00	7.50	
260 times	38.50	21.00	12.60	8.40	7.00	
312 times	35.75	19.50	11.70	7.80	6.50	
468 times	34.38	18.75	11.25	7.50	6.25	
624 or more times...	33.00	18.00	10.80	7.20	6.00	
		CLASS "C"				
		(12:00 midnight to 8:00 a.m.)				
1 time...	35.00	20.00	12.00	8.00	7.00	
26 times	33.25	19.00	11.40	7.60	6.65	
52 times	31.50	18.00	10.80	7.20	6.30	
65 times	29.75	17.00	10.20	6.80	5.95	
130 times	28.00	16.00	9.60	6.40	5.60	
156 times	26.25	15.00	9.00	6.00	5.25	
260 times	24.50	14.00	8.40	5.60	4.90	
312 times	22.75	13.00	7.80	5.20	4.55	
468 times	21.88	12.50	7.50	5.00	4.38	
624 or more times...	21.00	12.00	7.20	4.80	4.20	

(\*) One minute transcription or 100 words.

**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 1/2 hour, 3/4 hour or 1 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 sponsorships and participating features on application.

**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.

**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 satisfactory to themselves. Station maintains a continuity and program planning department for special service to the advertiser.

At the station's option, the cancellation of this contract cannot become effective until two weeks after the starting 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 double turn-tables 78 and 83-1/3 r.p.m. vertical and lateral cut.

**Personnel**  
President—E. V. Richards.  
General Manager—H. Wheelahan.  
**Representatives**  
Edward Petry & Company, Inc.

**W W L**  
(Established 1922)



Rates effective January 1, 1941. (Card No. 5.)  
Owned and operated by Loyola University of the South.

Business Office—WWL Development Co., Inc., Roosevelt Hotel, New Orleans, La., Raymond 2194.  
Studio—Roosevelt Hotel, New Orleans, Louisiana  
Transmitter—Jefferson Parish, Louisiana.

Wave—Power—Time  
Operating power—50,000 watts.  
(100% modulation—crystal control.)  
344.8 meters; 870 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  
Agency commission 15% on net charges for station facilities to recognized advertising agencies. No commission on program costs, production charges or talent. No cash discount. Bills due and payable 10th of month following broadcast.

General Advertising  
For combination rates see listing of Columbia Broadcasting System (Southeastern Group).  
The following rates are for national advertising. For local advertising rates consult station management. Discounts earned on period broadcasts and announcements are separate and cannot be combined.

		CLASS "A"				250 or
		(6:00 p.m. to 10:30 p.m. week days and Sundays)	10:30 p.m. to 12:00 p.m. daily	12:00 p.m. to 1:30 p.m. daily	1:30 p.m. to 3:00 p.m. daily	more than
1 1/2 hr.	220.00	131.00	26.00	52.00	104.00	185.00
1/4 hour	130.00	123.50	117.00	110.50	104.00	97.50
10 minutes	102.50	97.50	92.25	87.13	82.00	76.88
5 minutes	75.00	71.25	67.50	63.75	60.00	56.25
		CLASS "B"				
		(12:00 noon to 8:00 p.m. Sundays)				
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
10 minutes	70.00	66.50	63.00	59.50	56.00	52.50
5 minutes	50.00	47.50	45.00	42.50	40.00	37.50
		CLASS "C"				
		(7:00 a.m. to 6:00 p.m. week days; 7:00 a.m. to 12:00 noon Sundays and after 10:30 p.m. daily)				
1/2 hour	110.00	104.50	99.00	93.50	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	38.44
5 minutes	37.50	35.63	33.75	31.88	30.00	28.13
		CLASS "D"				
		(Before 7:00 a.m.)				
1/2 hour	80.00	47.50	45.00	42.50	40.00	37.50
10 minutes	30.00	28.50	27.00	25.50	24.00	22.50

Class "D" rates apply only when advertiser purchases a 1/4 hour or more at least five days per week.  
(This listing continued on next page)

**KIND WORDS FROM QUEBEC**



**SALES FOR YOU RIGHT HERE**



**YOU GET BOTH WITH**



50,000 Watts - Clear Channel

Listeners in the far North hear WWL clearly. And they prove our power by writing in to say: "Program's coming in fine."

Listeners in the deep South go to their retailers—and prove WWL's selling-POWER—by buying the products we help advertise. WWL gives you complete dominance over the New Orleans area—growing, prospering, and profiting smart WWL advertisers.

**The greatest selling POWER in the South's greatest city**

CBS Affiliate — Nat'l Representative — The Katz Agency, Inc.

NEW ORLEANS—Continued  
W W L—Continued

ANNOUNCEMENTS  
100 words (one minute) or less:  
(6:00 p.m. to 10:30 p.m.)

Table with 4 columns: 1 tt., 13 tt., 26 tt., 52 tt., 104 tt., 250 tt., more tt. Rows include per announcement and per announcement (all other time) rates.

SPECIAL FEATURES  
Time Signals—Four times nightly; (two signals of 50 words or less [station breaks] between 6:00 p.m. and 10:30 p.m., one signal of 50 words or less at 11:00 p.m., one signal of 100 words or less between 11:00 p.m. and sign-off), available to one advertiser only, seven days weekly.

Daytime, five announcements between 7:00 a.m. and 6:00 p.m. to consist of station breaks of 50 words or less, available to one advertiser only, seven days weekly.

Table with 3 columns: Weeks, Nights, Days. Rows for 1, 13, 26, 39, 52 weeks.

Weather and Temperature: Participating periods; weather and temperature reports, plus 100 word announcement, seven days weekly:

Table with 3 columns: Weeks, Nights, Days. Rows for 1, 13, 26, 39, 52 weeks.

NOTE: An 800 time rate of 15.75 is available for announcements only.

Dixie's Early Edition: Participating program, farm program, 5:00 a.m. to 7:00 a.m. Rates include time and talent. Same rates as Dawn Busters.

Dawn Busters—7:00 a.m. to 9:00 a.m., participating feature. Rates include time and talent.

Table with 4 columns: 1 tt., 13 tt., 26 tt., 52 tt., 104 tt., more tt. Rows include 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, Martha Adams' Kitchen, Monday through Friday.

RECORDERD PROGRAMS  
Regular time charges apply to recorderd programs. Not restricted to certain hours.

TALENT  
Any type talent available. Union scale.

REMOTE CONTROL  
Station is equipped to handle remote control broadcasts. Advertiser must pay all charges for telephone line and any other charges involved.

Contract and Other 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.

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

Personnel  
General Manager—W. H. Summerville.  
Commercial Manager—Larry Baird.

Representatives  
The Katz Agency, Inc.

SHREVEPORT

(Caddo Parish)  
K R M D



Rates effective May 1, 1942.  
Owned and operated by Radio Station KRMD Inc. Studio—New Jefferson Hotel, Shreveport, La. (P. O. Box 1712).  
Transmitter—Jefferson Hotel, Shreveport, Louisiana.

Wave—Power—Time  
Operating power—250 watts.  
223.9 meters; 1340 kilocycles.  
Operates on Central War Time.  
Actual operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission  
Agency commission 15%; cash discount none.

General Advertising  
For combination rates see listing of Blue Network Company (Blue Southcentral Group).  
The following rates are for national advertising.

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

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute, 100 words, 50 words) and Rate.

(Before 6:00 p.m. and after 11:00 p.m.)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute, 100 words, 50 words) and Rate.

DISCOUNTS

All contracts based on service within one year. Discounts allowed retroactively on the number of broadcasts given within a year from the date of the first broadcast. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts.

Table with 2 columns: Time (1 to 12 times, 13 to 25 times, 26 to 51 times, 52 to 99 times, 100 to 149 times, 150 to 299 times, 300 or more times) and Rate.

SPECIAL FEATURES

News—5, 10 and 15 minute periods: Regular rates plus 10%.  
Time signals and weather reports—Limited to 40 words and sold only in groups of five on 13, 26 and 52 week orders. Rates and schedules on request.

RECORDED PROGRAMS

Transcription library services available—rates on request.

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 station management.

Time charges include services of announcer and continuity department. All talent cost to be paid by 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 date of last 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. Instantaneous (continuous) recording equipment consists of dual recording turn-tables, both 33-1/3 and 78 r.p.m. for lateral cut recordings.

Personnel

Manager—Glenn V. Wilson.  
Commercial Manager—David Wilson.  
Station Director—W. L. Switzer.  
Chief Engineer—R. M. Dean.

Representatives

None

KTBS

(Established 1928)

Rates effective January 1, 1939.  
Owned and operated by the Tri-State Broadcasting System, Inc. (The Shreveport Times).  
Business Office—P. O. Box 1387, Shreveport, La., telephone 2-8711.  
Studio—Commercial Building, Shreveport, Louisiana.  
Transmitter—Dixie Gardens, Shreveport, Louisiana.

Wave—Power—Time

Operating power—1,000 watts.  
(100% modulation—crystal control.)  
202.7 meters; 1480 kilocycles.  
Licensed to operate full time on cleared regional channel. Operates on Central War Time.  
Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized advertising agencies on net charges for station time only. No cash discount. Bills payable on 10th of the month following service.

General Advertising

For combination rates, see listing of National Broadcasting Company (Southwestern Group).

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute, 100 words, 50 words) and Rate.

(Before 6:00 p.m. and after 11:00 p.m.)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute, 100 words, 50 words) and Rate.

A 20% discount will be allowed on periods of five minutes or more purchased as many as five times a week between 12:00 midnight and 8:30 a.m.

DISCOUNTS

All contracts based on service within one year. Discounts allowed retroactively on the number of broadcasts given within a year from the date of the first broadcast. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts.

Table with 2 columns: Time (1 to 12 times, 13 to 25 times, 26 to 51 times, 52 to 99 times, 100 to 149 times, 150 to 299 times, 300 or more times) and Rate.

SPECIAL FEATURES

Time signals, weather reports, etc., limited to 40 words. Sold only in groups of five per day. Schedule furnished on request.

Table with 2 columns: Time (1 month, 3 months, 6 months, 12 months) and Rate.

TALENT

Talent cost extra. Rates on request.

RECORDED PROGRAMS

Advertisers using electrical transcriptions assume full responsibility for the broadcasting of restricted numbers.

REMOTE CONTROL

Additional special charges made for programs originating outside of station studios.

Contract 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.  
Talks accepted only when subject matter is of genuine public interest in opinion of station management. Time charge includes services of program department in securing talent and arranging program. 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 governmental 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 turn-tables.

Personnel

General Manager—John C. McCormack.  
Commercial Manager—J. A. Oswald.  
Program Dir. and Promotion Mgr.—B. G. Robertson.  
Chief Engineer—C. H. Maddox.

Representatives

The Branham Company.

KWKH

(Established 1925)



Rates effective November 1, 1939.  
Owned and operated by the International Broadcasting Corporation (The Shreveport Times).  
Business Office—P. O. Box 1387, Shreveport, La., telephone 2-8711.  
Studio—Commercial Building, Shreveport, Louisiana.  
Transmitter—18 miles from Shreveport, Louisiana.

Wave—Power—Time

Operating power—50,000 watts.  
(100% modulation—crystal control.)  
265.5 meters; 1130 kilocycles.  
Licensed to operate on cleared national channel. Operates on Central War Time.  
Actual operating schedule: 5:00 a.m. to 1:05 a.m.

Agency Commission

Agency commission 15% on station time only. Commission does not apply on talent. No cash discount. Bills due on 10th of month following service.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Southwestern Group).  
The following rates are for national advertising. For local advertising rates consult station management.

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

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute, 100 words, 50 words) and Rate.

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

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute, 100 words, 50 words) and Rate.

(This listing continued on next page)

LOUISIANA—Continued

SHREVEPORT—Continued

K W K H—Continued

(Before 8:00 p.m. and after 11:00 p.m.)

Table with 2 columns: Time/Service and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute announcement or transcription, 1/2 minute or less transcription, 100 word announcement, 50 words or less, and a 20% discount for five minutes or more.

DISCOUNTS

Table with 2 columns: Time/Service and Net Rate. Includes 1 to 12 times, 13 to 25 times, 26 to 51 times, 52 to 99 times, 100 to 149 times, 150 to 299 times, and 300 or more times.

SPECIAL FEATURES

Table with 2 columns: Feature and Rate. Includes Temperature reports, time signals, etc. (limited to 40 words), 1 month, 3 months, 6 months, and 12 months per month.

TALKS, ETC.

Publicity and political talks accepted only where subject is of public interest and service in the opinion of station directors.

TALENT

Supplied at actual cost.

RECORDED PROGRAMS

Advertisers using electrical transcriptions assume full responsibility for the broadcasting of restricted numbers.

REMOTE CONTROL

Additional special charges made for programs originating outside of station studios.

Contract 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 governmental 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 turn-tables

Personnel

General Manager—John C. McCormack. Commercial Manager—J. A. Oswald. Program Director—Fred Ohl. Chief Engineer—W. E. Antony. Promotion Manager—B. G. Robertson.

Representatives

The Branham Company.

MAINE

AUGUSTA

(Kennebec County)

WRDO

(Established 1932)



Rate card dated December 11, 1938.

Owned by WRDO, Inc. Business Office and Studio—175 Water St., Augusta, Maine, telephone 2285. Transmitter—341 Water Street, Augusta, Maine.

Wave—Power—Time

Operating power—100 watts. 214.3 meters; 1400 kilocycles. (100% modulation—automatic temperature controlled crystal.) Licensed to operate unlimited time on a local channel. Operates on Eastern War Time. Actual operating schedule: 7:30 a.m. to 12:00 midnight.

Agency Commission

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 listings of National Broadcasting Company (Basic Supplementary), Blue Network Company, Yankee Network, Mutual Broadcasting System and New England Regional Network (Supplementary Stations).

Rates for network broadcasts over WHDO, Augusta, Maine, and WLBZ, Bangor, Maine, furnished on request.

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

Table with 2 columns: Time and Rate. Includes 1 hour, 3/4 hour, 1/2 hour, and 1/4 hour.

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

Table with 2 columns: Time and Rate. Includes 1 hour, 3/4 hour, 1/2 hour, and 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, 11:00 p.m. to 12:00 midnight Sunday)

Table with 2 columns: Time and Rate. Includes 1 hour, 3/4 hour, 1/2 hour, and 1/4 hour.

\*10 minutes. \*5 minutes. (\*) Available 6:00 a.m. to 6:00 p.m. week days only.

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

Table with 2 columns: Time and Rate. Includes 1 hour, 3/4 hour, 1/2 hour, and 1/4 hour.

ANNOUNCEMENTS

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

Table with 2 columns: Time and Rate. Includes 1 minute (100 words).

(All other hours)

Table with 2 columns: Time and Rate. Includes 1 minute (100 words).

DISCOUNTS

Table with 2 columns: Time/Service and Net Rate. Includes For time under contract, Less than 10 times, 10 to 24 times, 25 to 49 times, 50 to 99 times, and 100 or more times.

SPECIAL FEATURES

Maine Radio News Service: 6:45 P.m. to 7:00 p.m. daily. Maine News Review: 12:30 p.m. to 1:00 p.m. daily except Sunday. Featuring Maine Radio News and transcribed popular music. Topics for the Ladies: 10:00 a.m. to 10:30 a.m., daily except Sunday. Club and social notes, recipes, and household hints with music. Shopper's Variety Review: 5:00 p.m. to 5:30 p.m., daily except Sunday. Transcribed popular music. Today, Information Period: 7:30 a.m. to 8:00 a.m., daily except Sunday. Weather, time, anniversaries, farm market prices. Yankee Network News Service: 100 word announcement preceding or following these periods—1:00 p.m. to 1:15 p.m. daily (Sunday 1:30 p.m. to 1:45 p.m.), 11:00 p.m. to 11:15 p.m. daily. 100 word announcement following these periods—8:00 p.m. to 8:15 p.m. daily (Sunday 8:45 a.m. to 9:00 a.m.), 6:00 p.m. to 6:15 p.m. daily (Sunday 6:30 p.m. to 6:45 p.m.).

TALENT

Excellent local orchestras, vocalists, and programs of all types available—rates on application.

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 15 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.

Contract and Other Requirements Advertising of distilled alcoholic beverages not accepted.

Rates are for the facilities of the station only. Preferred position is governed by priority and availability on contract basis. All contracts are subject to station owner's approval and governmental regulations.

Closing Time Closing date two weeks in advance of service if program is to be included in publicity releases.

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 Manager—Jack Atwood. Representatives Weed & Company.

BANGOR

(Penobscot County)

WABI

(Established 1922)

Rates received September 12, 1938. Owned by the Community Broadcasting Company, Inc. Business Office and Studio—57 State Street, Bangor, Maine. Transmitter—Brewer, Maine.

Wave—Power—Time Operating power—250 watts. (100% modulation (C.P. 5,000 watts.) 327 meters; 910 kilocycles. Licensed to operate full time. Operates on Eastern War Time.

Agency Commission Agency commission 15% on station time only. Bills due on the 10th of month following service. Cash discount.

General Advertising For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group). The following rates are for national advertising.

Table with 2 columns: Time and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 125 words or less.

Table with 2 columns: Time and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, and 1 minute.

Table with 2 columns: Time and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, and 1 minute.

DISCOUNTS Discounts for time under contract: Less than 10 times, 10-24 times, 25-49 times, 50-99 times, 100 or more times.

Table with 2 columns: Time/Service and Net Rate. Includes 125 word, preceding or following News Service, and 125 words on special cooperative programs.

SPECIAL FEATURES

Co-operative programs, broadcast week days, such as Merchants Revue at 1:30 p.m. and 4:30 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 PROGRAM

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 turn-tables

Personnel

President—F. B. Simons. Chief Engineer—Wall. L. Dickson.

Representatives

The Walker Company. Boston—Robert C. Foster.

WLBZ

(Established 1928)

Rates effective December 11, 1938. Owned and operated by the Maine Broadcasting Company, Inc. Business Office and Studio—100 Main Street, Bangor, Maine, telephone 6023. Transmitter—Bangor, Maine.

Wave—Power—Time

Operating power—1,000 watts to local sunset; 500 watts thereafter. (100% modulation.) 485.9 meters; 620 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Eastern War Time. Actual operating schedule: Sunday 8:45 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. Charges for facilities payable immediately after each broadcast. No cash discount allowed.

General Advertising

For combination rates see listings of National Broadcasting Company (Basic Supplementary), Blue Network Company, Yankee Network, Mutual Broadcasting System and New England Regional Network (Basic Stations).

Rates for network broadcasts over WLBZ, Bangor, Maine, and WRDO, Augusta, Maine, furnished on application.

The following rates apply to national advertising.

Table with 2 columns: Time and Rate. Includes 1 hour, 3/4 hour, 1/2 hour, and 1/4 hour.

Table with 2 columns: Time and Rate. Includes 1 hour, 3/4 hour, 1/2 hour, and 1/4 hour.

Table with 2 columns: Time and Rate. Includes 1 hour, 3/4 hour, 1/2 hour, and 1/4 hour.

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Table with 2 columns: Time and Rate. Includes 1 hour, 3/4 hour, 1/2 hour, and 1/4 hour.

Table with 2 columns: Time and Rate. Includes 10 minutes and 5 minutes.

Table with 2 columns: Time/Service and Rate. Includes 1 minute (100 words) and 1 minute (100 words).

(This listing continued on next page)

BANGOR—Continued

W L B Z—Continued

DISCOUNTS

Table with 2 columns: Discounts for time under contract, Net. Rows include Less than 10 times, 10-25 times, 25-49 times, 50-99 times, 100 or more times.

SPECIAL FEATURES

Maine Radio News Service: 6:45 p.m. to 7:00 p.m. daily. Maine News Review: 12:00 p.m. to 1:00 p.m. daily except Sunday.

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.

Contract and Other Requirements

Advertising of distilled alcoholic beverages not accepted. Rates are for the facilities of the station only. Preferred position is governed by priority and availability on contract basis.

Closing Time

Closing date two weeks in advance of service if program is to be included in publicity releases.

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—Thompson L. Guernsey

Representatives Weed & Company.

LEWISTON

(Androscoggin County)

W COU

(Established 1938)



Rates effective March 1, 1940. (Card No. 4.) Owned and operated by Twin City Broadcasting Company, Inc.

Wave—Power—Time

Operating power—250 watts. 241.9 meters; 1240 kilocycles. Operates on Eastern War Time.

Agency Commission

Agency commission 15% is allowed to recognized advertising agencies on net station time.

General Advertising

For combination rates see listings of Mutual Broadcasting System and Yankee Network.

Table with 2 columns: Rates for various time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and days (Sundays, All other time).

ANNOUNCEMENTS

100 words or one minute transcription... 30 word (station breaks)...

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.

REMOTE CONTROL

Telephone line charges and installation within city limits of Lewiston and Auburn at actual cost.

Contract and Other Requirements

No contract accepted for longer than one year. 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. turn-tables.

Personnel

Manager—John C. Libby. Chief Engineer—John Duly.

Representatives

Forje & Company.

PORTLAND

(Underland County)

W C S H

(Established 1925)



Rates effective January 1, 1942. (Card No. 8.) Card received December 15, 1941.

Owned and operated by Congress Square Hotel Co. Business Office and Studio—579 Congress Street, Portland, Maine, telephone 8-9687.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation—crystal control.) 309.3 meters; 970 kilocycles.

Agency Commission

Agency commission 15% to recognized agencies on net charges for station time; cash discount none.

General Advertising

For combination rates see listings of National Broadcasting Company (Basic Network), Yankee Network and New England Regional Network (Basic Stations).

CLASS "A"

Table with 2 columns: Rates for Class A (6:00 p.m. to 11:00 p.m.) for various time slots.

CLASS "B"

Table with 2 columns: Rates for Class B (12:00 noon to 6:00 p.m. Sundays) for various time slots.

CLASS "C"

Table with 2 columns: Rates for 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) for various time slots.

CLASS "D"

Table with 2 columns: Rates for Class D (12:00 midnight to 8:00 a.m.) for various time slots.

(\*) Announcements adjacent to news, maximum two before and two after news.

(†) One minute transcription, or 100 words.

ANNOUNCEMENTS AND TALKS

100 words to the minute. Less than 100 words charged at the minute rate, except 25 word flashes.

Table with 2 columns: Rates for Announcements and Talks for various time slots.

SPECIAL FEATURES FOR PARTICIPATING SPONSORSHIP

Various periods or open to either one minute (100 words) or five minute participations; live or transcribed programs accepted.

WCSS Party Line—9:39 a.m. to 9:50 a.m. Monday through Saturday.

WCSS Luncheon Club—12:20 p.m. to 1:00 p.m. Monday through Saturday.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT

Staff orchestra. All general types of musical soloists and groups available. Dramatic players with director.

REMOTE CONTROL

All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of engineers, maintenance men, operators and artists.

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.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beers and wines. All charges are for station time only.

Closing Time

Talent programs, talks and recorded programs, close two weeks 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.

Personnel

Managing Director—William H. Hines. Commercial Manager—Caleb Paine.

Representatives

Weed & Company. New England—Miss Bertha Hannan.

WGAN

(Established 1938)



Rates effective January 1, 1943. (Card No. 6.)

Owned and operated by Portland Broadcasting System, Inc. Business Office and Studio—Columbia Hotel, Portland, Maine, telephone 2-7488.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation—crystal control.) 535.7 meters; 560 kilocycles.

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.

General Advertising

For combination rates see Columbia Broadcasting System (Basic Supplementary Group).

Discounts apply to stipulated number of programs broadcast within 12 months.

The following rates are for national advertising.

CLASS "A"

Table with 2 columns: Rates for Class A (6:00 p.m. to 11:00 p.m.) for various time slots.

CLASS "B"

Table with 2 columns: Rates for Class B (1:00 p.m. to 6:00 p.m. Sundays) for various time slots.

CLASS "C"

Table with 2 columns: Rates for Class C (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight except 1:00 p.m. to 6:00 p.m. Sundays) for various time slots.

(This listing continued on next page)

MAINE—Continued

PORTLAND—Continued

W G A N—Continued

WEEKLY RATES

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

Six days weekly; minimum 13 weeks.	13 wks.	26 wks.	52 wks.
1/4 hour.....	100.00	95.00	90.00
5 minutes.....	50.00	47.50	45.00
1 minute.....	25.00	23.75	22.50

Discounts apply to stipulated number of programs broadcast within a 12 month period. Rates are for time only. Talent is extra.

ANNOUNCEMENTS

CLASS "A"

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

1	13	26	52	102	200	360
11	11	11	11	11	11	11
1 minute.....	20.00	19.00	18.00	17.00	16.00	15.00
35 words.....	15.00	15.00	15.00	15.00	15.00	15.00

CLASS "B"

(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

1 minute	10.00	9.50	9.00	8.50	8.00	7.50	7.00
35 words.....	7.50	7.50	7.50	7.50	7.50	7.50	7.50

CLASS "C"

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

1 minute or less.....	6.00	5.70	5.40	5.10	4.80	4.50	4.20
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SPECIAL FEATURES

Time Signals: Copy limit 25 words. 85 word announcement rates apply.

POLITICAL BROADCASTS

Copy must be submitted to station not less than 24 hours before broadcasts. 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

Services of continuity, program, production, merchandising and publicity departments are available.

Contract 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 turn-tables for vertical and lateral cut recordings.

Personnel

President—Guy P. Gannett. Assistant Treasurer—L. H. Stubbs. Manager—Creighton E. Gatchell. Commercial Manager—Arthur K. Atherton. Program Manager—Richard E. Bates. Chief Engineer—Roger W. Hodskins.

Representatives

Paul H. Raymer Company.

PRESQUE ISLE

(Aroostook County)

W A G M

(Established 1850)

Rates effective October 1, 1937. (Card No. 8.)

Owned and operated by Aroostook Broadcasting Corp. Business Office and Studio—National Bank Building, Presque Isle, Maine, telephone 8821.

Transmitter—National Bank Building, Presque Isle, Maine.

Wave—Power—Time

Operating power—100 watts. (100% modulation—crystal controlled.) 206.9 meters; 1450 kilocycles.

Licensed to operate on specified time. Operates on Eastern War Time.

Agency Commission

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 to station.

General Advertising

The following rates apply to both national and local advertising. 1 fl. 13 cons. 26 cons. 51 cons. 100 cons.

1 hour.....	40.00	38.00	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

100 word announcement..... 3.00

25 word announcement..... 2.00

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.

SERVICE FACILITIES

Services of program and continuity departments at no cost.

Contract and Other Requirements

Advertising of malt beverages accepted. Rates are for station time only, talent is extra. No contracts accepted for more than one year's duration.

No restrictions to frequency of broadcasting periods. Preferred position is governed by priority and availability on contract basis. All contracts subject to governmental regulations.

Closing Time

All programs close one week in advance of initial broadcast.

Mechanical Program Equipment

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

Personnel General Manager—H. B. Dillen.

Representatives None.

MARYLAND

MARYLAND COVERAGE NETWORK

Office—10 E. North Ave., Baltimore, Md.

Rates effective March 15, 1942. (Card No. 2.)

Comprised of: WFBR—Baltimore WJEB—Hagerstown

WBOC—Sallsbury

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 "A"

(7:00 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sundays)

1 time.....	450.00	271.50	178.50
13 times.....	427.50	257.93	169.58
26 times.....	405.00	244.35	160.65
39 times.....	382.50	230.78	151.73

52 times.....	1 hr.	1/2 hr.	1/4 hr.
104 times.....	369.00	217.20	142.80
156 times.....	337.50	203.63	133.84
208 times.....	315.00	190.05	124.88
260 times.....	292.50	176.48	115.92
312 or more times.....	270.00	162.90	106.96
312 or more times.....	217.50	149.33	98.14

CLASS "B"

(6:00 p.m. to 7:00 p.m. week days and 10:30 p.m. to 11:00 p.m. daily)

1 time.....	375.00	226.50	149.50
13 times.....	356.25	215.18	141.88
26 times.....	337.50	203.85	133.65
39 times.....	318.75	192.53	125.23
52 times.....	300.00	181.20	118.90
104 times.....	281.25	169.88	111.38
156 times.....	262.50	158.55	103.97
208 times.....	243.75	147.23	96.53
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 3:00 p.m., 5:00 p.m. to 6:00 p.m. week days and 10:00 a.m. to 6:00 p.m. Sundays)

1 time.....	257.50	160.50	107.00
13 times.....	254.12	152.47	101.53
26 times.....	240.75	144.45	94.30
39 times.....	227.37	136.42	86.95
52 times.....	214.00	128.40	85.50
104 times.....	200.63	120.38	80.25
156 times.....	187.25	112.35	74.90
208 times.....	173.88	104.33	69.55
260 times.....	160.50	96.30	64.20
312 or more times.....	147.13	88.28	58.85

CLASS "D"

(6:00 a.m. to 9:00 a.m., 3:00 p.m. to 5:00 p.m. week days, before 10:00 a.m. Sundays and 11:00 p.m. to sign-off daily)

1 time.....	185.75	111.00	74.00
13 times.....	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	40.70

3/4 hour is 80% of hour rate; 10 minutes is 30% of hour rate; 5 minutes is 20% of hour rate.

ANNOUNCEMENTS

Announcements of 125 words or one minute transcription available during specified programs on a minimum basis of six weekly. Less than one minute available only during Class "A" and "B" time. Six announcements weekly, Monday through Saturday.

CLASS "A" or "B"

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

1 wk. 13 wks. 26 wks. (1)			
One minute transcription or 125 words.....	130.00	123.50	117.00
50 words or less.....	105.00	99.75	94.50

CLASS "C"

(9:00 a.m. to 3:00 p.m., 5:00 p.m. to 6:00 p.m. week days and 10:00 a.m. to 6:00 p.m. Sundays)

One minute transcription or 125 words.....	100.00	95.00	90.00
50 words or less.....	75.00	70.00	65.00

(1) 52 or more consecutive weeks.

POLITICAL ADVERTISING

Rates on request.

Contract and Other Requirements

Broadcast schedules are subject to change when and if time is required for station's need. No periods sold in bulk for resale. 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. Failure to complete contracts requires re-billing 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 programs.

Personnel

Director of Local Sales—William S. Pirie, Jr. Director of National Sales—Andrew H. Hilgartner. Representatives John Blair & Company.

362 spots one buyers can't be buying about Sound tending!

(Note: Sure, a couple groups of ones, too. As a sporting proposition, we dare you to find better availabilities than those on W-I-T-H.)

W-I-T-H BALTIMORE

Represented by The HEADLEY-REED Company



**FIRST  
IN  
POWER**

**50,000 WATTS  
COVERING  
BALTIMORE  
MARYLAND  
AND THE  
CENTRAL  
ATLANTIC  
STATES**

**ONE OF THE  
GREAT RADIO  
STATION  
PROMOTION  
PLANS  
OF ALL TIME**

**WBAL  
50,000 WATTS  
BALTIMORE**

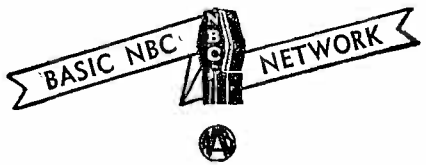
**ONE OF AMERICA'S  
GREAT RADIO STATIONS**

**MARYLAND—Continued**

**BALTIMORE**

**WBAL**

(Established 1925)



Rates effective May 15, 1942. (Card No. 17.)  
Owned and operated by The WBAL Broadcasting Company.

Business Office and Studio—Lexington Building,  
Baltimore, Maryland, Lexington 4900.

Note: Address correspondence to Station WBAL, P.O.  
Box 867, Baltimore, Maryland.

Transmitter—Winans Road, Pikesville, Maryland.

**Wave—Power—Time**

Operating power—50,000 watts.

(100% modulation—crystal control.)

275.2 meters; 1030 kilocycles.

Licensed to operate on cleared channel.

Operates on Eastern 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**

Agency commission 15% allowed 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.

**General Advertising**

For combination rates see listing of National Broadcasting Company (Basic Network).

**ENTERTAINMENT PROGRAMS**

Program periods longer than one hour proportionate part of hour rate charged.

Program periods and announcements are not allowed to be bulked to earn frequency rate.

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

	1	1/2	1/4	5	30
	hr.	hr.	hr.	min.	(*) words
1 time....	440.00	265.00	175.00	85.00	85.00 45.00
13 times..	429.00	258.38	170.63	82.88	63.38 43.88
26 times..	418.00	251.75	166.25	80.75	61.75 42.75
52 times..	407.00	245.13	161.88	78.63	60.13 41.63
65 times..	396.00	238.50	157.50	76.50	58.50 40.50
130 times..	385.00	231.88	153.13	74.38	56.88 39.38
156 times..	383.00	218.63	144.38	70.13	53.63 37.13
260 times..	352.00	212.00	140.00	68.00	52.00 36.00
312 times..	330.00	198.75	131.25	63.75	48.75 33.75
468 times..	308.00	185.50	122.50	59.50	45.50 31.50
624 or more times....	286.00	172.25	113.75	55.25	42.25 29.25

(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

	1	1/2	1/4	5	30
	hr.	hr.	hr.	min.	(*) words
1 time....	220.00	132.50	87.50	42.50	32.50 22.50
13 times..	214.50	129.19	85.31	41.44	31.69 21.94
26 times..	209.00	125.83	83.13	40.38	30.88 21.38
52 times..	203.50	122.50	80.94	39.31	30.06 20.81
65 times..	198.00	119.25	78.75	38.25	29.25 20.25
130 times..	192.50	115.94	76.56	37.19	28.44 19.69
156 times..	181.50	109.31	72.19	35.06	26.81 18.56
260 times..	176.00	106.00	70.00	34.00	26.00 18.00
312 times..	165.00	99.38	65.63	31.88	24.38 16.88
468 times..	154.00	92.75	61.25	29.75	22.75 15.75
624 or more times....	143.00	86.13	56.88	27.63	21.13 14.63

(11:00 p.m. to 9:00 a.m.)

	1	1/2	1/4	5	30
	hr.	hr.	hr.	min.	(*) words
1 time....	110.00	66.25	43.75	42.50	32.50 22.50
13 times..	107.25	64.59	42.66	41.44	31.69 21.94
26 times..	104.50	62.94	41.56	40.38	30.88 21.38
52 times..	101.75	61.28	40.47	39.31	30.06 20.81
65 times..	99.00	59.63	39.38	38.25	29.25 20.25
130 times..	96.25	57.97	38.28	37.19	28.44 19.69
156 times..	90.75	54.66	36.09	35.06	26.81 18.56
260 times..	85.00	53.00	35.00	34.00	26.00 18.00
312 times..	82.50	49.69	32.81	31.88	24.38 16.88
468 times..	77.00	46.38	30.63	29.75	22.75 15.75
624 or more times....	71.50	43.06	28.44	27.63	21.13 14.63

(\*) One minute transcription or 100 words.

Individual station breaks may be bought subject to move in the event another advertiser buys station breaks six or seven days weekly "across the board."

Individual one minute transcriptions or 100 word announcements may be bought subject to move in the event another advertiser buys one minute transcription or 100 words five or more 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 sponsor within the same

(This listing continued on next page)

**FIRST  
IN  
LISTENERS**

**NBC--  
the network  
most people  
listen to most  
PLUS  
the cream of  
the local  
features**

**Nationally Represented  
by  
EDWARD PETRY  
& CO., INC.**

**WBAL  
50,000 WATTS  
BALTIMORE**

**ONE OF AMERICA'S  
GREAT RADIO STATIONS**

**MARYLAND—Continued**

**BALTIMORE—Continued**

**W B A L—Continued**

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.  
 "Gittin' Up Time," 6:00 a.m. to 6:45 a.m., "Breakfast Time," 6:45 a.m. to 9:00 a.m., and "Sunday Round-up," Sundays 10:30 a.m. to 11:00 a.m. (Cannot be combined with regular units of sales for discount purposes.)

1 tl. 26 tl. 51 tl. 101 tl. 201 tl. (†)  
 75 words..... 10.00 9.50 9.00 8.50 8.00 7.50  
 Transcription, one minute or less..... 12.50 11.88 11.25 10.63 10.00 9.38  
 (†) 301 or more times.

Around the Dinner Table—6:15 p.m. to 6:45 p.m. daily: One minute transcription or 100 words, each 32.50; 30 words 22.50. Subject to regular frequency discounts.

**POLITICAL RATES**

Five minutes 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. Estimates submitted on complete merchandising service.

**Contract and Other Requirements**

Rates quoted cover the station time and facilities only, for programs originating in station studios. In order to earn net rates quoted contract must be completed within twelve months.

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 announcements.

Renewal contracts subject to rate card in effect at time of renewal.

Dual sponsorship is not allowed in program continuity or commercial announcements.

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 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. turn-tables for both vertical and lateral recordings.

**Personnel**

General Manager—Harold C. Burke.  
 Sales Manager—Leslie H. Peard, Jr.

**Representatives**

Edward Petry & Co., Inc.

**W C A O**  
 (Established 1922)



Rates effective August 1, 1942. (Card No. 4.)

Owned and operated by The Monumental Radio Co. Business Office and Studio—811 W. Lanvale Street, Baltimore, Maryland, Madison 7222.  
 Transmitter—811 W. Lanvale Street, Baltimore, Md.

**Wave—Power—Time**

Operating power—5,000 watts.  
 (100% modulation—direct crystal frequency control)  
 500.0 meters; 600 kilocycles.  
 Licensed to operate full time.  
 Operates on Eastern War Time.  
 Actual 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**

Agency commission 15% to recognized advertising agencies on station time only. Commission does not apply on talent. No cash discount. All invoices due when rendered.

**General Advertising**

For combination rates see listing of Columbia Broadcasting System (Basic Network). Rates include charges by owners of music copyrights.

*Always Popular  
 Now More  
 POWERFUL*

*The  
 Voice of  
 Baltimore*

**NOW  
 5,000 W · DAY & NIGHT  
 600 KC**

*The Only Columbia  
 Station in Maryland*

**PAUL H. RAYMER CO., Nat'l Sales Representative**  
 NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

The following rates are for both local and national advertising.

**CLASS "A"**  
 (6:00 p.m. to 11:00 p.m. p.m. daily)

	1 tl.	13 tl.	26 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
1/4 hour.....	140.00	133.00	126.00	119.00	112.00	105.00
10 minutes	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
1 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	26.25

**CLASS "B"**  
 (5:00 p.m. to 6:00 p.m. daily)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	(†)
1 hour.....	250.00	237.50	225.00	212.50	200.00	187.50
1/2 hour.....	150.00	142.50	135.00	127.50	120.00	112.50
1/4 hour.....	100.00	95.00	90.00	85.00	80.00	75.00
10 minutes	70.00	66.50	63.00	59.50	56.00	52.50
5 minutes	40.00	38.00	36.00	34.00	32.00	30.00
1 minute	30.00	28.50	27.00	25.50	24.00	22.50
40 words	22.00	20.90	19.80	18.70	17.60	16.50

**CLASS "C"**  
 (9:00 a.m. to 2:00 p.m. week days and 6:00 a.m. to 5:00 p.m. Sundays)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	(†)
1 hour.....	175.00	166.25	157.50	148.75	140.00	131.25
1/2 hour.....	100.00	95.00	90.00	85.00	80.00	75.00
1/4 hour.....	70.00	66.50	63.00	59.50	56.00	52.50
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
1 minute	22.00	20.90	19.80	18.70	17.60	16.50
40 words	17.00	16.15	15.30	14.45	13.60	12.75

**CLASS "D"**  
 (2:00 p.m. to 5:00 p.m. week days and 11:00 p.m. to 6:00 a.m. daily)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	(†)
1 hour.....	100.00	95.00	90.00	85.00	80.00	75.00
1/2 hour.....	65.00	61.75	58.50	55.25	52.00	48.75
1/4 hour.....	40.00	38.00	36.00	34.00	32.00	30.00
10 minutes	28.00	26.60	25.20	23.80	22.40	21.00
5 minutes	20.00	19.00	18.00	17.00	16.00	15.00
1 minute	16.00	15.20	14.40	13.60	12.80	12.00
40 words	12.00	11.40	10.80	10.20	9.60	9.00

**FREQUENCY RATES**

Forty word announcements on a weekly basis (seven consecutive days weekly):

	1 wk.	13 wks.	26 wks.	39 wks.
Class "A".....	200.00	190.00	180.00	170.00
Class "B".....	130.00	123.50	117.00	110.50
Class "C".....	96.00	91.20	86.40	81.60
Class "D".....	75.00	71.25	67.50	63.75

**SPECIAL FEATURES**

Morning Musical Clock—75 word participation, 6:00 a.m. to 9:00 a.m., Monday through Saturday:

1 time.....	8.00
6 times weekly, each.....	7.00
50 times within one year, each.....	7.00
100 times within one year, each.....	6.00
200 times within one year, each.....	5.50
Five minute and one minute rates, Morning Musical Clock:	
1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 300 tl.	
5 minutes	20.00 19.00 18.00 17.00 16.00 15.00
1 minute	12.50 12.00 11.50 10.50 9.50 8.50

Varieties (late afternoon musical program)—75 word participation, Monday through Friday (before 6:00 p.m.):

1 time.....	8.00
5 times weekly, each.....	7.00
50 times within one year, each.....	7.00
100 times within one year, each.....	6.00
200 times within one year, each.....	5.50

Morning Musical Clock and Varieties are interchangeable.

Spotlight Review—Program presented twice daily (afternoon and evenings), Monday through Saturday (75 word participation):

6 afternoon announcements, per week.....	36.00
6 evening announcements, per week.....	72.00
Combination: six afternoon and six evening announcements, per week.....	96.00

Your Friendly Neighbor—Woman's program. Rates on request.

News service, sports programs and other special events—Rates on request.

**RECORDED PROGRAMS**

Regular time charges apply to recorded programs.

**TALENT**

Rates on application.

**REMOTE CONTROL**

Station is in a position to arrange any remote broadcast where they have sufficient notice. High frequency pack transmitters available. Rates and details on request.

**Contract and Other Requirements**

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 advertiser agrees to pay short rate applying to number of broadcasts used.

**Closing Time**

All programs close two days in advance of broadcast

(This listing continued on next page)

**MARYLAND—Continued**

**BALTIMORE—Continued**

**W C A O—Continued**

**Technical 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.

**Personnel**  
President—Lewis M. Milbourne.  
Vice-President—L. Waters Milbourne.

**Representatives**  
Paul H. Baymer Company.

**W C B M**



Rates effective August 13, 1941. (Card No. 1A.)  
Card received September 11, 1941.

Owned and operated by Baltimore Broadcastings Corporation.

Studio—Community House, 840 Avenue at Harford, Baltimore, Md., University 8400.

Transmitter—1100 Cold Spring Lane, Baltimore, Maryland.

**Power—Time**

Operating power—250 watts.  
214.3 meters; 1400 kilocycles.  
Licensed to operate full time.  
Operates on Eastern War Time.  
Actual operating schedule: Sundays, 9:00 a.m. to midnight; week days, 7:00 a.m. to midnight.

**Agency Commission**

Agency commission 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 listing of Blue Network Company (Basic Blue Network).

Rates include charges by owners of music copyrights. The following rates apply on national and local advertising.

**CLASS "A"**

6:00 p.m. to 11:00 p.m. week days and all day Sunday					
	1 tl.	13 tl.	26 tl.	52 tl.	104 tl. (\$)
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....	61.00	60.80	57.60	54.40	51.20 48.00
5 minutes	35.00	33.25	31.50	29.75	28.00 26.25

**CLASS "B"**

5:00 p.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight week days					
1 hour....	96.00	91.20	86.40	81.60	76.80 72.00
1/2 hour....	57.50	54.63	51.75	48.87	46.00 43.13
1/4 hour....	38.00	36.10	34.20	32.30	30.40 28.50
5 minutes	19.00	18.05	17.10	16.15	15.20 14.25

**CLASS "C"**

7:00 a.m. to 5:00 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	38.40 36.00
1/4 hour....	32.00	30.40	28.80	27.20	25.60 24.00
5 minutes	16.00	15.20	14.40	13.60	12.80 12.00

**ANNOUNCEMENTS**

**CLASS "A"**

6:00 p.m. to 11:00 p.m. week days and all day Sunday					
Announcements		One minute			
	(*)	(†)	(*)	(†)	
1 time.....	20.00	15.00	28.00	21.00	
15 times.....	17.50	13.50	24.50	18.90	
50 times.....	15.75	12.25	22.05	17.15	
150 times.....	13.75	10.75	19.25	15.05	

**Six times per week:**

1 week.....	105.00	81.00	147.00	113.40
13 weeks.....	82.50	64.50	115.50	90.30
26 weeks.....	73.25	61.25	109.55	85.75
39 weeks.....	74.35	58.25	104.10	81.55
52 weeks.....	70.60	55.35	98.84	77.50

**CLASS "B"**

5:00 p.m. to 6:00 p.m. week days

Add 10% to Class "C" rates.

**CLASS "C"**

7:00 a.m. to 5:00 p.m. and 11:00 p.m. to 12:00 midnight week days					
Announcements		One minute			
	(*)	(†)	(*)	(†)	
1 time.....	9.00	7.00	12.60	9.80	
15 times.....	7.50	5.75	10.50	8.05	
50 times.....	6.75	5.25	9.45	7.35	
150 times.....	6.00	4.75	8.40	6.65	

**Six times per week:**

1 week.....	45.00	34.50	63.00	48.30
13 weeks.....	38.00	28.50	50.40	39.30
26 weeks.....	34.20	27.00	47.88	37.80
39 weeks.....	32.50	25.65	45.50	35.90
52 weeks.....	30.90	24.35	43.25	34.10

Participation in special features—rates on request.  
Chain breaks, 40 words; announcements, 75 words.  
(\*) Guaranteed time.  
(†) Run of schedule.

**POLITICAL RATES**

Political rates are charged at the regular one time rates.

**FOREIGN LANGUAGE PARTICIPATING PROGRAMS**

Jewish, Polish, Czech, Italian—rates on request.

**SPECIAL FEATURES**

Rates for daily and seasonal features, such as sports reviews, market reports, time signals and weather reports will be furnished on request.

**RECORDED PROGRAMS**

Regular time charges apply to all recorded programs.

**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 are subject to chain priority and sale of time. Rates are for the facilities of the station only; talent extra.

If less programs or announcements are used than stipulated on contract, advertiser will be rebilled 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 Drug Act. The advertiser and his agents or employees agree to indemnify and keep indemnified the Baltimore Broadcasting Corporation from any loss caused by reason of any action in libel, slander or copyright infringement, and in addition the advertiser agrees to pay all costs of defending the action, including the attorney's fee.

**Technical Program Equipment**

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

**Personnel**

President—John Elmer.  
General Manager—George H. Roeder.

**Representatives**

Spot Sales, Inc.

**Teamwork does the job!**

**HERE'S a circus stunt that requires teamwork from all sides to do the job perfectly—teamwork between people, between horses, and between horses and people. In the three-ring circus of business that is war-time Baltimore, you'll find WCBM and the BLUE NETWORK offering you excellent teamwork, too. Teamwork, in fine programming, in complete coverage, and in real economy. Team up with WCBM and the BLUE for your most economical major network buy in Baltimore**

**SPOT SALES, INC., National Representatives**  
NEW YORK • CHICAGO • SAN FRANCISCO  
John Elmer, President • George H. Roeder, Gen. Manager

**WCBM BALTIMORE'S BLUE NETWORK OUTLET**

MARYLAND—Continued

BALTIMORE—Continued

W F B R

(Established 1922)

Rates effective March 15, 1942. (Card No. 14.)

Owned and operated by Baltimore Radio Show, Inc. Business Office and Studios—Radio Centre, 10 E. North Ave., Baltimore, Md., Mulberry 1300, Transmitter—701 Waterview Ave., Westport, Md.

Wave—Power—Time Operating power—5,000 watts. (100% modulation; crystal control.) 280.8 meters; 1300 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: Sundays 9:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% 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.

General Advertising For combination rates see listings of Mutual Broadcasting System, Maryland Coverage Network and Atlantic Coast Network (Basic Stations). Rates include charges by owners of music copyrights. The following rates are for both national and local advertising.

Table with columns for time slots (1 time, 13 times, 26 times, etc.) and rates for CLASS 'A' (7:00 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sundays).

Table with columns for time slots and rates for CLASS 'B' (6:00 p.m. to 7:00 p.m. week days and 10:30 p.m. to 10:30 p.m. Sundays).

Table with columns for time slots and rates for CLASS 'C' (9:00 a.m. to 3:00 p.m. 5:00 p.m. to 6:00 p.m. week days and 10:00 a.m. to 6:00 p.m. Sundays).

Table with columns for time slots and rates for CLASS 'D' (6:00 a.m. to 9:00 a.m. 3:00 p.m. to 5:00 p.m. week days, before 10:00 p.m. Sundays and 11:00 p.m. to sign-off daily).

Contracts for one minute or less may not be combined with contracts for five minutes or more.

Participating musical programs: "Morning in Maryland"—6:00 a.m. to 9:00 a.m., Monday through Saturday. Run of schedule. Recording and time:

Table showing rates for SPECIAL FEATURES (Morning in Maryland) with columns for 1 tl., 25 tl., 50 tl., 100 tl. and 200 or more tl.

Per participation—10.00 8.00 7.00 6.00 5.00 100 words (6 days 1 wk. 13 wks. 26 wks. 52 wks. weekly), per week 35.00 32.50 30.00 27.50 "Club 1300"—Mid-morning variety show. Monday through Saturday: 50 words (6 times 1 wk. 13 wks. 26 wks. 52 wks. weekly), per week 55.00 52.25 49.50 46.75 "Dinner Rhythms"—Class "A" or "B" time, Monday through Saturday: 50 words 15.00 13.00 12.00 11.00 10.00 100 words 20.00 18.00 17.00 16.00 15.00 50 words (6 times 1 wk. 13 wks. 26 wks. 52 wks. weekly), per week 55.00 52.25 49.50 46.75 100 words (6 times 1 wk. 13 wks. 26 wks. 52 wks. weekly), per week 70.00 68.00 66.00 64.00 62.00 "Invitation to the Waltz"—10:00 p.m. to 11:00 p.m., Monday through Saturday; Same as "Club 1300" and announcements are interchangeable.

"Every Woman's Hour"—10:15 a.m. to 10:30 a.m.; Monday through Friday; household, fashion chats and interviews.

"Open House"—2:15 p.m. to 2:30 p.m., Monday and Friday; 2:15 p.m. to 2:45 p.m., Tuesday, Wednesday and Thursday (today and Thursday with studio audience); interviews, talks, music, food quiz and meal planning.

Table showing Per participation rates for various time slots (1 time, 13 times, 26 times, 39 times, 52 times) and weekly rates for 3, 4, and 5 weeks.

Electrical Transcriptions Details on request. Transcription library service available—rates and details on request.

Remote Control Equipment is available for broadcasting any type of program by remote control or short wave. Estimates covering extra charges for remote control programs supplied on request.

Services of Merchandising department and Artists' Bureau available. Contract and Other Requirements All rates and contracts based on service not to exceed one year. All programs, announcements, or special features are accepted subject to approval of management.

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 turn-tables for lateral and vertical cut recordings.

Personnel President—Robert S. Maslin, Sr. Director of Local Sales—William S. Pirie, Jr. Director of National Sales—Andrew H. Hilgartner. Publicity Manager—Robert S. Maslin, Jr. Merchandise Manager—Charles N. Baker. Representatives John Blair & Company.

WITH

(Established 1941)

Rates effective April 1, 1941. (Card No. 1.) Owned and operated by Maryland Broadcasting Co. Business Office and Studio—7 East Lexington Street, Baltimore, Maryland, telephone Lexington 7808. Transmitter—1280 Curtain Ave., Baltimore, Md.

Wave—Power—Time Operating power—250 watts. 243.8 meters; 1230 kilocycles. Licensed to operate full time on local channel. Operates on Eastern War Time. Actual operating schedule: 24 hours daily.

Agency Commission 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. Rates include charges by owners of music copyrights.

Table with columns for time slots and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m.) and CLASS 'B' (10:30 p.m. to 6:00 p.m.).

Table with columns for time slots and rates for CLASS 'C' (6:00 a.m. to 9:00 a.m. 3:00 p.m. to 5:00 p.m.) and CLASS 'D' (9:00 a.m. to 10:00 a.m. 10:00 a.m. to 11:00 a.m.).

Contracts for one minute or less may not be combined with contracts for five minutes or more.

Participating musical programs: "Morning in Maryland"—6:00 a.m. to 9:00 a.m., Monday through Saturday. Run of schedule. Recording and time:

Table showing rates for SPECIAL FEATURES (Morning in Maryland) with columns for 1 tl., 25 tl., 50 tl., 100 tl. and 200 or more tl.

Per participation—10.00 8.00 7.00 6.00 5.00 100 words (6 days 1 wk. 13 wks. 26 wks. 52 wks. weekly), per week 35.00 32.50 30.00 27.50 "Club 1300"—Mid-morning variety show. Monday through Saturday: 50 words (6 times 1 wk. 13 wks. 26 wks. 52 wks. weekly), per week 55.00 52.25 49.50 46.75 "Dinner Rhythms"—Class "A" or "B" time, Monday through Saturday: 50 words 15.00 13.00 12.00 11.00 10.00 100 words 20.00 18.00 17.00 16.00 15.00 50 words (6 times 1 wk. 13 wks. 26 wks. 52 wks. weekly), per week 55.00 52.25 49.50 46.75 100 words (6 times 1 wk. 13 wks. 26 wks. 52 wks. weekly), per week 70.00 68.00 66.00 64.00 62.00 "Invitation to the Waltz"—10:00 p.m. to 11:00 p.m., Monday through Saturday; Same as "Club 1300" and announcements are interchangeable.

CUMBERLAND

(Allegany County)

W T B O

(Established 1928)



Rates effective March 20, 1940.

Owned and operated by the Associated Broadcasting Corporation. Business Office and Studio—Commercial Bank Bldg., Cumberland, Maryland, Cumberland 299. Transmitter—Fort Hill, Maryland, 1-1/2 miles south-east of Cumberland.

Wave—Power—Time Operating Power—250 watts to local sunset at Dallas, Texas. 365.9 meters; 820 kilocycles. Licensed to operate to local sunset at Dallas on cleared channel. Operates on Eastern War Time. Actual operating schedule: Sunday 8:00 a.m. to local sunset at Dallas, Texas. Week days 7:00 a.m. to local sunset at Dallas, Texas. (One hour later than Eastern Standard Time.)

Agency Commission Agency commission 15% allowed to recognized advertising agencies on station time only. No cash discounts. Charges for facilities payable on presentation. Invoices rendered monthly.

General Advertising Rates include charges by owners of music copyrights. The following rates are for national advertising:

Table with columns for time slots and rates for CLASS 'A' (7:00 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sundays).

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 turn-tables for lateral and vertical cut recordings.

Personnel President—Robert S. Maslin, Sr. Director of Local Sales—William S. Pirie, Jr. Director of National Sales—Andrew H. Hilgartner. Publicity Manager—Robert S. Maslin, Jr. Merchandise Manager—Charles N. Baker. Representatives John Blair & Company.

WITH

(Established 1941)

Rates effective April 1, 1941. (Card No. 1.) Owned and operated by Maryland Broadcasting Co. Business Office and Studio—7 East Lexington Street, Baltimore, Maryland, telephone Lexington 7808. Transmitter—1280 Curtain Ave., Baltimore, Md.

Wave—Power—Time Operating power—250 watts. 243.8 meters; 1230 kilocycles. Licensed to operate full time on local channel. Operates on Eastern War Time. Actual operating schedule: 24 hours daily.

Agency Commission 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. Rates include charges by owners of music copyrights.

Table with columns for time slots and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m.) and CLASS 'B' (10:30 p.m. to 6:00 p.m.).

Contracts for one minute or less may not be combined with contracts for five minutes or more.

Participating musical programs: "Morning in Maryland"—6:00 a.m. to 9:00 a.m., Monday through Saturday. Run of schedule. Recording and time:

Table showing rates for SPECIAL FEATURES (Morning in Maryland) with columns for 1 tl., 25 tl., 50 tl., 100 tl. and 200 or more tl.

Per participation—10.00 8.00 7.00 6.00 5.00 100 words (6 days 1 wk. 13 wks. 26 wks. 52 wks. weekly), per week 35.00 32.50 30.00 27.50 "Club 1300"—Mid-morning variety show. Monday through Saturday: 50 words (6 times 1 wk. 13 wks. 26 wks. 52 wks. weekly), per week 55.00 52.25 49.50 46.75 "Dinner Rhythms"—Class "A" or "B" time, Monday through Saturday: 50 words 15.00 13.00 12.00 11.00 10.00 100 words 20.00 18.00 17.00 16.00 15.00 50 words (6 times 1 wk. 13 wks. 26 wks. 52 wks. weekly), per week 55.00 52.25 49.50 46.75 100 words (6 times 1 wk. 13 wks. 26 wks. 52 wks. weekly), per week 70.00 68.00 66.00 64.00 62.00 "Invitation to the Waltz"—10:00 p.m. to 11:00 p.m., Monday through Saturday; Same as "Club 1300" and announcements are interchangeable.

FREDERICK

(Frederick County)

W F M D

(Established 1936)

Rates received September 12, 1941. Owned and operated by Monocay Broadcasting Corp. Studios—Westminster Hall, Frederick, Maryland, Frederick 1628-7. Other Studios—Westminster, Maryland, and Hanover, Pennsylvania. Transmitter—Jefferson Pike.

Wave—Power—Time Operating power—300 watts. (100% modulation—crystal control.) 322.6 meters; 930 kilocycles. Operates on Eastern War Time. Licensed to operate full time. Actual operating schedule: Sundays 7:30 a.m. to 10:15 p.m. Week days 6:30 a.m. to 10:15 p.m.

Agency Commission Agency commission 15% to recognized advertising agencies on net charges for station facilities. Cash discount none.

General Advertising Rates include charges by owners of music copyrights. The following rates are for national advertising:

Table with columns for time slots and rates for CLASS 'A' (5:30 p.m. to 9:00 p.m.) and CLASS 'B' (8:00 a.m. to 5:30 p.m. and 9:00 p.m. to 10:00 p.m.).

Contracts for one minute or less may not be combined with contracts for five minutes or more.

Participating musical programs: "Morning in Maryland"—6:00 a.m. to 9:00 a.m., Monday through Saturday. Run of schedule. Recording and time:

Table showing rates for SPECIAL FEATURES (Morning in Maryland) with columns for 1 tl., 25 tl., 50 tl., 100 tl. and 200 or more tl.



PHOTO BY EWING GALLOWAY

# A NEAR MISS

**... DOESN'T COUNT IN RADIO!**

That's the experience of smart advertisers. Particularly in Baltimore . . . today the country's 6th largest market.

If you want to hit this Baltimore trading area target, when you aim at it . . . here are three reasons why advertisers interested in reducing sales costs . . . are swinging to Radio Station WFBR:

1. WFBR covers Baltimore DAY and NIGHT with an efficiency known to few stations in so big a city. There are no dead spots. That isn't magic . . . it's just good engineering.

2. There is no waste with WFBR. We do not use a hopped-up signal to cover the surrounding states in which you may or may not have sales . . . or states in which you have already bought time. Our job is the Baltimore trading area. Not Pennsylvania, West Virginia, Delaware, New Jersey, Virginia.

3. WFBR is the station all Baltimore has been listening to for 21 years. In the last 3 years over one half million people have visited our studios or participated in sponsored shows.

It's good business to get on the target in Baltimore. WFBR makes it automatic.

**WFBR**  
RADIO STATION **WFBR** BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

MARYLAND—Continued

FREDERICK—Continued  
W F M D—Continued

CLASS "C" (Sign-on to 8:00 a.m. and 10:00 p.m. to sign-off)
Table with 5 columns: Time, 1 ti., 26 ti., 52 ti., 104 ti.

SPOT ANNOUNCEMENTS CLASS "A" (6:30 p.m. to 9:00 p.m.)
Table with 5 columns: Time, 13 ti., 26 ti., 52 ti., 104 ti., 312 ti., 600 ti.

CLASS "B" (8:00 a.m. to 5:30 p.m. and 9:00 p.m. to 10:00 p.m.)
Table with 5 columns: Time, 125 wds 6.00, 50 wds 5.00, 4.75, 4.50, 4.28, 4.06, 3.84

CLASS "C" (Sign-on to 8:00 a.m. and 10:00 p.m. to sign-off)
Table with 5 columns: Time, 125 wds 5.00, 50 wds 4.00, 4.75, 4.50, 4.28, 4.00, 3.84

SPECIAL FEATURES News service, time signals, sports, homemakers—rates on request.

POLITICAL BROADCASTS Rates on request. Charged at regular rates. Time to be allotted by station.

ELECTRICAL TRANSCRIPTIONS Transcribed broadcasts charged at regular rate. No handling charge is made on transcriptions.

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 application.

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. Contract and Other Requirements Rates are for station time only.

All programs are subject to the approval of the station management. All contracts are subject to all authorized requirements, regulations and acts passed by the State, the United States and the Federal Communications Commission. No contracts accepted for more than one year.

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 78 and 33-1/8 r.p.m. double turn-tables, with vertical and lateral pick-ups.

Personnel Vice-President and Gen'l Mgr.—A. V. Tidmore. Program Director—James F. Crist. Commercial Manager—G. Whitt. Representatives—Burn-Smith Company, Incorporated.

HAGERSTOWN

(Washington County)

W J E J

(Established 1932)

Rates received April 15, 1940. Managed and operated by Hagerstown Broadcasting Company, Inc.

Business Office and Studio—Franklin Court, Hagerstown, Maryland. Transmitter—Carroll Heights, Hagerstown, Maryland.

Wave—Power—Time Operating power—250 watts. (100% modulation—automatic crystal control.) 211.3 meters; 1240 kilocycles.

Licensed to operate unlimited time. Operates on Eastern War Time. Actual operating schedule: 7:00 a.m. to 2:00 a.m.

Agency Commission 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 listings of Mutual Broadcasting System, Maryland Coverage Network and Atlantic Coast Network (Supplementary Stations).

(6:00 p.m. to 10:00 p.m.)
Table with 5 columns: Time, 1 ti., 13 ti., 26 ti., 52 ti., 104 ti.

(Before 6:00 p.m. and after 10:00 p.m.)
Table with 5 columns: Time, 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, 50 words, 40 word chain

(Before 6:00 p.m. and after 10:00 p.m.)
Table with 5 columns: Time, 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words, 50 words, 40 word chain

SPECIAL FEATURE ANNOUNCEMENTS Early Bird 7:00 a.m. to 8:00 a.m. Morning Market Basket 8:00 a.m. to 9:15 a.m.

Choppers Club 11:45 a.m. to 12:00 noon. Tea with Her 4:45 p.m. to 5:30 p.m. Dinner Chat 5:00 p.m. to 5:30 p.m.

Open Records 8:00 p.m. to 8:30 p.m. Other Special Features: Market Reports, Weather Reports, Sports News, Time Signals, Paris and Home Periods.

RECORDED PROGRAMS Regular time charges apply to recorded programs—not restricted to certain hours. TALENT Rates on application.

REMOTE CONTROL Arrangements can be made for any remote control broadcasts desired. Short wave transmitter available.

SERVICE FACILITIES Merchandising services available. Contract and Other Requirements All rates and contracts are not to exceed one year.

All program material subject to FCC and FTC rules and regulations as well as the approval of the station. Broadcast schedules are subject to change when time is needed to better serve the public interest.

Closing Time 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.

Personnel General Manager—Grover C. Crilley. Representatives Spot Sales, Inc.

SALISBURY

(Wicomico County)

W B O C

Rates effective January 1, 1942. Owned and operated by the Peninsula Broadcasting Company.

Business Office and Studio—Radio Park, U. S. Route 13, Salisbury, Maryland, telephone 2480. Transmitter—One mile north of Salisbury, Maryland.

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles.

Licensed to operate full time on cleared channel. Operates on Eastern War Time. Actual operating schedule: Sundays 8:30 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 on station time only. No cash discount. Bills rendered weekly (on Thursday) or monthly.

General Advertising For combination rates see listings of Mutual Broadcasting System, Maryland Coverage 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)

Table with 5 columns: Time, 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 208 times, 312 or more

Announcements of 10 words same rate as one minute; 50 words same rate as 1/2 minute.

Additional discount of 5% on 12 or more spot announcements per week. Additional discount of 10% on five or more programs per week.

Table with 5 columns: Time, 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 208 times, 312 or more

Additional discount of 5% on 12 or more spot announcements per week. 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.

Treasure Hunt—Two 15 minute periods weekly. Delaware, Maryland, Virginia farm program—12:15 p.m. to 12:30 p.m. week days. Includes area farm news, current day's commodity reports in major eastern markets, etc.

Rates on request. POLITICAL BROADCASTS One time rates apply; no discounts. Payments required in advance.

ELECTRICAL 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 advertising.

Contract and Other Requirements Contracting of alcoholic beverages not accepted excepting beer and light wines.

All programs subject to approval of station management and must comply with Federal Communications Commission, General Trade Commission Regulations and the Pure Food and Drug Laws.

Contracts subject to cancellation on 28 days' written notice, accompanied by certified check at short rate to date of last program.

Closing Time Contracts close one week in advance of broadcast; announcements only and transcriptions 48 hours in advance; talent 48 hours in advance.

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

Personnel General Manager—Charles J. Trull. Chief Engineer—Peter Alfano.

MASSACHUSETTS

BOSTON

(Suffolk County)

WBZ and WBZA

(Established 1921)



Rates effective July 1, 1942. (Card No. 2-A.) Owned and operated by Westinghouse Radio Stations, Inc.

Business Office—275 Tremont St., Boston, Mass., Hancock 4261. Studios—WBZ, Hotel Bradford, Boston; WBZA, Hotel Kimball, Springfield, Massachusetts.

Transmitter—WBZ, Hull, Mass.; WBZA, East Springfield, Mass.

Wave—Power—Time Stations WBZ and WBZA are operated synchronously and simultaneously. Operating power—WBZ, 50,000 watts; WBZA, 1,000 watts. (100% modulation—thermostatically controlled crystal.)

251.3 meters; 1030 kilocycles. Licensed to operate full time on national cleared channel. Operates on Eastern 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 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 For combination rates see listings of National Broadcasting Company (Basic Network) and New England Regional Network (Basic Stations).

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 July 1, 1942, at rates on this card 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 this card will apply to extensions of said commitments for any period or periods up to and including June 30, 1943, for the same series continuously used. Rates on this card are applicable to a new broadcast series ordered on and after the effective date of this 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.

The following rates include charges by owners of music copyrights. These stations are available only in combination. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

Rates quoted includes services of WBZA only so long as it is synchronized with WBZ.

CLASS "A" (6:00 p.m. to 10:30 p.m.)
Table with 5 columns: Time, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes

CLASS "B" (12:00 noon to 6:00 p.m. Sunday only)
Table with 5 columns: Time, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes

CLASS "C" (10:30 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m., exclusive of Sunday afternoon)
Table with 5 columns: Time, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes

CLASS "D" (12:00 midnight to 9:00 a.m.)
Table with 5 columns: Time, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes

CLASS "E" SERVICES Time Signals—Rates on request. Musical Clock—Broadcast prior to 9:00 a.m. Monday through Saturday.

Radio Night Club—Broadcast between 11:00 p.m. and 12:00 midnight Monday through Saturday.

Program cost includes staff announcer, transcription and/or records. If live talent is desired, substitute separate program charges will be made. The following rates apply to both Musical Clock and Radio Night Club: Time cost Program Cost gross net

Table with 5 columns: Time, 1 hour unit, 1/2 hour unit, 1/4 hour unit, 10 minutes, 5 minutes

If any part of any of the above services is available, the advertiser will be billed pro rat for the remainder of the service.

(This listing continued on next page)

MASSACHUSETTS — Cont'd

BOSTON—Continued

W B Z and W B Z A—Continued

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

Weekly Dollar Volume Discounts

Table with 2 columns: Weekly Dollar Volume and Discount Percentage. Includes categories like 'Less than 92.00 weekly' and '92.00 or more but less than 184.00 weekly'.

Rebates for Consecutive Weeks

Table with 2 columns: Consecutive Weeks and Rebate Percentage. Includes categories like '26 to 33 consecutive weeks' and '39 to 51 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.

ANNOUNCEMENTS AND COOPERATIVE FEATURE

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.

Table of announcement rates for various time slots: 6:00 p.m. to 10:30 p.m., 10:30 p.m. to 12:00 midnight, 12:00 midnight to 6:00 a.m., and 6:00 p.m. to 10:30 p.m. (repeated).

Station break announcements: Live announcements are not to exceed 25 words. Transcribed announcements are not to exceed 15 seconds.

ELECTRICAL TRANSCRIPTIONS

Accepted at regular rates. Additional charges are made for programs originating outside of the station's studios, and for programs requiring special production.

REMOTE CONTROL

All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted excepting beer and ale. All acceptable accounts are subject to the same rates.

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.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using lateral and vertical 35-1/8 and 78 r.p.m. double turn-tables.

Personnel: General Manager—C. S. Young. Sales Manager—Frank R. Bowes.

Representatives: National Broadcasting Company Inc.

WCOP

(Established 1935)



Rates effective January 1, 1942. (Card No. 4.)

Owned and operated by Massachusetts Broadcasting Corporation. Business Office and Studio—Copley Plaza Hotel, Boston, Mass., Commonwealth 1717.

Wave—Power—Time: Operating power—500 watts. 260.9 meters; 1150 kilocycles. Licensed to operate full time.

Agency Commission: Agency commission 15% to recognized agencies on net station time. No cash discount.

General Advertising: For combination rates see listing of Atlantic Coast Network (Basic Stations). Rates include charges by owners of music copyrights.

Table of advertising rates for WCOP, Class A (6:00 p.m. to 10:30 p.m. week days and 1:00 p.m. to 10:30 p.m. Sundays).

Table of advertising rates for WCOP, Class B (8:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 1:00 p.m. Sundays).

Table of advertising rates for WCOP, Class C (10:30 p.m. to 8:00 a.m. daily).

Table of announcement rates for WCOP (After 6:00 p.m.).

POLITICAL TALKS: Accepted at regular rates. No time discount allowed.

ELECTRICAL TRANSCRIPTIONS: Transcription library available.

RECORDED PROGRAMS: Regular time charges apply.

TALENT: Rates on application.

REMOTE CONTROL: All wire and mechanical charges for remote control.

SERVICE FACILITIES: Production department sales and merchandising department are available to advertisers.

Contract and Other Requirements: Rates are for the facilities of the station only. Talent and line charges extra.

Closing Time: Complete manuscript must be submitted for station's approval one week in advance.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 35-1/8 and 78 r.p.m. double turn-tables.

Personnel: General Manager—A. N. Armstrong, Jr. Representatives: Headley-Reed Company.

WEEI

(Established 1924)



COLUMBIA OPERATED

Rates effective October 15, 1939. (Card No. 1.) Owned and operated by the Columbia Broadcasting System.

Business Office and Studio—182 Tremont Street, Boston, Mass., Hubbard 2923. Other studios, Herald-Traveler Bldg., Boston, Mass.

Wave—Power—Time: Operating power—5,000 watts. (100% modulation—crystal oscillator.) 508.2 meters; 590 kilocycles.

Licensed to operate full time on cleared national channel. Operates on Eastern War Time. Actual operating schedule: Sundays 5:00 a.m. to 1:05 a.m. Week days 5:30 a.m. to 1:05 a.m.

Agency Commission: Agency commission 15% to recognized advertising agencies on net charges for station time.

General Advertising: For combination rate see listing of Columbia Broadcasting System (Basic Network). Rates for periods in excess of one hour are in exact proportion to one hour rates.

Table of advertising rates for WEEI, Class A (7:00 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sundays).

Table of advertising rates for WEEI, Class B (6:00 p.m. to 7:00 p.m. week days, 1:00 p.m. to 6:00 p.m. Sundays).

Table of advertising rates for WEEI, Class C (9:00 a.m. to 1:00 p.m. and 10:30 p.m. to 11:00 p.m. daily, and 5:00 p.m. to 6:00 p.m. week days).

Table of advertising rates for WEEI, Class D (8:00 a.m. to 9:00 a.m. daily, and 1:00 p.m. to 5:00 p.m. week days).

Table of advertising rates for WEEI, Class E (7:00 a.m. to 8:00 a.m. and 11:00 p.m. to 12:00 midnight daily).

WEEKLY PROGRAM RATES: One hour periods.

Table of weekly program rates for WEEI, Class A (7:00 p.m. to 10:30 p.m. week days; 6:00 p.m. to 10:30 p.m. Sundays).

Table of weekly program rates for WEEI, Class B (6:00 p.m. to 7:00 p.m. week days; 1:00 p.m. to 6:00 p.m. Sundays).

Table of weekly program rates for WEEI, Class C (9:00 a.m. to 1:00 p.m. and 10:30 p.m. to 11:00 p.m. daily; 5:00 p.m. to 6:00 p.m. week days).

Table of weekly program rates for WEEI, Class D (8:00 a.m. to 9:00 a.m. daily; 1:00 p.m. to 5:00 p.m. week days).

(This listing continued on next page)

MASSACHUSETTS—Cont'd

BOSTON—Continued
WEEI—Continued

One-half hour periods:

Table for CLASS "A" (7:00 p.m. to 10:30 p.m. week days; 6:00 p.m. to 10:30 p.m. Sundays)

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

Table for CLASS "C" (9:00 a.m. to 1:00 p.m. and 10:30 p.m. to 11:00 p.m. daily; 5:00 p.m. to 6:00 p.m. week days)

Table for CLASS "D" (8:00 a.m. to 9:00 a.m. daily; 1:00 p.m. to 5:00 p.m. week days)

Table for CLASS "E" (7:00 a.m. to 8:00 a.m. daily; 11:00 p.m. to 12:00 midnight daily)

One-quarter hour periods:

Table for CLASS "A" (7:00 p.m. to 10:30 p.m. week days; 6:00 p.m. to 10:30 p.m. Sundays)

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

Table for CLASS "C" (9:00 a.m. to 1:00 p.m. and 10:30 p.m. to 11:00 p.m. daily; 5:00 p.m. to 6:00 p.m. week days)

Table for CLASS "D" (8:00 a.m. to 9:00 a.m. daily; 1:00 p.m. to 5:00 p.m. week days)

Table for CLASS "E" (7:00 a.m. to 8:00 a.m. daily; 11:00 p.m. to 12:00 midnight daily)

Ten minute periods:

Table for CLASS "A" (7:00 p.m. to 10:30 p.m. week days; 6:00 p.m. to 10:30 p.m. Sundays)

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

Table for CLASS "C" (9:00 a.m. to 1:00 p.m. and 10:30 p.m. to 11:00 p.m. daily; 5:00 p.m. to 6:00 p.m. week days)

Table for CLASS "D" (8:00 a.m. to 9:00 a.m. daily; 1:00 p.m. to 5:00 p.m. week days)

Table for CLASS "A" (7:00 a.m. to 8:00 a.m. daily; 11:00 p.m. to 12:00 midnight daily)

Table for CLASS "A" (7:00 p.m. to 10:30 p.m. week days; 6:00 p.m. to 10:30 p.m. Sundays)

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

Table for CLASS "C" (9:00 a.m. to 1:00 p.m. and 10:30 p.m. to 11:00 p.m. daily; 5:00 p.m. to 6:00 p.m. week days)

Table for CLASS "D" (8:00 a.m. to 9:00 a.m. daily; 1:00 p.m. to 5:00 p.m. week days)

Table for CLASS "E" (7:00 a.m. to 8:00 a.m. daily; 11:00 p.m. to 12:00 midnight daily)

DISCOUNTS
All discounts apply to time charges only. 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 prejudicially affected...

Weekly Dollar Volume Discount
Weekly dollar volume discounts not applicable on schedules of less than eight consecutive weeks of broadcasting under "General Broadcasting Time Rates". Advertisers using a schedule of eight or more consecutive weeks under "General Broadcasting Time Rates" are entitled to dollar volume discounts on all broadcasts running concurrently.

Table showing contracted rates of time at gross rates for various weekly durations (e.g., 2-1/2% for less than 210.00 weekly, 15% for 1,000.00 more weekly)

Discounts for Consecutive Weeks
Discounts for consecutive weeks of broadcasting. Applicable only to rates listed under "General Broadcasting Time Rates" and "Service Announcements" after deducting applicable dollar volume discounts, if any.

SPECIAL FEATURES
SERVICE ANNOUNCEMENTS
Time Signals—(Station breaks) between 6:59 p.m. and 10:30 p.m. week days and 5:59 p.m. and 10:30 p.m. Sundays.

Table showing special features and service announcements with rates for various durations (e.g., 15% for 10:31 p.m. to 10:39 p.m.)

Between 7:29 a.m. and 5:59 p.m. week days and 7:29 a.m. and 12:59 p.m. Sundays. Copy limited to 30 words including service report.

Special Daytime Packages
Subject to consecutive weeks discount only. Rates include time signal:
Twenty-one 50 word signals..... 392.00
Twenty-one 30 word signals..... 280.00

Table showing rates for early evening and late evening time slots (e.g., 1 minute 70.00, 100 words 60.00 for early evening)

Caroline Cabot Shopping Service—Between 8:00 a.m. and 9:00 a.m. Monday through Saturday. No transcribed announcements accepted on this program.

Carl Moore's "Coffee Club"—Participation program. Monday through Saturday, between 8:00 a.m. and 9:00 a.m.; includes novelty orchards unit.

Priscilla Fortescue's "Good Morning Ladies"—Participating program. Monday through Saturday, between 9:00 a.m. and 10:00 a.m.

Table showing rates for various time slots (e.g., 1 week 17.50, 8 weeks 47.25, 13 weeks 71.75)

Week Days (6:51 a.m. to 6:59 a.m.)
1 week..... 77.56 137.89
8 weeks..... 77.56 137.89

Week Days (6:55 a.m. to 9:00 a.m.)
1 week..... 148.64 255.36
8 weeks..... 148.64 255.36

Week Days (6:10 p.m. to 6:15 p.m.)
1 week..... 251.37 446.88
8 weeks..... 251.37 446.88

Sundays (\*) (†)
1 week..... 115.26 79.80
8 weeks..... 115.26 79.80

Electrical Transcriptions
Accepted at regular rates.

Talent
Program ideas. Lists of talent and rates on application.

Remote Control
Programs originating outside of the studio are subject to special charges.

Contract and Other Requirements
Contracts not accepted more than 60 days in advance of initial program.



**BOSTON—Continued**

**WHDH**

(Established 1929)

Rates effective December 10, 1942. (Card No. 29-A.)  
Owned and operated by Matheson Radio Co., Inc.  
Business Office and Studio—Hotel Touraine, Boston.  
Massachusetts, Hancock 0900.  
Transmitter—Saugus, Massachusetts.

**Wave—Power—Time**

Operating power—5,000 watts.  
352.9 meters; 850 kilocycles.  
Licensed to operate on cleared channel.  
Operates on Eastern War Time.  
Actual operating schedule: Sundays 8:15 a.m. to 1:00 a.m. Week days 6:30 a.m. to 1:00 a.m.

**Agency Commission**

Agency commission 15% to recognized advertising agencies. Provided bills are paid when rendered. No cash discount. Commission does not apply on talent. Bills rendered weekly or monthly.

**General Advertising**

For combination rates see Blue Network Company (Basic Blue Network).

**GROSS TIME RATES**

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

	Per week					
	1 tl.	2 tl.	3 tl.	4 tl.	5 tl.	6 tl.
1 hr.	380.00	760.00	1026.00	1368.00	1710.00	1824.00
1/2 hr.	228.00	456.00	615.00	820.80	1026.00	1094.40
1/4 hr.	152.00	304.00	410.40	547.20	684.00	729.60
10 min.	114.00	228.00	307.80	410.40	513.00	547.20
5 min.	76.00	152.00	205.20	273.60	342.00	364.80

(Sign-on to 6:00 p.m. and 11:00 p.m. to sign-off)

1 hr.	190.00	380.00	513.00	684.00	855.00	912.00
1/2 hr.	114.00	228.00	307.80	410.40	513.00	547.20
1/4 hr.	76.00	152.00	205.20	273.60	342.00	364.80
10 min.	57.00	114.00	153.90	205.20	258.50	273.60
5 min.	38.00	76.00	102.60	136.80	171.00	182.40

**DISCOUNTS**

All discounts apply to time charges only. 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 canceled for this reason, the rate of discount to which the advertiser would otherwise be entitled will not be prejudiced.

**Weekly Dollar Volume Discount**

Weekly dollar volume discounts not applicable on schedules of less than eight consecutive weeks of broadcasting under "Gross Time Rates." Advertisers using a schedule of eight or more consecutive weeks under "Gross Time Rates" are entitled to dollar volume discount on all broadcasts running concurrently.

Advertisers using announcements only are not entitled to dollar volume discount.

**Contracted Value of Time at Gross Rates**

Less than 100.00 weekly.....	None
100.00 or more but less than 200.00 weekly.....	10%
200.00 or more but less than 300.00 weekly.....	20%
300.00 or more but less than 400.00 weekly.....	30%
400.00 or more but less than 600.00 weekly.....	35%
600.00 or more but less than 800.00 weekly.....	40%
800.00 or more but less than 1,000.00 weekly.....	45%
1,000.00 or more weekly.....	50%

**Discounts for Consecutive Weeks**

Discounts for consecutive weeks of broadcasting, applicable only to rates listed under "Gross Time Rates" after deducting applicable dollar volume discounts, if any.

Less than 13 weeks.....	None
13 to 25 weeks.....	10%
26 to 52 weeks.....	15%

**ANNOUNCEMENTS**

	(6:00 p.m. to 11:00 p.m.)			
	1 tl.	2 tl.	52 tl.	150 tl. more tl.
1 minute or less.....	38.00	38.10	35.15	33.25 32.30

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

1 minute or less.....	19.00	18.05	17.55	16.80 16.15
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**SPECIAL FEATURES**

Time signals—Rates on request.

**ELECTRICAL TRANSCRIPTIONS**

Regular rates apply.

**REMOTE CONTROL**

Rates on request.

**Contract and Other Requirements**

All programs and copy subject to approval. Rates subject to change without notice.

**Mechanical Program Equipment**

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

**Personnel**

General Manager—R. G. Matheson.

**Representatives**

George P. Hollingbery Company.

**W M E X**

(Established 1934)



Rates effective December 1, 1940. (Card No. 4.)

Owned and operated by Northern Corporation.  
Business Office and Studio—70 Brookline Avenue.  
Boston, Mass., Commonwealth 3900.  
Transmitter—Quincy, Massachusetts.

**Wave—Power—Time**

Operating power—5,000 watts.  
193.7 meters; 1510 kilocycles.  
Licensed to operate full time on regional channel.  
Operates on Eastern War Time.  
Actual operating schedule: Sunday 9:00 a.m. to 12:00 midnight. Week days 8:00 a.m. to 12:00 midnight.

**Agency Commission**

Agency commission 15% to recognized advertising agencies. No commission on program or line charges. No cash discount. Bills payable when rendered

**General Advertising**

**CLASS "A"**  
(6:00 p.m. to 12:00 midnight)

1 hour.....	250.00
3/4 hour.....	200.00
1/2 hour.....	150.00
1/4 hour.....	100.00
10 minutes.....	75.00
5 minutes.....	50.00

**CLASS "B"**  
(1:00 p.m. to 6:00 p.m. Sundays)

1 hour.....	188.00
3/4 hour.....	150.00
1/2 hour.....	112.00
1/4 hour.....	75.00
10 minutes.....	56.00
5 minutes.....	37.00

**CLASS "C"**  
(8:00 a.m. to 6:00 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.....	50.00
10 minutes.....	37.50
5 minutes.....	25.00

**CLASS "D"**  
(12:00 midnight to 8:00 a.m.)

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

1 hour.....	83.50
3/4 hour.....	66.00
1/2 hour.....	50.00
1/4 hour.....	38.00
10 minutes.....	25.00
5 minutes.....	16.00

**Rebates**

Rebates for 13, 26, 52, 100, 300 consecutive broadcasts are granted on each series under contract. Rebates are granted as earned unless contracts are non-cancellable, in which case they are allowed from beginning of service. Interruptions in schedule caused by station will not prejudice the rebate an advertiser would otherwise earn.

**FREQUENCY DISCOUNTS**

Not applicable to Announcements.

13 times.....	5%	100 times.....	20%
26 times.....	7%	250 or more times.....	25%
52 times.....	15%		

**ANNOUNCEMENTS**

Frequency discounts do not apply to the following announcement rates:

	(6:00 p.m. to 12:00 midnight)			
	100 or more	100 or more	52 tl. times	100 or more
100 words preceding or following news periods.....	10.00	9.00	7.50	6.50
30 words cut-in between programs.....	8.00	7.50	7.00	5.50

125 words or 1 minute transcription..... 9.00 8.50 8.00 6.50

100 words with time signal or weather report..... 12.50 11.50 10.50 8.50

30 words with time signal or weather report (Before 6:00 p.m.)..... 9.00 8.50 8.00 6.50

100 words preceding or following news periods..... 8.00 7.00 6.50 5.50

30 word cut-in between programs..... 6.00 5.50 5.00 4.00

125 words or 1 minute transcription..... 7.00 6.50 6.00 4.50

100 words with time signal or weather report..... 10.00 9.00 8.50 6.50

30 words with time signal or weather report..... 7.00 6.50 6.00 4.50

**REMOTE PROGRAMS**

Rates and details on request.

**TALENT**

Rates and details on request.

**SERVICE FACILITIES**

Services of program department, staff announcers and staff engineers are included without charge on all studio programs unless a particular announcer is specified. Use of pipe organ 5.00 per broadcast.

**Contract and Other Requirements**

Station reserves the right to refuse or cancel any contract for reasons sufficient to itself. All copy must conform to standards of N.A.B. Code, Federal Trade Commission, Better Business Bureau and Federal Communications Commission Regulations.

**Mechanical Program Equipment**

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

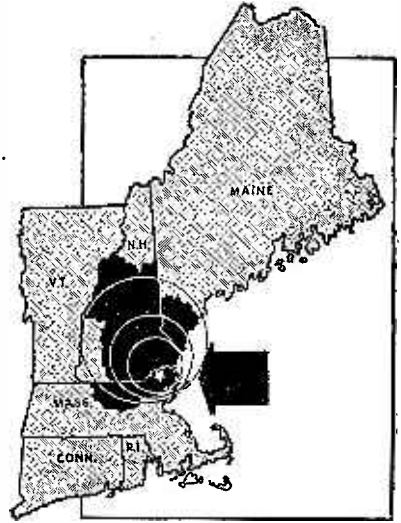
**Personnel**

Managing Director—Alfred J. Pote.  
Production Director—William S. Pote.  
Sales Manager—S. Alfred Vasser.  
Office Manager—Marie Mason.  
Acting Program Director—Alfred J. Pote.

**Representatives**

Joseph Hershey McGilivray, Inc.

**NEW ENGLAND'S  
7th STATE**



**EXTENDS  
To Everyone  
in the other  
48  
STATES  
BEST WISHES  
for a Happy and  
Prosperous  
1943**

**WLAW**

LAWRENCE, MASS.  
5000 Watts - 680 K. C.



NATIONAL REPRESENTATIVES  
**THE KATZ AGENCY, Inc.**

MASSACHUSETTS — Cont'd

BOSTON—Continued

W N A C

(Established 1927)

Rates effective October 1, 1939. (Card No. 11.)

Owned and operated by The Yankee Network, Inc.  
Business Office—21 Brookline Avenue, Boston, Mass.  
Studios—21 Brookline Avenue, Boston, Mass., Room  
monwealth 0899.  
Transmitter—Squantum, Quincy Massachusetts

Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts nights.  
(C.P. 5,000 watts nights.)  
(100% modulation—crystal control, vertical radiator  
interlock.)  
233.1 meters; 1260 kilocycles.  
Licensed to operate on cleared regional channel.  
Operates on Eastern War Time.  
Actual operating schedule: 24 hours daily.

Agency Commission

Agency commission 15% on net station time to recognized advertising agencies. No cash discount. Charges for facilities payable immediately after each broadcast.

General Advertising

For combination rates see listings of Mutual Broadcasting System and Yankee Network.  
Rates include charges by owners of music copyrights.  
Actual time is: 1 hour, 59:30 minutes; 3/4 hour, 44:30 minutes; 1/2 hour, 29:30 minutes; 1/4 hour, 14:30 minutes; 5 minutes, 4:50 minutes.  
The following rates are for both local and national advertising.

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

1 hour.....	440.00
3/4 hour.....	352.00
1/2 hour.....	264.00
1/4 hour.....	176.00
5 minutes.....	88.00

(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.....	220.00
3/4 hour.....	176.00
1/2 hour.....	132.00
1/4 hour.....	88.00
5 minutes.....	44.00

(1:00 p.m. to 8:00 p.m. Sundays)

1 hour.....	330.00
3/4 hour.....	264.00
1/2 hour.....	198.00
1/4 hour.....	132.00
5 minutes.....	66.00

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

1 hour.....	147.00
3/4 hour.....	118.00
1/2 hour.....	88.00
1/4 hour.....	59.00
5 minutes.....	30.00

ANNOUNCEMENTS

Participating Announcements	
125 words or one minute transcription:	
After 6:00 p.m.....	44.00
Before 6:00 p.m.....	22.00
30 word announcements between programs:	
After 6:00 p.m.....	44.00
Before 6:00 p.m.....	22.00

DISCOUNTS

Time discounts apply to total broadcasts in each classification on the rate card for the same sponsor

within the current year. No time discounts on talent or line charges.  
Less than 25 times.....  
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 more times..... 15%  
Programs, including special features, running continuously for 52 consecutive weeks earn an additional rebate of 10%, based on the lowest billing for any one week.

SPECIAL PROGRAMS

Sunrise Special: Organ program, week days 6:30 a.m. to 7:00 a.m.; one-quarter hour, including organist \$8.00.  
Announcements before and after News—100 words maximum; limited to two announcements before and two announcements after the News:  
Week days 8:00 a.m. to 8:15 a.m., Sundays 8:45 a.m. to 9:00 a.m., per week (seven days) 189.00  
Week days 1:00 p.m. to 1:15 p.m., per week 189.00  
Week days 8:00 p.m. to 8:15 p.m., Sundays 6:30 p.m. to 8:45 p.m., per week (seven days) 378.00  
Daily 11:00 p.m. to 11:15 p.m., per week (seven days) 189.00

The WNAC Grand organ is available to advertisers for use in connection with other talent.  
ELECTRICAL TRANSCRIPTIONS  
Regular time charges apply to recorded programs.

TALENT

Rates on request.

REMOTE CONTROL

Arrangements can be made for any reasonable remote control broadcast, provided cost of lines, equipment, traveling expenses, etc., are paid by advertiser. 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. Arrangements may be made for broadcasting with visible audience from public auditorium seating 1,000. Prices on request.

Contract and Other Requirements

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.

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 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

President—John Shevard, 3rd.  
Executive Vice-President—Linus Travers.  
Vice-President—Robert Bartley.  
Exclusive National Representatives  
Edward Petry & Company, Inc.

W O R L D

(Established 1926)

Rates received September 21, 1942.  
Owned and operated by Broadcasting Service Organization, Inc.  
Business Office and Studio—Myles Standish Hotel, 810 Beacon St., Boston, Mass., Commonwealth 6100.  
Transmitter—Great Plain Avenue, Needham, Mass.

Wave—Power—Time

Operating power—1,000 watts.  
(100% modulation—crystal control.)  
315.8 meters; 950 kilocycles.  
Licensed to operate days only, to local sunset.  
Operates on Eastern War Time.  
Operating schedule: 7:00 a.m. to local sunset.

Agency Commission

Agency commission 15% allowed to recognized agencies on net station time. Bills rendered weekly.

General Advertising

Rates include charges by owners of music copyrights.

CLASS "A"

(7:00 a.m. to sunset Sundays)	
1 hr. 1 hr. 13 hr. 26 hr.	52 hr.
1 hour.....	150.00 142.50 137.75 135.00
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 31.50
5 minutes.....	22.00 20.90 20.35 19.80

CLASS "B"

(7:00 a.m. to sunset 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.....	35.00 33.25 32.37 31.50
10 minutes.....	22.00 20.90 20.35 19.80
5 minutes.....	16.00 15.20 14.80 14.40

ANNOUNCEMENTS

(7:00 a.m. to sunset week days)	
120 words 60 words 15 words	
1 time.....	11.00 8.00 8.00
13 times.....	10.50 8.50 7.50
26 times.....	10.00 8.00 7.00
52 times.....	9.50 7.50 6.50
104 times.....	9.00 7.00 6.00
250 times.....	8.50 6.50 5.50
500 times.....	8.00 6.00 5.00
800 times.....	7.50 5.50 4.50
1,200 times.....	7.00 5.00 4.00
2,000 times.....	6.50 4.50 3.50

No announcement sold on Sundays.

POLITICAL TALKS

Accepted at regular station rates.

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply to recorded programs. Instantaneous recording equipment available.

TALENT

Rates on application.

(This listing continued on next page)

# Getting a Grip on Boston

A firm grip — that's what you want — a grip that gives you continuous turnover.

You naturally pick the station that has a grip on the market. In Boston, it's WNAC — strongly entrenched, with over twenty years of selling to its credit — and consistently leading other stations in volume of new business, long term contracts and in accounts which renew year after year.

Ask a Petry man for case histories. Inquire about new business signed in the past six months. You'll be convinced.

# WNAC

KEY STATION OF THE YANKEE NETWORK

EDWARD PETRY & CO., Inc., National Sales Representatives

**BOSTON—Continued**  
**W O R L—Continued**

**Contract and Other Requirements**  
Advertising of alcoholic beverages not accepted. Rates are for station time only; talent is extra. No contract accepted for longer than one year. No blanket contracts accepted. 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 reserves the right to reject any material without giving reason therefor.

**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 for vertical and lateral cut recordings.

**Personnel**  
General Manager—George Lasker.  
**Representatives**  
None.

**CAPE COD**  
(Barnstable County)  
**W O C B**

Rates effective August 1, 1941.  
Owned and operated by Cape Cod Broadcasting Co. Business Office and Studio—South Sea Avenue, West Yarmouth, Mass.  
Transmitter—South Sea Avenue, West Yarmouth, Mass.

**Wave—Power—Time**  
Operating power—250 watts.  
241.9 meters; 1240 kilocycles.  
Licensed to operate unlimited time on local channel. Operates on Eastern War Time.  
Actual operating schedule: 7:00 a.m. to 10:00 p.m.

**Agency Commission**  
Agency commission 15% to recognized advertising agencies on net station time. No commission or cash discount on political broadcasts. No cash discount. Bills payable when rendered.

**General Advertising**  
The following rates are for national advertising.

CLASS "A"	
(5:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)	
1 hour.....	90.00
1/2 hour.....	50.00
1/4 hour.....	35.00
10 minutes.....	25.00
5 minutes.....	14.00
CLASS "B"	
(8:00 a.m. to 5:00 p.m. week days)	
1 hour.....	65.00
1/2 hour.....	37.00
1/4 hour.....	22.00
10 minutes.....	15.00
5 minutes.....	8.00
CLASS "C"	
(11:00 p.m. to 8:00 a.m.)	

Service available only if regularly scheduled program precedes or follows. Rates on request.

**DISCOUNTS**  
Applicable to program rates.

Less than 26 times.....	Net
26 to 38 times.....	5%
39 to 51 times.....	10%
52 or more times.....	25%

**ANNOUNCEMENTS**

CLASS "A"	
Class "A" announcement rates are 1-1/2 times the Class "B" rates.	
CLASS "B"	
(8:00 a.m. to 8:00 p.m. week days)	
Single announcement, 50 words maximum.....	6.00
One announcement per day, 50 words maximum, per week.....	27.00
One announcement per day, 30 words maximum, per week.....	22.00
100 words maximum included in 15 minute news broadcast, limited to two non-competing clients:	
Per participation.....	17.00
Daily except Sunday, per week.....	72.00

**DISCOUNTS**  
Applicable to announcements and participating programs.

Less than 26 times.....	Net
26 to 51 times.....	5%
52 to 155 times.....	10%
156 to 299 times.....	15%
300 or more times.....	25%

**POLITICAL BROADCASTS**  
Political broadcasts accepted at 25% above Class "A" rates; payable in advance with contract. No commission or discount allowed. Manuscript must be submitted 12 hours in advance of broadcast for station review.

**SPECIAL FEATURES**

Participating Programs

Before 5:00 p.m. daily except Sunday. Selected recordings. Each half hour broadcast limited to seven non-competing clients; 125 words maximum or one minute transcription, per week 35.00.  
Weather and Temperature, once per day, 6 days, at announcement rates.

Time Signals at announcement rates.

News—5 minute period, 100 word maximum, less than six a week, at regular station time rates. (8:00 a.m. to 5:00 p.m. week days)

One 5 minute period daily, per week.....	48.00
One 15 minute period daily, per week.....	132.00
One 15 minute period.....	26.50

Stock Market Report—Rates on request.  
Sports—Rates on request.

**TALENT**  
Talent and programs requiring special production—rates on request.

**REMOTE CONTROL**  
Remote control rates on request.

**Contract and Other Requirements**  
Advertising of alcoholic beverages accepted. No contract accepted for longer than one year. Station reserves right to eliminate all parts of program contrary to its policy. Contracts are subject to cancellation on four weeks' written notice accompanied by certified check at short rate to date of last program.

**Closing Time**  
Talks, programs, continuities, etc., must be submitted one week in advance for review of program director.

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

**Personnel**  
General Manager—Harriett M. Allemen.  
Program Director—H. Harrison Flint  
Commercial Manager—Edw. H. Allen.

**Representatives**  
Boston—Bertha Rannan.

**FALL RIVER**  
(Bristol County)  
**W S A R**  
(Established 1921)

Rates effective March 1, 1942.  
Owned and operated by Doughty & Welch Electric Company, Inc.  
Business Office and Studio—Academy Bldg., Fall River, Massachusetts. Telephone 7-9477.  
Transmitter—South Somerset, Massachusetts

**Wave—Power—Time**  
Operating power—1,000 watts.  
(100% modulation)  
202.7 meters; 1480 kilocycles.  
Licensed to operate full time.  
Operates on Eastern War Time.

**Agency Commission**  
Agency commission 15% allowed to recognize agencies on net station time providing payment is made by 10th of month following service. No cash discount.

**General Advertising**  
For combination rates see listings of Yankee Network and Mutual Broadcasting System.  
The following rates are for national advertising. For local advertising rates consult station management.

**MUSICAL OR DRAMATIC PROGRAMS**  
(6:00 p.m. to 11:00 p.m. daily)

1 hour.....	120.00
2/4 hour.....	96.00
1/2 hour.....	72.00
1/4 hour.....	48.00
5 minutes.....	24.00

(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.....	80.00
3/4 hour.....	48.00
1/2 hour.....	36.00
1/4 hour.....	24.00
5 minutes.....	12.00

(Sundays 1:00 p.m. to 6:00 p.m.)

1 hour.....	90.00
3/4 hour.....	72.00
1/2 hour.....	54.00
1/4 hour.....	36.00
5 minutes.....	18.00

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

1 hour.....	40.00
3/4 hour.....	32.00
1/2 hour.....	24.00
1/4 hour.....	16.00
5 minutes.....	8.00

**ANNOUNCEMENTS**  
(After 6:00 p.m.)

Special announcements, 100 words.....	11.00
Station break announcements, 25 words.....	5.00

(Before 6:00 p.m.)

Special announcements, 100 words.....	7.50
Station break announcements, 25 words.....	3.00

**FOREIGN LANGUAGE PROGRAMS**  
French, Italian, 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 and more times.....	15%

**ELECTRICAL TRANSCRIPTIONS**  
Regular station time charges apply.

**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, Sales and Merchandising Department, Publicity and Public Relations Department, Artists' Bureau, available to advertisers.

**Contract and Other Requirements**  
No contract accepted for longer than one year. Rates are for facilities of the station only.

**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 turn-tables.

**Personnel**  
Treasurer and General Manager—William T. Welch.  
Program Director—Josephine Y. Welch.  
Asst. Treas. & Office Mgr.—Philomina J. Mauretti.

**Representatives**  
The Walker Company.

**FITCHBURG**  
(Worcester County)  
**W E I M**  
(Established 1941)

Rate card effective October 1, 1941. (Card No. 1.)  
Owned and operated by Ruben E. Aronheim.  
Business Office and Studio—717 Main St., Fitchburg, Mass.  
Transmitter—One mile from center of Fitchburg, Mass.

**Wave—Power—Time**  
Operating power—250 watts.  
233.9 meters; 1340 kilocycles.  
Licensed to operate full time on local channel. Operates on Eastern War Time.  
Actual operating schedule: Sundays 16 hours. Week days 17 hours.

**Agency Commission**  
Agency commission 15% to recognized agencies on station time only. Cash discount none. Bills rendered weekly; due weekly.

**General Advertising**  
For combination rates see listings of Mutual Broadcasting System and Yankee Network.  
The following rates are for national advertising. Rates include charges by owners of music copyrights. (6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays)

1 hour.....	1 tl.	13 tl.	26 tl.	52 tl.
1/2 hour.....	80.00	76.00	72.00	68.00
1/4 hour.....	48.00	45.60	43.20	40.80
1/4 hour.....	32.00	30.40	28.80	27.20
5 minutes.....	16.00	15.20	14.40	13.60

(All other time)

1 hour.....	50.00	47.50	45.00	42.50
1/2 hour.....	30.00	28.50	27.50	25.50
1/4 hour.....	18.00	17.10	16.20	15.30
5 minutes.....	9.00	8.55	8.10	7.65

**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 or one minute transcription (including time signals, etc.).....	1 tl.	52 tl.	(†)
50 words or less (including time signals, etc.).....	8.00	7.20	6.40

(All other time)

125 words or one minute transcription.....	5.00	4.50	4.00
50 words or less (including time signals, etc.).....	4.00	3.50	3.00

(†) 10¢ or more times.

**SPECIAL FEATURES**  
News—Leased wire service available in 5 and 15 minute periods; no service charges—rates on request.  
"The 1340 Club"—Monday through Saturday, 10:00 a.m. to 12:00 noon—rates on request.

**POLITICAL PROGRAMS**  
Regular rates apply.

**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 cost. Extra charges not subject to agency commission.

**TALENT**  
Rates on request.

**SERVICE FACILITIES**  
Merchandising department available to advertisers.

**Contract and Other Requirements**  
Advertising of alcoholic beverages not accepted excepting beer and light wines. No contract accepted for longer than one year. No blanket contracts accepted. All talks, programs, political speeches, contests, continuities, etc., material must be submitted in advance for review by the program director. The management reserves the right to reject any material without giving reason therefor. All contracts subject to station approval and government regulations. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the station.

**Closing Time**  
Contracts close two weeks in advance of first broadcast if program is to be included in publicity notices.

**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—Milton H. Meyers.  
Program Director—Kenneth Houseman.  
Commercial Manager—W. Warren Teskey.

MASSACHUSETTS — Cont'd

GREENFIELD

(Franklin County)

W H A I (Established 1938)



Rates effective January 15, 1939. (Card No. 3.)

Owned and operated by John W. Halgic. Business Office and Studios—Mansion House, Greenfield, Mass., telephone Greenfield 4801. Transmitter—Greenfield, Massachusetts.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 241.8 meters; 1240 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time.

Agency Commission

Agency commission 15% to recognized advertising agencies on net station time. Charges for facilities payable immediately after each broadcast. No commission or discounts on talent or line charges. No cash discount.

General Advertising

For combination rates see listings of Yankee Network and Mutual Broadcasting System. Rates include charges by owners of music copyrights. The following rates are for national advertising. (6:00 p.m. to 11:00 p.m. daily)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (60.00, 36.00, 24.00, 12.00). Includes sub-sections for (1:00 p.m. to 6:00 p.m. Sundays) and (All other time).

ANNOUNCEMENTS

Table with 2 columns: Description (100 words before or after News Service, 125 words participating programs, 30 words station breaks) and Rate (6.00, 5.00, 4.00). Includes sub-sections for (1:00 p.m. to 6:00 p.m. Sunday) and (All other time).

DISCOUNTS

Table with 2 columns: Description (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) and Rate (Less than 26 times, 26 to 51 times, 52 to 103 times, 104 to 155 times, 156 to 207 times, 208 or more times).

SPECIAL FEATURES

Yankee Network News Service, four times daily. Bulletin Board, 9:45 a.m. to 10:00 a.m. Sunday. Shoppers' Parade, 9:45 a.m. to 10:00 a.m. week days. Noonday Revue, 12:30 p.m. to 1:00 p.m. week days.

ELECTRICAL 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 Requirements

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.

Advertising of alcoholic beverages not accepted excepting beer and wine.

Closing Time

Closing date is 14 days in advance of service if program is to be included in publicity released.

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

Manager—James L. Spates. Commercial Manager—H. W. Nichols. Program Director—Warren M. Greenwood.

Representatives

Boston—Bertha Bannan. Boston—New England Radio Advertising Co.

HOLYOKE

(Hampden County)

W H Y N (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—80 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. Actual operating schedule: Sundays 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 station time only. No cash discount. Payments for broadcasting are due weekly. No time discount on line charges or talent.

General Advertising

For combination rates see Mutual Broadcasting System and Yankee Network.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (80.00, 48.00, 32.00, 10.00). Includes sub-sections for (6:00 p.m. to 11:00 p.m. daily), (Before 6:00 p.m. week days, before 1:00 p.m. Sundays, and 11:00 p.m. to 12:00 midnight daily), and (1:00 p.m. to 6:00 p.m. Sundays).

ANNOUNCEMENTS

Table with 2 columns: Description (1 minute, 50 words, 25 words) and Rate (8.00, 6.00, 4.00). Includes sub-sections for (After 6:00 p.m.) and (Before 6:00 p.m.).

DISCOUNTS

Table with 2 columns: Description (Less than 51 times, 51 to 99 times, 100 to 299 times, 300 or more times) and Rate (Net, 5%, 10%, 15%).

SPECIAL FEATURES

News — Leased wire service available. Five or 15 minute periods. No service charge. Rates on request.

ELECTRICAL TRANSCRIPTIONS

Rates on request.

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.

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 refuse or discontinue any advertising for reasons satisfactory to itself.

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 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

Personnel

General Manager—Patrick J. Montague. Assistant Manager—Thomas H. Humphrey.

Representatives

Boston—Miss Bertha Bannan.

LAWRENCE

(Essex County)

W L A W (Established 1937)



Rates effective March 18, 1941. (Card No. 4.)

Owned and operated by the Hildreth & Rogers Co. Business Offices and Studios—278 Essex Street, Lawrence, Mass., telephone 4107. Transmitter—Andover, Massachusetts.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation—crystal control, directional antenna.) 441.2 meters; 680 kilocycles. Licensed to operate full time on clear 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 15% to recognized advertising agencies on net charges for station time. No cash discount. No commissions on program charges, production charges or talent. Bills payable when rendered.

General Advertising

For combination rates see listings of Columbia Broadcasting System and Columbia New England 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.

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 announcement to earn frequency discount.

Table with 2 columns: Description (CLASS 'A', CLASS 'B', CLASS 'C', CLASS 'D') and Rate (860 or more, 158.00, 100.00, 83.60).

(6:00 p.m. to 8:30 p.m. week days and 12:00 noon to 6:30 p.m. Sundays)

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min) and Rate (210.00, 126.00, 84.00, 42.00).

(0:00 a.m. to 6:00 p.m. week days, 9:00 a.m. to 12:00 noon Sundays and 10:00 p.m. to 1:00 midnight daily)

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min) and Rate (105.00, 63.00, 42.00, 21.00).

(12:00 midnight to 9:00 a.m.)

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min) and Rate (70.00, 42.00, 28.00, 14.00).

ANNOUNCEMENTS

Programs of five minutes or more may not be combined with announcement to earn frequency discounts.

(After 6:00 p.m.)

Table with 2 columns: Description (100 words (one minute) and chain breaks, 50 words or less) and Rate (20.00, 15.20, 14.80, 14.00, 13.60, 12.80).

(Before 6:00 p.m.)

Table with 2 columns: Description (100 words (one minute) and chain breaks, 50 words or less) and Rate (860 or more, 10.00, 9.50, 9.25, 9.00, 8.75, 8.50, 8.00).

SPECIAL FEATURES

Time signals, weather reports, temperature and news. Rates on request.

Beauty talks, Shopping program, Good Morning Neighbor, Parade Program, etc., with selected transcriptions and recordings; daily.

75 words..... 9.00

Baseball Scores: 75 word announcement before and after; seven days weekly, per week..... 125.00

Other Sport Results: 75 word announcements before and after; daily except Sunday, per week..... 100.00

Yacht Patrol—Participation program, 7:30 a.m. to 8:45 a.m.:

Table with 2 columns: Description (Six days per week, 50 words, 100 words) and Rate (Per mo., 125.00, 175.00, 250.00, 450.00).

Program cost for special features include staff announcer, transcriptions and/or records. If live talent is substituted, separate program charges will be made.

ELECTRICAL TRANSCRIPTIONS

Transcriptions accepted during regular broadcasting period at regular rates.

TALENT

Organ and organist 10.00 per broadcast. Other talent rates on request.

REMOTE CONTROL

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

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

SERVICE FACILITIES

Services of program, production, musical sales and merchandising departments available to client without charge.

Contract and Other Requirements

Contracts are not subject to cancellation on less than two weeks written notice. Cancelled contracts subject to short rate.

No contract accepted for longer than one year. No blanket contracts accepted. Preferred positions governed by priority and availability. All program continuity, speeches, reviews, contests, etc., must be submitted in advance for review. The station reserves the right to reject any material without stating reasons.

Time of broadcasts subject to change to other periods to accommodate network broadcasts or to facilitate station service.

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.

Mechanical 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.

Personnel

General Manager—Irving E. Rogers. Business Manager—David G. Jones. Sales Manager—David M. Kimmel. Program Director—John D. Maloy. Chief Engineer—George A. Hinckley.

Representatives

The Katz Agency, Inc. Boston—New England Radio Advertising Co.

LAWRENCE—Continued

WLLH (Established 1937)



Owned and operated by Merrimac Broadcasting Company, Inc. Business Office, Studio and Transmitter—Cregg Bldg., Lawrence Massachusetts. Other Studios—Lowell, Massachusetts. 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—Rex Center, Lowell Mass., Lowell 8715. Other studio—Lawrence, Mass., Lawrence 22148. Transmitters—Lowell and Lawrence, Massachusetts.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time. Agency Commission 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 listings of Yankee Network and Mutual Broadcasting System. The following rates are for both local and national advertising.

MUSICAL OR DRAMATIC PROGRAMS (8:00 p.m. to 11:00 p.m.)

Table with 2 columns: Time slot and Rate. Includes rates for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, and 5 minutes for various time slots.

DISCOUNTS Table with 2 columns: Description and Rate. Includes time discounts on card rates and discounts on weekly billing.

ANNOUNCEMENTS Tie-in announcements following chain programs or 30 word announcements between programs—if approved by network client.

Table with 2 columns: Description and Rate. Includes rates for per announcement before and after 8:00 p.m.

POLITICAL TALKS Accepted at regular station rates.

SPECIAL FEATURES Musical Clock: Early morning program, daily except Sunday; participation program, 125 words 8:00.

Shopping News: Noontime program, daily except Sunday; 125 words 6:00.

Hits and Encores: Late afternoon program; 125 words 8:00.

Around-the-Town: Cooperative programs in the evening, when available, per participation 12.00.

Baseball Scores, daily including Sundays: Early evening, per week 18.00; late evening, per week 84.00.

Service Announcement: Before or after News: limited to two announcements before News and two announcements after News; 100 words maximum.

Table with 2 columns: Description and Rate. Includes rates for night rate, day rate, and single announcement.

News Service: minimum of five minutes per broadcast; exclusive sponsorship: 7:45 a.m., seven days weekly 50.00

Table with 2 columns: Description and Rate. Includes rates for 12:45 p.m., 6:30 p.m., and 10:45 p.m. seven days weekly.

ELECTRICAL TRANSCRIPTIONS Regular time charges apply to recorded programs. 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. Contract and Other Requirements 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. Preferred position governed by priority and availability on contract basis.

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 93-1/3 and 78 r.p.m. double turn-tables for vertical or lateral cut recordings.

Personnel President—A. S. Moffat. Manager—Robert F. Donahue. Exclusive National Representatives New York—Edward Petry & Co., Inc.

NEW BEDFORD

(Bristol County)

WNBH

(Established 1921)

Rates effective May 1, 1941. (Card No. 7.) Owned and operated by The Standard-Times-Mercury. Business Office and Studio—588 Pleasant Street, New Bedford, Massachusetts, telephone 8-5228. Transmitter—Crow Island in New Bedford Harbor, Mass.

Wave—Power—Time Operating power—250 watts. (100% modulation).

223.9 meters; 1340 kilocycles. Licensed to operate unlimited time on local channel. Operates on Eastern War Time. Actual operating schedule: Sunday 8:30 a.m. to 11:30 p.m. Week days 7:30 a.m. to 11:30 p.m.

Agency Commission Agency commission 15% on broadcasting rates only to advertising agencies recognized by station owner. No commission on talent. No cash discount. 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 listings of Yankee Network and Mutual Broadcasting System.

Table with 2 columns: Time slot and Rate. Includes rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes for various time slots.

POLITICAL TALKS Rates on request.

ELECTRICAL TRANSCRIPTIONS Transcription library available at no extra charge.

REMOTE CONTROL Station equipped for any type of remote control work.

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.

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 transcription, using 93-1/3 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings.

Personnel General Manager—Hugh R. Norman. Commercial Manager—Raymond D. Markey. Chief Engineer—Irving Vermilya. Program Director—Donald L. Sellers.

Representatives Burn-Smith Company, Incorporated. New England—Robert C. Foster.

PITTSFIELD

WBRK

(Established 1938)

Rates effective December 1, 1942. (Card No. 4.) Owned and operated by Monroe B. England, Pittsfield, Massachusetts. Business Office and Studio—8 Bank Row, Pittsfield, Massachusetts. Transmitter—East and Newell Sts., Pittsfield, Mass.

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% 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 listings of Yankee Network and Mutual Broadcasting System.

Table with 2 columns: Time slot and Rate. Includes rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute or less for Class A.

Table with 2 columns: Time slot and Rate. Includes rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute or less for Class B.

DISCOUNTS Frequency Discounts Table with 2 columns: Time slot and Rate.

Volume Announcement Discounts Additional to Frequency Discounts Table with 2 columns: Description and Rate.

SPECIAL FEATURES 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.

ELECTRICAL TRANSCRIPTIONS Rates on request.

TALENT 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 advertisers when required in advance.

SERVICE FACILITIES Services of script and production departments available at no extra cost.

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.

No contacts in announcement form will be accepted. Time is sold subject to priority rights held by the network. Station reserves right to refuse 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 93-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

Personnel Owner—Monroe B. England. Manager—John T. Parsons.

Representatives Burn-Smith Company, Inc.

SALEM

(Essex County)

WESX

(Established 1939)

Rates effective March 1, 1942. (Card No. 4.) Owned and operated by North Shore Broadcasting Co. Business Office and Studio—126 Washington Street, Salem, Massachusetts, Salem 5670.

Other Studios—Lynn Telegram News, Lynn, Mass., telephone 2-4600, and Marblehead, Mass., telephone 1301. Transmitter—1-3/4 miles from center of Salem, Massachusetts.

Wave—Power—Time Operating power—250 watts. Licensed to operate full time on local channel. 243.9 meters; 1230 kilocycles.

Operates on Eastern War Time. 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 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.

General Advertising The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with 2 columns: Description and Rate. Includes rates for CLASS "A" (6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays).

Table with 2 columns: Description and Rate. Includes rates for CLASS "B" (All other time) and Frequency Discounts.

(This listing continued on next page)

MASSACHUSETTS—Cont'd

SALEM—Continued

W E S X—Continued

Table with 7 columns (1 hr. to 7 1/2 min) and 7 rows (CLASS "B" and ANNOUNCEMENTS) showing advertising rates.

Table with 2 columns (7:00 p.m. to 6:00 p.m.) and 2 rows (ANNOUNCEMENTS) showing advertising rates.

Table with 2 columns (SPECIAL FEATURES) and 2 rows (Weather Facts, Farm Flashes, Vital Statistics, Sports Round-up, Merchants Limited) showing advertising rates.

Weather Facts: 7:10 a.m. to 7:15 a.m., 11:55 a.m. to 12:00 noon, 5:55 p.m. to 6:00 p.m., 9:55 p.m. to 10:00 p.m. and 11:55 p.m. to 12:00 midnight.

ELECTRICAL TRANSCRIPTIONS

Transcription library available at no extra charge.

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 program ideas, or produces programs planned by clients or agencies. Sales and merchandising department available to advertisers.

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.

Closing Time

Contracts close two weeks 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 transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical or lateral cut recordings.

Personnel

President—Chas. W. Phelan. General Manager—Van D. Sheldon. Commercial Manager—A. M. Morgan.

Representatives

William G. Rambeau Company. New England—New England Radio Advertising Co.

SPRINGFIELD

(Hamden County)

W B Z A

Springfield, Massachusetts. WBZA and WRZ are operated synchronously and simultaneously. For complete data see WRZ and WBZA. Boston Massachusetts

W M A S

(Established 1922)



Rates effective October 1, 1942. (Card No. 8.) Owned and operated by WMA S, Inc. Business Office and Studio—Hotel Charles, Springfield, Mass., Springfield 7144. Transmitter—Springfield, Mass. Wave—Power—Time Operating power—250 watts. (100% modulation—thermo-statically controlled crystal) 206.9 meters; 1450 kilocycles. Licensed to operate full time on a local channel. Operates on Eastern War Time. Actual operating schedule: Week days 7:00 a.m. to 1:00 a.m. Sundays 8:30 a.m. to 1:00 a.m.

Agency Commission 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 For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group). The following rates are for both local and national advertising.

MUSICAL OR DRAMATIC PROGRAMS

Table with 2 columns (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 5 minutes) and 2 rows (6:00 p.m. to 11:00 p.m. daily, 12:00 midnight to 8:00 a.m. daily) showing advertising rates.

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.

ANNOUNCEMENTS

Tie-in Announcements. Following chain programs—if approved by network client: After 6:00 p.m. 12.00 Before 6:00 p.m. 6.00 30 word announcements between programs: 12.00 After 6:00 p.m. 12.00 Before 6:00 p.m. 6.00

SPECIAL PROGRAMS

"Melody Express"—Early morning program, daily except Sunday. Participating program limited to six clients: 4.00 Morning Shopper: Late morning program, daily except Sunday. Limited to 12 clients: 150 words 6.00 "Hits and Bops"—Afternoon program, daily except Sunday. Participating program limited to six clients: 100 words 6.00 "Around the Town"—Cooperative programs in the evening when available: Per participation 12.00

Baseball Scores—Daily including Sundays:

Table with 2 columns (Early evening—per week (7 days), Late evening—per week (7 days), Service Announcements, Night rate—per week (7 days), Day rate—per week (7 days), Night rate—before 11:00 p.m., Day rate, News (Participating announcements in the News): Night rate, Day rate, Sponsorship of complete baseball games, wrestling matches, hockey games, polo games—rates on application, Stock Market Quotations (when and if available)—rates on application)

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply to recorded programs. 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 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

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 ac-

cepted. 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 Time

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 turn-plates.

Personnel

President—A. M. Moffat. Station Manager—Albert W. Marlin. Exclusive National Representatives—Edward Petry & Co., Inc.

W S P R

(Established 1936)



Rates effective February 1, 1941. Owned and operated by WSP R, Inc. Business Office and Studio—63 Chestnut St., Springfield, Massachusetts. Transmitter—West Springfield, Massachusetts.

Wave—Power—Time

Operating power—500 watts. (100% modulation; crystal control; limiting amplifier.) 236.2 meters; 1270 kilocycles. Licensed to operate full time on cleared regional channel. Operates on Eastern War Time. Actual 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

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

For combination rates see listing of Blue Network Company (Basic Blue Network). The following rates are for national advertising.

Table with 2 columns (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 5 minutes) and 2 rows (6:00 p.m. to 11:00 p.m., 1:00 p.m. to 6:00 p.m. Sunday) showing advertising rates.

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.

ANNOUNCEMENTS

Tie-in Announcements. Following chain programs—if approved by network client: After 6:00 p.m. 12.00 Before 6:00 p.m. 6.00 30 word announcements between programs: 12.00 After 6:00 p.m. 12.00 Before 6:00 p.m. 6.00

SPECIAL PROGRAMS

"Melody Express"—Early morning program, daily except Sunday. Participating program limited to six clients: 4.00 Morning Shopper: Late morning program, daily except Sunday. Limited to 12 clients: 150 words 6.00 "Hits and Bops"—Afternoon program, daily except Sunday. Participating program limited to six clients: 100 words 6.00 "Around the Town"—Cooperative programs in the evening when available: Per participation 12.00

Baseball Scores—Daily including Sundays:

Table with 2 columns (Early evening—per week (7 days), Late evening—per week (7 days), Service Announcements, Night rate—per week (7 days), Day rate—per week (7 days), Night rate—before 11:00 p.m., Day rate, News (Participating announcements in the News): Night rate, Day rate, Sponsorship of complete baseball games, wrestling matches, hockey games, polo games—rates on application, Stock Market Quotations (when and if available)—rates on application)

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply to recorded programs. 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 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

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 ac-

(This listing continued on next page)







CALUMET—Continued
W H D F—Continued

The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for time slots (7:00 a.m. to 9:00 a.m., 11:30 a.m. to 1:30 p.m., 5:30 p.m. to 7:30 p.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

Table with columns for time slots (9:00 a.m. to 11:30 a.m., 1:30 p.m. to 2:30 p.m., 4:30 p.m. to 5:30 p.m., 7:30 p.m. to 9:30 p.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

Table with columns for time slots (6:00 a.m. to 7:00 a.m., 2:30 p.m. to 4:30 p.m., and 9:30 p.m. to sign-off) and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes.

Table with columns for time slots (7:00 a.m. to 9:00 a.m., 11:30 a.m. to 1:30 p.m., and 4:30 p.m. to 5:30 p.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (9:00 a.m. to 11:30 a.m., 1:30 p.m. to 2:30 p.m., 4:30 p.m. to 5:30 p.m., and 7:30 p.m. to 9:30 p.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (6:00 a.m. to 7:00 a.m., 2:30 p.m. to 4:30 p.m., and 9:30 p.m. to sign-off) and rates for 100 words, 50 words, and 10 words.

SPECIAL FEATURES: News, sports events—rates on request. Time signals, weather reports and temperature reports at regular announcement rates.

RECORDED PROGRAMS: Transcription library services available. Rates and details on request. No additional charge is made for running electrical transcriptions.

TALENT: Rates on request. REMOTE CONTROL: Remotes equipment maintained for outside programs. Cost to be borne by sponsor. Quotations submitted on request.

Contract and Other Requirements: No contract accepted for a longer period than twelve months. Medical accounts are accepted only with the written approval of station management.

Closing Time: Time schedules cannot be guaranteed; advertiser's desires will be followed as closely as possible.

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—John W. Rice. Technical Supervisor—George Burzan. Commercial Manager—Albert W. Payne. Program Director—Earl Norden.

Representatives: Sears & Ayer, Inc.

DETROIT
(Wayne County)
CKLW

See complete listing under Windsor, Ontario, Canada. Considered by the Mutual Broadcasting System as their Detroit outlet.

WJBK
(Established 1926)

Rates effective January 1, 1940. Owned and operated by Jas. F. Hopkins, Inc. Business Office and Studio—6559 Hamilton Avenue, Detroit, Michigan, Trinity 2-2000. Transmitter—15555 Woodward Wilson Avenue, Detroit, Michigan.

Table with columns for time slots (9:00 a.m. to 10:00 p.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for time slots (7:30 a.m. to 9:00 a.m., 12:00 midnight to 1:00 p.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for time slots (12:00 midnight to 7:30 a.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for time slots (9:00 a.m. to 10:00 p.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for time slots (7:30 a.m. to 9:00 a.m., 12:00 midnight to 1:00 p.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for time slots (12:00 midnight to 7:30 a.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for time slots (9:00 a.m. to 10:00 p.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (7:30 a.m. to 9:00 a.m., 12:00 midnight to 1:00 p.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (12:00 midnight to 7:30 a.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (9:00 a.m. to 10:00 p.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (7:30 a.m. to 9:00 a.m., 12:00 midnight to 1:00 p.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (12:00 midnight to 7:30 a.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (9:00 a.m. to 10:00 p.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (7:30 a.m. to 9:00 a.m., 12:00 midnight to 1:00 p.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (12:00 midnight to 7:30 a.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (9:00 a.m. to 10:00 p.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (7:30 a.m. to 9:00 a.m., 12:00 midnight to 1:00 p.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (12:00 midnight to 7:30 a.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (9:00 a.m. to 10:00 p.m.) and rates for 100 words, 50 words, and 10 words.

Wave—Power—Time: Operating power—250 watts. (100% modulation.) 214.3 meters; 1400 kilocycles. Licensed to operate full time on local channel.

Agency Commission: Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on talent. All bills rendered and due weekly in advance. No cash discount.

Table with columns for time slots (9:00 a.m. to 10:00 p.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for time slots (7:30 a.m. to 9:00 a.m., 12:00 midnight to 1:00 a.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with columns for time slots (6:00 a.m. to 7:30 a.m., and 12:00 midnight to 1:00 a.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

ANNOUNCEMENTS: Sound effects or additional voices on spot announcements 20% extra. No English announcements are guaranteed at fixed position. If desired, add 10% to English rate.

Table with columns for time slots (9:00 a.m. to 10:00 p.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (7:30 a.m. to 9:00 a.m., 12:00 midnight to 1:00 a.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (12:00 midnight to 7:30 a.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (9:00 a.m. to 10:00 p.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (7:30 a.m. to 9:00 a.m., 12:00 midnight to 1:00 a.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (12:00 midnight to 7:30 a.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (9:00 a.m. to 10:00 p.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (7:30 a.m. to 9:00 a.m., 12:00 midnight to 1:00 a.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (12:00 midnight to 7:30 a.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (9:00 a.m. to 10:00 p.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (7:30 a.m. to 9:00 a.m., 12:00 midnight to 1:00 a.m.) and rates for 100 words, 50 words, and 10 words.

Table with columns for time slots (12:00 midnight to 7:30 a.m.) and rates for 100 words, 50 words, and 10 words.

**MICHIGAN—Continued**

**DETROIT—Continued**

**WJR**

(Established 1922)



Rates effective October 1, 1939. (Card No. 15.)  
Owned and operated by WJLH, The Goodwill Station, Inc.

Business Office—2103 Fisher Bldg., Detroit, Mich.  
Studio—Fisher Building, 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.

Actual operating schedule: 5:30 a.m. to 1:00 a.m.

**Agency Commission**

Agency commission 15% to advertising agencies recognized by station on net charges for station time. All bills rendered monthly—payable 10th month prox. Cash discount none.

**General Advertising**

For combination rates see listing of Columbia Broadcasting System (Basic Network). The following rates are for both local and national advertising.

Rates include radio charges by owners of music copyrights.

Frequency discounts are allowed retroactively on net station time charges only.

	(6:00 p.m. to 11:00 p.m.)	1 tl.	52 tl.
1 hour		700.00	595.00
1/2 hour		420.00	357.00
1/4 hour		280.00	238.00
5 minutes		140.00	119.00

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

		1 tl.	52 tl.
1 hour		465.00	395.25
1/2 hour		280.00	238.00
1/4 hour		185.00	157.25
5 minutes		92.50	78.63

(8:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

1 hour	850.00	297.50
1/2 hour	210.00	178.50
1/4 hour	140.00	119.00
5 minutes	80.00	68.00

(After 12:00 midnight and before 8:30 a.m.)

1 hour	235.00	199.75
1/2 hour	140.00	119.00
1/4 hour	85.00	80.75
5 minutes	50.00	42.50

**ANNOUNCEMENTS (Nighttime)**

100 words, each	70.00
30 words, each	70.00

(Daytime)

100 words, each	35.00
30 words, each	35.00

Sound effects or additional voices on announcements or chain breaks, 25% extra.

**SPECIAL FEATURES**

Mrs. Page's Household Economies—Limited to eight sponsors, regular discounts apply:  
Six announcements per week..... 240.00  
Single announcement..... 40.00

**POLITICAL TALKS**

Regular rates apply. Cash in advance.

**ELECTRICAL TRANSCRIPTIONS**

Not restricted as to hours. Regular rates apply.  
Transcriptions, one minute or less, 8:30 a.m. to 6:00 p.m. .... 40.00  
Before 8:30 a.m. .... 35.00  
Evenings ..... 80.00

**DISCOUNTS**

Discounts on announcements and transcriptions of one minute or less, to be broadcast within one year:

52 times	5%
104 times	10%
200 times	15%

**TALENT**

Rates on application.

**REMOTE CONTROL**

Complete facilities.

**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**

Rates are for facilities of the station only. Talent, news service or library transcriptions are extra. Programs to be put on in one of the regular station 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. All programs must conform to 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.

**Personnel**

President—G. A. Richards.  
Vice-Pres. and General Mgr.—Leo Fitzpatrick.  
Assistant General Manager—Owen F. Urdike.  
Representatives  
Edward Peiry & Company, Inc.

**WJL**

(Established 1920)



Rate card dated February 15, 1942. (Card No. 25.)

Owned and operated by Evening News Association, Business Office and Studio—626 Lafayette Avenue, West, Detroit, Michigan.

Transmitter—Eight Mile and Meyers Roads, Oak Park, Michigan.

Wave—Power—Time  
Operating power—5,000 watts.

310% modulation or diocycles.  
316.8 meters; 950 kilocycles.

Licensed to operate full time on regional channel.  
Operates on Eastern War Time.

Actual operating schedule: Sundays 9:00 a.m. to 12:00 midnight. Week days 6:45 a.m. to 12:00 midnight.

**Agency Commission**

Agency commission 15% to recognized advertising agencies. Commission does not apply on talent. No cash discount.

**General Advertising**

For combination rates see listing of National Broadcasting Company (Basic Network).

Rates are for time only.

**CLASS "A"**

(6:00 p.m. to 11:00 p.m. week days and 3:00 p.m. to 11:00 p.m. Sundays)

	1 hr.		1/2 hr.		5 min.		(*)	(†)
	hr.	hr.	hr.	hr.	min.	min.		
1 time	600.00	360.00	250.00	125.00	72.00	60.00		
13 times	570.00	342.00	237.50	118.75	68.40	57.00		
26 times	540.00	324.00	225.00	112.50	64.80	54.00		
52 times	525.00	315.00	218.75	109.38	63.00	52.50		
100 times	510.00	306.00	212.50	106.25	61.20	51.00		
200 times	480.00	288.00	200.00	100.00	57.60	48.00		
260 times	450.00	270.00	187.50	93.75	54.00	45.00		

**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 time	300.00	180.00	125.00	65.00	36.00	30.00
13 times	285.00	171.00	118.75	61.75	34.20	28.50
26 times	270.00	162.00	112.50	58.50	32.40	27.00
52 times	262.50	157.50	109.38	56.88	31.50	26.25
100 times	255.00	153.00	106.25	55.25	30.60	25.50
200 times	240.00	144.00	100.00	52.00	28.80	24.00
260 times	225.00	135.00	93.75	48.75	27.00	22.50

**CLASS "C"**

(7:00 a.m. to 9:00 a.m. and 11:00 p.m. to 12:00 midnight week days and Sundays)

1 time	200.00	120.00	85.00	45.00	24.00	20.00
13 times	190.00	114.00	80.75	42.75	22.80	19.00
26 times	180.00	108.00	76.50	40.50	21.60	18.00
52 times	175.00	105.00	74.38	39.38	21.00	17.50
100 times	170.00	102.00	72.25	38.25	20.40	17.00
200 times	160.00	96.00	68.00	36.00	19.20	16.00
260 times	150.00	90.00	63.75	33.75	18.00	15.00

**CLASS "D"**

(12:00 midnight to 7:00 a.m.)

1 time	100.00	60.00	45.00	25.00	13.00	10.00
13 times	95.00	57.00	42.75	23.75	11.40	9.50
26 times	90.00	54.00	40.50	22.50	10.80	9.00
52 times	87.50	52.50	39.38	21.88	10.50	8.75
100 times	85.00	51.00	38.25	21.25	10.20	8.50
200 times	80.00	48.00	36.00	20.00	9.60	8.00
260 times	75.00	45.00	33.75	18.75	9.00	7.50

(\*) Transcriptions of one minute or less.

(†) Announcement rates apply as follows:

Class "A"—Announcements of 50 words or 25 word chain breaks.  
Class "B"—Announcements of 100 words or 25 word chain breaks.  
Class "C" and "D"—Announcements of 100 words.

**TIE-IN ANNOUNCEMENTS**

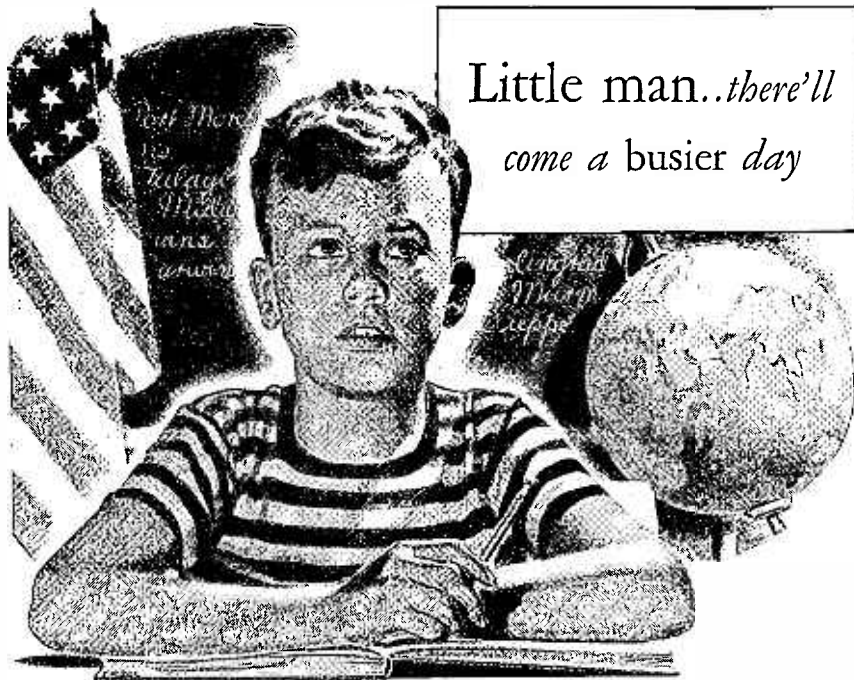
**CLASS "A"**

Tie-in announcements on network programs during sponsor's time:

	1	13	26	52	100	200	260
Each	tl.	tl.	tl.	tl.	tl.	tl.	tl.
Each	25.00	23.75	22.50	21.87	21.25	20.00	18.75

Each: 15.00 14.25 13.50 12.12 12.75 12.00 11.25  
Sound effects or additional voices on announcements 25% extra.

(This listing continued on next page)

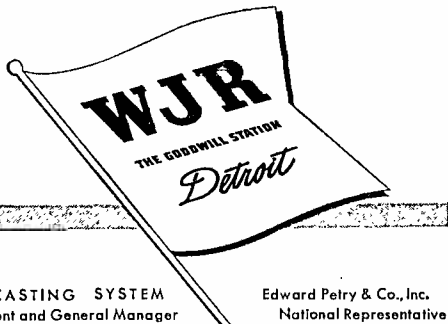


Little man..there'll  
come a busier day

Some fine day, lad, the booming of the big guns will be stopped . . . the chilling screech of falling bombs silenced. Forever, we hope. Then will come your day. Not an easy one, either. It's going to be up to you to keep the wheels of business and industry turning. You'll have to create, buy, sell things never dreamed of before. You'll have to live in and run a brand-new world.

It will take more than willing hands and big muscles . . . lots more "above the cars" than most folks ever needed. That's why, right now, it's time to keep your eye on the black-

board and your ear on the schoolroom radio. Yes, American Radio is helping make you ready for the future, too. In Michigan, for example, more than fifty educational programs, specially produced by Radio Station WJR, are picked up every month for classroom listening. It's being done for you, lad . . . to fit you for that busier day.



BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM  
G. A. Richards, President . . . Leo J. Fitzpatrick, Vice President and General Manager

Edward Peiry & Co., Inc.  
National Representative

**DETROIT—Continued**

**W W J—Continued**

**POLITICAL**

Rates on request.  
**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.

**Contract and Other Requirements**  
 Advertising of alcoholic beverages not accepted, excepting beer.  
 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**  
 Closing time on programs is 72 hours prior to scheduled time of broadcast. Closing time on announcements is 24 hours prior to scheduled 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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

**Personnel**  
 General Manager—Harry Bannister.  
 Sales Manager—Harry W. Betheridge.  
 Promotion Manager—Jake Albert.  
 Representatives—George F. Hollingsbery Company.

**W X Y Z**

(Established 1925)

Rates effective March 1, 1941. (Card No. 3.)  
 Owned and operated by King-Trendle Broadcasting Corporation.

Business Office—17th floor, Stroh Building, Detroit, Michigan, Ch. 8321.  
 Transmitter—Greenfield at Joy Road, Detroit, Mich.  
 Wave—Power—Time

Operating power—5,000 watts.  
 (100% modulation—crystal control.)  
 236.2 meters; 1270 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.  
 Actual operating schedule: 6:00 a.m. to 1:00 a.m.  
 Agency Commission

Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on talent. All bills rendered and due weekly in advance. No cash discount.  
**General Advertising**  
 For combination rates see listings of Blue Network Company (Basic Blue Network) and Michigan Radio Network.

**CLASS "A"**

(6:00 p.m. to 11:00 p.m. week days and 3:00 p.m. to 11:00 p.m. Sundays)

	1 hour	1/2 hr.	1/4 hr.	5 min.
1 time.....	500.00	300.00	200.00	100.00
13 times.....	475.00	285.00	190.00	95.00
26 times.....	450.00	270.00	180.00	90.00
52 times.....	437.50	262.50	175.00	87.50
104 times.....	425.00	255.00	170.00	85.00
156 times.....	412.50	247.50	165.00	82.50
208 times.....	400.00	240.00	160.00	80.00
260 times.....	375.00	225.00	150.00	75.00

**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 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

52 times.....	1 hour	1/2 hr.	1/4 hr.	5 min.
104 times.....	218.75	131.25	87.50	43.75
156 times.....	212.50	127.50	85.00	42.50
208 times.....	206.25	123.75	82.50	41.25
260 times.....	200.00	120.00	80.00	40.00
	187.50	112.50	75.00	37.50

**CLASS "C"**

(7:00 a.m. to 9:00 a.m. and 11:00 p.m. to 12:00 midnight daily)

1 time.....	167.00	100.00	67.00	33.00
13 times.....	158.65	95.00	63.65	31.85
26 times.....	150.30	90.00	60.30	29.70
52 times.....	141.92	87.50	58.62	28.87
104 times.....	133.54	85.00	56.95	28.05
156 times.....	133.77	82.50	55.27	27.22
208 times.....	133.60	80.00	53.60	26.40
260 times.....	125.25	75.00	50.25	24.75

**CLASS "D"**

(6:00 a.m. to 7:00 a.m. and 12:00 midnight to 1:00 a.m. week days)

1 time.....	83.50	50.00	33.00	17.00
13 times.....	79.33	47.50	31.83	16.15
26 times.....	75.15	45.00	30.15	15.30
52 times.....	73.06	43.75	29.31	14.87
104 times.....	70.98	42.50	28.98	14.45
156 times.....	68.88	41.25	27.63	14.02
208 times.....	66.79	40.00	26.30	13.60
260 times.....	62.63	37.50	25.18	12.75

**ANNOUNCEMENTS**

**CLASS "A"**

(6:00 p.m. to 11:00 p.m. week days and 3:00 p.m. to 11:00 p.m. Sundays)

1 time.....	60.00	50.00	50 wds.
13 times.....	57.00	47.50	47.50
26 times.....	54.00	45.00	45.00
52 times.....	52.50	43.75	43.75
104 times.....	51.00	42.50	42.50
156 times.....	49.50	41.25	41.25
208 times.....	48.00	40.00	40.00
260 times.....	45.00	37.50	37.50

**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 time.....	30.00	25.00	25.00
13 times.....	28.50	23.75	23.75
26 times.....	27.00	22.50	22.50
52 times.....	26.25	21.87	21.87
104 times.....	25.50	21.25	21.25
156 times.....	24.75	20.62	20.62
208 times.....	24.00	20.00	20.00
260 times.....	22.50	18.75	18.75

(\*) Transcription of one minute or less.  
 (†) Chain break (25 words)

**CLASS "C"**

(7:00 a.m. to 9:00 a.m. and 11:00 p.m. to 12:00 midnight daily)

1 time.....	20.00	17.00	17.00
13 times.....	19.00	16.15	16.15
26 times.....	18.00	15.30	15.30
52 times.....	17.50	14.87	14.87
104 times.....	17.00	14.45	14.45
156 times.....	16.50	14.02	14.02
208 times.....	16.00	13.60	13.60
260 times.....	15.00	12.75	12.75

**CLASS "D"**

(6:00 a.m. to 7:00 a.m. and 12:00 midnight to 1:00 a.m. week days)

1 time.....	10.00	8.50	8.50
13 times.....	9.50	8.08	8.08
26 times.....	9.06	7.65	7.65
52 times.....	8.75	7.43	7.43
104 times.....	8.50	7.23	7.23
156 times.....	8.25	7.02	7.02
208 times.....	8.00	6.80	6.80
260 times.....	7.50	6.38	6.38

(\*) Transcription (one minute or less).  
 (†) Announcements.

**ADDRESSES AND TALKS**

Accepted at regular commercial rates (15 minute periods only).

**SPECIAL FEATURES**

Rates for sponsorship for sports, time signals, weather reports, submitted on request.

**ELECTRICAL TRANSCRIPTIONS**

Available periods submitted on request.

**TALENT**

Sound effects and additional voices for announcements 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.

**Closing 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 turn-tables.

**Personnel**  
 President—George W. Trendle.  
 Sec'y & Gen'l Mgr.—H. Allen Campbell.  
 Ass't Com'l Mgr.—James G. Hiddell.  
 Sales Promotion Manager—Lambert B. Beuwikes.  
 Representatives—Paul H. Raymer Company.

**EAST LANSING**

(Ingham County)

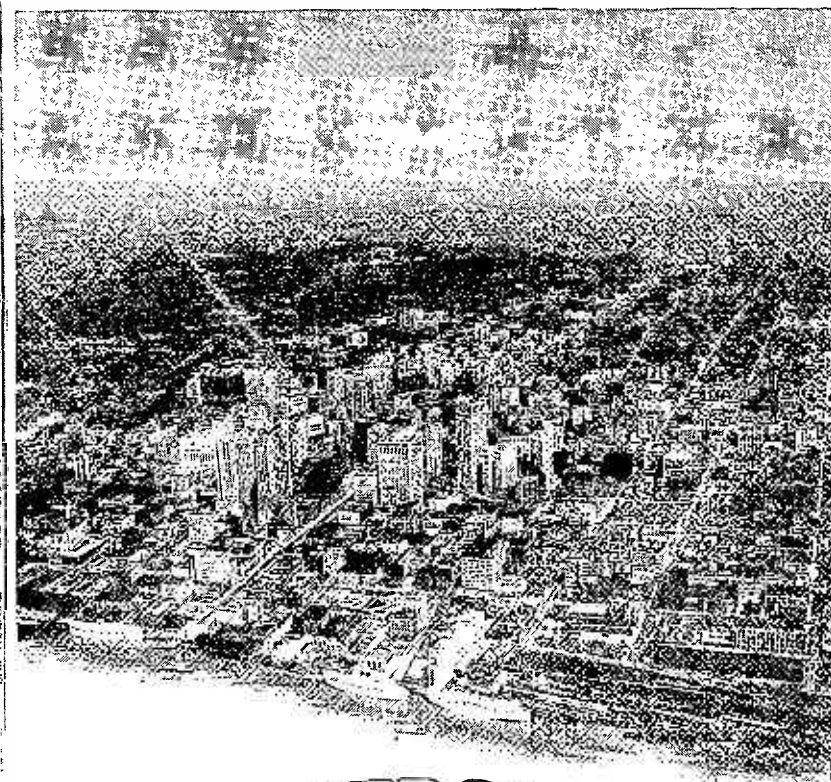
**W K A R**

Owned and operated by Michigan State College.  
 Studio—East Lansing, Michigan.

Transmitter—on the College campus.

Wave—Power—Time  
 Operating power—5,000 watts.  
 344.8 meters; 870 kilocycles.

Licensed to operate daylight hours only.  
 Does not sell time



**DETROIT'S**  
*First* STATION

WWW

National Representatives

GEORGE F. HOLLINGSBERY COMPANY

New York Chicago San Francisco Los Angeles Atlanta

OWNED AND OPERATED BY THE DETROIT NEWS

NBC Basic Network

Associated Station W45D-F.M.

MICHIGAN—Continued

ESCANABA

(Delta County)

W D B C

(Established 1941)

Owned and operated by Delta Broadcasting Company. Business Office and Studio—First and Ludington Streets, Escanaba, Michigan.

Transmitter—First and Ludington Streets, Escanaba, Michigan. Wave—Power—Time Operating power—250 watts. 291.3 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 4:00 p.m. Week days 8:00 a.m. to 10:15 p.m.

Agency Commission Agency commission 15% to recognized agencies on station time only. Cash discount 2%. Bills rendered first of month; due 20th of month following date of invoice.

General Advertising Affiliated with North Central Broadcasting System, Inc. The following rates apply to both national and local advertising.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour) and Rate (50.00, 30.00, 18.00)

MUSICAL PROGRAMS

(Day or night)

Table with 2 columns: Words (125 words, 5 minutes) and Rate (3.50, 8.00)

ANNOUNCEMENTS AND TALKS

(Day or night)

Table with 2 columns: Words (125 words, 5 minutes) and Rate (3.50, 8.00)

DISCOUNTS

The following discounts apply on Musical Programs and Announcements: Less than 13 times... Net 13 times within 13 weeks... 10%

SPECIAL FEATURES

Time Signals, Weather and Temperature Reports, etc., 50 words daily (week day), per month, 60.00. For each additional daily announcement per month, extra, 35.00.

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.

Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer and light wine. Contracts subject to cancellation by two 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 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. double turn-tables for vertical and lateral cut recordings.

Personnel Station Manager—Gordon H. Brozek.

FLINT

(Genesee County)

W D F D

(Established 1922)

Owned and operated by Flint Broadcasting Company. Business Office and Studio—Union Industrial Building, Flint, Michigan, telephone 2-7158.

Transmitter—Bristol Road, 1-1/2 miles southeast of Flint, Michigan. Wave—Power—Time Operating power—1,000 watts.

100% modulation—crystal control—directional antenna. 379.7 meters; 810 kilocycles. Licensed to operate unlimited time.

Operates on Eastern War Time. Operating schedule: 7:00 a.m. to 11:00 p.m.

Agency Commission Agency commission 15% to recognized agencies on net charges for station time. No commission on talent. Cash discount 2%. Bills rendered weekly.

General Advertising For combination rates see listings of Blue Network Company (Basic Blue Supplementaries) and Michigan Radio Network.

Rates include music performance fees. CLASS "A" (6:00 p.m. to 11:00 p.m.) 1 hour... 170.00

CLASS "B" (7:00 p.m. to 6:00 p.m.) 1 hour... 110.00

CLASS "C" (10:30 p.m. to 7:00 a.m.) 1 hour... 50.00

CLASS "D" (7:00 a.m. to 6:00 p.m.) 1 hour... 110.00

CLASS "E" (7:00 a.m. to 6:00 p.m.) 1 hour... 60.00

Table with 7 columns: Time (10 minutes, 5 minutes, 1 minute) and Rates (141, 131, 261, 521, 1041, 2001)

CLASS "C" (\*11:00 p.m. to 7:00 a.m.) 1 hour... 70.00

CLASS "D" (7:00 p.m. to 6:00 p.m.) 1 hour... 42.00

CLASS "E" (7:00 a.m. to 6:00 p.m.) 1 hour... 28.00

CLASS "F" (10:30 p.m. to 7:00 a.m.) 1 hour... 10.00

CLASS "G" (7:00 a.m. to 6:00 p.m.) 1 hour... 7.00

CLASS "H" (7:00 a.m. to 6:00 p.m.) 1 hour... 4.00

CLASS "I" (7:00 a.m. to 6:00 p.m.) 1 hour... 3.00

CLASS "J" (7:00 a.m. to 6:00 p.m.) 1 hour... 2.00

CLASS "K" (7:00 a.m. to 6:00 p.m.) 1 hour... 1.50

CLASS "L" (7:00 a.m. to 6:00 p.m.) 1 hour... 1.00

CLASS "M" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.50

CLASS "N" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.25

CLASS "O" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.10

CLASS "P" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.05

CLASS "Q" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.02

CLASS "R" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.01

CLASS "S" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.005

CLASS "T" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.002

CLASS "U" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.001

CLASS "V" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.0005

CLASS "W" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.0002

CLASS "X" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.0001

CLASS "Y" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.00005

CLASS "Z" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.00002

CLASS "AA" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.00001

CLASS "AB" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.000005

CLASS "AC" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.000002

CLASS "AD" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.000001

CLASS "AE" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.0000005

CLASS "AF" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.0000002

CLASS "AG" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.0000001

CLASS "AH" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.00000005

CLASS "AI" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.00000002

CLASS "AJ" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.00000001

CLASS "AK" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.000000005

CLASS "AL" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.000000002

CLASS "AM" (7:00 a.m. to 6:00 p.m.) 1 hour... 0.000000001

SPECIAL FEATURES News: Leased wire service available on request. Children's spots available for use on a participating basis—rates on request.

ELECTRICAL TRANSCRIPTIONS Transcription library service available—rates on request. Instantaneous recording equipment available.

REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs. Remote charges are not subject to agency commission.

SERVICE FACILITIES Services of staff announcers available at no extra charge. Contract and Other Requirements

Advertising alcoholic beverages not accepted excepting beer and wine. No contract accepted for a period 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.

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. turn-tables for vertical and lateral cut recordings.

Personnel Owner—Leonard A. Versluis. Station Manager—H. M. Steed. Representatives Joseph Hershey McGilvra, Inc.

WOOD—WASH

(Established 1928)



NBC and BLUE NETWORKS

Rates effective January 1, 1938. Operated by King-Trendle Broadcasting Corporation (lessee).

(WOOD and WASH are operated as a single station; WASH call letters being used before noon and WOOD in the afternoon and evening.)

Business Office and Studio—16th floor, Grand Rapids National Bank Building, Grand Rapids, Mich., telephone 9-4211.

Transmitter—Four mile south of city limits. 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: 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 advertising agencies on net charges for station time. No commission on talent. No cash discount. Bills rendered weekly.

General Advertising For combination rates see listings of National Broadcasting Company (Basic Supplementary), Blue Network Company and Michigan Radio Network.

The following rates are for general advertising. MUSICAL PROGRAMS (6:00 p.m. to 11:00 p.m.)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (125.00, 75.00, 50.00, 25.00)

(\*8:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (75.00, 45.00, 30.00, 15.00)

(\* For Sunday, 12:00 noon to 6:00 p.m., add 25% to these rates (12:00 midnight to 8:30 a.m.†)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (50.00, 30.00, 20.00, 10.00)

(†) Service available only if regularly scheduled program precedes or follows.

PROGRAM DISCOUNTS 26 or more periods... 5% 52 or more periods... 10%

ADDRESSES AND TALKS (After 6:00 p.m.) 1/4 hour periods only... 75.00

(Before 6:00 p.m.) 1/4 hour periods only... 45.00

ANNOUNCEMENTS An extra charge will be made for sound effects or additional voices on announcements.

1 minute transcription or 100 words... 15.00 35 word chain breaks... 10.00

(\*8:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) 1 minute transcription or 100 words... 9.00

35 word chain breaks... 6.00 (\* For Sunday, 12:00 noon to 6:00 p.m., add 25% to these rates (12:00 midnight to 8:30 a.m.†)

1 minute transcription or 100 words... 6.00 35 word chain breaks... 5.00

(†) Service available only if regularly scheduled program precedes or follows.

ANNOUNCEMENT DISCOUNTS 200 or more announcements... 15% 700 or more announcements 10% additional retroactive.

SPECIAL FEATURES Rates for sponsorship of news, sports, time signals, weather reports submitted on request. TALENT Rates on application. (This listing continued on next page)

GRAND RAPIDS—Continued
WOOD-WASH—Continued

REMOTE CONTROL

Remote control broadcasts as desired. In addition to station time, line charges are to be paid by sponsor. Contract and Other Requirements
On contracts extended or renewed, additional discounts so earned apply from date of renewal. Discounts are cumulative within one year, but not retroactive except on announcements as noted. Rates are for facilities of station only. Contracts subject to station owner's approval and government regulations. All material must conform to standards for station. Right is reserved to refuse or discontinue any advertising for any reason. All proposals subject to prior booking of time. Closing Time
Advertising closes 24 hours in advance of broadcast. Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using both vertical and lateral cut recordings.

- President—Geo. W. Trendle.
Vice-President—John H. King
Sec'y & Treas.—H. Allen Campbell.
Manager—Stanley W. Barnett
Promotion Manager—Carl S. Hester.
Representatives—New York, Chicago, San Francisco, Los Angeles—Paul H. Ruymer Company.

IRONWOOD

(Gogebic County)
WJMS
(Established 1931)
Rate card dated January 1, 1941. (Card No. 1.)
Owned and operated by the Upper Michigan-Wisconsin Broadcasting Company, Inc.
Business Office and Studio—124 E. McLeod Avenue. Ironwood, Mich., telephone 20.
Transmitter—H. S. Highway 2, Ironwood, Michigan.
Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
206.9 meters; 1450 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: Sundays 7:30 a.m. to 10:00 p.m. Week days 6:30 a.m. to 10:00 p.m.
Agency Commission
Agency commission 15% on net charges for station time to recognized agencies. Cash discount 2% of net—10 days from invoice date. No cash discount on talent. Invoices mailed 1st of each month on continuous contract; at end of service on short contracts less than one month. Political broadcasts, cash with order.
General Advertising
For combination rates see listings of Mutual Broadcasting System and Central Broadcasting System (Michigan-Copper Group).
When sold in group contract with WATW, Ashland, Wisconsin, and WHDF, Calumet, Michigan, a 25% combination discount from individual station rates applies for all three stations. A 15% combination discount is allowed for any two stations.
Rates include charges by owners of music copyrights. The following rates are for general advertising:

Table with columns for time slots (7:00 a.m. to 9:00 a.m., 11:30 a.m. to 1:30 p.m., 4:30 p.m. to 5:30 p.m., 7:30 p.m. to 9:30 p.m.) and rows for durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) with corresponding rates.

Table for CLASS 'B' with columns for time slots (9:00 a.m. to 11:30 a.m., 1:30 p.m. to 2:30 p.m., 4:30 p.m. to 5:30 p.m., 7:30 p.m. to 9:30 p.m.) and rows for durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) with corresponding rates.

Table for CLASS 'C' with columns for time slots (6:00 a.m. to 7:00 a.m., 9:30 p.m. to 11:30 p.m.) and rows for durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) with corresponding rates.

Table for ANNOUNCEMENTS with columns for time slots (7:00 a.m. to 9:00 a.m., 11:30 a.m. to 1:30 p.m., 4:30 p.m. to 5:30 p.m., 7:30 p.m.) and rows for word counts (100 words, 50 words) with corresponding rates.

SPECIAL FEATURES
Time Signals, Weather and Temperature reports at regular announcement rates.
Sports events, newscasts, birthday programs and market reports—rates on request.
RECORDED AND TRANSCRIPTION PROGRAMS
Transcription library services available. No service charge on transcriptions except shipping charges.
TALENT
The station will furnish any type of local talent available. Talent costs are in addition to time rates.
REMOTE CONTROL
Equipped for handling of temporary or permanent remotes.

SERVICE FACILITIES
Announcers, operating staff, program and continuity service at no extra charge.
Mechanical department to serve clients renders service in reasonable proportion to size of schedule.
Contract and Other Requirements
Advertising of alcoholic beverages accepted. All continuity subject to rules and regulations of the Federal Communications Commission and other competent authorities.
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. Time schedules cannot be guaranteed. However, advertiser's desires will be followed as closely as possible.
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.
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
Vice-President and General Mgr.—N. C. Ruddell.
Representatives—Sears & Avet, Inc.

JACKSON

(Jackson County)
WJBM
(Established 1925)
Rates received September 10, 1941.
Owned and operated by WJBM, Inc.
Business Office and Studio—Hotel Hayes, Jackson, Michigan, telephone 6121.
Transmitter—Hotel Hayes, Jackson, Michigan.
Wave—Power—Time
Operating power—250 watts.
(100% modulation)
206.9 meters; 1450 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 6:45 a.m. to 12:00 mid-night.
Agency Commission
Agency commission 15% to recognized advertising agencies on net charges for station time. All bills rendered on day following broadcasting payable 30 days net. No cash discount.
General Advertising
For combination rates see listings of Blue Network Company (Basic Blue Supplementaries) and Michigan Radio Network.
The following rates are for national advertising. For local advertising rates consult station management. Rates include charges made by owners of music copyrights. (7:00 a.m. to 12:00 midnight)

Table with columns for time slots (11:30 a.m. to 1:30 p.m., 1:30 p.m. to 3:00 p.m., 3:00 p.m. to 5:00 p.m., 5:00 p.m. to 7:00 p.m., 7:00 p.m. to 9:00 p.m., 9:00 p.m. to 11:00 p.m.) and rows for durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) with corresponding rates.

ANNOUNCEMENTS AND TALKS
(7:00 a.m. to 12:00 midnight)
One minute transcription or up to 100 words..... 5.00 4.50 4.25 4.00
Not subject to frequency discounts.

Table for POLITICAL ANNOUNCEMENTS with columns for time slots (11:30 a.m. to 1:30 p.m., 1:30 p.m. to 3:00 p.m., 3:00 p.m. to 5:00 p.m., 5:00 p.m. to 7:00 p.m., 7:00 p.m. to 9:00 p.m., 9:00 p.m. to 11:00 p.m.) and rows for durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) with corresponding rates.

REMOTE CONTROL
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. Ideas, continuities, etc. These will be submitted upon request. All contracts are subject to station 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 period.
Closing Time
Closing time for inclusion in general publicity and newspaper releases two weeks in advance of broadcast. Sponsored programs close one week in advance. Announcements, talks, speeches, etc., close the day previous.
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
President—Herman Radner
Vice-President and Manager—Roy Radner.
Representatives—Forloe & Company.

KALAMAZOO

(Kalamazoo County)
WKZO
(Established 1928)
Owned and operated by WKZO, Inc.
Business Office and Studio—Burdick Hotel, Kalamazoo, Mich., telephone 3-1223.
Transmitter—Parchment, Mich.
Wave—Power—Time
Operating power—5,000 watts.
508.5 meters; 590 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Agency Commission
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 listing of Columbia Broadcasting System.
Program time will not be sold in units of less than five minutes.
CLASS "A"
(6:00 p.m. to 12:00 midnight daily)
11:30 a.m. to 1:30 p.m. 13:30 a.m. to 1:30 p.m. 1:30 p.m. to 3:00 p.m. 3:00 p.m. to 5:00 p.m. 5:00 p.m. to 7:00 p.m. 7:00 p.m. to 9:00 p.m. 9:00 p.m. to 11:00 p.m.
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
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
1 min. or less transcriptions, including recorded chain breaks..... 15.00 14.25 13.50 12.75 12.00 11.25
100 words or less, including live chain breaks..... 12.00 11.40 10.80 10.20 9.60 9.00
CLASS "B"
(9:00 a.m. to 6:00 p.m. daily)
1 hour..... 75.00 71.25 67.50 63.75 60.00 56.95
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 21.37 20.25 19.12 18.00 16.87 15.75
5 minutes 15.00 14.25 13.50 12.75 12.00 11.25
1 min. or less transcriptions, including recorded chain breaks..... 10.00 9.50 9.00 8.50 8.00 7.50
100 words or less, including live chain breaks..... 8.00 7.60 7.20 6.80 6.40 6.00
CLASS "C"
(7:00 a.m. to 9:00 a.m. daily)
1 hour..... 82.50 59.37 56.25 53.12 50.00 46.87
1/2 hour..... 37.50 35.62 33.75 31.87 30.00 28.12
1/4 hour..... 25.00 23.75 22.50 21.25 20.00 18.75
10 minutes 18.75 17.81 16.87 15.93 15.00 14.06
5 minutes 12.50 11.87 11.25 10.62 10.00 9.37
1 min. or less transcriptions, including recorded chain 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
CLASS "D"
Monthly Rates
(7:00 a.m. to 9:00 a.m. week days)
Rates for announcements same as Class "C". If less than six quarter hours per week are used, Class "C" rates apply.
Per month: 1 mo. 3 mos. 6 mos. 12 mos.
1 hour..... 800.00 760.00 720.00 680.00
1/2 hour..... 500.00 475.00 450.00 425.00
1/4 hour..... 300.00 285.00 270.00 255.00
Note: Verbal announcements over 100 words take one minute electrical transcription rate. Chain breaks limited to 40 words.
Quantity discounts for additional announcements furnished on request.
SPECIAL FEATURES
News, sports and time signal reports. Rates on request.
POLITICAL BROADCASTS
Regular rates apply. Cash in advance.
ELECTRICAL TRANSCRIPTIONS
Regular rates apply with additional charge for transcriptions.
TALENT
Rates on application. 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.
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 to advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double 33-1/3 and 78 r.p.m. turn-tables with either vertical or lateral pick up heads.
Personnel
President and General Manager—John F. Fetzer.
General Sales Manager—John W. O'Harrow.
Representatives—Free & Peters, Inc.

Owned and operated by WKZO, Inc.
Business Office and Studio—Burdick Hotel, Kalamazoo, Mich., telephone 3-1223.
Transmitter—Parchment, Mich.
Wave—Power—Time
Operating power—5,000 watts.
508.5 meters; 590 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.
Agency Commission
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 listing of Columbia Broadcasting System.
Program time will not be sold in units of less than five minutes.
CLASS "A"
(6:00 p.m. to 12:00 midnight daily)
11:30 a.m. to 1:30 p.m. 13:30 a.m. to 1:30 p.m. 1:30 p.m. to 3:00 p.m. 3:00 p.m. to 5:00 p.m. 5:00 p.m. to 7:00 p.m. 7:00 p.m. to 9:00 p.m. 9:00 p.m. to 11:00 p.m.
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
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
1 min. or less transcriptions, including recorded chain breaks..... 15.00 14.25 13.50 12.75 12.00 11.25
100 words or less, including live chain breaks..... 12.00 11.40 10.80 10.20 9.60 9.00
CLASS "B"
(9:00 a.m. to 6:00 p.m. daily)
1 hour..... 75.00 71.25 67.50 63.75 60.00 56.95
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 21.37 20.25 19.12 18.00 16.87 15.75
5 minutes 15.00 14.25 13.50 12.75 12.00 11.25
1 min. or less transcriptions, including recorded chain breaks..... 10.00 9.50 9.00 8.50 8.00 7.50
100 words or less, including live chain breaks..... 8.00 7.60 7.20 6.80 6.40 6.00
CLASS "C"
(7:00 a.m. to 9:00 a.m. daily)
1 hour..... 82.50 59.37 56.25 53.12 50.00 46.87
1/2 hour..... 37.50 35.62 33.75 31.87 30.00 28.12
1/4 hour..... 25.00 23.75 22.50 21.25 20.00 18.75
10 minutes 18.75 17.81 16.87 15.93 15.00 14.06
5 minutes 12.50 11.87 11.25 10.62 10.00 9.37
1 min. or less transcriptions, including recorded chain 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
CLASS "D"
Monthly Rates
(7:00 a.m. to 9:00 a.m. week days)
Rates for announcements same as Class "C". If less than six quarter hours per week are used, Class "C" rates apply.
Per month: 1 mo. 3 mos. 6 mos. 12 mos.
1 hour..... 800.00 760.00 720.00 680.00
1/2 hour..... 500.00 475.00 450.00 425.00
1/4 hour..... 300.00 285.00 270.00 255.00
Note: Verbal announcements over 100 words take one minute electrical transcription rate. Chain breaks limited to 40 words.
Quantity discounts for additional announcements furnished on request.
SPECIAL FEATURES
News, sports and time signal reports. Rates on request.
POLITICAL BROADCASTS
Regular rates apply. Cash in advance.
ELECTRICAL TRANSCRIPTIONS
Regular rates apply with additional charge for transcriptions.
TALENT
Rates on application. 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.
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 to advance.
Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double 33-1/3 and 78 r.p.m. turn-tables with either vertical or lateral pick up heads.
Personnel
President and General Manager—John F. Fetzer.
General Sales Manager—John W. O'Harrow.
Representatives—Free & Peters, Inc.

LANSING

(Ingham County)
WJIM
(Established 1934)
Owned and operated by WJIM, Incorporated.
Business Office and Studio—City National Building, Lansing, Michigan.
Transmitter—City National Bldg., Lansing, Michigan.
Wave—Power—Time
Rates effective May 1, 1942.
Owned and operated by WJIM, Incorporated.
Business Office and Studio—City National Building, Lansing, Michigan.
Transmitter—City National Bldg., Lansing, Michigan.
(This listing continued on next page)

Table with columns for time slots (7:00 a.m. to 9:00 a.m., 11:30 a.m. to 1:30 p.m., 4:30 p.m. to 5:30 p.m., 7:30 p.m. to 9:30 p.m.) and rows for durations (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) with corresponding rates.

Table for ANNOUNCEMENTS with columns for time slots (7:00 a.m. to 9:00 a.m., 11:30 a.m. to 1:30 p.m., 4:30 p.m. to 5:30 p.m., 7:30 p.m.) and rows for word counts (100 words, 50 words) with corresponding rates.

SPECIAL FEATURES
Time Signals, Weather and Temperature reports at regular announcement rates.
Sports events, newscasts, birthday programs and market reports—rates on request.
RECORDED AND TRANSCRIPTION PROGRAMS
Transcription library services available. No service charge on transcriptions except shipping charges.
TALENT
The station will furnish any type of local talent available. Talent costs are in addition to time rates.
REMOTE CONTROL
Equipped for handling of temporary or permanent remotes.

BLUE NETWORK STATION

Rates effective May 1, 1942.
Owned and operated by WJIM, Incorporated.
Business Office and Studio—City National Building, Lansing, Michigan.
Transmitter—City National Bldg., Lansing, Michigan.
(This listing continued on next page)



Rates effective September 1, 1941. (Card No. 7.)

MICHIGAN—Continued

LANSING—Continued  
W J I M—Continued

Wave—Power—Time  
Operating power—250 watts.  
(100% modulation.)  
241.9 meters; 1240 kilocycles.  
Licensed to operate full time.  
Operates on Eastern War Time.  
Actual operating schedule: daily 7:00 a.m. to 12:00 midnight.  
Agency Commission  
Agency commission 15% to recognized advertising agencies on net charges for station time. All bills rendered and due weekly in advance. No cash discount.

General Advertising  
For combination rates see listings of Blue Network Company (Basic Blue Supplementaries) and Michigan Radio Network.  
The following rates apply to national advertising. For local advertising rates consult station management. Rates include radio charges by owners of music copyrights.

Table with columns for time slots (6:00 p.m. to 11:00 p.m.) and rates for 1, 1/2, 1/4 hour and 5 minutes.

The following rates are subject to 20% discount on 78 time contract.

Table showing rates for 1 minute and 50 words for announcements.

Table showing rates for 5 minutes and 75 word political spots for talks and lectures.

SPECIAL FEATURES  
Musical Clock: Daily except Sunday, 7:00 a.m. to 8:00 a.m., participating, feminine commentator: 200 word announcement, each..... 7.00  
78 time contract, 200 word announcements, each 5.00  
Time Signals: Six daily, exclusive, per week \$1.00. 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 application.

REMOTE CONTROL  
Special rates on request for broadcasts from cafes, 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 desires 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 a period of one year. Manuscript must be furnished in advance and no deviation permitted.

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.  
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

LAPEER

(Lapeer County)

W M P C

Owned and operated by The Liberty Street Gospel Church of Lapeer.

Studio—Lapeer, Michigan.  
Transmitter—Lapeer, Michigan.

Wave—Power—Time  
Operating power—250 watts.  
243.9 meters; 1230 kilocycles.  
Licensed to operate approved hours.  
Does not sell time.

MARQUETTE

(Marquette County)

W D M J

(Established 1931)

Owned and operated by Lake Superior Broadcasting Company, Inc.

Studio—Mining Journal Bldg., Marquette, Mich.  
Transmitter—Mining Journal Bldg., Marquette, Mich.

Actual operating schedule: Sunday 9:00 a.m. to 1:30 p.m. Week days 8:00 a.m. to 10:00 p.m.  
Agency Commission  
Agency commission 15% on broadcasting rates only to advertising agencies recognized by station. Cash discount 2% if paid by 10th of month following date of invoice.  
Payment dates are weekly or monthly on contract agreement, otherwise cash in advance.  
Commission and cash discounts apply on station time only.

Wave—Power—Time  
Operating power—250 watts.  
223.9 meters; 1340 kilocycles.  
Licensed to operate full time.  
Operates on Central War Time.  
Actual operating schedule: Sunday 9:00 a.m. to 1:30 p.m. Week days 8:00 a.m. to 10:00 p.m.  
Agency Commission  
Agency commission 15% on broadcasting rates only to advertising agencies recognized by station. Cash discount 2% if paid by 10th of month following date of invoice.  
Payment dates are weekly or monthly on contract agreement, otherwise cash in advance.  
Commission and cash discounts apply on station time only.

General Advertising  
Affiliated with North Central Broadcasting System, Inc.  
MUSICAL PROGRAMS  
(Day or night)  
1 hour..... 50.00  
1/2 hour..... 30.00  
1/4 hour..... 18.00

ANNOUNCEMENTS AND TALKS  
(Day or night)  
125 words..... 3.50  
5 minutes..... 8.00

DISCOUNTS  
The following discounts apply on Musical Programs and Announcements:  
Less than 13 times..... Net  
13 times within 13 weeks..... 10%  
26 times within 26 weeks..... 15%  
39 times within 39 weeks..... 17-1/2%  
52 times within 52 weeks..... 20%  
104 times within 52 weeks..... 25%  
156 times within 52 weeks..... 30%  
312 times within 52 weeks..... 35%

SPECIAL FEATURES  
Time Signals, Weather and Temperature Reports, etc., 50 words daily (week day), per month, 60.00. For each additional daily announcement per month, extra, 35.00.  
Discounts—3 months, 10%; 6 months, 15%; 12 months, 20%.  
TALENT  
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  
All programs and announcements subject to approval by station management both as to subject and mechanical quality in recorded broadcasts. Right is reserved to refuse all or any part of announcements which do not, in the estimation of the management, maintain a level of quality and character creditable alike to the station and the advertiser.  
Time discounts apply on station charges only. Program position subject to time available.

Closing Time  
Closing date for inclusion in publicity release to two weeks in advance of broadcast.  
Sponsored programs close one week in advance. Announcements, talks, speeches, etc., close the day previous.

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  
Manager and Program Director—Gordon H. Brozek.  
Representatives  
None.

MUSKEGON

(Muskegon County)

W K B Z

(Established 1926)

Rates effective February 1, 1941. (Card No. 4.)  
Owned and operated by Ashbacher Radio Corp., Muskegon, Michigan.  
Business Office and Studio—124 Apple Ave., Muskegon, Mich.  
Transmitter—Muskegon, Michigan.

Wave—Power—Time  
Operating power—250 watts.  
(100% modulation.)  
201.3 meters; 1490 kilocycles.  
Licensed to operate unlimited time on local channel.  
Operates on Eastern War Time.  
Actual operating schedule: Daily 7:00 a.m. to 11:00 p.m.  
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  
The following rates are for national advertising.  
1 hr. 1/2 hr. 1/4 hr. 5 min. \*1 min.  
1 time 100.00 60.00 40.00 20.00 11.00  
6 times 95.00 57.00 37.00 19.00 10.75  
13 times 90.00 54.00 35.00 18.00 10.50  
26 times 85.00 51.00 32.00 17.00 10.25  
39 times 80.00 48.00 30.00 16.00 10.00  
52 times 75.00 45.00 28.00 15.00 9.75  
100 times 70.00 42.00 26.00 14.00 9.50  
150 times 65.00 39.00 24.00 13.00 9.25  
200 times 60.00 36.00 22.00 12.00 9.00  
300 or more times..... 55.00 33.00 20.00 11.00 8.75  
(Before 6:00 p.m.)  
1 time 75.00 45.00 30.00 16.00 8.00  
6 times 71.75 43.00 27.50 14.50 7.75  
13 times 68.50 41.00 25.00 14.00 7.50  
26 times 65.25 39.00 22.50 13.00 7.25  
39 times 62.00 37.00 20.00 12.00 7.00  
52 times 58.75 35.00 18.00 11.00 6.75  
100 times 55.50 33.00 16.00 10.00 6.50  
150 times 52.25 31.00 14.00 9.00 6.25

WEEKLY FREQUENCY RATES  
Less than 13 wks. 13 wks. 26 wks. 52 wks.  
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  
1/4 hour 40.00 38.00 36.00 34.00 32.00  
5 minutes 20.00 19.00 18.00 17.00 16.00  
100 words 10.00 9.50 9.00 8.50 8.00  
50 words or less..... 7.00 6.55 6.30 5.95 5.60

Per week for—  
1 hour 13 wks. 26 wks. 52 wks.  
3 days weekly..... 270.00 248.00 229.50 216.00  
5 days weekly..... 425.00 382.50 361.25 340.00  
6 days weekly..... 510.00 459.00 433.50 408.00  
1/2 hour 3 days weekly..... 162.00 145.80 137.70 129.50  
5 days weekly..... 255.00 229.50 216.75 204.00  
6 days weekly..... 306.00 275.40 260.10 244.80  
5 minutes 3 days weekly..... 85.00 76.50 72.25 68.00  
5 days weekly..... 135.00 121.50 114.75 108.00  
6 days weekly..... 150.00 135.00 127.50 120.00

Additional Discounts  
Weekly frequency rates are subject to the following additional discounts when advertisers use more than one like period daily:  
2 daily..... 10%  
3 daily..... 15%  
4 or more daily..... 20%

SPECIAL FEATURES  
News Broadcasts: Sold at regular end rates. No additional charge for news service or newscaster.  
Time Signals: 50 or 100 words at regular rates where available.  
Market reports and sports broadcasts, rates on request.  
(This listing continued on next page)

1 hr. 1/2 hr. 1/4 hr. 5 min. \*1 min.  
260 times 39.00 23.00 14.00 8.00 4.50  
300 or more times..... 37.50 22.50 12.50 7.50 4.00  
(\* All announcements 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 pro rata.)

SPECIAL FEATURES  
Weather reports, time signals, news reports, sports reports, all games and events—rates on request.

RECORDED PROGRAMS  
Regular time charges apply to recorded programs. Station library available.  
Special transcriptions, sound effects and records furnished at cost.

REMOTE CONTROL  
Remote control charges, line costs, rental of remote equipment are extra, and rates are quoted on request.

Contract and Other Requirements  
Time charges are for time only, and include services of one announcer and use of 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.

In contracts with talent or for programs or line facilities the station is 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.  
Four weeks' notice required to secure newspaper listing.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcription, using 33 and 78 r.p.m. double turn-tables for vertical or lateral cut recordings.

Personnel  
Manager—Grant F. Ashbacher.  
Program Director—Frank Lynn.  
Sales Manager—W. C. Wester.  
Chief Engineer—George Krivitzky.  
Representatives—Burn-Smith Company, Inc.

PONTIAC

(Oakland County)

W C A R

(Established 1939)

Rates effective April 1, 1940. (Card No. A-1). Rev. Owned and operated by Pontiac Broadcasting Co., Inc.

Business Office and Studio—606 Riker Building, Pontiac, Michigan, telephone 7141.  
Transmitter—Square Lake Road, west of Telegraph Road.

Wave—Power—Time  
Operating power—1,000 watts.  
283.5 meters; 1130 kilocycles.  
Licensed to operate day.  
Operates on Eastern War Time.

Agency Commission  
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. Short 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.  
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.

1 tt. 13 tt. 26 tt. 52 tt. 100 tt.  
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  
1/4 hour 40.00 38.00 36.00 34.00 32.00  
5 minutes 20.00 19.00 18.00 17.00 16.00  
100 words 10.00 9.50 9.00 8.50 8.00  
50 words or less..... 7.00 6.55 6.30 5.95 5.60

WEEKLY FREQUENCY RATES  
Less than 13 wks. 13 wks. 26 wks. 52 wks.  
1 hour 13 wks. 26 wks. 52 wks.  
3 days weekly..... 270.00 248.00 229.50 216.00  
5 days weekly..... 425.00 382.50 361.25 340.00  
6 days weekly..... 510.00 459.00 433.50 408.00  
1/2 hour 3 days weekly..... 162.00 145.80 137.70 129.50  
5 days weekly..... 255.00 229.50 216.75 204.00  
6 days weekly..... 306.00 275.40 260.10 244.80  
5 minutes 3 days weekly..... 85.00 76.50 72.25 68.00  
5 days weekly..... 135.00 121.50 114.75 108.00  
6 days weekly..... 150.00 135.00 127.50 120.00

Additional Discounts  
Weekly frequency rates are subject to the following additional discounts when advertisers use more than one like period daily:  
2 daily..... 10%  
3 daily..... 15%  
4 or more daily..... 20%

SPECIAL FEATURES  
News Broadcasts: Sold at regular end rates. No additional charge for news service or newscaster.  
Time Signals: 50 or 100 words at regular rates where available.  
Market reports and sports broadcasts, rates on request.  
(This listing continued on next page)

PONTIAC—Continued

W C A R—Continued

POLITICAL BROADCASTS

Regular rates apply. Cash in advance. Merchandising service available upon request; estimates submitted on complete merchandising service.

Contract and Other Requirements: Program charges (talent, special announcers, continuity, remote costs, etc.) are in addition to station charges. Rates cover only station time and facilities for programs originating in station studios.

PORT HURON

(St. Clair County)

W H L S

(Established 1938)

Rates effective January 1, 1943. Owned and operated by Harmon L. Stevens and Herman L. Stevens. Business Office and Studio—932 Military Street, Port Huron, Michigan.

Wave—Power—Time: Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate unlimited time on local channel.

General Advertising: 1 hour (7:00 a.m. to 11:30 p.m.) 40.00. 3/4 hour 32.00. 1/2 hour 24.00. 1/4 hour 16.00. 5 minutes 8.00.

DISCOUNTS: Applicable to programs and announcements. Payable only when earned on net charges. 13 times 5%. 26 times 10%. 52 times 15%.

SPECIAL FEATURES: News Periods, Time Signals, Market Reports—details and rates on request. POLITICAL TALKS: General rates apply—payable in advance.

TALENT: Additional charges are made for programs originating outside of the station's studio. REMOTE CONTROL: Station reserves the right to refuse, cancel or change time of advertising for any reason.

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: Gen'l Mgr. & Prog. Dir.—Harmon L. Stevens. Commercial Manager—R. L. Macklin. Chief Engineer—Leslie Conant.

ROYAL OAK

(Oakland County)

W E X L



Rate card dated April 15, 1940. (Card No. 6.) Owned and operated by Royal Oak Broadcasting Co. Business Office and Studio—212 W. Sixth Street, Royal Oak, Michigan, telephone 0815.

Wave—Power—Time: Operating power—50 watts. 253.9 meters; 1340 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time.

General Advertising: (9:00 p.m. to 11:00 p.m.) 1 hour 90.00. 1/2 hour 50.00. 1/4 hour 30.00. 5 minutes 20.00.

(6:00 a.m. to 8:00 p.m. and 11:00 p.m. to 4:00 a.m.)

Table with 4 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and 4 rates (11, 13, 26, 52).

ANNOUNCEMENTS

Table with 4 columns: Duration (100 words or less, 1 min, 1/2 min, 1/4 min) and 4 rates (11, 13, 26, 52).

SPECIAL FEATURES: Foreign language (polish) programs, newscasts, sports-casts, time signals and weather reports—rates on request.

ELECTRICAL TRANSCRIPTIONS

Table with 4 columns: Duration (1/4 hour, 5 minutes, 1 minute) and 4 rates (11, 13, 26, 52).

Table with 4 columns: Duration (1/4 hour, 5 minutes, 1 minute) and 4 rates (11, 13, 26, 52).

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.

Contract and Other Requirements: Rates are for station time only. All contracts, program material and manuscript subject to station approval and government regulations.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. turn-tables.

Personnel: Manager—Ellis C. Thompson. Program Director—Kirk Knight. Chief Engineer—Joseph L. McFarland.

SAGINAW

(Saginaw County)

W S A M

(Established 1940)



Rates effective December 1, 1942. Owned and operated by Saginaw Broadcasting Co. Business Office and Studio—Bay at Weiss St., Saginaw, Mich., telephone 2-5109, 2-8012.

Wave—Power—Time: Operating power—250 watts. (100% modulation.) 214.3 meters; 1400 kilocycles. Operates on Eastern War Time.

Agency Commission: Agency commission 15% on net charges for station time. No cash discount. Bills rendered first of month and are due 10th of month.

General Advertising: For combination rates see National Broadcasting Company (Basic Supplementaries). The following rates are for national advertising.

Table with 4 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes, One minute) and 4 rates (11, 13, 26, 52).

Table with 4 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes, One minute) and 4 rates (11, 13, 26, 52).

ELECTRICAL TRANSCRIPTIONS: Transcription library services available. REMOTE CONTROL: Facilities for remote control broadcasts available.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted, excepting light wines and beer. Contracts are subject to cancellation by two weeks' written notice.

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: General Manager—Milton L. Greenbaum. Representatives: Headley-Reed Company.

SAULT STE. MARIE

W S O O

(Established 1940)

Rates effective July 1, 1940. Owned and operated by Hiawathaland Broadcasting Company. Business Office and Studio—107 W. Portage Ave., Sault Ste. Marie, Mich., telephone 3000.

Wave—Power—Time: Operating power—250 watts days; 100 watts nights. 243.9 meters; 1230 kilocycles. Licensed to operate full time.

Agency Commission: Agency commission 15% to advertising agencies recognized by station on net charges for station time and talent. No cash discount. All bills rendered and due the first of the following month.

General Advertising: The following rates are for national and local advertising. 1 hour 25.00. 1/2 hour 15.00. 1/4 hour 10.00. 5 minutes 5.00.

SPECIAL FEATURES: Additional charges made for programs originating 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.

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—Stanley R. Pratt. Commercial Manager—H. Y. Burnett. Representatives: Joseph Hershey McGilivra, Inc., Canada—H. N. Stovin.

TRAVERSE CITY

W T C M

(Established 1941)

Rates received July 31, 1941. Owned and operated by Midwestern Broadcasting Co. Business Office and Studio—Anderson Bldg., Traverse City, Michigan, telephone 1150.

Wave—Power—Time: Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time on local channel.

Agency Commission: Agency commission 15% to recognized agencies. Cash discount 2%. Bills rendered first of month and are due 15th of month.

General Advertising: The following rates are for both national and local advertising. 1 hour 56.00. 1/2 hour 30.80.

Table with 4 columns: Duration (1/4 hour, 1 time, 2 times, 3 times, 4 times, 5 times, 6 times, 7 times) and 4 rates (11, 13, 26, 52).

Table with 4 columns: Duration (1 hour, 1/2 hour, 1/4 hour, 5 minutes, One minute) and 4 rates (11, 13, 26, 52).

SPOT ANNOUNCEMENTS: 1 hour 3.50. 1/2 hour 2.75. 1/4 hour 2.50. 5 minutes 2.25.

ELECTRICAL TRANSCRIPTIONS: Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted. Contracts subject to cancellation by one week written notice 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. turn-tables for vertical and lateral cut recordings.

Personnel: Station Manager—Les Biederman. Representatives: Hal Holman Company.

MINNESOTA

ARROWHEAD NETWORK

(Established 1935)

WEBC Building, Duluth, Minnesota.

Comprised of: WEBC-Duluth-Superior WBLB-Virginia, Minn. WMFG-Hibbing, Minn. Rates effective February 15, 1942.

Wave-Power-Time

See individual listings.

Agency Commission

Agency commission 15% to recognized agencies. Commission does not apply on talent. No cash discount. Accounts payable 10th of month following service.

General Advertising

Rates apply to all classes of accounts and all classes of advertising. The following rates are for both local and national advertising.

Rates include radio charges by owners of music copyrights.

BASIC RATES

CLASS "A"

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

Table with 5 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 4 min, 3 min, 2 min, 1 min), and 5 rows of rates for Class A.

CLASS "B"

(7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 10:30 p.m.)

Table with 5 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 4 min, 3 min, 2 min, 1 min), and 5 rows of rates for Class B.

CLASS "C"

(10:30 p.m. to 7:00 a.m.)

Table with 5 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 4 min, 3 min, 2 min, 1 min), and 5 rows of rates for Class C.

SPECIAL FEATURES

News: Leased wire service available at regular rates plus talent. Time Signals: Regular announcement rates apply. Transcribed announcements available at regular rates plus talent charge.

POLITICAL PROGRAMS

All political programs take the "one time rate. No commission to agencies on political broadcasts.

IDENTITY (IDENT)

Programs can originate from studios of any member station at no additional cost. Extra charges are made for programs originating outside of the studios.

SERVICE FACILITIES

Continuity, production, merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

Contract and Other Requirements

Advertising of alcoholic beverages other than beer not accepted. No contract to exceed one year's duration. All contracts subject to network approval, government regulations, the NAB Code of Ethics for the radio broadcasting industry, and to the conditions of the standard AAAA contract form.

Personnel: Business Manager—Thomas O'Neil. Representatives—George P. Hollingbery Company.

MINNESOTA RADIO NETWORK

Headquarters—Hotel Hollingbery, Minneapolis; Hotel St. Paul, St. Paul, Minn. Executive Offices—Hotel St. Paul, St. Paul, Minn., Cedar 5311, Hollingbery 3222.

Comprised of: KOPN—Minneapolis-St. Paul. KROC—Rochester, Minn. KYSM—Mankato, Minn. KFAM—St. Cloud, Minn.

Rates effective September 1, 1942. (Card No. 5.)

Wave-Power-Time

See individual listings.

Agency Commission

Agency commission 15% on net station charge only to agencies recognized by network. No cash discount. Invoices mailed weekly unless otherwise agreed.

General Advertising

No additional discounts.

COMPLETE NETWORK

CLASS "A"

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

Table with 5 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 26 times, 52 times, 65 times, 130 times, 156 times, 209 times, 312 times, 468 times, 624 times), and 5 rows of rates for Class A.

CLASS "B"

(12:00 noon to 1:00 p.m. week days)

Table with 5 columns: Time (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 209 times, 312 times, 468 times, 624 times), and 5 rows of rates for Class B.

CLASS "C"

(9:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. week days and 8:00 a.m. to 12:00 noon Sundays)

Table with 5 columns: Time (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 209 times, 312 times, 468 times, 624 times), and 5 rows of rates for Class C.

CLASS "D"

(10:00 p.m. to 9:00 a.m. week days and 10:00 p.m. to 8:00 a.m. Sundays)

Table with 5 columns: Time (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 209 times, 312 times, 468 times, 624 times), and 5 rows of rates for Class D.

CLASS "E"

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

Table with 5 columns: Time (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 209 times, 312 times, 468 times, 624 times), and 5 rows of rates for Class E.

ANNOUNCEMENTS

Class "A" Class "B" Class "C"

Table with 5 columns: Time (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 209 times, 312 times, 468 times, 624 times), and 5 rows of rates for Announcements.

(\*) One minute (125 words maximum).

(†) Fifteen seconds (30 words).

Class "A"—6:00 p.m. to 10:00 p.m. daily.

Class "B"—12:00 noon to 1:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays.

Class "C"—9:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to sign-off.

Rates applicable to the following three stations, available as a group: KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud.

CLASSES "A" & "B"

1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.

Table with 5 columns: Time (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 209 times, 312 times, 468 times, 624 times), and 5 rows of rates for Classes A & B.

CLASS "C"

(12:00 noon to 1:00 p.m., 6:00 p.m. to 10:00 p.m. week days and 12:00 noon to 10:00 p.m. Sundays)

Table with 5 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), and 5 rows of rates for Class C.

CLASS "D"

1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.

Table with 5 columns: Time (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 209 times, 312 times, 468 times, 624 times), and 5 rows of rates for Class D.

CLASS "E"

1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.

Table with 5 columns: Time (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 209 times, 312 times, 468 times, 624 times), and 5 rows of rates for Class E.

The following rates apply to announcements sold in combination with KROC, Rochester, KYSM, Mankato, and KFAM, St. Cloud.

ANNOUNCEMENTS

Class "A" Class "B" Class "C"

Table with 5 columns: Time (1 time, 26 times, 52 times, 65 times, 130 times, 156 times, 209 times, 312 times, 468 times, 624 times), and 5 rows of rates for Announcements.

Announcement rates include one announcer only. Additional charges made for sound effects or extra voices.

(\*) One minute (125 words maximum).

(†) Fifteen seconds (30 words).

Class "A"—6:00 p.m. to 10:00 p.m. daily.

Class "B"—12:00 noon to 1:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays.

Class "C"—9:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to sign-off.

SPECIAL FEATURES

News services available for sponsorship as established features or at other available times. Regular time rates apply, plus talent and news charges.

Sports: Comprehensive national, sectional and local sports coverage available for sponsorship as established features or at other available times. Regular time rates apply, plus talent and news charges.

Time Signals at regular announcement rates.

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

Contract and Other Requirements: No periods sold in bulk for resale. All contracts and programs subject to cancellation unless service starts within 60 days. All contracts subject to network's approval and governmental regulations.

Network reserves right to refuse or discontinue any service for reasons satisfactory to network. Orders subject to conditions of standard form of contract.

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. All rates guaranteed for one year from date of first broadcast, with no interruption. No contract to exceed one year's duration.

Personnel: Pres. & Gen'l Mgr.—Stanley E. Hubbard. Vice-Pres. & Treas.—Kenneth M. Hance. Sales Manager—Ray C. Jenkins. Sales Promotion Manager—Sam L. Levitan. Representatives—Edward Petry & Company, Inc.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

MINNESOTA GROUP

Affiliated with Mutual Broadcasting System. Executive Offices—Hotel St. Paul, St. Paul, Minn. See listing under "Network and Group Listings."

Personnel: Gen'l Mgr. & Pres.—John W. Bolor. Sales & Merch. Mgr.—William L. Wallace. Production Manager—Donn Clayton.

For latest time clearance, schedules, data and other information, telephone North Central Broadcasting System, Dial 6595, St. Paul, Minn., collect or wire the same office collect.

SOUTHERN MINNESOTA NETWORK

101 N. Second St., Mankato, Minn. Comprised of: KATE—Albert Lea KROC—Rochester KYSM—Mankato

Rates effective March 16, 1942.

Wave-Power-Time See individual listings.

Agency Commission 15% to recognized agencies. No cash discount.

General Advertising CLASS "A"

(12:00 noon to 1:00 p.m., 6:00 p.m. to 10:00 p.m. week days and 12:00 noon to 10:00 p.m. Sundays)

Table with 5 columns: Time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), and 5 rows of rates for Class A.

(This listing continued on next page)



SOUTHERN MINNESOTA NETWORK—Continued

Table with columns for Frequency Rates, Class 'A', and Class 'B'. Includes rates for 1, 1/2, and 1/4 hour slots.

Table with columns for Discounts and Announcements. Includes rates for 13, 26, 39, and 52 weeks.

Table with columns for Announcements, Class 'A', and Class 'B'. Includes rates for 100 words or one minute, 30 words, and 100 words or one hour.

ANNOUNCEMENTS (12:00 noon to 1:00 p.m., 6:00 p.m. to 10:00 p.m. week days and 12:00 noon to 10:00 p.m. Sundays) 10:00 p.m. (All other time) 100 words or one minute..... 8.00 7.60 7.25 6.85 6.50 6.25 30 words..... 6.00 5.70 5.40 5.15 4.90 4.65

DULUTH (St. Louis County) K D A L COLUMBIA AFFILIATE

Personnel: President and Manager—Edgar L. Havelk. Assistant Manager—Warner C. Tidemann. Sales Manager—Tom H. Lathrop. Representatives: The Foreman Company. Rates effective October 15, 1941. Owned and operated by Red River Broadcasting, Inc. Business Office and Studio: 18 Brauer Building, Duluth, Minn., Melrose 2628. Transmitter—Foot of 63rd Ave., W., West Duluth, Minn.

Table with columns for Class 'A' and Class 'B' rates. Includes rates for 1, 1/2, 1/4, 10 min, 5 min, and 1 min slots.

Table with columns for Class 'C' and Class 'D' rates. Includes rates for 1, 1/2, 1/4, 10 min, 5 min, and 1 min slots.

Special Features: News, sports, time signals, temperature, market and road reports, rates on application. TALKS, SPEECHES, ETC. General advertising rates apply. Time strictly subject to arrangement. Manuscript of talks must be submitted 74 hours in advance. ELECTRICAL TRANSCRIPTIONS: Transcription libraries maintained, details on request.

Closing 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 78 r.p.m. turn-tables for vertical and lateral cut recordings. Personnel: General Manager—Dalton LeMaurier. Commercial Manager—Olin S. Ramsland. Representatives: Free & Peters, Inc.

W D S M Considered by the Mutual Broadcasting System as their Duluth-Superior outlet. For rates and data see listing under Superior, Wisconsin.

W E B C (Established 1924)

Owned and operated by Head of The Lakes Broadcasting Company, Inc. Business Office—WELBC Building, Duluth, Minnesota. Melrose 1537. Transmitter—Superior, Wisconsin. Wave—Power—Time: Operating power—5,000 watts. Modulation—(crystal control) 237.3 meters—3330 kilocycles. Licensed to operate full time. Operates on Central War Time. Operates 16 hours on Sunday and 17 hours week days. Agency Commission: Agency commission 15% to recognized agencies. Commission does not apply on talent. No cash discount. All bills are due and payable by 10th of month following broadcast. General Advertising: For combination rates see listings of National Broadcasting Company (Basic Supplementary), Blue Network Company, North Central Broadcasting System and Arrowhead Network. Affiliated with Northwest Network. The following rates are for both local and national advertising. Rates include radio charges by owners of music copyrights.

Table with columns for Class 'A' and Class 'B' rates. Includes rates for 1, 1/2, 1/4, 10 min, 5 min, and 1 min slots.

Table with columns for Class 'C' and Class 'D' rates. Includes rates for 1, 1/2, 1/4, 10 min, 5 min, and 1 min slots.

SPECIAL FEATURES: News: Regular rates plus talent cost. Sports: Regular rates plus talent and service charge. Time Signals: Regular announcement rates. Transcribed announcements available at regular rates plus talent charge.

ELECTRICAL TRANSCRIPTIONS: Electrical transcriptions accepted at regular program rates. Not restricted to certain hours. Transcription library services available—rates on request.

TALENT: 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 program not furnished by but presented in studios of WELBC.

Contract and Other Requirements: No blanket orders accepted. Advertising of hard liquor accepted after 10:30 p.m. The rates herein quoted are for the facilities of the station only. Musical, dramatic and other talent charges are in addition to the time rates. If, for any reason, the advertiser does not use number of programs specified in contracts 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. (This listing continued on next page)

ALBERT LEA K A T E (Fresno County)

Rate card updated—received December 28, 1937. (Card No. 1.) Owned and operated by Albert Lea-Austin Broadcasting Co., Inc. Studios—Albert Lea and Austin, Minnesota. Transmitter—Albert Lea, Minnesota.

Wave—Power—Time: Operating power—250 watts. 206.9 meters; 1450 kilocycles. 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.

Agency Commission: 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 listings of Mutual Broadcasting System and North Central Broadcasting System (Minnesota Group). Affiliated with Southern Minnesota Network. Fees charged by owners of music copyrights are not included in rates.

Table with columns for Class 'A' and Class 'B' rates. Includes rates for 1, 1/2, 1/4, 10 min, 5 min, and 1 min slots.

Table with columns for Class 'C' and Class 'D' rates. Includes rates for 1, 1/2, 1/4, 10 min, 5 min, and 1 min slots.

Table with columns for Weekly Rates. Includes rates for 13, 26, 39, and 52 weeks.

Table with columns for Five times weekly rates. Includes rates for 1, 1/2, 1/4, 10 min, and 5 min slots.

MINNESOTA—Continued

DULUTH—Continued

W E B C—Continued

No contract accepted for longer period than one year. All broadcasting programs are subject to the approval of station management...

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—Walter C. Bridges. Business Manager—Thomas W. Gavin. Representatives George P. Hollingsbery Company

FERGUS FALLS

Other Tall County

K G D E

(Established 1926)

Rates received May 17, 1942. Owned and operated by KGDE Broadcasting Co. Studio—Fergus Falls, Minn., telephone 3986.

Wave—Power—Time Operating power—250 watts to local sunset; 1000 watts thereafter. (100% modulation—crystal control.)

Agency Commission Agency commission 15% on time rates only. No discount on talent. Cash discount 2%—10 days from invoice date.

General Advertising For combination rates see listings of Mutual Broadcasting System and North Central Broadcasting System (Minnesota Group).

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (50.00, 25.00, 12.50, 10.00, 7.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (45.00, 22.50, 11.25, 9.00, 6.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (40.00, 20.00, 10.00, 7.50, 5.00)

DISCOUNTS

Table with 2 columns: Times (13 times, 26 times, 39 times, 52 times) and Discount (5%, 10%, 15%, 20%)

ANNOUNCEMENTS

Table with 2 columns: Words (100 words, 50 words, 25 words) and Rate (2.50, 2.00, 1.50)

Table with 2 columns: Words (100 words, 50 words, 25 words) and Rate (2.25, 1.75, 1.35)

Table with 2 columns: Words (100 words, 50 words, 25 words) and Rate (2.00, 1.50, 1.25)

POLITICAL TALKS

All political talks are carried at national rates and must be submitted to station prior to broadcast.

RECORDED PROGRAMS

Musical transcription library available. No extra charge.

TALENT

Rates on request. REMOTE CONTROL. Facilities for remote pick-ups outside of studios.

Contract and Other Requirements No hard liquor advertising accepted. Station reserves the right to re-schedule any commercial period...

Closing Time Closing date of program seven 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. double turn-tables.

Personnel Manager—G. L. Jaran. Representatives None.

HIBBING

(St. Louis County)

W M F C



Rates effective February 1, 1942.

Owned and operated by the Head of the Lakes Broadcasting Company. Business Office and Studio—Androy Hotel, Hibbing, Minnesota, telephone 1150.

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate unlimited time.

Agency Commission Agency commission 15% to recognized advertising agencies on net charges for station time.

General Advertising For combination rates see listings of Blue Network Company (Basic Supplementaries), North Central Broadcasting System (Bridges Group) and Arrowhead Network.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (60.00, 36.00, 24.00, 14.40, 9.60, 6.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (57.00, 34.20, 22.80, 13.68, 9.12, 6.70)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (52 times, 27.75, 16.65, 11.10, 6.84, 4.63, 3.47)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (27.00, 16.20, 10.80, 6.40, 4.50, 3.38)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (25.50, 15.30, 10.20, 6.12, 4.25, 3.19)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (24.00, 14.40, 9.60, 5.76, 4.00, 3.00)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (22.50, 13.50, 9.00, 5.40, 3.75, 2.82)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (21.00, 12.60, 8.40, 5.04, 3.50, 2.63)

Special Features News: Local, state and national hourly. POLITICAL BROADCASTS Accepted at regular rates, payable in advance.

Electrical Transcriptions Electrical transcription accepted. TALENT Any type of talent desired by advertiser is available.

Line Charges No charge is made for plating programs originating in one station and plating over both.

Contract and Other Requirements Rates quoted are for the facilities of the station only; musical, dramatic and other talent charges are in addition to the time rates.

Agency Commission 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.

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

Personnel Manager—H. S. Hyett.

MANKATO

(Blue Earth County)

K Y S M

(Established 1938)



Rates effective April 1, 1939. (Card No. 2.) Owned and operated by P. H. Clements & Company. Business Office and Studio—101 North Second Street, Mankato, Minnesota, Mankato 4073.

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate unlimited time.

Agency Commission Agency commission 15% to recognized agencies on net station time. No commission on political broadcasts. No cash discount. Bills due and payable when rendered.

General Advertising For combination rates see listings of National Broadcasting Company (Basic Supplementaries) and Blue Network Company.

Personnel None.

CLASS "A"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

CLASS "B"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (8:30 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. week days, and 12:00 noon to 6:00 p.m. Sunday)

CLASS "C"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (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 Sunday)

STRIP RATES

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (Three or more times per week)

CLASS "A"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (Per week)

CLASS "B"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (8:30 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. week days, and 12:00 noon to 6:00 p.m. Sunday)

CLASS "C"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (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 Sunday)

DISCOUNTS ON STRIP RATES

Rates for three or more programs per week subject to the following additional discounts for consecutive weekly service: 13 weeks, 5%; 26 weeks, 10%; 52 weeks, 20%

ANNOUNCEMENTS

Announcements of 100 words or less may not be combined with programs of five minutes or more to earn frequency discounts.

CLASS "A"

Table with 2 columns: Time (100 words, 80 words) and Rate (11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

CLASS "B"

Table with 2 columns: Time (100 words, 80 words) and Rate (8:30 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. week days, and 12:00 noon to 6:00 p.m. Sunday)

CLASS "C"

Table with 2 columns: Time (100 words, 80 words) and Rate (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 Sunday)

SPECIAL FEATURES

Time Signals, weather and temperature reports at regular announcement rates. Special Sales Service—125 words maximum, 6:00 a.m. to 7:00 a.m., 56.25.

Participating Programs—125 words maximum, daily except Sunday, six days weekly: Class "A" 85.00, Class "B" 70.00, Class "C" 70.00

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 sports reviews available as established features or at other available times. Regular rates apply plus talent and news charges.

POLITICAL RATES

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 twenty-four hours in advance of broadcast schedule.

ELECTRICAL TRANSCRIPTIONS

Transcription library services available. Rates and details on request.

TALENT

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.

Closing Time All contracts should be closed as far in advance as possible to facilitate production.

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

Personnel General Manager—John F. Meagher. Representatives The Foreman Company.

**MINNEAPOLIS—ST. PAUL**

(Minneapolis, Hennepin County; St. Paul, Ramsey County)

**KSTP**

(Established 1928)



**BROADCASTING CO.**

Rates effective October 1, 1941. Owned and operated by KSTP, Inc.

Executive Offices—St. Paul Hotel, St. Paul, Minn. Studios—Radisson Hotel, Minneapolis, Minnesota, and St. Paul Hotel, St. Paul, Minn., Cedar 5511. Transmitter—Highway 61 and County Road C, Ramsey County, Minnesota.

Agency Commission  
Operating power—50,000 watts.  
(100% modulation—crystal control.)  
200.0 meters; 1500 kilocycles.  
Operates on Central War Time.  
Licensed to operate full time. Operates 24 hours daily.

Agency Commission  
Agency commission 15% on net station charge only to agencies recognized by station. No commission on talks or talent. No cash discount. Invoices mailed weekly unless otherwise agreed.

General Advertising  
For combination rates see listings of National Broadcasting Company (Basic Network). Affiliated with Northwest Network.  
The following rates apply to both local and national advertising.  
Discounts earned on one type of service are not applicable to another service.

**TIME RATES**

**CLASS "A"**  
(6:00 p.m. to 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	400.00	240.00	160.00	120.00	50.00
26 times	380.00	228.00	152.00	114.00	76.00
52 times	370.00	222.00	148.00	111.00	74.00
65 times	360.00	216.00	144.00	108.00	72.00
130 times	340.00	204.00	136.00	102.00	68.00
156 times	320.00	192.00	128.00	96.00	64.00
260 times	300.00	180.00	120.00	90.00	60.00
312 times	280.00	168.00	112.00	84.00	56.00
468 times	270.00	162.00	108.00	81.00	54.00
624 times	260.00	156.00	104.00	78.00	52.00

**CLASS "B"**  
(9:00 a.m. to 6:00 p.m. week days and 9:00 a.m. to 12:00 noon Sundays)

1 time	200.00	120.00	80.00	60.00	40.00
26 times	190.00	114.00	76.00	57.00	38.00
52 times	185.00	111.00	74.00	55.50	37.00
65 times	180.00	108.00	72.00	54.00	36.00
130 times	170.00	102.00	68.00	51.00	34.00
156 times	160.00	96.00	64.00	48.00	32.00
260 times	140.00	84.00	56.00	42.00	28.00
312 times	135.00	81.00	54.00	40.50	27.00
468 times	130.00	78.00	52.00	39.00	26.00

**CLASS "C"**  
(10:00 p.m. to 11:15 p.m. and 6:00 a.m. to 9:00 a.m.)

1 time	135.00	85.00	55.00	40.00	27.50
26 times	128.25	76.00	52.25	38.00	26.13
52 times	124.87	74.00	50.87	37.00	25.44
65 times	121.50	72.00	49.50	36.00	24.75
130 times	114.75	68.00	46.75	34.00	23.38
156 times	108.00	64.00	44.00	32.00	22.00
260 times	101.25	60.00	41.25	30.00	20.62
312 times	94.50	56.00	38.50	28.00	19.25
468 times	91.12	54.00	37.12	27.00	18.58
624 times	87.75	52.00	35.75	26.00	17.87

**CLASS "D"**  
(12:00 noon to 6:00 p.m. Sundays)

1 time	300.00	180.00	120.00	-----	-----
26 times	285.00	171.00	114.00	-----	-----
52 times	277.50	166.50	111.00	-----	-----
65 times	270.00	162.00	108.00	-----	-----
130 times	255.00	153.00	102.00	-----	-----
156 times	240.00	144.00	96.00	-----	-----
260 times	225.00	135.00	90.00	-----	-----
312 times	210.00	126.00	84.00	-----	-----
468 times	202.50	121.50	81.00	-----	-----
624 times	195.00	117.00	78.00	-----	-----

**CLASS "E"**  
(11:15 p.m. to 6:00 a.m.)  
Rates on request.

Two or more units of 15 minutes or more broadcast on the same day for the same spots or extra voices, same 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.

**DISCOUNTS**

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. All rates guaranteed for one year from date of first broadcast, with or without interruption. No contract to exceed one year's duration.

**ANNOUNCEMENTS**

Announcement rates include one announcer only. Additional charge made for sound effects or extra voices.

	CLASS "A"	CLASS "B"
	(†)	(‡)
1 time	75.00	50.00
26 times	71.25	47.50
52 times	69.37	46.25
65 times	67.50	45.00
130 times	63.75	42.50
156 times	60.00	40.00
260 times	56.25	37.50
312 times	52.50	35.00
468 times	50.62	33.75
624 times	48.75	32.50

Class "A"—6:00 p.m. to 10:00 p.m.  
Class "B"—6:00 a.m. to 5:59 p.m. and 10:01 p.m. to 1:00 a.m.  
(†) One minute (125 words).  
(‡) 15 seconds (30 words).

**SPECIAL FEATURES**

News and Sports: Regular time rates apply. Talent and news charges on request.  
Household Forum: 11:00 a.m. to 11:30 a.m. Monday through Friday, participation program for non-competitive foodstuffs and allied products. May be combined with regular announcement contracts. Exclusive participations will be granted any advertisers contracting for three or more participations weekly:  
1 time..... 32.50 130 times..... 27.63  
26 times..... 30.88 156 times..... 26.00  
52 times..... 30.06 260 times..... 24.38  
65 times..... 29.25 312 times..... 22.75  
Time signals at regular announcement rates.

**ELECTRICAL TRANSCRIPTIONS**

Electrical transcriptions accepted at regular program rates. Not restricted to certain hours.  
Transcription library services available—rates on request.

**TALENT**

Rates on request.  
**SERVICE FACILITIES**  
Station artists' bureau and booking service is available to all advertisers. Complete merchandising service available to advertisers at actual cost.

**REMOTE CONTROL**

Complete facilities for remote pick-ups outside of studios. Expenses for such pick-ups charged at cost.

**Contract and Other Requirements**  
All orders subject to conditions of station's standard contract form. No periods sold in bulk for resale. All contracts subject to cancellation unless program starts within 60 days. All contracts subject to station's approval and governmental regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station. All orders subject to conditions or station's standard form of contract.

**Closing Time**

Closing date for general publicity two weeks in advance.  
**Mechanical Program Equipment**  
Equipped to handle programs by electrical transcription, using 38-1/3 and 78 r.p.m. lateral and vertical double turn-table equipment.  
**Personnel**  
President & General Mgr.—Stanley E. Hubbard.  
Vice-President & Treasurer—K. M. Hanco.  
Sales Manager—Ray C. Jenkins.  
Sales Promotion Manager—Sam L. Levitan.  
Representatives  
Edward Petry & Company, Inc.

**WCCO**  
(Established 1924)

**COLUMBIA OPERATED**

Rates effective February 1, 1942. (Card No. 15.)  
Owned and operated by Columbia Broadcasting System, Inc.  
Business Office and Studio—625 Second Ave., No. Minneapolis, Minnesota, Main 1202.  
Other Studios—Hotel Lowry, St. Paul, Minnesota, Cedar 7666. After office hours, Midway 2355.  
Transmitter—Anoka, Minnesota.  
(This listing continued on next page)

**WE'RE STRIKING UP the BRAND!**

**NO** magic wand is KSTPete's baton. Sales-wise, the "big stick" represents good radio. With our exclusive "Planalyzed Promotion" as a self-starter, good radio keeps the KSTP Brand-Wagon at the head of the sales parade here in the important Twin Cities Market.

Look over the KSTP Brand-Wagon's list of local, national spot and network passengers, remembering that only one thing keeps these advertisers aboard — results! Then climb on yourself for a real sales joy-ride.

Exclusive NBC Affiliate for the Twin Cities

**KSTP**  
MINNEAPOLIS  
ST. PAUL

**5000 WATTS**  
CLEAR CHANNEL

Represented Nationally by Edward Petry & Co.

MINNESOTA—Continued

Minneapolis-St. Paul—Continued  
W C C O—Continued

Wave—Power—Time  
Operating power—50,000 watts.  
(100% modulation—heat regulated crystal control.)  
361.4 meters; 830 kilocycles.  
Licensed to operate full time on national cleared channel. Operates on Central War Time.  
Operating schedule: 24 hours daily.

Agency Commission  
Agency commission 15% on net time charges to agencies recognized by station. No cash discount. Bills rendered weekly.

General Advertising  
For combination rates see listing of Columbia Broadcasting System (Nabors Group).  
Rates for periods in excess of one hour are in exact proportion to one hour rates.  
Rates include charges by owners of music copyrights.

GENERAL BROADCASTING TIME RATES  
Without Talent—Gross

Table with columns for time slots (e.g., 8:00 p.m. to 10:00 p.m. daily) and rates per week for 1, 2, 3, 4, 5, and 6 days.

Table with columns for time slots (e.g., 9:00 a.m. to 1:30 p.m., 4:30 p.m. to 8:00 p.m.) and rates per week for 1, 2, 3, 4, 5, and 6 days.

Table with columns for time slots (e.g., 1:30 p.m. to 4:30 p.m. week days and 10:30 p.m. to 11:00 p.m. daily) and rates per week for 1, 2, 3, 4, 5, and 6 days.

Table with columns for time slots (e.g., 7:00 a.m. to 9:00 a.m. daily) and rates per week for 1, 2, 3, 4, 5, and 6 days.

Table with columns for time slots (e.g., 11:00 p.m. to 12:00 midnight and 6:00 a.m. to 7:00 a.m.) and rates per week for 1, 2, 3, 4, 5, and 6 days.

(\*) Two week cancellation privilege required by the station on five minute contracts.  
Seven or more times per week pro rata to six time rate. Three-quarter hour—80% of one hour rate.

DISCOUNTS

All discounts apply to time charges only. 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.

Table showing weekly dollar volume discounts for various ranges of advertising volume, from 230.00 to 1,030.00 or more weekly.

Discounts for Consecutive Weeks  
Discounts for consecutive weeks of broadcasting. Applicable only to rates listed under "General Broadcasting Time Rates" after deducting applicable dollar volume discounts, if any. The discount will be due and payable at the end of 13, 26 or 52 weeks of broadcasting excepting that it will be allowed concurrently on non-cancellable contracts.

ANNOUNCEMENTS  
Accepted on announcement periods only. No other announcements available, except service announcements. No contests in announcement form. 20% surcharge on electrical transcriptions.

Table showing rates for announcements at different times of day (10:30 p.m. to 11:00 p.m., 11:00 p.m. to 12:00 midnight, 6:00 a.m. to 7:00 a.m.) for 1 and 100 words.

Per week  
1 tt. 3 tt. 6 tt.  
100 words..... 20.00 58.00 110.00  
1 minute live announcement..... 24.00 70.00 135.00

SPECIAL FEATURES  
Station Breaks: Between 6:00 p.m. and 10:00 p.m., one per evening, copy limited to 25 words including time signal, each 54.00; per week 333.00. No time discounts. Before 8:00 p.m. and after 10:00 p.m., one per day, copy limited to 35 words plus time signal or temperature report, each 30.00; per week 173.00. No time discounts. 20% surcharge on electrical transcriptions.

Open House: 45 minutes Saturday morning, live talent musical variety program, including two 10 minute kitchen quizzes; 45 minutes 495.00; 30 minutes 350.00; 15 minutes 185.00; 10 minutes 135.00.  
Night Owls: 12:00 midnight to 1:00 a.m., recorded musical program featuring listener membership. Rates on request.  
News features and sports review—when available. Rates on request.

For 21 or more announcements per week on 52 week non-cancellable contract, 25% annual discount plus applicable dollar volume discount on the balance.

TALENT

Program ideas, lists of talent and rates on application.  
REMOUE 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.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. (Facilities for handling vertical cut records.)

Personnel  
General Manager—A. E. Joscelyn.  
Assistant Manager—A. B. Sheehan.  
Sales Promotion Manager—S. H. Kaufman.

Representatives  
Radio Sales.

WDGY

(Established 1928)



Rates effective January 1, 1942. (Card No. 12.)  
Owned and operated by WDGY Broadcasting Station, Business Office and Studios—Hotel Nicolet, Minneapolis, Minn., Br. 7777 and Mt. 6303.  
Transmitter—5 miles west of Minneapolis on Wyzata Boulevard.

Wave—Power—Time  
Operating power—3,000 watts to local sunset; 300 watts for one hour after local sunset.  
(100% modulation—crystal control.)  
265.5 meters; 1130 kilocycles.  
Operator on Central War Time.  
Licensed to operate one hour after local sunset on clear channel.

Agency Commission  
Agency commission 15% on net station charges for time service and production, only to agencies recognized by station. No commission on political talks. No cash discount. All invoices mailed weekly. Bills due 10th of following month.

General Advertising  
The following rates are for local and 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 allowed until earned under terms of contract.

Table showing rates for advertising at different times of day (11:30 a.m. to 1:30 p.m., 4:00 p.m. to 5:30 p.m., sign-off week days and 12:00 noon to sign-off Sundays) for 1 and 100 words.

Table showing rates for CLASS "B" advertising at different times of day (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 p.m., 6:00 a.m. to 12:00 noon Sundays) for 1, 1/2, 1/4, 5, 1, 50, 30.

CLASS "C"  
Applicable to programs:  
13 to 25 times..... 5% 104 to 155 times..... 20%  
26 to 51 times..... 10% 156 to 259 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%

ANNOUNCEMENTS 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

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)

Table showing net program rates for CLASS "A" advertising at different frequencies (1/4 hour, 3 times weekly, 5 times weekly, 6 times weekly) for 13, 26, and 52 weeks.

CLASS "B"

Table showing net program rates for CLASS "B" advertising at different frequencies (1/4 hour, 3 times weekly, 5 times weekly, 6 times weekly) for 13, 26, and 52 weeks.

CLASS "C"

Table showing net program rates for CLASS "C" advertising at different frequencies (1/4 hour, 3 times weekly, 5 times weekly, 6 times weekly) for 13, 26, and 52 weeks.

SPECIAL FEATURES  
News—24 hour leased wire service available; 10 minute periods daily at 6:00 a.m., 8:00 a.m., 10:00 a.m., 12:00 noon, 2:00 p.m., 4:00 p.m. and 6:00 p.m. Rates include services of special newscaster. Rates on request.

WDGY Health Club—Musical exercises for women. 9:30 a.m. to 9:45 a.m., Monday through Friday—Rates on request.

Village Ramblers—Live talent musical show. 11:45 a.m. to 12:00 noon and 12:10 p.m. to 12:30 p.m., Monday through Friday—Rates on request.

Sunday Hayride—Half hour live talent barn dance type show, 1:00 p.m. to 1:30 p.m. Sunday—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 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.

REMOUE 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.

SERVICE FACILITIES  
Complete merchandising service available. Complete continuity service, and supervised production, gratis 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 itself. 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 turn-tables 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.

Personnel  
General Manager—George W. Young  
Commercial Manager—Leo L. Whiting.

Representatives  
William G. Hambeau Company.

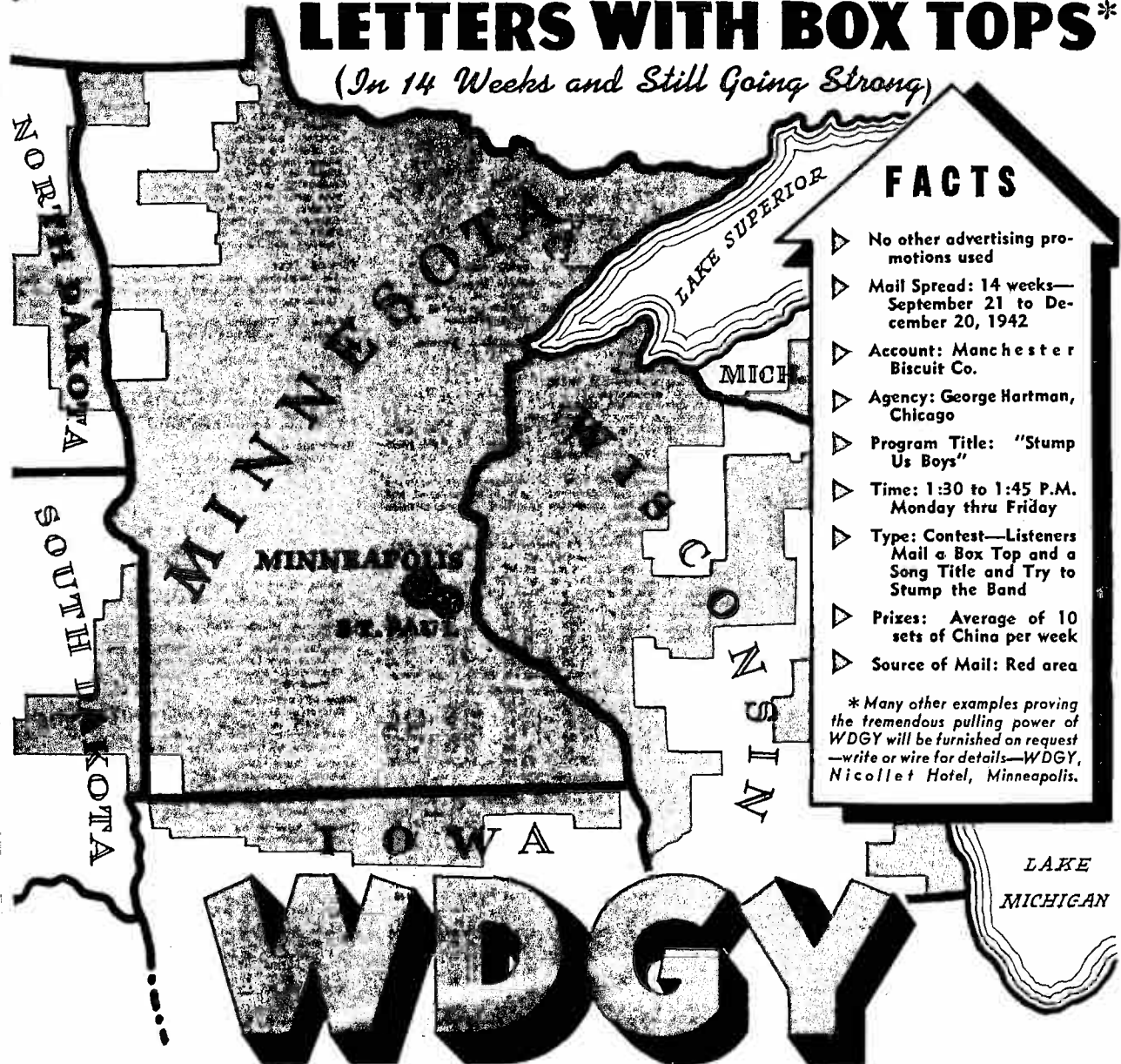
# WALDORF CRACKERS

*PULLED*

# 17,253

## LETTERS WITH BOX TOPS\*

*(In 14 Weeks and Still Going Strong)*



### FACTS

- ▷ No other advertising promotions used
- ▷ Mail Spread: 14 weeks—September 21 to December 20, 1942
- ▷ Account: Manchester Biscuit Co.
- ▷ Agency: George Hartman, Chicago
- ▷ Program Title: "Stump Us Boys"
- ▷ Time: 1:30 to 1:45 P.M. Monday thru Friday
- ▷ Type: Contest—Listeners Mail a Box Top and a Song Title and Try to Stump the Band
- ▷ Prizes: Average of 10 sets of China per week
- ▷ Source of Mail: Red area

*\* Many other examples proving the tremendous pulling power of WDGY will be furnished on request—write or wire for details—WDGY, Nicollet Hotel, Minneapolis.*

ESTABLISHED IN 1923

*"The Northwest's Best Buy"*

DR. GEORGE YOUNG, Owner and General Manager — LEE WHITING, Commercial Manager

NATIONAL REPRESENTATIVES: WILLIAM G. RAMBEAU COMPANY

MINNESOTA—Continued

Minneapolis-St. Paul—Cont'd

WLB

Owned and operated by University of Minnesota
Wave—Power—Time
Operating power—5,000 watts.
380.6 meters; 770 kilocycles.
Divides time with station WCAL (days only).
Does not sell time.

WLOL

(Established 1940)



Rates effective December 1, 1941. (Card No. 4.)
Owned and operated by The Independent Merchants
Broadcasting Company.
Business Office and Studio—1730 Hennepin Avenue.
Minneapolis, Minnesota.
Transmitter—2508 Myrtle Avenue. 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.
Actual 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
Agency commission 15% on net station charges for
time service and production, only to agencies recog-
nized by station. No commission on political talks.
No cash discount. All invoices mailed weekly. Bills
due the 10th of following month.

General Advertising
For combination rates see listings of Mutual Broad-
casting System and North Central Broadcasting Sys-
tem (Key Market Group).
The following rates are for local and national adver-
tising.

Table with columns for CLASS "A" (6:00 p.m. to 10:00 p.m.) and rates for 1, 1/2, and 1/4 hour spots.

Table with columns for CLASS "B" (9:00 a.m. to 1:00 p.m., 4:30 p.m. to 6:00 p.m., etc.) and rates for 1, 1/2, and 1/4 hour spots.

Table with columns for CLASS "C" (All other time) and rates for 1, 1/2, and 1/4 hour spots.

WEEKLY FREQUENCY RATES

Table for CLASS "A" (6:00 p.m. to 10:00 p.m.) showing weekly rates for 1, 1/2, and 1/4 hour spots.

Table for CLASS "B" (9:00 a.m. to 1:00 p.m., 4:30 p.m. to 6:00 p.m., etc.) showing weekly rates for 1, 1/2, and 1/4 hour spots.

Table for CLASS "C" (All other time) showing weekly rates for 1, 1/2, and 1/4 hour spots.

DISCOUNTS
Applicable to weekly rates:
13 weeks... 5% 39 weeks... 15%
26 weeks... 10% 52 weeks... 20%

ANNOUNCEMENTS
Rates applicable to transcribed or live announce-
ments and include services of one announcer only.
Additional charge for sound effects or extra voices.

Table for CLASS "A" (6:00 p.m. to 10:00 p.m.) showing rates for 50 words and 100 words.

Table for CLASS "B" (9:00 a.m. to 1:00 p.m., 4:30 p.m. to 6:00 p.m., etc.) showing rates for 50 words and 100 words.

Table for CLASS "C" (All other time) showing rates for 50 words and 100 words.

DISCOUNTS
Applicable to Announcements.
Two per day 5%; five per day 10%; 10 per day 15%.
For discounts on 500 or more announcements consult
station management.

SPECIAL FEATURES
News: Leased wire service available at regular rates
plus news service and talent cost.
Sports: Regular rates apply plus talent cost.

POLITICAL TALKS
One time Class "A" rate applies.

TALENT

Station Artists' Bureau has musical talent available
as well as dramatic and commercial copy artists.
REMOTE CONTROL
Service charge for programs originating outside of
studio made at actual cost of lines and other pro-
duction expense.

SERVICE FACILITIES

Complete merchandising service program ideas created.
Complete continuity service. Supplied production.
Contract and Other Requirements
Beer and light wine advertising accepted. No hard
liquor accounts accepted.
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 signed.
No periods sold in bulk for resale. All quotations
subject to prior date. One program weekly to keep
contract in force. Contracts subject to all government
regulations. Right to refuse or discontinue any ser-
vice shall be determined by the station.

Closing Time
Contracts close 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 turn-tables
for vertical and lateral cut recordings.

Personnel
President—Charles J. Winton, Jr.
Treasurer—David J. Winton.
General Manager—H. E. Westmoreland.

Representatives
The Foreman Company

WMIN

(Established 1936)



Rates effective December 15, 1938. (Card No. 2.)
Owned and operated by the WMIN Broadcasting Co.
Main Business Office and Studio—St. Anthony at
Syndicate Ave., St. Paul, Minn., Nestor 6501;
Minneapolis Office and Studio—Hodgson Bldg.,
Minneapolis, Minn.
Transmitter—St. Anthony at Syndicate Avenue. St.
Paul, Minnesota.

Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
214.3 meters; 1400 kilocycles.
Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 2:00 a.m.,
20 hours daily; Saturday 6:00 a.m. to 6:00 a.m.,
(Sunday) 24 hour schedule.

Agency Commission
Agency commission 15% to recognized advertising
agencies. No cash discount. All bills rendered and
due weekly unless otherwise specified. No commission
on political talks.

General Advertising
Rates include charges by owners of music copyrights.

Table for CLASS "A" (7:00 a.m. to 9:00 a.m., 12:00 noon to 2:00 p.m., and 5:00 p.m. to 7:30 p.m.) showing maximum two programs per week.

Table for CLASS "A" showing rates for 1, 1/2, 1/4 hour and 10, 5 minutes spots.

Table for CLASS "B" (9:00 a.m. to 1:00 p.m., 4:30 p.m. to 6:00 p.m., and 7:30 p.m. to 10:30 p.m.) showing maximum two programs per week.

Table for CLASS "B" showing rates for 1, 1/2, 1/4 hour and 10, 5 minutes spots.

Table for CLASS "C" (6:00 a.m. to 7:00 a.m., 10:30 p.m. to 1:00 a.m.) showing maximum two programs per week.

Table for CLASS "C" showing rates for 1, 1/2, 1/4 hour and 10, 5 minutes spots.

Table for CLASS "C" (6:00 a.m. to 7:00 a.m., 10:30 p.m. to 1:00 a.m.) showing maximum two programs per week.

Table for CLASS "C" showing rates for 1, 1/2, 1/4 hour and 10, 5 minutes spots.

Table for CLASS "C" (6:00 a.m. to 7:00 a.m., 10:30 p.m. to 1:00 a.m.) showing maximum two programs per week.

Table for CLASS "C" showing rates for 1, 1/2, 1/4 hour and 10, 5 minutes spots.

(\*) Rates for three or more programs per week
subject to following additional discounts for con-
secutive weekly service:

Table showing discounts for consecutive weekly service: 18 weeks (5%), 26 weeks (10%), 52 weeks (20%).

ANNOUNCEMENTS

Table for CLASS "A" (7:00 a.m. to 9:00 a.m., 12:00 noon to 2:00 p.m., and 5:00 p.m. to 7:30 p.m.) showing rates for 100 words and 50 words.

Table for CLASS "B" (9:00 a.m. to 1:00 p.m., 4:30 p.m. to 6:00 p.m., and 7:30 p.m. to 10:30 p.m.) showing rates for 100 words and 50 words.

Table for CLASS "C" (6:00 a.m. to 7:00 a.m., 10:30 p.m. to 1:00 a.m.) showing rates for 100 words and 50 words.

POLITICAL
Political and all talking broadcasts will be billed
at one time. Class "A" rates.

TALENT
Rates on application.

SERVICE FACILITIES
Services of the station's program department and staff
announcers in arranging programs are included with
out charge, on request.
Complete merchandising service available to adver-
tisers.

Contract 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 by
breach of contract, or in case of cancellation by adver-
tiser, programs already rendered shall be paid for
at station's public rate for the number of perform-
ances rendered.

Isates 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.

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.

Personnel
Pres. & Gen'l Mgr.—Edward Hoffman.
Production Manager—Frank Devaney.
Promotion Manager—Samuel Nemer.
Chief Engineer—Warren Fritze.

Representatives
Chicago—Hal Holman Company.
New York—Forjoe & Company.

WTCN



Rates effective December 3, 1941. (Card No. 15.)
Owned and operated by Minnesota Broadcasting Cor-
poration.
Business Office—Wesley Temple Bldg., Minneapolis,
Minnesota.
Studio—Wesley Temple Building, Minneapolis, Minn.
Other Studios—Dispatch Bldg., St. Paul, Minn.
Transmitter—Snelling Avenue and Ramsey County
Road B.

Wave—Power—Time
Operating power—5,000 watts days; 1,000 watts nights
(100% modulation.)
234.4 meters; 1280 kilocycles.
Operates on Central War Time.

Agency Commission
Agency commission 15% on net station time allowed
recognized agencies. No cash discount. Bills pay-
able by 15th of month following service unless other-
wise specified.

General Advertising
For combination rates see listing of Blue Network
Company (Basic Blue Network).
Fixed schedule not subject to frequency discounts.

Table for CLASS "A" (6:00 p.m. to 10:00 p.m.) showing rates for 1, 1/2, 1/4 hour and 5 min spots.

Table for CLASS "A" showing rates for 1, 1/2, 1/4 hour and 5 min spots.

Table for CLASS "B" (9:00 a.m. to 1:00 p.m., 5:00 p.m. to 6:00 p.m., and 7:30 p.m. to 10:30 p.m.) showing rates for 1, 1/2, 1/4 hour and 5 min spots.

Table for CLASS "B" showing rates for 1, 1/2, 1/4 hour and 5 min spots.

Table for CLASS "C" (6:00 a.m. to 7:00 a.m., 10:30 p.m. to 1:00 a.m.) showing rates for 1, 1/2, 1/4 hour and 5 min spots.

Table for CLASS "C" showing rates for 1, 1/2, 1/4 hour and 5 min spots.

Table for CLASS "C" (6:00 a.m. to 7:00 a.m., 10:30 p.m. to 1:00 a.m.) showing rates for 1, 1/2, 1/4 hour and 5 min spots.

Table for CLASS "C" showing rates for 1, 1/2, 1/4 hour and 5 min spots.

(This listing continued on next page)

Minneapolis-St. Paul—Cont'd  
W T C N—Continued

SPECIAL FEATURES  
"Around the Town": 9:45 a.m. to 10:15 a.m. daily except Sunday:

Table with 2 columns: Broadcast type (e.g., 3 broadcasts weekly) and Rate.

Above discounts also apply to "Musical Clock" and 10:00 p.m. to 12:00 midnight. Rates for announcements in connection with special features such as news reports, time signals, weather reports, etc., will be furnished on request.

POLITICAL BROADCASTS  
Non-commissionable. Regular one-time program rate applies to all political broadcasts.

ELECTRICAL TRANSCRIPTIONS  
No extra charge for electrical transcription programs or announcements.

TALENT  
All types of talent available through station Artists bureau for studio or outside appearances.

Contract and Other Requirements  
No contract accepted for longer period than one year. All contracts canceled 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.

Staff announcers furnished without extra charge excepting assigned on specific demand of advertiser.

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 turn-tables.

Personnel  
Vice-Pres. and General Mgr.—C. T. Hagman.  
Sales Manager—F. Van Konyenburek.  
Production Manager—Robert DeHaven.

Representatives  
Free & Peters, Inc.

Additional Discounts table with columns for weeks (26 wks, 30 wks, 52 wks) and rates (10%, 15%, 20%, 25%).

ANNOUNCEMENTS table with columns for time slots (1 hr, 13 tl, 26 tl, 39 tl, 52 tl) and rates.

SPECIAL FEATURES table with columns for time slots (1 hr, 13 tl, 26 tl, 39 tl, 52 tl) and rates.

Time signals, weather reports, news, market reports, sports and special programs—Rates on request.

REMOTE CONTROL  
Facilities for remote control broadcasts available. Rates on request.

Contract and Other Requirements  
Maximum contract is for one year. All contracts subject to station's approval. Station reserves the right to refuse or discontinue all advertising for reasons satisfactory to the station.

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

Personnel  
Station Manager—M. M. Marget.

Representatives  
For rates, time clearance, schedules, data and other information, telephone the North Central Broadcasting System, Dale 6595, St. Paul, Minn., or wire the same office collect.

NORTHFIELD

(Rice County)  
W C A L  
(Established 1921)

Owned and operated by St. Olaf College  
Wave—Power—Time  
Operating power—5,000 watts.

Personnel  
Divides time with station WLB (days only).  
Does not sell time

ROCHESTER

(Olmsted County)  
K R O C

Rates effective September 1, 1942. (Card No. 7.)  
Owned and operated by the Southern Minnesota Broadcasting Company.

Business Office—100 First Avenue Building, Rochester, Minnesota.  
Studios—100 First Ave. Bldg., Rochester, Minn., and Seykora Bldg., Owatonna, Minn.  
Transmitter—Cascade Township, Olmsted County.

Wave—Power—Time  
Operating power—250 watts  
(100% modulation.)  
223.9 meters; 1340 kilocycles.  
Licensed to operate full time.  
Operates on Central War Time.

Agency Commission  
Agency commission 15% on net station charge, including time on the air and service and production charge only to agencies recognized by station. No commission on talks. No cash discount.

General Advertising  
For combination rates see listings of National Broadcasting Company (Basic Supplementary) and Blue Network Company, affiliated with Northwest Network and Southern Minnesota Network.

CLASS "A" table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates.

CLASS "B" table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates.

CLASS "C" table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates.

CLASS "C" table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates.

CLASS "A" table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates.

CLASS "B" table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates.

TALENT  
Rates on application.

REMOTE CONTROL  
Line charges and remote control Dick-ups are extra.

SERVICE FACILITIES  
Services of the station program department are available without additional cost to broadcasters and advertisers.

Contract and Other Requirements  
Maximum contract term, one year.  
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.

Closing Time  
Manuscripts 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 33-1/3 and 78 r.p.m. turn-tables.

Personnel  
Vice-Pres. & Gen'l Mgr.—Gerald H. Wing.  
Secretary—Maxine Jacobs.  
Program Director—Calvin Smith.  
Chief Engineer—Fred C. Clarke.

Representatives  
Radio Advertising Corporation.

ST. CLOUD

(Stearns County)  
K F A M  
(Established 1938)

Rates effective July 1, 1942. (Card No. 3.)  
Owned and operated by The Times Publishing Co. Business Office and Studio—St. Cloud, Minn., telephone 3330-31.

Transmitter—Military Highway, 1-1/2 miles southwest of St. Cloud.

Wave—Power—Time  
Operating power—250 watts.  
268.9 meters; 1450 kilocycles.  
Licensed to operate unlimited time.  
Operates on Central War Time.

Agency Commission  
Agency commission 15%; cash discount none.

General Advertising  
For combination rates see listings of National Broadcasting Company (Basic Supplementary) and Blue Network Company, affiliated with Northwest Network and Minnesota Radio Network.

CLASS "A" table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates.

(This listing continued on next page)

MINNESOTA—Continued

ST. CLOUD—Continued  
K F A M—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for 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).

Table with columns for time slots and rates for Class 'C' (6:00 a.m. to 9:00 a.m., 10:15 p.m. to 12:00 midnight week days, and 7:00 a.m. to 9:00 a.m. Sundays).

Table with columns for time slots and rates for ANNOUNCEMENTS, Class 'A' (100 wds., 30 wds.) and Class 'B' (100 wds., 30 wds.).

Table with columns for time slots and rates for ANNOUNCEMENTS, Class 'C' (100 wds., 30 wds.) and Class 'D' (100 wds., 30 wds.).

Class 'A'—6:00 p.m. to 10:15 p.m. daily.  
Class 'B'—12:00 noon to 1:00 p.m. daily.  
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 6:00 p.m. Sundays.

SPECIAL FEATURES  
News, time signals and market reports—rates on request.

POLITICAL RATES  
Contracts should be closed two weeks in advance to make printed program schedules and publicity.

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 service available without added cost. Merchandising service at cost.

Contract and Other Requirements  
Maximum length of contract, one year. Rates quoted are for time only.

Closing Time  
Contracts should be closed two weeks in advance to 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 turn-tables for vertical and lateral cut recordings.

Personnel  
General Manager—Fred Schlipf.  
Sales Manager—M. F. Lindemann.  
Office & Prom. Mgr.—Lucille Miller.  
Chief Engineer—H. B. Witelson.

Representatives  
None.

ST. PAUL

See Minneapolis-St. Paul.

VIRGINIA

(St. Louis County)  
WHLB  
Rates effective February 1, 1942.  
Owned and operated by the Head of the Lakes Broadcasting Company.  
Business Office and Studio—WHLB Building, Virginia, Minnesota.  
Transmitter—Virginia, Minnesota.

Wave—Power—Time  
Operating power—250 watts.  
214 meters; 1340 kilocycles.  
Licensed to operate unlimited time.  
Operates on Central War Time.

Agency Commission  
Agency commission 15% to recognized advertising agencies on net charges for station time. No commission on talent. All bills rendered and due weekly in advance. No cash discount.

General Advertising  
For combination rates see listings of Blue Network Company (Basic Supplementaries), Arrowhead Network and North Central Broadcasting System (Bridges Group).  
Affiliated with Northwest Network.  
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  
News: Local, state and national hourly.

POLITICAL BROADCASTS  
Accepted at regular rates, payable in advance. No agency commission allowed.

ELECTRICAL 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.

Line Charges  
No charge is made for piping programs originating in one station and broadcast over both. In the case of one minute transcribed spots, the advertiser is asked to provide both stations with a set of transcriptions.

Contract and Other Requirements  
Advertising of hard liquor accepted. Programs only 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 period 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 interferes with broadcasting of public message or announcements of sectional or national interest.

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—Greg Rouleau.

WILMAR

(Kandiyohi County)  
K W L M  
(Established 1940)

Rates effective February 1, 1943.  
Rates received December 17, 1942.  
Owned and operated by the Lakeland Broadcasting Company.  
Business Office and Main Studio—Wilmar, Minn.  
Other Studios—Montevideo, Redwood Falls, Minn.  
Transmitter—One mile north of the business district, Wilmar, Minnesota.

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 12:00 noon to 10:00 p.m.; week days 6:00 a.m. to 10:00 p.m.

Agency Commission  
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, bills due when rendered.

General Advertising  
For combination rates see Mutual Broadcasting System and North Central Broadcasting System (Minnesota Group).  
The following rates are for national advertising and include music copyright fees.

Table with columns for time slots and rates for GENERAL BROADCASTING, Class 'A' (12:00 noon to 1:00 p.m., 6:00 p.m. to 10:00 p.m. week days; 12:00 noon to 10:00 p.m. Sundays).

Table with columns for time slots and rates for GENERAL BROADCASTING, Class 'B' (6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. week days).

Table with columns for time slots and rates for WEEKLY RATES, 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).

Table with columns for time slots and rates for WEEKLY RATES, Class 'B' (6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. week days).

Table with columns for time slots and rates for WEEKLY RATES, 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).

Table with columns for time slots and rates for WEEKLY RATES, Class 'B' (6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. week days).

Table with columns for time slots and rates for ANNOUNCEMENTS, Class 'A' (12:00 noon to 1:00 p.m., 6:00 p.m. to 10:00 p.m. week days; 12:00 noon to 10:00 p.m. Sundays).

Table with columns for time slots and rates for ANNOUNCEMENTS, Class 'B' (12:00 noon to 1:00 p.m., 6:00 p.m. to 10:00 p.m. week days; 12:00 noon to 10:00 p.m. Sundays).

SPECIAL FEATURES  
Time and other service announcements, special rates for five or more times per day. Rates and details on request.  
News: Leased wire service available—rates on request.  
30 word station breaks available preceding or following news, sports and other special features at 100 word announcement rate.

Musical Clock, Request, Musicals, Noon Tunes and Best Wishes. Rates on request.

POLITICAL  
Quarter hour, flat 35.00; no discounts.

ELECTRICAL 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 agency commission when included in station price quotation.

SERVICE FACILITIES  
Complete merchandising cooperation available—details on request.

Contract and Other Requirements  
Advertising of alcoholic beverages not accepted. All contracts subject to cancellation by four weeks' written notice accompanied by certified check at short rate to date of last program (not applicable to non-cancellable talent or program costs).  
Right reserved to use a 30 second period preceding each program for station identification or other announcements.

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 turn-tables for vertical and lateral cut recordings.

Personnel  
Pres. & Mgr.—H. W. Linder.  
Vice-President—Willard Linder.  
Program Manager—Earl Henton.  
Chief Engineer—Vern Baumgartner.

WINONA

(Winona County)  
K W N O  
(Established 1938)

Rates effective April 15, 1940.  
Owned and operated by Winona Radio Service.  
Business Office and Studio—218 Center St., Winona, Minnesota.  
Transmitter—881 W. Sarnia St., Winona, Minnesota.

Wave—Power—Time  
Operating power—250 watts.  
243.9 meters; 1230 kilocycles.  
Licensed to operate unlimited time.  
Operates on Central War Time.  
Actual operating schedule: Sunday 7:30 a.m. to 12:00 midnight. Week days 6:30 a.m. to 12:00 midnight.  
(This listing continued on next page)



WINONA—Continued

K W N O—Continued

Agency Commission 15% to recognized advertising agencies. Cash discount —. No discount on talent or service facilities.

General Advertising For combination rates see listings of Mutual Broadcasting System and North Central Broadcasting System (Minnesota Group).

Table with 4 columns: Time, 1 tl., 13 tl., 26 tl., 52 tl., 100 tl. Rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "B"

Table with 4 columns: Time, 1 tl., 13 tl., 26 tl., 52 tl., 100 tl. Rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

ANNOUNCEMENTS

Table with 4 columns: Time, 100 words, 50 words. Rows for 1 time, 13 times, 26 times, 52 times, 100 times, 200 times, 300 times, 500 times, 1,000 times, 2,500 times.

POLITICAL TALKS

Above rates apply.

RECORDED PROGRAMS

No extra charge for recorded or transcribed programs. Not restricted to certain hours. Transcription library 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

Beer advertising accepted. Station reserves the right to reject or discontinue any advertising for reasons unsatisfactory to itself. All contracts subject to present land 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 be submitted at least ten days in advance to allow for necessary replacements.

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—L. L. McCurrin.

Representatives

Chicago—Frank R. Back.

MISSISSIPPI

BILOXI-GULFPORT

(Harrison County)

WGCM

(Established 1920)

Rate card undated; received November 13, 1939. Owned and operated by WGCM, Inc. Business Office Address—P. O. Box 1032, Gulfport, Miss., Gulfport 1111. Studios—Hawes-Martin Bldg., Gulfport, Miss., and Tivoli Hotel, Biloxi, Miss. Transmitter—Arlington Heights, Gulfport, Miss.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 241.9 meters; 1400 kilocycles. Licensed to operate full time. Operates on Central War Time. Actual operating schedule: Sundays 10:30 a.m. to 3:35 p.m. Week days 7:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies on station time only.

General Advertising

The following rates apply only when service is used within one month.

Table with 4 columns: Time, 1 tl., 6 tl., 12 tl., 24 tl. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 100 words, 30 word announcements.

DISCOUNTS

Table with 2 columns: Time, 10%, 15%, 20%. Rows for 3 months, 6 months, 12 months.

SPECIAL FEATURES

Weather reports, time signals, temperature reports, and special broadcasts. Rates on request.

POLITICAL TALKS 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.

RECORDED PROGRAMS

Regular rates apply.

TALENT

Station can furnish special musical or dramatic talent 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 studio; 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 turn-tables.

Personnel

Pres. & Gen'l Mgr.—Hugh O. Jones. Program Director—Larry Holmes.

Representatives

Sears & Ayer, Inc.

COLUMBUS

(Lowndes County)

WCBI

(Established 1940)

Rates effective October 1, 1940. (Card No. 1.)

Owned and operated by Birney Imes and Birney Imes, Jr. (Affiliated with Commercial Dispatch).

Business Office and Studio—Gilmer Hotel, Columbus, Mississippi.

Other Studios—Ritz Theatre, West Point, Miss., and Starke Hotel, Starkville, Miss., Columbus Army Flying School and Mississippi State College for Women.

Transmitter—First and Main Streets, two blocks from business district, Columbus, Mississippi.

Wave—Power—Time

Operating power—250 watts. 241.3 meters; 1400 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time.

Actual operating schedule: Sundays 8:00 a.m. to 8:00 p.m. Week days 6:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies on station time only. Bills rendered 1st of month; due 15th of month. No cash discount.

General Advertising

The following rates are for national advertising.

Table with 4 columns: Time, 1 tl., 13 tl., 26 tl., 52 tl., 150 tl., 300 tl. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

ANNOUNCEMENTS

Table with 4 columns: Time, 5.00, 4.75, 4.50, 4.25, 4.00, 3.75. Rows for 1 minute or 100 words, 1/2 minute or 75 words.

RELIGIOUS PROGRAMS

50% of one time rate.

POLITICAL PROGRAMS

Per minute 1.00. Minimum charge 5.00. Payable in advance.

SPECIAL FEATURES

Time signals, athletic events, special events, news-casts, Quiz Show, Shoppers Special, Gift Club, and special talent shows. Rates on request.

ELECTRICAL TRANSCRIPTIONS

General advertising 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. No extra charge for programs originating in remote studios at Starkville and West Point, Miss. Federal tax added to line charges. Fifty watt short wave portable relay transmitter available.

SERVICE FACILITIES

Station maintains a complete merchandising, publicity and promotion department.

Contract and Other Requirements

All contracts subject to cancellation by written notice accompanied by certified check at short rate to date of last program.

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 transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral and vertical cut recordings.

Personnel

General Manager—Bob McRaney. Production Manager—Bill McEan. Commercial Manager—James Eatherton. Chief Engineer—Maxell Williams.

Representatives

Sears & Ayer, Inc.

GREENVILLE

(Washington County)

WJPR

(Established 1939)

Rates effective January 1, 1943. (Card No. 2.) Owned by John R. Pepper.

Business Office and Studio—107 S. Poplar, Greenville, Miss., telephone 4770.

Transmitter—One mile north of Greenville on Highway No. 1.

Wave—Power—Time

Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate unlimited time. Operates on Central War Time.

Operating schedule: 7:00 a.m. to 12:00 midnight.

Agency Commission

15% allowed to recognized advertising agencies; no cash discount. Bills due and payable upon receipt.

General Advertising

Rates are for commercial advertising; political and religious rates on request. Announcement contracts are accepted only with the understanding that programs take schedule preference.

CLASS "A"

Table with 4 columns: Time, 7:00 a.m. to 9:00 a.m., 9:00 a.m. to 12:00 noon, 12:00 noon to 2:00 p.m., 2:00 p.m. to 8:00 p.m. Rows for 1 hr., 1/4 hr., 10 min., 5 min., 1 min., 13 times, 26 times, 52 times, 100 times, 260 or more times.

CLASS "B"

Table with 4 columns: Time, 9:00 a.m. to 12:00 noon, 12:00 noon and 4:00 p.m. to 6:00 p.m. Rows for 1 time, 13 times, 26 times, 52 times, 100 times, 260 or more times.

CLASS "C"

Table with 4 columns: Time, 2:00 p.m. to 4:00 p.m., 4:00 p.m. to 8:00 p.m. Rows for 1 time, 13 times, 26 times, 52 times, 100 times, 260 or more times.

ELECTRICAL TRANSCRIPTIONS

Transcription programs are accepted at no extra charge. Facilities up to 16 inch discs—rates on request.

TALENT

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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for both lateral and vertical cut recordings.

Personnel

Director—Bert Ferguson. Sales Manager—Frank Baldwin.

GREENWOOD

(Leflore County)

WGRM

Rates effective October 1, 1939.

Owned and operated by P. K. EWING. Business Office and Studio—222 Howard Street, Greenwood, Mississippi, telephone 1717.

Transmitter—1-1/2 miles north of Greenwood, Miss.

Wave—Power—Time

Operating power—250 watts. (100% modulation.) 241.9 meters; 1240 kilocycles. Licensed to operate full time. Operates on Central War Time.

Actual operating schedule: 6:30 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies on station time only. No commission on talent. Cash discount 2%—10 days. Invoices mailed 1st and 15th of each month.

General Advertising

For combination rates see listing of Blue Network Company (Supplementary to Blue Southcentral Group).

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 WJIS, Natchez, and WGRM are contracted for on similar broadcasts running concurrently for same account or advertiser.

Table with 4 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 minutes, 1 minute, 100 words. Rows for 1 hr., 1/2 hr., 1/4 hr., 5 minutes, 1 minute, 100 words.

(This listing continued on next page)

MISSISSIPPI—Continued

GREENWOOD—Continued

W G R M—Continued

Table with 2 columns: Duration (3 months, 6 months, 12 months) and Discount (10%, 15%, 20%)

SPECIAL FEATURES

Weather reports, time signals, temperature reports, and special broadcasts. Rates on request.

POLITICAL TALKS

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.

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.

Contract and Other Requirements

Rates quoted are for station facilities from main studio; 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. Chief Engineer—G. E. Clark.

Representatives—None.

HATTIESBURG

(Forrest County)

W F O R

(Established 1931)



Rates effective January 1, 1943.

Owned and operated by Forrest Broadcasting Company, Inc.

Business Office and Studio—302 Hemphill, Hattiesburg, Miss., telephone 1866.

Transmitter—2-1/2 miles northwest of Hattiesburg, Mississippi.

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 agencies. No commission on talent, lines, remote equipment or operator charges.

No cash discount. Bills rendered first of month following broadcast; due 10th of month following broadcast.

General Advertising

For combination rates see listing of National Broadcasting Company (Southcentral Group).

Following rates are for national advertising.

CLASS "A"

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

Table with columns for duration (1, 1/2, 1/4, 10, 5 min) and rates for 1, 13, 26, 52, 100, 260 or more times.

CLASS "B"

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

Table with columns for duration (1, 1/2, 1/4, 10, 5 min) and rates for 1, 13, 26, 52, 100, 260 or more times.

TALENT

Rates on application.

REMOTE CONTROL

Line charges for programs originating outside of 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. turn-tables.

Personnel

Commercial Manager—C. J. Wright.

Representatives

Sears & Ayer, Inc.

JACKSON

(Hinds County)

W J D X

(Established 1929)



Rates effective October 1, 1940.

Owned and operated by Lamar Life Insurance Co. Business Office and Studio—Lamar Life Bldg., Jackson, Mississippi. Transmitter—Near Tougaloo, 4 miles north of Jackson, Mississippi.

Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts nights. 100% modulation—crystal control. 230.8 meters; 1300 kilocycles. Licensed to operate on cleared regional channel. Operates on Central War Time. Actual 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

Agency commission 15% on net station charges allowed regular advertising agencies. No commission allowed on talent, lines, remote equipment or operator charges. Bills rendered, payable by 10th of month following. Invoices mailed 1st of each month following broadcast. No cash discount. Absolutely no deviation from this rule.

General Advertising

For combination rates see listing of National Broadcasting Company (Southcentral Group). Discounts are not retroactive.

CLASS "A"

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

Table with columns for duration (1, 1/2, 1/4 hour, 5, 1 minute or less) and rates.

CLASS "B"

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

Table with columns for duration (1, 1/2, 1/4 hour, 5, 1 minute or less) and rates.

DISCOUNTS

Table with columns for number of times (1 to 12, 13 to 25, 26 to 51, 52 to 99) and discount percentages.

SUNDAY RATES

Morning and evening, same as week days. Afternoon, one-half total of day and night rates.

SPECIAL DAYTIME ANNOUNCEMENTS

Announcements up to 100 words when contracted for on weekly basis to be given daily between 9:00 a.m. and 5:30 p.m. (except Sunday) on regular announcement periods. Sponsor may designate either a.m. or p.m. but not scheduled hour.

2 to 13 weeks, per week..... 30.00  
13 weeks or more, per week..... 25.00

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP

Newscasts, sportscasts, 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

Table listing talent rates for Concert Orchestra (7 pieces), Dance Orchestra (10 pieces), Studio Ensemble (5 pieces), Hawaiian Ensemble (2 pieces), Old-time Fiddlers, Male Quartette, Mixed Quartette, String Quartette, Instrumental Trios, Instrumental Soloists, Vocal Soloists, Accompanists, Pianist, and Dramatic Players.

Contract and Other Requirements

Rates are for station facilities only. For remote control broadcasts additional charge will be made for lines, control equipment, operation, etc.

Talent is extra. Talent 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 in this connection.

All programs must conform to station standards. The voicing of extravagant advertising claims, 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 charge by owners of music copyrights. 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 double turn-tables for 78 r.p.m. and 33-1/3 r.p.m. lateral and vertical cut records.

Personnel

Director—Wiley Harris. Commercial Manager—C. A. Lacy, Jr.

Representatives

George P. Hollingsbery Company.

W S L I

(Established 1938)

Rates effective September 1, 1938. Owned by Standard Life Insurance Company of the South. Business Office and Studios—Robert E. Lee Hotel, Jackson, Mississippi, P. O. Box 1847. Transmitter—High Street at Larson, Jackson, Miss.

Wave—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% to recognized agency on program time only and announcements. Bills presented first of each month unless program expires before, 2% for payment within ten days.

General Advertising

For combination rates see listing of Blue Network Company (Supplementary to Blue Southcentral Group). Rates include fees charged by owners of copyrighted music.

CLASS "A"

(6:00 p.m. to 9:00 p.m.)

Table with columns for duration (1, 1/2, 1/4 hour, 10, 5, 1 minutes, 100 words, 50 words) and rates.

CLASS "B"

(Before 6:00 p.m. and after 9:00 p.m.)

Table with columns for duration (1, 1/2, 1/4 hour, 10, 5, 1 minutes, 100 words, 50 words) and rates.

FREQUENCY DISCOUNTS

Table with columns for number of times (1 to 12, 13 to 25, 26 to 51, 52 to 149, 150 to 299, 300 or more) and discount percentages.

TALENT

Talent extra. Rates on request.

REMOTE CONTROL

Additional special charges made for programs originating outside of studios.

SERVICE FACILITIES

Rates include services of program department in securing talent and arranging programs.

Contract and Other Requirements

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 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. turn-tables.

Personnel

General Manager—L. M. Sebaugh. Commercial Manager—Ed. Wilkerson.

Representatives

Sears & Ayer, Inc.

LAUREL

(Jones County)

W A M L

(Established 1932)



Rates effective August 1, 1941.

Owned and operated by New Laurel Radio Station, Inc.

Studio—312 Central Ave., Laurel, Miss., telephone 288.

Transmitter—2 miles south of city.

Wave—Power—Time

Operating power—250 watts. 100% modulation—crystal control. 223.9 meters; 1340 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Actual operating schedule —

Agency Commission

Agency commission 15% to recognized agencies or net station charges. No commission on talent, lines, remote equipment or operator charges. No cash discount. Bills rendered, payable by 10th of month following. Invoices mailed 1st of month following broadcast.

General Advertising

For combination rates see listing of National Broadcasting Company (Southcentral Group).

Rates include charges by owners of music copyrights.

CLASS "A"

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

Table with columns for duration (1, 1/2, 1/4 hour, 5, 1 minute or less) and rates.

CLASS "B"

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

Table with columns for duration (1, 1/2, 1/4 hour, 5, 1 minute or less) and rates.

Sunday afternoon rates are one-half the total of day and night rates.

(This listing continued on next page)

**LAUREL—Continued**  
**WAMI—Continued**

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 99 times.....	15%	

**Special Daytime Announcements**  
100 words or less when contracted for on weekly basis to be given daily between 9:00 a.m. and 5:30 p.m. week days on regular announcement periods. Sponsor may designate either a.m. or p.m. but not specific hour; two to 13 weeks, per week, 15.00; 13 or more weeks, per week, 12.50.

**RECORDED PROGRAMS**  
Transcription library services available. Rates on request.

**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.

**REMOTE CONTROL**  
For remote control broadcasts additional charge will be 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 selling arguments not permitted. Medical accounts accepted only on approval of station management. Contracts for specified hours are taken subject to cancellation if government regulations interfere. All proposals made subject to prior bookings. Rates guaranteed only during original contract for specified number of broadcasts.

**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 turn-tables for lateral and vertical cut recordings.

**Personnel**  
President—D. A. Mattison,  
Commercial Manager—Hugh M. Smith.

**Representatives**  
Sears & Ayer, Inc.

**McCOMB**  
(Pike County)  
**WSKB**  
(Established 1939)

Rates effective January 1, 1941. (Card No. 4.)  
Owned and operated by McComb Broadcasting Corporation, Box 111, McComb, Mississippi.  
Business Office and Main Studio—McColgan Hotel, McComb, Mississippi.  
Other Studios—Whitworth College, Brookhaven, Miss.  
Transmitter—Pike County, Mississippi.

**Wave—Power—Time**  
Operating power—250 watts.  
243.9 meters; 1230 kilocycles.  
Operates unlimited time.  
Operates on Central War Time.  
Actual operating schedule: 6:00 a.m. to 9:00 p.m. and 11:00 p.m.

**Agency Commission**  
Agency commission 15% to advertising agencies recognized by station. Cash discount none. Bills rendered 1st of each month—payable 10th.

**General Advertising**  
Rates include fees charged by owners of music copyrights.  
Rates are for time only; talent and transcriptions furnished at additional cost.  
Station reserves the right to accept or reject any orders for less than 13 or 28 weeks.  
The following rates are for both local and national advertising.

(6:00 p.m. to 10:00 p.m.)	
1 hour.....	50.00
1/2 hour.....	27.50
1/4 hour.....	15.00
(6:00 a.m. to 6:00 p.m. and after 10:00 p.m.)	
1 hour.....	30.00
1/2 hour.....	18.00
1/4 hour.....	8.50

**ANNOUNCEMENTS**

Spot announcements, vocal or transcribed.	
(6:00 p.m. to 10:00 p.m.)	
1/2 minute (50 words).....	2.00
1 minute (100 words).....	3.00
1 minute (100 words preferred time).....	4.50
(6:00 a.m. to 6:00 p.m. and after 10:00 p.m.)	
1/2 minute (50 words).....	1.25
1 minute (100 words).....	2.00
1 minute (100 words preferred time).....	3.00

**DISCOUNTS**

Applicable to programs and spots.....	20%
3 months.....	25%
12 months.....	30%

**ELECTRICAL TRANSCRIPTIONS**  
Station is equipped to make special transcriptions of minute announcements or full time programs. Rates on request.

**TALENT**  
Extra charge for talent. Rates on request.

**REMOTE CONTROL**  
Where special lines or remote connections are required, the cost of installation and line charge must be paid in advance, plus a maintenance and service charge of 2.50 per month or any fraction of a month.

**SERVICE FACILITIES**  
Merchandising and continuity department supplies all script for announcements and short programs without extra charge. Where special programs of any length are written an extra charge is made.

**Contract and Other Requirements**  
Advertising of distilled alcoholic beverages and questionable medicinal products not accepted.  
Station reserves the right to refuse or discontinue any advertising. All contracts are subject to station's approval and governmental regulations. Rates are for the facilities of the station only. All talent and special transcribed programs extra.  
Only contracts for 13 weeks or more 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.  
Typewritten copies of political and controversial talks must be presented 48 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**  
General Manager—George Blumenstock,  
Chief Engineer—Robert Louis Sanders.

**Representatives**  
None.

**MERIDIAN**  
(Lauderdale County)

**WCOB**  
(Established 1926)

Rates effective January 1, 1938.  
Owned and operated by Mississippi Broadcasting Co., Inc.  
Studio—Threefoot Bldg., Meridian, Miss., telephone 1042  
Transmitter—Highway 45, one and one-half miles from Meridian.

**Wave—Power—Time**  
Operating Power—1,000 watts day and night.  
(100% modulation.)  
330.7 meters; 910 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 owners. Cash discount 2%—10 days from date of invoice. No commission or cash discount on talent.

**General Advertising**  
For combination rates see listings of Columbia Broadcasting System (Southeast Group).  
Rates include charges by owners of music copyrights.

**MUSICAL PROGRAMS**

Night Time (8:00 p.m. to 12:00 midnight)	
On contract only, 1 program per week for:	
	19 cons. 28 cons. 52 cons.
1 hour.....	76.50 72.68 68.85 65.08
1/2 hour.....	42.50 40.38 38.25 36.13
1/4 hour.....	21.25 20.19 19.13 18.06
Day Time (6:00 a.m. to 6:00 p.m.)	
1 hour.....	42.50 40.38 38.25 36.13
1/2 hour.....	21.25 20.19 19.13 18.06
1/4 hour.....	12.75 12.11 11.48 10.84

**ANNOUNCEMENTS**

Night Time (6:00 p.m. to 12:00 midnight)	
10 minutes.....	21.25 20.19 19.13 18.06
5 minutes.....	12.75 12.11 11.48 10.84
3 minutes.....	12.75 12.11 11.48 10.84
2 minutes.....	10.20 9.69 9.18 8.67
1 minute.....	6.80 6.46 6.12 5.78
Day Time (6:00 a.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
1 minute.....	3.40 3.23 3.06 2.89

**Contract and Other Requirements**  
Advertising of alcoholic beverages not accepted, excepting beer.

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 accepted for longer period 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 certified check for short rates to the day 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.

**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. All proposals subject to prior booking time.

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

**Personnel**  
Manager—D. W. Gavin.

**NATCHEZ**  
(Adams County)  
**WMIS**  
(Established 1941)

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.

**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 9:00 a.m. to 10:00 p.m. Week days 7:00 a.m. to 10:00 p.m.

**Agency Commission**  
Agency commission 15% to recognized agencies on time only unless otherwise agreed. Cash discount none. Bills rendered first of month; due tenth of month.

**General Advertising**  
Rates include charges by owners of music copyrights. Maximum time between programs to arrive at rate is one week.

Special discount of 15% applies on rates of each station when WGRM, Greenwood, and WMIS are contracted for on similar broadcasts running concurrently for the same account or advertiser.

1 hour.....	1 tt.	6 tt.	12 tt.	24 tt.
1/2 hour.....	50.00	45.00	42.50	40.00
1/4 hour.....	30.00	27.50	25.00	22.50
5 minutes.....	18.00	16.00	14.00	12.00
1 minute.....	9.00	8.00	7.00	6.00
100 words.....	4.50	4.00	3.50	3.00
	4.50	4.25	4.00	3.00

**DISCOUNTS**

3 months.....	10%
6 months.....	15%
12 months.....	20%

**SPECIAL FEATURES**  
Weather reports, time signals, temperature reports, and special broadcasts. Rates on request.

**POLITICAL TALKS**  
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.

**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.

**Contract and Other Requirements**  
Advertising of alcoholic beverages not accepted, excepting beer and light wines. 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 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**  
Manager—P. K. Ewing, Jr.

**Representatives**  
None.

**VICKSBURG**  
(Warren County)  
**WQBC**  
(Established 1931)

Rates effective January 1, 1940.  
Owned and operated by Delta Broadcasting Co., Inc.  
Studio—Hotel Vicksburg, Vicksburg, Mississippi  
Transmitter—Two miles east of Vicksburg, Miss.

**Wave—Power—Time**  
Operating power—1,000 watts.  
(100% modulation—crystal control.)  
215.8 meters; 1390 kilocycles.  
Licensed to operate day time.  
Operates on Central War Time.

**Agency Commission**  
Agency commission 15% to advertising agencies and 15% to recognized station representatives. Discounts and commissions payable on station time and announcement rates only. Cash discount 2%—10th of month following broadcast, except as otherwise specified.

**General Advertising**  
For combination rates see listing of Blue Network Company (Supplementary to Blue Southeastern Group).

(This listing continued on next page)

**MISSISSIPPI—Continued**

**VICKSBURG—Continued**

**W Q B C—Continued**

**PROGRAMS**

(Studio or transcription)

Minimum one program weekly to earn contract rates.	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	60.00	46.00	40.00	33.00
1/2 hour.....	32.00	25.00	21.00	18.00
1/4 hour.....	18.00	14.00	12.00	10.00
5 minutes.....	11.25	8.75	7.50	5.00
1 minute.....	4.50	3.50	3.00	2.00

**ELECTRICAL 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.

**Contract and Other Requirements**

Program rates are for use of facilities of station only; talent is extra.

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. All contracts subject to the station owner's approval and governmental regulations.

The services of the station production department are at the disposal of broadcasters without charge.

**Mechanical Program Equipment**

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

**Personnel**

President—L. P. Cashman.

Station Director—O. W. Jones.

Chief Engineer—C. E. Drake.

**MISSOURI**

**CAPE GIRARDEAU**

(Cape Girardeau County)

**K F V S**

(Established 1925)



Rates effective January 1, 1940.

Owned and operated by Oscar C. Hirsch.

Business Office and Studio—KFVS Radio Bldg., 324 Broadway, Cape Girardeau, Missouri, telephone 2104 and 2105.

Transmitter—Three miles Northwest of Cape Girardeau, Missouri on U. S. Highway No. 61.

**Wave—Power—Time**

Operating power—250 watts.

(100% modulation—crystal control.)

214.3 meters; 1400 kilocycles.

Licensed to operate unlimited time.

Operates on Central War Time.

Actual operating schedule: Sundays 8:00 a.m. to 9:00 p.m. Week days 6:30 a.m. to 10:00 p.m.

**Agency Commission**

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. For local advertising rates consult station management.

Copyright fee of 5% must be added to all rates.

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	40.00	38.00	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	5.85
1 minute.....	4.00	3.80	3.60	3.40

<b>ANNOUNCEMENTS</b>				
200 words.....	4.00	3.50	3.00	2.10
100 words.....	2.25	2.00	1.75	1.20

**POLITICAL TALKS**

Regular one time rates apply.

**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.

**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 studios 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 broadcasting for client.

**Closing Time**

Talent programs and talks close two weeks in advance of broadcast. Recorded 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 both 33-1/3 and 78 r.p.m. double turn-plates for lateral and vertical cut recordings.

**Personnel**

Manager—Owner—Oscar C. Hirsch.

Program Director—Virginia Bahn.

Chief Engineer—R. L. Hirsch.

**Representatives**

None.

Your story told  
on the page with  
your listing in  
Radio Advertising  
Rates and Data  
attracts the  
attention of men  
who make time  
buying decisions  
on radio lists.

**COLUMBIA**

(Boone County)

**K F R U**

(Established 1925)



Rates effective November 1, 1941. (Card No. 5.)

Owned and operated by Star-Times Publishing Co.

Business Office and Studio—Ninth and Elm Sts., Columbia, Mo., telephone 4141.

Transmitter—1200 East Broadway, Columbia, Mo.

**Wave—Power—Time**

Operating power—250 watts.

(100% modulation—crystal control.)

214.3 meters; 1400 kilocycles.

Licensed to operate on local channel.

Operates on Central War Time.

**Agency Commission**

Agency commission 15% to recognized advertising agencies. No cash discount. Invoices rendered first of month and are due 10th of month following service.

**General Advertising**

For combination rates see listing of Blue Network Company (Basic Blue Network).

Rates include charges by owners of music copyrights.

<b>CLASS "A"</b>					
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)					
	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.
1 hour.....	60.00	57.00	54.00	48.00	45.00
1/2 hour.....	36.00	34.20	32.40	28.80	27.00
1/4 hour.....	24.00	22.80	21.60	19.20	18.00
5 minutes.....	12.00	11.40	10.80	9.60	9.00
1 minute.....	5.00	4.75	4.50	4.00	3.75
100 words.....	4.50	4.25	4.00	3.50	3.25
50 words.....	3.50	3.25	3.15	2.80	2.50

<b>CLASS "B"</b>					
(Sign-on to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to sign-off)					
1 hour.....	40.00	38.00	36.00	32.00	30.00
1/2 hour.....	24.00	22.80	21.60	19.20	18.00
1/4 hour.....	16.00	15.20	14.40	12.80	12.00
5 minutes.....	8.00	7.60	7.20	6.40	6.00
1 minute.....	4.00	3.80	3.60	3.20	3.00
100 words.....	3.50	3.25	3.15	2.80	2.50
50 words.....	2.50	2.25	2.25	2.00	1.85

**WEEKLY FREQUENCY DISCOUNTS**

Chain break announcements limited to 30 words; 50 word rate applies.

<b>CLASS "A"</b>					
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)					
	1 wk.	13 wks.	26 wks.	52 wks.	
1/2 hour:					
5 days weekly.....	115.00	109.25	103.50	92.00	
3 days weekly.....	80.00	76.00	72.00	64.00	
1/4 hour:					
5 days weekly.....	60.00	57.00	54.00	48.00	
3 days weekly.....	45.00	42.75	40.50	36.00	
5 minutes:					
5 days weekly.....	32.00	30.40	28.80	25.00	
3 days weekly.....	20.00	19.00	18.00	16.00	

<b>CLASS "B"</b>					
(Sign-on to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:00 p.m. to sign-off)					
1/2 hour:					
5 days weekly.....	90.00	85.50	81.00	72.50	
3 days weekly.....	60.00	57.00	54.00	48.00	
1/4 hour:					
5 days weekly.....	48.00	45.60	43.20	38.00	
3 days weekly.....	36.00	34.20	32.40	28.00	
5 minutes:					
5 days weekly.....	24.00	22.80	21.60	19.20	
3 days weekly.....	16.00	15.20	14.40	13.00	

(This listing continued on next page)



**MISSOURI—Continued**

**JOPLIN—Continued**  
**WMBH—Continued**

Discounts do not apply to announcements or five minute periods.

**SPECIAL FEATURES**

News: Leased wire service available. Rates on request.  
**RECORDED PROGRAMS**  
Rates and other information on request.

**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**

**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 transcription, using either 33-1/3 or 78 r.p.m. double turntable.

**Personnel**

Manager—D. J. Poyner.  
Sales Manager—Bob Burke.  
Chief Engineer—Baxter Burrill.

**Representatives**

Sears and Ayer, Inc.

**KANSAS CITY**

(Jackson County)

**KCMO**

(Established 1925)



**BASIC BLUE NETWORK**

Rates effective January 1, 1942. (Card No. 9.)  
Owned and operated by KCMO Broadcasting Co.  
Business Office and Studio—Commerce Trust Bldg.,  
Kansas City, Missouri, Victor 0900.  
Transmitter—Hardesty and Washington Blvd., Kansas  
City, Missouri.

**Wave—Power—Time**  
Operating power—5,000 watts.  
202.7 meters; 1480 kilocycles.  
Licensed to operate unlimited time.  
Operates on Central War Time.

Actual operating schedule: 5:00 a.m. to 1:00 a.m.  
**Agency Commission**  
Agency commission 15% to recognized advertising  
agencies. No cash discount. All bills rendered on day  
following broadcast, payable immediately.

**General Advertising**  
For combination rates see listing of Blue Network  
Company (Basic Blue Network).

CLASS "A"		CLASS "B"		CLASS "C"	
(6:00 p.m. to 10:30 p.m.)		(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)		(12:00 midnight to 8:00 a.m.)	
1 tl.	13 tl.	1 tl.	13 tl.	1 tl.	13 tl.
1/2 hour....	120.00	114.00	108.00	102.00	96.00
1/4 hour....	72.00	68.40	64.80	61.20	57.60
10 minutes	55.00	52.25	49.50	46.75	44.00
5 minutes	36.00	34.20	32.40	30.60	28.80

CLASS "B"		CLASS "C"	
(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)		(12:00 midnight to 8:00 a.m.)	
1 tl.	13 tl.	1 tl.	13 tl.
1/2 hour....	80.00	57.00	54.00
1/4 hour....	38.00	34.20	32.40
10 minutes	27.50	26.13	24.75
5 minutes	18.00	17.10	16.20

CLASS "A"		CLASS "B"		CLASS "C"	
(6:00 p.m. to 10:30 p.m.)		(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)		(12:00 midnight to 8:00 a.m.)	
1 tl.	13 tl.	1 tl.	13 tl.	1 tl.	13 tl.
1/2 hour....	40.00	38.00	36.00	34.00	32.00
1/4 hour....	24.00	22.80	21.60	20.40	19.20
10 minutes	18.50	17.58	16.65	15.73	14.80
5 minutes	12.00	11.40	10.80	10.20	9.60

WEEKLY RATES		CLASS "A"		CLASS "B"		CLASS "C"	
(6:00 p.m. to 10:30 p.m.)		(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)		(12:00 midnight to 8:00 a.m.)			
1 tl.	13 wks.	1 tl.	13 wks.	1 tl.	13 wks.	1 tl.	13 wks.
Six times weekly:	581.40	518.40	459.60	397.80	348.84	299.88	260.92
1/2 hour.....	348.84	313.74	275.40	237.00	208.20	179.40	155.52
1/4 hour.....	266.48	237.60	215.48	186.68	165.24	144.88	126.24
10 minutes.....	174.42	155.52	137.70	118.68	105.24	91.80	80.64
5 minutes.....	118.68	105.24	91.80	78.24	68.88	59.52	51.84

CLASS "A"		CLASS "B"		CLASS "C"	
(6:00 p.m. to 10:30 p.m.)		(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)		(12:00 midnight to 8:00 a.m.)	
1 tl.	13 tl.	1 tl.	13 tl.	1 tl.	13 tl.
1/2 hour....	153.90	137.70	122.40	106.20	95.04
1/4 hour....	92.34	82.62	73.44	63.12	56.10
10 minutes.....	70.54	63.12	56.10	48.17	41.81
5 minutes.....	46.17	41.81	36.72	30.78	27.54

CLASS "A"		CLASS "B"		CLASS "C"	
(6:00 p.m. to 10:30 p.m.)		(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)		(12:00 midnight to 8:00 a.m.)	
1 tl.	13 tl.	1 tl.	13 tl.	1 tl.	13 tl.
1/2 hour....	193.80	172.80	153.00	132.60	117.00
1/4 hour....	118.28	103.68	91.80	79.92	69.78
10 minutes.....	89.66	78.92	70.79	60.42	51.84
5 minutes.....	60.42	51.84	45.90	38.64	33.48

**ANNOUNCEMENTS**

Time periods and announcements cannot be combined to earn frequency discounts.

CLASS "A"		CLASS "B"		CLASS "C"	
(6:00 p.m. to 10:30 p.m.)		(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)		(12:00 midnight to 8:00 a.m.)	
1 tl.	13 tl.	1 tl.	13 tl.	1 tl.	13 tl.
1 minute	20.00	19.00	18.00	17.00	16.00
100 words	16.00	15.20	14.40	13.60	12.80
35 words	12.00	11.40	10.80	10.20	9.60
*35 words	20.00	19.00	18.00	17.00	16.00

**SPECIAL FEATURES**  
Time signals, weather reports, temperature reports, sports broadcasts, KCMO Woman's Program—rates on request.  
News: Leased wire available. Add 10% of one time rate to regular time cost.  
**POLITICAL BROADCASTS**  
One time station rates apply. No frequency discounts allowed. Cash in advance.  
**RECORDED PROGRAMS**  
Transcription library service is available—rates on application.  
No extra charge for presentation of advertiser's transcriptions.  
**TALENT**  
Rates on application.  
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 broadcast from points outside the studios are subject to special charges.  
**SERVICE FACILITIES**  
Any type of programs desired by the advertiser is available. The station will assume the entire responsibility for program, construction and presentation. Program ideas, lists of talent and prices for special productions will be furnished on request.  
The services of station include an advertising and program personnel.

**Contract and Other Requirements**  
Rates are based on the number of Programs to be used in one year, and are for station time only.  
All programs, including electrical transcriptions and announcements, are subject to the approval of station management. Rates are for time only.  
Rates apply to all classes of accounts.

**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. turn-tables for vertical and lateral cut recordings.

**Personnel**  
General Manager & Sales Director—Jack Stewart.  
Business Manager—C. E. Breazael.

**Representatives**  
Joseph Hershey McGillvra, Inc.



**ZOOM TOBACCO PRODUCT SALES!**

**REVENUE INCREASE OVER 290%**

Here's what radio promotion via Station KCMO in Kansas City did for a line of tobacco products:

- YEAR 1940: Sales \$7,683. No radio promotion.
- YEAR 1941: Sales \$21,841. Radio promotion over Station KCMO using 15-minute newscasts daily and Sunday, plus two daily one-minute spots.
- YEAR 1942: Sales to November 30, well over \$30,000 and still soaring! Radio promotion same as in 1941.
- YEAR 1943: Client already signed up for more of this sure-sale radio advertising. Ask any McGillvra office to arrange similar profitable promotion in Kansas City for YOU.



National Representative:  
**JOSEPH HERSHEY MCGILLVRA**

**Basic Blue Network**

KANSAS CITY—Continued

K M B C

(Established 1921)



Rates effective February 1, 1942. (Card No. 20.)  
 Operated and operated by Atlantic Broadcasting Company, Inc.  
 Office and Studios—11th floor Pickett Hotel, 10th and McGee Sts., Kansas City, Missouri.  
 Harrison 2650.  
 Transmitter—50th and Belinder Road, Johnson County, Kansas.  
 Power—Time

Operating power—5,000 watts.  
 Modulation—crystal control.  
 Frequency—980 kilocycles.  
 Licensed to operate full time.  
 Operates on Central War Time.  
 Actual operating schedule: Sundays 7:00 a.m. to 2:00 midnight. Week days 5:30 a.m. to 12:00 midnight.

Agency Commission  
 Agency commission 15% allowed to recognized agencies on station time only. No cash discount. Invoices payable 10th of month following broadcast, except where credit has not been arranged when terms are cash with order, unless otherwise provided. Billing will be at card rates earned unless otherwise arranged.

General Advertising  
 For combination rates see listing of Columbia Broadcasting System (Basic Network).  
 The following rates apply to both national and local advertising.  
 Rates and discounts on program time and announcements (talent excluded) are guaranteed for term of contract, including extension or renewal contracts for identical and consecutive service within one year.  
 Discounts on all contracts within one year are cumulative and retroactive. Programs and announcements may not be combined to earn discounts.

CLASS "A"	
6:00 p.m. to 10:30 p.m.	
1/4 hour	100.00 95.00 90.00 85.00 80.00 75.00
CLASS "J"	
12:00 noon to 1:00 p.m. daily and 12:00 noon to 6:00 p.m. Sunday	
1/4 hour	60.00 57.00 54.00 51.00 48.00 45.00
CLASS "C"	
9:30 a.m. to 12:00 noon daily and 1:00 p.m. to 6:00 p.m. week days	
1/4 hour	50.00 47.50 45.00 42.50 40.00 37.50
CLASS "D"	
10:30 p.m. to 11:00 p.m. and 7:00 a.m. to 9:30 a.m.	
1/4 hour	40.00 38.00 36.00 34.00 32.00 30.00
CLASS "E"	
11:00 p.m. to 7:00 a.m.	
1/4 hour	30.00 28.50 27.00 25.50 24.00 22.50

Station breaks limited to 30 words. Electrical transcription not over 1/4 minute at 50 word rates. Over 30 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.	
One minute electrical transcription	50.00 47.50 45.00 42.50 40.00 37.50
30 words	24.00 22.80 21.60 20.40 19.20 18.00

CLASS "B"	
11:59 a.m. to 1:01 p.m. daily and 11:59 a.m. to 5:59 p.m. Sundays	
One minute electrical transcription	30.00 28.50 27.00 25.50 24.00 22.50
30 words	14.40 13.80 13.20 12.60 12.00 11.40

CLASS "C"	
9:29 a.m. to 12:58 a.m. daily and 1:01 p.m. to 5:58 p.m. week days	
One minute electrical transcription	25.00 23.75 22.50 21.25 20.00 18.75
30 words	12.00 11.40 10.80 10.20 9.60 9.00

CLASS "D"	
10:31 p.m. to 10:59 p.m. and 6:59 a.m. to 9:28 a.m.	
One minute electrical transcription	20.00 19.00 18.00 17.00 16.00 15.00
30 words	9.60 9.12 8.64 8.16 7.68 7.20

CLASS "E"	
11:01 p.m. to 6:58 a.m.	
One minute electrical transcription	15.00 14.25 13.50 12.75 12.00 11.25
30 words	7.20 6.84 6.48 6.12 5.76 5.40

DISCOUNTS  
 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. This rebate applies unless otherwise designated.

SERVICE FEATURES  
 Contracts acceptable on basis firm order, 13 weeks minimum, and subject to cancellation thereafter on 10 days' notice, prior to expiration of any 13 week cycle.  
 News Sponsorship—Station reserves complete control over news and placement of sponsor's announcements, the number of which is limited to two in each Newscast or Sportscast. Copy limitations—5 minute newscasts, 150 words; 10 minute newscasts, 225 words, except Early Farm Edition, 300 words.  
 Sponsorship notices day, Monday through Saturday, Early Farm Edition: About 6:00 a.m., 10 minutes, 80.00; Coffee-Cup Edition, 7:15 a.m., 10 minutes 80.00; Coffee-Cup Final, approximately 8:30 a.m., 5 minutes. Mid-morning, mid-afternoon, 5 minutes,

120.00; 7 minutes with 225 words copy and same service charge same as "5 minutes." 150.00. Noon Edition, 5 minutes, 144.00, or 10 minutes, 216.00; Evening Editions, 6:00 p.m. or 9:30 p.m., 10 minutes, 320.00; 5:45 p.m. (instead of 6:00 p.m.), 10 minutes 240.00. 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; mid-morning, 5 minutes; 12:00 noon, 10 minutes; mid-afternoon, 5 minutes; early evening, 10 minutes; 9:30 p.m., 10 minutes 240.00. News service 48.00. Service charges net. No frequency discounts.

Not subject to annual rebate. Add to above for news service, 5 minutes, 36.00; 10 minutes, 48.00, except in Class "E" time, either 5 or 10 minutes, 24.00. Services of Eric Smith, John Cameron Swayze, John Farmer, or other specified news reporter, extra; rates on request.

Sportscast: Following evening News strips only, 5 minutes, 21.00; 5:55 p.m., 175.00. Add for news service, 36.00.

Services of Walt Lochman, or other specified sports reporter, extra. Rates on request. Same general conditions apply to Sportscasts as to Newscasts. Not subject to annual rebate.

Newscasts or Sportscasts available three times per week at 1/2 weekly prices, plus 10%; subject to more or cancellation by station on two weeks' notice if 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 75.00; during Dinnerbell Round-up, per week 144.00. Sponsor identification at beginning, and 150 words commercial at close by station announcer. Not subject to annual rebate.

Farm Counsellor Talks—with Phil Evans—approximately 10 minutes, Monday through Friday; same rates and conditions as for 6:00 a.m. News Sponsorship, except five times only, and subject to Annual Rebate; services of Phil Evans, extra.

Feed Lot Chats—with Phil Evans; during Dinnerbell Round-up; approximately five minutes, Monday through Friday. Maximum commercial, 150 words; five times weekly, per week 150.00; three times weekly, per week 90.00; 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 Newscast, except rate, per week, 120.00. Services of Phil Evans, extra.

Farm Programs—Daily except Sunday. Exact time of all farm service features subject to change by station.

KMBC Early Birds—5:30 a.m. to 6:45 a.m. In addition to regular Class "E" rates, the following features for sponsorship and special participation rates are offered:  
 1/4 hour program periods—6 days weekly, 100.00; unspecified talent, 50.00 extra; specified talent, rates on request. 1/4 hour programs, 3 days weekly, 60.00; unspecified talent, 30.00 extra. Minimum contract, time subject to change, 4 weeks. Minimum contract, time not subject to change, 13 weeks.

Sales Talks—Maximum 200 words, day and time subject to change by station; 6 times weekly, per week, 72.00; 3 times weekly, per week, 40.00. 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 up to one minute at Class "B" rates.

KMBC Happy Kitchen—Co-sponsorship program. Daily except Sunday; 1/4 hour sponsorship, maximum 400 words commercial copy and mention on all other days; competitive accounts not accepted:

Time	Talent	Total
1 time weekly, per week	40.00	35.00 75.00
2 times weekly, per week	60.00	70.00 146.00
3 times weekly, per week	108.00	105.00 213.00

Commission and annual rebate on time only. One 200 word announcement by station announcer acceptable in each unsponsored program, per broadcast, 35.00. No frequency discounts. Contracts expire automatically when program sponsored.  
 KMBC Food Scout—Monday through Saturday. Same sponsorship conditions as for Newscasts, except maximum copy, 300 words. Per week 120.00 plus remote charge, per week 50.00; services, Food Scout, extra. All service charges net.

Time Announcements—daily including Sunday, by the week; 30 words at 30 word announcement rates. Recorded time announcements or sound effects not acceptable.

Special package of daily 30 word announcements (choice of Classes "C," "D," or "E" available, strictly flexible, subject to change by station on one hour's notice) for Kansas City local or retail advertisers only, contracting directly with station, per month 120.00. Additional 30 word flexible announcements pro rata (each 4.00). Twelve months non-cancellable contract permits maximum 300 time discount of 25% on all other announcements. Non-commissionable.

POLITICAL  
 No frequency discounts. No agency commissions. Strictly net. Terms, cash with order.

ELECTRICAL TRANSCRIPTIONS  
 Transcription programs are subject to change by station by deleting recorded material and substituting local material.

TALENT  
 All talent will be engaged and paid by the station unless otherwise agreed in writing.

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

SERVICE FACILITIES  
 The services of station's personnel are offered without additional charge to advertisers for program planning and program promotion. Certain publicity and program promotion services by station's personnel per printed plan available on request. Special merchandising conducted for client by station will be paid by advertiser.

(This listing continued on next page)



NANCY GOODE, Director, KMBC Happy Kitchen

Still STIRRING UP Sales!

Many a big-time advertiser is still smacking his lips over the platters of profits cooked up for him in years past by the KMBC Happy Kitchen.

Today with food shortages and marketing restrictions presenting new problems to homemakers—the show that solves these problems is more than ever a GREAT buy for food advertisers.

The KMBC Happy Kitchen is Kansas City's all-time Number 1 participating program . . . by far the most popular with listeners—most often used by advertisers.

You'll be surprised at how little it costs. Ask us or any Free & Peters man for details.



KANSAS CITY—Continued
K M B C—Continued

Contract and Other Requirements
Station's acceptance of orders provides that all conditions and provisions of this rate card, or nationally published amendments thereto, shall take precedence over any conditions in buyer's order at variance therewith.

Contracts must specify number of broadcasts, or weeks; and unless otherwise indicated will be on specified time basis, subject to change by station, or cancellation by buyer, on two weeks' written notice.

Closing Time
Closing date two weeks in advance of service if program is to be included in publicity releases. Final closing one week.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 3 1/2 and 7 1/2 r.p.m. double turn-tables.

Personnel
President—Arthur B. Church.
Managing Director—Karl Koerper.
Director of Sales—Sam H. Bennett.

W D A F
(Established 1922)

Rates effective November 1, 1941. (Card No. 13.)
Owned and operated by Kansas City Star Company.
Business Office and Studio—1729 Grand Ave., Kansas City, Missouri, Harrison 1200.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 minutes) and rates for various days and times.

ANNOUNCEMENTS
Time discounts may be earned only when minimum of one announcement per week is used. When a specified time is guaranteed for broadcasts of less than five minutes, 50% extra is charged.

Table with columns for time slots (1 tl., 13 tl., 26 tl., 52 tl., 100 tl., 300 tl.) and rates for 1 minute, 75 words, and 30 words.

Time and weather announcements at guaranteed announcement rates.

POLITICAL BROADCASTS
Non-commissionable and must be paid for in advance. RECORDED PROGRAMS

ELECTRICAL TRANSCRIPTIONS
(Transcribed Announcements)
15 seconds..... 30 word rate applies
30 seconds..... 75 word rate applies

TALENT
Talent charges on application.

REMOTE CONTROL
Where programs are to be broadcast from any other place than the station studio there is an additional charge of \$5.00 for the first hour or fraction of hour and 10.00 for each additional consecutive hour; remote control costs additional thereto.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Broadcasting periods or programs are not subject to change or cancellation except upon the consent of the station and in writing.

User agrees, consistent with the common practice in radio, and in order to meet certain requirements of the Federal Communications Commission, 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 may cancel contracts, in default by the user either in the event of non-payment of any amount to be paid the station or in the performance of any other provision of the contract.

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 accidents to performers, entertainers, speakers or other talent, or the officers, agents, servants or employees of the user while on the premises of station or any remote control point.

Any notice which the station may desire to serve upon the user will be sent by telegram or letter addressed to the user at the place of business last known to 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.

Branch Offices
Chicago: L. I. Welshar.
New York: Allan W. Creel.

Representatives: Edward Petry & Company.

WBH
(Established 1922)
MUTUAL NETWORK

Rates effective Aug. 15, 1937 (Card No. 18), revised
Owned and operated by WBH Broadcasting Co.
Business Office and Main Studio—Scarratt Bldg., Kansas City, Mo., Harrison 1161. Wire or phone collect for time clearance or other data desired.

Operating power—1,000 watts.
340.8 meters; 880 kilocycles.
Licensed to operate every day from sunrise to sunset. Operates on Central War Time.

Agency Commission
Agency commission 15% on station time. No cash discount. Bills due and payable monthly following service unless otherwise specified.

General Advertising
For combination rates see listings of Kansas State Network and Mutual Broadcasting System.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.) and rates for 1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 300 times.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.) and rates for 1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 300 times.

STRIP RATES FOR ONE-QUARTER HOUR PROGRAMS

Rates apply to 1/4 hours used daily at same hour five, six or seven days weekly. Advertisers using more than one strip, whether placed through the same or different advertising agencies, are entitled to the following additional discounts during period in which multiple strips are used: 2 strips 5%; 3 strips 10%; 4 strips 15%; 5 strips 20%.

Table with columns for time slots (13 wks., 26 wks., 39 wks., 52 wks.) and rates for 5 nights weekly, 6 nights weekly, 7 nights weekly.

SPOT ANNOUNCEMENT RATES AND TRANSCRIPTIONS

Rates are for run of schedule spots during hours indicated. Certain spots on station schedules take "Preferred Time Rate" 25% additional. These "Preferred spots" will be quoted on request.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.) and rates for 1 minute transcription, 100 words, 1/2 minute transcription, 60 words.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.) and rates for 1 minute transcription, 100 words, 1/2 minute transcription, 60 words.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.) and rates for 1 minute transcription, 100 words, 1/2 minute transcription, 60 words.

SPECIAL FEATURES
Time announcements: quarter hour, half hour, three quarter hour and hourly intervals. Tie-in commercial announcements of 50 words or 1 words at general broadcasting rates.



# THE VOICE OF FREEDOM



Carrying the story of the war to the people—the needs of the Red Cross, War Industries, Civilian Defense, Recruiting, Armament, the U. S. O., Rationing, Bond Sales and the building of a War Consciousness . . . . .

Keeping faith in the performance of a sacred mission while this nation is at war . . . . .

*WDAF*

K A N S A S C I T Y

MISSOURI—Continued

KANSAS CITY—Continued

W H B—Continued

News Broadcasts: Eight times daily at 6:35 a.m., 7:00 a.m., 8:00 a.m., 10:15 a.m., 12:00 noon, 2:00 p.m., 3:00 p.m., 4:00 p.m. and 5:30 p.m. Time may be changed if advertiser desires. Details on request.

Sports Broadcasts: Sponsorship available by special arrangement. Details on application. Play-by-play reports on baseball and football also available.

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply to electrical transcriptions.

TALENT

Additional charges are made for talent, special continuity service and special announcers. Rates on application.

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.

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:

- 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 displays. (Advertisers to furnish material.) Per display placed, 25 units.
6. Distribute counter displays 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 call, 10 units.
8. Arrange addition of program for important local outlets. (Advertiser to pay any necessary talent costs.) Per person attending addition, 10 units. In no case does the station agree to solicit or take orders for the advertiser's product.

REMOTE CONTROL

Additional charges made for programs originating outside of WHB central studios.

Contract and Other Requirements

Advertising of hard alcoholic beverages not acceptable. Wine, beer and laxatives 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 expense of whatsoever kind or nature, which may be sustained by it as a result of broadcasting for said clients. Clients will be billed monthly for postage or express charges necessary to forward fan mail and inquiries.

Closing Time

Final closing time for publicity one week in advance. Electrical transcriptions should be delivered to studio at least two weeks 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. turn-tables for vertical and lateral cut recordings.

Personnel

President & Commercial Mgr.—Donald Dwight Davis
Vice-Pres. and General Mgr.—John P. Schilling
Vice-Pres. and Treasurer—John P. Cash.

Representatives

For time clearances, schedules, information, data, telephone Harrison 1161, collect, or wire collect to Don Davis, WHB, Kansas City, Missouri.

POPLAR BLUFF

(Butler County)

KWOC

(Established 1938)



Rates effective April 1, 1942.

Owned by A. L. McCarthy, O. A. Tedrick and J. H. Wolters.

Business Office and Studio—1801 N. Main Street, Poplar Bluff, Missouri, telephone 1310. Transmitter—1801 N. Main St., Poplar Bluff, Mo.

Wave—Power—Time

Operating power—250 watts. 223.9 meters; 1340 kilocycles. Operates on Central War Time. Licensed to operate unlimited time. Actual operating schedule: Sundays 8:00 a.m. to 5:00 p.m. Week days 7:00 a.m. to 10:00 p.m.

Agency Commission

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

Rates include charges by owners of music copyrights, ASCAP, BMI and SESAC performance licenses. The following rates are for national advertising.

Table with columns for time slots (11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 10:00 p.m.), rates per hour/minute, and per week.

Table for CLASS 'A' (All other time) with columns for time slots and rates per hour/minute.

Table for STRIP RATES CLASS 'A' with columns for time slots and rates per week.

Table for CLASS 'B' (All other time) with columns for time slots and rates per week.

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.

ANNOUNCEMENTS

Table for CLASS 'A' (11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 10:00 p.m.) with columns for time slots and rates per week.

Table for CLASS 'B' with columns for time slots and rates per week.

Class 'A' rates less 20%. POLITICAL TALKS

One time rates apply on all political talks; payable in advance. No frequency discounts. SPECIAL FEATURES

Time signals, temperature, live stock market, cotton market reports. Rates on request. News—Leased wire service available. Rates on request.

ELECTRICAL TRANSCRIPTIONS

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 not, no commission or discount.

REMOTE CONTROL

Programs broadcast from points outside the studio are subject to special charges to be paid by client.

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 stated.

Closing Time: All contracts should be closed as far in advance of the initial program as possible to facilitate proper production.

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—P. H. Cunningham. Chief Engineer—Don M. Adonon. Commercial Manager—P. H. Cunningham. Continuity Editor—Wm. R. Tedrick. Representatives: None.

ST. JOSEPH

(Buchanan County)

KFEQ

Rates effective December 15, 1942. (Card No. 7.) Owned and operated by KFEQ, Inc. Studio—2nd floor, Schneider Bldg., 7th and Felix Streets, St. Joseph, Mo. Transmitter—5-1/2 miles northeast of St. Joseph, Mo. Wave—Power—Time: Operating power—5,000 watts. Modulation—100%. Frequency—441.2 meters; 680 kilocycles. Licensed to operate full 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.

Agency Commission

15% on station time charges allowed to recognized advertising agencies. No cash discount. No commission on talent or line charges. Bills payable 15th of month following service unless otherwise specified.

General Advertising

For combination rates see listing of Blue Network Company (Basic Blue Supplementaries). Music copyright fees are included in rates.

Table for CLASS 'A' (12:00 noon to 1:00 p.m. week days and 6:00 p.m. to 10:00 p.m. daily) with columns for time slots and rates per hour/minute.

Table for CLASS 'B' (6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. week days, 7:00 a.m. to 6:00 p.m. Sundays, and 10:00 p.m. to sign-off daily) with columns for time slots and rates per hour/minute.

Table for WEEKLY STRIP RATES CLASS 'A' with columns for time slots and rates per week.

Table for CLASS 'A' (12:00 noon to 1:00 p.m. week days and 6:00 p.m. to 10:00 p.m. daily) with columns for time slots and rates per week.

Table for CLASS 'B' (6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. week days, 7:00 a.m. to 6:00 p.m. Sundays, and 10:00 p.m. to sign-off daily) with columns for time slots and rates per week.

Table for CLASS 'A' (12:00 noon to 1:00 p.m. week days and 6:00 p.m. to 10:00 p.m. daily) with columns for time slots and rates per week.

Table for CLASS 'B' (6:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m. week days, 7:00 a.m. to 6:00 p.m. Sundays, and 10:00 p.m. to sign-off daily) with columns for time slots and rates per week.

Table for CLASS 'A' (12:00 noon to 1:00 p.m. week days and 6:00 p.m. to 10:00 p.m. daily) with columns for time slots and rates per week.

Copy must be filed 24 hours in advance of broadcast. Regular rates apply; payable in advance.

TALENT

Rates on request. 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.

Contract and Copy Requirements

Advertising contracts with station are not assignable. nor are any periods sold in bulk for resale. Advertising of alcoholic 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 in clear 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 held 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.

(This listing continued on next page)

ST. JOSEPH—Continued
K F E Q—Continued

Unless otherwise specified and agreed upon, contracts are not subject to cancellation until two weeks after starting date. Station will not be held responsible for loss of valuable 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 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. One full business day before scheduled broadcast time. 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 President—Barton Pitts. National Advertising Manager—Glen G. Griswold. Promotion Manager—J. Ted Branson. Program Director—Harry H. Packard. Chief Engineer—Fred H. Damm. Representatives Headley-Reed Company.

ST. LOUIS
K F U O

Owned and operated by Evangelical Lutheran Church. Missouri Synod. Office—801 De Mun Ave., St. Louis, Mo. Wave—Power—Time Operating power—5,000 watts to sunset at Denver. 2,522.9 meters; 850 kilocycles. Does not sell time.

K M O X
(Established 1925)

Owned and operated by Columbia Broadcasting System, Inc. Business Office and Studio—401 S. 12th Blvd., St. Louis, Mo. Transmitter—16 miles south of St. Louis, Missouri. Wave—Power—Time Operating power—50,000 watts. (100% modulation.) 267.9 meters; 1120 kilocycles. Operates on cleared national channel. Operates on Central War Time. Actual operating schedule: Sundays 7:00 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 listing of Columbia Broadcasting System (Basic Network). Rates include charges by owners of music copyrights. Programs not furnished by, but presented in the studios of KMOX are subject to a production charge. Rates for periods in excess of one hour are in exact proportion to one hour rates.

Table with columns for time slots (7:00 p.m. to 10:30 p.m., 6:00 p.m. to 10:30 p.m., 8:00 p.m. to 9:00 p.m., 9:00 a.m. to 6:00 p.m., 10:30 p.m. to 11:00 p.m.) and rows for 1, 2, 3, 4, 5, 6 days. Includes sub-sections for CLASS 'A', CLASS 'B', and CLASS 'C'.

Table for CLASS 'D' (8:00 a.m. to 9:00 a.m. week days, 8:00 a.m. to 1:00 p.m. Sunday) and CLASS 'E' (11:00 p.m. to 8:00 a.m. daily). Columns for 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows for 1, 2, 3, 4, 5, 6 days.

Table for CLASS 'E' (11:00 p.m. to 8:00 a.m. daily). Columns for 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows for 1, 2, 3, 4, 5, 6 days. Includes text: Seven days per week pro rata to six day rate. Three-quarter hour—80% of hour rate. Remaining five or ten minute units of a fifteen minute period may be purchased at following rates: 5 minutes—50% of quarter hour rate 10 minutes—30% of quarter hour rate

DISCOUNTS All discounts apply to time charges only. Weekly Dollar Volume Discount Weekly dollar volume discounts not applicable on schedules of less than eight consecutive weeks of broadcasting under "General Broadcasting Time Rates". Advertisers using a schedule of eight or more consecutive weeks under "General Broadcasting Time Rates" are entitled to dollar volume discount on all broadcasts running concurrently. Advertisers using announcements only are not entitled to dollar volume discount.

Table for Contracted value of time at gross rates. Columns for Less than 250.00 weekly, 250.00 or more but less than 430.00 wkly, 430.00 or more but less than 610.00 wkly, 610.00 or more but less than 790.00 wkly, 790.00 or more but less than 970.00 wkly, 970.00 or more but less than 1,150.00 wkly, 1,150.00 or more weekly. Rows for 2-1/2%, 5%, 7-1/2%, 10%, 12-1/2%, 15%.

Discounts for Consecutive Weeks Discounts for consecutive weeks of broadcasting. Applicable only to rates listed under "General Broadcasting Time Rates" after deducting applicable dollar volume discounts, if any. The discount will be due and payable at the end of 13, 26 or 52 weeks of broadcasting excepting that it will be allowed currently on non-cancellable contracts. 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 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 reduced.

Table for ANNOUNCEMENTS. Columns for 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows for 100 words, 50 words, 25 words. Includes text: No contest in announcement feature. Country Journal—3:00 a.m. to 7:00 a.m. daily except Sunday (any farm service features of five minute units in Country Journal are sold on same basis as "Live Stock" or "Market Reports").

Table for ANNOUNCEMENTS. Columns for 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows for 100 words, 50 words, 25 words. Includes text: Fifteen second transcribed announcements in "Country Journal" or "Woman's Hour" accepted at 100 word rate. (Participating program rates only applicable when service is actually scheduled in participating program.)

SPECIAL FEATURES Fifteen second transcribed time signals: Class "A" time, each 50.00; per week, six times, 275.00. Class "B" time, each 35.00; per week, six times, 175.00. Magic Kitchen: Participation program on run of schedule time (electrically transcribed announcements not accepted), per week 175.00. Live Stock and Market Reports—Approximately five minutes daytime only in "Country Journal" programs, daily except Sunday. Per week, six times, 225.00. No time discounts. If divided between two sponsors, three per week rate is 100.00. If Charley Stookey is specified, three times a week rate is 125.00. News: Five minute strips in "Country Journal," news service and announcer for six per week 175.00; three per week 100.00 (includes time, service, and staff announcer). Standard charges for news service and staff announcer on any other news periods, whether for individual programs, three per week cycle, or six per week strip are: five minutes 10.00; ten minutes 20.00; fifteen minutes 30.00.

Announcement and Time Signal Discounts Any combination of fifteen or more time signals or announcements per week of any type may be grouped to earn a bulk package rate which is also subject to weekly frequency discounts—details on request. Sports Features: When available, rates on request.

ELECTRICALLY TRANSCRIBED PROGRAMS Regular rates apply. TALENT Special announcers—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 by the advertiser and will furnish program ideas, talent and prices on request. Programs originating in KMOX Columbia Playhouse are subject to service charge of 25.00 each. Production charges on live programs—rates 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 turn-tables for vertical and lateral cut recordings.

Personnel Gen'l Mgr. & Nat'l Sales Mgr.—Merle S. Jones. General Sales Manager—Wendell B. Campbell. Representatives Radio Sales.

K S D (Established 1922) BASIC NBC NETWORK logo with NBC peacock.

Rates effective February 15, 1941. (Card No. 18.) Owned and operated by the St. Louis Post-Dispatch. Business Office—12th and Olive Sts., St. Louis, Mo. Main 1111.

Offices and Studio—Post-Dispatch Building, St. Louis, Mo., Main 1111. Transmitter—Post-Dispatch Building, St. Louis, Mo. Wave—Power—Time Operating power 5,000 watts days; 1,000 watts nights. (100% modulation.) 545.5 meters; 550 kilocycles. Licensed to operate full time on cleared regional channel. Operates on Central War Time. Actual operating schedule: Sundays 7:30 a.m. to 12:00 midnight. Week days 5:30 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% on station time charges to agencies recognized by American Newspaper Publishers' Association or the St. Louis Post-Dispatch.

General Advertising For combination rates see listing of National Broadcasting Company (Basic Network). Rates are based on the number of programs to be used in one year and for station time only. Discounts will apply to announcements as well as regular broadcasting periods, but must be on a separate contract.

Table for CLASS 'A' (6:00 p.m. to 10:30 p.m.). Columns for 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute or less, 100 words or less, 50 words or less. Rows for 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute or less, 100 words or less, 50 words or less.

Table for CLASS 'B' (9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.). Columns for 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute or less, 100 words or less, 50 words or less. Rows for 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute or less, 100 words or less, 50 words or less.

Table for CLASS 'C' (11:00 p.m. to 9:00 a.m.). Columns for 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute or less, 100 words or less, 50 words or less. Rows for 1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute or less, 100 words or less, 50 words or less.

SPECIAL FEATURES News Broadcasts—Leased wire service. Rates on request. Other feature and special program rates on request. (This listing continued on next page)

MISSOURI—Continued

ST. LOUIS—Continued

K S D—Continued

RECORDED PROGRAMS

Regular time charges apply to electrical transcriptions. Not restricted to certain hours. No extra charge for broadcasting electrical transcriptions.

ALERT

Choice of local talent available—rates on application. REMOTE CONTROL.

The cost of installing and leasing special telephone or telegraph wires for transmission and the furnishing, installation and operation of necessary equipment for remote control shall be borne by the advertiser.

Contract and Other Requirements

The rates quoted are for the facilities of the station only; musical, dramatic, and other talent charges are in addition to the time rates.

If for any reason the advertiser fails 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 programs or announcements actually used. In no event are contracts to exceed one year from date of first broadcast nor is a rate or regulation 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 the 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 the station upon written notice without incurring any liability therefor.

Advertisers must furnish two weeks' written notice in event of cancellation of program contracts. In the event any broadcasting period contracted for is not used, the Pulitzer Publishing Company reserves the right to provide a program at the expense of the advertiser and the advertiser agrees to accept the substitute and to pay on demand the station rates for such periods the same as if the program had been duly 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 Federal Communications Commission.

Station reserves the right to cancel, advance the time 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 messages 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 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 trade-mark or copyright or other rights of any person; and that the advertiser will defend, indemnify and save harmless the Pulitzer Publishing Company, its employees and agents, from all liability, loss or damage, including attorneys' fees in connection with the station, all claims or suits arising by reason of the broadcasting of any matter furnished by it or its clients or its 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 responsibility for damages or losses sustained in any way as a result of statements made over station, nor for losses, injuries or accidents to property, performers or employees of the advertiser while on the premises of the Pulitzer Publishing Company, and the advertiser agrees to save the Pulitzer Publishing Company, its employees and agents, 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 expressly warrants to the Pulitzer Publishing Company that all of the matter which it shall broadcast shall be suitable and fit for broadcasting and that none of the matter will be libelous, defamatory or obscene; and the fact that the matter shall have previously been submitted to the station for approval and shall have been approved by the station shall not relieve the advertiser of the effect of this warranty if, in fact, any of the matter broadcast shall prove to be libelous, defamatory or obscene.

The advertiser authorizes the Pulitzer Publishing Company, its employees and agents, to cut off any broadcast in so far as the same shall consist of matter which has not previously been approved by the Pulitzer Publishing Company if, in the opinion of the company, said matter either is libelous, defamatory or obscene, or might be so considered by any listener; but neither this provision, nor the failure of the company to cut off any broadcast shall release the advertiser of any of his obligations under the contract.

Exclusive rights to broadcast programs or announcements are not granted to any one advertiser.

Separate contracts are required for announcements up to one minute, and between two minutes or longer. The Pulitzer Publishing Company will not be responsible for verbal statements of any kind made by or with its representatives.

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 turn-tables.

Personnel

General Manager—George M. Burbach. Sales Manager—Edward W. Hamlin.

Representatives Free & Peters, Inc.

K W K

(Established 1927)

Rates effective March 1, 1940.

Owned and operated by Thomas Patrick, Incorporated. Business Office and Studio—Hotel Chase, St. Louis, Missouri, Rosedale 3210.

Transmitter—Broadway & Logan St., St. Louis, Mo.

Wave—Power—Time Operating power 5,000 watts days; 1,000 watts nights. (100% modulation). 217.4 meters; 1380 kilocycles.

Licensed to operate on regional channel full time. Operates on Central War Time. Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 8:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% on station time only to advertising agencies recognized by station. 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. No cash discount.

General Advertising

For combination rates see listing of Mutual Broadcasting System.

GENERAL BROADCASTING RATES

Time discounts on card rates apply to total number of broadcasts for the same sponsor 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"

Table with columns for time slots (6:00 p.m. to 10:30 p.m., 10:30 p.m. to 1:30 p.m., 1:30 p.m. to 2:30 p.m., 2:30 p.m. to 3:30 p.m.) and rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less, 100 words or less, 50 words or less, 30 word chain break.

CLASS "B"

Table with columns for time slots (8:30 a.m. to 9:00 p.m., 9:00 p.m. to 10:30 p.m., 10:30 p.m. to 12:00 midnight, 12:00 midnight to 1:00 a.m., 1:00 a.m. to 1:30 p.m., 1:30 p.m. to 2:00 p.m., 2:00 p.m. to 2:30 p.m., 2:30 p.m. to 3:00 p.m.) and rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

CLASS "C"

Table with columns for time slots (All other hours) and rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less, 100 words or less, 50 words or less, 30 word chain break.

ANNOUNCEMENTS (Between Programs)

Table with columns for time slots (6:00 p.m. to 10:30 p.m., 10:30 p.m. to 1:30 p.m., 1:30 p.m. to 2:00 p.m., 2:00 p.m. to 2:30 p.m., 2:30 p.m. to 3:00 p.m.) and rows for 1 minute, 1/2 minute, 1/4 minute, 10 words, 5 words, 1 minute or less, 100 words or less, 50 words or less, 30 word chain break.

Table with columns for time slots (7:00 a.m. to 8:00 p.m., 8:00 p.m. to 10:30 p.m., 10:30 p.m. to 12:00 midnight, 12:00 midnight to 1:00 a.m., 1:00 a.m. to 1:30 p.m., 1:30 p.m. to 2:00 p.m., 2:00 p.m. to 2:30 p.m., 2:30 p.m. to 3:00 p.m.) and rows for 1 minute, 1/2 minute, 1/4 minute, 10 words, 5 words.

Special rate for run-of-schedule announcements numbering 25 or more per week supplied on request.

SPECIAL FEATURES

Table with columns for Rush Hours (8 t.l. wkly, 6 t.l. wkly) and rows for 20 minutes per week, 1 minute per week.

RECORDED PROGRAMS

Regular time charges apply.

TALENT

Program ideas and talent rates on application.

REMOTE CONTROL

Facilities for remote control broadcasts are available at expense of advertiser.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine. 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.

Closing Time

Contracts must be closed two weeks in advance to make proper announcements. Final closing date, 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. double turn-tables.

Personnel

President and General Manager—Robert T. Conroy. General Sales Manager—V. E. Carmichael.

Branch Office

Paul H. Ruymer Company.

KXOK



Rates effective January 1, 1941.

Owned and operated by St. Louis Star-Times Publishing Company. Business Office and Studio—Star-Times Building, 12th and Delmar, St. Louis, Mo., Chestnut 3700. Transmitter—Madison, Illinois.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation). 476.2 meters; 630 kilocycles.

Licensed to operate full time on regional channel. Operates on Central War Time. Actual operating schedule: Sundays 7:00 a.m. to 12:00 midnight. Week days 8:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% on station time only to advertising agencies recognized by station. No commission on program costs, production, line charges or talent. No cash discount. Announcements and programs cannot be combined to secure benefit of additional discount.

General Advertising For combination rates see listing of Blue Network Company (Basic Blue Network).

GENERAL BROADCASTING TIME RATES

Table with columns for time slots (Without talent—Gross CLASS "A", 6:00 p.m. to 10:30 p.m., 10:30 p.m. to 1:30 p.m.) and rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less, 100 words or less, 50 words or less, 30 word chain break.

CLASS "B"

Table with columns for time slots (9:00 a.m. to 9:00 p.m., 10:30 p.m. to 1:30 p.m.) and rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less, 100 words or less, 50 words or less, 30 word chain break.

CLASS "C"

Table with columns for time slots (11:00 p.m. to 9:00 a.m.) and rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or less, 100 words or less, 50 words or less, 30 word chain break.

News Service: Available for sponsorship at regular rates plus charge for service. Rates on request. Market Reports—Rates on request.

ELECTRICAL 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

Equipped to handle Programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel

General Manager—John C. Roberts. Sales Manager—Clarence G. Cosby. Program Director—C. L. Thomas. Representatives Weed & Company.

W W W

(Established 1921)



Rates effective August 1, 1940. (Card No. 5.)

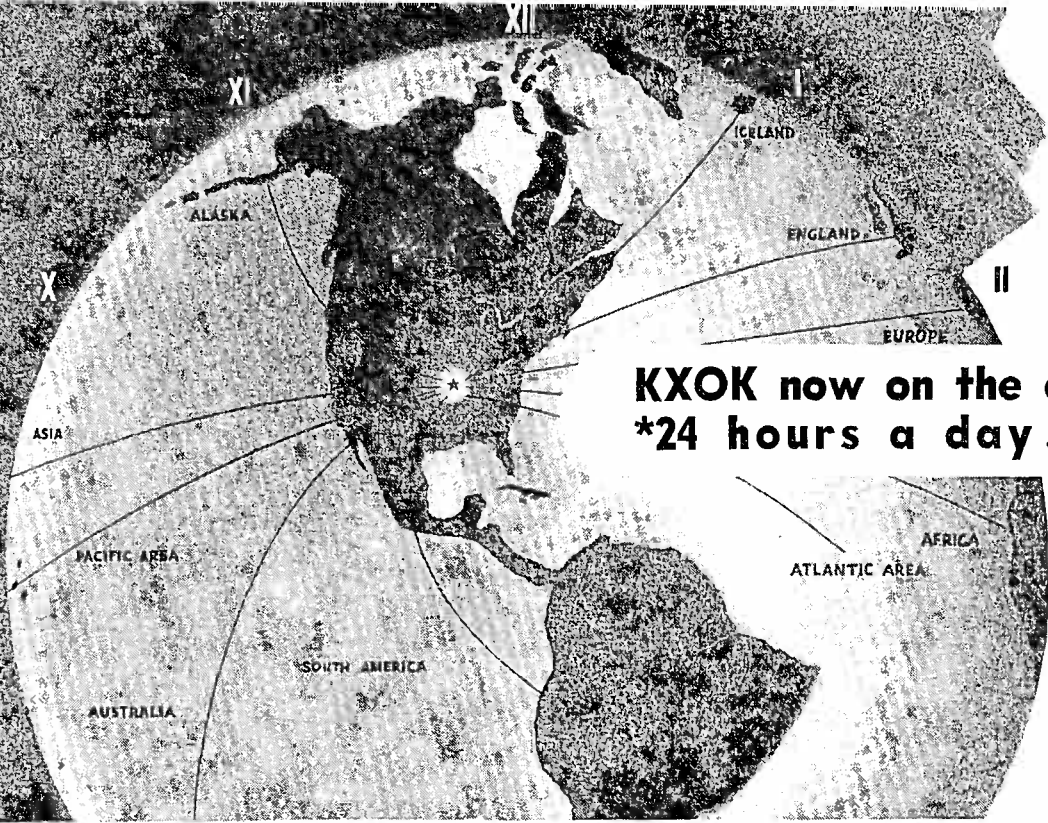
Owned and operated by St. Louis University. Business Office and Studio—3642 Lindell Boulevard, St. Louis, Missouri, Franklin 6065. Transmitter—3042 Lindell Boulevard, St. Louis, Mo.

Wave—Power—Time

Operating power—1,000 watts. (100% modulation). 350.0 meters; 770 kilocycles.

Licensed to operate on Central War Time. Actual operating schedule: January 8:00 a.m. to 6:00 p.m.; February 8:00 a.m. to 6:45 p.m.; March 8:00 a.m. to 7:00 p.m.; April 8:00 a.m. to 7:30 p.m.; May 8:00 a.m. to 8:00 p.m.; June 8:00 a.m. to 8:30 p.m.; July 8:00 a.m. to 8:30 p.m.; August 8:00 a.m. to 8:00 p.m.; September 8:00 a.m. to 7:15 p.m.; October 8:00 a.m. to 6:30 p.m.; November 8:00 a.m. to 6:45 p.m.; December 8:00 a.m. to 6:45 p.m.

(This listing continued on page 174)



**KXOK now on the air  
\*24 hours a day...**

## News 'round the clock from everywhere

KXOK is the only St. Louis station with the full 24-hour facilities of the United Press and International News Service. Listeners know it and they're keeping tuned to KXOK for the news.

War news is a powerful factor in the lives of St. Louisans. They're geared for war and they're producing war goods. They want all the news and they get it through KXOK.

This news feature is being played up in a big way in St. Louis. It's going to increase KXOK's already vast audience among 3,500,000 people in its primary area alone which penetrates four states. Audi-

ence counts . . . advertisers have it on KXOK. KXOK offers advertisers a quick and sure way to reach an ever expanding market. Sales tax reports show that retail sales in St. Louis are up 8 to 10 million dollars per month over pre-war levels. There's a lot of money being made in St. Louis and throughout the rich Mid-Mississippi Valley Market. Alert advertisers are making the most of the opportunities it presents.

There isn't a better combination in St. Louis than KXOK and the Blue Network. Write or wire for choice spots . . . learn what KXOK can do.

**KXOK**  
SAINT LOUIS, MISSOURI

BLUE NETWORK • 630 KC • 5000 WATTS DAY AND NIGHT • OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES  
REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO

\*Except Wednesday From 2 A. M. to 5 A. M.

MISSOURI—Continued

ST. LOUIS—Continued

W E W—Continued

Agency Commission
Agency commission 15% on net charges for station facilities to recognized advertising agencies. No commission on program costs, production charges or talent. No cash discount.
General Advertising
1 1/2 hour... 112.50 106.90 101.25 95.65 90.00 84.75

Musical Clock, 6:00 a.m. to 7:30 a.m., minimum contract 13 weeks:
6 times weekly, 100 words, per week..... 24.00
Just for Women, 11:30 a.m. to 1:45 a.m., participation, women in the news, style notes, etc., daily, 100 words, minimum contract 13 weeks:
1 time per week..... 12.00
3 times per week..... 27.50
6 times per week..... 47.50

News, Time, Temperature, Weather, Sports, rates and details on request.
Market coverage direct from (remote pick-up) St. Louis Live Stock Exchange, National Stock Yards, Illinois, Merchants Grain Exchange, Mississippi Valley Stock Yards, 9:45 a.m. to 10:00 a.m., 12:15 p.m. to 12:30 p.m. and 1:30 p.m. to 1:45 p.m. Regular rates apply.

RECORDERED PROGRAMS
Regular time charges to apply to recordered programs. Not restricted to certain hours. Transcription library services available, rates and details on request. Instantaneous recording equipment available.

REMOTED CONTROL
Station is equipped to handle remote control broadcasts. Advertiser must pay all charges for telephone line and any other charges involved.

Personnel
General Manager—N. (Nick) Pahlara.
Program Director—Don Schmetz.
Chief Engineer—George E. Rueppel.
Representatives
John E. Pearson Company.

WIL

(Established 1922)

Rates effective January 1, 1943.
Owned and operated by the Missouri Broadcasting Corporation.
Business Office and Studio—Melbourne Hotel, St. Louis, Mo., Jefferson 8403.
Transmitter—Grand and Lindell Boulevard, St. Louis, Missouri.
Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
242.0 meters; 1230 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Operating schedule: Sunday 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.

Agency Commission
Agency commission 15% allowed all recognized advertising agencies on 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
Notes include music copyright fees.
The following rates are for entertainment programs if preceded and followed by regularly scheduled programs. To earn rates quoted, contracts must be completed within 12 months.

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Rows for CLASS 'A' (6:00 p.m. to 10:00 p.m. week days and 8:30 a.m. to 10:00 p.m. Sundays) and CLASS 'B' (7:00 a.m. to 6:00 p.m. week days and 10:00 p.m. to sign-off daily).

NOT ANNOUNCEMENTS
The following rates apply if preceded and followed by regularly scheduled programs. Copy will be broadcast as submitted, if approved by station.

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Row for CLASS 'A' (6:00 p.m. to 10:00 p.m. week days and 8:30 a.m. to 10:00 p.m. Sundays).

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Row for CLASS 'B' (7:00 a.m. to 6:00 p.m. week days and 10:00 p.m. to sign-off daily).

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Row for CLASS 'C' (7:00 a.m. to 6:00 p.m. week days and 10:00 p.m. to sign-off daily).

SPECIAL FEATURES
Breakfast Club, Midday Matinee, Mister Fixit, Dawn Patrol, Headlines of the Air, women's programs, children's programs, newscasts, sports reviews, sports play-by-play, etc.—rates on request.

RECORDERED PROGRAMS AND ELECTRICAL TRANSCRIPTIONS
Regular station time rates apply day and night.

REMOTED CONTROL
Wire and mechanical facilities for remote control lines and operator charges are not in station 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.

Closing Time
Copy of all broadcast material must be submitted to station at least 24 hours before broadcast time. No deviation from approved manuscript permitted. 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
President—L. A. Benson.
Vice-President—C. W. Benson.
Program Director—Nell Norman.
Commercial Manager—David Pasternak.
Representatives
William G. Rambeau Company.

SEDALIA

(Pettis County)

KDRO

(Established 1939)

Rates received January 22, 1942.
Owned and operated by Drohlich Brothers.
Business Office—Sedalia, Missouri.
Studio—2100 W. Broadway, Sedalia, Missouri.
Transmitter—2100 W. Broadway, Sedalia, Missouri.
Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
201.3 meters; 1400 kilocycles.
Licensed to operate unlimited time.
Operates on Central War Time.
Actual operating schedule: Sunday 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% on station time only. No commissions paid on production costs including talent. Accounts payable the first of month following broadcast. A discount 2% is allowable if paid before the 10th of month following broadcast.

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Rows for CLASS 'A' (6:00 p.m. to 10:00 p.m. and 12:00 noon to 1:00 p.m.) and CLASS 'B' (All other time).

VOLUME FREQUENCY RATES
CLASS 'A'
(6:00 p.m. to 10:00 p.m. and 12:00 noon to 1:00 p.m.)
Three times per week: 13 wks. 20 wks. 52 wks.

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Row for CLASS 'A' (6:00 p.m. to 10:00 p.m. and 12:00 noon to 1:00 p.m.).

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Row for CLASS 'B' (All other time).

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Row for CLASS 'C' (All other time).

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Row for CLASS 'D' (All other time).

Note: For five times weekly strip rate subtract 18%; for seven time weekly add 10% of the six time weekly rate.

ANNOUNCEMENTS

Table with 4 columns: Class 'A', 1/2, 1, 1 1/2. Rows for 1 time, 13 times, 26 times, 52 times, 78 times, 100 times, 200 times, 300 times, 500 times, 1,000 times.

SPECIAL FEATURES

Table with 4 columns: Time slot, 5 daily, 3 daily, 2 daily. Row for Time Signals—30 words, six days weekly.

RECORDERED PROGRAMS

Regular time charges apply. Not restricted to certain hours.

TALENT

Rates on request.

SERVICE FACILITIES

An artist's service is maintained to supply all types of talent for Programs and entertainment.

REMOTED 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.

SERVICE FACILITIES

Merchandising department staff announcers and program department are available to client without charge. Estimates for complete production of program on request.

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 owners 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.

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

Personnel
General Manager—Robert A. Drolich.
Promotion Manager—Albert S. Drolich.
Continuity Director—William Davis.
Traffic Director—Mrs. Phoebe Trout.

Representatives
None.

SPRINGFIELD

(Greene County)

KGBX

(Established 1926)

Rates effective April 1, 1942.
Owned and operated by Springfield Broadcasting Co.
Business Office and Studio—508 St. Louis Street, Springfield, Missouri, telephone 1360.
Transmitter—Highway 13, Northwest of Springfield, Missouri.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation.)
238.1 meters; 1260 kilocycles.
Operates full time on regional channel.
Operates on Central War Time.

Agency Commission
Agency commission 15% allowed on time charges to advertising agencies recognized by station. No cash discount.

General Advertising
For combination rates see listings of National Broadcasting Company (Southwestern Group) and Blue Network Company (Southwestern Group).
The following rates are for national advertising.

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Row for CLASS 'A' (6:00 p.m. to 10:30 p.m.).

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Row for CLASS 'B' (Sign-on to 6:00 p.m.).

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Row for CLASS 'C' (Sign-on to 6:00 p.m.).

Table with 4 columns: Time slot, 1/2 hr, 3 days weekly, 5 days weekly, 1/4 hr. Row for PROGRAM STRIP RATES (Class 'B' Time Only).

To have a 6 day strip rate, add one-fifth of 6 day group totals. In the event of cancellation, earned strip rates apply, prorating closest total used. In the event less than 3 months are used, straight national rate at regular earned discounts will apply.

ANNOUNCEMENTS

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Row for CLASS 'B' (Sign-on to 6:00 p.m.).

(This listing continued on next page)

SPRINGFIELD—Continued

K G B X—Continued

MERCHANDISING SERVICE

Sales talks of not more than 120 words each, to be scheduled on best available participating daytime periods most suited to the advertiser or product...

TALKS AND ADDRESSES

Accepted at regular rates and are subject to station approval. Copy of speech must be filed with the station in advance of broadcast.

SPECIAL FEATURES

News: 15 minute periods daily except Sunday at 9:30 a.m., 12:30 p.m., 8:00 p.m., 8:45 p.m.

ELECTRICAL TRANSCRIPTIONS

Programs built by transcription library service, per 15 minutes 2.50.

TALENT

Live talent, minimum of 6.00 per 15 minutes.

REMOTE CONTROL

Program originating outside the studios is subject to special charges.

Contract and Other Requirements

Rates are for station time 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.

Personnel

Vice-President and General Manager—R. D. Foster. National Sales—Leslie L. Kennon.

Representatives

John E. Pearson Company.

TALKS AND ADDRESSES

Talks of 15 minutes or less are accepted at regular rates and are subject to station approval.

TRANSCRIPTIONS

Program libraries available at cost. Production charges upon request. No additional charges for broadcast of electrical transcriptions.

TALENT

Rates on request. All talent and service charges payable through the station, and are net.

REMOTE CONTROL

All installation, wire, service and mechanical charges are to be paid by client and are net.

Contract and Other Requirements

All programs, talks and announcements are subject to the approval of the station without objection or liability.

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 in force.

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—J. H. G. Cooper. General Manager—G. Pearson Ward.

Representatives

Howard H. Wilson Company.

KWTO

Rates effective September 1, 1940.

Owned and operated by Ozarks Broadcasting Co. Business Office & Studio—508 St. Louis St., Springfield, Missouri, telephone 1980.

Wave—Power—Time

Operating power 3,000 watts day; 1,000 watts nights. (100% modulation.) 537 meters; 560 kilocycles.

Agency Commission

Agency commission 15% on time charges to advertising agencies recognized by station. No cash discount.

General Advertising

Programs of 15 minutes or more have priority over announcements, or five minute programs, in the event it is necessary to change the time of any advertiser for this reason, proper notice will be given and choice of next best available time given.

(All time other than 1:30 p.m. to 6:00 p.m.)

Table with 5 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Rates for Class 'A' and 'B'.

(1:30 p.m. to 6:00 p.m.)

Table with 5 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Rates for Class 'A' and 'B'.

STRIP RATES

In the event of cancellations, earned strip rates apply, figuring closest total used. In the event less than three months service is used, straight national rate at regular earned discounts will apply.

To figure six day strip rate, add one-fifth to five day rates.

(All time other than 1:30 p.m. to 6:00 p.m.)

Table with 3 columns: Duration (15 min, 30 min, 60 min), 3 mos, 6 mos, 12 mos. Rates for Class 'A'.

(1:30 p.m. to 6:00 p.m.)

Table with 3 columns: Duration (60 words or less, 120 words), 1 tl, 13 tl, 26 tl, 52 tl, 100 tl. Rates for Class 'A'.

(1:30 p.m. to 6:00 p.m.)

Table with 3 columns: Duration (60 words or less, 120 words), 5.50, 5.25, 5.00, 4.75, 4.50. Rates for Class 'A'.

Sales talks of not more than 120 words to be scheduled on best available participating periods most suited to the advertiser or product.

for not less than one month to earn rate, otherwise straight Class "A" rate will be charged. All service to be scheduled on a daily except Sunday basis (26 days per month):

Table with 4 columns: Rate, 1 mo, 3 mos, 6 mos, 12 mos. Rates for Class 'A'.

TALKS AND ADDRESSES

Accepted at regular rates and are subject to station approval. Copy of speech must be filed with the station in ample time before each broadcast.

SPECIAL FEATURES

News: 15 minute periods daily except Sunday at 8:00 a.m., 7:30 a.m., 12:30 p.m., 4:00 p.m. and 8:00 p.m. and Sunday at 8:00 a.m. to 12:30 noon.

Weather Report. Five minutes daily.

Markets: 6:15 a.m., 9:30 a.m., 11:30 a.m. and 3:00 p.m.

Sports: Sports summary and sports program 6:15 p.m. in April, May, June, July, August and September.

Remote control broadcasts of baseball, football, basketball and swimming events.

ELECTRICAL TRANSCRIPTIONS

Programs built from station's transcription library, 2.50 minimum per 15 minutes.

TALENT

Live talent available at minimum of 6.00 per 1/4 hour program for not more than four artists per broadcast.

REMOTE CONTROL

Programs originating outside the station studios are subject to special charges.

Contract and Other Requirements

Rates are for station time only.

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

President and General Manager—R. D. Foster. National Sales—Leslie L. Kennon.

Representatives

John E. Pearson Company.

MONTANA

Z NET

P. O. Box 1956, Butte, Montana.

Comprised of: KGIR—Butte, Montana. KPFA—Helena, Montana. KRBM—Bozeman, Montana.

Rates effective October 1, 1941.

Wave—Power—Time

See individual listings.

Agency Commission

Agency commission 15% to recognized agencies on net station time charges. No cash discount.

General Advertising

For combination rates see listing of the National Broadcasting Company (North Mountain Group). Advertisers using KPFF, Spokane, Wash., or KXLL, Portland, Ore., in conjunction with the network are allowed a 5% discount from the rates of these stations; when both stations are used a 10% discount applies.

Programs may originate in either Butte, Helena, or Bozeman, Montana.

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.

Programs originated at one of studios of Z Bar Net containing copyrighted material not cleared at source but for which Z Bar Net is licensed (studio 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.

Table with 2 columns: Duration (1/2 hr, 1/4 hr, 5 min, 1 min), Rate.

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 Bar Net is licensed (studio 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.

Table with 2 columns: Duration (1/2 hr, 1/4 hr, 5 min, 1 min), Rate.

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 available.

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply; no time restrictions. Cut-in announcements of pre-prepared transcribed shows, each net, per station) 5.25. Copy limit 250 words per 1/4 hour program when given by station announcer.

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.

STEREOPHONIC SERVICE FACILITIES

Arrangements made at actual cost. Stereo distinct tie-in of any kind available at net line charges.

Rates shown include line charges. Permanent lines are maintained.

(This listing continued on next page)

MONTANA—Continued

Z NET—Continued

Contract and Other Requirements
Advertising of alcoholic beverages accepted.
Preferred positions governed by priority and availability on contract basis.

Closing Time
All talent programs close one week in advance of broadcast.
All programs, announcements and talks close 48 hours in advance of broadcast.

REMOTE CONTROL
Arrangements made at actual cost.
SERVICE FACILITIES
Merchandising tie-in of any kind available at cost.

BOZEMAN

(Gallatin County)

KRBM

(Established 1939)

Owned and operated by KRBM Broadcasters.
Business Office and Studio—Bozeman, Montana.
Transmitter—Bozeman, Montana.

GREAT FALLS

(Cascade County)

KFBB

(Established 1921)

Rates effective March 1, 1942.
Owned and operated by Burrey Broadcast, Inc.
Studio—First National Bank Bldg., Great Falls, Montana, telephone 4377.

BILLINGS

(Yellowstone County)

KGHL

(Established 1928)

Rates effective March 1, 1942.
Owned and operated by the Northwestern Auto Supply Company, Inc.
Business Office and Studio—Fifth Avenue and North Broadway, Billings, Montana.

BUTTE

(Silver Bow County)

KGIR

(Established 1929)

Rates effective October 1, 1941.
Owned and operated by KGIR, Inc.
Business Office and Studio—Butte, Montana, telephone 22-3-44.

Table with 4 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute), Day (Sundays, week days), and Rate.

ANNOUNCEMENTS
Twenty-five word announcements between NBC programs, flat, 18.00

ELECTRICAL TRANSCRIPTIONS
Rates on application.
Transcription library service available—rates and details on request.

TALENT
Available at prevailing musician's scale.
REMOTE CONTROL
At extra charge, rates and details on application.

SERVICE FACILITIES
Services of Production department and staff announcers included without charge.
Contract and Other Requirements
Rates do not include talent. All acceptable accounts are subject to the same rates.

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.

PLAN 3
(ASCAP Programs)
Programs originated at one of studios of Z Bar Net containing copyrighted material not cleared at source but for which Z Bar Net is licensed (studio production, remote production, musical program made up from transcription library).

Table with 2 columns: Time (1/2 hour, 1/4 hour, 5 minutes, 1 minute) and Rate (60.00, 30.00, 23.00, 13.00).

SPECIAL FEATURES
News: 12:00 p.m., 6:00 p.m., and 8:00 p.m.
Time Signal: 12:00 noon; 100 words daily except Sunday; one minute rate applies.

ELECTRICAL 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.

TALENT
Regular union rates apply. Rehearsed and available eight piece dance orchestra, six piece concert group, six piece old time group.

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min) and Rate (100.00, 80.00, 60.00, 40.00, 20.00, 10.00, 8.00, 7.00, 6.00, 5.00, 4.00, 3.00, 2.00, 1.00, 0.80, 0.60, 0.40, 0.20).

Table with 2 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min) and Rate (100.00, 80.00, 60.00, 40.00, 20.00, 10.00, 8.00, 7.00, 6.00, 5.00, 4.00, 3.00, 2.00, 1.00, 0.80, 0.60, 0.40, 0.20).

POLITICAL TALKS
Rates on request.

SPECIAL FEATURES
Artists' services and program cost on application.
Contract and Other Requirements
Rates quoted do not include artists' services.

ELECTRICAL TRANSCRIPTIONS
Equipped to handle programs by electrical transcription, using 78 and 83-1/8 r.p.m. double turn-tables.
Personnel
General Manager—J. P. Wilkins.
Representatives
Wood & Company.



HELENA

(Lewis and Clarke County)

K P F A

(Established 1937)

Owned and operated by the Peoples Forum of the Air. Business Office and Studio—1806 Eleventh Avenue. Helena, Montana.

Transmitter—1806 Eleventh Ave., Helena, Montana. Wave—Power—Time Operating power—250 watts. 224.0 meters; 1240 kilocycles. Licensed to operate full time on local channel. Operates on Mountain War Time. Actual operating schedule 8:00 a.m. to 12:00 midnight.

General Advertising For combination rates see listing of Blue Network Company (North Mountain Group). Also sold in combination with KGIR, Butte, Montana, and KRBM, Bozeman, Montana. For rates and data see Z NET at beginning of state. Representatives The Walker Company.

KALISPELL

(Flathead County)

K G E Z

(Established 1927)

Rates effective January 1, 1937. (Card No. 5.) Owned and operated by Donald C. Treloar. Business Office and Studio—203 First Avenue East. Kalispell, Montana. Other studios, 1236 Fourth Avenue, East, Kalispell, Montana.

Transmitter—2 1/2 miles south of Kalispell on Highway 98. Wave—Power—Time Operating power—100 watts. (100% modulation—crystal control.) 223.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Operates on Mountain War Time. Actual operating schedule: Week days and Sunday, 9:00 a.m. to 10:00 p.m.

Agency Commission Agency commission 15% to recognized agencies on prime cost. Cash discount 2%—10 days.

General Advertising (11:30 a.m. to 1:30 p.m. and 5:30 p.m. to 9:00 p.m.)

Table with columns for time slots (1 hour, 1/2 hour, 10 minutes, 5 minutes) and rates for various durations (1 wk, 2 wks, 4 wks, 8 wks, 12 wks).

ADDITIONAL DISCOUNT 10% or more, any time of the day.

ANNOUNCEMENTS (7:00 a.m. to 9:00 p.m. week days)

Table showing rates for 100 words maximum and single announcements (1st, 2nd, 3rd, 4th daily, per week, per month).

FREQUENCY DISCOUNTS 3 months contract, 5% off monthly rate. 6 months contract, 10% off monthly rate. 9 months contract, 15% off monthly rate. 12 months contract, 20% off monthly rate. 18 weeks or over, 5% additional discount.

POLITICAL TALKS Per minute, flat 2.50. Minimum of five minutes.

SPECIAL FEATURES Market quotations, news, time signals—rates on application.

RECORDED PROGRAMS Details on request.

TALENT Rates on application.

REMOTE CONTROL Remote on sports, etc.—rates on application.

Contract and Other Requirements Rates are for station time only. All programs subject to approval. Transcriptions must be sent prepaid.

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—Don Treloar.

MILES CITY

(Custer County)

K R J F

(Established 1941)

Rates 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 district, 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. Actual 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 Agency commission 15% to recognized agencies provided payment is made within 10 days following statement. No commission on talent. No cash discount. General Advertising CLASS "A" (11:30 a.m. to 1:00 p.m. and 5:30 p.m. to 7:00 p.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for various durations (100 words preceding or following news, 50 words preceding or following news, 100 words at station option, 50 words at station option, 10 words at station option).

CLASS "B" (7:00 a.m. to 11:30 a.m., 1:00 p.m. to 5:30 p.m. and 7:00 p.m. to 10:00 p.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for various durations (100 words preceding or following news, 50 words preceding or following news, 100 words at station option, 50 words at station option, 10 words at station option).

DISCOUNTS 3 month contract—10% 6 month contract—15% 12 month contract—25% All provisions as to number of announcements contracted for must have been complied with by end of contract period to earn above discounts.

POLITICAL Payable in advance. Class "A"—Per minute 1.60, minimum charge 7.50. Class "B"—Per minute 1.10, minimum charge 5.25.

RELIGIOUS PROGRAMS 50% of regular rates.

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 turn-tables for vertical and lateral cut recordings.

Personnel General Manager—W. F. Flinn.

MISSOULA

(Missoula County)

K G V O

(Established 1931)

Rates effective April 1, 1941. (Card No. 9.) Owned and operated by Mosby's, Inc. Studio—122 W. Front Street, Missoula, Montana. Telephone 2155.

Transmitter—Four miles west of Missoula, Montana, on Highway No. 10. Wave—Power—Time Operating power—5000 watts days; 1000 watts nights. (100% modulation—crystal control.) 232.6 meters; 1290 kilocycles. Licensed to operate unlimited time. Operates on Mountain War Time. Actual 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 Agency commission 15% on station time only. No cash discount. Payment date 1st of month following broadcast.

General Advertising For combination rates see listings of Columbia Broadcasting System (Mountain Group) and Columbia Pacific Network (Supplementary Stations). Rates do not include charges by owners of music copyrights.

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 both local and national advertising.

Program Time: One-half hour, 29-1/2 minutes; one-quarter, 14-1/2 minutes; 10 minutes, 9-1/2 minutes; 5 minutes, 4-1/2 minutes.

CLASS "A" (6:00 p.m. to 11:00 p.m.)

Table with columns for time slots (1/2 hour, 1 hour, 14 hours, 10 minutes, 5 minutes) and rates for various durations (1 tl, 13 tl, 26 tl, 52 tl, 156 tl, 312 tl).

CLASS "B" (10:00 a.m. to 6:00 p.m.)

Table with columns for time slots (1/2 hour, 1 hour, 14 hours, 10 minutes, 5 minutes) and rates for various durations (10:00 a.m. to 6:00 p.m.).

CLASS "C" (7:00 a.m. to 10:00 a.m.)

Table with columns for time slots (1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various durations (7:00 a.m. to 10:00 a.m.).

ANNOUNCEMENTS

Table for CLASS "A" (6:00 p.m. to 11:00 p.m.) with columns for time slots and rates for 150 words or 60 seconds, 100 words or 30 seconds, 50 words or 15 seconds, 25 word (live) announcement.

Table for CLASS "B" (10:00 a.m. to 6:00 p.m.) with columns for time slots and rates for 150 words or 60 seconds, 100 words or 30 seconds, 50 words or 15 seconds, 25 word (live) announcement.

Table for CLASS "C" (7:00 a.m. to 10:00 a.m.) with columns for time slots and rates for 150 words or 60 seconds, 100 words or 30 seconds, 50 words or 15 seconds, 25 word (live) announcement.

SPECIAL FEATURES Musical Clock Program: 7:30 a.m. to 9:00 a.m. Regular rates apply. "Calling All Women"—10:30 a.m. to 11:00 a.m. Regular announcement rates plus 50%.

TALKS Charged at announcement rates.

TALENT Rates on request.

RECORDED PROGRAMS No extra charge; details on request. Instantaneous recording equipment available.

REMOTE CONTROL Rates and other information on request.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer and wine. Maximum length of contract, twelve 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 turn-tables.

Personnel President and Manager—A. J. Mosby. Representatives Burn-Smith Company.

SIDNEY

(Richland County)

K G C X

(Established 1926)

Rates effective August 13, 1942. Owned and operated by E. E. Krebsbach. Studio—Sidney, Mont. Transmitter—Four miles north of Sidney, Mont.

Wave—Power—Time Operating power—1,000 watts. (100% modulation.) 202.7 meters; 1480 kilocycles. Licensed to operate unlimited time on regional channel. Operates on Mountain War Time.

Agency Commission Agency commission 15% to recognized agencies on net charges. Cash discount.

General Advertising Fees charged by owners of music copyrights are not included in rates. The following rates are for national advertising. For local advertising rates consult station management.

Table for CLASS "A" (11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 8:00 p.m.) with columns for time slots and rates for 150 words or 60 seconds, 100 words or 30 seconds, 50 words or 15 seconds, 25 word (live) announcement.

CLASS "B" (All other times)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for various durations (All other times).

ANNOUNCEMENTS CLASS "A" (11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 8:00 p.m.)

Table with columns for time slots (100 words, 50 words) and rates for various durations (11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 8:00 p.m.).

CLASS "B" (All other times)

Table with columns for time slots (100 words, 50 words) and rates for various durations (All other times).

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. (This listing continued on next page)

MONTANA—Continued

SIDNEY—Continued
K G C X—Continued

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.

WOLF POINT
K G C X

This station has moved to Sidney, Mont.

NEBRASKA

FREMONT

(Dodge County)

K O R N

(Established 1939)

Rates effective September 1, 1941.
Owned and operated by the Nebraska Broadcasting
Corporation.
Business Office and Studios—Fremont, Nebr.
Transmitter—One mile east of Fremont.

HEARNEY

(Buffalo County)

K G F W

(Established 1939)

Rates effective November 1, 1940.
Owned and operated by Central Nebraska Broad-
casting Corporation.
Business Office and Studio—Federal Annex, Kearney,
Nebraska, telephone 23541.
Transmitter—South Central Ave., Kearney, Nebraska.

GRAND ISLAND

(Hall County)

K M M J

(Established 1925)

Rates effective April 1, 1941.
Owned and operated by KMMJ, Inc.
Business Office and Studio—Grand Island, Nebraska.
Transmitter—Grand Island, Nebraska.

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for General Advertising, Special Features, and Talent.

Table with columns for time (1/2 hr, 1/4 hr, 10 min, 5 min) and rates for Special Features and Talent.

TALENT
A complete staff of talent to furnish single acts or
combination, including a brass band, Bohemian or-
chestra, popular bands and all hill-billy combina-
tions. Rates on request.

REMOUE CONTROL
Facilities available for remote control broadcasts.
Complete information on request.
Contract and Other Requirements
Resale of time not permitted. All programs, trans-
scriptions and announcements are subject to approval
of station management.

HASTINGS

(Adams County)

K H A S

(Established 1941)

Rates effective March 1, 1941.
Owned and operated by The Nebraska Broadcasting
Company.
Business Office and Studio—906-1/2 West Second St.,
Hastings, Nebraska.
Transmitter—906-1/2 West Second Street, Hastings,
Nebraska.

KEARNEY

(Buffalo County)

K G F W

(Established 1940)

Rates effective November 1, 1940.
Owned and operated by Central Nebraska Broad-
casting Corporation.
Business Office and Studio—Federal Annex, Kearney,
Nebraska, telephone 23541.
Transmitter—South Central Ave., Kearney, Nebraska.

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for General Advertising, Special Features, and Talent.

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for ANNOUNCEMENTS and SPECIAL FEATURES.

Table with columns for time (1/2 hr, 1/4 hr, 10 min, 5 min) and rates for SPECIAL FEATURES and Talent.

REMOUE CONTROL
Per half hour 15.00; per quarter hour 8.00, plus tele-
phone line rental and installation, payable in advance.

ELECTRICAL 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 not accepted ex-
cepting beer and light wines. No contract accepted
for longer period than one year. All programs sub-
ject to approval by station management. All contracts
are subject to present and future State and Federal
regulations.

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for ANNOUNCEMENTS and SPECIAL FEATURES.

REMOUE CONTROL
Additional charges made for programs originating
outside of studios and for programs requiring special
production.

Contract and Other Requirements
No contract accepted for more than one year of
service.
Rates subject to change upon thirty days' writer
notice. All contracts are subject to present and
future State and Federal regulations. All contract
subject to approval by station management. All
programs subject to approval by station manage-
ment.

LINCOLN (Lancaster County) KFAB (Established 1924)



Card undated; received November 18, 1941. (Card No. 7-41.)

Owned by KFAB Broadcasting Company. Operated by Central States Broadcasting System. Business Office—Omaha National Bank Building, Omaha, Nebraska. Main Studios—Hotel Lincoln, Lincoln, Nebraska. Transmitter—located 1-1/2 miles from the main studios, at the edge of the city.

Wave—Power—Time Operating power—10,000 watts. (100% modulation—automatic crystal control.) 384.6 meters; 780 kilocycles. Licensed to operate full time on cleared channel. Operates on Central War Time.

Agency Commission Agency commission 15% to recognized advertising agencies on net charges for station time. No cash discounts. Bills are due and payable when rendered.

General Advertising For combination rates see listing of Columbia Broadcasting System (Basic Network). Also sold in combination with KOIL, Omaha. These combination rates are included in this listing immediately following the KFAB rate schedule. Rates in combination with KFOR on request. The following rates are for general advertising. For retail rates consult station management.

Table with 4 columns: Time slots (1 time, 13 times, 26 times, 52 times, 104 times, 250 times), Rate (6:00 p.m. to 10:30 p.m. daily), and Unit (1 min., 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. or less).

Table with 4 columns: Time slots, Rate (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.), and Unit.

Table with 4 columns: Time slots, Rate (11:00 p.m. to 7:00 a.m.), and Unit.

ANNOUNCEMENTS Daily one minute announcements, six days weekly, on daytime live talent participating periods: 250.00 Package rate, per month—250.00 Participation five days weekly on Hilda Johnson programs (home economics, cooking, etc.), per month—250.00 Participating rates are net, no further discount.

SPECIAL FEATURES Time, temperature and weather reports—rates on request.

Table with 4 columns: Disc. size, Speed, Face, Double—Dubs, and Rate. Includes sub-sections for Electrical Transcriptions and Special produced studio transcriptions.

Table with 4 columns: Time slots, Rate, and Unit. Includes sub-sections for Production Charges and Combination Rates (KFAB-KOIL).

Table with 4 columns: Time slots, Rate, and Unit. Includes sub-sections for Combination Rates (KFAB-KOIL) and Combination Rates (KFOR).

Table with 4 columns: Time slots, Rate, and Unit. CLASS "C" (11:00 p.m. to 7:00 a.m.).

CLASS "C" (11:00 p.m. to 7:00 a.m.) 1 min. 1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min. or less

Table with 4 columns: Time slots, Rate, and Unit. TALENT Rates on application.

REMOUE CONTROL Outside program pick-up in Lincoln. Program Picks outside Lincoln, rates on request. Regular rate for time plus: Telephone installation charge—10.00 Engineer, announcer and expenses—7.50 Line rental, one mile or less—4.00 Each additional mile or fraction—2.00 On monthly basis—only one installation charge plus: Line rental, one mile or less—8.00 Each additional mile or fraction—4.00 Engineer, announcer, per broadcast—7.50

Services of the program and continuity departments and staff announcers are included without extra charge. 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 immediate cancellation if not acceptable to advertiser. 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 turn-tables. Personnel General Manager—Don Searle. Sales Manager—Arthur J. Weaver. Representatives Edward Petry & Company, Inc.

Table with 4 columns: Time slots, Rate, and Unit. CLASS "A" (6:00 p.m. to 10:30 p.m. daily).

Table with 4 columns: Time slots, Rate, and Unit. CLASS "A" (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.).

Table with 4 columns: Time slots, Rate, and Unit. CLASS "C" (11:00 p.m. to 7:00 a.m.).

SPECIAL FEATURES Daily one minute announcements, six days weekly, on participation period. Musical Clock: Class "C" time package rate, per month 70.00. Participation Programs: Class "B" time, per month 85.00. Time, temperature and weather reports—rates on request. Participation rates are net, no further discount.

Table with 4 columns: Time slots, Rate, and Unit. COMBINATION RATES (KFOR).

Table with 4 columns: Time slots, Rate, and Unit. COMBINATION RATES (KFOR).

Table with 4 columns: Time slots, Rate, and Unit. CLASS "C" (11:00 p.m. to 7:00 a.m.).

CLASS "C" (11:00 p.m. to 7:00 a.m.) 1 min. 1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min. or less

Table with 4 columns: Time slots, Rate, and Unit. ELECTRICAL TRANSCRIPTIONS

Special produced studio transcriptions: 5 minutes (6 on 1 platter at 1 session), each—4.00 2 minutes (13 on 1 platter at 1 session), each—3.00 1 minute (13 on 1 platter at 1 session), each—2.00 These charges include script and maximum of three voices total—extra voices at 4.00 per voice per session.

PRODUCTION CHARGES Commissionable to agencies at these rates. 15 minutes: Live staff talent (maximum four persons). Rates on request. 15 minutes: Regular transcribed and recorded music and board announcer—2.50 15 minutes: News and sports—5.00 10 minutes: Transcribed or recorded music and board announcer—2.00 10 minutes: News and sports—3.50 5 minutes: Transcribed or recorded music and announcer—1.50 5 minutes: News and sports—2.00 Extra announcer—2.00

REMOUE CONTROL Outside Program pick-up in Lincoln. Program Picks outside Lincoln, rates on request.

Table with 4 columns: Time slots, Rate, and Unit. TALENT Rates on application.

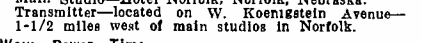
REMOUE CONTROL Outside program pick-up in Lincoln. Program Picks outside Lincoln, rates on request. Regular rate for time plus: Telephone installation charge—10.00 Engineer, announcer and expenses—7.50 Line rental, one mile or less—4.00 Each additional mile or fraction—2.00 On monthly basis—only one installation charge plus: Line rental, one mile or less—8.00 Each additional mile or fraction—4.00 Engineer, announcer, per broadcast—7.50

Services of the program and continuity departments and staff announcers are included without extra charge. 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 immediate cancellation if not acceptable to advertiser. 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 or 78 r.p.m. recordings. Personnel General Manager—Don Searle. Sales Manager—Arthur J. Weaver. Representatives Edward Petry & Company, Inc.

NORFOLK (Madison County) WJAG (Established 1922)



Rates effective April 1, 1940. Owned and operated by Norfolk Daily News. Business Office—Norfolk Daily News Building, Norfolk, Nebraska.

Main Studio—Hotel Norfolk, Norfolk, Nebraska. Transmitter—located on W. Koenigstein Avenue—1-1/2 miles west of main studios in Norfolk.

Wave—Power—Time Operating power—1,000 watts. (100% modulation.) 375.2 meters; 1000 kilocycles. Licensed to operate daytime. Operates on Central War Time. Actual operating schedule: Sundays 9:30 a.m. to 5:00 p.m. Week days 6:30 a.m. to 6:00 p.m.

Agency Commission Agency commission 15% on net charges for station facilities to recognized advertising agencies. No commission on talent. No cash discount. Invoices mailed and due monthly. No discount on talent and line charges.

General Advertising Rates include ASCAP fees and other copyright charges. The following rates are for local and national advertising. (Before 12:00 noon and after 1:00 p.m.) 1 hour—80.00 15 min. 26.11 1/2 hour—44.00 41.80 30 min. 37.40 1/4 hour—24.00 22.80 21.60 20.40 10 minutes—20.00 19.00 18.00 17.00 5 minutes—15.00 14.25 13.50 12.75 2 minutes—8.00 7.60 7.20 6.80 1 min. (100 wds.) 5.00 4.75 4.50 4.25 1/2 min. (250 wds.) 4.00 3.80 3.60 3.40 1/4 min. (125 wds.) 3.00 2.85 2.70 2.55 For noon rates, 12:00 noon to 1:00 p.m. consult station management. (This listing continued on next page)

NEBRASKA—Continued

NORFOLK—Continued

W J A G—Continued

STRIP RATES

Table with columns for duration (1/2 hour, 3 days weekly, 5 days weekly, 1/4 hour, 3 days weekly, 5 days weekly), frequency (3 mos., 6 mos., 12 mos.), and cost.

SALES SERVICE

Table showing sales service rates: One minute sales talk, 24 daily, 2 daily, 3 daily.

SPECIAL FEATURES

Rates on request. Available on request.

TALENT

Rates on request. REMOTE CONTROL Rates on request.

Contract and Other Requirements All orders subject to approval of station management. Closing Time 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.

Personnel Station Manager—Arthur C. Thomas. Representatives The Walker Company.

NORTH PLATTE

(Lincoln County)

K C N F

(Established 1930)



Rates received January 16, 1942. Owned and operated by Great Plains Broadcasting Company.

Wave—Power—Time Operating power—1,000 watts. 205.5 meters; 1480 kilocycles. Licensed to operate day time on cleared regional channel.

Agency Commission Agency commission 15% to recognized advertising agencies. Commission does not apply on talent.

General Advertising Rates include charges by owners of music copyrights on present contract arrangement.

Table with columns for time slots (8:00 a.m. to 2:00 p.m., 2:00 p.m. to 4:00 p.m., 7:00 a.m. to 8:00 a.m., 8:00 a.m. and 2:00 p.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 2 minutes, 1 minute.

SPECIAL FEATURES

News: Rates on application. ELECTRICAL TRANSCRIPTIONS Transcription library service available. TALENT Rates and requirements on application.

REMOTE CONTROL

Remote control productions will be made at cost of extra facilities involved subject to the approval of the technical staff. Contract and Other Requirements All programs at the rates will include station facilities.

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

Personnel President—W. I. LeBarron. Representatives The Walker Company.

OMAHA

(Douglas County)

KBON

(Established 1942)

Rates effective March 1, 1942. (Card No. 1.) Owned and operated by Inland Broadcasting Co. Business Office and Studio—2027 Dodge St., Omaha, Nebr.

Wave—Power—Time Operating power—250 watts. 201.3 meters; 1400 kilocycles. Licensed to operate full time on local channel.

Agency Commission Agency commission 15% to recognized agencies on station time only except where otherwise specified. No cash discount.

General Advertising For combination rates see listing of Mutual Broadcasting System. The following rates are for national advertising.

Table with columns for time slots (6:00 p.m. to 11:00 p.m.) and rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute or less.

CLASS "A" (6:00 p.m. to 11:00 p.m.) Table with rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute or less.

CLASS "B" (6:00 a.m. to 6:00 p.m. and after 11:00 p.m.) Table with rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute or less.

CLASS "C" (11:00 p.m. to 7:00 a.m.) Table with rates for 1 time, 13 times, 26 times, 52 times, 104 times, 250 times.

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

REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs.

Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer and light wines.

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 Director—Marie Maher. Business Manager—Paul R. Fry. Representatives William G. Rameau Company.

KOIL

(Established 1925)

Card updated; received November 18, 1941. (Card No. 7-41.) Owned and operated by Central States Broadcasting Company.

Business Offices and Main Studios—Omaha National Bank Building, Omaha, Nebraska. Other studios—Hotel Lincoln, Lincoln, Nebraska. Transmitter—Council Bluffs, Iowa.

Wave—Power—Time Operating power—5,000 watts. 282.8 meters; 1290 kilocycles. Licensed to operate full time. Operates on Central War Time.

Agency Commission Agency commission 15% allowed to recognized advertising agencies on net charge for station time. No cash discount.

General Advertising For combination rates see listing of Columbia Broadcasting System (Basic Network). Also sold in combination with KFAB, Lincoln, and KFOP, Lincoln. For combination rates see listings of KFAB and KFOP.

Table with columns for time slots (6:00 p.m. to 10:30 p.m. daily, 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min., or less) and rates for 1 time, 18 times, 26 times, 52 times, 104 times, 250 times.

CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min., or less) and rates for 1 time, 13 times, 26 times, 52 times, 104 times, 250 times.

CLASS "C"

Table with columns for time slots (11:00 p.m. to 7:00 a.m.) and rates for 1 time, 13 times, 26 times, 52 times, 104 times, 250 times.

ANNOUNCEMENTS

Daily one minute announcements, five days weekly, on participation periods. Polly the Shopper, per month. Participation rates are net, no further discount.

SPECIAL FEATURES

The Coffee Club—full sales service, daily announcements, six days weekly, per month 200.00; half sales service, three announcements weekly, per month 125.00; no transcriptions. Time, weather and temperature reports—rates on request.

ELECTRICAL TRANSCRIPTIONS

Disc. Single Double—Dubs size 10" or 12" Speed face face Single Dbl. 18" or 33-1/3 6.00 9.00 4.50 6.75

Special Produced studio transcriptions: 5 minutes (16 or 1 platter at 1 session), each... 4.00

Production Charges Commissionable to agencies at these rates. 15 minutes: Live staff talent (maximum four persons). Rates on request.

15 minutes: Regular transcribed and recorded music and board announcer... 4.00

15 minutes: News or sports... 7.50

10 minutes: Transcribed or recorded music and board announcer... 3.00

10 minutes: News or sports... 5.00

5 minutes: Transcribed or recorded music and board announcer... 2.00

5 minutes: News or sports... 3.00

Extra announcer... 2.00

Rates on application. TALENT REMOTE CONTROL

Outside program pick-up in Omaha. Program pick-ups outside Omaha, rates on request.

Regular rate for time plus: Telephone installation charge... 10.00

Engineer, announcer and expenses... 7.50

Line rental, one mile or less... 4.00

Each additional mile or fraction... 2.00

On monthly basis—only one installation charge plus: Line rental, one mile or less... 8.00

Each additional mile or fraction... 4.00

Engineer, announcer, per broadcast... 7.50

Services of the program and continuity departments and staff announcers are included without extra charge.

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 immediate cancellation if not acceptable to advertiser.

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 turn-tables.

Personnel General Manager—Don Searle. Sales Manager—Arthur J. Weaver. Representatives Edward Petry & Company, Inc.

KOWH

(Established 1922)

Rates effective May 1, 1939. (Card No. 1.) Owned and operated by Omaha World-Herald Building. Business Office and Studio—World-Herald Building, Omaha, Nebraska, telephone AT 2228.

Wave—Power—Time Operating power—500 watts. 454.5 meters; 660 kilocycles. Licensed to operate days only. Operates on Central War Time.

Actual operating schedule: Sundays 7:00 a.m. to local sunset. Week days 6:00 a.m. to local sunset—January 6:15 p.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., October 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 cash discount. Bills due and payable when rendered.

General Advertising For combination rates see listing of Blue Network Company (Basic Blue Supplementaries). The following rates are for both local and national advertising.

Retrospective discount allowed on continuous time actual use. Contracts callable before completion become payable at once at the short rate.

(This listing continued on next page)

OMAHA—Continued  
K O W H—Continued

Table with columns for time slots (1 hour, 1/2 hour, etc.) and rates. Includes sub-sections for 'All other time' and 'Chain breaks'.

Applicable to programs of five minutes or longer. Use of same period daily except Sunday takes a weekly rate of five times the daily rate.

For rates covering local retail merchants only. Weather reports, time signals, consult station management.

ELECTRICAL TRANSCRIPTIONS  
Transcription library services available—rates on request.

TALENT  
Talent and special announcers are supplied at actual cost.

REMOTE CONTROL  
Programs originating outside of studios or requiring special production are subject to additional charge.

SERVICE FACILITIES  
Services of the program and continuity departments and staff announcers are available without extra charge.

Contract and Other Requirements  
Contracts limited to one year.

All contracts subject to present and future state and federal 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 Program Equipment  
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel  
Manager—Frank E. Shopen.  
Sales Manager—Lou Smith.  
Transmitter—56th and Kansas Avenue, Omaha, Nebr.

Representatives  
George P. Hollinsbery Company.

WOW (Established 1928) BASIC NBC NETWORK logo with NBC peacock.

Rates effective September 1, 1941. (Card No. 4.) Owned and operated by Woodmen of the World Life Insurance Society.

Business Office and Studio—17th and Farnam Streets, Omaha, Nebraska, Webster 3400.  
Transmitter—56th and Kansas Avenue, Omaha, Nebr.

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: 21 hours daily.

Agency Commission  
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 listing of National Broadcasting Company (Basic Network).

The following rates apply to general advertising. For local retail advertising rates consult station management.

CLASS "A" (6:00 p.m. to 11:00 p.m. daily) table with columns for time slots and rates.

CLASS "B" (7:00 a.m. to 6:00 p.m. week days and 1:00 p.m. to 6:00 p.m. Sundays) table with columns for time slots and rates.

CLASS "C" (11:00 p.m. to 7:00 a.m. week days and before 1:00 p.m. Sundays) table with columns for time slots and rates.

CLASS "D" (6:00 p.m. to 10:00 p.m.) table with columns for time slots and rates.

ADDITIONAL DISCOUNTS  
When an advertiser on a national spot basis is using three or more quarter hour strips per week (minimum of five 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.

SPECIAL FEATURES  
News programs and other special features available for advertisers. Rates on request.

POLITICAL TALKS  
All political talks are carried at general rates and must be submitted to station prior to broadcast. Cash with order.

RECORDED PROGRAMS  
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.

Contract and Other Requirements  
All charges for talent additional to time rates. Advertising of alcoholic beverages not accepted.

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 turn-tables for vertical and lateral cut recordings.

Personnel  
Personal Director—Wm. Ruess.  
General Manager—John J. Gillin, Jr.  
Representatives  
John Blair & Company.

SCOTTSBLUFF  
(Scotts Bluff County)

KGKY  
(Established 1930)

Rates effective November 1, 1939.

Owned and operated by the Hilliard Company. Business Office and Studio—1517 Broadway, Scottsbluff, Nebraska, telephone 856.

Other studios—Alliance Hotel, Alliance, Nebraska.  
Transmitter—South Broadway, Scottsbluff, Nebraska.

Operating power—250 watts.  
(100% modulation—crystal control.)

201.3 meters; 1400 kilocycles.  
Licensed to operate full time on local channel.

Operates on Mountain War Time.  
Actual 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  
Agency commission 15% to all recognized advertising agencies. Commission does not apply on talent. All programs to be on a cash basis unless otherwise agreed upon by management. No cash discount. Invoices are mailed 1st of the month.

General Advertising  
The following rates apply to national advertising.

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) table with columns for time slots and rates.

CLASS "B" (6:30 a.m. to 12:00 noon and 1:00 p.m. to 5:00 p.m. week days) table with columns for time slots and rates.

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) table with columns for time slots and rates.

CLASS "B" (6:30 a.m. to 12:00 noon and 1:00 p.m. to 5:00 p.m. week days) table with columns for time slots and rates.

FREQUENCY DISCOUNTS  
Applicable to all station time except station breaks and combination rates:

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.

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

Personnel  
Manager—L. L. Hilliard.  
Assistant Manager—R. M. Stewart.

NEVADA

LAS VEGAS

(Clark County)

KENO

(Established 1940)

Rate card dated September 15, 1940. (Card No. 1.) Owned and operated by the Nevada Broadcasting Company.

Business Office and Studio—"El Rancho Vegas," Las Vegas, Nevada.  
Transmitter—"El Rancho Vegas," 2 miles south of Las Vegas, Nevada.

Wave—Power—Time  
Operating power—250 watts.  
214.3 meters; 1400 kilocycles.

Licensed to operate full time on local channel. Operates on Pacific War Time.

Actual operating schedule: 9:00 a.m. to 11:00 p.m.

Agency Commission  
Agency commission 15% to recognized advertising agencies for station time only. No cash discount.

General Advertising  
Rates include charges by owners of music copyrights. The following rates are for national advertising.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates.

SPOT ANNOUNCEMENTS table with columns for time slots and rates.

DISCOUNTS table with columns for number of times and rates.

SPECIAL FEATURES  
News—Rates on request.  
Time signals—35 words, each announcement 2.50

Participation Programs:  
Musical Clock—8:00 a.m. to 9:00 a.m., 150 words 5.50  
Listen Ladies—10:00 a.m. to 10:30 a.m., 150 words 6.00

ELECTRICAL TRANSCRIPTIONS  
Regular advertising rates apply.  
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 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 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  
Manager—Maxwell Kelch.  
Representatives  
Homer Griffith Company.

RENO

(Washoe County)

KOH

(Established 1928)

Rates effective August 15, 1940. (Card No. 1.) Owned and operated by The Reece, Incorporated.

NOTE: Address correspondence to P.O. Box 2271, Reno, Nevada.  
Transmitter—Sparks, Nevada.

Business Office and Studio—143 Stevenson Street, Reno, Nevada, telephone 6100.

Operating power—1,000 watts.  
(100% modulation—crystal frequency control.)

476.2 meters; 630 kilocycles.  
Licensed to operate full time on cleared regional channel. Operates on Pacific War Time.

Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:45 a.m. to 12:00 midnight.

Agency Commission  
Agency commission 15% on net charges for station facilities to recognized advertising agencies. No commission on talent. This applies only to national business originating outside of Reno. Cash discount none.

General Advertising  
For combination rates see listings of Blue Network Company (Blue Pacific Coast Group) and Golden West Network.

A discount of 10% applies to rates shown below when KOH is used in conjunction with KAL, KWG, KPIR and KERN.

The following rates are for general advertising. For retail advertising rates consult station management.

CLASS "A" (6:00 p.m. to 10:00 p.m.) table with columns for time slots and rates.

Table with columns for time slots and rates.

(This listing continued on next page)

NEVADA—Continued

RENO—Continued  
K O H—Continued

CLASS 'B' (8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)
Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various durations (1 mo, 3 mos, 6 mos, 1 yr).

ANNOUNCEMENTS (6:00 p.m. to 10:00 p.m.)
Table with columns for duration (1 min, 1/2 min) and rates for different frequencies (35 words daily, 25 words daily).

SPECIAL FEATURES
News periods: Station time plus 20% net news and service fee.
POLITICAL BROADCASTS
Regular one time rates apply. No discounts. All political broadcasts cash in advance.

RECORDED PROGRAMS
Transcription library services available at additional cost, rates on request.
TALENT
Rates on request.

REMOTE CONTROL
All wire and mechanical charges for remote control, all expenses, salaries, etc., of artists to be paid by advertiser.

SERVICES FACILITIES
Services of the program department in arranging programs and in providing program announcements and announcers are included without extra charge.

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

NEW HAMPSHIRE

KEENE

(Cheshire County)

WKNE

Rates effective March 1, 1942. (Card No. 10.)
Owned and operated by WKNE Corporation.
Business Office and Studio—15 Dummer St., Keene, New Hampshire, telephone 2080.

Wave—Power—Time
Operating power—5,000 watts.
232.0 meters; 1290 kilocycles.
Licensed to operate unlimited time.

Agency Commission
Agency commission 15% of net station time only to recognized advertising agencies. Cash discount 2%—10 days after invoice date.

General Advertising
For combination rates see listings of Columbia Broadcasting System (Basic Supplementary Group) and Columbia New England Network.

CLASS 'A' (6:00 p.m. to 11:00 p.m.)
Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various durations (1 mo, 3 mos, 6 mos, 1 yr).

CLASS 'B' (All other time)
Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various durations (1 mo, 3 mos, 6 mos, 1 yr).

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m.)
Table with columns for duration (1 min, 1/2 min) and rates for different frequencies (35 words daily, 25 words daily).

CLASS 'B' (All other time)
Table with columns for time slots (1 min, 1/2 min, 50 words) and rates for various durations (1 mo, 3 mos, 6 mos, 1 yr).

Program contracts and announcement contracts may not be combined to earn higher discounts. Rates subject to annual rebate of 5% of 52 weeks of consecutive broadcasting.

SPECIAL FEATURES (Participation Programs)
Timekeeper: Participation program before 9:00 a.m., Monday through Saturday.

ELECTRICAL TRANSCRIPTIONS
Transcription library services available—rates on request.

POLITICAL
No quantity discounts on political broadcasts.
TALENT
Rates on request.

REMOTE CONTROL
Line charges and remote control pick-ups are extra SERVICE FACILITIES

LACONIA (Belknap County)
WLNH
Rates effective July 1, 1939. (Card No. 7.)

Owned and operated by the Northern Broadcasting Company.
Business Office and Studio—Masonic Temple Bldg., Laconia, New Hampshire, telephone 501.

Wave—Power—Time
Operating power—250 watts.
223.0 meters; 1340 kilocycles.
Licensed to operate unlimited time.

Agency Commission
Agency commission 15% on net charges to recognized advertising agencies. No cash discount. Charges for facilities are payable immediately after each broadcast.

General Advertising
For combination rates see listings of Yankee Network and Mutual Broadcasting System.

CLASS 'A' (6:00 p.m. to 11:00 p.m. week days, and 12:00 noon to 11:00 p.m. Sunday)
Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various durations (1 mo, 3 mos, 6 mos, 1 yr).

CLASS 'B' (8:00 a.m. to 6:00 p.m. week days, and 8:00 a.m. to 12:00 noon Sunday)
Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various durations (1 mo, 3 mos, 6 mos, 1 yr).

CLASS 'C' (11:00 p.m. to 8:00 a.m.)
Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various durations (1 mo, 3 mos, 6 mos, 1 yr).

ANNOUNCEMENTS
No contents in announcement form.
Announcements are available on the following participation programs—Morning Melody Clock, 7:00 a.m. to 8:00 a.m.; Morning Melodias, 9:00 a.m. to 10:30 a.m.; Noonday Melodias, 12:30 p.m. to 1:30 p.m.; WLNH Birthday Party, 5:15 p.m. to 6:00 p.m.

MANCHESTER (Hillsborough County)
WFEA
Rates effective October 1, 1939. (Card No. 4.)
Owned and operated by New Hampshire Broadcasting Company.

Business Office and Studio—Carpenter Hotel, Manchester, New Hampshire, telephone 33-1734.
Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
219.0 meters; 1370 kilocycles.

Agency Commission
Agency commission 15% on net charges for station time. Claims when does not apply on program charges. No cash discount. Bills due and payable on date of broadcast in advance. Talent billed at net cost.

MANCHESTER—Continued  
W F E A—Continued

General Advertising  
For combination rates see listings of Yankee Network, National Broadcasting Company (Basic Supplementaries), Mutual Broadcasting System and New England Regional Network (Supplementary Stations). The following rates apply to national and local advertising.

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute for various time periods.

Special Features  
"WFEA Home Makers' Guild": Monday through Friday, 10:00 a.m. to 10:15 a.m. Per participation, \$5.00. No discounts.

Remote Control  
All wire and mechanic charges for remote control, all traveling expenses, salaries, etc., of engineers, maintenance men, operators and artists, to be paid by advertiser in advance.

Agency Commission  
Agency commission 15% to recognized agencies on net station time only. No cash discount. Bills payable first of month following broadcast.

General Advertising  
Rates include charges by owners of music copyrights. The following rates are for both local and national advertising.

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, and 5 minutes for various time periods.

W M U R  
Established 1941  
Rates effective September 1, 1942. Owned and operated by The Radio Voice of New Hampshire.

General Advertising  
Rates include charges by owners of music copyrights. The following rates are for national advertising.

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute for various time periods.

Special Features  
News: Leased wire service available. Rates on request.

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute for various time periods.

Electrical Transcriptions  
Regular rates apply. Rates include use of transcription service, instantaneous recording equipment available.

Remote Control  
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.

lations 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.

Closing Time  
Contract 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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel  
Station Manager—Leslie F. Smith.  
Representatives  
Joseph Hershey McGillivray, Inc.  
Boston—Robert C. Foster.

PORTSMOUTH  
(Rockingham County)

W H E B  
(Established 1932)

Rates effective January 1, 1942. (Card No. 6.)  
Card issued December 1, 1941.

Owned and operated by WHEB Inc.  
Business Office and Studio—LaFayette Road, U. S. Highway No. 1, Portsmouth, New Hampshire, telephone 2670.

Other Studios—Dover, New Hampshire; Durham, New Hampshire.  
Transmitter—LaFayette Road, U. S. Highway No. 1, Portsmouth, New Hampshire.

Wave—Power—Time  
Operating power—1,000 watts.  
(100% modulation—crystal control.)  
400.0 meters; 750 kilocycles.

Licensed to operate days on cleared national channel. Operates on Eastern War Time.

Actual operating schedule: Sundays 7:45 a.m. to one hour after sunset. Week days 6:00 a.m. to one hour after sunset.

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute for various time periods.

Agency Commission  
Agency commission 15% to recognized agencies on net station time only. No cash discount. Bills payable first of month following broadcast.

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and 1 minute for various time periods.

ANNOUNCEMENTS  
Participating announcements:  
100 words... 5.00 4.75 4.62 4.50 4.25 4.00 3.75

SPECIAL FEATURES  
News: Leased wire service available, six days per week. For Sunday add 1/6 to rates:

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1/4 hour, 5 minutes, and 1 minute for various time periods.

POLITICAL  
Cash in advance. Copy must be in 48 hours in advance.

Contract and Other Requirements  
Advertising of alcoholic beverages not accounted. The editorial content of all broadcasts is subject to the approval of station management.

Closing Time  
Programs close one week in advance of broadcast. Copy for local commercial programs or announcements must be received 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.

NEW JERSEY

ASBURY PARK  
(Monmouth County)

W C A P

Rates effective January 1, 1939.  
Owned and operated by Radio Industries Broadcast Company.  
Business Office—4 Convention Hall, Asbury Park, New Jersey.  
Studios (main)—8-10-12 Boardwalk, Asbury Park, New Jersey.  
Transmitter—Whitesville, New Jersey.

Wave—Power—Time  
Operating power—500 watts. (100% modulation.)  
229.0 meters; 1310 kilocycles.

Licensed to operate part time on regional channel. Operates on Eastern War Time.  
Divides time with stations WCAI and WTNJ.  
Actual operating schedule: Sunday 6:30 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 11:30 a.m. to 2:00 p.m., Tuesday and Thursday 10:30 a.m. to 2:00 p.m., 8:00 p.m. to 12:00 midnight. Wednesday 11:30 a.m. to 2:00 p.m., 8:00 p.m. to 12:00 midnight. Friday 11:30 a.m. to 2:00 p.m., 8:00 p.m. to 9:00 p.m., Saturday 10:30 a.m. to 4:00 p.m., 8:00 p.m. to 12:00 midnight.

Agency Commission  
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  
Rates include charges by owners of music copyrights. The following rates are for both local and national advertising.

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, and 5 minutes for various time periods.

MUSICAL OR DRAMATIC PROGRAMS  
(6:00 p.m. to 12:00 midnight)

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, and 5 minutes for various time periods.

Table with 3 columns: Time slot, Rate, and another rate. Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, and 5 minutes for various time periods.

DISCOUNTS  
Time discounts apply to total broadcasts in each classification for sponsor within the current year.

Table with 3 columns: Classification, Rate, and another rate. Rows include Less than 26 times, 26 to 51 times, 52 to 103 times, 104 to 155 times, 156 to 207 times, 208 or more times.

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

Table with 3 columns: Time slot, Rate, and another rate. Rows include 100 to 125 words, 50 words, 25 words.

SPECIAL FEATURES  
Rates on request.

ELECTRICAL TRANSCRIPTIONS  
Regular time charges apply to recorded programs.

TALENT  
Rates on request. All rates quoted include rehearsal.

REMOTE CONTROL  
Arrangements can be made for any reasonable remote control broadcast provided cost of lines, traveling expenses, etc., are paid by purchaser.

SERVICE FACILITIES  
Production department, sales and merchandising department available to advertisers.

Contract and Other Requirements  
Rates quoted are for the facilities of the station only; talent is extra. Preferred position governed by priority and availability on contract basis.

Closing Time  
Closing time 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 turn-tables.

Personnel  
President—George S. Ferguson.  
Station Supervisor—V. N. Scholes.  
Sales and Production Manager—John C. Bird.

Representatives  
Forloe & Company.

NEW JERSEY—Continued

ATLANTIC CITY

(Atlantic County)
W B A B
(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—Absecon Blvd. and Beach Thoroughfare, Atlantic City, N. J.
Transmitter—Absecon Boulevard and Beach Thoroughfare, Atlantic City, New Jersey.

Waves—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: 7:00 a.m. to 1:00 a.m.

Agency Commission
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.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).
The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute) and rates for various classes (A, B) and special weekly rates.

Table with columns for time slots and rates for Special Weekly Rates (Class A and Class B).

Table with columns for time slots and rates for Class A and Class B.

Special Features
Rates for time signals, weather reports (on 7 day basis only), and athletic events available on request.
News Service—Rates on request.
Electrical Transcriptions
Complete transcription library services 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. 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. turn-tables for vertical and lateral cut recordings.
Representatives
Headley-Reed Company.

W F P G

(Established 1940)

Rates effective October 1, 1941. (Card No. 2.)
Owned and operated by the Neptune Broadcasting Corporation.
Business Office and Studio—Steel Pier, Atlantic City, New Jersey.
Transmitter—Steel Pier, Atlantic City, New Jersey.
Waves—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
206.9 meters; 1450 kilocycles.
Licensed to operate full time on local channel.
Operates on Eastern War Time.
Actual operating schedule: 7:30 a.m. to 1:00 a.m.

Agency Commission
Agency commission 15% on net station time to accredited agencies. On approved credit, accounts payable one week following service—2% cash discount.

Table with columns for time slots and rates for General Advertising (Class A and Class B).

Table with columns for time slots and rates for Class B.

Table with columns for time slots and rates for Announcements (Class A and Class B).

Special Features
News: Leased wire service available. Rates on request.
Women's hour, sports hour, weather reports, temperature reports, fishing guide, commentaries and time signals. Rates on request.

Political Rates
Regular rates apply. Payable in advance.
Electrical Transcriptions
Regular rates apply. Rates for use of transcription library service. Instantaneous recording equipment available.

Talent
Facilities subject to extra charges for line and mechanical costs. Not subject to agency commission.

Service Facilities
Rates include station announcer and program direction. 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
Advertising of alcoholic beverages accepted, except in defined cases. Restriction does not apply to beer and light wine accounts. Contracts not cancellable unless otherwise agreed. All programs must conform to the standards of the station. The station reserves the right at all times to reject copy if it does not meet all requirements of the FCC, the laws of the United States and laws of the State of New Jersey, FTO and station. 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 transcription using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Gen'l & Com'l Mgr.—E. E. Kohn.
Representatives
None.

BRIDGETON

(Cumberland County)
W S N J
(Established 1937)

Rates effective October 1, 1939. (Card No. 5.)
Owned and operated by the Eastern States Broadcasting Corporation.
Business Office and Studio—Bridgeton, New Jersey, Bridgeton 1600.
Transmitter—Bridgeton, New Jersey.

Waves—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 8:00 a.m. to 8:00 p.m.

Agency Commission
Agency commission 15% on time charges only. Cash discount. All invoices are rendered weekly Mondays and are due the Monday following.

Table with columns for time slots and rates for General Advertising.

Combination Group Rates
Available on request.
Special Features
Time Signals, News Service: Rates on request.
Religious and Political
Rates on request.

Recorded Programs
Transcription library services available, rates as details on request.
Talent
Available at prevailing local rates.

Remote Control
Complete facilities for remote pick-up at minimum cost. Permanent wire facilities connect WSP, Bridgeton and WFL, Philadelphia.
Service Facilities
Continuity writers for special programs available. Merchandising service on programs of sufficient scale to warrant. Rates on request. The program director and other staff members will assist in the building of programs.

Contract and Other Requirements
The editorial content of all broadcasts is subject to approval of station and all FCC rules and regulations. Advertisers must comply with all present and future pure foods and drug laws, as well as all copyright controlling music. The station reserves its right at all times to reject copy if it does not meet all requirements of the FCC, the laws of the United States, and laws of the State of New Jersey. If frequency rate is not earned, a short rate bill will be rendered.

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-tables.

Personnel
Manager—Paul Alger.
Program Director—Lowell Ayars.
Chief Engineer—Francis Fekel.

CAMDEN

(Camden County)
W C A M
(Established 1926)

Rates effective March 15, 1939. (Card No. 5.)
Owned and operated by the Municipality of Camden, New Jersey.
Business Office—18th floor, City Hall, Camden, N. J., Camden 8690.
Studios—City Hall, Camden, New Jersey.
Transmitter—Civic Center, Camden, N. J.

Waves—Power—Time
Operating power—500 watts.
229.0 meters; 1310 kilocycles.
Operates on Eastern War Time.
Divides time with stations WTNJ and WCAP.
Actual operating schedule: Sunday 10:15 a.m. 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 5:00 p.m. and 9:00 p.m. to 12:00 midnight; Tuesday 2:00 p.m. to 5:00 p.m.; Wednesday 10:30 a.m. to 11:30 a.m. and 2:00 p.m. to 5:00 p.m.; Thursday 2:00 p.m. to 5:00 p.m.; Friday 10:30 a.m. to 11:30 a.m., 2 p.m. to 5:00 p.m. and 9:00 p.m. to 12:00 midnight.

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

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. Local advertising rates consult station management. (Sign-on to 10:30 p.m.)

Table with columns for time slots and rates for General Advertising.

Announcements
(Sign-on to 10:30 p.m.)
1 minute..... 5.00 4.75 4.50
100 words..... 4.50 4.27 4.05
75 words..... 3.75 3.58 3.37
50 words..... 3.00 2.85 2.70

Remote Control
Rates on request.
Talent
Rates on request.

Remote Charges 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. turn-tables.

Personnel
Managing Director—Frederick S. Caperton.
Program Director—Edwin Tucker.
Representatives
Mack Radio Sales Company.



JERSEY CITY

(Hudson County)

W A A T

Rates effective November 15, 1941.

Owned and operated by the Bremer Broadcasting Corporation. Executive Offices and Studio—Hotel Douglas, 15 Hill St., Newark, N. J. Main Studio—Jersey City, N. J. Sales Offices—10 Rockefeller Plaza, Radio City, N. Y. Circle 5-5780. Transmitter—Kearny, New Jersey.

Wave—Power—Time Operating power—1,000 watts. 309.3 meters; 970 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: 24 hours daily.

Agency Commission Agency commission 15%; no cash discount. Bills due and payable net weekly in advance of service. No discount or commission on talent.

General Advertising

GENERAL ADVERTISING RATES

(Basic—Without Talent)

CLASS "A"

Table with columns for time slots (7:00 p.m. to 11:00 p.m. week days and 11:00 a.m. to 11:00 p.m. Sundays) and rates per week for 1, 1/2, 1/4 hour and 5 minutes.

CLASS "B"

(All other time)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates per week.

Frequency Discounts

Table showing frequency discounts for 13 weeks, 26 weeks, 39 weeks, and 52 weeks.

SPOT ANNOUNCEMENTS

CLASS "A"

Table for spot announcements, CLASS "A", with columns for time slots and rates.

CLASS "B"

(All other time)

Table for spot announcements, CLASS "B", with columns for time slots and rates.

Frequency Discounts

Table showing frequency discounts for 13 to 100 times, 101 to 200 times, 201 to 299 times, and 300 or more times.

PACKAGE RATES

Twenty-one announcements per week, three daily, Monday through Sunday, per week 250.00; 35 announcements per week, five daily, Monday through Sunday, per week 350.00. Seven 5 minute news periods per week, one daily, Monday through Sunday, with newscaster and news service, per week, Class "A" 350.00, Class "B" 250.00.

Frequency Discounts

Table showing frequency discounts for 13 weeks, 26 weeks, 39 weeks, and 52 weeks.

SPECIAL FEATURES

"Request Club"—Daily except Sunday from 4:30 p.m. to 7:00 p.m. Participating sponsorship available in 15 minute periods only, either on a 3 or 6 time a week basis; 3 times weekly 250.00; 6 times weekly 400.00.

TALENT

Rates on application.

REMOTE CONTROL

Wire rates and details on application.

SERVICE FACILITIES

Services of artists' bureau and program department are available when desired. Rates on application.

Contract and Other Requirements Rates are for time rental only. No blanket contracts accepted. No contract accepted for more than one year. Program and continuity subject to station acceptance.

Closing Time Closing date two weeks prior to 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 lateral and vertical cut recordings.

Personnel Exec. Vice-Pres. & Gen'l Mgr.—Irving R. Rosenhaus. Vice-President and Sales Director—A. B. Schillm. Assistant Sales Director—Edmund S. Lennon.

Representatives William G. Rambeau Company.

WHOM

(Established 1930)

Rates effective October 1, 1940. (Card No. 7.)

Owned and operated by New Jersey Broadcasting Corporation.

Studios—(main) 2806 Hudson Blvd., Jersey City, New Jersey.

Other Studios—29 W. 57th St., New York City. Transmitter—Foot of Washington St., Jersey City, New Jersey.

Wave—Power—Time Operating power—1,000 watts day; 500 watts nights. (100% modulation—crystal control.) 202.7 meters; 1480 kilocycles.

Operates full time. Operates on Eastern War Time. Actual operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% on time charges only to recognized agencies. No cash discount. No commission on line charges, artists' services or talent.

General Advertising

Time discounts apply only to total number of broadcasts for the same sponsor.

One hour constitutes 58 minutes of broadcasting time; 1/2 hour, 29 minutes of broadcasting time; 1/4 hour, 14 minutes of broadcasting time.

The following rates are for national advertising. (6:00 p.m. to 10:00 p.m. week days and 10:00 a.m. to 10:00 p.m. Sundays)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for 1 wk, 13 wks, 26 wks, 39 wks, 52 wks.

(6:30 a.m. to 6:00 p.m. week days and before 10:00 a.m. Sunday)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates.

Frequency Discounts

Table showing frequency discounts for 3 times weekly, 6 times weekly, 100 words, 1 time weekly, 3 times weekly, 6 times weekly.

ANNOUNCEMENTS

Before 6:00 p.m. After 6:00 p.m.

Table for announcements, with columns for time slots and rates.

Frequency Discounts

Table showing frequency discounts for 36 weeks, 52 weeks.

POLITICAL AND PROMOTIONAL RATES

75% additional to regular rates. Talks and lectures allowed only by special arrangement.

SPECIAL FEATURES

Special announcements, weather reports, and time signals—rates and details quoted on request.

TALENT

Program ideas, list of talent and prices furnished on request.

REMOTE CONTROL

Rates on application. Programs originating outside station studios, are subject to additional charges for wire and mechanical service.

Contract and Other Requirements Advertising of alcoholic beverages accepted. Cost of talent or artists' services not included in rates. Programs, broadcast copy and text of announcements subject to approval of station directors or managers. Commercial broadcasting subject to strict compliance with all the requirements, rules and regulations imposed by city, state and federal laws.

Closing Time Closing date one week prior to first broadcast.

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

Personnel President—Paul F. Harron. Vice-President—J. M. Compter. General Manager—Joseph Lang. Assistant Manager—West W. Willcox. Program Director—John B. Kelsey.

Branch Offices New York—29 West 57th Street, Plaza 8-4204.

NEWARK

(Essex County)

W B I

(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, New Jersey.

Wave—Power—Time Operating power—2,500 watts to local sunset; 1,000 watts thereafter. 234.4 meters; 1280 kilocycles.

Operates limited time. Operates on Eastern War Time.

Agency Commission Agency commission 15% to recognized advertising agencies on time cost only. No cash discount.

General Advertising

CLASS "A" (12:30 p.m. to 6:30 p.m. Sundays; 8:00 p.m. to 10:00 p.m. Mondays)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for CLASS "A".

CLASS "B" (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. Mondays)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for CLASS "B".

CLASS "C" (12:00 midnight to 7:00 a.m. Sundays and Mondays)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for CLASS "C".

ANNOUNCEMENTS

CLASS "A" (12:00 p.m. to 6:30 p.m. Sundays; 8:00 p.m. to 10:00 p.m. Mondays)

Table for announcements, CLASS "A", with columns for time slots and rates.

CLASS "B" (12:00 midnight to 7:00 a.m. Sundays and Mondays)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for CLASS "B".

ANNOUNCEMENTS

CLASS "A" (12:00 p.m. to 6:30 p.m. Sundays; 8:00 p.m. to 10:00 p.m. Mondays)

Table for announcements, CLASS "A", with columns for time slots and rates.

CLASS "B"

(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. Mondays)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS "B".

CLASS "C"

(12:00 midnight to 7:00 a.m. Sundays and Mondays)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for CLASS "C".

TALENT

Services of artists' bureau and program department are available when desired. Costs furnished on request.

REMOTE CONTROL

Facilities 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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Equipped for lateral and vertical cut discs.

Personnel President and General Manager—James L. Shearer. Representatives None.

PATERSON

(Passaic County)

W P A T

(Established 1941)

Rates effective April 1, 1941. (Card No. 1.)

Owned and operated by North Jersey Broadcasting Company, Inc.

Main Office and Studio—115 Ellison St., Paterson, N. J., Armory 4-3400.

Other Offices and Studios—1060 Broad St., Newark, N. J., Mitchell 2-2122.

Transmitter—Hepburn Road and Broad St., Clifton, New Jersey.

Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 322.6 meters; 930 kilocycles.

Licensed to operate day time. Operates on Eastern War Time. Actual operating schedule: Sunrise to local sunset.

Agency Commission Agency commission 15% to recognized agencies on net station time charges. No cash discount. Bills due and payable weekly after broadcasts.

General Advertising Music copyright licenses—ASCAP, BMI and AMP.

Frequency Discounts

Table showing frequency discounts for 13 weeks, 26 weeks, 39 weeks, 52 weeks.

SPOT ANNOUNCEMENTS

No spot announcements accepted on Sundays.

Table for spot announcements, with columns for time slots and rates.

Frequency Discounts

Table showing frequency discounts for 100 times, 50 times, 10 times.

SPECIAL FEATURES

Time signals, weather reports, news service—rates on request.

TALENT

Rates on request.

ELECTRICAL 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. No blanket contracts accepted. Preferred position governed by priority and availability on contract basis.

Frequency discounts apply to one unit only of broadcasting time. Sound effects and additional voices for announcements cost extra. All contracts must conform to government regulations and 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.

Closing Time Closing time for programs is 48 hours prior to scheduled broadcasting time; 24 hours for announcements. 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. turn-tables for vertical and lateral cut recordings.

Personnel President—James V. Cosman. General Manager—George H. Jaspert. Vice-Pres. in charge of sales—Sidney Flamm, 1000 Broad St., Newark, N. J., Mitchell 2-2122.

Representatives None.

NEW JERSEY—Continued

RED BANK

(Monmouth County)

W B R B

Rates effective March, 1933.

Owned and operated by Monmouth Broadcasting Company, Inc. Business Office and Studio—63-65 Broad Street, Red Bank, New Jersey. Transmitter—63 Broad Street, Red Bank, New Jersey. Wave—Power—Time Operating power—100 watts. (100% modulation.) 241.9 meters; 1230 kilocycles. Divides time with stations WGHB, WGNY and WFAA. Operates on Eastern War Time. Actual operating schedule: Monday 9:00 a.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. Wednesday 5:00 p.m. to 8:00 p.m. Thursday 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 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 (Night Rates) Table with columns for time (1, 1/2, 1/4 hour) and rates for 13 wks, 26 wks, and 52 wks.

(Day Rates) Table with columns for time (1, 1/2, 1/4 hour) and rates for 52, 26, and 13 wks.

ANNOUNCEMENTS AND TALKS Not accepted after 8:30 p.m. Table with columns for time (1, 2 minutes) and rates for 13 wks, 26 wks, and 52 wks.

TALENT Table with columns for time (1, 1/2 hour) and rates for 50.00 to 500.00.

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 88-1/8 and 78 r.p.m. double turn tables.

Personnel Sales Manager—John C. Bird. Representatives Forjoe & Company.

TRENTON

(Mercer County)

W T N J

(Established 1928)



Rates effective January 1, 1940.

Owned and operated by WOAX, Inc. Business Office and Studio—416 Bellevue Avenue, Trenton, New Jersey, Trenton 8140. Transmitter—Lincoln Highway No. 1, one mile south of Morrisville, Pennsylvania.

Wave—Power—Time Operating power—500 watts. (100% modulation.) 229.0 meters; 1310 kilocycles. Operates on Eastern War Time. Actual 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 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 startoff) Table with columns for time (1, 1/2, 1/4 hour, 5 minutes, 1 minute) and rates for 72.50 to 6.75.

(7:00 a.m. to 6:00 p.m.) Table with columns for time (1, 1/2, 1/4 hour, 5 minutes, 1 minute) and rates for 42.50 to 6.75.

FREQUENCY DISCOUNTS Table with columns for time (1 to 26 times, 27 to 52 times, 53 to 104 times, 105 to 156 times, 157 to 312 times) and rates for 5%, 10%, 15%, 20%, 25%.

TRIP RATES Table with columns for time (1 to 26 times, 27 to 52 times, 53 to 104 times, 105 to 156 times, 157 to 312 times) and rates for 5%, 10%, 15%, 20%, 25%.

Hit 1/4 hours per week around the board; minimum contract 13 weeks. No frequency discounts. Evening 110.00. Daytime 63.75.

POLITICAL TALK 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. Mutual clock 7:00 a.m. to 8:00 a.m. daily. One minute announcements six days weekly, per month 75.00. No frequency discounts.

"Sallie Brent Goes Shopping": Participating non-competitive (morning), six days weekly, per month 75.00. No frequency discounts.

REMOTE CONTROL Facilities are available for remote control broadcasts.

SERVICE FACILITIES Merchandising and advertising services available. Supporting advertising will be arranged. Rates and details on request.

ELECTRICAL TRANSCRIPTIONS 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 programs which is not in compliance with the laws of the United States, the State of New Jersey, or regulations of the Federal Communications Commission or the Federal Trade Commission.

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 Vice-President and General Manager—F. J. Wolff.

W T T M

(Established 1941)

Rate card dated October 1, 1941. Owned and operated by Trent Broadcast Corporation. Business Office and Studio—35 W. State St., Trenton, N. J.

Transmitter—Yardley, Pa., four miles northwest of Trenton, N. J.

Wave—Power—Time Operating power—1,000 watts. 326.1 meters; 920 kilocycles. Operates on Eastern War Time. Actual operating schedule: 7:30 a.m. to 1:00 a.m.

Agency Commission Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered weekly or monthly; due when rendered.

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. week days and 2:00 p.m. to 10:30 p.m. Sundays) Table with columns for time (1, 1/2, 1/4 hour, 10 minutes, 5 minutes) and rates for 150.00 to 27.00.

(All other time) Table with columns for time (1, 1/2, 1/4 hour, 10 minutes, 5 minutes) and rates for 75.00 to 13.00.

ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 10:30 p.m. week days and 2:00 p.m. to 10:30 p.m. Sundays) Table with columns for time (1 min, 1/2 min) and rates for 13 to 0.50.

CLASS "B" (8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) Table with columns for time (1, 1/2, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 50 words) and rates for 45.00 to 4.00.

CLASS "C" (6:00 a.m. to 8:00 a.m. and 11:00 p.m. to 12:00 midnight) Table with columns for time (1, 1/2, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 50 words) and rates for 45.00 to 4.00.

Special discount of 25% allowed. Station KVSP, Santa Fe, when available, given as a bonus station.

FREQUENCY DISCOUNTS 1 to 12 times... Net 52 to 99 times... 15% 13 to 25 times... 5% 100 to 149 times... 20% 26 to 51 times... 10% 150 to 999 times... 25%

SPECIAL FEATURES Women's Club of the Air: 8:00 a.m. to 11:00 a.m. Monday through Saturday. Available in 1/4 hour periods or for announcement participation. Regular rates apply.

Spanish Program: 6:00 a.m. to 7:00 a.m. Monday through Saturday. Available in 1/4 hour periods or for an announcement participation. Regular rates apply.

News: Leased wire service available morning, noon-time, early evening and late evening. Five or fifteen minute periods, three, four, six or seven times weekly. Regular rates apply.

News Breaks: Regular announcement rates. Chain Breaks: Regular announcement rates. "Hand Box": 1/4 hour participating program, seven nights weekly on staggered basis between 6:00 p.m. and 10:00 p.m., dance music by record or transcription, with announcements available between musical numbers at regular card rates.

Sports: 1/4 hour participating program, 6:15 p.m. to 6:30 p.m., six nights weekly (seven nights during baseball season). Three 1/4 hours per week 75.00; six 1/4 hours per week 150.00; seven 1/4 hours per week 165.00.

Sundays Special: Noonline request program, available in 1/4 hour periods or for announcement participation. Regular rates apply. Morning Birth: 7:15 a.m. to 8:00 a.m. Monday through Saturday. Available in 1/4 hour periods or for an announcement participation. Regular rates apply.

ELECTRICAL TRANSCRIPTIONS Regular rates apply.

TALENT Rates on request. REMOTE CONTROL Additional charges are made for programs originating outside of studio. SERVICE FACILITIES Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at actual cost. Production and continuity department at advertiser's service at no additional cost. (This listing continued on next page)

ZAREPHATH

(Somerset County)

W A W Z



Owned and operated by Pillar of Fire, Alma White College.

Wave—Power—Time Operating power—5,000 watts to local sunset; 1,000 watts thereafter. (Directional antenna.) 217.4 meters; 1380 kilocycles.

Operating schedule: Sundays 6:00 a.m. to 9:00 a.m., 11:00 a.m. to 12:30 p.m., 3:00 p.m. to 4:30 p.m. and 7:00 p.m. to 8:30 p.m.; week days except Tuesdays and Saturdays 6:00 a.m. to 9:00 a.m. and 6:00 p.m. to 7:30 p.m.; Tuesdays and Saturdays 7:30 a.m. to 9:00 a.m. Shares time with station WBNX. Schedule on request. Does not sell time.

NEW MEXICO

ALBUQUERQUE

(Bernalillo County)

K G G M

Rates effective April 15, 1940. Owned and operated by New Mexico Broadcasting Co. Business Office Address—Box 1388, Albuquerque, New Mexico, telephone 4544.

Studio—Kimo Theatre Bldg., Albuquerque, N. M. Transmitter—Rio Grande River Delta, West of Albuquerque.

Wave—Power—Time Operating power—1,000 watts. (100% modulation.) 238.1 meters; 1260 kilocycles. Licensed to operate full time. Operates on Mountain War Time. Actual operating schedule: Week days and Sundays, 6:00 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% on station time to recognized agencies. No commission on political broadcasts. Cash discount 2%—20 days. Station manager's personal affidavit and proof of execution rendered with monthly invoice the first of each month and payable within 30 days.

General Advertising For combination rates see listing of Columbia Broadcasting System (Supplementary Stations). CLASS "A" (6:00 p.m. to 10:30 p.m.)

CLASS "A" (6:00 p.m. to 10:30 p.m.) Table with columns for time (1, 1/2, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 50 words) and rates for 90.00 to 6.00.

CLASS "B" (8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.) Table with columns for time (1, 1/2, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 50 words) and rates for 45.00 to 4.00.

CLASS "C" (6:00 a.m. to 8:00 a.m. and 11:00 p.m. to 12:00 midnight) Table with columns for time (1, 1/2, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, 50 words) and rates for 45.00 to 4.00.

Special discount of 25% allowed. Station KVSP, Santa Fe, when available, given as a bonus station.

FREQUENCY DISCOUNTS 1 to 12 times... Net 52 to 99 times... 15% 13 to 25 times... 5% 100 to 149 times... 20% 26 to 51 times... 10% 150 to 999 times... 25%

SPECIAL FEATURES Women's Club of the Air: 8:00 a.m. to 11:00 a.m. Monday through Saturday. Available in 1/4 hour periods or for announcement participation. Regular rates apply.

Spanish Program: 6:00 a.m. to 7:00 a.m. Monday through Saturday. Available in 1/4 hour periods or for an announcement participation. Regular rates apply.

News: Leased wire service available morning, noon-time, early evening and late evening. Five or fifteen minute periods, three, four, six or seven times weekly. Regular rates apply.

News Breaks: Regular announcement rates. Chain Breaks: Regular announcement rates. "Hand Box": 1/4 hour participating program, seven nights weekly on staggered basis between 6:00 p.m. and 10:00 p.m., dance music by record or transcription, with announcements available between musical numbers at regular card rates.

Sports: 1/4 hour participating program, 6:15 p.m. to 6:30 p.m., six nights weekly (seven nights during baseball season). Three 1/4 hours per week 75.00; six 1/4 hours per week 150.00; seven 1/4 hours per week 165.00.

Sundays Special: Noonline request program, available in 1/4 hour periods or for announcement participation. Regular rates apply. Morning Birth: 7:15 a.m. to 8:00 a.m. Monday through Saturday. Available in 1/4 hour periods or for an announcement participation. Regular rates apply.

ELECTRICAL TRANSCRIPTIONS Regular rates apply.

TALENT Rates on request. REMOTE CONTROL Additional charges are made for programs originating outside of studio.

SERVICE FACILITIES Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at actual cost. Production and continuity department at advertiser's service at no additional cost. (This listing continued on next page)

ALBUQUERQUE—Cont'd
K G G M—Continued

Contract and Other Requirements
Advertising of alcoholic beverages restricted to light wines and beer.
All programs subject to station approval.
Closing Time
Closing time depends on type of program; normally one week is desired.
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.

K O B
(Established 1920)
Rates effective December 15, 1942. (Card No. 3.)
Owned and operated by Albuquerque Broadcasting Co.
Business Office and Studio—420 W. Gold Ave., Albuquerque, N. M., telephone 4411.
Transmitter—Eight and one-half miles north of Albuquerque at Alamogordo, New Mexico.
Wave—Power—Time
Operating power—50,000 watts days; 25,000 watts nights.
(100% modulation—crystal control.)
389.6 meters; 770 kilocycles.
Licensed to operate unlimited time.
Actual operating schedule: 6:00 a.m. to 12:00 midnight.
Agency Commission
Agency commission 15% on net station time to recognized advertising agencies. No cash discount.
General Advertising
For combination rates see listings of National Broadcasting Company (South Mountain Group) and Blue Network Company (South Mountain Service).
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.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various days (p.m. week days, 12:00 noon Sundays, 12:00 noon to 6:00 p.m. Sundays).

ANNOUNCEMENTS
CLASS "A"
(After 6:00 p.m.)
Table with columns for time slots and rates.

ANNOUNCEMENTS
CLASS "B"
(Before 6:00 p.m. week days and before 12:00 noon Sundays)
Table with columns for time slots and rates.

ANNOUNCEMENTS
CLASS "C"
(12:00 noon to 6:00 p.m. Sundays)
Table with columns for time slots and rates.

ELECTRICAL TRANSCRIPTIONS
Accepted during regular broadcasting periods.
TALENT
Rates on request.

REMOTE CONTROL
Additional charges are made for programs originating outside of the station's studios.
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 alcoholic beverages not accepted, excepting beer and wine.
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.
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. 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 Date
Closing date is 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 turn-tables for vertical or lateral cut recordings.

Personnel
Manager—Frank Quinn.
Assistant Manager—Merle H. Tucker.
Chief Engineer—George S. Johnson.
Representatives
Free & Peters, Inc.

CARLSBAD
(Buñy County)
K A V E
(Established 1936)

Rates received July 12, 1937.
Owned and operated by Jack W. Hawkins and Barney H. Hubbs.
Business Office and Studio—Crawford Hotel, Carlsbad, New Mexico, telephone 244.
Transmitter—In LaHuerta, a suburb north of city.

Wave—Power—Time
Operating power—250 watts.
241.9 meters; 1240 kilocycles.
Licensed to operate full time.
Operates on Mountain War Time.
Agency Commission
Agency commission 15% to recognized advertising agencies on station time. Cash discount 2% on gross—20 days after invoice date.

General Advertising
Fees charged by owners of music copyrights are not included in rates.
Table with columns for time slots and rates.

ANNOUNCEMENTS
Table with columns for time slots and rates.

SPECIAL FEATURES
Carlsbad Cavern Hour, Man on the Street, Weather Forecast, News, etc., rates on request.

TALENT
Rates on request.
RECORDED PROGRAMS
Regular time charges apply.

REMOTE CONTROL
Contract and Other Requirements
Copy 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 turn-tables.
Personnel
Station and Promotion Manager—Jack Hawkins.
Engineer—Elgar Arnold.
Representatives
None.

CLOVIS
(Curry County)
K I C A
(Established 1933)

Rates effective September 1, 1942.
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.
Operates on Mountain War Time.
Licensed to operate full time.

Agency Commission
15% on net station time only. Cash discount none.
No commission on political broadcasts.

GENERAL BROADCASTING
(6:00 p.m. to 11:00 p.m.)
Table with columns for time slots and rates.

Table with columns for time slots and rates.

Table with columns for time slots and rates.

(6:00 a.m. to 6:00 p.m. and after 11:00 p.m.)
Table with columns for time slots and rates.

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.
Table with columns for time slots and rates.

ELECTRICAL TRANSCRIPTIONS
Five minutes or longer at regular rates. Sound effects records take transcription rates; other sound effects extra.

POLITICAL PROGRAMS
Rates on request.
TALENT
Rates on request.

REMOTE CONTROL
Facilities for programs originating outside the studio available at extra charge. Rates on request.

SERVICE CHARGES
Artists' service, 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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

Personnel
General Manager—Lee Biggs.
Representatives
Porjoe & Company.

HOBBES
(Lea County)
K W E W
(Established 1938)

Rates effective July 1, 1938. (Card No. 1.)
Owned and operated by W. E. Whitmore.
Studios—Hobbs, New Mexico.
Transmitter—Hobbs, New Mexico.

Wave—Power—Time
Operating power—100 watts.
201.3 meters; 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
Agency commission 15% to recognized agencies. No commission on talent. Cash discount 2% of net—10 days from date of invoice.

General Advertising
Table with columns for time slots and rates.

FREQUENCY DISCOUNTS
Table with columns for time slots and rates.

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 continuity department without charge.

REMOTE CONTROL
Remote control facilities at regular station rate plus line and installation charges.

Contract and Other Requirements
All contracts subject to conditions of standard AAAA contract form, and station approval.

Closing Time
Ten days before broadcast.
Personnel
Manager—Chet L. Gonce.

LAS VEGAS
(San Miguel County)
K F U N
(Established 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 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel.
Operates on Mountain War Time.
Operating schedule: Sundays 11:00 a.m. to 6:30 p.m. Week days 7:00 a.m. to 7:30 p.m.

Agency Commission
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. Rates include charges by owners of music copyrights. Foreign language programs accepted. Talent available for Spanish programs.

Table with columns for time slots and rates.

FREQUENCY RATES
Rates per period when contracted for a frequency of three or six times per week.
Table with columns for time slots and rates.

(This listing continued on next page)

NEW MEXICO—Continued

LAS VEGAS—Continued

K F U N—Continued

ANNOUNCEMENTS
1 ft. 12 ft. 24 ft. 48 ft. 78 ft. 156 ft.
100 words..... 4.50 4.05 3.60 3.15 2.70 2.25
Frequency Discounts
Rates per announcement when contracted for a frequency of six, nine or twelve times per week:

Per week: 12 ft. 24 ft. 48 ft. 78 ft. 156 ft.
100 words: 2.70 2.40 2.10 1.80 1.50
6 times: 2.10 1.84 1.58 1.31
12 times: 1.58 1.35 1.13
Nine to 12 announcements in any one day, flat, each 1.50.

SPECIAL FEATURES

Time signals and announcements at preferred times, regular rates plus 10%.
News, sports and all special programs—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.

POLITICAL

Minimum time five minutes, per minute 1.50 flat. Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and light wines. 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 transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

Personnel

Station Manager—E. N. Thwaites.

ROSWELL

(Chaves County)
K G F L
(Established 1927)

Rates effective July 1, 1937. (Card No. 4.)
Owned and operated by KGFL, Inc. Business Office and Studio—Roswell, New Mexico, telephone 288.

Wave—Power—Time

Operating power—100 watts.
243.9 meters; 1400 kilocycles.
Licensed to operate unlimited time.
Operates on Mountain War Time.
Actual operating schedule: 7:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% to recognized agencies. No commission on talent. Cash discount 2% of net—10 days from invoice date.

General Advertising

1 hour..... 85.00
1/2 hour..... 21.00
1/4 hour..... 14.00
6 minutes..... 7.50
100 words..... 8.50
50 words..... 2.50

DISCOUNTS

1 to 12 times..... Net
13 to 25 times..... 5%
26 to 51 times..... 10%
52 to 100 times..... 15%
100 to 199 times..... 20%
200 to 299 times..... 25%
300 or more times..... 30%

SPECIAL FEATURES

Time signals, sporting events, shopping hour, farm fairs, market reports—rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Regular station rates plus line and installation charges.

SERVICE FACILITIES

Service of program director, announcers, and continuity department without charge.

Contract and Other Requirements

Contracts close one week in advance of station time only. All contracts subject to conditions of Standard AAAA contract form and station approval.

Closing Time

Two days before broadcast.
Mechanical 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.

Personnel

Manager—W. E. Wittmore.

SANTA FE

(Santa Fe County)
K V S F

Rates effective July 8, 1937.
Owned and operated by The New Mexico Broadcasting Company.
Business Office and Studio—759 Carrillon Road, Santa Fe, New Mexico, telephone 2020.
Transmitter—759 Carrillon Road, Santa Fe, New Mexico.

Wave—Power—Time

Operating power—100 watts.
233.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operates on Mountain War Time.
Actual operating schedule: 7:00 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies. Cash discount 2% of net—10th of month following service. Only station time commissionable. No commission on talent, remote control installations or other extraneous items.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Mountain Group).
Rates include charges by owners of music copyrights.
1 hr. 13 ft. 26 ft. 52 ft.
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
5 minutes..... 7.50 7.13 6.75 6.38

ANNOUNCEMENTS

50 words..... 3.50 3.33 3.15 2.98
100 words..... 5.50 5.23 4.95 4.68
One minute transcriptions and station break announcements of 35 words or less charged at 100 word rates.

SPECIAL FEATURES

News Broadcasts—Rates on request.

ELECTRICAL TRANSCRIPTIONS

Production costs and royalties on transcribed programs must be paid by advertiser.

TALENT

Rates on application.

REMOTE CONTROL

Remote control facilities extra—rates on application.

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 turn-tables.

Personnel

Station Manager—Ivan Head.

Representatives

Weed & Company.

TUCUMCARI

(Quay County)
K T N M
(Established 1941)

Rates received October 27, 1941.
Owned and operated by Krasin-Krutznor Broadcasting Co.
Business Office and Studio—Tucumcari, 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.
Actual 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

Agency commission 15% to recognized agencies. Cash discount —. Bills rendered first of month; due 10th of month.

General Advertising

The following rates apply to local and national advertising. Licensed for BMI and SESAC.
1 hr. 13 ft. 26 ft. 52 ft.
1 hour..... 25.00 22.50 20.00
1/2 hour..... 15.00 12.00 11.50
1/4 hour..... 8.00 7.00 6.00
10 minutes..... 6.00 5.00 4.00
Daily 1/4 hour, 13 weeks contract, per month..... 67.50
Daily 1/4 hour, 26 weeks contract, per month..... 65.00
Daily 1/4 hour, 52 weeks contract, per month..... 62.50
1/4 hour, three weekly, 13 weeks, per month..... 42.50
1/4 hour, three weekly, 26 weeks, per month..... 40.00

SPOT ANNOUNCEMENTS

100 words: 1 wk. 4 wks. 13 wks. 26 wks. 52 wks.
1 per week 1.50 1.35 1.25 1.15 1.05
3 per week 1.25 1.15 1.05 .95 .85
6 per week 1.10 1.05 .95 .85 .75
12 per week 1.05 .95 .85 .75 .65
Ten one word spots all one day, 8.00.

50 words:
1 per week 1.25 1.15 1.05 .95 .85
3 per week 1.00 .95 .85 .75 .65
6 per week .95 .85 .75 .65 .55
12 per week .85 .75 .65 .55 .45
Ten 50 word spots all one day, 5.00.

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 subject to agency commission.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted excepting 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.

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. turn-tables for lateral cut recordings.

Personnel

Station Manager—Leater Q. Krasin.

Representatives

Cox & Tuttle.

NEW YORK

ALBANY

(Albany County)

W A B Y

(Established 1938)

Rates effective October 20, 1937. (Card No. 4.)

Owned and operated by Adirondack Broadcasting Company, Inc.

Business Office and Studio—Radio Centre, Albany, New York.

Other Studios—Troy Hotel, Troy, New York.

Transmitter—Braltree Street, Town of Colonie, N. Y.

Wave—Power—Time

Operating power—250 watts.
(100% modulation—crystal control.)
214.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel. Operates on Eastern War Time.

Agency Commission

Agency commission 15% 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 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 1:00 a.m.)

1 hr. 13 ft. 26 ft. 52 ft.
1 hour..... 120.00 114.00 108.00 102.00
1/2 hour..... 72.00 68.40 64.80 61.20
1/4 hour..... 48.00 45.60 43.20 40.80
5 minutes..... 24.00 22.80 21.60 20.40

ANNOUNCEMENTS

1 hour..... 60.00 57.00 54.00 51.00
1/2 hour..... 36.00 34.20 32.40 30.60
1/4 hour..... 24.00 22.80 21.60 20.40
5 minutes..... 12.00 11.40 10.80 10.20

WEEKLY FREQUENCY DISCOUNTS

Applicable on basic rates for spot advertising only. Five or more times weekly:

13 wks. 26 wks. 39 wks. 52 wks.
1 hour..... 40% 42% 45% 50%
1/2 hour..... 25% 31% 35% 50%
1/4 hour..... 22-1/2% 28% 30% 45%

ANNOUNCEMENTS

One minute transcriptions and station break announcements of 35 words or less charged at 100 word rates. (6:00 p.m. to 1:00 a.m.)

100 words (max.) 1 hr. 13 ft. 26 ft. 52 ft.
(7:00 a.m. to 6:00 p.m.)
100 words (max.) 6.30 5.99 5.67 5.36

SERVICE FEATURES

Time Signals, 6 announcements daily, except Sunday, 4 weeks minimum, per week, net..... 115.00
Musical clock, one hour daily except Sunday before 9:00 a.m., per week, net..... 150.00
Other service handled on announcement basis.

RECORDED PROGRAMS

Regular rates apply on transcribed programs.

TALENT

Talent of all types 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

Advertising of alcoholic beverages not accepted, excepting beer and wine. 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 contract accepted for a period longer than one year.

Closing Time

Talent programs and talks close one week in advance of station time.
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 turn-tables for vertical and lateral cut recordings.

Personnel

General Manager and Director—Harold E. Smith.

Assistant Manager—Daniel Richardson.

Representatives

J. P. McKinney & Son.

WOKO

(Established 1924)



Rates effective October 20, 1937. (Card No. 8.)

Owned and operated by WOKO, Inc.

Business Office and Studio—Radio Centre, Albany, New York.

Other Studios—Troy Hotel, Troy, New York.

Transmitter—Central Avenue, opposite Tremont St., Albany, New York.

Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights. (100% modulation—crystal control.)
207.5 meters; 1400 kilocycles.
Operates on cleared regional channel. Operates on Eastern War Time.

Actual operating schedule: Week days and Sunday from 9:00 a.m. to 3:00 a.m.

(This listing continued on next page)

ALBANY—Continued  
W O K O—Continued

Agency Commission 15% on national accounts to recognized agencies. No cash discount. Invoiced mailed weekly or monthly, as agency requests, due and payable on receipt. Commission applies on net charge for station time. No commission on cash discount on talent charges, wire costs, traveling expenses of artists, etc.

Table with 5 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti. Rows include 1 hour, 1/2 hour, 1/4 hour, and 5 minutes for various time slots.

Special Features: Service features, time signals, weather reports, etc., handled on announcement basis.

Recorded Programs: Regular time charges apply to recorded programs. Programs are not restricted to certain hours.

Talent: Talent rates on request. Remote Control: Equipped and prepared to handle programs by remote control broadcasts.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted. General Manager—Harold E. Smith. Assistant Manager—Deuel Richardson.

W T R Y: Listed by the Federal Communications Commission as a Troy, New York, station.

AUBURN (Cayuga County) W M B O (Established 1927) Rates effective January 1, 1940.

Owned by the Auburn Publishing Company. Operated by W M B O, Inc. Affiliated with the Auburn Citizen-Advertiser.

Agency Commission: Agency commission 15% to recognized advertising agencies on net charges for station time.

General Advertising: (6:00 p.m. to 11:00 p.m. week days and all day Sunday) Table with 5 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti.

Table with 5 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti. Rows include 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table with 5 columns: Time slot, 1 ti., 13 ti., 26 ti., 52 ti. Rows include 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m. week days and all day Sundays) Table with 5 columns: 1 ti., 13 ti., 26 ti., 52 ti.

SPECIAL FEATURES: Temperature or Weather Reports: 35 word announcement, 2 times daily, excluding Sundays.

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 station only.

Closing Time: Closing date for continuity on musical programs is one week in advance of initial program.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription.

Personnel: General and Promotion Mgr.—Frederick L. Keezee. Representatives: None.

BATAVIA (Genesee County) W B T A (Established 1940)

Rates effective September 1, 1941. (Card No. 2.) Owned and operated by the Batavia Broadcasting Corporation.

Wave—Power—Time: Operating power—250 watts. 201.3 meters; 1490 kilocycles.

Agency Commission: Agency commission 15% to recognized advertising agencies on net charges for station time.

General Advertising: The following rates are for national advertising. Rates include charges by owners of music copyrights.

CLASS "A" (11:30 a.m. to 1:30 p.m. and 4:30 p.m. to 7:30 p.m.) Table with 5 columns: 1 ti., 13 ti., 26 ti., 52 ti.

CLASS "B" (Sign-on to 11:30 a.m., 1:30 p.m. to 4:30 p.m. and 7:30 p.m. to sign-off) Table with 5 columns: 1 ti., 13 ti., 26 ti., 52 ti.

SPECIAL FEATURES: News and time signals—rates on request. "Kitchen of the Air"—Home economist show.

POLITICAL BROADCASTS: 1/2 hour, 1/4 hour, 5 minutes, 100 words.

ELECTRICAL TRANSCRIPTIONS: Regular rates apply. Talent for musical, dramatic or news broadcasts.

REMOTE CONTROL: Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted. Contracts subject to cancellation by two week written notice.

Closing Time: Contracts close two weeks in advance of first broadcast. 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. double turn-tables.

Personnel: Sales Manager—F. R. MacLaughlin. Bus. Mgr. & Prog. Dir.—Richard Driscoll.

BINGHAMTON (Broome County) W N B F (Established 1927)

Rates effective July 1, 1942. (Card No. 6.) Owned and operated by Wylie B. Jones Advertising Agency.

Wave—Power—Time: Operating power—5,000 watts. (100% modulation—crystal control.)

Agency Commission: Agency commission 15% to recognized advertising agencies on net charges for station time.

CLASS "A" (6:00 p.m. to 11:00 p.m.) Table with 5 columns: 1 hr., 3/4 hr., 1/2 hr., 1/4 hr., 5 min.

Table with 5 columns: 1 hr., 3/4 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 26 ti., 26 ti., 26 ti., 26 ti., 26 ti.

CLASS "B" (All other time) Table with 5 columns: 1 hr., 3/4 hr., 1/2 hr., 1/4 hr., 5 min.

Table with 5 columns: 1 hr., 3/4 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 26 ti., 26 ti., 26 ti., 26 ti., 26 ti.

ANNOUNCEMENTS: All announcements take one minute rate. Announcements of 35 words or less will be accorded position at network breaks.

POLITICAL TALKS: All political talks take one time Class "A" rate.

RECORDED PROGRAMS: Regular time charges apply to recorded programs. Not restricted to certain hours.

REMOTE CONTROL: Station maintains complete facilities for remote control broadcast.

SERVICE FACILITIES: The services of the production department are at the disposal of the broadcaster using the station without charge.

Contract and Other Requirements: All time sold subject to priority for network commercials.

Closing Time: Talent programs close two to four 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 turn-tables.

Personnel: General Manager—Cecil D. Mastin. Merch. & Prom. Mgr.—Ewing Hawkins.

NEW YORK—Continued

BROOKLYN

For Brooklyn stations see listing under New York City.

BUFFALO

(Erie County)

WBN

(Established 1890)



Dates effective October 1, 1941. Owned and operated by WBEN, Inc. (The Buffalo Evening News). Studio—Hotel Statler, Buffalo, N. Y., Cleveland 6400. Transmitter—Grand Island, New York.

Wave—Power—Time Operating power—5,000 watts. (100% modulation.) 322.6 meters; 930 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: Sunday 9:00 a.m. to 12:00 midnight. Week days 6:00 a.m. to 1:00 a.m.

Agency Commission Agency commission 15% to recognized agencies on net charges for station time. No commission on program charges. No cash discounts. Bills due and payable when rendered.

General Advertising For combination rates see listing of National Broadcasting Company (Basic Network). Rates include charges for use of music copyrights. The following rates are for national and local advertising.

Table with 4 columns: Time slot, Rate, Rate, Rate. Includes rows for 7:45 p.m. to 10:30 p.m. and 6:30 p.m. to 7:45 p.m.

Table with 4 columns: Time slot, Rate, Rate, Rate. Includes rows for 1 hr. 1/2 hr. 1/4 hr. 5 min. and 6:00 p.m. to 6:30 p.m.

Table with 4 columns: Time slot, Rate, Rate, Rate. Includes rows for 1 hr. 1/2 hr. 1/4 hr. 5 min. and 9:00 a.m. to 6:00 p.m.

Table with 4 columns: Time slot, Rate, Rate, Rate. Includes rows for 1 hr. 1/2 hr. 1/4 hr. 5 min. and 9:00 a.m. to 6:00 p.m.

Table with 4 columns: Time slot, Rate, Rate, Rate. Includes rows for 1 hr. 1/2 hr. 1/4 hr. 5 min. and 9:00 a.m. to 6:00 p.m.

(\*) One minute electrical transcription.

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 Sun Greeters Club: A musical clock program broadcast from 7:00 a.m. to 9:00 a.m. Monday through Saturday with seven minute news broadcasts at 7:30 a.m. and 8:00 a.m.

The Food Magician: A morning participating program devoted to the magic of food. Fifteen minutes daily, Monday through Friday. Limited to six participations daily, 150 words of copy. Per participation, 18.00 flat rate. Sally Work: An afternoon program for products sold to women. Fifteen minutes daily, Monday through

Friday. Limited to six participations daily, 150 words of copy. Per participation, 15.00 flat rate. ELECTRICAL TRANSCRIPTIONS Electrical transcriptions made exclusively for broadcasting are acceptable when recording quality and program content meet station standards. No service charge and no time restriction.

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 line costs and other incidental expenses. Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer.

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 turn-tables for vertical and lateral cut recordings.

Personnel Station Director—Edgar H. Twamley Ass't Station Director in charge of Sales—C. Robert Thompson. Representatives Edward Petry & Company, Inc.

WBNY

(Established 1895)



Dates effective January 1, 1939. Owned and operated by Roy L. Albertson. Business Office and Studio—485 Main Street, Buffalo, N. Y., Madison 4000.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: Sundays 9:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 1:00 a.m.

Agency Commission 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. For local advertising rates consult station management.

Table with 4 columns: Time slot, Rate, Rate, Rate. Includes rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes and 7:00 a.m. to 6:00 p.m.

SPOT ANNOUNCEMENTS Rates on request.

SPECIAL FEATURES News Broadcasts—rates on application.

RECORDED PROGRAMS Regular time charges apply. Transcriptions may be used at any hour.

TALENT Rates on application.

REMOTE CONTROL Arrangements can be made upon application to the 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.

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 of the station.

Personnel General Manager—Roy L. Albertson Commercial Director—Virginia C. Fyda. Representatives William G. Rambeau Company.

WEBR

(Established 1924)

Dates effective May 1, 1942. Owned and operated by WEBR, Inc. Business Office and Studio—23 North Street, Buffalo, New York. Lincoln 7133.

Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.) 223.9 meters; 1340 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: Sundays 8:30 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 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 listing of Blue Network (Company Basic Blue Network). 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.

Table with 4 columns: Time slot, Rate, Rate, Rate. Includes rows for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min., 1 min., 25 wds. and CLASS 'A' (0:00 p.m. to 11:00 p.m.).

Table with 4 columns: Time slot, Rate, Rate, Rate. Includes rows for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min., 1 min., 25 wds. and CLASS 'B' (0:00 a.m. to 6:00 p.m.).

Table with 4 columns: Time slot, Rate, Rate, Rate. Includes rows for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min., 1 min., 25 wds. and CLASS 'C' (11:00 p.m. to 9:00 a.m.).

SPECIAL FEATURES News, sports, time signals and other special features—rates on request. 'Time to Chat'—Women's daily feature limited to non-competitive sponsors.

Table with 4 columns: Time slot, Rate, Rate, Rate. Includes rows for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min., 1 min., 25 wds.

Monday through Saturday.... 6:50 52.50 51.00 52.50 Tuesday, Wednesday, Friday.... 40.00 37.50 35.00 Monday, Thursday, Saturday 30.00 27.50 25.00

TALENT All types available. Rates on request.

REMOTE CONTROL Cost of telephone lines and incidental expense in connection with remote pick-ups is additional to station time costs.

SERVICE FACILITIES Services of station program department in arranging and presenting programs are included without extra charge.

Contract and Other Requirements Due to the inflexibility of radio station time contracts, at the station's option, are not subject to cancellation until two weeks after starting date as contracted for.

General Broadcasting rates are for station time only. Contracts accepted for periods up to one year. If concluded before termination date, short rate becomes effective. Station does not allow secret rates, rebates, or agreements affecting rates.

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 Commercial Manager—William Doerr, Jr. Representatives Weed & Company.

WGR

(Established 1922)



Dates effective September 28, 1941. (Card No. 17.) Owned and operated by the Buffalo Broadcasting Corporation. Business Office and Studio—Rand Building, Buffalo, New York—Washington 3100. Transmitter—Hamburg, New York.

Wave—Power—Time Operating power—5,000 watts to local sunset; 1,000 watts thereafter. (100% modulation—crystal control.) 545.5 meters; 550 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: Sunday 9:00 a.m. to 1:00 a.m. Week days 7:00 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% on net station time allowed to recognized advertising 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.

General Advertising For combination rates see listing of Mutual Broadcasting System and National Broadcasting System (Alternate on Basic Network). (This listing continued on next page)

**BUFFALO—Continued  
WGR—Continued**

**CLASS "A"**  
(6:30 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sundays)

1 hr.	131 tl.	26 tl.	52 tl.	100 tl.	260 tl.
1/2 hr.	300.00	285.00	270.00	255.00	240.00
10 minutes	180.00	171.00	162.00	153.00	144.00
5 minutes	120.00	114.00	108.00	102.00	96.00
1 minute	90.00	85.50	81.00	76.50	72.00
30 words	60.00	57.00	54.00	51.00	48.00
15 words	45.00	42.75	40.50	38.25	36.00

**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 hr.	100.00	95.00	90.00	85.00	80.00
1/2 hr.	80.00	77.00	74.00	71.00	68.00
10 minutes	50.00	49.87	49.75	49.62	49.50
5 minutes	45.00	44.25	43.50	42.75	42.00
1 minute	30.00	28.50	27.00	25.50	24.00

**CLASS "C"**  
(9:00 a.m. to 6:00 p.m. week days, 9:00 a.m. to 4:00 p.m. Sundays and 1:00 p.m. to 5:00 p.m. sign-off daily)

1 hr.	125.00	118.75	112.50	106.25	100.00
1/2 hr.	75.00	71.25	67.50	63.75	60.00
10 minutes	50.00	47.50	45.00	42.50	40.00
5 minutes	37.50	35.62	33.75	31.87	30.00
1 minute	25.00	23.75	22.50	21.25	20.00

**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.

**SPECIAL FEATURES**  
News, "Musical Clock," "Woman's Matinee," sports events, time signals, and other special features. Rates on request.

**POLITICAL TALKS**  
Political talks are considered as general advertising and so charged. Not subject to advertising agency commission.

**TRANSCRIPTION PROGRAMS**  
Regular time charges apply to transcription programs. Transcriptions are permitted at all hours. Transcription library services available—rates and details on request.

**TALENT**  
Dramatic, instrumental, vocal soloists, trios, and quartettes—rates on application.

**REMOTE CONTROL**  
Complete facilities for handling programs originating outside of the studios, including portable recording facilities.

**SERVICE FACILITIES**  
Station maintains a merchandising department the services of which are available to clients on a cost basis. Program department available to advertisers.

**Contract and Other Requirements**  
Rates do not include talent. Services of announcers 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 turn-tables for both lateral or 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 September 28, 1941. (Card No. 17.)  
Owned and operated by Buffalo Broadcasting Corp. Business Office and Studio—Rand Building, Buffalo New York. Washington 3100. Transmitter—Hamburg, New York.

**Wave—Power—Time**  
Operating power—50,000 watts.  
(100% modulation—crystal control.)  
197.4 meters; 1520 kilocycles.  
Licensed to operate full time.  
Operates on Eastern War Time.  
Actual operating schedule: 24 hours daily.

**Agency Commission**  
Agency commission 15% on net station time allowed to recognized advertising agencies. 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 listing of Columbia Broadcasting System (Basic Network).

**ENTERTAINMENT PROGRAMS**

**CLASS "A"**  
(6:30 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sundays)

1 hr.	131 tl.	26 tl.	52 tl.	100 tl.	260 tl.
1/2 hr.	400.00	380.00	360.00	340.00	320.00
10 minutes	240.00	228.00	216.00	204.00	192.00
5 minutes	160.00	152.00	144.00	136.00	128.00
1 minute	120.00	114.00	108.00	102.00	96.00
30 words	80.00	76.00	72.00	68.00	64.00
15 words	60.00	57.00	54.00	51.00	48.00

**CLASS "B"**  
(6:00 p.m. to 6:30 p.m. week days, 12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily)

1 hr.	111.	13 tl.	26 tl.	52 tl.	100 tl.	260 tl.
1/2 hr.	287.00	253.00	240.00	227.00	213.00	200.00
10 minutes	160.00	152.00	144.00	136.00	128.00	120.00
5 minutes	107.00	102.00	96.00	91.00	86.00	80.00
1 minute	75.00	72.00	68.00	64.00	60.00	56.00
30 words	53.00	50.50	48.00	45.50	43.00	40.00
15 words	33.00	31.50	30.00	28.50	27.00	25.00

**CLASS "C"**  
(9:00 a.m. to 6:00 p.m. week days, sign-on to 12:00 noon Sundays and 11:00 p.m. to sign-off daily)

1 hr.	200.00	190.00	180.00	170.00	160.00	150.00
1/2 hr.	120.00	114.00	108.00	102.00	96.00	90.00
10 minutes	80.00	77.00	74.00	71.00	68.00	65.00
5 minutes	60.00	57.00	54.00	51.00	48.00	45.00
1 minute	40.00	38.00	36.00	34.00	32.00	30.00
30 words	22.00	20.90	19.80	18.70	17.60	16.50

**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.

**SPECIAL FEATURES**  
News, Headlines on Parade, sports events, time signals, and other special features. Rates on request.

**POLITICAL TALKS**  
Political talks are considered as general advertising and so charged. Not subject to advertising agency commission.

**TRANSCRIPTION PROGRAMS**  
Regular time charges apply to transcription programs. Transcriptions are permitted at all hours. Transcription library services available—rates and details on request.

**TALENT**  
Dramatic, instrumental, vocal soloists, trios and quartettes—rates on application.

**REMOTE CONTROL**  
Complete facilities for handling programs originating outside of the studios, including portable recording facilities.

**SERVICE FACILITIES**  
Station maintains a merchandising department the services of which are available to clients on a cost basis. 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 turn-tables for both vertical and lateral cut recordings.

**Personnel**  
Executive Vice-President—I. R. Lounsberry.  
Director of Sales—John A. Bacon.

**National Representatives**  
Free & Peters, Inc.

**Buffalo's Newest and Most Powerful Transmitter Plant**

... NOW gives advertisers radio's biggest circulation bonus.

... NOW brings listeners radio's clearest and finest entertainment.

**WKBW** BUFFALO'S only 50,000-watt station. Columbia network programs. Covers eleven states, twelve million people.

**WGR** BUFFALO'S largest regional coverage. 5,000 watts by day, 1,000 watts directionally intensified by night. Mutual network programs.



**1520 WKBW • WGR 550 K.C.**

50,000 WATTS • COLUMBIA 5,000 WATTS • MUTUAL

National Representatives: FREE & PETERS, INC.

**BUFFALO BROADCASTING CORPORATION**  
RAND BUILDING • BUFFALO, N.Y.

NEW YORK—Continued

ELMIRA

(Chemung County)

WENY

(Established 1939)



Rates effective July 1, 1942. (Card No. 2.) Owned and operated by Elmira Star-Gazette, Inc. Business Office and Studio—Mark Twain Hotel, Elmira, New York. Transmitter—Schuyler Ave., 2 miles southeast of Elmira.

Wave—Power—Time Operating power—250 watts. 24.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: Sundays 9:00 a.m. to 2:00 a.m. Week days 7:30 a.m. to 2:00 a.m.

Agency Commission Agency commission 15% to recognized advertising agencies on time charge only. No cash discount. Payment date, 10th of each month. General Advertising For combination rates see listing of Mutual Broadcasting System.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m. week days, and Sunday afternoons).

Table with columns for time slots and rates for CLASS 'B' (Before 6:00 p.m.).

FREQUENCY DISCOUNTS 3 or more programs weekly (min. 52 times) 10% 6 or more programs weekly (min. 100 times) 20%

Table with columns for time slots and rates for ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 10:30 p.m. week days, and Sunday afternoon).

Table with columns for time slots and rates for CLASS 'B' (Before 6:00 p.m.).

Table with columns for time slots and rates for TALKS.

SPECIAL FEATURES News-casts, time signals, temperature and weather reports—rates on request. Rates for sports events and special features furnished on request.

Full news wire service available. ELECTRICAL TRANSCRIPTIONS Accepted at regular rates. Complete sound effects and transcription library service available at reasonable charge.

REMOTE CONTROL Complete facilities for program pick-ups remote from studios. Extra charges for lines and equipment, depending on distance and facilities desired.

SERVICE FACILITIES Regular merchandising service includes assistance to salesmen, personal calls on trade, trade letters, on minimum 20 time program series. All special merchandising services at actual cost.

Contract 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. Announcement copy required two days prior to broadcast.

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

Personnel Manager—Dale J. Taylor. Representatives J. P. McKinney & Son.

FREEMONT

(Nassau County)

W C B B

(Established 1924)

Rates effective February 15, 1941. (Card No. 2.) Owned and operated by Harry H. Carman. Studio—44 B. Grove St., Freeport, N. Y., Freeport 2418.

Transmitter—215 Badell Street, Freeport, New York. Wave—Power—Time Operating power—100 watts. (100% modulation.) 241.9 meters; 1240 kilocycles.

Operates on Eastern War Time. Divides time with stations WJIB, WJFA. Actual operating schedule: Sunday, 9:30 a.m. to 9:00 p.m. Monday, 9:00 a.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. to 3:00 p.m. and 8:00 p.m. to 12:00 midnight. Thursday, 7:00 p.m. to 9:00 p.m.

Agency Commission 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.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes) and rates for CLASS 'A' (9:00 a.m. to 6:00 p.m. Sunday).

Table with columns for time slots and rates for CLASS 'B' (7:00 p.m. to 10:30 p.m.).

Table with columns for time slots and rates for CLASS 'C' (9:00 a.m. to 4:00 p.m. and 10:30 p.m. to 12:00 midnight week days).

Table with columns for time slots and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m. week days, and Sunday afternoons).

Table with columns for time slots and rates for CLASS 'B' (Before 6:00 p.m.).

Table with columns for time slots and rates for CLASS 'C' (9:00 a.m. to 4:00 p.m. and 10:30 p.m. to 12:00 midnight week days).

Unless otherwise specified, entertainment rates are for station time facilities. Times and frequency discounts for program time are applicable on contract basis only.

Table with columns for time slots and rates for ANNOUNCEMENTS.

Table with columns for time slots and rates for SPECIAL FEATURES.

Table with columns for time slots and rates for ANNOUNCEMENTS.

Table with columns for time slots and rates for SPECIAL FEATURES.

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Table with columns for time slots and rates for SPECIAL FEATURES.

Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 344.8 meters; 870 kilocycles.

Licensed to operate on clear channel during day time only. Operates on Eastern War Time. Actual operating schedule: 6:00 a.m. to sundown, New Orleans time.

Table with columns for time slots and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m. week days, and Sunday afternoons).

Table with columns for time slots and rates for CLASS 'B' (Before 6:00 p.m.).

Table with columns for time slots and rates for CLASS 'C' (9:00 a.m. to 4:00 p.m. and 10:30 p.m. to 12:00 midnight week days).

Table with columns for time slots and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m. week days, and Sunday afternoons).

Table with columns for time slots and rates for CLASS 'B' (Before 6:00 p.m.).

Table with columns for time slots and rates for CLASS 'C' (9:00 a.m. to 4:00 p.m. and 10:30 p.m. to 12:00 midnight week days).

Unless otherwise specified, entertainment rates are for station time facilities. Times and frequency discounts for program time are applicable on contract basis only.

Table with columns for time slots and rates for ANNOUNCEMENTS.

Table with columns for time slots and rates for SPECIAL FEATURES.

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Table with columns for time slots and rates for ANNOUNCEMENTS.

Table with columns for time slots and rates for SPECIAL FEATURES.

JAMESTOWN

(Chautauque County)

W J T N

(Established 1924)



Rates effective April 1, 1941. (Card No. 5.) Owned and operated by the James Broadcasting Co., Inc. Business Office and Studio—Hotel Jamestown, Jamestown, New York, telephone 7-151. Transmitter—Jones and Gifford and Hallock Streets, two miles south of business district.

Wave—Power—Time Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time. 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 midnight.

Agency Commission Agency commission 15% to recognized advertising agencies. Payment due ten days after invoice date. No quantity or quantity discounts on talent, lines or political broadcasts.

(This listing continued on next page)

ITHACA

(Tompkins County)

W I C U

(Established 1921)



Rates effective July 4, 1940. Owned and operated by Cornell University. Business Office and Studio—Ithaca Savings Bank Building, Ithaca, New York. Transmitter—Forest Home, New York, near Ithaca.



JAMESTOWN—Continued

W J T N—Continued

General Advertising
For combination rates see listing of Blue Network Company (Basic Supplementary).

Program contracts and announcement contracts may not be combined to earn higher discounts. Annual rebate of 10% on uninterrupted 52 week program contracts, payable at the end of contract year.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for different classes (A, B).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for different classes (A, B).

Table with columns for time slots (1 minute, 35 words) and rates for different classes (A, B).

Table with columns for time slots (1 minute, 35 words) and rates for different classes (A, B).

Time signals: 35 word rate, 30 words of commercial copy.

Weather or temperature reports: One minute rate applies. 100 words of commercial copy.

Musical Clock or Timekeeper: Available week day mornings only, between 7:00 a.m. and 9:00 a.m.

Table with columns for time slots (1 hour unit, 30 minute unit, 15 minute unit, 5 minute unit, 1 minute unit) and rates.

Table with columns for time slots (13 weeks, 25 weeks, 52 weeks) and discount rates.

Rates on request. Staff announcers at talent rates if extra service is required.

Line charges and remote control pick-ups are extra. Contract and Other Requirements.

Station reserves the right to eliminate all parts of programs which are not in accord with its policies or interest. Preferred position governed by priority rights on band contract basis.

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 station policy and regulations of the Federal Communications Commission.

All proposals subject to prior booking of time offered. All contracts accepted subject to the station's right to cancel or offer another time upon 28 days' notice.

Equipment to handle programs by electrical transcription. Using 33-1/3 and 78 r.p.m. turn-tables.

Personnel: President—Jay E. Mason, Manager—Simon Goldman, Representatives—Radio Advertising Corporation.

KINGSTON

WKNY

(Established 1939)
Rates effective November 1, 1941. (Card No. 3.)

Owned and operated by the Kingston Broadcasting Corporation.

Business Office and Studio—Governor Clinton Hotel, Albany Ave., Kingston, New York, Kingston 4600.

Transmitter—Ulster Township, Ulster County, N. Y.

Wave—Power—Time: Operating power—250 watts. 201.3 meters; 1480 kilocycles.

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

Agency Commission: Agency commission 15% allowed to recognized advertising agencies. No cash discount. Bills payable weekly in advance.

General Advertising: CLASS "A" (6:00 p.m. to 10:30 p.m. week days; 1:00 p.m. to 10:30 p.m. Sundays).

Table with columns for time slots (1 time, 3 times, 5 times) and rates for different classes (A, B).

Table with columns for time slots (1 time, 2 times, 5 times) and rates for different classes (A, B).

WEEKLY DOLLAR VOLUME DISCOUNTS: The following discounts, computed on gross billing for time are applicable only to contracts for four or more consecutive weeks of broadcasting.

Less than 30.00 weekly..... None
30.00 or more but less than 40.00..... 2-1/2%

40.00 or more but less than 50.00..... 5%
50.00 or more but less than 75.00..... 7-1/2%

75.00 or more but less than 100.00..... 10%
100.00 or more..... 15%

CONSECUTIVE WEEK DISCOUNTS: Discounts for consecutive weeks of broadcasting are in addition to dollar volume discounts, if any:

Table with columns for time slots (7 to 13 weeks, 13 to 20 weeks, 20 to 25 weeks, 25 to 38 weeks, 38 to 51 weeks, 52 weeks) and discount rates.

SPOT ANNOUNCEMENTS

Run of schedule, 1 minute. (100 words): "Class "A" Per week: 8.00 5.00

1 time..... 8.00 5.00
3 times..... 19.00 12.00
6 times..... 26.00 18.00

Preferred position—rates on request. For discounts see "Weekly Dollar Volume Discounts" and "Consecutive Week Discounts."

SPECIAL FEATURES

Time signals—rates on request. Participating programs, week day schedule: Housewife's Anting—9:00 a.m. to 11:00 a.m.

"1490" Club—2:00 p.m. to 5:00 p.m. WKNY Night Club—9:00 p.m. to 10:00 p.m.

All participating programs limited to non-competitive accounts. Rates on request.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. REMOTE CONTROL: Facilities available for handling programs originating outside of studios. Rates on request.

SERVICE FACILITIES

Complete merchandising service available to all advertisers at cost.

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.

All program material is subject to federal, state or municipal decisions, laws and regulations now and hereafter made and in force.

Closing Time: Programs close one week in advance of broadcast. Talks, programs, continuities, must be submitted at least one week in advance for review by station manager.

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 turn-tables, vertical and lateral.

Personnel: President—B. F. Feiner, Jr. Representatives—William G. Rambeau Company.

MIDDLETOWN

WALL

(Established 1942)
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 Monahan Ave., Middletown, N. Y. 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; week days 7:00 a.m. to 12:00 midnight.

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: Following rates are for national advertising and include music copyright fees.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for different classes (A, B).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for different classes (A, B).

(11:00 a.m. to 2:00 p.m. and 5:00 p.m. to 7:00 p.m. week days; 1:00 a.m. to 7:00 p.m. Sundays)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for different classes (A, B).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for different classes (A, B).

(6:00 a.m. to 11:00 a.m. and 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)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for different classes (A, B).

Table with columns for time slots (3 times weekly, 6 times weekly) and discount rates.

Table with columns for time slots (1 minute or 100 words or less 5.00, 3 times weekly 4.50, 6 times weekly 4.00) and rates for different classes (A, B, C).

Table with columns for time slots (13 weeks, 25 weeks, 39 weeks, 52 weeks) and discount rates.

SPECIAL FEATURES

Time Signals, special announcements—12:00 midnight to 6:00 a.m.—rates on request.

POLITICAL

Rates on request. TALENT: Vocalists and musicians available at extra charge for presentation of any type program.

REMOTE CONTROL: Facilities subject to extra charges for line and mechanical costs. Portable unit available—details on request.

TRANSCRIPTIONS: Library service available at no extra charge—regular rates apply.

SERVICE FACILITIES: Program ideas, lists of talent and prices furnished on request.

Contract and Other Requirements

Advertising of alcoholic beverages, other than beer and light wine, not accepted. Contracts must be fulfilled in their entirety.

Programs and announcements subject to approval. Commercial broadcasting subject to strict compliance 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 transcription, using 33-1/3 and 78 r.p.m. turntables for lateral cut recordings. Instantaneous recording equipment available.

Personnel: Station Manager—Martin Karig, Jr. Commercial Manager—Fred Germain, Jr.

NEWBURGH

WCNY

(Established 1938)
Rates effective February 1, 1940.

Owned and operated by WCNY Broadcasting Co. Business Office and Studio—161 Broadway, Newburgh, New York, Newburgh 4600.

Other Studios—Middletown, New York. Transmitter—Newburgh, New York.

Wave—Power—Time: 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.

Actual 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 8:50 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: Agency commission 15% to recognized advertising agencies on net receipts for station time only. Payments due upon receipt of invoice. Cash discount 2%.

General Advertising: Rates include charges by owners of music copyrights (ASCAP and BMI).

Table with columns for time slots (11:00 a.m. to 2:00 p.m., after 5 p.m. week days, and after 12:00 noon Sunday) and rates for different classes (A, B).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for different classes (A, B).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for different classes (A, B).

(7:00 a.m. to 11:00 a.m. and 2:00 p.m. to 5:00 p.m. week days, and before 12:00 noon Sundays)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for different classes (A, B).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for different classes (A, B).

FREQUENCY DISCOUNTS

Table with columns for time slots (100 words, 50 words) and discount rates.

Table with columns for time slots (100 words, 50 words) and rates for different classes (A, B).

SPECIAL FEATURES

Special events, time signals, participating programs—rates on request.

POLITICAL PROGRAMS

Rates on request.

TALENT

Rates on application.

REMOTE CONTROL: Facilities are available for remote control broadcasts. Programs originating outside of the 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 contracts accepted for more than one year. Programs and continuity subject to station acceptance. Price mentions and amount of advertising permitted are specified in contracts.

Closing Time: 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 turntables for lateral and vertical cut recordings.

Personnel: Manager—Harold W. Cassill. Program Director—Richard Crans. Representatives—None.

NEW YORK CITY

COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City. For complete data, see network listing at front of book.

NATIONAL BROADCASTING COMPANY, INCORPORATED

RCA Building, 30 Rockefeller Plaza, New York City. For complete data, see network listings at front of book.

NEW YORK—Continued
NEW YORK CITY—Continued

WABC
(Established 1924)

COLUMBIA OPERATED

Rates effective March 1, 1942. (Card No. 15.)
Owned and operated by the Columbia Broadcasting System, Inc.

Wave—Power—Time

Operating power—50,000 watts.
(100% modulation—crystal control.)
340.1 meters; 880 kilocycles.

Agency Commission

Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered weekly.

GENERAL BROADCASTING RATES

Table with columns for Per week, 1 hr., 1/2 hr., 1/4 hr. and rows for 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

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

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 15 min. and rows for 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

(9:00 a.m. to 6:00 p.m. week days, 9:00 a.m. to 12:00 noon Sunday, 10:30 p.m. to 12:00 midnight daily)

Table with columns for 1 day, 2 days, 3 days, 4 days, 5 days, 6 days and rows for 675.00, 1,200.00, 1,822.50, 2,430.00, 3,037.50, 3,240.00.

(\*) Ten minutes available only as time remaining in New periods.

(†) Available for News only.

CLASS "D"

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 5 min. and rows for 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

(1:00 a.m. to 6:00 a.m.)

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 15 min. and rows for 1 day, 2 days, 3 days, 4 days, 5 days, 6 days.

(†) Available for News only.

Seven days per week pro rata to six day rate.

DISCOUNTS

Weekly Dollar Volume Discounts
Weekly Dollar Volume discounts not applicable on schedules of less than eight consecutive weeks under "General Broadcasting Rates."

Table with columns for Less than 650.00 weekly, 650.00 or more but less than 1,000.00, 1,000.00 or more but less than 1,400.00, 1,400.00 or more but less than 1,850.00, 1,850.00 or more but less than 2,250.00, 2,250.00 or more but less than 2,700.00, 2,700.00 or more weekly.

Discounts for Consecutive Weeks

Discounts for consecutive weeks of broadcasting applicable to rates listed under "General Broadcasting Rates." "Participation Programs" and "Announcements" after deducting applicable Dollar Volume discount.

Table with columns for Less than 26 weeks, 26 to 38 weeks, 39 to 51 weeks, 52 weeks.

SPECIAL FEATURES

Arthur Godfrey—Participation Program:
(6:30 a.m. to 6:55 a.m.)
1 day 2 days 3 days 4 days 5 days 6 days
Per week... 50.00 100.00 135.00 180.00 225.00 240.00

TALENT

Lists of talent and prices on request.
REMOTE CONTROL
Programs originating outside of the studios are subject to special charges.

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
Advertising of alcoholic beverages not accepted.

WBBR

Owned and operated by Peoples Pulpit Association.
Wave—Power—Time
Operating power—1,000 watts.
225.6 meters; 1330 kilocycles.

WBXK

(Established 1927)
Rate card dated May 1, 1941. (Card No. 7.)
Owned and operated by WBXK Broadcasting Co., Inc.
Business Office and Main Studio—280 E. 161 Street
New York City, Melrose 5-0333.

Wave—Power—Time
Operating power—5,000 watts.
217.4 meters; 1380 kilocycles.
Operates on Eastern War Time.

Agency Commission
Agency commission 15% on net charges for station time to recognized agencies. No commission on talent.

General Advertising
Rates include charges by owners of music copyrights.
The following rates are for national advertising.

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 5 min., 1 min. and rows for 1 time, 13 times, 26 times, 52 times, 104 times, 168 times, 252 times, 312 times.

(9:00 a.m. to 7:00 p.m. and after 10:00 p.m. week days and 9:00 a.m. to 1:00 p.m. and after 10:00 p.m. Sundays)

Table with columns for 1 time, 13 times, 26 times, 52 times, 104 times, 168 times, 252 times, 312 times.

FOREIGN PROGRAMS AND ANNOUNCEMENTS
Foreign language announcing—rates on request.

SPECIAL FEATURES
Time Signals—rates on request.

Program ideas, scripts and talent supplied by station staff at minimum cost.

Staff orchestra for commercial programs is available for sponsors.

REMOTE CONTROL
All wire and mechanical charges for remote control to be paid by advertiser. Rates on application.

SERVICE FACILITIES
Staff announcers and program servicing gratis.

Contract and Other Requirements
No contract to exceed one year.

for check on copyright and Government regulations.
The station, at its discretion, reserves the right to refuse or discount programs which it may consider contrary to its policy or interest without notice or consent.

Closing Time
Closing date for weeks in advance of services if program is to be included in Publicity releases.

Mechanical Program Equipment
Equipped with program—12 W. 43rd St., New York City, telephone Bryant 0-3773.

Personnel
Vice-President and General Manager—W. C. Alcorn, Treasurer—S. W. Caulfield.

WBYN

(Established 1941)
Rates effective May 1, 1941. (Card No. 1.)
Owned and operated by WBYN, Incorporated.

Wave—Power—Time
Operating power—500 watts.
(100% modulation.)

Agency Commission
Agency commission 15% to recognized advertising agencies on time charges only. No cash discount.

General Advertising
The following rates are for national advertising.

Table with columns for Per week, 1 hr., 1/2 hr., 1/4 hr., 5 min. and rows for 1 time, 3 times, 6 times.

(9:00 a.m. to 6:00 p.m. week days, 9:00 a.m. to 2:00 p.m. Sundays and 10:00 p.m. to 11:00 p.m. daily)

Table with columns for 1 time, 3 times, 6 times and rows for 130.00, 370.00, 683.00.

(11:00 p.m. to 9:00 a.m.)

Table with columns for 1 time, 3 times, 6 times and rows for 104.00, 286.00, 530.00.

WEEKLY VOLUME DISCOUNTS
The following are applicable only to contracts for four or more consecutive weeks of broadcasting:

Table with columns for Less than 125.00 weekly, 125.00 or more but less than 175.00, 175.00 or more but less than 250.00, 250.00 or more but less than 375.00, 375.00 or more but less than 500.00, 500.00 or more but less than 600.00, 600.00 or more weekly.

CONSECUTIVE WEEK DISCOUNTS
Discounts for consecutive weeks of broadcasting in addition to dollar volume discounts, if any:

Table with columns for Less than 13 weeks, 13 to 25 weeks, 26 to 51 weeks, 52 weeks.

SPOT ANNOUNCEMENTS
(6:00 P.M. to 11:00 p.m. week days and 2:00 p.m. to 11:00 p.m. Sundays)

Table with columns for 1 minute (100 words), 1/2 minute (50 words) and rows for 15.00, 10.00.

SPECIAL FEATURES
Time signals, service flashes, and run of schedule announcements. Rates on request.

ELECTRICAL TRANSCRIPTIONS
Accepted at all hours at regular rates.

TALENT
Rates do not include talent costs. Talent costs if request.

REMOTE CONTROL
Complete facilities available for handling program originating 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 program arranged by the station subject to the advertiser's contract requirements and approval.

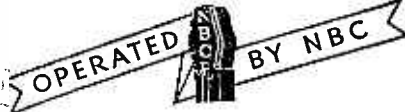
Closing Time
One week in advance of first program. All commercial copy must be submitted and approved 24 hours in advance of broadcast.

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

Personnel
Vice-Pres. & Gen. Mgr.—Griffith B. Thompson.

**NEW YORK CITY—Continued**

**WEAF**  
(Established 1922)



Rates effective January 15, 1940. (Card No. 9.)

Owned and operated by the National Broadcasting Company, Incorporated.  
Business Office and Studio—RCA Building, 40 Rockefeller Plaza, New York City, Circle 7-8300.  
Transmitter—Port Washington, Long Island, N. Y.

Wave—Power—Time

Operating power—50,000 watts.

100% modulation.

451.5 meters; 660 kilocycles.

Licensed to operate full time on cleared channel.

Operates on Eastern War Time.

Actual operating schedule: Sunday, 8:00 a.m. to 1:00 a.m. Week days 6:30 a.m. to 1:00 a.m.

Agency Commission

Agency commission 15% to recognized advertising agencies 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 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 15, 1940, at rates on this card 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 this card will apply to extensions of said commitments for any period or periods up to and including January 14, 1941, for the same series continuously used. Rates on this card are applicable to all new broadcast series ordered on and after the effective date of this card.

The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be preferred 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 listing of National Broadcasting Company (Basic Network).

The following rates include charges by owners of music copyrights from whom NBC has blanket license.

Should WEAF for any reason be unable to broadcast each program contracted for, station WJZ, upon request, will broadcast such programs provided time is available in the same classification (daytime or evening) at the same rates, discounts and/or rebates. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

**CLASS "A"**

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

1 hour.....	1,200.00
1/2 hour.....	720.00
1/4 hour.....	480.00
*10 minutes.....	400.00
*5 minutes.....	240.00

**CLASS "B"**

(12:00 noon to 6:00 p.m. Sunday only)

1 hour.....	900.00
1/2 hour.....	540.00
1/4 hour.....	360.00
*10 minutes.....	300.00
*5 minutes.....	180.00

**CLASS "C"**

(11:00 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m., exclusive of Sunday afternoon)

1 hour.....	800.00
1/2 hour.....	360.00
1/4 hour.....	240.00
*10 minutes.....	200.00
*5 minutes.....	120.00

**CLASS "D"**

(12:00 midnight to 9:00 a.m.)

1 hour.....	400.00
1/2 hour.....	240.00
1/4 hour.....	160.00
*10 minutes.....	134.00
*5 minutes.....	80.00

(\* Available only in restricted periods.

**CLASS "E"**

**SERVICES**

Time Signals: Each service exclusive to one advertiser.

6:00 p.m. to sign-off, seven nights weekly—Four 10 word, one 50 word after 11:00 p.m. The actual time and spelling of a name are each counted as one word. Per week 1,500.00.

Sign-on to 6:00 p.m., seven days weekly—Five 10 word and one 50 word. The actual time and spelling of a name are each counted as one word. Per week 750.00.

Time signal services available for sponsorship only to time piece manufacturers or companies who regularly furnish time service to the public. If any part of the above service is unavailable the advertiser will be billed pro rata for the remainder of the service.

Electrically transcribed announcements not acceptable in connection with the above service.

**DISCOUNTS AND REBATES**

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."

Weekly Dollar Volume Discounts

Applicable to schedules of eight or more consecutive

weeks of local broadcasting. Contracted value of local time at gross rates:

Less than 240.00 weekly.....	None
240.00 or more but less than 480.00 wkly.....	2-1/2%
480.00 or more but less than 720.00 wkly.....	5%
720.00 or more but less than 960.00 wkly.....	7-1/2%
960.00 or more but less than 1,200.00 wkly.....	10%
1,200.00 or more but less than 1,440.00 wkly.....	12-1/2%
1,440.00 or more weekly.....	15%

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 in schedule. The rebate will be due and payable currently only on firm qualifying contracts or as contract becomes firm for 26, 39 or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years therefore earning their own rebates based on the number of consecutive weeks used.

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. 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. All concurrent local contracts for the same advertiser at the rates listed under Classes "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.

**ANNOUNCEMENTS**

Early morning participation period, Monday through Saturday, prior to 8:00 a.m. Six announcements per week, 50 words each. 180.00 net per week time cost

plus 30.00 net per week talent cost. Transcriptions not acceptable.

**ELECTRICAL 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**

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. 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.

Lectures and educational talks are not accepted between 8.00 p.m. and 12.00 midnight except by special arrangement. 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 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. turn-tables for lateral and vertical cut recordings.

**Personnel**

Manager—Sherman D. Gregory.

Assistant Manager—Cell K. Carmichael.

**Representatives**

National Broadcasting Company, Inc.

Spot Sales Manager—J. V. McConnell.

Assistant Manager—W. O. Tilenius.

**NEW YORK—Continued**

**NEW YORK CITY—Continued**

**WEVD**

Rates effective January 1, 1939. (Card No. 14.)  
 Owned and operated by Debs Memorial Radio Fund, Inc.  
 Business Office and Studio—117-119 W. 46th St., New York City, Bryant 9-2360.  
 Transmitter—Greenpoint (Queens County), New York.

**Wave—Power—Time**

Operating power—5,000 watts.  
 (100% modulation—crystal control.)  
 229 meters; 1310 kilocycles.  
 Operates on Eastern War Time.  
 Actual operating schedule is—

**Agency Commission**

Agency commission 15% to recognized agencies for station time only. Cash discount 2%—10th of month.

**General Advertising**

Rates include charges by owners of music copyrights. One hour programs constitutes 58 minutes; one-half hour programs, 29 minutes; one-quarter hour programs, 14 minutes.

(6:00 P.M. to 11:00 P.M. week days except Saturday)

1 hour.....	200.00
1/2 hour.....	120.00
1/4 hour.....	70.00
5 minutes.....	40.00
1 minute.....	15.00

(8:00 P.M. to 11:00 P.M. Saturday)

1 hour.....	250.00
1/2 hour.....	150.00
1/4 hour.....	90.00
5 minutes.....	45.00
1 minute.....	20.00

(8:00 A.M. to 6:00 P.M. week days)

1 hour.....	150.00
1/2 hour.....	80.00
1/4 hour.....	45.00
5 minutes.....	25.00
1 minute.....	10.00

(11:00 A.M. to 3:00 P.M. Sundays)

1 hour.....	400.00
1/2 hour.....	250.00
1/4 hour.....	150.00
5 minutes.....	90.00
1 minute.....	40.00

(8:00 P.M. to 11:00 P.M. Sundays)

1 hour.....	250.00
1/2 hour.....	150.00
1/4 hour.....	90.00
5 minutes.....	45.00
1 minute.....	20.00

**FREQUENCY DISCOUNTS**

Frequency discounts on periods:			
1 weekly.....	18 wks.	28 wks.	52 wks.
2 or 3 weekly.....	5%	10%	15%
4 or 5 weekly.....	10%	15%	20%
6 or 7 weekly.....	15%	20%	25%

Frequency discounts on announcements:			
1 daily.....	5%	10%	15%
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.

**TALENT**

Rates on application.

**Contract and Other Requirements**

All programs 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 transcription, using 33-1/3 and 78 r.p.m. turn-tables.

**Personnel**

Managing Director—Henry Greenfield.  
 Program Director—George Field.

**WHN**

(Established 1922)

Rates effective December 1, 1941. (Card No. 10.)

Owned and operated by the Marcus Loew Booking Agency, 1540 Broadway, New York City.

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.  
 (100% modulation—crystal control.)  
 285.7 meters; 1050 kilocycles.  
 Licensed to operate full time.  
 Operates on Eastern War Time.

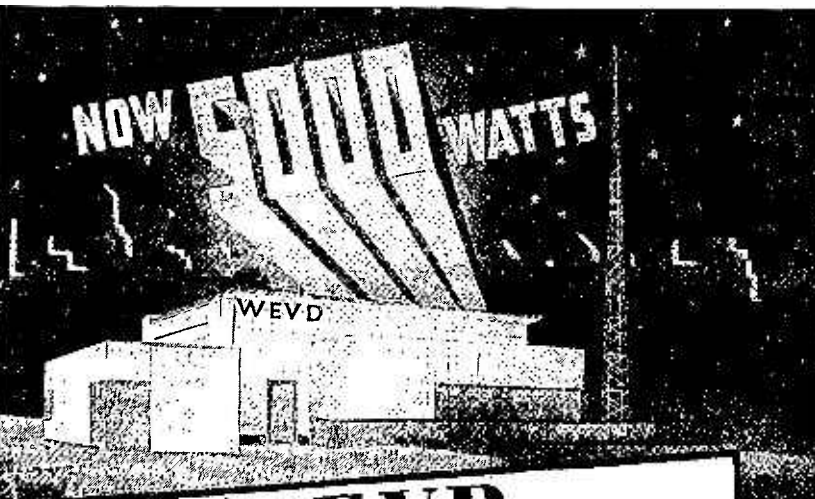
Actual operating schedule: 6:00 a.m. to 3:00 a.m.

**Agency Commission**

Agency commission 15% to recognized advertising agencies on net station time charges. No cash discounts. Bills due and Payable when rendered.

**General Advertising**

Music Licenses—ASCAP, SESAC, AMP and BMI.



5000 WATTS

**WEVD**

1310 KILO

NEW YORK'S STATION OF DISTINCTIVE FEATURES

**TOPS TO MILLIONS**

Through its carefully selected, cultural, educational and entertainment features in English, Jewish and Italian, WEVD has become the first station of interest to millions of persons in the great New York Metropolitan Market. Leading New York newspapers regularly print WEVD'S programs, and WEVD programs consistently make the feature box.

**YEAR AFTER YEAR**

Proof of the sales building power of WEVD is found in the long list of advertisers who use it consistently year after year. The roster of WEVD'S advertisers reads like a list of "Who's Who" in national advertising—proof that those who wish to cover the metropolitan New York Market completely must include WEVD. "Who's Who" on WEVD will be sent on request.

Henry Greenfield, Managing Director

**W-E-V-D** 117-119 West 46th St., New York

CLASS "A"  
 (6:00 P.M. to 11:00 P.M. week days, 1:00 P.M. to 11:00 P.M. Sundays)

1 hour.....	750.00
1/2 hour.....	450.00
1/4 hour.....	300.00
5 minutes.....	150.00
1 minute.....	75.00
1/2 minute.....	45.00

CLASS "B"  
 (All other hours)

1 hour.....	375.00
1/2 hour.....	225.00
1/4 hour.....	150.00
5 minutes.....	75.00
1 minute.....	37.50
1/2 minute.....	22.50

**FREQUENCY DISCOUNTS**

Basic rates are subject to the following frequency discounts on programs of five minutes or more.

13 times.....	5%	39 times.....	15%
26 times.....	10%	52 times.....	20%

Discounts applicable to one minute and 1/2 minute announcements.

50 times.....	5%	150 times.....	15%
100 times.....	10%	200 times.....	20%

**WEEKLY FREQUENCY RATES**

CLASS "A"  
 (6:00 P.M. to 11:00 P.M. week days, 1:00 P.M. to 11:00 P.M. Sundays)

		—Per week—	
		3 wks.	9 wks.
1 hour.....	2,025.00	8,600.00	
1/2 hour.....	1,215.00	2,160.00	
1/4 hour.....	810.00	1,440.00	

CLASS "B"  
 (All other hours)

1 hour.....	1,012.50	1,800.00	
1/2 hour.....	607.50	1,080.00	
1/4 hour.....	405.00	720.00	
Discounts for Three and Six Broadcasts Weekly			
13 weeks.....	5%	39 weeks.....	15%
26 weeks.....	10%	52 weeks.....	20%

**SPECIAL FEATURES**

The following features are sold in quarter hour participations either three, five, or six times a week:  
 "The Byron Hour"—Monday through Saturday, inclusive, 7:30 a.m. to 8:30 a.m.  
 "Dick Gilbert"—Monday through Saturday, inclusive, 1:00 p.m. to 2:30 p.m.  
 Time and talent rates on request.  
 News—Leased wire service available at 25% surcharge of net time charges.

Rates on request.

**TALENT**

**ELECTRICAL TRANSCRIPTIONS**

Accepted at regular rates.  
 Transcription Library containing musical material of every type available to advertisers. Rates on request.

(This listing continued on next page)

NEW YORK CITY—Continued

WHN—Continued

**REMOTE CONTROL**  
Complete facilities for handling programs originating outside of studios. Rates on request.  
Instantaneous recording equipment available—rates on 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 blanket 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.

**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 transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral and vertical cut recordings.

**Personnel**  
Director—Herbert L. Pettay.  
Director of Sales—Bertram Lebar, Jr.

**Branch Office**  
Chicago—860 N. Michigan Avenue, Randolph 5254.  
New England—Bertha Bannan.

WINS  
(Established 1924)



Rates effective January 15, 1942.  
Owned and operated by Hearst Radio, Inc.  
Business Office and Studio—28 W. 44th St., New York City, Bryant 9-6000.

Transmitter—Lyndhurst, N. J.  
Wave—Power—Time  
Operating power—1,000 watts.  
(100% modulation.)  
(C.P. 50,000 watts.)

300.0 meters; 1000 kilocycles.  
Operates on Eastern War Time.  
Operating schedule: 7:00 a.m. to two hours after sunset.

Agency Commission  
Agency commission 15% to recognized advertising agencies. No cash discount. All invoices rendered weekly, payable at face, when rendered. Short rate billing rendered if frequency rate is not earned.

**General Advertising**  
In order to earn net rates quoted, contracts must be completed within twelve months.  
Local retail discount 25% on time charges only.

CLASS "A"  
(5:00 p.m. to sign-off week days, 12:00 noon to sign-off Sundays)

					52 or more weeks
1 hour	1 wk.	13 wks.	26 wks.	39 wks.	weeks
1/2 hour	350.00	332.50	315.00	297.50	280.00
1/4 hour	210.00	199.50	189.00	178.50	168.00
5 minutes	70.00	66.50	63.00	59.50	56.00

CLASS "B"  
(All other time)

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	80.00	76.00	72.00	68.00	64.00
5 minutes	40.00	38.00	36.00	34.00	32.00

WEEKLY FREQUENCY RATES

CLASS "A"  
(5:00 p.m. to sign-off week days, 12:00 noon to sign-off Sundays)

1 hour	945.00	1,680.00
1/2 hour	567.00	1,008.00
1/4 hour	378.00	672.00

CLASS "B"  
(All other time)

1 hour	540.00	960.00
1/2 hour	324.00	576.00
1/4 hour	216.00	384.00

DISCOUNTS

Applicable to Weekly Frequency Rates:

13 weeks	5%	39 weeks	15%
26 weeks	10%	52 weeks	20%

ANNOUNCEMENTS

One minute participating announcements placed in sustaining programs at station discretion restricted to Class "B" time.

CLASS "B"  
Less than 26 weeks 26 wks more wks

1 announcement per day	100.00	95.00
2 announcements per day	183.00	178.00
3 announcements per day	274.00	260.00
4 announcements per day	346.00	328.70
5 announcements per day	400.00	380.00
6 announcements per day	448.00	425.60

Each additional announcement per day 43.50 41.80 39.15

STATION BREAK ANNOUNCEMENTS

CLASS "A"  
(5:00 p.m. to sign-off week days, 12:00 noon to sign-off Sundays)

100 words	40.00
50 words	25.00

CLASS "B"  
(All other time)

100 words	20.00
50 words	12.50

DISCOUNTS

Applicable to station break announcements.

50 times	5%	150 times	15%
100 times	10%	200 times	20%

TALENT

Rates on application.

REMOTE CONTROL

Remote control broadcasts available on expense basis.

SERVICE FACILITIES

Merchandising service available to advertiser at cost.  
Contract and Other Requirements  
No contracts accepted for period longer than one year. Contract renewals subject to rates in effect at times of renewal. Priority of contract and availability governs preferred position.

Program charges (artists, orchestra, continuity, etc.) are in addition to station time. Rates cover only station time and facilities for programs originating in station studios. Editorial content of all broadcasts is subject to approval or revision of station.

**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.

**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**  
Managing Director—Cecil H. Hackett.  
Representatives Free & Peters, Inc.

WJZ

(Established 1921)



BLUE NETWORK OPERATED



Rates effective July 1, 1942.  
Owned and operated by the Blue Network Company, Inc.

Studio—RCA Building, 30 Rockefeller Plaza, New York City, Circle 7-5700.  
Transmitter—Boundbrook, New Jersey.

Wave—Power—Time  
Operating power—50,000 watts.  
(100% modulation.)

389.6 meters; 770 kilocycles.  
Licensed to operate full time on cleared channel.  
Operates on Eastern War Time.

Actual operating schedule: 24 hours daily.

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**  
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 listing of Blue Network Company (Basic Blue Network).  
Rates include charges by owners of music copyrights from whom station has blanket licenses.

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


CLASS "A"  
(6:00 p.m. to 10:30 p.m.)

1 hour	1,200.00
1/2 hour	720.00
1/4 hour	480.00
*10 minutes	400.00
*5 minutes	240.00

CLASS "B"  
(4:00 p.m. to 6:00 p.m. Sunday only)

1 hour	800.00
1/2 hour	540.00
1/4 hour	360.00
*10 minutes	300.00
*5 minutes	180.00

(This listing continued on next page)



"The Singing Disc Jockey"  
by CUGAT

You can still sponsor  
**DICK GILBERT**  
on WHN, Monday thru Friday, at a time when he has the largest independent station audience\* in New York City.

Dick Gilbert is the personality who brings to his programs an "infectious gayety"—who sells huge volumes of merchandise, because he "makes them all sound such extremely civilized and pleasant things."

He has a truly different and appealing radio program with a vast and loyal audience among the 15,398,401 people in WHN's coverage area.

As of today, Dick Gilbert is available on a five-day-a-week basis. May we supply you with further details? *The complete story is as close to you as your telephone.*

\*Source: C. E. Hooper

Bryant 9-7800

CLEAR CHANNEL

**WHN**  
50,000 WATTS.

**NEW YORK CITY—Cont'd**  
**W J Z—Continued**

CLASS "C"	
(12:00 noon to 4:00 p.m. Sunday only)	
1 hour.....	800.00
1/2 hour.....	480.00
1/4 hour.....	320.00
*10 minutes.....	266.67
*5 minutes.....	160.00
CLASS "D"	
(10:30 p.m. to 11:15 p.m. and 8:30 a.m. to 6:00 p.m. exclusive of Sunday afternoon)	
1 hour.....	600.00
1/2 hour.....	360.00
1/4 hour.....	240.00
*10 minutes.....	200.00
*5 minutes.....	120.00
CLASS "E"	
(11:15 p.m. to 12:00 midnight and 7:00 a.m. to 8:30 a.m.)	
1 hour.....	400.00
1/2 hour.....	240.00
1/4 hour.....	160.00
*10 minutes.....	134.00
*5 minutes.....	80.00
CLASS "F"	
(12:00 midnight to 1:00 a.m.)	
1 hour.....	200.00
1/2 hour.....	120.00
1/4 hour.....	80.00
*10 minutes.....	66.67
*5 minutes.....	40.00

Time Signals: Seven 20 word time signals per week (daily), daytime across the board where available, net 350 per week. Not subject to discounts or rebates.

**DISCOUNTS AND REBATES**  
Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," "E," and "F."  
Weekly Dollar Volume Discounts  
Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:  
Less than 240.00 weekly..... None  
240.00 or more but less than 480.00 wkly 2-1/2%  
480.00 or more but less than 720.00 wkly 5%  
720.00 or more but less than 960.00 wkly 7-1/2%  
960.00 or more but less than 1,200.00 wkly 10%  
1,200.00 or more but less than 1,440.00 wkly 12-1/2%  
1,440.00 or more weekly..... 15%  
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 separate week of broadcasting and on 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 26, 39 or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years therefore earning their own rebates based on the number of consecutive weeks used.  
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. 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. All concurrent local 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. Discount effective from beginning of service only on firm contracts or as contracts become firm.

**ANNOUNCEMENTS AND PARTICIPATION FEATURES**

Announcements	
Per week:	(1) (2) (3) (4) (5) (6)
1 or 2 weekly, each.....	27.00 53.00 80.00 160.00 107.00 120.00
3 or 4 weekly, each.....	23.00 47.00 70.00 140.00 93.00 105.00
5 or more weekly, each.....	22.00 43.00 65.00 130.00 87.00 97.50
Station Breaks:	
1 or 2 weekly, each.....	20.00 40.00 60.00 120.00 80.00 90.00
3 or 4 weekly, each.....	19.00 38.00 57.50 115.00 76.00 86.00
5 or more weekly, each.....	18.00 37.00 55.00 110.00 74.00 82.50

As earned rebates as follows: 2-1/2% for 13 consecutive weeks; 5% for 26 weeks; 7-1/2% for 39 weeks; 10% for 52 weeks.  
Special Participation Features  
"Say It with Music"—1:00 a.m. to 7:00 a.m. daily, 30 announcements, five per night for seven nights, per week 400.00. Other frequency rates on request. Recording and talent cost extra for special transcriptions. Musical transcriptions only accepted. Original musical commercials will be created at no cost but for talent used and recording charges. As earned rebates as follows: 2-1/2% for 13 consecutive weeks; 5% for 26 weeks; 7-1/2% for 39 weeks; 10% for 52 weeks.  
The Woman of Tomorrow, 8:45 a.m. to 9:15 a.m., Monday through Friday. Available to non-competitive producers and manufacturers in food products, home equipment and fashion fields. Commercial continually prepared by program director from material supplied by client.  
Plan "I"—Five participations per week—three major and two minor mentions one week and two major and three minor mentions on alternate weeks with a two week minimum. Net cost per week:  
2 to 12 weeks..... 450.00 39 to 51 weeks..... 382.50  
13 to 25 weeks..... 427.50 52 weeks..... 360.00  
26 to 38 weeks..... 405.00  
Plan "II"—Based on individual participations as follows. Net cost per participation:  
1 to 9 times..... 150.00 50 to 99 times..... 127.50  
10 to 24 times..... 142.50 100 to 299 times..... 120.00  
25 to 49 times..... 135.00  
All subject to agency commission.  
Breakfast in Bed, 6:00 a.m. to 7:00 a.m. to 7:45 a.m., Monday through Saturday:  
Six 50 word announcements..... 180.00  
Plus 30.00 net talent cost weekly.  
Three 50 word announcements..... 120.00  
Plus 15.00 net talent cost weekly.  
Six 100 word announcements..... 270.00  
Plus 30.00 net talent cost weekly.  
Three 100 word announcements..... 180.00  
Plus 15.00 net talent cost weekly.  
One minute electrical transcription, each 60.00, plus 5.00 net talent cost.  
Talent Cost for Participations  
Three 5 minute participations weekly..... 40.00  
Six 3 minute participations weekly..... 75.00  
Three 10 minute participations weekly..... 110.00  
Six 10 minute participations weekly..... 200.00  
Three 15 minute participations weekly..... 90.00  
Six 15 minute participations weekly..... 150.00  
Three 30 minute participations weekly..... 135.00  
Six 30 minute participations weekly..... 250.00  
Ten minute period preceding Esso (7:45 a.m. to 7:55 a.m.), same program cost as for 15 minute period.

**ELECTRICAL 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  
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.  
Services of the station's program department and staff engineers in arranging and presenting programs are included without extra charge. 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 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 to handle and program by electrical transcription using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.  
**Personnel**  
Manager—John McNeil.  
**Representatives**  
Wine Network Spot Sales.

**WLIB**  
(Established 1942)  
Rates effective April 1, 1942 (Card No. 1), revised. Owned and operated by WLIB, Inc.  
Executive Office and Studio 840 Flatbush Ave., Brooklyn, N. Y., Ingersoll 2-1300.  
Sales Office—RKO Bldg., 1270 Sixth Ave., New York, N. Y., Ingersoll 2-1300.  
Transmitter—Newtown Creek, Brooklyn, N. Y.  
Wave—Power—Time  
Operating power—1,000 watts.  
(100% modulation.)  
252.1 meters; 1190 kilocycles.  
Licensed to operate on clear channel, full daytime to one hour after local sunset.  
Operator on Eastern War Time.

(This listing continued on next page)

**THEY ASKED FOR IT!**

**Master Program Log**

Month of January 1943



10c A COPY—\$1.00 A YEAR

**WLIB**  
1190 on your dial  
THE VOICE OF LIBERTY

**RKO BUILDING, NEW YORK**  
Chicago Representative—The Walker Co.

**Every Month...**

Thousands of families in New York—New Jersey—Connecticut write in every month for WLIB's "Master Program Log", a specially printed 32-page booklet, listing all the musical selections, composers and theme songs to be heard over WLIB.

WLIB's unique program policy has built up one of the most consistent and responsive audiences in the Metropolitan New York area!

**Here's Listener-Loyalty for YOU!**

WLIB listeners are the "all-day-every-day" kind because WLIB alone gives them what they like BEST and want MOST: "The Popular Classics with a Blend of the Modern... and News". And WLIB advertisers are CASHING IN on this consistent, persistent LISTENER-LOYALTY!

And Remember: WLIB is still maintaining the LOWEST RATE FOR EFFECTIVE COVERAGE OF THE METROPOLITAN NEW YORK MARKET.

**NEW YORK—Continued**  
**NEW YORK CITY—Continued**  
**WLIB—Continued**

Agency Commission  
 Agency commission 15% to recognized agencies on time charges only. Cash discount —. Bills payable weekly following broadcast.

General Advertising

	1 tl.	3 tl.	5 tl.	6 tl.	7 tl.
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	109.25	127.50	140.00

SPOT ANNOUNCEMENTS

	100 words or 1 min.	50 words or 1/2 min.
1 to 24 times weekly (each).....	9.00	5.00
25 to 49 times weekly (each).....	8.00	4.50
50 to 74 times weekly (each).....	7.00	4.00
75 to 100 times weekly (each).....	6.00	3.50

Frequency Discounts

13 weeks.....	5%	39 weeks.....	15%
26 weeks.....	10%	52 weeks.....	20%

**SPECIAL FEATURES**  
 Time signals, service flashes, station breaks, news reports, local services, combination packages and tie-up or promotional features—rates on request.

**TRANSCRIPTIONS**  
 Regular rates apply. Not restricted to certain hours.

**REMOTE CONTROL**  
 Rates on request.

**SERVICE FACILITIES**  
 Complete program department available to advertisers.

**Contract and Other Requirements**  
 All programs subject to existing federal, state or municipal decisions, laws and regulations and any that might be enacted in the future.

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 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.

**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—Ellas I. Godofsky.  
 Representatives  
 The Walker Company.

**WMCA**  
 (Established 1925)

Rates effective February 1, 1942. (Card No. 23.)

Owned and operated by WMCA, Inc.  
 Studios and Executive Offices—1657 Broadway, New York City, Circle 6-2200.  
 Transmitter—Kearny, New Jersey.

Power—Time  
 Operating power—5,000 watts.  
 (100% modulation)  
 526.3 meters; 670 kilocycles.  
 Licensed to operate full time.  
 Operates on Eastern War Time.

Agency Commission  
 Agency commission 15% to recognized advertising agencies on time charges only. All bills payable weekly following broadcast. Cash discount none.

General Advertising  
 Commercial content of any program is not to exceed 15% of broadcast time.  
 The following rates are for national advertising:

CLASS "A"  
 (6:00 p.m. to 10:30 p.m. week days and 2:00 p.m. to 10:30 p.m. Sundays)

Per week:	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	650.00	390.00	260.00	130.00
2 times.....	1,235.00	741.00	494.00	247.00
3 times.....	1,755.00	1,053.00	702.00	351.00
4 times.....	2,210.00	1,326.00	884.00	442.00
5 times.....	2,600.00	1,560.00	1,040.00	520.00
6 times.....	2,925.00	1,755.00	1,170.00	585.00
7 times.....	3,185.00	1,911.00	1,274.00	637.00

CLASS "B"  
 (7:30 a.m. to 6:00 p.m. week days, 7:30 a.m. to 2:00 p.m. Sunday and 10:30 p.m. to 11:30 p.m. daily)

Per week:	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	325.00	195.00	130.00	65.00
2 times.....	615.00	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
6 times.....	1,463.00	878.00	585.00	293.00
7 times.....	1,593.00	956.00	637.00	319.00

CLASS "C"  
 (11:30 p.m. to 7:30 a.m.)

Per week:	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	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 times.....	1,040.00	624.00	416.00	208.00
6 times.....	1,170.00	702.00	468.00	234.00
7 times.....	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.....	None
250.00 or more, but less than 350.00.....	2-1/2%
350.00 or more, but less than 500.00.....	5%
500.00 or more, but less than 750.00.....	7-1/2%
750.00 or more, but less than 1,000.00.....	10%
1,000.00 or more, but less than 1,200.00.....	12-1/2%
1,200.00 or more weekly.....	15%

**WEEKLY DISCOUNTS**  
 Discounts for number of weeks of broadcasting are in addition to dollar volume discounts. If any. Discount must be earned within one year.

Less than 13 consecutive weeks.....	Net 5%
13 to 25 weeks.....	10%
26 to 38 weeks.....	12-1/2%
39 to 51 weeks.....	15%
52 weeks.....	15%

**SPOT ANNOUNCEMENTS**  
 (6:00 p.m. to 11:00 p.m. week days and 2:00 p.m. to 11:00 p.m. Sundays)  
 Minimum of 10 run of schedule announcements per week; may be combined with station break announcements; inserted in sustaining programs at station's discretion.

1 minute station break.....	60.00
1 minute run of schedule.....	35.00
1/2 minute station break.....	35.00
1/2 minute run of schedule.....	20.00

(All other time)

1 minute station break.....	35.00
1 minute run of schedule.....	20.00
1/2 minute station break.....	20.00
1/2 minute run of schedule.....	12.50

Dollar volume and weekly discounts apply to all time charges, including announcements.

**SPECIAL FEATURES**  
 Time signals and service flashes. Rates on request.

**ELECTRICAL TRANSCRIPTIONS**  
 Electrically transcribed programs (five minutes or longer) accepted at all hours at regular rates.

**TALENT**

WMCA maintains a complete Artists' Bureau and program department available to advertisers. Services of announcers, actors, and vocalists subject to AFRA rates.

**REMOTE CONTROL**

Facilities for handling programs originating outside of studios; complete facilities available; rates for outside pick-ups on request.

**SERVICE FACILITIES**

Station maintains a complete program production department available to advertisers.

**Contract and Other Requirements**

Advertising of alcoholic beverages accepted. Rates do not include talent costs. The advertiser will be charged with the cost of the programs which will be 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, laws and regulations, 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**

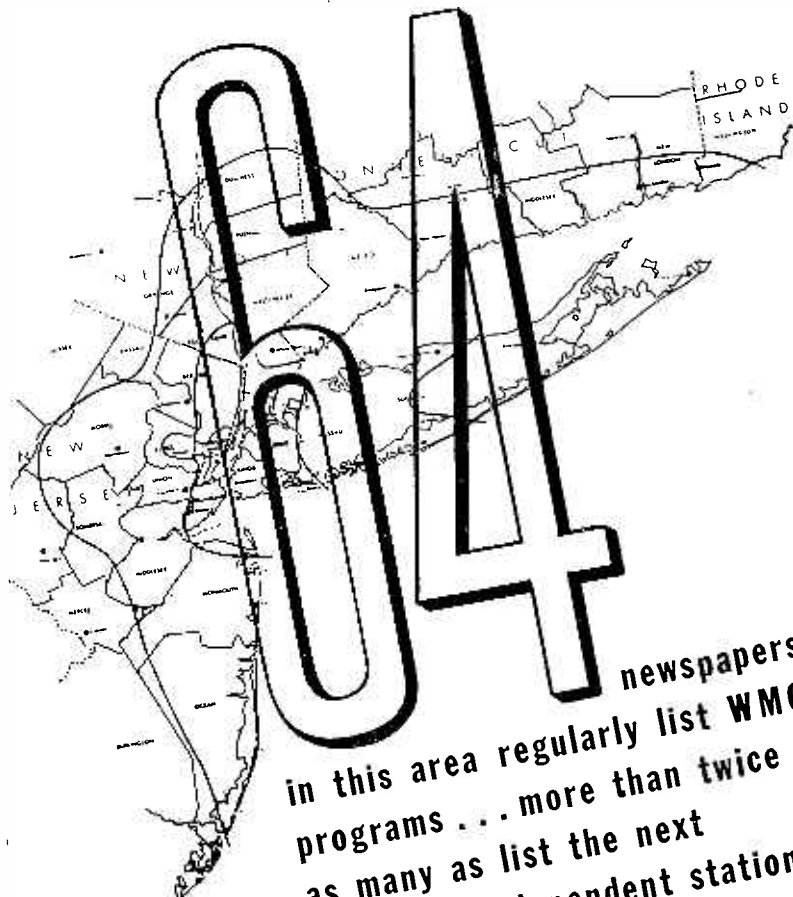
Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. double turn-tables for lateral or vertical recordings.

**Personnel**

General Manager—Donald S. Shaw.  
 Sales Manager—Charles Stark.

**Representatives**

Weed & Company.



in this area regularly list WMCA  
 programs... more than twice  
 as many as list the next  
 New York independent station

FROM ATLANTIC CITY TO POUGHKEEPSIE  
 FROM NEW JERSEY TO RHODE ISLAND—  
 THE EASIEST SPOT TO FIND IS

**WMCA**

FIRST ON NEW YORK'S DIAL—570 kc.

REPRESENTATIVE: WEED & COMPANY • CHICAGO • DETROIT • HOLLYWOOD • BOSTON

NEW YORK—Continued

NEW YORK CITY—Continued

W N E W (Established 1934)



Rates effective February 15, 1942. (Card No. 22.) Operated by Greater New York Broadcasting Corporation. Business Office and Main Studio—501 Madison Ave. New York City, Plaza 8-3800. Transmitter—Kearny, New Jersey. Wave—Power—Time Operating power—10,000 watts. 265.5 meters 1130 kilocycles. Operates on Eastern War Time. Actual operating schedule: 24 hours daily. Agency Commission Agency commission 15% to recognized advertising agencies on time cost only. No cash discount. Bills rendered weekly. General Advertising For combination rates see listing of Atlantic Coast Network (Basic Stations). Rates include charges by owners of music copyrights.

GENERAL BROADCASTING TIME RATES

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for Class 'A' (5:30 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays).

Table with columns for time slots and rates for Class 'B' (9:00 a.m. to 5:30 p.m. week days, 11:00 p.m. to 12:00 midnight daily and 9:00 a.m. to 1:00 p.m. Sundays).

Table with columns for time slots and rates for Class 'C' (12:00 midnight to 9:00 a.m. daily).

WEEKLY TIME RATES

Table with columns for time slots and rates for Class 'A' (5:30 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays).

Table with columns for time slots and rates for Class 'B' (9:00 a.m. to 5:30 p.m. week days, 11:00 p.m. to 12:00 midnight daily and 9:00 a.m. to 1:00 p.m. Sundays).

Table with columns for time slots and rates for Class 'C' (12:00 midnight to 9:00 a.m. daily).

Table with columns for time slots and rates for Weekly Dollar Volume Discounts (Less than 500.00, 500.00 or more but less than 750.00, etc.).

Table with columns for time slots and rates for Consecutive Week Discounts (Less than 13 weeks, 13 to 25 weeks, 26 to 51 weeks, 52 weeks).

ANNOUNCEMENTS

Table with columns for number of words (1 minute, 50 words) and rates for announcements (5:30 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sundays).

DISCOUNTS

Table with columns for number of times (51 times, 101 times, 151 times) and rates for discounts (5%, 12-1/2%, 10%, 20%).

SPECIAL FEATURES

Make Bellevue Ballroom—Daily except Sunday from 10:00 a.m. to 11:30 a.m. and 5:30 p.m. to 7:30 p.m.; participating sponsorship available in 15 minute periods only either on 3 or 6 time a week basis. Minimum contract 13 weeks.

(5:30 p.m. to 7:30 p.m.)—Weekly—

Table with columns for time slots (15 minute) and rates for weekly advertising (3 ft., 6 ft., 10:00 a.m. to 11:30 a.m.).

DISCOUNTS

26 consecutive weeks. 5% 52 consecutive weeks. 20% Weekly Dollar Volume Discounts apply. Consecutive Week Discounts applicable after deducting Weekly Dollar Volume Discounts. If any. Discounts must be earned within the period of one year. Milkman's Matinee—Seven nights weekly from 1:00 a.m. to 7:00 a.m.; 30 announcements weekly, per week 376.00. Weekly Dollar Volume Discounts and Consecutive Week Discounts as quoted under General Broadcasting Time Rates are applicable to "Milkman's Matinee" rates.

Contract and Other Requirements

Contracts not accepted for more than one year. Rates shown are published for the convenient reference of advertisers and agencies and is not to be considered as an offer. All rates subject to change without notice. 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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

Station Manager—Bernice Juds. Sales Directors—H. M. Bess and Walter Duncan. Representatives John Blair & Company.

W N Y C (Established 1924)

Owned and operated by the City of New York, the Municipal Broadcasting System. Executive Offices and Studios—2500 Municipal Bldg., New York City, Worth 2-5600. Transmitter—Greenpoint Avenue and East River, Brooklyn, New York.

Wave—Power—Time Operating power—1,000 watts. 861.4 meters; 830 kilocycles.

Personnel

Director—M. S. Norik. Chief Clerk—John D. Prospo. Transmitter Supervisor—F. D. Leonard. Studio Supervisor—B. B. Arnow. Does not sell time.

W O R (Established 1922)

Rate card undated; issued December 1, 1940. Owned and operated by Bamberger Broadcasting Service, Office and Studio—1440 Broadway, New York City, Pennsylvania 6-8600. Transmitter—Carteret, New Jersey.

Wave—Power—Time Operating power—50,000 watts. (100% modulation—crystal control; directional antenna. 422.5 meters; 710 kilocycles. Licensed to operate on clear channel full time. Operates on Eastern War Time. Actual operating schedule: 24 hours daily.

Agency Commission

Agency commission 15% on net time to recognized advertising agencies. Cash discount none. Bills due and payable weekly following each broadcast.

General Advertising

For combination rates, see listing of Mutual Broadcasting System. Minimum contract 8 weeks except for broadcasts of seasonal products or irregular cases and selected station-tested programs broadcast by station for at least 13 weeks. 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.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour) and rates for weekly advertising (6:00 p.m. to 10:30 p.m. week days; 6:00 p.m. to 11:00 p.m. Sundays).

Table with columns for time slots and rates for weekly advertising (8:00 a.m. to 6:00 p.m. week days, before 12:00 noon Sundays, after 10:30 p.m. week days and after 11:00 p.m. Sunday).

FIVE MINUTE PERIODS

Between 9:45 a.m. and 10:00 a.m., 2:30 p.m., 5:00 p.m. and 5:15 p.m. (times subject to change); minimum contract three 5 minute periods weekly; Per period 120.00.

DISCOUNTS

Weekly discount for eight or more consecutive weeks. Contracted time value at gross rates (discount on weekly gross billing): Less than 600.00 per week—no discount. 600.00 to 1,499.99 weekly 2-1/2% 1,500.00 to 1,999.99 weekly 5% 2,000.00 to 2,499.99 weekly 7-1/2% 2,500.00 to 2,999.99 weekly 10% 3,000.00 or more weekly 12-1/2% 3,000.00 or more weekly 15%

Contracts for a minimum of eight weeks by the same advertiser may be combined in determining percentage of weekly discount.

A rebate will be granted the advertiser for each 52 weeks of consecutive broadcasting. This rebate will be 10% of the smallest amount of weekly gross billing that has run consecutively for 52 weeks. The rebate will be due and payable only at the end of each 52 weeks of consecutive service and after payment therefor.

ANNOUNCEMENTS

35 word announcements between 6:00 p.m. and 10:30 p.m. in guaranteed positions following sustaining programs:

Table with columns for number of words (1 or 2 per week, 3, 4 or 5 per week, 6 or more per week) and rates for announcements (115.00, 110.00, 105.00).

35 word announcements in guaranteed positions, except next to news, before 6:00 p.m.:

Table with columns for number of words (1 or 2 per week, 3, 4 or 5 per week, 6 or more per week) and rates for announcements (75.00, 65.00, 60.00).

One minute announcements before 6:00 p.m. in five minute interludes, when available:

Table with columns for number of words (1 to 5 per week) and rates for announcements (90.00, 85.00).

One minute announcements in "Farmers' Digest," 6:30 a.m. to 6:55 a.m., each 25.00. Two minute announcements in "Farmers' Digest," each 40.00.

35 word announcements cannot be sponsored by drug manufacturers except for advertisement of cough drops or cars that mention contests or offers. Announcements on Sunday by arrangement. Transcribed station break announcements not accepted at night.

Announcements, weather reports and temperature reports are not subject to annual rebates nor other discounts than listed immediately above.

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; day signals, per week 750.00; evening signals, per week 1,500.00.

Announcements guaranteed next to news with 40 seconds or less of advertising: Before 6:00 p.m. and after 10:30 p.m.: 6 per week 420.00 7 per week 490.00

Martha Deane—Woman's Hour, Mondays through Fridays, 2:00 p.m. to 2:30 p.m., participating sponsorships available on a five time per week basis, per week 350.00.

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply. Transcription library available for sponsorship at the following rates: 5 minutes 7.50; 15 minutes 15.00; 1/2 hour 30.00; 1 hour 60.00

One minute bridge or theme, per program 1.00 Equipment available for instantaneous recording of programs in the air-line or from "air" broadcasts at the following rates for each recording: Five minutes 9.00; 15 minutes 5.00; 1/2 hour 10.00; 3/4 hour 15.00; 1 hour 20.00.

TALENT

Rates on application. Sound effects equipment, per man, per hour for rehearsal and broadcast 5.00

Wurlitzer Organ rental charges, per broadcast, five minutes 7.50; 1/4 hour 15.00; 1/2 hour 25.00; one hour 50.00; four or more 15 minute broadcasts weekly, per week 50.00. No charge for one hour rehearsal, per 15 minute broadcast.

Music in WOR Library available only at a rental charge.

REMOTE CONTROL

Program handled from any point. Rates for remote control on application.

SERVICE FACILITIES

Services of station artists bureau and program department available in arranging and presenting programs.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer and wine. Station reserves the right to eliminate all or parts of programs which it may consider contrary to its policy or interest without notice or consent.

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 turn-tables for vertical and lateral cut recordings.

Personnel

President—Alfred J. McCosker. Vice-President—Theodore C. Streibert. Vice-Pres. in charge of Sales—R. C. Maddux. Sales Manager—Eugene S. Thomas. Branch Offices Chicago—Tribune Tower, Superior 1110. Boston—80 Federal St., Liberty 0825. San Francisco—Edward S. Townsend, Russ Bldg.

W O V (Established 1926)

Rates effective October 1, 1942. (Card No. 5.) Operated by Wodasam Corporation. Business Office and Studio—730 Fifth Avenue, New York City, Circle 5-7978. Transmitter—Carlstad, N. J.

Wave—Power—Time Operating power—5,000 watts. 254.4 meters; 1280 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: 7:00 a.m. to 1:00 a.m., except from 6:00 a.m. Sundays to 6:00 a.m. Mondays.

Agency Commission Agency commission 15% on net time charges & agencies recognized by the station. No cash discount. Invoices rendered weekly, payable at face when rendered.

General Advertising GENERAL BROADCASTING In order to earn net rates quoted, contracts must be completed within one year.

(This listing continued on next page)



NEW YORK—Continued

NEW YORK CITY—Continued

W O V—Continued

CLASS "A"

Table with columns for time slots (6:00 p.m. to 5 min.) and rates for Class A.

CLASS "B"

Table with columns for time slots (9:00 a.m. to 6:00 p.m.) and rates for Class B.

CLASS "C"

Table with columns for time slots (10:30 p.m. to 9:00 a.m.) and rates for Class C.

DISCOUNTS

Discounts allowed retroactively on the number of broadcasts given within one year.

ANNOUNCEMENTS

Table showing one minute announcement rates for various time slots and classes.

DISCOUNTS

Applicable to service announcements: 2 strips (12 times) 15%, 4 strips (24 times) 25%.

POLITICAL RATES

Regular rates apply. Transcription library service available at no extra cost.

TALENT AND SERVICE

Rates on application. If client desires to furnish own program talent, same must be acceptable to station.

REMOTE CONTROL

Facilities for handling programs originating outside of studios. Rates on request.

SERVICE FACILITIES: Station maintains a complete artists' bureau and program department. Merchandising departments available to all advertisers at cost.

W O X R (Established 1934)

Owned and operated by Interstate Broadcasting Co., Inc. Business Office and Studio—730 Fifth Avenue, New York City.

GENERAL BROADCASTING TIME RATES

Table showing general broadcasting time rates for various time slots and classes.

SPOT ANNOUNCEMENTS

Table showing spot announcement rates for various time slots.

RECORDED PROGRAMS

Library of records and transcriptions available for sponsorship at additional 5% of net time charge.

REMOTE CONTROL

Services of programming department available in arranging and presenting programs.

SERVICE FACILITIES

Right reserved to refuse, discontinue or modify any sponsored programs which, in the station's opinion, conflict with their policy.

W R L WOODSIDE (Established 1928)

Owned and operated by the Long Island Broadcasting Corporation. Studio at 30 58th Street, Woodside, New York City.

Operating power—250 watts. 187.5 meters; 1600 kilocycles. Operates on Eastern War Time.

Agency Commission 15% to all recognized advertising agencies on net time charges only.

General Advertising: Local retail discount: 15% on time charges only to bona fide retailers offering goods or services to the consumer.

Frequency Discounts: 3 times weekly 10%, 6 times weekly 20%.

Electrical Transcriptions: Station has available talent and casts for all types of programs.

Remote Control: Programs originating from points outside of regular studios are subject to a special charge.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted.

NIAGARA FALLS (Niagara County)

Owned and operated by Niagara Falls Gazette Publishing Company. Business Office and Studios—Niagara Hotel, Niagara Falls, New York.

Operating power—1,000 watts. 232.8 meters; 1200 kilocycles. Licensed to operate days.

Agency Commission 15% on station time charges allowed to recognized agencies.

Table showing advertising rates for Niagara Falls, including general advertising and special weekly rates.

NEW YORK—Continued

NIAGARA FALLS—Continued

WHL D—Continued

Table with columns for time slots (5 minutes, 1 minute, 1/2 hour, 1/4 hour) and weekly rates (1 wk., 13 wks., 26 wks., 39 wks., 52 wks.).

ANNOUNCEMENTS

Table for announcement rates: 1 tl., 13 tl., 26 tl., 52 tl., 104 tl., 312 tl.

SPECIAL FEATURES

News rates on request. Temperature reports, time signals and special events rates on request.

TALENT

Talent rates on request. SERVICE FACILITIES Program and production departments maintained.

REMOTE CONTROL

Remote control rates on request. Contract and Other Requirements Advertising of alcoholic beverages not accepted.

Contract and Other Requirements Advertising of alcoholic beverages not accepted. Rates are for station time only.

Closing Time Contracts close one week in advance of first broadcast; announcement copy and transcriptions close 24 hours in advance.

Personnel Station Manager—Earl C. Hull. Commercial Manager—Richard G. Robbins.

OGDENSBURG

(St. Lawrence County)

W S L B

(Established 1940)

Rates effective January 1, 1941. (Card No. 2.) Owned and operated by St. Lawrence Broadcasting Corporation.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles.

Agency Commission Agency commission 15% on net station time to recognized advertising agencies.

Table with columns for time slots and weekly rates for Ogdensburg.

Table for announcement rates for Ogdensburg.

SPECIAL FEATURES

Station maintains a special feature department. Available programs will be submitted upon inquiry.

POLITICAL TALKS

Double Class "A" rates. ELECTRICAL TRANSCRIPTIONS Regular rates apply.

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.

Contract and Other Requirements All contracts and programs subject to station approval and government regulations.

Closing Time Contracts close two weeks in advance of first broadcast; announcement copy and talks close 24 hours in advance.

Personnel Station Manager—Harold J. Frank. Commercial Manager—Joseph R. Brandy.

OLEAN

(Cattaraugus County)

W H D L

(Established 1928)

Rates effective October 1, 1940. (Card No. 8.) Owned and operated by WHDL, Inc. (Affiliated with the Olean Times-Herald.)

Business Office and Main Studio—801-819 Exchange Nat'l Bank Bldg., Olean, N. Y., telephone 4149.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles.

Agency Commission Agency commission 15% on net station time to recognized advertising agencies.

General Advertising For combination rates see listing of Blue Network Company (Basic Blue Supplementaries).

Table with columns for time slots and weekly rates for Olean.

ANNOUNCEMENTS 100 words..... 4.50 4.30 4.05 3.75 3.50 3.25

WEEKLY FREQUENCY RATES

Table for weekly frequency rates for Olean.

Table for participation programs for Olean.

SPECIAL FEATURES Time signals, weather, temperature and newscasts—rates on request.

Participation Programs: Weekly frequency rates apply. TALKS 5 minutes..... 10.00 15 minutes..... 20.00

POLITICAL Regular rates apply. TALENT Rates on request.

REMOTE CONTROL Rates on request. SERVICE FACILITIES Program, merchandising and promotion service available.

Contract and Other Requirements No alcoholic beverage advertising accepted excepting beer and wine.

All proposals subject to prior booking of time. Price quotations subject to prior sale. No periods sold in bulk for resale.

Closing Time Closing date of general publicity, two weeks in advance.

Personnel President—E. B. Fitzpatrick. Station Manager—Thomas L. Brown.

PLATTSBURG

(Clinton County)

W M F F

(Established 1934)

Rates effective January 1, 1942. Owned and operated by Plattsburg Broadcasting Corp.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles.

Agency Commission Agency commission 15% on net station time to recognized advertising agencies.

General Advertising For combination rates see listing of Blue Network Company (Basic Blue Supplementaries).

Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.)

Agency Commission Agency commission 15% on net charges for station time. No commission on program charges.

General Advertising For combination rates see listing of Blue Network Company (Basic Blue Network).

Table with columns for time slots and weekly rates for Poughkeepsie.

ANNOUNCEMENTS (After 6:00 p.m.) 1 tl., 13 tl., 26 tl., 52 tl., 100 tl., 300 tl.

SPECIAL FEATURES One minute transcriptions accommodated at 100 word rate.

TALENT Rates on application. REMOTE CONTROL Complete facilities for handling programs originating outside of studios.

SERVICE FACILITIES Brief service confined to pre-announcements or brief previews of program of quarter hour or longer.

Contract and Other Requirements Advertising of alcoholic beverages accepted.

Closing Time Talent programs, one week in advance of initial broadcast.

Announcements, talks or recorded programs close 48 hours in advance.

Personnel Secretary and General Manager—George F. Bissell. Representatives—George P. Hollingbery Company.

POUGHKEEPSIE

(Dutchess County)

W K I P

(Established 1940)

Rates effective February 15, 1942. (Card No. 3.) Owned and operated by the Poughkeepsie Broadcasting Corp.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles.

Agency Commission Agency commission 15%; cash discount none. Bills rendered 1st of month and are due and payable immediately following each broadcast.

General Advertising For combination rates see listing of Blue Network Company (Basic Blue Supplementaries).

Table with columns for time slots and weekly rates for Poughkeepsie.

CLASS "A-1" (7:00 p.m. to 10:00 p.m.) 1 tl., 13 tl., 26 tl., 52 tl., 100 tl., 300 tl.

CLASS "A-2" (10:00 p.m. to 11:00 p.m. and 12:00 p.m. to 7:00 a.m. and 10:00 p.m. to 11:00 p.m. Sundays)

CLASS "B-1" (7:00 a.m. to 11:00 p.m. week days and 8:00 a.m. to 7:00 p.m. Sundays)

CLASS "B-2" (7:00 a.m. to 11:00 p.m. week days and 8:00 a.m. to 7:00 p.m. Sundays)

BLUE NETWORK STATION

Rates effective January 1, 1942. Owned and operated by Plattsburg Broadcasting Corp.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles.

(This listing continued on next page)

**NEW YORK—Continued**

**POUGHKEEPSIE—Continued**

**W K I P—Continued**

CLASS "B-2"  
(Before 9:00 a.m. 2:00 p.m. to 5:00 p.m. and after 11:00 p.m. daily)

1 hr.	13 tl.	36 tl.	52 tl.	100 tl.	300 tl.
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
5 minutes	7.00	6.65	6.30	5.95	5.60 5.25

**FREQUENCY DISCOUNTS**

Programs per week:	5%	5 times.....	20%
2 times.....	10%	6 times.....	25%
3 times.....	15%		
4 times.....	15%		

**ANNOUNCEMENTS CLASS "A"**  
(6:00 p.m. to 11:00 p.m.)

One minute 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
25 words.....	4.00	3.80	3.60	3.40	3.20

**CLASS "B"**  
(Before 6:00 p.m. and after 11:00 p.m.)

One minute or 100 words	4.00	4.75	4.50	4.25	4.00
50 words.....	4.00	3.80	3.60	3.40	3.20
25 words.....	3.00	2.85	2.70	2.55	2.40

**FREQUENCY DISCOUNTS (Announcements)**

On contract for:	4 wks.	13 wks.	26 wks.	52 wks.
2 times per day	10%	15%	20%	25%
3 times per day	15%	20%	25%	30%
4 times per day	20%	25%	30%	35%

Run of schedule announcements (times subject to change not more than one hour earlier or later at station's discretion) accepted at rates 10% below above earned rate.

**SPECIAL FEATURES**  
News: Rates on request.  
The All-Request Program—10:00 a.m.:

	6 wks.	13 wks.	26 wks.	52 wks.
Three 15 minute periods.....	30.00	28.50	27.00	25.50
Six 15 minute periods.....	50.00	47.50	45.00	42.50

Participating announcements—Rates on request.  
**ELECTRICAL 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.

**Contract and Copy Requirements**  
Advertising of alcoholic beverages not accepted, excepting beer and wine.  
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.

Earned rates determined by total number of broadcasts for the same sponsor during any 12 month period. No rebates allowed on previous contracts. On announcement contracts, no frequency or volume discounts allowed unless minimum of three announcements weekly are used.

**Closing Time**  
Contracts close two weeks in advance of first broadcast.  
Announcements and talks close 72 hours in advance of broadcast. Transcriptions 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. turn-tables for lateral cut recordings.

**Personnel**  
General Manager—Richard E. Coon.  
Station and Commercial Mgr.—Bruff W. Olin, Jr.  
Representatives  
Hendley-Reed Company.

**ROCHESTER**

(Monroe County)

**WHAM**

(Established 1922)



Rates received December 11, 1941.  
Owned and operated by Stromberg-Carlson Telephone Manufacturing Company.  
Studio—111 East Ave., Rochester, N. Y., Stone 1862.  
Transmitter—Victor, New York.

**Wave Power—Time**  
Operating power—50,000 watts.  
254.2 meters; 1180 kilocycles.  
Licensed to operate full time.  
Operates on Eastern War Time.

**Agency Commission**  
Recognized agencies allowed 15% on net charges for station time.  
No commission on talent.

Bills payable ten days from date of invoice. No cash discount.

**General Advertising**

For combination rates see listing of Blue Network Company (Basic Blue Network).  
Fees charged by owners of music copyrights are included in rates.  
The following rates are for national advertising. For local advertising rates consult station management.

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

1 hour.....	400.00	350.00	300.00	250.00
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

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

1 hour.....	267.00	253.65	240.30	226.95
1/2 hour.....	160.00	152.00	144.00	136.00
1/4 hour.....	107.00	101.65	96.30	90.95
*10 minutes.....	80.00	76.00	72.00	68.00
*5 minutes.....	53.00	50.83	48.15	45.48

(8:00 a.m. to 6:00 p.m. week days and 11:00 a.m. to 12:00 noon daily)

1 hour.....	200.00	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	68.00
*10 minutes.....	60.00	57.00	54.00	51.00
*5 minutes.....	40.00	38.00	36.00	34.00

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

1 hour.....	132.50	126.83	120.15	113.48
1/2 hour.....	80.00	76.00	72.00	68.00
1/4 hour.....	53.50	50.83	48.15	45.48
*10 minutes.....	40.00	38.00	36.00	34.00
*5 minutes.....	26.75	25.41	24.08	22.74

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

1 min. (100 words)	5.00	26 tl.	52 tl.	104 tl.
25 words (flash).....	33.00	31.35	29.70	28.05

(8:00 a.m. to 6:00 p.m.)

1 min. (100 words)	1 tl.	26 tl.	52 tl.	104 tl.
25 words (flash).....	22.00	20.90	19.80	18.70
1 min. (100 words)	22.00	20.90	19.80	18.70
25 words (flash).....	16.50	15.68	14.85	14.03

**SPECIAL FEATURES**  
"Bob Pierce Hour"—7:05 a.m. to 7:55 a.m. Available for one, five, or fifteen minute participation, Monday through Saturday. Rates and details on request.  
"Women Only"—9:15 a.m. to 9:30 a.m. Available for one minute participation, Monday through Friday. Rates and details on request.  
Time reports, plus 100 words of commercial copy, Monday through Saturday. Rates and details on request.

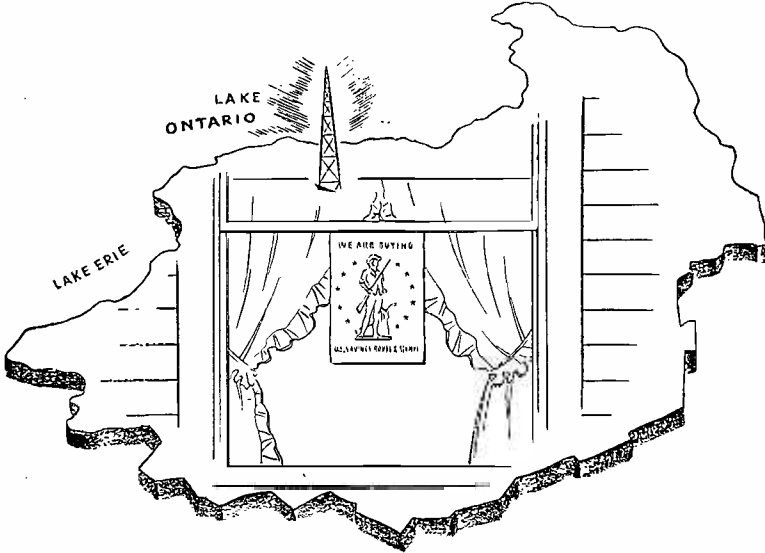
**REMOTE CONTROL**  
All special technical facilities, including outside pick-ups, or wire lines, traveling expenses, etc., are to be paid by advertiser.

**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 refuse 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 33-1/3 r.p.m. double turn-tables for vertical and lateral cut recordings.

**Personnel**  
Vice-Pres. in charge of broadcasting—William Fay.  
General Manager—John H. Lee.  
Commercial Manager—J. W. Kennedy, Jr.  
Promotion Director—Truman Brizee.  
Representatives  
George P. Hollingbery Company.



**WHAMLAND IS HOMELAND**

There are 778,300 dwellings in WHAMland . . . (64.5% owned by their occupants) . . . homes where "10% every pay day" for War Bonds and Stamps is the rule rather than exception . . . homes that are both a market for today's goods and services as well as for the post-war products those Bonds will buy.

WHAM gives you dependable day and

night coverage of this market . . . WHAM's clear-channel, 50,000 watt signal reaches all of 43 Western New York and Northern Pennsylvania counties with the programs and services listeners prefer. WHAM gives complete coverage of the entire market at approximately one-third the cost of localized coverage of the same area.

**WHAM**  
ROCHESTER, N. Y.

National Representatives:  
**GEORGE P. HOLLINGBERY COMPANY**

50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

*"The Stromberg-Carlson Station"*

**NEW YORK—Continued**

**ROCHESTER—Continued**

**W H E C**  
(Established 1922)



Rates effective June 1, 1941. (Card No. 14.)  
Owned and operated by WHEC, Inc.  
Business Office and Studio—40 Franklin Street,  
Rochester, New York, Stone 1820.  
Transmitter—Mt. Read Blvd., Rochester, New York.

**Wave—Power—Time**

Operating power—1,000 watts to local sunset; 300  
watts thereafter.  
205.3 meters; 1400 kilocycles.  
Licensed to operate unlimited time.  
Operates on Eastern War Time.  
Actual operating schedule: 6:30 a.m. to 12:30 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 month following  
broadcasts. Invoices mailed monthly unless otherwise  
specified. No discount on commission on talent or cost  
involved for remote control broadcasts unless other-  
wise specified. No cash discount.

**General Advertising**

For combination rates see listing of Columbia Broad-  
casting System (Basic Network).  
Rates include charges by owners of music copyrights.  
The following rates are for national advertising. For  
local advertising rates consult station management.

	(6:00 p.m. to 11:00 p.m.)			
	1 tl.	13 tl.	26 tl.	52 tl.
1 hour	175.00	105.25	157.50	148.75
1/2 hour	105.00	63.25	94.50	89.75
1/4 hour	70.00	42.50	63.00	59.50
5 minutes	35.00	21.25	31.50	29.75

	(9:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)			
	1 tl.	13 tl.	26 tl.	52 tl.
1 hour	100.00	65.00	90.00	85.00
1/2 hour	65.00	42.50	58.50	55.25
1/4 hour	42.50	28.25	39.25	37.00
5 minutes	21.25	14.12	19.62	18.50

**ANNOUNCEMENTS OR TRANSCRIPTIONS**

Two minute rates are 1-1/2 times the one minute  
rate; three minute rates are twice the one minute  
rate.

	(6:00 p.m. to 11:00 p.m.)	
1 minute	.....	20.00
1 minute	(9:00 a.m. to 6:00 p.m.)	
1 minute	.....	11.00
1 minute	(11:00 p.m. to 7:00 a.m.)	
1 minute	.....	9.00

**CHAIN BREAK ANNOUNCEMENTS**  
(6:00 p.m. to 11:00 p.m.)

85 words	.....	18.00
35 words	(9:00 a.m. to 6:00 p.m.)	
35 words	.....	10.00
35 words	(11:00 p.m. to 7:00 a.m.)	
35 words	.....	8.00

**SPECIAL FEATURES**

Musical Clock—7:00 a.m. to 9:30 a.m. daily except  
Sunday; available on weekly rotating basis in 15  
minute periods:

15 minutes (6 complete programs weekly)	.....	100.00
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**TALKS**

Written copy of speech to be submitted to station  
management not less than 24 hours before broadcast.  
Station reserves the right to make such changes to  
speech to be made by speaker, as may appear neces-  
sary to avoid violation of libel and slander laws.

	(Nighttime)	
30 minutes	.....	110.00
15 minutes	.....	75.00
5 minutes	.....	50.00
	(Daytime)	
30 minutes	.....	75.00
15 minutes	.....	50.00
5 minutes	.....	35.00

**RECORDED PROGRAMS**

Transcription Library available at the following addi-  
tional charge for 15 minute periods: Days 10.00;  
nights 15.00.

**TALENT**

Rates on application.

**REMOTE CONTROL**

Station maintains facilities for remote control broad-  
casts. 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 de-  
scribed and actual expense involved.

Station maintains merchandising and dealer surveys,  
available at no extra charge. Where expense is en-  
titled station will bill client at cost.

**Contract and Other Requirements**

Advertising of alcoholic beverages not accepted.  
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 con-  
formity with the rules and regulations set forth by  
the Federal Communications Commission and the code  
of the NAB.

The maximum contract accepted is for one year.  
Closing Time

The closing date on all publicity is one week in  
advance. Spot commercial copy must be submitted  
no later than 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 turn-tables  
for vertical and lateral cut recordings.

**Personnel**

Vice-President—Clarence Wheeler.  
General Manager—G. O. Witt.  
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 East Main Street,  
Rochester, New York, Stone 702.  
Transmitter—328 East Main Street, Rochester, New  
York.

**Wave—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.  
Actual 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**

Agency commission 15% to recognized advertising  
agencies.

**General Advertising**

For combination rates see listing of Mutual Broad-  
casting System.  
The following rates are for national advertising. For  
local advertising rates consult station management.

	CLASS "A"			
	(6:00 p.m. to 11:00 p.m.)			
	1 tl.	13 tl.	26 tl.	52 tl.
1 hour	160.00	152.00	144.00	101.00
1/2 hour	90.00	85.50	81.00	70.50
1/4 hour	60.00	57.00	54.00	51.00
5 minutes	30.00	28.50	27.50	24.00
100 words	15.00	15.20	14.40	13.60

	CLASS "B"			
	(9:00 a.m. to 6:00 p.m.)			
	1 tl.	13 tl.	26 tl.	52 tl.
1 hour	90.00	85.50	81.00	78.50
1/2 hour	56.00	53.20	50.40	47.80
1/4 hour	30.00	28.50	27.00	25.50
5 minutes	18.00	17.10	16.20	15.30
100 words	8.80	8.36	7.92	7.48

**SPECIAL FEATURES**

Rates for the following special features on request:  
Games and special events, weather report service,  
time signal service, temperature reports, particu-  
lar programs.

**TALENT**

Rates on application.

**REMOTE CONTROL**

Line costs plus monthly 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 transcrip-  
tion, using 33-1/3 and 78 r.p.m. turn-tables.

**Personnel**

General Manager—Gordon P. Brown.  
Commercial Manager—Mortimer Nusbaum.  
Publicity Director—Harland M. Evans.  
Local Sales Manager—Elmer J. Walt.

**Branch Sales Office**

New York—300 Madison Ave., Murray Hill 2-8755.

**Representatives**

Joseph Hershey McGillvra, Inc.



Rochester's Most Modern Furniture Store

**WHEC Furnishes The Medium — WEIS & FISHER'S Furnish The Homes**

IT TAKES a lot of business acumen to keep going as long as Weis & Fisher's. In a field where competition is extremely keen, this firm has grown steadily in both size and reputation for more than sixty years.

How natural then, when confronted with the question of radio advertising, for Weis & Fisher to rely heavily on WHEC to reach the prosperous Rochester market.



**W H E C**  
**ROCHESTER, N.Y.**

BASIC CBS McKinney & Son, Representative

**SARANAC LAKE**

(Essex and Franklin Counties)

**WNBZ**

Rates effective May 15, 1938. (Card No. 1.)  
 Owned and operated by Upstate Broadcasting Corp. Business Office and Studio—100 Main St., Saranac Lake, New York.  
 Transmitter—3 Olive St., Saranac Lake, New York.

**Power—Time** Operating power—100 watts. 227 meters; 1320 kilocycles.  
 Licensed to operate day.  
 Operates on Eastern War Time.  
 Actual operating schedule: 8:00 a.m. to local sunset.

**Agency Commission** Agency commission 15% to recognized advertising agencies on net charges for station time only. No commission on talent. Bills payable 10 days from date of invoice. No cash discount.

**General Advertising** The following rates are for national advertising. For local rates, consult station management.  
 1 hour..... 1 t. 13 t. 26 t. 104 t.  
 1/2 hour..... 25.00 33.75 22.50 21.25  
 1/4 hour..... 15.83 14.85 14.07 13.29  
 10 minutes..... 9.75 9.27 8.78 8.30  
 5 minutes..... 5.50 5.22 4.95 4.67  
 1 minute..... 2.50 2.37 2.25 2.12

**REMOTE CONTROL** All special technical facilities including outside pick-ups or wire lines, traveling expenses, are to be paid for by the advertiser.

**Contract and Other Requirements** All contracts subject to approval of station management and government regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station management.

**Timing** All program material must be arranged one week in advance. No changes within one day preceding 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.

**Personnel** Manager—John F. Grimes.  
 Representatives None.

**SCHEENECTADY**

(Schenectady County)

**WGY**

(Established 1922)



Rates effective October 15, 1940.  
 Owned and operated by the General Electric Company and programmed by National Broadcasting Company, Inc.  
 Business Office and Main Studio—1 River Road, Schenectady, New York, Schenectady 4-2211.  
 Transmitter—South Schenectady, New York (three miles from city).

**Power—Time** Operating power—50,000 watts. (100% modulation—crystal control.) 70.4 meters; 810 kilocycles.  
 Licensed to operate full time on cleared channel.  
 Operates on Eastern War Time.  
 Actual operating schedule: Sunday, 9:00 a.m. to 1:00 a.m. Week days, 6:45 a.m. to 1:00 a.m.

**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 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 15, 1941, at rates on this card 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 this card will apply to extensions of said commitments for any period or periods up to and including January 14, 1941, for the same series continuously used. Rates on this card are applicable to all new broadcast series ordered on and after the effective date of this card.  
 The rate of discount or the rebate to which an advertiser would otherwise be entitled will not be precluded 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 listing of National Broadcasting Company (Basic Network).  
 The following rates include charges by owners of music copyrights from whom NBC has blanket licenses.  
 Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

**CLASS "A"**  
 (8:00 p.m. to 11:00 p.m.)

1 hour.....	420.00
1/2 hour.....	252.00
1/4 hour.....	168.00
10 minutes.....	140.00
5 minutes.....	84.00

**CLASS "B"**  
 (12:00 noon to 6:00 p.m. Sunday only)

1 hour.....	315.00
1/2 hour.....	189.00
1/4 hour.....	126.00
10 minutes.....	105.00
5 minutes.....	63.00

**CLASS "C"**  
 (11:00 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m., exclusive of Sunday afternoon)

1 hour.....	210.00
1/2 hour.....	126.00
1/4 hour.....	84.00
10 minutes.....	70.00
5 minutes.....	42.00

**CLASS "D"**  
 (12:00 midnight to 9:00 a.m.)

1 hour.....	140.00
1/2 hour.....	84.00
1/4 hour.....	56.00
10 minutes.....	47.00
5 minutes.....	28.00

(\*) Available only in restricted periods.

**CLASS "E" SERVICES**

**Time Signals:** Each service exclusive to one advertiser, seven days weekly. Evening service comprises two signals in station time. One in early evening is confined to actual sponsorship identification only, which comprises mention of name or trade-mark and spelling of same. One after 11:00 p.m. may contain a 50 word commercial announcement. Available only to time place manufacturers or companies who regularly furnish a time service to the public. Daytime service comprises six signals between station sign-on and 6:00 p.m. Five are confined to actual sponsorship identification only, which comprises mention of name or trade-mark and spelling of same. One may contain a 50 word commercial announcement.  
 Daytime or Evening, per week..... 262.50  
**Weather Reports, Temperature Reports:** Each service broadcast once in each service period. Rates are computed on basis of one announcement daily, six days weekly, exclusive to one advertiser. Clients may contract for only one service in each service period. Service consists of feature plus a 100 word commercial announcement.  
 Evening, per week..... 210.00  
 Daytime, per week..... 105.00  
**Electrically transcribed announcements** not acceptable in connection with the above services.  
**Musical Clock—Broadcast** prior to 9:00 a.m. Monday through Saturday..... 262.50  
**Radio Night Club—Broadcast** between 11:15 p.m. and 12:00 midnight.  
 Program cost includes staff announcer, transcriptions and/or records. If live talent desired as substitute separate program charges will be made. The following rates apply to both Musical Clock and Radio Night Club:  
 Time Cost Program Cost  
 Gross net per week per week  
 1 hour unit..... 525.00 60.00  
 1/2 hour unit..... 315.00 30.00  
 1/4 hour unit..... 210.00 15.00  
 If any part of any of the above services is unavailable the advertiser will be billed pro rata for the remainder of the service.

**DISCOUNTS AND REBATES**

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."  
**Weekly Dollar Volume Discounts**  
 Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:  
 Less than \$4.00 weekly..... None  
 \$4.00 or more but less than 168.00 weekly 2-1/2%  
 168.00 or more but less than 252.00 weekly 5%  
 252.00 or more but less than 336.00 weekly 7-1/2%  
 336.00 or more but less than 420.00 weekly 10%  
 420.00 or more but less than 504.00 weekly 12-1/2%  
 504.00 or more weekly..... 15%  
**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 in rebates. The rebate will be due and payable currently only on firm qualifying contracts or as contract becomes firm for 26, 39 or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years thereafter earning their own rebates based on the number of consecutive weeks used.  
 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. 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. All concurrent local contracts for the same advertiser at the rates listed under Classes "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.

**ANNOUNCEMENTS AND COOPERATIVE FEATURES**

Frequency rates are based on number used during a twelve month period and become effective from beginning of service only on firm contracts or as contracts become firm. Cooperative Feature and daytime announcements (prior to 6:00 p.m.) may be combined to earn lower frequency rates. Announcements scheduled after 6:00 p.m. may not be combined with daytime service to earn lower frequency rates, but when one advertiser contracts for both daytime and evening service within a twelve month period, the lowest frequency rate earned by one service (daytime or evening) will apply to the other service.  
**Announcements**  
 (6:00 p.m. to 11:00 p.m.)  
 1 t. 10 t. 25 t. 50 t. 100 t. 300 t. 1 minute..... 42.00 30.00 37.80 50.70 83.60 31.50  
 (11:00 p.m. to 6:00 p.m.)  
 1 minute..... 21.00 10.95 18.90 17.85 18.80 16.75

**Cooperative Features**  
 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.  
**Household Chats—Afternoon, 1/4 hour daily except Saturday and Sunday:**  
 Long Particle—1 t. 10 t. 25 t. 50 t. 100 t. 300 t. 420.00 39.00 37.80 35.70 33.60 31.50  
**Short particle—**  
 1 t. 10 t. 25 t. 50 t. 100 t. 300 t. 157.50 21.00 19.95 18.00 17.85 16.80 15.75  
**Program and talent cost:**  
 Net per long participation..... 7.50  
 Net per short participation..... 5.00  
**Market Basket—Morning, 1/4 hour period Monday through Saturday:**  
 1 t. 10 t. 25 t. 50 t. 100 t. 300 t. 31.50  
**Per participation—**  
 1 t. 10 t. 25 t. 50 t. 100 t. 15.75  
**Program and talent cost, 5.00 net per participation.**  
**Crossroad Comments—1/4 hour period once per week:**  
 Per participation..... 42.00 39.90 37.80 35.70 33.60 31.50  
**Program and talent cost, 15.00 net per participation.**  
**ELECTRICAL TRANSCRIPTIONS**  
 Accepted during regular broadcasting periods.

**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**  
 All acceptable accounts are subject to the same rates. No records 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.  
**Services of the station's program department, staff announcers and staff engineers in arranging and presenting programs** are including without extra charge, excepting in the event client specifies a particular announcer.  
 Lectures and educational talks are not accepted between 8:00 p.m. and 12:00 midnight except by special arrangement. Time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcast 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 program by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for vertical and lateral cut recordings.

**Personnel**  
 General Manager—Kolin Hager.  
 Representatives  
 National Broadcasting Company, Inc.

**WSNY**

(Established 1942)

Rates effective June 1, 1942. (Card No. 1.)  
 Owned and operated by Western Gateway Broadcasting Corporation.  
 Business Office and Studio—Plaza Theatre Bldg., Schenectady, N. Y., telephone 3-3622.  
 Transmitter—Campbell Road, near Rice Road, Town of Rotterdam, N. Y.

**Power—Time** Operating power—260 watts. 211.9 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 12:00 midnight; Saturdays 7:00 a.m. to 1:00 a.m.; Mondays through Fridays 7:00 a.m. to 12:00 midnight.

**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.

**CLASS "A"**  
 (7:00 p.m. to 10:00 p.m. daily)

13	26	52	104	300	600		
1 hour.....	100.00	95.00	80.00	85.00	70.00	80.00	
1/2 hour.....	60.00	57.00	54.00	51.00	48.00	42.00	35.00
1/4 hour.....	40.00	38.00	36.00	34.00	32.00	28.00	24.00
10 minutes.....	25.00	24.00	23.00	22.50	22.40	19.60	16.80
5 minutes.....	12.50	12.00	11.50	11.25	11.00	9.80	8.40
1 minute.....	10.00	9.50	9.00	8.50	8.00	7.00	6.00
35 words.....	5.00	4.75	4.50	4.25	4.00	3.50	3.00

**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 7:00 p.m. Sundays)

1 hour.....	75.00	71.25	67.50	63.75	60.00	52.50	45.00
1/2 hour.....	45.00	42.75	40.50	38.25	36.00	31.50	27.00
1/4 hour.....	30.00	28.50	27.00	25.50	24.00	21.00	18.00
10 minutes.....	21.00	19.95	18.90	17.85	16.80	14.70	12.60
5 minutes.....	15.00	14.25	13.50	12.75	12.00	10.50	9.00
1 minute.....	10.00	9.50	9.00	8.50	8.00	7.00	6.00
35 words.....	3.75	3.56	3.38	3.19	3.00	2.63	2.25

**CLASS "C"**  
 (All other time)

1 hour.....	50.00	47.50	45.00	42.50	40.00	35.00	30.00
1/2 hour.....	30.00	28.50	27.00	25.50	24.00	21.00	18.00
1/4 hour.....	20.00	19.00	18.00	17.00	16.00	14.00	12.00
10 minutes.....	14.00	13.30	12.60	11.90	11.20	9.80	8.40
5 minutes.....	10.00	9.50	9.00	8.50	8.00	7.00	6.00
1 minute.....	6.00	4.75	4.50	4.25	4.00	3.50	3.00
35 words.....	2.50	2.38	2.25	2.12	2.00	1.75	1.50

(This listing continued on next page)

NEW YORK—Continued

SCHEENECTADY—Continued  
W S N Y—Continued

STRIP RATES
The following strip rates are subject to a discount of 10% for 52 consecutive weeks of broadcasting.
CLASS "A"
1 hour 290.00
1/2 hour 180.00
1/4 hour 120.00

CLASS "B"
1 hour 220.00
1/2 hour 140.00
1/4 hour 90.00

CLASS "C"
1 hour 145.00
1/2 hour 90.00
1/4 hour 60.00

SERVICE ANNOUNCEMENTS
Two announcements each week day during Class "C" periods.
1 minute, per week 35.00
35 words, per week 17.50
One announcement during Class "A" or "B" periods and two announcements during Class "C" periods (three per day), week days:
1 minute, per week 70.00
35 words, per week 35.00

SPECIAL FEATURES
News (including news service and announcer).
Five minutes (week days):
Class "A" periods, per week 70.00
Class "B" periods, per week 52.50
Class "C" periods, per week 35.00
Fifteen minutes (week days):
Class "A" periods, per week 140.00
Class "B" periods, per week 105.00
Class "C" periods, per week 70.00

Discounts on News Broadcasts
2 per day 5% 5 per day 20%
3 per day 10% 6 per day 25%
4 per day 15%
Additional discount of 10% for 52 consecutive weeks of broadcasting.

Special participation programs:
1 minute participation (week days) 20.00 35.00
5 minute participation (week days) 35.00 65.00

POLITICAL TALKS
Regular rates apply. No quantity discounts.
ELECTRICAL TRANSCRIPTIONS
No extra charge for regular transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical costs.

SERVICE FACILITIES
Complete production and scripting staffs at disposal of advertiser. Station maintains merchandising service.

Contract 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.

Closing 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 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Personnel
Vice-Pres. & Gen'l Mgr.—George R. Nelson.
Program Manager—Edward F. Flynn.

Representatives
Howard H. Wilson Company (except New York and New England).

SYRACUSE

(Onondaga County)
WAGE
(Established 1941)

Rates effective September 1, 1941. (Card No. 2.)
Owned and operated by Sentinel Broadcasting Co. Business Office and Studio—Loew Building, Syracuse, New York.

Transmitter—Three miles northwest of business district, 1/2 mile from city limits. Syracuse, N. Y.

Wave—Power—Time
Operating power—1,000 watts.
483.9 meters; 620 kilocycles.
Licensed to operate full time on regional channel. Operates on Eastern War Time.
Actual operating schedule: Sundays 9:00 a.m. to 2:00 a.m. Week days 6:00 a.m. to 2:00 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 listings of Blue Network Company (Basic Blue Network) and Mutual Broadcasting System.
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 hour 290.00
1/2 hour 180.00
1/4 hour 120.00

CLASS "B"
(9:00 a.m. to 6:00 p.m.)
1 hour 220.00
1/2 hour 140.00
1/4 hour 90.00

CLASS "C"
(11:00 p.m. to 9:00 a.m.)
1 hour 145.00
1/2 hour 90.00
1/4 hour 60.00

SPECIAL FEATURES
Time signals, weather or temperature reports—six 50 word announcements per day, seven days per week.
Two each in morning, afternoon and evening:
3 months or less, per month 420.00
6 months, per month 402.50
9 months, per month 385.00
1 year, per month 350.00

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.
Contract and Other Requirements
Contracts subject to cancellation by written notice accompanied by certified check at short rate to date of last program. Discounts allowed retroactively on the number of broadcasts given within a year.

Personnel
Station Manager—William T. Lane.

Representatives
Edward Petry & Company, Inc.

W F B L
(Established 1923)



Rates effective April 1, 1940. (Card No. S-A.)
Owned and operated by The Onondaga Radio Broadcasting Corp., Inc.
Business Office and Studio—Onondaga Hotel, Syracuse, New York.
Transmitter—Syracuse, New York.

Wave—Power—Time
Operating power—5,000 watts.
215.8 meters; 1390 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 Syracuse Broadcasting System (Basic Network).
Rates include fees charged by owners of music copyrights.

CLASS "A"
(6:00 p.m. to 11:00 p.m.)
1 hour 290.00
1/2 hour 180.00
1/4 hour 120.00

CLASS "B"
(9:00 a.m. to 6:00 p.m.)
1 hour 220.00
1/2 hour 140.00
1/4 hour 90.00

CLASS "C"
(11:00 p.m. to 9:00 a.m.)
1 hour 145.00
1/2 hour 90.00
1/4 hour 60.00

SPECIAL FEATURES
Time signals, weather or temperature reports—six 50 word announcements per day, seven days per week.
Two each in morning, afternoon and evening:
3 months or less, per month 420.00
6 months, per month 402.50
9 months, per month 385.00
1 year, per month 350.00

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.
Contract and Other Requirements
Contracts subject to cancellation by written notice accompanied by certified check at short rate to date of last program. Discounts allowed retroactively on the number of broadcasts given within a year.

Personnel
Commercial Manager—Charles F. Phillips.
Promotion Manager—R. O. Scobie.

Representatives
Free & Peters, Inc.

WOLF

(Established 1940)
Rates effective October 1, 1941. (Card No. 2.)
Owned and operated by The Civic Broadcasting Company, Business Office and Studio—Chimes Building, Syracuse, New York. Syracuse—27111.
Transmitter—Van Rensselaer and Kirkpatrick Streets, Syracuse, New York.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.
Operates on Eastern War Time.
Actual operating schedule: 6:00 a.m. to 2:00 p.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 for agencies who are placing commercial schedules with Syracuse currently.

General Advertising
CLASS "A"
(6:00 p.m. to 11:00 p.m.)
1 hour 120.00
1/2 hour 75.00
1/4 hour 50.00

CLASS "B"
(9:00 a.m. to 6:00 p.m.)
1 hour 90.00
1/2 hour 60.00
1/4 hour 40.00

CLASS "C"
(11:00 p.m. to 9:00 a.m.)
1 hour 60.00
1/2 hour 40.00
1/4 hour 30.00

SPECIAL FEATURES
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 scheduling departments available.
(This listing continued on next page)

**SYRACUSE—Continued**  
**WOLF—Continued**

**Contract and Other Requirements**  
Discounts will be allowed on all contracts completed 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 or program.  
**Mechanical Program Requirement**  
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral and vertical cut recordings.  
**Personnel**  
President—T. S. Marshall.  
Program Director—Hamilton Woodle.  
Chief Engineer—David Foote.  
**Representatives**  
Burn-Smith Company, Incorporated.

**WSYR**  
(Established 1928)



**BASIC NBC NETWORK**

Rates effective October 1, 1941. (Card No. 9.)  
Owned and operated by the Central New York Broadcasting Corporation.  
Business Offices & Studios—Starrett-Strucille Building, Syracuse, New York, telephone 3-7111.  
Transmitter—Valley Drive in City of Syracuse.  
**Wave—Power—Time**  
Operating power—5,000 watts.  
100% modulation—crystal control.  
525.3 meters; 570 kilocycles.  
Licensed to operate on cleared regional channel, unlimited time. Operates on Eastern War Time.  
Actual operating schedule: 24 hours daily.  
**Agency Commission**  
Agency commission 15% on net station time only to recognized advertising agencies. Payment due ten days after invoice date. No commission or quantity discounts on talent, lines, etc. No quantity discounts on political broadcasts. Cash discount 2%—10 days after invoice date.  
**General Advertising**  
For combination rates see listing of National Broadcasting Company (Basic Network).  
Rates include charges by owners of music copyrights. Program contracts and announcement contracts may not be combined to earn higher discounts. Rates subject to annual rebate of 5% at end of 52 weeks of consecutive broadcasting. Rates also subject to weekly dollar volume rebates on schedules of 26 or more consecutive weeks as follows (Participating programs and announcements not included): 200.00 per week, 2-1/2%; 300 per week, 5%; 400.00 per week, 7-1/2%; 500.00 or more per week, 10%. Weekly dollar volume rebates figured on 52 week average and adjusted annually.

**CLASS "A"**  
(5:59 p.m. to 11:00 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 hr.	260.00	247.00	235.00	221.00	208.00	195.00	182.00
2 hr.	156.00	148.00	140.00	132.00	124.00	117.00	110.00
4 hr.	104.00	99.00	94.00	88.00	83.00	78.00	73.00
5 min.	42.00	40.00	38.00	36.00	34.00	32.00	30.00

**CLASS "B"**  
(6:59 a.m. to 5:59 p.m. and 11:00 p.m. to 12:00 midnight)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 hr.	130.00	124.00	118.00	110.00	104.00	97.00	91.00
2 hr.	78.00	74.00	70.00	66.00	62.00	58.00	55.00
4 hr.	52.00	50.00	47.00	44.00	42.00	39.00	36.00
5 min.	21.00	20.00	19.00	18.00	17.00	16.00	15.00

**CLASS "C"**  
(12:00 midnight to 6:59 a.m.)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 hr.	58.00	55.00	52.00	49.00	46.00	43.00	40.00
1/2 hr.	35.00	33.00	31.00	30.00	28.00	26.00	25.00
1/4 hr.	28.00	22.00	21.00	20.00	18.00	17.00	16.00
5 min.	11.50	11.00	10.50	10.00	9.00	8.50	8.00

**ANNOUNCEMENTS**  
**CLASS "A"**  
(5:59 p.m. to 11:00 p.m.)

	1 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 minute	25.00	24.00	23.00	22.00	21.00
25-35 wds	20.00	19.00	18.00	17.00	16.00

**CLASS "B"**  
(6:59 a.m. to 5:59 p.m. and 11:00 p.m. to 12:00 midnight)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	156 tl.	260 tl.
1 minute	12.50	12.00	11.50	11.00	10.50	10.00	9.50
25-35 wds	10.00	9.50	9.00	8.50	8.00	7.50	7.00

**SPECIAL FEATURES**  
**Participation Programs:**  
Timekeeper—Before 9:00 a.m. Monday through Saturday.  
15 minutes..... 140.00 130.00 120.00  
10 minutes..... 105.00 98.00 90.00  
5 minutes..... 70.00 65.00 60.00  
1 minute..... 35.00 32.50 30.00

**Morning Mailbag—After 9:00 a.m. Monday through Saturday.**  
Women's Matinee—Afternoon, Monday through Friday.  
15 minutes..... 125.00 120.00 110.00  
10 minutes..... 95.75 90.00 82.50  
5 minutes..... 65.50 60.00 55.00  
1 minute..... 31.00 30.00 28.00

**Change of Pace—Variety program. As scheduled between 6:00 p.m. and 11:00 p.m., Monday through Saturday.**  
35 words..... 45.00 42.50 37.50  
Service Announcements:  
15 minutes..... 95.75 90.00 82.50  
5 minutes..... 65.50 60.00 55.00  
1 minute..... 35.00 32.50 30.00  
Time signals—35 word rate applies.  
Temperature, weather, etc., 75 word copy, one minute rate applies.

**RECORDED PROGRAMS**  
Transcription library service available—details on request.  
**TALENT**  
Rates on request. Staff announcers at talent rates if extra service is required.  
**REMOTE CONTROL**  
Complete facilities for remote pick-ups at actual cost.  
**SERVICE FACILITIES**  
Merchandising service on request.

**Contract and Other Requirements**  
No hard liquor advertising accepted; beer and wine programs acceptable.  
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 days' 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  
Vice-President—F. R. Ripley.  
**Representatives**  
Paul H. Raymer Company.

**TROY**  
(Rensselaer County)  
**W H A Z**  
(Established 1922)

Rates effective February 21, 1935.  
Owned and operated by Rensselaer Polytechnic Institute.  
Business Office and Studio—Russell Sage Laboratory, Rensselaer Polytechnic Institute, Troy, N. Y., Troy 6810, Extension 32.  
Transmitter—Rensselaer Polytechnic Institute, Troy, New York.

**Wave—Power—Time**  
Operating power—1,000 watts  
225.6 meters; 1330 kilocycles.  
Operates on Eastern War Time.  
Divides time with stations WBBR and WEVD.

**Agency Commission**  
Agency commission 15% on net charges for station facilities to recognized advertising agencies. No cash discount. Bills payable upon receipt of invoice.

**General Advertising**  
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management. Station broadcasts on Monday evenings only.

**MUSICAL PROGRAMS**  
(6:00 p.m. to 12:00 midnight)

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	80.00	80.75	78.50	72.25
3/4 hour.....	65.00	61.75	58.50	55.25
1/2 hour.....	45.00	42.75	40.50	38.25
1/4 hour.....	25.00	23.75	22.50	21.25

**ELECTRICAL TRANSCRIPTIONS**  
For more than 10 minutes—see musical programs.  
5 minutes 15.00 14.25 13.50 12.75 12.00  
10 minutes 20.00 19.00 18.00 17.00 16.00

**UNITS GREATER THAN ONE HOUR**  
Rates for periods in excess of one hour are figured on the following basis:

1-1/4 hours.....	1.18 of the hour rate
1-1/2 hours.....	1.32 of the hour rate
1-3/4 hours.....	1.46 of the hour rate
2 hours.....	1.60 of the hour rate
2-1/4 hours.....	1.73 of the hour rate
2-1/2 hours.....	1.86 of the hour rate
2-3/4 hours.....	1.99 of the hour rate
3 hours.....	2.11 of the hour rate

**ANNOUNCEMENTS**  
Minimum 50 words; maximum 400 words.

	1 tl.	13 tl.	26 tl.	52 tl.
Under 100 words.				
Per word .08	.076	.072	.068	.064
100-200 words.				
per word .07	.0685	.063	.0595	.056
200-300 words.				
per word .06	.057	.054	.051	.048
300-400 words.				
per word .05	.0475	.045	.0425	.04

**TALKS**  
Ten minutes or less charged same rate as 15 minute musical program. Subject to approval.

**TALENT**  
Rates on application.

**SERVICE FACILITIES**  
Services of station artists' bureau, station program director, and announcers in securing, arranging talent and presenting programs are included without extra charge.

**Contract and Other Requirements**  
Charges shown for station time only; talent is extra.  
All talks, programs, political speeches, contests, contributions, 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 60 days. All contracts subject to station approval and governmental regulations. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the station.

**Closing Time**  
Complete manuscript must be submitted for station's 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 turn-tables.

**Personnel**  
Promotion Manager—W. J. Williams.

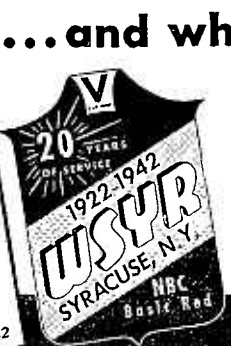
**Look What's Happened TO SYRACUSE!**

23% GREATER BUYING POWER THAN THE U. S. AVERAGE

43RD BUYING INCOME RANK IN THE U. S.

AN AVERAGE WEEKLY INCOME INCREASE OF \$700,000

\*Source: Sales Management, October 10, 1942



**...and what about WSYR?**

More than ever it's your most effective means of reaching and selling this booming, buying area. WSYR covers not only Syracuse but over 20 rich, spending counties of Central New York. They listen to WSYR—the only Basic Red Station in this area.

**WSYR** NBC Red  
5000 Watts SYRACUSE, N. Y. 570 Kc.

Only Basic Red Station Covering Central New York — Represented by Raymer

NEW YORK—Continued

WTRY (Established 1940)



BLUE NETWORK STATION



Rates effective October 1, 1941. (Card No. 4.) Owned and operated by the Troy Broadcasting Company, Inc. Business Office and Studio—Proctor Theater Building, Troy, N. Y., telephone 2100. Transmitter—Colonia Township, Troy, N. Y.

Wave—Power—Time Operating power—1,000 watts. 308.1 meters; 980 kilocycles. Licensed to operate full time. Operates on Eastern War Time.

Agency Commission 15% to recognized advertising agencies. Cash discount 2%—10 days after invoice date. No commission or quantity discounts on talent, lines, etc. Discounts do not apply to political broadcasts.

General Advertising For combination rates see listing of Blue Network Company (Basic Blue Network). The following rates apply to national and local advertising. Program contracts and announcement contracts may not be combined to earn higher discounts. Rates subject to annual rebate of 5% at end of 52 weeks of consecutive broadcasting. Rates also subject to weekly dollar volume rebates on schedules of 26 or more consecutive weeks as follows (participating programs and announcements not included): 200.00 per week, 2-1/2%; 300.00 per week, 5%; 400.00 per week, 7-1/2%; 500.00 or more per week, 10%. Weekly dollar volume rebates figured on 52 week average and adjusted annually.

Without Talent—Gross

CLASS "A" (5:59 p.m. to 10:30 p.m.)

Table with 4 columns: Time (1 hr., 1/2 hr., 1/4 hr., 5 min.), 13 times, 26 times, 52 times, 104 times, 156 times, 260 times. Rates range from 160.00 to 20.00.

CLASS "B" (6:59 a.m. to 5:59 p.m. and 10:30 p.m. to 12:00 midnight)

Table with 4 columns: Time (1 hr., 1/2 hr., 1/4 hr., 5 min.), 13 times, 26 times, 52 times, 104 times, 156 times, 260 times. Rates range from 80.00 to 20.00.

CLASS "C" (12:00 midnight to 6:59 a.m.)

60% of Class "B" rates.

ANNOUNCEMENTS

CLASS "A" (5:59 p.m. to 10:30 p.m.)

Table with 4 columns: 1 minute, 5 minutes, 35 words. Rates range from 20.00 to 7.00.

CLASS "B" (6:59 a.m. to 5:59 p.m. and 10:30 p.m. to 12:00 midnight)

Table with 4 columns: 1 minute, 5 minutes, 35 words. Rates range from 10.00 to 3.50.

SPECIAL FEATURES

Timekeeper: Before 9:00 a.m. Monday through Saturday. Women's Matinee: Afternoons, Monday through Friday. The following rates apply to both the Timekeeper and Women's Matinee programs.

Table with 2 columns: Per Week (13 wks., 26 wks., 52 wks.). Rates range from 15 minutes to 1 minute.

POLITICAL BROADCASTS

Discounts do not apply to political broadcasts.

ELECTRICAL TRANSCRIPTIONS

Available at cost. Transcription library services available.

REMOTE CONTROL

Itemize pick-up facilities available at cost.

SERVICE FACILITIES

Merchandising service available.

Contract and Other Requirements No liquor advertising accepted. No spot announcements sold for beer or wines. Time not available for resale. All proposals subject to prior hooking of line. Station reserves right to cancel contract or offer other satisfactory time on 28 days' notice. No contests in announcements.

Personnel President—H. C. Wilder. Vice-President and General Mgr.—Fred R. Ripley. Commercial Manager—William A. Ripley.

Representatives Paul H. Raymer Company.

UTICA (Oneida County) WIBX (Established 1925)



Rates effective February 1, 1941. Owned and operated by WIBX, Inc. Business Office and Studio—First National Bank Building, Utica, New York, telephone 2-2101. Transmitter—Schuyler Street, Town of Marcy, New York.

Wave—Power—Time Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time. Actual operating schedule: Sunday 8:00 a.m. to 1:00 a.m. Week days 6:30 a.m. to 1:00 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).

(6:00 p.m. to 11:00 p.m. week days and 5:00 p.m. to 11:00 p.m. Sunday)

Table with 4 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes), 1 tl., 13 tl., 26 tl., 52 tl. Rates range from 105.00 to 17.00.

(6:30 a.m. to 6:00 p.m. week days and 8:00 a.m. to 1:00 p.m. Sunday)

Table with 4 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes), 1 tl., 13 tl., 26 tl., 52 tl. Rates range from 75.00 to 12.75.

(1:00 p.m. to 5:00 p.m. Sunday)

Table with 4 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes), 1 tl., 13 tl., 26 tl., 52 tl. Rates range from 90.00 to 14.87.

(\*11:00 p.m. to sign-off daily)

Table with 4 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes), 1 tl., 13 tl., 26 tl., 52 tl. Rates range from 150.00 to 30.00.

(\* Applicable only from 11:00 p.m. to sign-off daily: On six months contract 5% discount from weekly rates; on 12 months contract 10% discount from weekly rates.

ANNOUNCEMENTS

Table with 4 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes), 1 tl., 13 tl., 26 tl., 52 tl. Rates range from 125 words to 8.00.

(6:30 a.m. to 6:00 p.m. week days and 8:00 a.m. to 6:00 p.m. Sunday)

Table with 4 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes), 1 tl., 13 tl., 26 tl., 52 tl. Rates range from 125 words to 6.00.

(11:00 p.m. to sign-off daily)

Table with 4 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes), 1 tl., 13 tl., 26 tl., 52 tl. Rates range from 125 words to 4.00.

Commercial chain breaks take 125 word rate (no discount with 40 words of copy maximum.

POLITICAL TALKS

Basic one time rate applies. No discounts.

SPECIAL FEATURES

Elizabeth Odamos Household Chats—Mondays, Wednesdays and Fridays, 10:00 a.m. to 10:15 a.m.; 125 word rates apply plus 3.00 per participation. Musical Clock—Monday through Saturday, 8:30 a.m. to 8:55 a.m. Music, poetry, philosophy. One minute rates apply plus 2.00 talent per program. My-Lady Meanders: Monday through Friday, 10:30 a.m. to 10:45 a.m. and 1:30 p.m. to 1:45 p.m. Organ, piano and voice. Five insertions weekly on either or both programs; minimum contract 13 weeks, per week, flat 35.00 each program. "The Wizard and The Witch of Quilz." and other children's features. Rates on request.

TALENT

Talent of every kind and type available. Rates on request. Theatre organ and hotel ball rooms available for use and sponsorship.

REMOTE CONTROL

Programs originating outside of station studios are subject to special charges for wire service. Portable mobile short wave equipment.

SERVICE FACILITIES

Merchandising services available. Details on request.

Contract and Other Requirements Advertising of alcoholic beverages accepted on program time only; announcements not accepted. Rates are for station time only. Artists' services at additional cost.

No restrictions as to maximum or minimum length of periods nor frequency of broadcasting.

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 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical recordings.

Personnel Pres. & Treas.—Mrs. Scott H. Bowen. Exec. Vice-Pres. and Program Mgr.—E. A. Stewart. Nat'l Sales & Merchandising Mgr.—N. W. Cook.

Representatives New York Office—(Helen Wood, Mgr.), 485 Madison Ave., Plaza 8-0066. Chicago—Virgil Reltter & 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.) 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. (100% modulation.) 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 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 The following rates are for national advertising.

GENERAL BROADCASTING RATES

(Without talent)

Table with 4 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes), 1 tl., 13 tl., 26 tl., 52 tl., 104 tl., 260 tl. Rates range from 100.00 to 3.75.

CLASS "B" (All other time)

Table with 4 columns: Time (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute, 50 words), 1 tl., 13 tl., 26 tl., 52 tl., 104 tl., 260 tl. Rates range from 60.00 to 2.25.

SPECIAL FEATURES

"1240 Club"—Twice daily, 7:05 a.m. to 8:45 a.m. and 4:05 p.m. to 5:00 p.m. week days (12 times per week); minimum contract 13 weeks: 50 words, per week 20.00; 1 minute, per week 40.00; 5 minutes (excluding news), per week 28.00; 1/4 hour (excluding news), per week 18.00. "Clara Ball's Home Service of the Air"—10:05 a.m. to 10:30 a.m. Three times per week. Mondays, Wednesdays and Fridays. Open to eight non-competing accounts; 150 words each, per week 14.00. Minimum contract, 13 weeks. Time signals, service flashes, station breaks, packages, participations—rates on request.

TRANSCRIPTIONS

Recording equipment available.

TALENT

Rates on request.

REMOTE CONTROL

Rates on request.

Contract and Other Requirements Advertising of alcoholic beverages accepted. All contracts and programs subject to station approval and government regulations. Priority of contract and availability governs preferred position. Contract renewals subject to rates in effect at time of renewal. Frequency discounts allowed only on contracts completed within one year. Station reserves right to refuse or discontinue any advertising or program.

Closing Time Continuity must be submitted 72 hours in advance for review by program department.

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 President—G. Harry Richter. National Sales—A. Dinsdale.



WATERTOWN—Continued

W W N Y (Established 1941)



Rates effective October 1, 1942. (Card No. 2.) Owned and operated by the Watertown Daily Times. Business Office and Studio—Hotel Woodruff, Watertown, New York.

Transmitter—Outer Ives St., four miles from business district, Watertown, N. Y.

Wave—Power—Time

Operating power—1,000 watts.

379.9 meters; 790 kilocycles.

(100% modulation.)

Licensed to operate full time on regional channel.

Operates on Eastern War Time.

Operating schedule: Sunday 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. Bills due when rendered.

General Advertising

The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with columns for CLASS 'A' (6:00 p.m. to 12:00 midnight) and CLASS 'B' (7:00 a.m. to 6:30 p.m.), listing rates for 1, 1/2, and 1/4 hour spots.

Table with columns for SPECIAL FEATURES, listing rates for Betty Barton Meets the Ladies, Jack Case and His Nightly Sports Round-up, and Time signals.

Transcribed programs (5 minutes or longer) accepted at regular rates. Rates include use of transcription library service. Instantaneous recording equipment available.

Facilities for handling programs outside of studios available. Rates on request.

Station maintains a program department which is available to advertisers.

Contract and Other Requirements: Advertising of alcoholic beverages 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 eliminate without notice or consent all parts of programs which it may consider contrary to its policy or interests.

Closing Time: Contracts close one week in advance of broadcast. All commercial copy must be submitted and approved 48 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—Thomas E. Martin. Commercial Manager—Louis Saff, Jr.

Representatives: Radio Advertising Corporation.

WHITE PLAINS

(Westchester County)

W F A S



Rates effective April 1, 1941. (Card No. 8-S.)

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.

241.9 meters; 1240 kilocycles.

Operates on Eastern War Time.

Divides time with station WGRB.

Actual operating schedule: Sunday 8:00 p.m. to 12:00 midnight, Monday 7:30 a.m. to 9:00 p.m., Tuesday 7:30 a.m. to 1:00 p.m., 4:00 p.m. to 7:00 p.m., 9:00 p.m. to 12:00 midnight, Wednesday 7:30 a.m. to 9:00 a.m., 3:00 p.m. to 8:00 p.m., Thursday 7:30 a.m. to 7:00 p.m., 9:00 p.m. to 12:00 midnight, Friday and Saturday 7:30 a.m. to 12:00 midnight.

Agency Commission: Agency commission 15% on facilities charge allowed to recognized advertising agencies. Cash discount 2%—10 days. All charges for facilities payable on receipt of invoice.

Table for General Advertising rates at Watertown, listing rates for 1, 1/2, and 1/4 hour spots.

Transcription Library service available—details on request.

Full talent and program building and production facilities. Rates for talent and programs requiring special production on request.

Programs originating from points outside station studios are subject to wire line installation, maintenance, and engineering charges. Estimates on request.

Studio equipped with organ. Facilities for building special programs.

Advertising of alcoholic beverages accepted. Artists' services not included in above rates. Station reserves the right to eliminate all parts of programs or announcements which it considers contrary to its policy or interests.

Closing Time: 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.

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: President—J. Noel MacV. Treasurer—William Fanning. Vice-President and Managing Dir.—Frank A. Settz. Sales Manager—Anthony Hyde Francis. Chief Engineer—Harry C. Laubenstein.

Representatives: Headley-Read Company

NORTH CAROLINA

ASHEVILLE

(Buncombe County)

W I S E

(Established 1939)

Rates received June 22, 1942.

Owned and operated by Radio Station WISE, Inc. Business Office and Studio—Langren Hotel, Asheville, North Carolina, telephone 1213.

Transmitter—Atop Lanren Hotel, Asheville, N. C.

Wave—Power—Time

Operating power—250 watts.

(100% modulation.)

243.9 meters; 1230 kilocycles.

Licensed to operate full time.

Operates on Eastern War Time.

Actual operating schedule: 6:30 a.m. to 1:00 a.m.

Agency Commission: Agency commission 15%; cash discount —.

General Advertising: For combination rates see listings of National Broadcasting Company (Southeastern Group), Mutual Broadcasting System and Daniel Boone Regional Network. All 100 word announcements are accepted for scheduling in announcement periods only.

Cash-in-advance announcements, when available, are limited to 25 words.

15% discount if used with WOPI, Bristol, Tenn., or WKPT, Kingsport, Tenn.

25% discount if used with WOPI, Bristol, Tenn., and WKPT, Kingsport, Tenn.

Table for CLASS 'A' advertising rates at Asheville, listing rates for 1, 1/2, and 1/4 hour spots.

Table for CLASS 'B' advertising rates at Asheville, listing rates for 1, 1/2, and 1/4 hour spots.

(\*) One minute or 100 words. (†) Thirty seconds.

Additional discount of 5% is allowed when five 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 hours in advance.

ELECTRICAL TRANSCRIPTIONS: One minute electrical transcriptions are accepted at the 100 word announcement rate. 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.

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—Harold H. Thoms. Program Director—Kenneth Beachboard. Commercial Manager—Baxter Barkley. Chief Engineer—Chas. Sumner.

Representatives: Burn-Smith Company, Inc. Southeast—Harry E. Cummings.

W W N C

(Established 1927)



Rates effective January 15, 1940. Owned and operated by Asheville Citizen-Times Co. Business Office and Studio—14 O. Henry Avenue, Asheville, North Carolina, telephone 5507.

Transmitter—9th floor, Flatiron Bldg., Asheville, N. C. 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: 7:00 a.m. to 12:05 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.

Table for general advertising rates at Asheville, listing rates for 1, 1/2, and 1/4 hour spots.

ANNOUNCEMENTS: (6:00 p.m. to 12:05 a.m.) 100 words... 10.00 8.50 9.00 8.50 8.00 7.50. (7:00 a.m. to 6:00 p.m.) 100 words... 6.75 6.25 6.00 5.75 5.50 5.00.

SPECIAL FEATURES: Time Signals, Weather Forecasts, Road Reports, etc., commercial copy limited to 100 words: (6:00 p.m. to 12:05 a.m.)

Table for special features rates at Asheville, listing rates for 100 words spots.

REMOTE CONTROL: All wire and mechanical charges, all traveling expenses, salaries, etc., to be paid by the advertiser when required in advance.

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 80 days.

Closing Time: Closing time if program is to be included in publicity release is two weeks in advance of service. Final closing date two weeks in advance.

Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using dual turn-tables.

Personnel: Executive Director—Don S. Elias. Commercial Manager—John E. Thayer. Program Director—Ezra McIntosh. Chief Engineer—Cecil Hoakins.

**NORTH CAROLINA—Cont'd**

**BURLINGTON**  
(Alamance County)  
**WBBB**  
(Established 1942)



Rates effective September 15, 1941. (Card No. 1-N.)  
Owned and operated by Alamance Broadcasting Co., Inc.  
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 listing of Mutual Broadcasting System.  
The following rates are for national advertising. ASCAP, BMI and SESAC licenses. Rates include charges by owners of music copyrights.

	1 tl.	13 tl.	26 tl.	52 tl.
1 hour.....	75.00	70.00	65.00	64.00
1/2 hour.....	45.00	43.00	40.00	38.00
1/4 hour.....	25.00	23.00	21.00	20.00
5 minutes.....	10.00	9.50	8.00	7.50

Five or more times per week, 10% additional discount. Other frequency discounts on request.

**ANNOUNCEMENTS**

1 minute.....	6.00
61 to 100 words.....	5.00
26 to 60 words.....	4.00
1 to 25 words.....	3.00

Further discounts of 5% on 26 times or more.

**POLITICAL TALKS**

Political copy must be submitted before broadcast. Payable in advance. Political advertising subject 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 costs. Extra charges not subject to agency commission.

**Contract and Other Requirements**

Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts 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. No restrictions except close censorship against fraudulent, obscene, questionable or injurious articles or products. Station reserves the right to cancel immediately.

Your story told  
on the page with  
your listing in  
Radio Advertising  
Rates and Data  
attracts the  
attention of men  
who make time  
buying decisions  
on radio lists.

any program or announcement bordering on any of the above and will join in prosecution of persons firms obtaining time under false pretense. Rejected programs subject to censorship of local ministerial association.

**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 transcription, using 33-1/3 and 78 r.p.m. double turn-table for vertical and lateral cut recordings.

**Personnel**

General Manager—E. Z. Jones.

**CHARLOTTE**  
(Mecklenburg County)  
**WAYS**  
(Established 1941)



Rates effective October 1, 1941. (Card No. 1.)

Owned and operated by Inter-City Advertising Co. Business Office and Studio—City Industrial Bldg., 120 E. Third St., Charlotte, N. C., telephone 3-7173, trans. 36189.  
Transmitter—Oakdale, N. C., 5-1/2 miles northwest of Charlotte, N. C.

**Wave—Power—Time**

Operating power—1,000 watts.  
431.3 meters; 610 kilocycles.  
Licensed to operate full time on regional channel.  
Operates on Eastern 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**

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 listings of Blue Network Company (Southeastern Group) and Mutual Broadcasting System.  
The following rates are for national advertising. Rates include charges by owners of music copyrights.

	6:00 p.m. to 11:00 p.m. daily and 1:00 p.m. to 6:00 p.m. Sundays			
	1	13	26	52
1 hr	120.00	114.00	108.00	102.00
1/2 hr	77.00	73.15	69.30	65.45
1/4 hr	48.00	45.60	43.20	40.80
5 min.	24.00	22.80	20.40	18.20

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

	1	13	26	52
1 hr	75.00	71.25	67.50	63.75
1/2 hr	45.00	42.75	40.50	38.25
1/4 hr	30.00	28.50	27.00	25.50
5 min.	15.00	14.25	13.50	12.75

**FREQUENCY DISCOUNTS**  
On station time only—on minimum of 13 times:  
3 times per week.....  
6 times per week.....

**ANNOUNCEMENTS**

	6:00 p.m. to 11:00 p.m.				11:00 p.m. to 6:00 p.m.			
	1	13	26	52	100	105	200	
1 minute or station break.....	12.00	11.40	10.80	10.20	9.60	9.60	9.60	
1 minute or station break.....	7.50	7.13	6.75	6.37	6.00	5.63	5.25	

5% additional discount when six or more announcements or programs are used per week.

**SPECIAL FEATURES**

News—Regular rates plus 10%.  
**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.

**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.

**Contract and Other Requirements**

Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by 30 days' written notice accompanied by certified check at short rate to date of last program. All contracts are for exclusive use of contracting parties. Time cannot be guaranteed. Commercial continuity limited to 10% of program. Maximum length of contract is one year. All contracts subject to cancellation unless program starts within 30 days. Programs and advertising copy subject to station approval. Announcements and programs cannot be combined to obtain a lower rate. The services of announcers and station staff in rehearsing and presenting programs are available without extra charge.

**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-table for vertical and lateral cut recordings.

**Personnel**

Station Manager—Harold H. Thoms.  
Representatives  
Weed & Company.

CHARLOTTE—Continued

W B T

(Established 1921)

COLUMBIA OPERATED



Rates effective October 1, 1939. (Card No. 12.) Owned and operated by Columbia Broadcasting System, Inc. Business Office and Studio—Wilder Bldg., Charlotte, North Carolina, Charlotte 3-5833. Transmitter—9 mile southeast of Charlotte, N. C.

Wave—Power—Time Operating power—50,000 watts. (100% modulation—crystal control.) 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 Agency commission 15% allowed to agencies recognized by station on net time charges. No cash discount. Bills rendered weekly.

General Advertising For combination rates see listing of Columbia Broadcasting System (Southeastern Group).

GENERAL BROADCASTING TIME RATES

Without Talent—Gross

CLASS "A" (6:30 p.m. to 10:30 p.m. daily)

Table with 6 columns: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days. Rows for 1 hr, 1/2 hr, 1/4 hr, 15 min.

CLASS "B" (6:00 p.m. to 6:30 p.m. daily)

Table with 6 columns: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days. Rows for 1 hr, 1/2 hr, 1/4 hr, 15 min.

CLASS "C" (9:00 a.m. to 2:00 p.m.; 5:00 p.m. to 6:00 p.m.; week days, 9:00 a.m. to 6:00 p.m. Sundays, and 10:30 p.m. to 12:00 midnight daily)

Table with 6 columns: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days. Rows for 1 hr, 1/2 hr, 1/4 hr, 15 min.

CLASS "D" (2:00 p.m. to 5:00 p.m. week days)

Table with 6 columns: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days. Rows for 1 hr, 1/2 hr, 1/4 hr, 15 min.

CLASS "E" (12:00 midnight to 9:00 a.m. daily)

Table with 6 columns: 1 day, 2 days, 3 days, 4 days, 5 days, 6 days. Rows for 1 hr, 1/2 hr, 1/4 hr, 15 min.

DISCOUNTS

When an advertiser contracts for one or more broadcasts in a rate classification in "General Broadcasting Time Rates" other than that in which the advertiser is already earning a weekly frequency rate, the gross time charge per period (i.e., one day per week rate), shown under "General Broadcasting Time Rates" for the said additional broadcast or broadcasts will be reduced by 10% if the advertiser is already earning a 3, 4 or 5 day per week frequency rate, and will be reduced by 20% if the advertiser is already earning a 6 or 7 days per week frequency rate, provided the gross time charge per period (one day per week rate, shown under "General Broadcasting Time Rates") for the additional broadcast does not exceed the comparable gross time charge per period already being charged.

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 would not be prejudiced.

All discounts apply to time charges only.

Weekly Dollar Volume Discount applicable on schedules of less than eight consecutive weeks of broadcasting under "General Broadcasting Time Rates." Advertisers using a schedule of eight or more consecutive weeks under "General Broadcasting Time Rates" are entitled to dollar volume discounts on all broadcasting running concurrently. Advertisers using announcements only are not entitled to dollar volume discount, except as noted under "Announcements."

Table with 2 columns: Contracted value of time at gross rates, Discount. Rows for 100.00 or more but less than 270.00 weekly, 270.00 or more but less than 375.00 weekly, 375.00 or more but less than 480.00 weekly, 480.00 or more but less than 590.00 weekly, 590.00 or more but less than 700.00 weekly, 700.00 or more weekly.

Discounts for Consecutive Weeks Discounts for consecutive weeks of broadcasting. Applicable only to rates listed under "General Broadcasting Time Rates" after deducting applicable dollar volume discounts, if any. The discount will be due and payable at the end of 13, 28 or 52 weeks of broadcasting excepting that it will be allowed currently on non-cancellable contracts: Less than 18 weeks... None 13 to 25 weeks... 5% 26 to 51 weeks... 7-1/2% 52 weeks... 10%

ANNOUNCEMENTS For 21 or more announcements per week on 52 week non-cancellable contract, 25% annual discount plus applicable dollar volume discount on the balance.

Table for 6:30 p.m. to 10:30 p.m. (1 ti, 13 ti, 26 ti, 52 ti, 101 ti, 151 ti, 201 ti). Rows for 1 minute live or electrical transcription, 100 words.

Table for 5:00 a.m. to 9:00 a.m. week days; 7:00 a.m. to 9:00 a.m. Sundays. Rows for 1 minute live or electrical transcription, 100 words.

Table for All other day time. Rows for 1 minute live or electrical transcription, 100 words.

SERVICE ANNOUNCEMENTS Time Signals, Weather and Temperature Reports: Between 6:30 p.m. and 10:30 p.m., one per evening including Sunday, per week 150.00; each 25.00. Copy limited to 25 words, including service report. Before 6:30 p.m. and after 10:30 p.m., one per day, including Sunday, per week 75.00; each 12.50. Copy limited to 50 words, including service report.

SPECIAL FEATURES News Flashes: When available. Rates on request. Woman's World, Sports Review, Early Morning "Alarm Clock," when available, rates on request. Sunday Farm Club—7:00 a.m. to 9:00 a.m., available in 1/4 hour or 1/2 hour units. Rates on request.

ELECTRICAL TRANSCRIPTIONS Electrically transcribed programs accepted at card rates.

TALENT Program ideas, lists of talent and 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 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. (lateral and vertical) turn-tables.

Personnel General Manager—A. D. Willard, Jr. Sales Manager—Royal E. Penn Office Mgr. & Auditor—E. J. DeGray.

Representatives Radio Sales

WSOC

(Established 1933)



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.

Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.) 241.9 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.

General Advertising For combination rates see listing of National Broadcasting Company (Southeastern Group). Quantity discounts apply on each classification only. Announcements and programs cannot be combined to secure quantity discounts. Quantity discounts apply to periods of announcements used within 12 months.

Table for 6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 6:00 p.m. Sundays. Rows for 1 hr, 1/2 hr, 1/4 hr, 15 min, 100 words.

Table for 11:00 p.m. to 6:00 p.m. daily except 1:00 to 6:00 p.m. Sundays. Rows for 1 hr, 1/2 hr, 1/4 hr, 15 min.

FREQUENCY DISCOUNTS On station time only on minimum of 13 times. 3 times weekly... 5% 6 times weekly... 10%

ANNOUNCEMENTS Announcement programs morning, afternoon, and evening, consist of recorded music interspersed with copy. Station break announcements same rate as one minute announcements, but copy must be confined to 25 words or less. Only one announcement at each station break.

Table for 6:00 p.m. to 11:00 p.m. Rows for 1 minute, 15 min.

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.

REMOTE CONTROL 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.

Personnel Pres. & Gen'l Mgr.—E. J. Gluck. Vice-Pres. & Sales Mgr.—W. C. Irwin.

Representatives Headley-Reed Company.

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 B 155. Transmitter—Cole Road, Forest Hills, Durham, North Carolina.

Wave—Power—Time Operating power—250 watts. (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: 6:30 a.m. to 12:00 midnight.

Agency Commission 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 (Southeastern 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. Programs cannot be combined with announcements to earn frequency discounts. Bulk rates on periods of more than one hour may be had on request.

Table for CLASS "A" (6:00 p.m. to 11:00 p.m.). Rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 100 words.

CLASS "B" (6:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:30 a.m.)

Table for CLASS "B". Rows for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 100 words.

(\*) Accepted on announcement periods only. Schedule on request. Chain break announcements limited to 60 words. (This listing continued on next page)

NORTH CAROLINA—Cont'd

DURHAM—Continued

W D N C—Continued

Table of discounts payable when earned on net charges for 13, 26, 52, 100 times.

SPECIAL WEEKLY RATES CLASS "A"

Table of special weekly rates for Class "A" (1 to 5 minutes, 1 to 7 times).

CLASS "B"

Table of special weekly rates for Class "B" (1 to 5 minutes, 1 to 7 times).

POLITICAL RATES

TALENT The station will prepare 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. Rates on request.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer and wine. Maximum length of contract, one year.

Closing Time Talent programs, talks or recorded programs close five 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 Manager—J. F. Jarman, Jr. Sales Manager—C. James Woodhouse.

Representatives Howard H. Wilson Company.

ELIZABETH CITY

(Pasquotank County)

W C N C

(Established 1939)

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.

Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time on local channel.

Agency Commission Agency commission 15% to recognized advertising agencies. No cash discount. Bills due weekly on local accounts and monthly on national accounts.

General Advertising For combination rates see listing of Mutual Broadcasting System. The following rates are for national advertising.

Table of general advertising rates for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes, 100 words.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available. Regular rates apply.

REMOTE CONTROL

Remote control facilities available. Subject to extra charges for line and mechanical costs.

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

Closing Time Contracts close one week in advance of first broadcast; announcements, transcriptions, 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. turn-tables for vertical and lateral recordings.

Personnel President—T. W. Aydtlett. Manager—J. E. Aydtlett. Commercial Manager—J. M. Smedley.

Representatives Burn-Smith Company, Incorporated.

FAYETTEVILLE

(Cumberland County)

W F N C

(Established 1940)



Rates effective June 1, 1940. (Card No. 2.)

Owned and operated by the Cumberland Broadcasting Company.

Business Office and Studio—114 Anderson St., Fayetteville, North Carolina, telephone 4848. Transmitter—On Cape Fear River, eight miles from Fort Bragg, North Carolina.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate full time. Operates on Eastern War Time.

Agency Commission Agency commission 15% to recognized advertising agencies on time only. Bills rendered weekly. Due weekly or monthly, subject to mutual agreement.

General Advertising For combination rates see listing of Mutual Broadcasting System. Rates include charges by owners of music copyrights.

Table of general advertising rates for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes.

ANNOUNCEMENTS

100 words or less. 3.25

DISCOUNTS

Table of discounts for 13, 26, 52, 100, 300 times.

ELECTRICAL TRANSCRIPTIONS

General advertising rates apply. Transcription library services available. Instantaneous recording equipment available.

REMOTE CONTROL

Facilities subject to extra charges for line and mechanical costs. Not subject to agency commission.

TALENT

Rates on request.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer and wine. Maximum length of contract, one year.

Closing Time Contracts close one week in advance of first broadcast; announcement copy, transcriptions and talks 24 hour 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 Station Manager—W. C. Ewing. Commercial Manager—Paul Moyle.

Representatives Burn-Smith Company, Incorporated.

GASTONIA

(Gaston County)

W G N C

(Established 1939)

Rates effective February 15, 1939. (Card No. 1.)

Owned and operated by F. C. Todd. Business Office and Studio—National Bank of Commerce Building, Gastonia, North Carolina.

Wave—Power—Time Operating power—250 watts. (100% modulation.) 206.9 meters; 1450 kilocycles. Licensed to operate unlimited time.

Agency Commission Agency commission 15% on net charges for station facilities to recognized advertising agencies. No cash discount. Bills due and payable 10th of month following service. Invoiced on first of month.

General Advertising For combination rates see listing of Blue Network Company (Blue Southeastern Group). Discounts not applicable if periods exceed corresponding number of times.

Table of general advertising rates for 1, 1/2, 1/4 hour, 5 minutes at 6:00 p.m. to 11:00 p.m. week days.

Table of general advertising rates for 1, 1/2, 1/4 hour, 5 minutes at 6:00 a.m. to 6:00 p.m. week days.

ANNOUNCEMENTS Announcement programs consisting of recorded music with announcements made between selections.

Table of announcement rates for 1 minute, 1/2 minute, 1/4 minute at 6:00 p.m. to 11:00 p.m.

SPECIAL FEATURES Time signals, weather reports, sports review, news service—regular rates apply.

ELECTRICAL TRANSCRIPTIONS Electrically transcribed programs accepted for broadcast at available hours.

POLITICAL BROADCASTS Rates on request. All copy must be approved by station management before broadcast. Five minute minimum accepted. Must be paid in advance.

TALENT Station will furnish any type of local talent available. Rates on request. Rates do not include talent fees.

REMOTE CONTROL Programs will be broadcast from any location outside of the station. Rates on request.

SERVICE FACILITIES Service of program, advertising and continuity departments as well as announcing and operating staff in securing talent, arranging, presenting and advertising program included without extra cost.

Contract and Other Requirements Maximum length of contract one year. Advertising of alcoholic beverages not accepted.

Closing Date 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.

Personnel Manager—Pat McSwain.

Representatives Cox & Tanz.

GOLDSBORO

(Wayne County)

W G B R

(Established 1939)



Rates effective October 1, 1942. (Card No. 3.) Owned and operated by the Eastern Carolina Broadcasting Company.

Business Offices and Studios—6th floor, Borden Bldg., P. O. Box 1024, Goldsboro, N. C., telephone 1550-1551.

Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.) 214.3 meters; 1400 kilocycles.

Agency Commission Agency commission 15% on time charges to recognized advertising agencies only. No discount on talent or time charges.

General Advertising For combination rates see listing of Mutual Broadcasting System. Rates are for facilities of station only.

Table of general advertising rates for 12:00 noon to 1:00 p.m., 10:30 p.m. to 1:00 p.m. at 6:00 a.m. to 6:00 p.m. week days.

CLASS "B" (All other time) 1 hour.... 50.00 47.50 45.00 42.50 40.00 37.50 35.00

# GOLDSBORO—Continued

## WGBR—Continued

**ANNOUNCEMENTS**  
 CLASS "A"  
 (12:00 noon to 1:00 p.m. and 6:30 p.m. to 10:30 p.m. week days, and 1:00 p.m. to 10:30 p.m. Sundays)

1 ti.	13	26	52	104	158	312
1/2 ti.	6.00	5.70	5.40	5.10	4.80	4.50
1/4 ti.	4.00	3.80	3.60	3.40	3.20	3.00

CLASS "B"  
 (All other time)

1 minute or 120 words	5.00	4.75	4.50	4.25	4.00	3.75
50 words...	3.00	2.85	2.70	2.55	2.40	2.25

**SPECIAL FEATURES**  
 Time signals, sports round-up, farm features, market reports, homemaker program (women), rates on request.  
 News—leased wire service available—rates on request.  
 By—leased wire service, and seasonal: Organized baseball, tobacco warehouse auction sales (August through November), high school football games, city and county basketball games.

**POLITICAL RATES**  
 Cash in advance. Copy must be submitted 24 hours in advance; no political time accepted within 24 hours of election.

**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 sponsors.

**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**  
 Forjoe & Company.

## GREENSBORO

(Guilford County)

## WBIG

(Established 1926)



Rates effective September 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, Battleground Blvd., (U. S. Route 220) 3-1/2 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. Invoices rendered monthly. Payable by 10th of month following broadcast.

**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:

**WEEK DAYS**  
 CLASS "A"  
 (6:00 p.m. to 11:00 p.m.)

1 ti.	13 ti.	26 ti.	52 ti.	89 ti.	52 ti.
1 hour	100.00	95.00	90.00	85.00	80.00
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
5 minutes	25.00	23.75	22.50	21.25	20.00

**CLASS "B"**  
 (9:00 a.m. to 1:00 p.m., 5:00 p.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.)

1 ti.	13 ti.	26 ti.	39 ti.	52 ti.
1 hour	75.00	71.25	67.50	63.75
1/2 hour	45.00	42.75	40.50	38.25
1/4 hour	30.00	28.50	27.00	25.50
5 minutes	15.00	14.25	13.50	12.75

**CLASS "C"**  
 (6:00 a.m. to 9:00 a.m. and 1:00 p.m. to 4:00 p.m.)

1 hour	60.00	57.00	54.00	51.00	48.00
1/2 hour	37.50	35.63	33.75	31.88	30.00
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

**SUNDAY RATES**  
 All Sunday advertising charged 20% additional.

**ANNOUNCEMENTS**  
 WEEK DAYS  
 CLASS "A"  
 (8:00 p.m. to 11:00 p.m.)

1 ti.	13 ti.	26 ti.	39 ti.	52 ti.
100 words	10.00	9.50	9.00	8.50
50 words	7.50	7.13	6.75	6.38
25 words	5.00	4.75	4.50	4.25

Chain breaks, 25 words, net 10.00.

**CLASS "B"**  
 (6:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.)

100 words	7.50	7.13	6.75	6.35	6.00
50 words	5.00	4.75	4.50	4.25	4.00
25 words	4.00	3.80	3.60	3.40	3.20

Chain breaks, 25 words, net 7.50.

**SUNDAY RATES**  
 All Sunday advertising charged 20% additional.

**SPECIAL FEATURES**  
 30-word announcements with or without time signals or weather forecasts, seven days per week:  
 Three daily, one each morning, afternoon and evening, per week..... 75.00  
 Two daily, after 6:00 p.m., per week..... 40.00  
 Two daily, before 6:00 p.m., per week..... 60.00  
 News: Leased wire service, 5 to 15 minute periods at regular rates plus 25%.

**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. 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**  
 Station reserves right to reschedule any commercial period; subject to immediate cancellation if not acceptable to advertiser. Station reserves right to cancel all programs of objectionable character. Discounts are retroactive and earned discount is to be determined by the total number of broadcasts used within one year. Discounts earned on announcements cannot be applied to program contracts and vice versa.

**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 turn-tables for vertical and lateral cut recordings.

**Personnel**  
 Manager—Edney Ridge.  
 Promotion Manager—Virginia Wilson McKinney.

**Representatives**  
 George P. Hollingsberg Company.

## WGBG

(Established 1942)

Rates effective October 1, 1942.  
 Owned and operated by Greensboro Broadcasting Co., Inc.  
 Business Office and Studio—Acho Street Extension, Asheboro Road, Greensboro, N. C.  
 Transmitter—Two miles south of business district, Greensboro, N. C.

**Wave—Power—Time**  
 Operating power—1,000 watts days.  
 306.1 meters; 980 kilocycles.  
 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 15% to recognized agencies on station time only. No cash discount. Bills rendered 1st of month following broadcast; due 15th of month following broadcast.

**General Advertising**  
 For combination rates see listing of Blue Network Company (Blue 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.

**WEEK DAYS**  
 CLASS "A"  
 (6:00 p.m. to 11:00 p.m.)

1 hour	75.00
1/2 hour	45.00
1/4 hour	30.00
10 minutes	22.50
5 minutes	15.00
1 minute	6.00
1/2 minute or less	4.00

**DISCOUNTS**

13 times.....	5%	104 times.....	20%
26 times.....	10%	260 times.....	25%
52 times.....	15%	300 or more times....	30%

**SPECIAL FEATURES**  
 Weather reports, time signals, leased wire news and sports. 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.

**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 not accepted. Contracts subject to cancellation by written notice accompanied by certified check at short rate to date of last program. Maximum length of contract one year. No restriction except to censorship against fraudulent, obscene, questionable, or injurious articles or products. Religious programs subject to censorship of local ministerial association.

**Closing Time**  
 Contracts close two weeks in advance of first broadcast. Announcement copy and transcriptions close six hours in advance. 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—Ralph M. Lambeth.

**Representatives**  
 Burn-Smith Company, Inc.

## GREENVILLE

### WGTC

(Established 1940)



Rates 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.  
 Studio—West on Falkland Highway (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; 1400 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 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 listing of Mutual Broadcasting System.  
 Rates include charges by owners of music copyrights. The following rates are for national and local advertising.

**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.)

	1 ti.	13 ti.	26 ti.	52 ti.	104 ti.
1 hour	60.00	54.00	50.00	45.00	45.00
1/2 hour	36.00	32.40	30.80	28.80	27.00
1/4 hour	24.00	19.44	18.56	17.28	16.20
5 minutes	7.92	7.13	6.73	6.34	5.94

**CLASS "B"**  
 (7:00 a.m. to 12:00 noon, 1:00 p.m. to 1:30 p.m. and 5:00 p.m. to 7:00 p.m. week days, Sundays sign-on to 1:00 p.m.)

1 hour	45.00	40.50	38.25	36.00	33.75
1/2 hour	27.00	24.30	22.95	21.60	20.25
1/4 hour	18.00	16.58	15.77	14.80	14.15
5 minutes	5.94	5.34	5.05	4.75	4.46

**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)

1 hour	30.00	27.00	25.50	24.00	22.50
1/2 hour	18.00	16.20	15.30	14.40	13.50
1/4 hour	10.80	9.72	9.18	8.64	8.10
5 minutes	3.60	3.56	3.37	3.17	2.97

(This listing continued on next page)

NORTH CAROLINA—Cont'd

GREENVILLE—Continued

W G T C—Continued

STRIP RATES

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 pro rata 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.)

Table with columns for consecutive weeks (3 times weekly, 6 times weekly) and rows for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

CLASS "B" (7:00 a.m. to 12:00 noon, 1:00 p.m. to 1:30 p.m. and 5:00 p.m. to 7:00 p.m. week days. Sundays sign-on to 1:00 p.m.)

Table with columns for consecutive weeks (3 times weekly, 6 times weekly) and rows for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

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)

Table with columns for consecutive weeks (3 times weekly, 6 times weekly) and rows for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

ANNOUNCEMENT RATES
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 p.m.)

Table with columns for consecutive weeks (3 times weekly, 6 times weekly) and rows for 100 words, 75 words, and one minute transcription.

CLASS "B" (7:00 a.m. to 12:00 noon, 1:00 p.m. to 1:30 p.m. and 5:00 p.m. to 7:00 p.m. week days. Sundays sign-on to 1:00 p.m.)

Table with columns for consecutive weeks (3 times weekly, 6 times weekly) and rows for 100 words, 75 words, and one minute transcription.

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)

Table with columns for consecutive weeks (3 times weekly, 6 times weekly) and rows for 100 words, 75 words, and one minute transcription.

Table with columns for consecutive weeks (3 times weekly, 6 times weekly) and rows for 100 words, 75 words, and one minute transcription.

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, announcements and commercial copy at opening and close of news period; minimum news schedule add in six 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.)

Table with columns for seven 15 min. periods and seven 5 min. periods, and rows for station time and complete news service.

CLASS "B" (7:00 a.m. to 12:00 noon, 1:00 p.m. to 1:30 p.m. and 5:00 p.m. to 7:00 p.m. week days. Sundays sign-on to 1:00 p.m.)

Table with columns for seven 15 min. periods and seven 5 min. periods, and rows for station time and complete news service.

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)

Station time and complete news service... 22.86 22.86 21.34 20.58
News Headlines—Seven days per week; news headlines broadcast between all regularly scheduled programs except at hours when service announcements have been sold; minimum contract 13 weeks; contracts are non-cancellable; copy limit 15 words per announcement; station reserves complete control over news, announcements, and commercial copy used with headlines; Class A, all news headlines seven days per week, guaranteed 16 headlines per day 9:00; Class B, all news headlines, seven days per week, guaranteed 25 headlines per day 7:00; Class C, all news headlines, seven days per week, guaranteed 20 headlines per day 4:00; all classes combined, entire broadcast day 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 or 15 minute news broadcast.
Market Period: Same rate and copy limit as 5 minute or 15 minute news broadcast.
Weather Reports: Same rates as 100 word announcement; copy limit 75 words.

Time Signals: Same rates as for Station Break announcements; copy limit 15 words; announcer, Naval Observatory time service and premium for position 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 C, 30.00 per month. Two sales stories per day, Class A, 100.00 per month; Class B, 75.00 per month; Class C, 50.00 per month.

Farmers' Exchange Service: Three 50 word announcements 3.00; available only to individuals actually owning or operating farms in station service area; station reserves right to be sole judge of material accepted.

POLITICAL TALKS
Accepted only at one time Class A rate, regardless of time scheduled; advance or frequency discount; copy 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.

ELECTRICAL TRANSCRIPTIONS
General program rates apply. (Except transcribed announcements.) 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.
When transcription replacements are requested and/or acceptable ones 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, Contract 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's published rates.
The advertiser will save the Greenville Broadcasting Company and the station harmless from any loss suffered by the station resulting from broadcasts. The 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. Rates quoted are for broadcasts to be used within one year. Rates subject to change without notice. All proposals subject to prior booking of time.

Closing 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 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Commercial Manager—Jack Aley.
Representatives
None.

HICKORY

(Catawba County)

WKY

(Established 1939)

Rates effective July 15, 1942. (Card No. 3.)

Owned and operated by Catawba Valley Broadcasting Co., Inc.
Business Office and Studio—Radio Bldg., Hickory, N. C.
Transmitter—3-1/2 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 local channel. Operates on Eastern War Time.
Operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission
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 listing of Blue Network Company (Blue Southeastern Group).

CLASS "A" (6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)

Table with columns for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. and rows for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 208 times, 260 times, 312 times, 364 times.

CLASS "B" (11:00 p.m. to 6:00 p.m. week days and before 12:00 noon Sundays)

Table with columns for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 208 times, 260 times, 312 times, 364 times.

Additional Discounts
Available only on periods of 13 weeks or more on programs of five minutes or more:
3 or 4 times per week..... 5%
5 or more times per week..... 10%

ANNOUNCEMENTS
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 actual 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 minute rate applies on run of schedule basis; specified times, extra 25%.

CLASS "A" (6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)

Table with columns for 1 min., 1/2 min., 1/4 min. and rows for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 208 times, 260 times, 312 times, 364 times.

CLASS "B" (11:00 p.m. to 6:00 p.m. week days and before 12:00 noon Sundays)

Table with columns for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 208 times, 260 times, 312 times, 364 times.

Additional Discounts
Available only on periods of 13 weeks or more and on announcements of less than five minutes:
6 times per 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-quarter 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..... 65%

SPECIAL FEATURES
Newscasts available for sponsorship—regular rate plus 10%.

Time signals, limited to 60 words, one minute announcement rate applies on run of schedule basis; specified times, extra 25%.
Market, sport flashes 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.

(This listing continued on next page)

**HICKORY—Continued**  
**W H K Y—Continued**

**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.  
**Posting 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 turn-tables for vertical and lateral cut recordings.  
**Personnel**  
Commercial Manager—W. T. Hix.  
Representatives  
Howard H. Wilson Company.

**HIGH POINT**

(Gulfport County)

**W M F R**

(Established 1935)

Rates effective December 1, 1940. (Card No. 3.)  
Owned and operated by WMFR, Inc.  
Business Office and Studio—156-1/2 South Main St., High Point, North Carolina, telephone 4593-4.  
Transmitter—150-1/2 S. Main Street, High Point, North Carolina.  
**Wave—Power—Time**  
Operating power 250 watts.  
43.9 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 listing of Blue Network Company (Blue Southeastern Group).  
Rates include charges by owners of music copyrights. Quantity discounts apply on each classification only on periods or announcements used within 12 months. Announcements and programs cannot be combined to secure quantity discounts.

(Day and Night)

1 hour.....	14.11	13.11	26.11	52.11	100.11	300.11
1/2 hour.....	80.00	57.00	54.00	51.00	48.00	40.00
1/4 hour.....	36.00	34.20	32.40	30.60	28.80	26.00
5 minutes	12.00	11.40	10.80	10.20	9.60	9.00

**ANNOUNCEMENTS**

30 words.....	4.00	3.80	3.60	3.40	3.20	3.00
50 words.....	3.00	2.85	2.70	2.55	2.40	2.25
25 words.....	2.00	1.90	1.80	1.70	1.60	1.50

**SPECIAL FEATURES**  
Weather forecast, time signals, news and sports—rates on request.

**ELECTRICAL TRANSCRIPTIONS**

Accepted for broadcast at any hour available.

**TALENT**

Rates on application.  
**REMOTE CONTROL**  
Rates on application on points outside of regular studios. Mobile unit available.  
**Contract and Other Requirements**  
Advertising of alcoholic beverages not accepted. Maximum length of contract one year. Rates 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.  
**Posting Time** Two weeks prior to starting date.  
**Mechanical Program Equipment**  
Equipped to handle programs by electrical transcription.  
**Personnel**  
General Manager—Ralph M. Lambeth.  
Commercial Manager—Pat Taylor.  
Representatives  
Box & Tanz.

**KINSTON**

(Lenoir County)

**W F T C**

(Established 1937)

Rates effective December 1, 1941.  
Owned and operated by Jonas Welland.  
Business Office and Studio—E. King Street, Kinston, North Carolina, telephone 1200.  
Transmitter—210 E. King Street, Kinston, N. C.  
**Wave—Power—Time**  
Operating power—250 watts.  
100% modulation—(crystal control.)  
43.9 meters; 1230 kilocycles.  
Operates on Eastern War Time.  
Actual operating schedule: Sunday 9:00 a.m. to 9:00 p.m. Saturday 6:45 a.m. to 12:00 midnight. Monday through Friday 6:45 a.m. to 10:45 p.m.  
**Agency Commission**  
Agency commission 15%. No commission on artists' services; commission paid on station time only. No cash discount.

**General Advertising**  
For combination rates see listing of Blue Network Company (Blue Southeastern Group).

1 hour.....	65.00	63.35	60.00	56.30	53.35	50.00	44.20
1/2 hour.....	37.35	34.15	32.15	28.75	27.10	25.80	24.20
1/4 hour.....	20.00	17.55	17.10	15.40	15.00	13.35	12.50
10 minutes	16.70	13.35	11.70	10.40	9.15	8.30	7.50
5 minutes	8.75	8.25	7.50	6.70	5.80	5.40	5.00

**ANNOUNCEMENTS**

1 minute	4.20	3.70	3.35	2.95	2.70	2.50	2.10
100 words.....	3.25	2.80	2.60	2.40	2.20	2.00	1.75

**RECORDED PROGRAMS**  
Transcribed and recorded programs accepted at no additional charge. Transcription library services available. rates on request.  
**TALENT**  
Rates on request.  
**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 do not include artists' services.  
**Mechanical Program Equipment**  
Equipped to handle programs by electrical transcription, using double turn-tables.  
**Personnel**  
General Manager—Jonas Welland.  
Program Director—Ray Woodard.  
Representatives  
Burn-Smith Company, Inc.

**NEW BERN**

(Craven County)

**WHIT**

(Established 1942)

Rate card updated; 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 watts.  
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.

**General Advertising**  
Full year contract to responsible firm earns 10% discount.

1 hour.....	14.11	13.11	26.11	52.11	100.11	300.11
1/2 hour.....	50.60	45.90	40.80	35.70	30.35	25.20
1/4 hour.....	30.00	27.50	25.00	22.50	20.00	17.50
5 minutes	17.50	16.00	14.50	13.00	11.50	10.00
5 minutes	7.50	6.75	6.00	5.25	4.50	3.75

Special package rates on periods of one hour or more.

**ANNOUNCEMENTS**

1 minute spots or transcriptions	3.20	2.80	2.50	2.20	2.00	1.80
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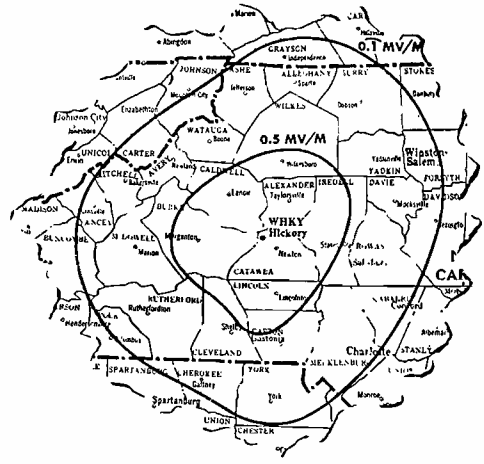
**SPECIAL FEATURES**  
News—leased wire service available.  
**POLITICAL PROGRAMS**  
Payable in advance. Rates on request.  
**ELECTRICAL TRANSCRIPTIONS**  
Complete musical library available.  
**REMOTE CONTROL**

**TALENT**

Rates on request.  
**SERVICE FACILITIES**  
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 events or emergencies. Advertising contracts are not assignable, nor can any periods be used for resale.  
**Mechanical Program Equipment**  
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.  
**Personnel**  
Pres., Gen'l & Com'l Mgr.—Louis N. Howard.  
Program Director—Edward W. Burwell.  
Chief Engineer—W. Glen Neville.  
Representatives None.

Coverage map prepared by Jansky & Bailey



**\$444,444,000.00**

WHKY, with its increased power and lower frequency, now offers advertisers the best radio buy in rich Western North Carolina. Operating on 5,000 watts day, this Blue Network station serves a trading area with a spendable income of \$444,444,000. Briefly, it adds up to this: WHKY gives you more daytime coverage, per unit of cost, than any other station now serving this booming Carolina market. Complete information promptly furnished on request.



- 5000 WATTS DAY • 1000 WATTS NIGHT
- 1290 KILOCYCLES • BLUE NETWORK

National Representatives: Howard H. Wilson Company

Chicago New York Kansas City San Francisco Hollywood

**NORTH CAROLINA—Con'd**

**RALEIGH**  
(Wake County)  
**W P T F**  
(Established 1924)



Information received December 18, 1941.

Owned and operated by the WPTF Radio Company, Business Office and Studio—20 E. Martin Street, Raleigh, North Carolina, telephone 8311. Transmitter—Car. North Carolina.

Wave—Power—Time  
Operating power—50,000 watts.  
(100% modulation—High Fidelity Crystal control.)  
441.2 meters; 680 kilocycles.  
Licensed to operate unlimited time on clear channel. Directional antenna used after sunset. Operates on Eastern War Time.  
Operating schedule: Sundays 8:30 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

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 Broadcasting Company (Southeastern Group). Copyright tax is included for all music which station is licensed to perform. Discounts earned on announcements cannot be applied to program contracts. Time discounts apply to total number of periods used within one year for one sponsor; however, announcements cannot be combined with programs for computing discounts.

CLASS "A"  
(6:30 p.m. to 11:00 p.m. daily)

1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour.....	250.00	237.50	225.00	212.50	200.00 187.50
1/2 hour.....	150.00	142.50	135.00	127.50	120.00 112.50
1/4 hour.....	100.00	95.00	90.00	85.00	80.00 75.00
5 minutes..	50.00	47.50	45.00	42.50	40.00 37.50

CLASS "B"  
(9:00 a.m. to 6:30 p.m. week days and 12:00 noon to 6:30 p.m. Sundays)

1 hour.....	137.50	130.60	123.75	116.90	110.00 103.10
1/2 hour.....	82.50	78.40	74.25	70.10	66.00 61.85
1/4 hour.....	65.00	62.25	59.50	56.75	54.00 51.25
5 minutes..	27.50	26.15	24.75	23.40	22.00 20.60

CLASS "C"  
(11:00 p.m. to 9:00 a.m. week days and 8:00 a.m. to 12:00 noon Sunday)

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

ANNOUNCEMENTS  
(Between 6:30 p.m. and 11:00 p.m.)

One minute (live or transcribed).....	32.00	30.40	28.80	27.20	25.60	24.00
100 words or less .....	28.00	26.60	25.20	23.80	22.40	21.00
30 words (between commercial programs) .....	28.00	26.60	25.20	23.80	22.40	21.00

(All other time)

One minute (live or transcribed).....	16.00	15.20	14.40	13.60	12.80	12.00
100 words or less .....	14.00	13.30	12.60	11.90	11.20	10.50
30 words (between commercial programs) .....	14.00	13.30	12.60	11.90	11.20	10.50

ELECTRICAL TRANSCRIPTIONS  
Transcription library services available. Rates on request.

TALENT  
Audition transcriptions and rate quotations on available live talent will be supplied on request.

REMOTE CONTROL  
For rates on programs originating outside of regular studios, 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 transcription, using 28 1/3 r.p.m. double turn-table for vertical and lateral cut recordings, and 78 r.p.m. lateral turn-tables.  
Personnel  
General Manager—Richard H. Mason.  
Sales Manager—John H. Field, Jr.  
Program Director—Graham B. Foyner.  
Dir. of Public Relations—Joseph P. Ahern.  
Technical Supervisor—Henry Hulick, Jr.  
Representatives  
Free & Peters, Inc.

**WRAL**  
(Established 1938)



Rates effective November 1, 1939. (Card No. 3.)  
Owned and operated by Capitol Broadcasting Co. Business Office and Studio—130 S. Salisbury Street, Raleigh, North Carolina.  
Transmitter—East Davie 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 rendered weekly, payable by 10th of month following broadcast. No cash discount.  
General Advertising  
For combination rates see listing of Mutual Broadcasting System.

CLASS "A"  
(6:00 p.m. to 10:30 p.m. week days, 8:00 a.m. to 10:30 p.m. Sunday)

1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour.....	72.00	68.40	64.80	61.20	57.60 54.00
1/2 hour.....	45.00	42.75	40.50	38.25	36.00 33.75
1/4 hour.....	27.00	25.65	24.30	22.95	21.60 20.25
5 minutes..	14.00	13.30	12.60	11.90	11.20 10.50
*1 minute	8.00	7.60	7.20	6.80	6.40 6.00

CLASS "B"  
(6:00 a.m. to 6:00 p.m. week days, and 10:30 p.m. to 1:00 a.m. daily)

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 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	5.00	4.75	4.50	4.25	4.00 3.75

(\* One minute rates apply to 25 word chain broadcast.)

FREQUENCY DISCOUNTS  
These discounts do not apply to announcements.

	—Per week—	
	3 tl.	6 tl.
Less than 13 weeks.....	Net	Net
13 weeks.....	2-1/2%	7-1/2%
26 weeks.....	5%	10%
52 weeks.....	7-1/2%	15%

POLITICAL BROADCASTS  
Accepted on the one time card rate.  
TALENT  
Programs of live talent will be arranged for client at cost.  
REMOTE CONTROL  
Station is equipped to handle remote control programs originated outside studios, wherever telephone lines are available.  
Contract and Other Requirements  
Maximum contract term one year.  
Station reserves the right to reject any material of 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 34 hours before broadcasting.  
Mechanical Program Equipment  
Equipped to handle programs by electrical transcription, using 28 1/3 and 78 r.p.m. double turn-table for both vertical and lateral cut recordings. Instantaneous recording equipment available.  
Personnel  
General Manager—Fred Fletcher.  
Program Director—Margaret Early.  
Commercial Manager—Frank M. Stearne.  
Representatives  
Weed & Company.

**ROANOKE RAPIDS**

(Halifax County)  
**WCBT**  
(Established 1940)



Rates effective September 15, 1941.  
Owned and operated by J. Winfield Crew, Jr. Business Office and Studio—251 Roanoke Avenue, Roanoke Rapids, North Carolina.  
Transmitter—E. Tenth Street, Extended, Roanoke Rapids, North Carolina.  
Wave—Power—Time  
Operating power—250 watts.  
243.0 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 16% to recognized advertising station time only. Cash discount none. Bills rendered and due monthly.  
(This listing continued on next page)

**NORTH CAROLINA**  
is the  
**SOUTH'S GREATEST**  
**STATE**

**IN AGRICULTURE**

**NORTH CAROLINA**

AVERAGE OF NINE OTHER SOUTHERN STATES

**\$221.8 (MILLIONS)**

**\$1332 (MILLIONS)**

CASH INCOME \*\*\* GOVT. PAYMENTS

Source: — Department of Agriculture, 1940

**IN INDUSTRY**

**NORTH CAROLINA**

AVERAGE OF NINE OTHER SOUTHERN STATES

**\$14206 (MILLIONS)**

VALUE OF MANUFACTURED PRODUCTS

Source: — Census of Manufacturers, 1939

**WPTF**  
with 50,000 WATTS in RALEIGH is  
**NORTH CAROLINA'S**  
**NO. 1 SALESMAN**

NBC 680 KC

FREE & PETERS, INC. National Representatives



ROANOKE RAPIDS—Continued  
W C B T—Continued

General Advertising  
For combination rates see listing of Blue Network Company (Blue Southeastern Group).  
The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 10 min) and rates for various durations (1 time, 11 times, 25 times, 50 times, 100 times, 150 times, 300 or more times).

ANNOUNCEMENTS  
1 hr. 11 tl. 25 tl. 50 tl. 100 tl. 150 tl. 300 or more

SPECIAL FEATURES  
Regular rates apply.

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

REMOTE CONTROL  
Facilities subject to extra charges for line and mechanical costs.

Contract and Other Requirements  
Advertising of light wines and beer accepted. Contracts subject to cancellation by four weeks written notice.

Station reserves the last 30 seconds of all programs for its use and station identification.

Closing Time  
Contracts close two weeks in advance of first broadcast.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcription.

Personnel  
Manager—Nathan Frank.  
Prog. & Prod. Mgr.—Phil Cooke.

Representatives  
Burn-Smith Company, Incorporated.

ROCKY MOUNT  
(Nash and Edgecomb Counties)

WEED  
(Established 1935)

Rates effective February 1, 1937. (Card No. 8.)  
Owned and operated by W. Avera Wynne.  
Business Office and Studio—Rocky Mount, N. C.  
Transmitter—Rocky Mount, N. C.

Wave—Power—Time  
Operating power—250 watts.  
206.9 meters; 1450 kilocycles.  
Licensed to operate unlimited time.

Actual operating schedule: Week days and Sundays 7:00 a.m. to 12:05 a.m.

Agency Commission  
Agency commission 15%; cash discount 2%—10 days. No discount or commission on artists' services.

General Advertising  
For combination rates see listing of Blue Network Company (Blue Southeastern Group).

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 10 min) and rates for various durations (1 time, 13 times, 26 times, 50 times, 100 times, 150 times, 300 times).

ELECTRICAL TRANSCRIPTIONS  
Transcribed and recorded programs accepted at no additional charges.

Transcription Library services available—rates and details on request.

Station will furnish TALENT of local talent available. Rates on application.

REMOTE CONTROL  
Programs will be broadcast from any location—rates on application.

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.

Personnel  
Manager—W. Avera Wynne.  
Assistant Manager—Geo. P. Arrington.

SALISBURY  
(Bowan County)

WSTP  
(Established 1938)

Rates effective August 1, 1939. (Card No. 2.)  
Owned and operated by Piedmont Broadcasting Corp.

Business Office and Studio—Yadkin Hotel, Salisbury, North Carolina, telephone 2121.  
Other Studios—Kannapolis, N. C.  
Transmitter—Statesville Highway at Grant Creek.

Wave—Power—Time  
Operating power—250 watts.  
201.3 meters; 1490 kilocycles.  
Licensed to operate unlimited time.

Actual operating schedule: 7:00 a.m. to 12:00 midnight.

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 Broadcasting System.

Table with columns for time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for various durations (After 6:00 p.m., Before 6:00 p.m.).

ANNOUNCEMENTS  
Station breaks available for announcements.

Table with columns for time (100 words, 50 words) and rates for various durations (After 6:00 p.m., Before 6:00 p.m.).

DISCOUNTS  
13 times 5% 100 times 20%  
26 times 10% 300 times 25%  
50 times 15%

Additional Discounts  
The following discounts do not apply to announcements.

ELECTRICAL TRANSCRIPTIONS  
Transcriptions will be broadcast at any hour available.

TALENT  
The station will furnish any type of local talent available.

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.

Personnel  
Manager—F. F. Patterson.  
Assistant Manager—G. L. Brantley.

Program Director—Russell McIntire.  
Representatives  
Burn-Smith Company, Incorporated.

WASHINGTON  
(Beaufort County)

WRRF  
(Established 1942)

Rates received April 23, 1942.  
Owned and operated by Tar Heel Broadcasting System, Inc.

Business Office and Studio—Bank of Washington Bldg., Washington, N. C.  
Transmitter—

Wave—Power—Time  
Operating power—1,000 watts.  
322.8 meters; 930 kilocycles.  
Licensed to operate days.

Actual operating schedule: Week days and Sundays 7:00 a.m. to 12:05 a.m.

Agency Commission  
Agency commission 15%; cash discount —

General Advertising  
The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with columns for time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 words) and rates for various durations (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 100 words).

POLITICAL RATES  
One time rate applies; no discount.

REMOTE CONTROL  
Equipped to handle programs originating outside studios whenever lines 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.

Closing Time  
Continuity and program material must be submitted 24 hours in advance of broadcast.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcription.

Personnel  
Manager—B. W. Frank.  
Program Director—Charles H. Whedbee.  
Representatives  
Burn-Smith Company, Incorporated.

WILMINGTON  
(New Hanover County)

WMFD  
(Established 1935)

Rates effective July 1, 1940.

Owned and operated by R. A. Dunlea.  
Business Office—Castle Hayne Road, Wilmington, North Carolina, telephone 4840.

Studios—Cape Fear Hotel, Forest Hills, Sixth and Market Streets and Castle Hayne Road.  
Transmitter—Castle Hayne Road, Wilmington, North Carolina.

Wave—Power—Time  
Operating power—250 watts.  
214.3 meters; 1400 kilocycles.

Actual operating schedule: Sundays 8:00 a.m. to 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 discount.

General Advertising  
For combination rates see listing of Blue Network Company (Blue Southeastern Group).

Table with columns for time (1 hr, 1/2 hr, 1/4 hr, 5 minutes, 1 minute) and rates for various durations (On contract, to be used within 1 year).

ELECTRICAL TRANSCRIPTIONS  
Electrical transcription programs are accepted for broadcast at any hour available.

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.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcription.

Personnel  
Manager—R. A. Dunlea.  
Representatives  
Burn-Smith Company, Inc.

WILSON  
(Wilson County)

WCTM  
(Established 1937)

Rates received October 12, 1942.  
Owned and operated by Penn Thomas Watson.  
Business Offices and Studio—115 Nash Street, Wilson, North Carolina.

Transmitter—Two miles south of Wilson on U. S. Highway 301.

Wave—Power—Time  
Operating power—250 watts.  
223.9 meters; 1340 kilocycles.

Actual operating schedule: Week days and Sundays 7:00 a.m. to 12:05 a.m.

Agency Commission  
Agency commission 15%; no cash discount.

General Advertising  
For combination rates see listing of Mutual Broadcasting System.

Table with columns for time (12:00 noon to 2:00 p.m., 2:00 p.m. to 6:00 p.m.) and rates for various durations (1 hr, 1/2 hr, 1/4 hr, 5 minutes, 1 minute).

CLASS "B"  
7:00 a.m. to 12:00 noon and 2:00 p.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight.

Rates for 10 and 25 word station breaks quoted on request.

SPECIAL FEATURES  
Time signals, weather reports, sporting events, etc. rates on request.

TALENT  
Rates on request.

REMOTE CONTROL  
Telephone line costs for remote pick-ups will be defrayed by advertiser.

Contract and Other Requirements  
Rates include station time and facilities only.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcription.

Personnel  
Manager—Allen E. Wannamaker.  
Advertising Manager—Henry Sullivan.  
Production Manager—Clint Farris.  
Musical Director—Mina Ray Church.  
Chief Engineer—William H. Malone.  
Representatives  
Burn-Smith Company, Inc.

WINSTON-SALEM

(Forsyth County)

W A I R

(Established 1927)



Rates effective April 1, 1941. (Card No. 4.)

Owned and operated by C. G. Hill, George H. Walker, and Susan H. Walker. Business Office and Studio—Pepper Bldg., Winston-Salem, N. C., telephone 2-1133 and 2-1134.

Transmitter—Reynolds, North Carolina

Wave—Power—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 15% to all recognized agencies. No cash discount.

General Advertising

For combination rates see listings of Mutual Broadcasting System and Blue Network Company (Blue Southeastern Group).

The following rates are for national advertising. For local advertising rates consult station management. Announcements and programs cannot be combined to secure additional discounts.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for Class A (6:00 p.m. to 10:30 p.m. week days and all day Sundays).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for Class B (7:30 a.m. to 1:30 p.m., 4:00 p.m. to 6:00 p.m., and 10:30 p.m. to sign-off week days).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for Class C (6:00 a.m. to 7:30 a.m. and 1:30 p.m. to 4:00 p.m. week days).

ADDITIONAL DISCOUNTS

3 to 5 times weekly, 3%; 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.

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

Maximum length of contract, one year. All programs subject to the approval of the station. Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using turntables for vertical and lateral cut recordings. Personnel: Manager—George D. Walker. Commercial Manager—C. G. Hill. Representative—None.

W S J S

(Established 1930)



Rate card dated January 1, 1941. (Card No. 2.)

Owned and operated by The Piedmont Publishing Co. Business Office and Studio—410-421 N. Spruce St., Winston-Salem, North Carolina, telephone 4111. Transmitter—Winston Salem, North Carolina.

Wave—Power—Time

Operating power—250 watts. (C. P. 5,000 watts.) 500.0 meters; 600 kilocycles. Operates on Eastern War Time. Actual 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

Agency commission 15% to recognized advertising agencies. No commission on talent. Cash discount 2% of net—15 days of receipt of bill. No cash discount on talent. Invoices mailed last of month.

General Advertising

For combination rates see listing of National Broadcasting Company (Southeastern Group). Rates include charges by owners of music copyrights. The following rates are for national advertising. For local rates consult station management.

Table with columns for time slots (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 312 times) and rates for Class A (6:00 p.m. to 11:00 p.m.).

Table with columns for time slots (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 312 times) and rates for Class B (Before 6:00 p.m. and after 11:00 p.m.).

(\*) One minute or less or chain breaks (25 words). Rates for periods longer than one hour, and for a greater number of times than 312 on request. These rates figure on same discount.

WEEKLY FREQUENCY RATES

Table with columns for time slots (1/2 hour, 3 times weekly, 5 times weekly, 6 times weekly, 1/4 hour, 3 times weekly, 5 times weekly, 6 times weekly, 5 minutes, 3 times weekly, 5 times weekly, 6 times weekly) and rates for Class A (6:00 p.m. to 11:00 p.m.).

(Before 6:00 p.m. and after 11:00 p.m.)

Table with columns for time slots (1/2 hour, 3 times weekly, 5 times weekly, 6 times weekly, 1/4 hour, 3 times weekly, 5 times weekly, 6 times weekly, 5 minutes, 3 times weekly, 5 times weekly, 6 times weekly) and rates for Class B (Before 6:00 p.m. and after 11:00 p.m.).

SPECIAL FEATURES

Eye-Opener Program—6:00 a.m. to 9:00 a.m., transcription costs included: 6 fifteen minute periods per week—65.00, 5 fifteen minute periods per week—56.00, 3 fifteen minute periods per week—37.50, 6 one minute periods per week—15.00.

RECORDED PROGRAMS

Transcription library available—rates on request. Regular station time rates apply to transcribed programs and announcements.

TALENT

Rates and information on request.

REMOTE CONTROL

Equipped to handle any remote control—rates on request.

Contract and Other Requirements

All programs close one week in advance of broadcast. 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.

Personnel

Director—Harold Esser. Business Manager—Norris L. O'Neil. Representatives—Headley-Reed Company.

Things Are Happening FAST in Winston-Salem!

- New industrial plant located here . . . to employ 1200 persons . . . war work . . . means more PAYROLL.
• Personnel of Directorate of Flying Safety being doubled . . . adding large number of well-paid Army officers to sizeable staff already here.
• All other plants busy.
• Farm program really "going places."

That's why, as an advertiser, you should plan to include Winston-Salem on your list of "must" markets for '43! And you can do it on 5,000 watt coverage at 250-watt bargain rates! Ask for more information!



NETWORK BY NBC
SPOT BY HEADLEY-REED COMPANY

**NORTH DAKOTA**

**NORTH CENTRAL BROADCASTING SYSTEM, INC.**

**DAKOTA GROUP**  
 Affiliated with Mutual Broadcasting System.  
 Executive Offices—Commodore Hotel, St. Paul, Minn.  
 See listing under "Network and Group Listings."  
**Personnel**  
 Gen'l Mgr. & Pres.—John W. Bolser.  
 Sales & Mchcn. Mgr.—William L. Wallace.  
 Production Manager—Donn Clayton.  
**Representatives**  
 For rates, time clearance, schedules, data and other information, telephone North Central Broadcasting System, Dale 6595, St. Paul, Minn., collect or wire the same office collect.

**BISMARCK**

(Burleigh County)  
**KFYR**  
 (Established 1925)



Rates effective July 1, 1942. (Card No. 14.)  
 Owned and operated by Meffer Broadcasting Co.  
 Business Office and Studio—320 Broadway, Bismarck, N. Dakota, telephone 468.  
 Transmitter—Menoken, N. D.  
**Wave—Power—Time**  
 Operating power—5,000 watts.  
 100% modulation—crystal control.  
 515.5 meters; 550 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 6:30 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 listings of National Broadcasting Company (Northwestern Group) and Blue Network 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 music.

CLASS "A"		(6:00 p.m. to 10:00 p.m.)	
	1 tl.	26 tl.	52 tl.
1 hour....	200.00	190.00	180.00
1/2 hour....	120.00	114.00	108.00
1/4 hour....	80.00	76.00	72.00
5 minutes	34.00	32.30	30.60
1 minute	or less	15.00	14.25
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
1/2 hour....	75.00	71.25	67.50
1/4 hour....	50.00	47.50	45.00
5 minutes	24.00	22.60	21.60
1 minute	or less	13.00	12.35
CLASS "C"			
(8:30 a.m. to 12:00 noon and 10:30 p.m. to 11:00 p.m. daily, and 2:00 p.m. to 6:00 p.m. week days)			
1 hour....	100.00	95.00	90.00
1/2 hour....	60.00	57.00	54.00
1/4 hour....	40.00	38.00	36.00
5 minutes	20.00	19.00	18.00
1 minute	or less	10.00	9.50
CLASS "D"			
(6:30 a.m. to 8:30 a.m. and 11:00 p.m. to 12:00 midnight daily)			
1 hour....	75.00	71.25	67.50
1/2 hour....	45.00	42.75	40.50
1/4 hour....	30.00	28.50	27.00
5 minutes	15.00	14.25	13.50
1 minute	or less	8.00	7.60
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.

**POLITICAL TALKS**  
 Talks and speeches take Class "A" rates from 6:00 p.m. to 12:00 midnight.

**RECORDED PROGRAMS**  
 Transcription library available—rates on request.

**TALENT**  
 Rates and information on request.

**REMOTE CONTROL**  
 Station is equipped to handle this type of broadcast. Rate and 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.

**Contracts 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 itself.

Contracts cancelled by client or agency prior to expiration date will be short rated on basis of rate actually earned.

**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**  
 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**  
 President and General Manager—F. J. Meyer.  
 Commercial and Station Manager—F. E. Fitzsimonds.  
**Representatives**  
 John Blair & Company.

**DEVILS LAKE**

(Ramsey County)

**KDLR**

(Established 1925)

Rates effective September 1, 1940.  
 Owned and operated by KDLR, Inc.  
 Business Office and Studio—1025 Third Street, Devils Lake, North Dakota.  
 Other studios, Belmont Creamery Bldg., and Mann Block, Devils Lake, N. D.  
 Transmitter—Fourth Street and 12th Avenue, Devils Lake, N. D.  
**Wave—Power—Time**  
 Operating power—250 watts.  
 (100% modulation—crystal control.)  
 241.9 meters; 1240 kilocycles.  
 Licensed to operate full time on local channel.  
 Operates on Central War Time.  
 Actual operating schedule: Sundays 7:30 a.m. to 10:00 p.m. Week days 6:30 a.m. to 10:30 p.m.  
**Agency Commission**  
 Agency commission 15% allowed to recognized agencies. 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 local advertising rates consult station management.

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	312 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.....	17.50	16.25	15.75	14.87	14.00	13.12
5 minutes	9.50	9.02	8.55	8.07	7.60	7.12
1 minute	5.00	4.75	4.50	4.25	4.00	3.75
Chain breaks	6.00	4.75	4.50	4.25	4.00	3.75

**TALKS, POLITICAL SPEECHES, ETC.**  
 Regular rates apply. Manuscripts must be received two days in advance.

**SPECIAL FEATURES**

**Weather Forecast:** Rates on request.  
 Road reports in season of snows, October through March. Rates on request.  
 Housewives Program 9:00 a.m. to 10:00 a.m. regular rates apply; monthly rates on request.  
 Noonday Variety Program: 11:00 a.m. to 1:00 p.m. regular rates apply; monthly rates on request.

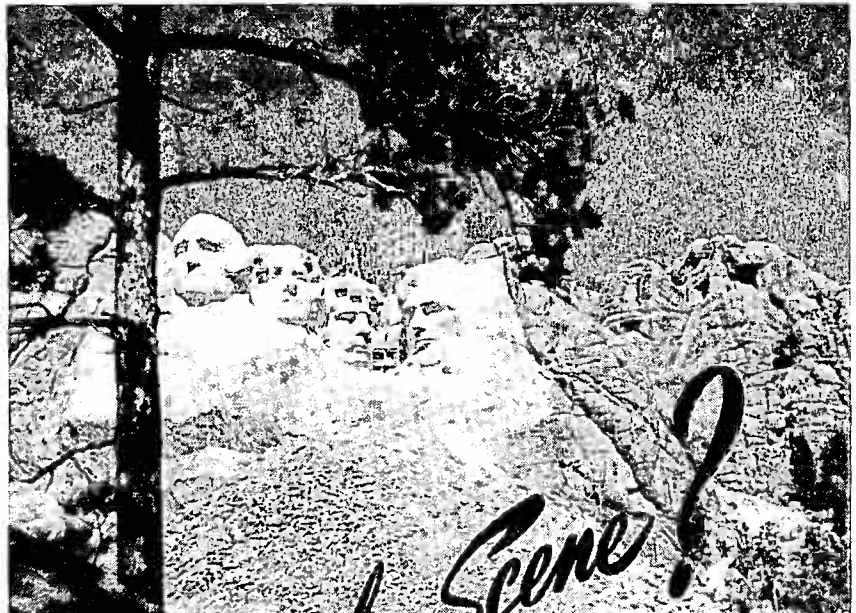
**ELECTRICAL TRANSCRIPTIONS**  
 Transcription library services available, rates on request.  
 Special transcriptions also available at cost plus handling.

**TALENT**  
 Three piece old time orchestra; seven piece modern dance band; vocalists; instrumentalists; 25 to 60 piece band available, per man, per hour 1.00.

**REMOTE CONTROL**  
 Details on request.

**SERVICE FACILITIES**  
 Services of production department for program ideas fitted to local needs. Merchandising services available at cost plus 10% includes display, theatre tie-ins, etc.

(This listing continued on next page)



*Bismarck Scene?*

Everyone knows that Rushmore Memorial is in South Dakota's beautiful Black Hills . . . 325 miles from Bismarck. But in terms of listening habits and sales results, it's in Bismarck's front yard!

No other station covers the wealthy Black Hills market, as does KFYZ . . . in fact, KFYZ is DOMINANT in dozens of similarly rich markets in the Great Northwest.

May we show the proof? . . . there's plenty of it.

Ask any John Blair man.

**KFYZ Bismarck**  
 550 Kilocycles • N. Dak. • 5000 Watts

**NORTH DAKOTA—Cont'd**

**DEVILS LAKE—Continued**  
**K D L R—Continued**

**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 transcription, using 33-1/8 and 78 r.p.m. turn-tables for vertical or lateral cut recordings.  
**Personnel**  
Manager—Bert Wlek.

**FARGO**  
(East County)  
**W D A Y**  
(Established 1922)



Rates effective April 15, 1942. (Card No. 15.)  
Owned and operated by WDAY, Inc. Affiliated with the Fargo Forum.  
Business Office and Studio—Black Building, Fargo, North Dakota.  
Transmitter—West of Fargo, 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.

Actual operating schedule: Sunday 7:00 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. 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 listing of Blue Network Company (Northwestern Group). Affiliated with Northwest Network.  
The following rates apply to National advertising. For retail rates consult station management.

**CLASS "A"**  
(6:30 p.m. to 10:00 p.m. daily)

	1	1/2	1/4	5	1	100	25
	hr.	hr.	hr.	min.	min.	ws.	ws.
1 time.....	160.00	96.00	64.00	34.00	18.00	15.00	12.00
26 times.....	152.00	91.20	60.80	32.30	17.10	14.25	11.40
52 times.....	148.00	88.80	59.20	31.45	16.65	13.88	11.10
65 times.....	144.00	86.40	57.60	30.60	16.20	13.50	10.80
130 times.....	136.00	81.60	54.40	28.90	15.30	12.75	10.20
156 times.....	128.00	76.80	51.20	27.20	14.40	12.00	9.60
260 times.....	120.00	72.00	48.00	25.50	13.50	11.25	9.00
312 times.....	112.00	67.20	44.80	23.80	12.60	10.50	8.40
468 times.....	108.00	64.80	43.20	22.95	12.15	10.13	8.10
624 times.....	104.00	62.40	41.60	22.10	11.70	9.75	7.80

**CLASS "B"**  
(12:00 noon to 1:00 p.m., 5:30 p.m. to 6:30 p.m. week days, 10:00 p.m. to 10:30 p.m. daily and 12:00 noon to 6:30 p.m. Sundays)

	1	1/2	1/4	5	1	100	25
	hr.	hr.	hr.	min.	min.	ws.	ws.
1 time.....	120.00	72.00	48.00	25.00	15.00	12.00	9.00
26 times.....	114.00	68.40	45.60	24.70	14.25	11.40	8.55
52 times.....	111.00	66.60	44.40	24.05	13.88	11.10	8.33
65 times.....	108.00	64.80	43.20	23.40	13.50	10.80	8.10
130 times.....	102.00	61.20	40.80	22.10	12.75	10.20	7.65
156 times.....	96.00	57.60	38.40	20.80	12.00	9.60	7.20
260 times.....	80.00	64.00	36.00	19.50	11.25	9.00	6.75
312 times.....	84.00	60.40	33.60	18.20	10.50	8.40	6.30
468 times.....	81.00	49.60	32.40	17.55	10.13	8.10	6.08
624 times.....	78.00	46.80	31.20	16.90	9.75	7.80	5.85

**CLASS "C"**  
(1:00 p.m. to 5:30 p.m. week days and 7:00 a.m. to 12:00 noon, 10:30 p.m. to 11:00 p.m. daily)

	1	1/2	1/4	5	1	100	25
	hr.	hr.	hr.	min.	min.	ws.	ws.
1 time.....	80.00	48.00	32.00	17.00	12.00	9.00	6.00
26 times.....	76.00	45.60	30.40	16.15	11.40	8.55	5.70
52 times.....	74.00	44.40	29.60	15.73	11.10	8.33	5.55
65 times.....	72.00	43.20	28.80	15.30	10.80	8.10	5.40
130 times.....	68.00	40.80	27.20	14.45	10.20	7.65	5.10
156 times.....	64.00	38.40	25.60	13.60	9.60	7.20	4.80
260 times.....	60.00	36.00	24.00	12.75	9.00	6.75	4.50
312 times.....	58.00	33.60	22.40	11.90	8.40	6.30	4.20
468 times.....	54.00	32.40	21.00	11.48	8.10	6.08	4.05
624 times.....	52.00	31.20	20.80	11.05	7.80	5.85	3.90

**CLASS "D"**  
(11:00 p.m. to 7:00 a.m. daily)

	1	1/2	1/4	5	1	100	25
	hr.	hr.	hr.	min.	min.	ws.	ws.
1 time.....	60.00	36.00	24.00	12.00	8.00	5.00	3.00
26 times.....	47.00	34.20	20.90	11.40	7.60	4.75	2.85
52 times.....	55.50	33.30	20.35	11.10	7.40	4.63	2.78
65 times.....	54.00	32.40	19.80	10.80	7.20	4.50	2.70
130 times.....	51.00	30.60	18.70	10.20	6.80	4.25	2.55
156 times.....	48.00	28.80	17.60	9.60	6.40	4.00	2.40
260 times.....	45.00	27.00	16.50	9.00	6.00	3.75	2.25
312 times.....	42.00	25.20	15.40	8.40	5.60	3.50	2.10
468 times.....	40.50	24.30	14.85	8.10	5.40	3.38	2.03
624 times.....	39.00	23.40	14.30	7.80	5.20	3.25	1.95

**FREQUENCY DISCOUNTS**  
Discounts apply on original contracts, extensions or renewals. Additional discounts so earned apply only from date of renewal.  
**SPECIAL FEATURES**  
News—Leased wire service available. Rates on request.  
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.  
Political talks and speeches take Class "A" rates from 8:00 p.m. to 12:00 midnight.  
**ELECTRICAL TRANSCRIPTIONS**  
Transcription library available.  
Regular rates apply.  
**TALENT**  
Additional charges for talent.  
**SERVICE FACILITIES**  
Services of station production department are offered to advertisers.  
**Contract and Other Requirements**  
Basic rates include charges 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.  
**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 programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-tables for both vertical and lateral cut recordings.  
**Personnel**  
President—E. C. Rolnke.  
Manager—Barney J. Lavin.  
Production Manager—Dave Henlev.  
Publicity Director—Mildred Gregerson.  
Program Director—Ken Kennedy.  
Representatives  
Free & Peters, Inc.

**"THIS HERE LITTLE NUMBER GITS AROUND  
PURTY GOOD—BUT IT AIN'T NOTHIN  
COMPARED TO THE WAY WDAY GITS  
AROUND THE RED RIVER VALLEY!"**



**WDAY**

**FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE  
AFFILIATED WITH THE FARGO FORUM  
FREE & PETERS, NAT'L REPRESENTATIVES**



**GRAND FORKS**  
(Grand Forks County)

**K F J M**

Owned by University of North Dakota.  
Studio—Woolworth Hall, University Campus, Grand Forks, N. D.  
Transmitter—University of North Dakota, Grand Forks, North Dakota.  
**Wave—Power—Time**  
Operating power—1,000 watts days; 500 watts nights.  
208.3 meters; 1440 kilocycles.  
Shares hours with station KJLO, Grand Forks, N. D.  
Actual operating schedule: 3:00 p.m. to 5:00 p.m.  
Does not operate during July, August or September.  
Does not sell time.

**K I L O**

(Established 1941)

Rates effective January 1, 1942.  
Owned and operated by Dalton LeMasurier.  
Business Office and Studio—First National Bank Bldg., Grand Forks, N. D., telephone 1200.  
Shares hours with station KFJM, Grand Forks, North Dakota.  
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.  
Actual operating schedule: July, August and September: Sundays 6:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight. Other months: Sundays 8:00 a.m. to 3:00 p.m. and 6:00 p.m. to 12:00 midnight; week days 7:00 a.m. to 3:00 p.m. and 6:00 p.m. to 12:00 midnight.  
**Agency Commission**  
Agency commission 15% to recognized advertising agencies. Only station time commissionable; no commission on talent, remote control installations or other extraneous items. No cash discount.  
All bills payable by 10th of month following broadcast.  
(This listing continued on next page)

NORTH DAKOTA—Cont'd

GRAND FORKS—Continued  
K I L O—Continued

General Advertising  
For combination rates see listings of Mutual Broadcasting System and North Central Broadcasting System (Mad River Valley 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 "A"  
(12:00 noon to 1:00 p.m. and after 6:00 p.m.)  
Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min) and rates for 1, 13, 26, 52, 104, 156, 208, 260, 312 times.

CLASS "B"  
(6:30 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)  
Table with columns for time slots and rates for 1, 13, 26, 52, 104, 156, 208, 260, 312 times.

SPECIAL FEATURES  
News, time signals, temperature, market and road reports—rates on request.

TALKS, SPEECHES, 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 laboratory service on request. Instantaneous recording equipment available.

TALENT  
Rates on request.

REMOTE CONTROL  
Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.

SERVICE FACILITIES  
Production, merchandising and continuity departments available to advertisers.  
Contract and Other Requirements  
Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by two week notice accompanied by certified check at short rate to date of last program.  
Contracts limited to one year. All programs and announcements subject to approval by station management.  
Program position subject to time available.  
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 lateral cut recordings.

Personnel  
Manager—Dalton LeMasurier.  
Commercial Manager—E. O. Hanson.  
Representatives  
Edward H. Wilson Company.

JAMESTOWN  
K S J B  
(Established 1937)

Rates effective June 1, 1942.  
Owned by the Jamestown Broadcasting Co., Inc.  
Studio—Midland Building, Jamestown, N. D.  
Transmitter—South 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 listings of Mutual Broadcasting System and Northcentral Broadcasting System (Dakota Group).  
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.

CLASS "A"  
(6:00 p.m. to 10:00 p.m.)  
Table with columns for time slots and rates for 1, 13, 26, 52, 104, 156, 208, 260, 312 times.

CLASS "B"  
(12:00 noon to 3:00 p.m. Sundays)  
Table with columns for time slots and rates for 1, 13, 26, 52, 104, 156, 208, 260, 312 times.

CLASS "C"  
(7:30 a.m. to 6:00 p.m. week days and 10:00 p.m. to 11:00 p.m. daily)  
Table with columns for time slots and rates for 1, 13, 26, 52, 104, 156, 208, 260, 312 times.

CLASS "D"  
(8:30 a.m. to 7:30 p.m. week days, 9:00 a.m. to 12:00 noon Sundays and 11:00 p.m. to 12:00 midnight daily)  
Table with columns for time slots and rates for 1, 13, 26, 52, 104, 156, 208, 260, 312 times.

SPECIAL FEATURES  
News, sports, time signals, market and road reports—rates on request.

TALKS, 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.

Contract and Other Requirements  
Advertising of alcoholic beverages other than beer, ale and wine not accepted.  
No contracts accepted for period longer than one year.  
All programs and announcements subject to approval by station management.

Closing Time  
Sponsored programs close one week in advance. Announcements, talks, speeches, etc., close 24 hours in advance.  
Programs close one week in advance of broadcast.

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 recordings, also 78 r.p.m. turn-tables.  
Personnel  
President—John W. Boler.  
Station Manager—E. Harland Ohde.  
Representatives  
Radio Advertising Corporation.

MANDAN  
(Morton County)  
K G C U  
(Established 1925)

Rates received August 5, 1940.  
Owned and operated by Mandan Radio Ass'n., Inc. Studios—Kennedy Furniture Company Bldg., Mandan and Patterson Hotel, Bismarck, North Dakota.  
Transmitter—On Memorial Highway, midway between Mandan and Bismarck, North Dakota.  
Wave—Power—Time  
Operating power—250 watts.  
(100% modulation).  
236.2 meters; 1270 kilocycles.  
Operates on regional channel.  
Operates unlimited time.  
Operates on Mountain War Time.  
Agency Commission  
Agency commission 15% to recognized agencies. No cash discount. All bills payable by the 10th 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 (Dakota Group).

(5:30 a.m. to 11:00 p.m.)  
Table with columns for time slots and rates for 1, 1/2, 1/4 hour and DISCOUNTS for 52, 104, 156 or more times.

ANNOUNCEMENTS  
Copy limited to 100 words; announcements made by studio announcer. Time of day subject to arrangements of station management.  
Commercial announcements: 6:00 a.m. to 11:00 p.m. Single announcements, 100 words, 3.00; 26 times, 50.00.  
DISCOUNTS  
13 times 5%  
26 times 10%  
52 times 20%  
POLITICAL SPEECHES  
Political speeches with musical program rate. Time subject to arrangement. All entertainment talent is extra and charges are not subject to discount or commissions.

TALENT  
Sponsor may furnish own talent or arrange through station. Orchestra of any size, soloists, and entertainers always available at net cost.

REMOTE CONTROL  
Wire and mechanical charges for remote control installations may be required in advance. Estimates will be given on request.

Contract and Other Requirements  
All contracts subject to approval by station management.

Rights reserved to refuse all announcements which do not, in the estimation of the management, maintain a level of quality and character creditable alike to the station and the advertiser.

Closing Time  
Closing date for sponsored programs one week in advance. For announcements, talks, speeches, etc., one day previous.

Personnel  
President—H. C. Schulte.  
Manager—W. C. Roerink.

MINOT  
(Ward County)  
K L P M  
(Established 1929)

Rates effective April 15, 1938. (Card No. 1.) Rev.  
Operated by John B. Cooley.  
Business Office and Studio—Fair Block, Minot, North Dakota, telephone 1267.  
Transmitter—Near Minot, Highway 52, S.E.

Wave—Power—Time  
Operating power—1,000 watts.  
(100% modulation—crystal control.)  
218.8 meters; 1390 kilocycles.  
Operates on regional channel.  
Licensed to operate unlimited time.  
Operates on Central War Time.

Agency Commission  
Agency commission 15% allowed agencies recognized by station. All bills payable by the 10th of the month. Only station time commissionable. No commission on talent, wire charges or other extraneous items.

General Advertising  
For combination rates see listings of Mutual Broadcasting System and North Central Broadcasting System (Dakota Group).

CLASS "A"  
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 12:00 midnight)  
Table with columns for time slots and rates for 1, 1/2, 1/4 hour, 5 minutes, 1 minute.

CLASS "B"  
(6:00 a.m. to 11:59 a.m. and 1:00 p.m. to 5:59 p.m.)  
Table with columns for time slots and rates for 1, 1/2, 1/4 hour, 5 minutes, 1 minute.

DISCOUNTS  
26 times 5%  
52 times 10%  
156 times 15%

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 talent 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.

REMOTE CONTROL  
Rates on request.

Contract and Other Requirements  
All programs, commercial, talks, and announcements subject to approval by station management. Right reserved to refuse all programs which do not, in estimation of management, maintain a level of quality and character creditable alike to the station and the advertiser.

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-ups.

Personnel  
Station Manager—C. W. Baker.  
Commercial Manager—E. H. Cooley.  
Representatives  
The Walker Company.

VALLEY CITY  
(Barnes County)  
K O V C  
(Established 1936)

Rates effective August 1, 1940.  
Owned and operated by KOVC, Inc. Business Office and Studio—Hotel Rudolf, Valley City, North Dakota, telephone 408.  
Transmitter—Hotel Rudolf, Valley City, N. D.

Wave—Power—Time  
Operating power—250 watts.  
201.3 meters; 1490 kilocycles.  
Licensed to operate unlimited time.  
Operates on Central War Time.

Agency Commission  
Agency commission 15% to recognized advertising agencies. No cash discount.  
(This listing continued on next page)

NORTH DAKOTA—Cont'd

VALLEY CITY—Continued
K O V C—Continued

General Advertising

The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for time slots (12:00 noon to 10:00 p.m., 7:00 a.m. to 12:00 noon, 6:00 p.m.) and rates for various durations (1, 1/2, 1/4 hour).

Table with columns for time slots (7:00 a.m. to 12:00 noon, 6:00 p.m.) and rates for various durations (1, 1/2, 1/4 hour).

Charged same as regular one time rates.

SPECIAL FEATURES Rates and details on request.

RECORDED PROGRAMS Transcription Library service available—rates and details on request.

TALENT Rates on application. All talent secured by station is available at net cost.

REMOTE CONTROL 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.

Contract and Other Requirements All programs, commercial talks and announcements subject to approval by station management.

Personnel Manager—Robert E. Ingstad.

OHIO

AKRON (Summit County)

W A D C (Established 1925)

Rates effective November 1, 1940. (Card No. 8.) Owned and operated by Allen T. Simmons. Mail all communications to P. O. Box 830, Akron, Ohio.

Main Office—Tallmadge, Ohio, Meadowbrook 3211. Studios—Tallmadge, Ohio, and Akron, Ohio.

Transmitter—Akron Cleveland Road.

Wave—Power—Time Operating power—5,000 watts. (100% modulation—crystal control.)

222.2 meters; 1350 kilocycles. Licensed to operate full time on cleared regional channel. Operates on Eastern War Time.

Actual operating schedule: Sundays 7:30 a.m. to 1:00 a.m. Week days 8:30 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 listing of COLUMBIA Broadcasting System (Basic Blue Network).

Table with columns for time slots (6:30 p.m. to 10:30 p.m., 6:00 p.m. to 6:30 p.m., 11:30 p.m. daily, 12:30 p.m. to 3:30 p.m. Sundays) and rates for various durations (1, 1/2, 1/4 hour).

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)

Table with columns for time slots (1, 1/2, 1/4 hour) and rates for CLASS "C".

CLASS "D" (12:00 midnight to 9:00 a.m. daily)

Table with columns for time slots (1, 1/2, 1/4 hour) and rates for CLASS "D".

CLASS "D" (12:00 midnight to 9:00 a.m. daily)

Table with columns for time slots (1, 1/2, 1/4 hour) and rates for CLASS "D".

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP

Weather reports or time signals on regular announcement periods. Advertiser allowed 75 word announcement. Regular announcement rates apply.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT

Rates on request.

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 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 60 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.

Personnel Manager—A. T. Simmons.

Representatives George P. Hollingsbery Company.

W A K R (Established 1940)

BLUE NETWORK STATION

Rate card dated August 1, 1940.

Owned and operated by the Summit Radio Corp. Office and Studio—First-Central Tower, Akron, Ohio, telephone Hemlock 6151.

Transmitter—Four miles south of Akron, Ohio.

Wave—Power—Time Operating power—5,000 watts. 188.7 meters; 1500 kilocycles.

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

Actual operating schedule: Sunday 7:30 a.m. to 1:00 a.m. Week days 7:00 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 listing of Blue Network Company (Basic Blue Network).

Table with columns for time slots (6:30 p.m. to 10:30 p.m., 6:00 p.m. to 6:30 p.m., 11:30 p.m. daily, 12:30 p.m. to 3:30 p.m. Sundays) and rates for CLASS "A".

Table with columns for time slots (6:00 p.m. to 6:30 p.m., 11:30 p.m. daily, 12:30 p.m. to 3:30 p.m. Sundays) and rates for CLASS "B".

Table with columns for time slots (6:00 a.m. to 6:30 p.m., 11:30 p.m. daily, 12:30 p.m. to 3:30 p.m. Sundays) and rates for CLASS "C".

Table with columns for time slots (6:00 a.m. to 6:30 p.m., 11:30 p.m. daily, 12:30 p.m. to 3:30 p.m. Sundays) and rates for CLASS "D".

Table with columns for time slots (6:00 a.m. to 6:30 p.m., 11:30 p.m. daily, 12:30 p.m. to 3:30 p.m. Sundays) and rates for CLASS "E".

CLASS "D" (12:00 midnight to 9:00 a.m. daily)

Table with columns for time slots (1, 1/2, 1/4 hour) and rates for CLASS "D".

SERVICE FACILITIES

A complete merchandising 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 studios.

Contract and Other Requirements

Rates are for station use and services of the program department in arranging and presenting programs using station announcers. Talent is extra. All program and announcement material must conform to the standards of the station.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. turn-tables. Transcriptions and recordings not restricted to certain hours.

Personnel

President and General Manager—S. Bernard Beck. Commercial Manager—Ken Keegan.

Representatives

Spot Sales Inc.

W J W (Established 1926)

Rates revised September 1, 1942. Owned and operated by WJW Inc. Business Office and Studio—41 S. High Street, Akron, Ohio, Jefferson 6111.

Transmitter—41 S. High Street, Akron, Ohio.

Wave—Power—Time Operating power—250 watts. (C.P., 5,000 watts; 850 kilocycles.)

(100% modulation—crystal control.) 241.9 meters; 1240 kilocycles.

Licensed to operate full time. Operates on Eastern War Time.

Actual operating schedule: 24 hours daily.

Agency Commission Agency commission 15% to recognized advertising agencies. No commission on talent. No cash discount. Invoices mailed first day of month.

General Advertising For combination rates see listing of Mutual Broadcasting System. CLASS "A"

Table with columns for time slots (6:00 p.m. to 10:30 p.m., 12:00 noon to 10:30 p.m. Sundays) and rates for CLASS "A".

(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 daily)

Table with columns for time slots (1, 1/2, 1/4 hr) and rates for CLASS "A".

SPECIAL WEEKLY STRIP RATES

CLASS "A" (6:00 p.m. to 10:30 p.m. week days and 12:00 noon to 10:30 p.m. Sundays)

Table with columns for time slots (One hour, 3 times, 5 times, 6 times) and rates for CLASS "A".

One-half hour: 3 times, 5 times, 6 times

One-quarter hour: 3 times, 5 times, 6 times

Five minutes: 3 times, 5 times, 6 times

(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 daily)

Table with columns for time slots (One hour, 3 times, 5 times, 6 times) and rates for CLASS "B".

One-half hour: 3 times, 5 times, 6 times

Five minutes: 3 times, 5 times, 6 times

SPECIAL FEATURES

"Sleepwalkers Sorehead"—12:00 midnight to 7 a.m. daily. Class "B" rates less 50%.

RECORDED PROGRAMS Regular time charges apply to recorded programs. Not restricted to certain hours. Transcription Library service available—rates on request.

TALENT Rates on application.

REMOTE CONTROL Remote service for mobile and mobile and transmitters available—rates on request.

(This listing continued on next page)

OHIO—Continued

AKRON—Continued  
W J W—Continued

Contract and Other Requirements  
Advertising of alcoholic beverages 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. No blanket contract accepted. No contract accepted for longer period than one year. All contracts subject to cancellation unless the program starts within sixty days. All contracts subject to the owners' 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 notice accompanied by a certified check for short rates to 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. Service of program, advertising and continuity departments as well as announcing and operating staff in securing talent, arranging, presenting and advertising programs, together with fees charged for broadcasting by owners of music copyrights, are included without extra charge.

Closing Time  
Closing 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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical recordings.

Personnel  
Pres. & Gen'l Mgr.—Bill O'Neill.  
National Sales Director—Hal Waddell.  
Program Director—Frank Groszjan.  
Women's Program Director—Mary Jean Schultz.  
Musical Director—Everett Pritchard.  
Representatives  
Headley-Reed Company.

ASHTABULA

WICA  
(Established 1937)

Rate card undated—received March 16, 1938.

Owned and operated by WICA, Inc.  
Business Office and Studio—221 Center Street, Ash-  
tabula, Ohio.  
Transmitter—3-1/2 miles from Ashtabula on the Ash-  
tabula-Jefferson Road.

Wave—Power—Time  
Operating power—1,000 watts.  
309.3 meters; 970 kilocycles.  
Operates on Eastern War Time.  
Actual operating schedule: Sundays 8:00 a.m. to  
local sunset. Week days 7:00 a.m. to local sunset.

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  
1 hr. 13 wks. 26 wks. 52 wks.  
1 hour..... 60.00 57.00 54.00 51.00  
1/2 hour..... 36.00 34.20 32.40 30.60  
1/4 hour..... 22.50 21.38 20.25 19.20

Additional discounts for frequency of programs and special periods up to 15% for six broadcasts per week.

ANNOUNCEMENTS  
100 words or one minute electrical transcriptions 4.00  
Maximum words per announcement, 100; additional words take next higher rate. Minimum period, 1/2 minute. Price quoting permitted.

DISCOUNTS  
Contract must be completed within 52 weeks of start-  
ing date for discounts to be applicable. If contract is  
cancelled before completed, short rate charge will be  
made in accordance with applicable discount for num-  
ber of periods or announcements used. Each renewal  
or extension of a contract earns discounts applicable  
within one year, but retroactive discounts are appli-  
cable 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.

ELECTRICAL TRANSCRIPTIONS  
Transcription library services available. Rates on  
request. Instantaneous recording equipment available.

TALENT  
Rates on request.

REMOTE CONTROL  
Additional charges are made for programs originating  
outside of the studio.

SERVICE FACILITIES  
Services of station's artists' bureau available for  
selection of talent and building of program.

Contract and Other Requirements  
All contracts subject to the conditions of the standard  
AAAA contract form.  
All programs are subject to station approval, and  
must meet requirements of the Federal Communica-  
tions Commission and the National Association of  
Broadcasters' Code of Ethics.

Closing Time  
Closing time depends on type of program. Generally,  
one week is desired for musical or dramatic produc-  
tion.

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

Personnel  
Manager—R. B. Rowley.  
Representatives  
The Walker Company.

CANTON

(Stark County)

WBBC

(Established 1925)



Rates effective September 10, 1939. (Card No. 1.)  
Owned and operated by Ohio Broadcasting Company.  
Business Office and Studio—550 Market Ave., Canton,  
Ohio, telephone 7166.  
Transmitter—Lakeside Ave., 3 miles northwest of  
Canton.

Wave—Power—Time  
Operating power—250 watts.  
(100% modulation—crystal control.)  
243.9 meters; 1230 kilocycles.  
Licensed to operate full time.  
Operates on Eastern War Time.  
Actual operating schedule: 7:00 a.m. to 12:00 mid-  
night.

Agency Commission  
Agency commission 15% on time costs to recognized  
advertising agencies. No cash discount. Bills ren-  
dered monthly, payable 10th month prox.

General Advertising  
For combination rates see listing of Mutual Broad-  
casting 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 sched-  
ule 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 1.4; for 2  
hours by 1.6; for 2-1/2 hours by 1.8; for 3 hours  
by 2.

CLASS "A"  
(7:00 p.m. to 10:00 p.m. daily)  
1 hr. 13 wks. 26 wks. 52 wks. 100 ti. 300 ti.  
1 hour..... 100.00 55.00 50.00 45.00 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  
10 minutes 30.00 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 8.00 7.60 7.20 6.80 6.40 6.00

CLASS "B"  
(5:00 p.m. to 7:00 p.m. week days, 10:00 p.m.  
to 11:00 p.m. daily, and 12:00 noon to 7:00  
p.m. Sundays)  
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  
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 6.00 5.70 5.40 5.10 4.80 4.50

CLASS "C"  
(9:00 a.m. to 5:00 p.m. week days, 11:00 p.m.  
to 12:00 midnight daily, and 9:00 a.m. to  
12:00 noon Sundays)  
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 5.00 4.75 4.50 4.25 4.00 3.75

CLASS "D"  
(\*12:00 midnight to 9:00 a.m. daily)  
1 hour..... 40.00 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..... 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 3.00 2.85 2.70 2.55 2.40 2.25

(\*) Service available only if regularly scheduled  
program precedes or follows.

SPECIAL FEATURES  
Musical Clock Features—7:00 a.m. daily  
except Sunday. Rates include use of transcription  
library. Programs must be musical nature; six days  
weekly, no discount:  
1 hour program, per week..... 160.00  
1/2 hour program, per week..... 100.00  
1/4 hour program, per week..... 70.00  
100 times..... 22.50  
Regular announcement rates  
apply. Details on request. No talent surcharge.

News Programs—  
15 minute Newscasts: "A" "B" "C" "D"  
1 time..... 44.00 36.00 28.00 20.00  
13 times..... 41.80 34.20 26.00 19.00  
26 times..... 39.60 32.40 25.20 18.00  
52 times..... 37.40 30.60 23.80 17.00  
100 times..... 35.20 28.80 22.40 16.00  
300 times..... 33.00 27.00 21.00 15.00  
10 minute Newscasts:  
1 time..... 34.00 28.00 22.00 16.00  
13 times..... 32.30 26.60 20.90 15.20  
26 times..... 30.60 25.20 19.80 14.40  
52 times..... 28.90 23.80 18.70 13.60  
100 times..... 27.20 22.40 17.60 12.80  
300 times..... 25.50 21.00 16.50 12.00

ELECTRICAL TRANSCRIPTIONS  
Transcription library services available. Rates on  
request.

REMOTE CONTROL  
Additional charges for wire and mechanical equip-  
ment on programs originating outside of station  
studios.

SERVICE FACILITIES  
Merchandising facilities available at actual cost.

Contract and Other Requirements  
Advertising of spirituous beverages not accepted.  
Rates include studio facilities and an announcer.  
Talent and program services extra, unless otherwise  
specified. Contracts accepted for a maximum period  
of one year.  
Regulations governing WBBC contracts are standard  
conditions approved by the NAB. All programs must  
conform to standards of the station and subject to  
approval of management. All contracts and programs  
subject to governmental regulations or restrictions.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcrip-  
tion, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel  
General Manager—Felix Hinkle.  
Commercial Manager—Robert Fehlman.  
Chief Engineer—Kenneth Slikker.  
Representatives  
Burn-Smith Company, Incorporated.

CINCINNATI

(Hamilton County)

WCKY



Rates effective July 15, 1941. (Card No. 13.)  
Owned and operated by L. B. Wilson, Inc.  
Business Office and Studios—Hotel Gibson, Cincin-  
nati, Ohio, Cherry 6565.  
Transmitter—Crescent Springs, Kentucky (one mile  
from Cincinnati).

Wave—Power—Time  
Operating power—50,000 watts.  
(Directional antenna.)  
(100% modulation—crystal control.)  
196.1 meters; 1530 kilocycles.  
Operates on Eastern War Time.  
Licensed to operate full time on a cleared channel.  
Actually operating not less than 20 hours daily.

Agency Commission  
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  
For combination rates see listing of Columbia Broad-  
casting System (Basic Stations).  
The following rates are for national advertising. For  
local advertising rates consult station management.

CLASS  
(7:00 p.m. to 10:00 p.m.)  
Per week: 1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min.  
1 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 1,700.00 865.00 578.00 510.00 340.00  
5 times 2,000.00 1,020.00 680.00 600.00 400.00  
6 times 2,350.00 1,150.00 764.00 675.00 450.00  
7 times 2,625.00 1,340.00 892.00 787.50 525.00

CLASS "B"  
(10:00 a.m. to 4:00 p.m., 6:00 p.m. to 7:00  
p.m. to 10:00 p.m. to 10:30 p.m.)  
1 time 250.00 150.00 100.00 75.00 50.00  
2 times 475.00 285.00 190.00 142.50 95.00  
3 times 675.00 405.00 270.00 202.50 135.00  
4 times 850.00 510.00 340.00 255.00 170.00  
5 times 1,000.00 600.00 400.00 300.00 200.00  
6 times 1,125.00 675.00 450.00 337.50 225.00  
7 times 1,312.50 787.50 525.00 393.75 262.50

CLASS "C"  
(7:30 a.m. to 10:00 a.m., 4:00 p.m. to 6:00  
p.m. and 10:30 p.m. to 11:00 p.m.)  
1 time 150.00 90.00 60.00 45.00 30.00  
2 times 285.00 171.00 114.00 85.50 57.00  
3 times 405.00 243.00 162.00 121.50 81.00  
4 times 510.00 306.00 204.00 153.00 102.00  
5 times 600.00 360.00 240.00 180.00 120.00  
6 times 675.00 405.00 270.00 202.50 135.00  
7 times 787.50 472.50 315.00 236.25 157.50

CLASS "D"  
(11:00 p.m. to 7:30 a.m.)  
1 time 100.00 60.00 40.00 30.00 20.00  
2 times 190.00 114.00 76.00 57.00 38.00  
3 times 270.00 162.00 108.00 81.00 54.00  
4 times 340.00 204.00 136.00 102.00 68.00  
5 times 400.00 240.00 160.00 120.00 80.00  
6 times 450.00 270.00 180.00 135.00 90.00  
7 times 525.00 315.00 210.00 157.50 105.00

DISCOUNTS  
Continuous service discounts (not applicable to announ-  
cements):  
Less than 13 weeks None 39 to 51 weeks..... 15%  
13 to 25 weeks..... 5% 52 weeks..... 20%  
26 to 38 weeks..... 10%

ANNOUNCEMENTS  
CLASS "A"  
(6:01 p.m. to 10:29 p.m.)  
1 13 26 52 100 300 500  
ti. ti. ti. ti. ti. ti. ti.  
1 minute transcription or  
100 words 60.00 57.00 54.00 51.00 48.00 45.00 42.00  
30 words 50.00 47.50 45.00 42.50 40.00 37.50 35.00

CLASS "B"  
(8:59 a.m. to 8:01 p.m. and 10:29 p.m.  
to 11:01 p.m.)  
1 minute transcription or  
100 words 30.00 28.50 27.00 25.50 24.00 22.50 21.00  
30 words 20.00 19.00 18.00 17.00 16.00 15.00 14.00

CLASS "C"  
(11:01 p.m. to 8:59 a.m.)  
1 minute transcription or  
100 words 18.00 17.10 16.20 15.30 14.40 13.50 12.60  
30 words 14.00 13.30 12.60 11.90 11.20 10.50 9.80  
Additional discounts for 750 or more announcements  
under contract within one year.

SPECIAL FEATURES  
Leased wire news specially edited and prepared for  
5, 10, and 15 minute periods. Package rates for Mon-  
day through Saturday, cross-board periods quoted for  
six days per week at the four times per week rate.  
Subject to continuous service discounts. Availabilities  
on request.  
Sports: Scores, flashes, direct remote broadcasts,  
announcements and programs quoted at package rates.  
Prepared and broadcast by experienced sportscaster.  
Availabilities on request.  
Weather reports, temperature reports, time signals  
and other service features available at package rates.  
Availabilities on request.

ELECTRICAL TRANSCRIPTIONS  
Transcription library services available. Rates on re-  
quest.

SERVICE FACILITIES  
Complete merchandising service available at no addi-  
tional cost to sponsors of 26 or more consecutive  
15 minute programs. On smaller contracts, where de-  
sired, service is billed client at actual cost.

Contract and Other Requirements  
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 program  
originating outside the station studios and for pro-  
grams requiring special production. All programs  
must conform to the standards of the station.  
Station does not guarantee exact time for announce-  
ments but will meet advertiser's desire whenever  
feasible. Short rates will be charged back on all  
discounts not earned. The discount to which an ad-  
vertiser would otherwise be entitled will not be  
prejudiced if he is required by the station to re-  
linquish the time or times specified in his contract.  
(This listing continued on next page)

**CINCINNATI—Continued  
W C K Y—Continued**

**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**

President and General Manager—L. B. Wilson  
Sales Manager—Fred A. Palmer  
Publicity Director—John Murphy  
Public Relations Director—Thomas Wyatt  
Chief Engineer—C. H. Tompkins  
Contributory Editor—Elmer H. Dressman  
Program Director—Rex Davis  
Production Manager—Al Brand  
Station Promotion Manager—Margaret Dotson  
Sales Promotion Manager—George Moore  
Assistant Chief Engineer—Arthur Gillette  
Representatives—Free & Peters, Inc.

**WCPO**

(Established 1922)

Notes effective December 1, 1941. (Card No. 7)  
Operated by Scripps-Howard Radio, Inc. Affiliated with the Cincinnati Post.  
Studio and Advertising Offices—Keith Bldg., Cincinnati, Ohio, Main 8314.  
Transmitter—Daylight Building, 6th and Court, Cincinnati, Ohio.  
Wave—Power—Time  
Operating power—250 watts.  
(100% modulation—crystal control.)  
243.9 meters; 1230 kilocycles.  
Licensed to operate full time on local channel.  
Operates on Eastern War Time.  
Actual operating schedule: Sundays 7:00 a.m. to 12:15 a.m. Week days 6:30 a.m. to 12:15 a.m. except Saturday 6:30 a.m. to 3:00 a.m.

**Agency Commission**

Agency commission 15% on net time charges on station time only, providing remittance is made on or before 10th day of the month. No cash discount.

**General Advertising**

Includes charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

**CLASS "A"**  
(7:00 a.m. to 11:00 p.m.)

Less than 13 tl.	13 tl.	26 tl.	26 tl.	52 tl.	104 tl.	250 tl.
50 minutes	40.00	57.00	54.00	51.00	48.00	45.00
1 1/2 hour	45.00	42.75	40.50	38.25	36.00	33.75
1 1/4 hour	35.00	33.25	31.50	29.75	28.00	26.25
5 minutes	18.00	17.10	16.20	15.30	14.40	13.50

**CLASS "B"**  
(11:00 p.m. to 7:00 a.m.)

1 hour	11.00	10.00	9.00	8.00	7.00	6.00
1/2 hour	6.00	5.50	5.00	4.50	4.00	3.50
5 minutes	3.00	2.75	2.50	2.25	2.00	1.75

**ANNOUNCEMENTS**

**CLASS "A"**

5:00 p.m. to 11:00 p.m.	12:00 noon to 1:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)	120 wds.	60 wds.	15 wds.
1 time	13.00	11.00	9.00	
13 times	12.50	10.50	8.50	
26 times	12.00	10.00	8.00	
52 times	11.50	9.50	7.50	
104 times	11.00	9.00	7.00	
250 times	10.50	8.50	6.50	
500 times	10.00	8.00	6.00	
800 times	9.50	7.50	5.50	
1,200 times	9.00	7.00	5.00	
3,000 times	8.50	6.50	4.50	

**CLASS "B"**  
(7:00 a.m. to 12:00 noon, 1:00 p.m. to 5:00 p.m. week days; 7:00 a.m. to 12:00 noon Sundays)

1 time	11.00	9.00	8.00
13 times	10.50	8.50	7.50
26 times	10.00	8.00	7.00
52 times	9.50	7.50	6.50

104 times	123 wds.	60 wds.	15 wds.
250 times	2.50	1.75	1.25
500 times	2.25	1.50	1.00
750 times	2.00	1.25	0.75
1,200 times	1.75	1.00	0.50
2,000 times	1.50	0.75	0.25

**SPECIAL FEATURES**

Weeks Broadcasts: Baseball, Football, Boxing, wrestling—rates on request.

**PUBLIC SERVICE PROGRAMS**

News—Monday through Saturday every hour on the hour approximately 10 minutes. Cost includes base wire news and announcement. 7:00 a.m. 9:00 a.m. 10:00 a.m. 11:00 a.m. 1:00 p.m. 2:00 p.m. 3:00 p.m. 4:00 p.m. 5:00 p.m. 6:00 p.m. 7:00 p.m. 8:00 p.m. 9:00 p.m. and 10:00 p.m. 13 wks. 26 wks. 52 wks.  
Per week (6 broadcasts) 15.00 17.00 18.00  
Cost for three broadcasts weekly for all broadcasts except 6:00 a.m. 7:00 a.m. 11:00 p.m. and 12:00 midnight.

13 wks. 26 wks. 52 wks.  
Per week (2 broadcasts) 110.00 105.00 100.00  
(6:00 a.m. 7:00 a.m. 11:00 p.m. and 12:00 midnight)

Per week (6 broadcasts) 165.00 160.00 155.00  
Sunday news—8:00 a.m. and every hour to 12:00 midnight, approximately 10 minutes. Cost includes announcer and news:  
13 wks. 26 wks. 52 wks.  
Per week 40.00 37.50 35.00

**POLITICAL TALKS**

Political speeches, talks, sermons, addresses, etc. acceptable for broadcast provided station time is paid in advance of each presentation.

**TALENT**

Contracts 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 programs for reasons sufficient to the station.

Contracts are not assignable; are subject to state or 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 accident to performers or employees of the user while on the premises of station.

Station will not accept commercial programs or speeches discussing controversial subjects, except presentations by or for candidates for public office or representatives of duly recognized political parties.

**Closing Time**  
Talent programs close one week in advance of broadcast. Announcements, talks and recorded program 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 turn-table for vertical and lateral cut recordings.

**Personnel**  
Vice-Pres. & Gen'l Mgr.—M. C. Watters.  
Representatives  
The Branham Company.

**WKRC**  
(Established 1923)



**MUTUAL NETWORK**

Rates effective May 1, 1942. (Card No. 18.)  
Owned and operated by the Cincinnati Times-Star Business Office and Main Studio—Hotel Almas, W. H. Taft Bld. and Victory Parkway, Cincinnati Woodburn 0550.  
Transmitter—Hotel Almas, Wm. H. Taft Rd. a Victory Parkway, Cincinnati, Ohio.

**Wave—Power—Time**  
Operating power 5,000 watts days; 1,000 watts night (100% modulation—crystal control.)  
545.1 meters; 550 kilocycles.  
Licensed to operate full time on cleared region 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 15% on net time charges agencies recognized by station. No cash discount. Bills rendered weekly.

**General Advertising**  
For combination rates see listing of Mutual Broadcasting System.  
Fifteen minute programs limited to two minutes commercial.

**GENERAL BROADCASTING RATES**  
Without Talent—Gross

**CLASS "A"**  
(6:00 p.m. to 10:30 p.m.)

1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	250 tl.
1 hour	250.00	235.00	220.00	205.00	190.00
1/2 hour	150.00	135.00	120.00	105.00	90.00
1/4 hour	120.00	110.00	100.00	90.00	80.00
5 minutes	75.00	67.50	60.00	52.50	45.00

One minute announcement or transcription—30.00 28.50 27.00 25.50 24.00 22.50  
50 word announcement or 25 second transcription—22.00 21.00 20.00 19.00 18.00 17.00

**CLASS "B"**  
(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

1 hour	150.00	137.50	125.00	112.50	100.00
1/2 hour	90.00	82.50	75.00	67.50	60.00
1/4 hour	60.00	55.00	50.00	45.00	40.00
5 minutes	37.50	33.75	30.00	26.25	22.50

(This listing continued on next page)



**AL BLAND AND MOSE**  
in the  
*"Blandwagon"*  
DAILY  
**W C K Y**  
CINCINNATI



**OHIO—Continued**

**CINCINNATI—Continued**  
**W K R C—Continued**

1 tt.	13 tt.	26 tt.	52 tt.	104 tt.	260 tt.
One minute announcement or transcription	15.00	14.25	13.50	12.75	12.00
50 word announcement or 25 second transcription	11.00	10.50	10.00	9.50	8.50
CLASS "C" (11:00 p.m. to 9:00 a.m.)					
1 hour	90.00	82.50	75.00	67.50	60.00
1/2 hour	54.00	49.50	45.00	40.50	36.00
1/4 hour	36.00	33.00	30.00	27.00	24.00
5 minutes	22.50	20.25	18.00	15.75	13.50
One minute announcement or transcription	12.00	11.40	10.80	10.20	0.60
50 word announcement or 25 second transcription	8.00	8.50	8.00	7.50	7.00

**DISCOUNTS**  
Programs or announcements in various time brackets may be combined to earn frequency discounts. This does not apply to combining programs with announcements.

**RUN OF SCHEDULE ANNOUNCEMENTS**

CLASS "A"		500 tt.	1000 tt.
1 min. announcement or transcription	21.00	19.50	
50 word announcement or 25 second transcription	16.00	15.00	
CLASS "B"			
1 min. announcement or transcription	10.50	9.75	
50 word announcement or 25 second transcription	8.00	7.50	
CLASS "C"			
1 min. announcement or transcription	8.40	7.80	
50 word announcement or 25 second transcription	6.20	5.90	

**SPECIAL FEATURES**  
"The Women's Hour"—Participation Programs:  
1 tt. 13 tt. 26 tt. 52 tt. 104 tt. 260 tt.  
5 minutes 37.50 33.75 30.00 26.25 22.50 18.75  
One minute announcement or transcription 20.00 19.00 18.00 17.00 16.00 15.00  
**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.  
All programs and advertising copy subject to approval of station. Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract one year.

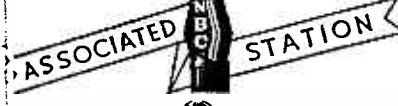
Contracts are not subject to cancellation on less than two weeks' written advance notice. Contracts cancelled are subject to short rate.

**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**  
General Manager—Ken Church.  
Commercial Manager—H. E. East.  
Program Director—Syd Cornell.

**Representatives**  
The Katz Agency, Inc.

**WLW**  
(Established 1921)



Rates effective February 1, 1941. (Card No. 18.)

Owned and operated by The Crosley Corporation  
Studio—1329 Arlington St., Cincinnati, Ohio. Kirby 8600.

Transmitter—Mason, Ohio.  
ave.—Power—Time

Operating power—50,000 watts.  
100% modulation.  
428.6 meters; 700 kilocycles.

Licensed to operate on nationally clear channel full time.  
Operates on Eastern War Time.

Actual operating time not less than 19 hours daily.  
Agency commission 15% on net charges for station time to recognized agencies. Cash discount none.

**General Advertising**  
For combination rates see listings of National Broadcasting Company (Basic Network) and Blue Network Company (Radio Blue Network).

Rates include charges by owners of music copyrights.  
**MUSICAL AND DRAMATIC PROGRAMS**  
ON CONTRACT

CLASS "A" (6:00 p.m. to 10:30 p.m.)	
1 hour	1,080.00
3/4 hour	810.00
1/2 hour	720.00
1/4 hour	470.00
CLASS "B" (10:30 p.m. to 11:00 p.m. week days and 12:00 noon to 3:00 p.m. Sundays)	
1 hour	810.00
3/4 hour	708.75
1/2 hour	540.00
1/4 hour	350.25

**CLASS "C"**  
(8:00 a.m. to 9:00 p.m. and 11:00 p.m. to 12:00 midnight daily and 9:00 a.m. to 12:00 noon Sunday)

1 hour	540.00
3/4 hour	472.50
1/2 hour	360.00
1/4 hour	230.50

**CLASS "D"**  
(12:00 midnight to 3:00 a.m.)

1 hour	360.00
3/4 hour	315.00
1/2 hour	210.00
1/4 hour	169.67

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

**DISCOUNT**  
Weekly volume discounts for 13 or more consecutive weeks broadcasting (applicable only to volume at basic rates).

Contracted volume of station time at basic rates:	Percentage Discount
1/4 hour:	
1 time per week	2-1/2%
2 times per week	7-1/2%
3 times per week	10%
4 times per week	12-1/2%
5 or more times per week	15%
1/2 hour:	
1 time per week	5%
2 times per week	10%
3 times per week	12-1/2%
4 or more times per week	15%
3/4 hour:	
1 time per week	7-1/2%
2 times per week	12-1/2%
3 or more times per week	15%
1 hour:	
1 time per week	7-1/2%
2 times per week	12-1/2%
3 or more times per week	15%

Discounts applicable to combinations of different length periods:

Two 1/4 hours and one 1/2 hour per week 10%

Three 1/4 hours and one 1/2 hour per wk. 12-1/2%

Discount applicable to other combinations of different length periods is the total of the discounts applicable to each period or combination of like periods except that 15% shall be the maximum discount allowable.

All contracts with the same advertiser may be combined for determining rate of discount.  
Annual rebate for 52 consecutive weeks broadcasting (applicable only to quoted rates).

A rebate will be allowed to the advertiser for each 52 weeks of consecutive broadcasting, said rebate to be 10% of the largest amount of weekly net time billing which has been common to each and every week of the 52 week period.

The rebate will be due and payable at the end of each 52 weeks of consecutive service. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the client's right to the rebate. That which constitutes a special event of importance will be determined solely by station.

**SPECIAL TRANSITIONAL RATES**  
These rates not subject to weekly volume discounts.  
(5:30 a.m. to 6:00 a.m.)

6 weekly, per week	1/2 hr.	1/4 hr.
	*800.00	*350.00
(6:00 a.m. to 6:30 a.m.)		
3 weekly, per week		310.00
6 weekly, per week	*700.00	*400.00
(6:30 a.m. to 7:00 a.m.)		
3 weekly, per week		350.00
6 weekly, per week	*850.00	*480.00
(7:00 a.m. to 7:30 a.m.)		
3 weekly, per week		407.00
6 weekly, per week		765.00

(This listing continued on next page)



**MORNING MERCHANDISE-ABLE AREA**

This is a market of 2,471,713 radio homes. The people who live here buy more drug and grocery products than are sold in the five boroughs of New York and the city of Chicago combined. A constantly increasing number of advertisers have found the morning audience a profitable field for exploitation over WLW, the dominant radio station in the area.



**CINCINNATI—Continued**  
**W. L. W.—Continued**

6:00 p.m. to 6:45 p.m. week days	915.00
2 weekly, per week	1,795.00
3 weekly, per week	2,692.50
6:15 p.m. to 7:00 p.m. week days	895.00
2 weekly, per week	1,890.00
3 weekly, per week	2,835.00
6:30 p.m. to 12:30 a.m.	430.00
2 weekly, per week	700.00
3 weekly, per week	1,050.00

Rate for four or five times per week pro rata to three time rate. Rate for seven times per week pro rata to six time rate.

**ANNOUNCEMENTS**  
Announcements available only under specific conditions. Rates on request.

**RECORDED PROGRAMS**  
Details on request.

**TALENT**  
Rates on application.

**REMOTE CONTROL**  
Special charge made for facilities when programs originate at points other than the station home 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.

**Contract and Other Requirements**  
All programs are subject to the program policies and to the approval of the station.

The first program must be presented within 80 days from date of contract.

Station reserves 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 discretion without liability, may take part of all of the time allotted to any of the programs contracted for, and in such cases, station will make no charge 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 license 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 all other types.

No contract will be accepted without the signature of an official of W.L.W.

**Closing Time**  
Closing date on musical content, 14 days before broadcast. Closing date on commercial copy, seven days before broadcast.

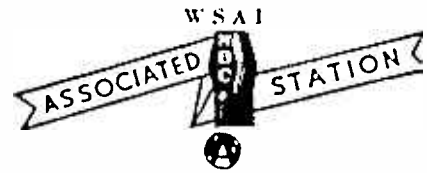
**Mechanical Program Equipment**  
Equipped to handle programs by electrical transcriptions, using 33-1/3 r.p.m. turn-tables for vertical or lateral recordings and 78 r.p.m. turn-tables for lateral recordings.

**Personnel**

- Vice-President and Gen. Mgr.—James D. Phouse.
- Vice Pres. & Gen'l Sales Mgr.—H. E. Dunville.
- Sales Manager—H. M. Smith.
- Promotional Director—M. E. Allison.
- Merchandising & Research Dir.—Heulah Strawray.
- Director of Drug Relations—J. E. Rudolph.
- Director of Grocery Relations—W. H. Oldham.
- Program Director—George C. Biggar.

**Branch Office**  
Chicago—300 N. Michigan Ave., Suite 0366.  
New York—430 Fifth Ave., Circle 6-1750.

**Representatives**  
West Coast—Spot Sales, Inc.



Station effective February 1, 1942, (Class B-1) Operated by (Cruze) (Cruze)-radio. Studio and Office—1213 AVENUE F. Cincinnati, Ohio. Kirby 2-2777.  
Transmitter: 300 Healey Units  
Wave—Power—Time  
Operating power—5,000 watts  
500.6 meters, 1250 kilocycles  
Licensed to operate full time on regional channel Operates on Eastern War Time Agency Commission

Agency Commission  
Agency Commission 15% to advertiser, agency and station time and talent. Cash discount 2% General Advertising.  
For contributor rates see list of National Broadcast Company, Blue Network and Blue Network Company (Blue Network).  
Rates include charges by carriers of music copyright. (CLASS B-1)

6:00 p.m. to 6:45 p.m.	Per week	—
1 hour	141	541
1 1/2 hour	246.75	973.50
1 1/4 hour	120.00	472.50
1 1/4 hour	80.00	315.00
5 minutes	40.00	157.50

<b>CLASS B-1</b>		
6:00 p.m. to 7:00 p.m.	Per week	—
1 hour	120.00	472.50
1 1/2 hour	72.00	283.50
1 1/4 hour	48.00	189.00
5 minutes	24.00	94.50

<b>CLASS C-1</b>		
6:00 p.m. to 11:00 p.m. and 7:00 a.m. to 9:00 a.m.	Per week	—
1 hour	80.00	315.00
1 1/2 hour	48.00	189.00
1 1/4 hour	32.00	126.00
5 minutes	16.00	63.00

<b>CLASS D-1</b>		
11:00 p.m. to 7:00 a.m.	Per week	—
1 hour	50.00	189.00
1 1/2 hour	35.00	136.50
1 1/4 hour	25.00	94.50

Two times per week charged pro rata to one time rate, four or five times per week pro rata to the time rate, seven or more times per week pro rata to six time rate.

**CONSECUTIVE WEEKLY DISCOUNTS**

Less than 13 weeks	No
13 to 25 weeks	5%
26 to 51 weeks	7-1/2%
52 weeks	10%

Programs and announcements cannot be combined into consecutive weeks discounts.

**ANNOUNCEMENTS**  
Announcements must run consecutive weeks to el maximum discounts.

Announcements are not sold on guaranteed basis (7:00 p.m. to 10:00 p.m.)

100 words on announcement periods when available	11
1 time	16.00
25 times	15.00
50 times	14.00

100 words on announcement periods when available	11
1 time	13.00
25 times	12.50
50 times	12.00

One minute announcements and one minute transcriptions or less accepted on announcement periods 100 word announcement rate.

**SPECIAL FEATURES**  
Station break announcements  
Between 6:30 p.m. and 10:30 p.m., one per day including Sunday, per week 75.00; or each, 12. Copy limited to 35 words including service rep. Before 6:30 p.m. and after 10:30 p.m., one including Sunday, per week 60.00; or each, 10. Copy limited to 35 words including service rep. Ten word or four second transcription. Minimum schedule of 30 announcements. Maximum of 50 announcements per week on 13 week contract. Schedule run of station time, morning, afternoon and night per announcement, 5.00.

**ELECTRICAL TRANSCRIPTIONS**  
Accepted at regular rates.

**REMOTE CONTROL**  
Extra charges are made for portions of programs originating outside the regular studios.

**SERVICE FACILITIES**  
The services of the station talent bureau, program department, musical, dramatic and literary plan departments, technical and announcing staffs for ranging and presenting programs are available without extra charge.

**Contract and Other Requirements**  
Advertising of alcoholic beverages not accepted, cepting beer and wine.  
Programs broadcast under contract only. Time counts only as provided for in above rates. These rates are for the facilities of the station. Announcements and talks accepted only when object matter is in the opinion of the station, genuine public interest. Representative from station staff of announcers serve all broadcast without extra charge.

Contracts are accepted for a maximum of one and program must start within 60 days of contract date. All contracts subject to the station approval and governmental regulations. Station rates and talent charges subject to change without notice.  
All programs subject to the approval of the station.  
Closing Time  
Program material must be arranged one week 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.  
(This listing continued on next page)

# WSAI IS A GOOD RADIO STATION IN A FINE MARKET

**WSAI**  
CINCINNATI'S OWN STATION  
NBC & BLUE NETWORKS—5000 Watts Day and Night  
Represented by Spot Sales, Inc.

**CINCINNATI—Continued**  
**W S A I—Continued**

Non using double turn-table for vertical or lateral cut recordings.  
Personnel  
Vice-President—James D. Shouse  
General Manager—Walter Callahan.  
Program Director—James Leonard.  
Representatives  
Spot Sales, Inc.

**CLEVELAND**

(Cuyahoga County)

**WCLE**

(Established 1927)

Rates effective September 1, 1941. (Card No. 15.)  
Owned and operated by The United Broadcasting Co.  
Business Office—Terminal Tower, Cleveland, Ohio.  
Studio—Hixbee Building, Cleveland, Ohio.  
Transmitter—Seven Hills, Ohio.  
Wave—Power—Time  
Operating power—500 watts.  
91.8 meters; 710 kilocycles.  
Operates on Eastern War Time.  
Actual operating schedule: From 7:00 a.m. to sunset.  
Agency Commission  
Agency commission 15% to recognized agencies. No cash discount. Talent net—not commissionable.  
General Advertising  
The following rates are for both local and national advertising.

Rates include all charges for music copyrights. Minute rates apply to a maximum of 100 words; chain breaks, 40 words.

**CLASS "B"**  
(12:00 noon to sign-off Sundays) 260 or more ti

1 ti.	13 ti.	26 ti.	52 ti.	156 ti.	more ti
1 hour....	188.75	131.85	124.90	117.95	111.00 104.10
1/2 hour....	83.25	75.10	74.95	70.80	66.60 62.45
1/4 hour....	55.50	52.75	49.95	47.20	44.40 41.65
10 minutes	41.65	39.60	37.50	35.40	33.35 31.25
5 minutes	27.75	26.40	25.00	23.60	22.20 20.85
1 minute or less.....	13.90	13.20	12.50	11.85	11.15 10.45
Participation announcement, 100 word maximum	10.45	9.95	9.40	8.90	8.40 7.85

**CLASS "C"**  
(12:00 noon to 2:00 p.m. and 4:00 p.m. to sign-off week days; 9:00 a.m. to 12:00 noon Sundays)

1 hour....	92.50	87.90	83.25	78.65	74.00 69.40
1/2 hour....	55.50	52.75	49.95	47.20	44.40 41.65
1/4 hour....	37.00	35.15	33.30	31.45	29.60 27.75
10 minutes	27.75	26.40	25.00	23.60	22.20 20.85
5 minutes	18.50	17.60	16.65	15.75	14.80 13.90
1 minute or less.....	9.25	8.80	8.35	7.90	7.40 6.95
Participation announcement, 100 word maximum	6.95	6.60	6.25	5.90	5.55 5.25

**CLASS "D"**  
(9:00 a.m. to 12:00 noon, 2:00 p.m. to 4:00 p.m. week days)

1 hour....	61.70	58.65	55.55	52.45	49.40 46.30
1/2 hour....	37.05	35.20	33.35	31.50	29.65 27.80
1/4 hour....	24.70	23.50	22.25	21.00	19.80 18.55
10 minutes	18.50	17.60	16.65	15.75	14.80 13.90
5 minutes	12.35	11.75	11.15	10.50	9.90 9.30
1 minute or less.....	6.20	5.90	5.60	5.30	5.00 4.65
Participation announcement, 100 word maximum	4.65	4.45	4.20	3.95	3.75 3.50

**CLASS "E"**  
(Sign-on to 9:00 a.m. week days and Sundays)

1 ti.	13 ti.	26 ti.	52 ti.	156 ti.	260 or more ti.
1 hour....	46.25	43.95	41.65	39.35	37.00 34.70
1/2 hour....	27.75	26.40	25.00	23.60	22.20 20.85
1/4 hour....	18.50	17.60	16.65	15.75	14.80 13.90
10 minutes	13.90	13.20	12.50	11.85	11.15 10.45
5 minutes	9.25	8.80	8.35	7.90	7.40 6.95
1 minute or less.....	4.65	4.45	4.20	3.95	3.75 3.50
Participation announcement, 100 word maximum	3.50	3.35	3.15	3.00	2.85 2.65

**SPECIAL FEATURES**  
Time Signals and Weather Forecasts: Three announcements each day, one morning, one afternoon, one evening, run of schedule, per month, \$25.00. This is a flat rate and carries no quantity discounts. Broadcasts extending over a period of two hours or more—rates on request.

**POLITICAL RATES**  
Rates on request. **TALENT**  
Rates on request.

**REMOTE CONTROL**  
Cost of lines and facilities additional.  
**SERVICE FACILITIES**  
Station's program department, artists bureau, staff engineers, and announcers' services, merchandising department and publicity department at no extra charge. Special merchandising at station cost.

**Contract and Other Requirements**  
Advertising of light wines and beer accepted. Rates are for station time and service of an announcer. Talent is extra. Contracts not accepted for a period longer than one year. First program must be presented within 30 days from date of contract.

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

**Personnel**  
General Manager—H. K. Carpenter.  
Sales Manager—K. K. Haskathorn.  
Promotion Manager—Robt. Greenberg.  
Representatives  
Radio Advertising Corporation.

**WGAR**

(Established 1930)



Rates effective April 1, 1939. (Card No. 9.)  
Owned and operated by the WGAR Broadcasting Co.  
Business Office and Studio—Hotel Statler, 12th and Euclid Ave., Cleveland, Ohio, Prospect 02th.  
Transmitter—1000 Harvard Avenue, Cuyahoga Heights Village, Ohio.  
Wave—Power—Time  
Operating power 3,000 watts days; 1,000 watts nights. (50% modulation—crystal control.)  
202.7 meters; 1480 kilocycles.  
Licensed to operate full time on regional channel. Operates on Eastern War Time.  
Actual operating schedule: Daily 6:00 a.m. to 1:00 a.m.

**Agency Commission**  
Agency commission 15% to recognized advertising agencies. No cash discount. No discounts on talent. Bills rendered monthly, payable 10th of month prox.  
**General Advertising**

For combination rates see listing of Columbia Broadcasting System (Basic Network). Rates include all charges by owners of music copyrights. 45 minutes is 80% of the hour rate.

**CLASS "A"**  
(6:30 p.m. to 10:30 p.m. week days and Sundays) 300 ti.

1 ti.	13 ti.	26 ti.	52 ti.	100 ti.	ormore
1 hour....	350.00	332.50	315.00	297.50	280.00 262.50
1/2 hour....	210.00	193.50	180.00	173.50	168.00 157.50
1/4 hour....	140.00	133.00	126.00	119.00	112.00 105.00
10 minutes	105.00	99.75	94.50	89.25	84.00 78.75
5 minutes	70.00	66.50	63.00	59.50	56.00 52.50
1 minute	35.00	33.25	31.50	29.75	28.00 26.25

**CLASS "B"**  
(6:00 p.m. to 6:30 p.m. weekdays; 10:30 p.m. to 11:00 p.m. week days and Sundays, and 1:00 p.m. to 6:30 p.m. Sundays)

1 hour....	262.50	249.37	236.25	223.12	210.00 196.87
1/2 hour....	157.50	149.62	141.75	133.87	126.00 118.12
1/4 hour....	105.00	99.75	94.50	89.25	84.00 78.75
10 minutes	78.75	74.81	70.87	66.94	63.00 59.06
5 minutes	52.50	49.87	47.25	44.62	42.00 39.37
1 minute	26.25	24.94	23.62	22.31	21.00 19.69

**CLASS "C"**  
(9:00 a.m. to 6:00 p.m. week days; 9:00 a.m. to 1:00 p.m. Sundays and 11:00 p.m. to 12:00 midnight week days and Sundays)

1 hour....	175.00	166.25	157.50	148.75	140.00 131.25
1/2 hour....	105.00	99.75	94.50	89.25	84.00 78.75
1/4 hour....	70.00	66.50	63.00	59.50	56.00 52.50
10 minutes	52.50	49.87	47.25	44.62	42.00 39.37
5 minutes	35.00	33.25	31.50	29.75	28.00 26.25
1 minute	17.50	16.62	15.75	14.87	14.00 13.12

**CLASS "D"**  
(\*12:00 midnight to 9:00 a.m. week days and Sundays)

1 hour....	87.50	83.12	78.75	74.37	70.00 65.62
1/2 hour....	52.50	49.87	47.25	44.62	42.00 39.37
1/4 hour....	35.00	33.25	31.50	29.75	28.00 26.25
10 minutes	26.25	24.94	23.62	22.31	21.00 19.69
5 minutes	17.50	16.62	15.75	14.87	14.00 13.12
1 minute	8.75	8.31	7.87	7.43	7.00 6.56

(\* Service available only if a regularly scheduled program precedes or follows.  
For periods of more than one hour on all schedules shown, multiply the hour rate by 1.4 for one and a half hours; by 1.6 for two hours; by 1.8 for two hours and a half; and by 2 for three hours.

**SPECIAL FEATURES**  
"The Clockwatchers"—6:00 a.m. to 9:00 a.m. Monday through Saturday. Rates include transcriptions. Rates are net (not subject to frequency discounts).

1 hour, per week.....	350.00
1/2 hour, per week.....	210.00
1/4 hour, per week.....	140.00

(This listing continued on next page)



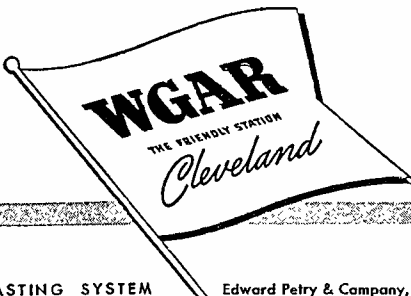
**Christmas furlough... on wax!**

is a long way from the South Pacific to the picky state. But the boys of Ohio's 37th came home for Christmas anyhow. Not in person... but on records which arrived at WGAR just before the holidays.

When the division sailed for foreign shores, it was packed along modern, portable, recording equipment... agreed to ship platters back for broadcasting to the home folks through WGAR. By the time the transcriptions arrived, the War Department had restricted local broadcasting... but said "yes" to a special playing for an approved audience. And

so, at a private party held by WGAR for relatives and friends of Ohio's Jap hunters, the boys came home for Christmas... on wax!

Bringing Johnny Doughboy's "hello" to Mom, his plea to "send one of those big chocolate cakes," and his best regards to "the girl with all the freckles"—this may not be the duty of a radio station. But, it was our privilege and our pleasure!



COLUMBIA BROADCASTING SYSTEM  
A. Richards, President... John F. Palt, Vice President and General Manager

Edward Petry & Company, Inc.  
National Representative

OHIO—Continued

CLEVELAND—Continued  
W G A R—Continued

"Huth Merriam Wells"—9:30 a.m. to 9:45 a.m., Monday through Friday; Women's feature. Participating sponsorships available. Regular announcement rates apply.

RECORDED PROGRAMS

No service charge. TALENT Artists bureau available. Rates on request. Line costs plus monthly service charges. Rates on application. Public address equipment rates on request.

SERVICE FACILITIES

Merchandising department available. Contract and Other Requirements Advertising of alcoholic beverages not accepted. All acceptable accounts are subject to the same rates. Rates are for regular facilities of the station; talent is extra. Regulations governing station contracts are standard conditions approved by the N. A. B. All programs must conform to standards of the station; subject to approval of management. All contracts and programs subject to governmental regulations or restrictions. Advertiser cannot cancel a contract until after program has been on the station for 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

Vice-President and Manager—John F. Patt. Sales Manager—Harry Camp.

Representatives

Edward Petry & Company, Inc.

WK

(Established 1921)

Rates effective September 1, 1941. (Card No. 15.)

Owned and operated by The United Broadcasting Co. Business Office—Terminal Tower, Cleveland, O., Prospect 5800. Studio—Hixbee Building, Cleveland, Ohio. Transmitter—Seven Hills, Independence, Ohio.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation—crystal control.) 211.3 meters; 1420 kilocycles. Licensed to operate on cleared regional channel. Operates on Eastern War Time. Actual operating schedule: 7:00 a.m. to 12:00 midnight daily.

Agency Commission

Agency commission 15% to recognized agencies. No cash discount. Talent net—not commissionable.

General Advertising

For combination rates see listings of Blue Network Company (Basic Blue Network) and Mutual Broadcasting System. The following rates apply to both national and local advertising. Rates include all charges for music copyrights. Minute rates apply to a maximum of 100 words; chain breaks, 40 words.

CLASS "A"

(7:00 p.m. to 10:30 p.m. week days; 6:00 p.m. to 10:30 p.m. Sundays)

Table with 5 columns: Time slot, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, or less. Rates range from 34.00 to 255.00.

CLASS "B"

(6:00 p.m. to 7:00 p.m. week days and 12:00 noon to 6:00 p.m. Sunday)

Table with 5 columns: Time slot, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, or less. Rates range from 34.00 to 255.00.

CLASS "C"

(10:00 a.m. to 12:00 noon, 4:30 p.m. to 6:00 p.m., 10:30 p.m. to 11:00 p.m. week days; 10:00 a.m. to 12:00 noon, 10:30 p.m. to 11:00 p.m. Sunday)

Table with 5 columns: Time slot, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, or less. Rates range from 17.00 to 177.50.

CLASS "D"

(9:00 a.m. to 10:00 a.m., 12:00 noon to 4:30 p.m. week days, and 9:00 a.m. to 10:00 a.m. Sunday)

Table with 5 columns: Time slot, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, or less. Rates range from 8.50 to 113.35.

CLASS "E"

(11:00 p.m. to 9:00 a.m. week days and Sundays)

Table with 5 columns: Time slot, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute, or less. Rates range from 8.50 to 85.00.

SPECIAL FEATURES

Time Signals and Weather Forecasts: Three announcements daily, run of schedule (one each morning, afternoon and night), seven days weekly; per month, flat 800.00. This rate is flat and carries no quantity discounts. Special Events, such as sports broadcasts, symphonies, operas, etc., covering a period of about two hours—rates on request.

POLITICAL TALKS

Rates on application.

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply.

TALENT

Rates on application.

REMOTE CONTROL

Cost of lines additional.

SERVICE FACILITIES

Assistance of station artists' bureau, program department, staff announcers, merchandising and publicity department is included in station time charges. Special merchandising at cost.

Contract and Other Requirements

Advertising of light wine and beers accepted. Rates are for station time, services of announcer. Talent 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 separately. No combination of announcements and programs will be permitted for purposes of securing a greater frequency discount than would otherwise be obtainable. Daytime and nighttime announcements may be combined to earn a frequency discount.

Closing Time

Continuity must be in hands of program department at least 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.

Personnel

General Manager—H. K. Carpenter. Sales Manager—K. K. Hackathorn. Promotion Manager—Robert Greenberg.

Representatives

Paul H. Raymer Company.

WTAM

(Established 1923)



Rates effective January 1, 1942. (Card No. 10.)

Owned and managed by National Broadcasting Co. Studios and Offices—NBC Building, Cleveland, Ohio, Cherry 0942.

Wave—Power—Time

Operating power—50,000 watts. (100% modulation—crystal control.) 273.7 meters; 1100 kilocycles. Licensed to operate on clear channel full time. Operates on Eastern War Time. Actual operating schedule: Sunday, 6:59 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 program charges. No cash discount. 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 after January 1, 1942, at rates on the card 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 on the card will apply to extensions of said commitments for any period or periods up to and including December 31, 1942, 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 determined 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 listing of National Broadcasting Company (Basic Network). The following rates include charges by owners of music copyrights from whom NBC has blanket licenses. Rates for periods longer than one hour are in exact proportion to the corresponding one hour rate.

CLASS "A"

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

Table with 5 columns: Time slot, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes. Rates range from 147.00 to 300.00.

CLASS "B"

(12:00 noon to 6:00 p.m. Monday only)

Table with 5 columns: Time slot, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes. Rates range from 75.00 to 375.00.

CLASS "C"

(11:00 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m. (exclusive of Monday afternoon))

Table with 5 columns: Time slot, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes. Rates range from 50.00 to 250.00.

CLASS "D"

(12:00 midnight to 9:00 a.m.)

Table with 5 columns: Time slot, 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes. Rates range from 50.00 to 167.00.

CLASS "E"

SERVICES

Time Signals: Each service exclusive to one advertiser.

6:00 p.m. to sign-off, seven nights weekly—Two 20 words, two 10 word announcements nightly. One of these signals to be scheduled between 6:00 p.m. and 6:30 p.m. or at 10:30 p.m. or at soon thereafter as schedule permits. The actual time and spelling of a name are each counted as one word. This service available only to time piece manufacturers or those who regularly furnish a time service to the public. Per week \$25.00. Sign-on to 6:00 p.m., seven days weekly—Three 20 word, two 10 word announcements daily. The actual time and spelling of a name are each counted as one word. Per week \$12.50.

Weather Reports, Temperature Reports—Each service broadcast once in each service period.

Rates are computed on basis of one announcement daily, six days weekly. Clients may contract for only one service in each service period. Service consists of feature plus a 100 word commercial announcement: Evening, per week 250.00. Daytime, per week 125.00.

Electrically transcribed announcements not acceptable in connection with the above services.

Musical Club—Broadcast prior to 9:00 a.m., Monday through Saturday.

Radio Night Club—Broadcast between 11:15 p.m. and 12:00 midnight.

Program cost includes staff announcer, transcriptions and/or records. If live talent is desired to substitute, separate program charges will be made. The following rates apply to both Musical Club and Radio Night Club: Time cost Program cost

Table with 3 columns: Time slot, Gross per week, Net per week. Rates range from 60.00 to 150.00.

If any part of any of the above services is available, the advertiser will be billed pro rata for the remainder of the service.

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D" and "E."

Weekly Dollar Volume Discounts

Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value a local time at gross rates:

Table with 3 columns: Less than 100.00 weekly, 100.00 or more but less than 200.00 weekly, 200.00 or more but less than 300.00 weekly, 300.00 or more but less than 400.00 weekly, 400.00 or more but less than 500.00 weekly, 500.00 or more but less than 600.00 weekly, 600.00 or more per week. Rebates range from 2-1/2% to 15%.

Rebates for Consecutive Weeks

26 to 38 consecutive weeks 7-1/2%  
39 to 51 consecutive weeks 10%  
52 or more consecutive weeks 15%

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 in schedule. The rebate will be due as contracts become firm for 26, 39 or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitutes a new contract and will establish separate rebate years, thereby earning their own rebates based on the number of consecutive weeks used.

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. Gross billing after deduction of percentage discount, 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. All concurrent local contracts for the same advertiser at the rates listed under Classes "A," "B," "C," "D" and "E" may be combined in determining the rate of the Dollar Volume Discount. Discounts effective from beginning of service only. Firm contracts or as contracts become firm.

(This listing continued on next page)

CLEVELAND—Continued

W T A M—Continued

ANNOUNCEMENTS AND COOPERATIVE

Frequency rates are based on number used during a 3 month period and become effective from beginning of service only on firm contracts or as contracts become firm. Cooperative Feature and daytime announcements (prior to 6:00 p.m.) may be combined to earn lower frequency rates. Announcements scheduled after 6:00 p.m. may not be combined with daytime service to earn lower frequency rates, but when advertiser contracts for both daytime and evening service within a 12 month period, the lowest frequency rate earned by one service (daytime or evening) will apply to the other service.

Announcements (6:00 p.m. to 11:00 p.m.) 100 300 tl. 1 tl. 10 tl. 25 tl. 50 tl. 100 tl. or more

Cooperative Feature Woman's Club of the Air—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.

Participation (30.00 28.50 27.00 25.50 24.00 22.50) Program and talent cost. per participation, 5.00.

ELECTRICAL 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.

Contract and Other Requirements All acceptable accounts are subject to the same terms. No periods are sold in bulk for resale. Advertiser 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.

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. Lectures and educational talks are not accepted between 8:00 p.m. and 12:00 midnight except by special arrangement. Time of broadcast subject to change to other periods on 30 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 lateral and vertical 33-1/8 or 78 r.p.m. turn-tables.

Personnel General Manager—Vernon Pribble. Manager Sales Department—Howard Barton.

Representatives National Broadcasting Company, Inc.

COLUMBUS

(Franklin County)

WBNS

(Established 1921)

Rates effective January 1, 1940. Owned and operated by WBNS, Inc., Columbus, Ohio. Business Office and Studio—33 N. High Street, Columbus, Ohio. Transmitter—1037 Barnett Road, Columbus, Ohio.

Wave—Power—Time Operating power 5,000 watts days; 1,000 watts nights. (100% modulation.) 205.5 meters; 1480 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 15% to recognized advertising agencies. Commission also applies on talent if WBNS bills for talent. No cash discount.

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 advertising.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 minutes) and rates for various periods (After 6:00 p.m., Before 6:00 p.m.).

ANNOUNCEMENTS

Table with columns for time slots (1 time, 13 times, 28 times) and rates for various periods (6:00 p.m. to 11:00 p.m., 1:00 p.m. Sundays).

Table with columns for time slots (1 time, 13 times, 28 times) and rates for various periods (All other hours).

Table with columns for number of announcements (1 announcement, 2 announcements) and rates for various periods (After 6:00 p.m., Before 6:00 p.m.).

SPECIAL FEATURES

Early Worm and Round Robin Review—Participation programs. Talent charges on request.

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT

Rates on request. Contract and Other Requirements Rates quoted include time on the air, facilities of the station in arranging programs, preparing announcements, securing talent, services of staff announcers, giving publicity to programs and fees charged for copyrighted music.

Rates do not include the cost of talent, traveling expenses, tolls and mechanical expenses for remote control, such as installation and rental of lines. No contract accepted for longer than one year. All contracts subject to cancellation unless program starts within 80 days. Contracts, unless otherwise agreed, subject to cancellation by 30 day advance written notice accompanied by a certified check for short rates to the date of cancellation. All orders for advertising subject to the station's approval as to continuity, music, program arrangement, etc.

Closing Time Talent 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 33-1/8 and 78 r.p.m. turn-tables for both vertical and lateral cut recordings.

Personnel General Manager—Edgar T. Wolfe. Sales Director—W. I. Orr. National Sales Manager—Don S. Burrows. Promotion Manager—Jim Yertan.

Representatives John Blair & Company.

WCOL

(Established 1924)

Rates effective February 1, 1941. Owned and operated by WCOL, Inc. Business Office and Studio—33 N. High St., Columbus, Ohio. Transmitter—33 N. High Street, Columbus, Ohio.

Wave—Power—Time Operating power—250 watts. (100% modulation—temperature control.) 243.9 meters; 1230 kilocycles. Licensed to operate full time on cleared local channel. Operates on Eastern War Time. Actual operating schedule: 6:00 a.m. to 1:00 a.m.

Agency Commission Agency commission 15% to recognized agencies; no cash discount. No commission on talent.

General Advertising For combination rates see listings of National Broadcasting Company (Basic Network) and Blue Network Company (Basic Blue Network). Rates include charges by owners of music copyrights. The following rates are for national advertising.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.) and rates for various periods (6:00 p.m. to 11:00 p.m., 1:00 p.m. Sundays).

SPOT ANNOUNCEMENTS

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.) and rates for various periods (6:00 p.m. to 11:00 p.m., 1:00 p.m. Sundays).

(All other hours) Each 7.50 7.25 6.75 6.25 5.75 5.25 5.00

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP

Markets and domestic service periods on application.

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply. Not restricted to certain hours. TALENT Rates on application.

REMOTE CONTROL

Any desired arrangements for remote control broadcasts can be made.

Contract and Other Requirements Rates are for facilities of station only. Talent is extra. Service of program and advertising departments as well as announcing and operating staff in securing for broadcasting by owners of music copyrights are included. All programs and announcements are subject to approval by the station management. All wire and mechanical charges for remote control are billed at cost. All proposals subject to prior bookings. All contracts subject to station's approval and governmental regulations. The station owners reserve the right to refuse any contract for reasons satisfactory to themselves.

Closing Time Closing date is two weeks in advance of program in order to secure program schedule publicity. Announcements close 24 hours 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 vertical and lateral recordings.

Personnel General Manager—Neal Smith. Promotion Manager—Wally Beavers.

WHKC

(Established 1921)

Rates effective December 1, 1939. Owned and operated by United Broadcasting Co. Business Office and Studio—22 East Gay Street. Transmitter—Obetz Road, Columbus, Ohio.

Wave—Power—Time Operating power—500 watts. (100% modulation.) 468.8 meters; 640 kilocycles. Licensed to operate limited time on cleared national channel. Operates on Eastern War Time. Actual operating schedule: Station begins broadcasting at 6:00 a.m. Sign-off schedule is: January 9:00 p.m., February 9:30 p.m., March 10:00 p.m., April 10:30 p.m., May 10:45 p.m., June 11:00 p.m., July 11:00 p.m., August 10:45 p.m., September 10:00 p.m., October 9:15 p.m., November 8:45 p.m., December 8:45 p.m.

Agency Commission Agency commission 15% to recognized agencies. No cash discount. No commission on talent.

General Advertising For combination rates see listing of Mutual Broadcasting System.

The following rates are for both local and national advertising. Broadcasts extending over a period of two hours or more—rates on request. Minute rates allow for a maximum of 100 words. Chain breaks—maximum forty words.

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute) and rates for various periods (CLASS "B", CLASS "C", CLASS "D", CLASS "E").

(12:00 noon to 2:00 p.m., 4:00 p.m. to sign-off week days; 9:00 a.m. to 12:00 noon Sundays)

(12:00 noon to 2:00 p.m., 4:00 p.m. to sign-off week days; 9:00 a.m. to 12:00 noon Sundays)

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute) and rates for various periods (CLASS "D", CLASS "E").

(9:00 a.m. to 12:00 noon, 2:00 p.m. to 4:00 p.m. week days)

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 minutes, 5 minutes, 1 minute) and rates for various periods (CLASS "E").

Participation announcements, 100 word maximum 2.45 2.30 2.20 2.10 1.95 1.85

SPECIAL FEATURES

Time Signals and Weather Forecast: Three announcements daily, run of schedule (one each morning, afternoon and night), seven days weekly, per month, flat 300.00. Sponsorship of special events of outstanding public interest, such as athletic contests, parades, etc., covering a period of about two hours—rates on request.

POLITICAL TALKS

Rates on application.

ELECTRICAL TRANSCRIPTIONS

No extra charge. (This listing continued on next page)

**OHIO—Continued**

**COLUMBUS—Continued**

**W H K C—Continued**

**TALENT**

Rates on application.

**REMOTE CONTROL**

Add cost of lines and facilities.

**SERVICE FACILITIES**

Station maintains an Artists' Bureau, Program Department, Staff Announcers, Merchandising Department and Publicity 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; talent is extra. Subject to governmental restrictions.

**Closing Time**

Talent programs close two weeks in advance of broadcast. Announcements close one day in advance of broadcast. 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 turn-tables.

**Personnel**

General Manager—C. M. Everson.

Sales and Promotion Manager—H. H. Hoessly.

**Representative**

Radio Advertising Corporation.

**W O S U**



Owned and operated by Ohio State University.

**Wave—Power—Time**

Operating power—5,000 watts to local sunset at Dallas, Tex.

365.9 meters; 820 kilocycles.

Operates on Eastern War Time.

Actual operating schedule: May 6:15 a.m. to 9:15 p.m., June 6:00 a.m. to 9:30 p.m., July 6:15 a.m. to 9:30 p.m., August 6:45 a.m. to 9:15 p.m., September 7:15 a.m. to 8:30 p.m., October 7:45 a.m. to 8:00 p.m., November 8:15 a.m. to 7:30 p.m., December 8:45 a.m. to 7:15 p.m., January 9:00 a.m. to 7:45 p.m., February 8:30 a.m. to 8:15 p.m., March 7:45 a.m. to 8:30 p.m. and April 7:00 a.m. to 9:00 p.m.

Does not sell time.

**DAYTON**

(Montgomery County)

**WHIO**

(Established 1935)



Rates effective August 1, 1941. (Card No. 4.)

Owned and operated by Miami Valley Broadcast Corporation.

Business Office and Studio—45 S. Ludlow Street, Dayton, Ohio.

Transmitter—Hempstead Road, S. E. of Dayton, O.

**Wave—Power—Time**

Operating power—5,000 watts.

(100% modulation.)

232.6 meters; 1290 kilocycles.

Operates on Class 3A cleared regional channel.

Operates on Eastern War Time.

Actual operating schedule: 5:45 a.m. to 1:00 a.m.

**Agency Commission**

Agency commission 15% to recognized advertising agencies on net charges for station time. No cash discount. Bills rendered last 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 be used within one year from date 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 memoranda covering earned discounts are issued at the expiration of each invoice. Class "A" and "B" may be grouped for quantity discounts. Classes "C" and "D" are not to be grouped with any of the other classes.

CLASS "A"		(8:00 p.m. to 11:00 p.m.)	
	1 hr.	1/2 hr.	1/4 hr.
1 time	150.00	108.00	70.00
13 times	171.00	102.60	68.50
26 times	162.00	97.20	63.00
52 times	153.00	91.80	59.50
100 times	144.00	86.40	56.00
150 times	135.00	81.00	52.50
300 times	126.00	75.60	49.00

CLASS "B"		(8:00 a.m. to 6:00 p.m.)	
	1 hr.	1/2 hr.	1/4 hr.
1 time	90.00	54.00	35.00
13 times	85.50	51.30	33.25
26 times	81.00	48.60	31.50
52 times	76.50	45.90	29.75
100 times	72.00	43.20	28.00
150 times	67.50	40.50	26.25
300 times	63.00	37.80	24.50

CLASS "C"		(11:00 p.m. to 8:00 a.m.)	
	1 hr.	1/2 hr.	1/4 hr.
1 time	60.00	36.00	24.00
13 times	57.00	34.20	22.50
26 times	54.00	32.40	21.00
52 times	51.00	30.60	20.40
100 times	48.00	28.80	19.20
150 times	45.00	27.00	18.00
300 times	42.00	25.20	16.80

CLASS "D"		(6:00 p.m. to 11:00 p.m.)	
Announcements:	100 words	Max.	*Max.
1 time	20.00	16.00	
13 times	19.00	15.20	
26 times	18.00	14.40	
52 times	17.00	13.60	
100 times	16.00	12.80	
150 times	15.00	12.00	
300 times	14.00	11.20	

(All other hours)		10.00	8.00
1 time	10.00	8.00	
13 times	9.50	7.60	
26 times	9.00	7.20	
52 times	8.50	6.80	
100 times	8.00	6.40	
150 times	7.50	6.00	
300 times	7.00	5.60	

(\* Chain breaks.)

**ELECTRICAL TRANSCRIPTIONS**

Regular time charges apply. Transcription library available, rates on request.

**TALENT**

Musical and dramatic talent engaged for the advertiser at minimum prices.

**REMOTE CONTROL**

Complete facilities for remote pick-ups outside of studios. Expense for such pick-ups is charged at cost.

**SERVICE FACILITIES**

Station maintains a program department, staff announcers, merchandising department and publicity department whose services, to a reasonable extent are available at no additional charge. Window display space furnished to program accounts without cost.

**Contract and Other Requirements**

Advertising of alcoholic beverages accepted subject to approval of station management.

No contracts accepted for longer period than one year. Contracts subject to station management's approval and governmental regulations.

Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

Where 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.

Verbal agreements of any kind made with or by its representatives are not binding on station. Written contract constitutes sole agreement between station and advertiser.

**Mechanical Program Equipment**

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

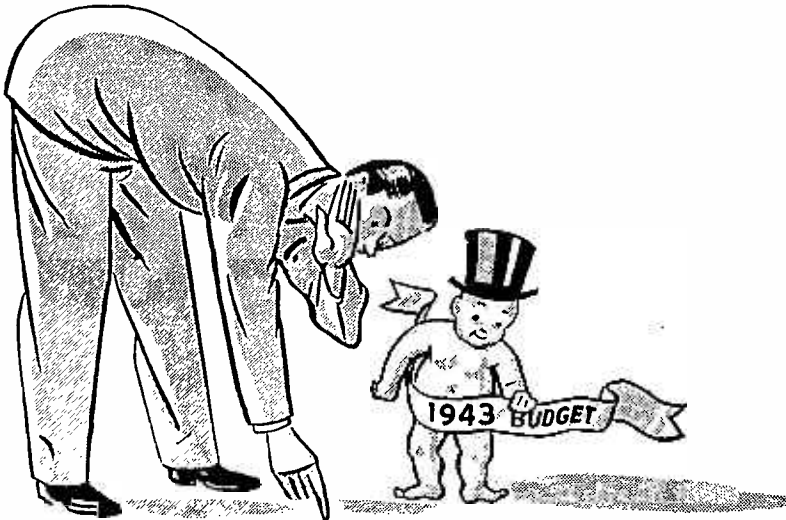
**Personnel**

President—James M. Cox, Jr.  
General Manager—James M. Le Gato.  
Commercial Manager—Robert H. Moody.

**Representatives**

George P. Hollingbery Company.

**"and when it's Dayton  
you're after, remember--"**



**WHIO IS  
THE DAYTON MARKET**

5000 WATTS—BASIC CBS • G. P. Hollingbery Co., Representatives

**DAYTON—Continued**  
**WING**

(Established 1922)

Rates effective March 1, 1941. (Card No. 4.)  
Owned and operated by Great Trails Broadcasting Corporation.  
Studio—121 N. Main St., Dayton, O., Adams 8288.  
Transmitter—Shaker Road, Dayton, Ohio.

**Wave—Power—Time**  
Operating power—5,000 watts.  
212.8 meters; 1410 kilocycles.  
Licensed to operate unlimited time.  
Operates on Eastern War Time.  
Actual operating schedule: Sundays 7:45 a.m. to 1:00 p.m. Week days 5:45 a.m. to 1:00 a.m.

**Agency Commission**  
Agency commission 15% allowed recognized advertising agencies on national 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, payable at office when rendered. Short rate billed where frequency rate is not earned.

**General Advertising**  
For combination rates see listings of Blue Network Company (Basic Blue Network) and National Broadcasting Company (Basic Network).  
Station WIZE, Springfield, Ohio, is a bonus station when WING is purchased for a national spot program of five minutes or longer by adding 15% of the time cost on WING.  
In order to earn net rates quoted contracts must be completed within 12 months.

CLASS "A"	
(6:00 p.m. to 10:30 p.m.)	
1 hour.....	13.11 26.22 52.44 104.88 167.33 234.66
1/2 hour.....	30.00 60.00 90.00 120.00 150.00 180.00
1/4 hour.....	54.00 51.30 48.60 45.90 43.20 40.50
10 minutes	37.80 35.91 34.02 32.13 30.24 28.35
5 minutes	22.68 21.55 20.41 19.28 18.14 17.01

CLASS "B"	
(8:00 a.m. to 6:00 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.....	27.00 25.65 24.30 22.95 21.60 20.25
10 minutes	18.90 17.96 17.01 16.07 15.12 14.18
5 minutes	11.34 10.77 10.21 9.64 9.07 8.51

CLASS "C"	
(Before 8:00 a.m. and after 10:30 p.m.)	
1 hour.....	52.50 49.88 47.25 44.63 42.00 39.38
1/2 hour.....	31.50 29.93 28.35 26.78 25.20 23.63
1/4 hour.....	18.90 17.96 17.01 16.07 15.12 14.18
10 minutes	13.23 12.57 11.91 11.25 10.58 9.92
5 minutes	7.94 7.54 7.15 6.75 6.35 5.96

**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.

CLASS "A"	
(6:00 p.m. to 10:30 p.m.)	
1 minute trans-	1.11 2.22 3.33 4.44 5.55 6.66
cription	16.25 15.44 14.63 13.81 13.00 12.19
100 words..	15.00 14.25 13.50 12.75 12.00 11.25
60 words..	13.75 13.06 12.38 11.69 11.00 10.31
30 words..	12.50 11.88 11.25 10.63 10.00 9.38

CLASS "B"	
(Before 6:00 p.m. and after 10:30 p.m.)	
1 minute trans-	1.11 1.11 1.11 1.11 1.11 1.11
cription	8.13 7.72 7.32 6.91 6.50 6.10
100 words..	7.50 7.13 6.75 6.38 6.00 5.63
60 words..	6.88 6.54 6.19 5.85 5.50 5.16
30 words..	6.25 5.94 5.63 5.31 5.00 4.69

**SPECIAL FEATURES**  
Time Signals—35 announcements per week (3 daytime, 2 evening daily). 30 words, to include time signal and commercial:

Per week.....	13 wks. 26 wks. 39 wks. 52 wks.
187.50	178.13 168.75 159.38
Weather Reports—21 announcements per week (2 daytime, 2 evening daily). 30 words commercial copy:	
Per week.....	112.50 106.88 101.25 95.63
Temperature Reports—28 announcements per week (2 daytime, 2 evening daily). 30 words commercial copy:	
Per week.....	150.00 142.50 135.00 127.50
Polly Wing, Women's Page of the Air, Food, cooking, and home economics, daily except Sunday 34 minutes morning participation for non-competitive products at announcement rates.	
News: Available morning, afternoon or evening. Rates on request.	

**POLITICAL RATES**  
Political advertising copy must be submitted 24 hours in advance. Payment for political advertising must be made 24 hours in advance.

**ELECTRICAL TRANSCRIPTIONS**  
Complete transcription library service available. Rates and details on request.

**REMOTE CONTROL**  
Rates on request.

**SERVICE FACILITIES**  
Merchandising and publicity department available to advertisers.

**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 the right to discontinue any advertising announcements, talks or programs for reasons sufficient to the management.  
Quantity discounts retroactive on entire schedule as earned.  
All advertising scheduled to run during periods reserved for network programs must be re-scheduled on notice by the station. 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.

The user will save Great Trails Broadcasting Corp., operating radio station WING, harmless from any loss suffered by the corporation resulting from broadcasts made by the user over the station of the corporation. The corporation will not be responsible for damages of any kind or nature whatsoever to the person or property of performers or employees of the user while on the station's premises, irrespective of how said damages were suffered.

**Closing Time**  
Programs close one week in advance of broadcast. Talks, programs, continuities, etc., must be submitted 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 turn-ables for vertical and lateral cut recordings.

**Personnel**  
Vice-Pres. and General Mgr.—Ronald B. Woodyard.  
**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 Bldg., Findlay, Ohio.  
Transmitter—2-1/2 miles southeast of Findlay, Ohio.

**Wave—Power—Time**  
Operating power—1,000 watts days.  
235.6 meters; 1330 kilocycles.  
Licensed to operate part time on regional channel. Operates on Eastern War Time.  
Actual operating schedule: Local sunrise to local sunset.

**Agency Commission**  
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered last of month; due tenth of following month.

**General Advertising**  
The following rates are for national advertising. Rates include charges by owners of musical copyrights.

1 hour.....	1 wk.	13 wks.	26 wks.	52 wks.
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:	2 tl.	3 tl.	4 tl.	5 tl.	6 tl.
Discount of—	5%	10%	15%	20%	30%

**ANNOUNCEMENTS**

1 tl.	2 tl.	3 tl.	4 tl.	5 tl.	6 tl.
14	27	53	79	157	235

**Discounts**

On 52 week contracts, except Sundays:	1 tl.	2 tl.	3 tl.	4 tl.	5 tl.	6 tl.
Per month.....	75.00	125.00	165.00	195.00	215.00	230.00

**SPECIAL FEATURES**  
News, religious, political, time signals, thirty-five word flashes. Rates on request.  
(This listing continued on next page)

**"THE VOICE OVER THE MIAMI VALLEY"**

**W I N G**

**CONSISTENT SALES PRODUCER IN SOUTH-WESTERN OHIO—(DAYTON AND THE GREAT MIAMI VALLEY)**

Industrial payrolls in Dayton alone for October, 1942, totaled \$16,152,592.53. For November, 1942, payrolls totaled \$15,852,620.30 (less than October due to Thanksgiving). Estimate for the year—\$165,000,000, the highest ever attained here. Add to this the vast payrolls in the great Miami Valley. Here is a tremendous potential market for whatever you have that is saleable.

**BONUS! WIZE, Springfield, Ohio**  
is a bonus station when WING is purchased on a national spot basis by adding 15% of the time cost on WING.

**BASIC BLUE NETWORK—N.B.C.—5000 WATTS**  
Ronald B. Woodyard — Vice-President & General Manager  
**WEED & COMPANY, NATIONAL REPRESENTATIVES**

OHIO—Continued

FINDLAY—Continued

WFJN—Continued

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Rates includes use of transcription library.

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 not accepted, excepting beer and light wine. Contracts not accepted for more than one year. Programs must be approved but will not be endorsed by the station management.

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

Station Manager—Fred R. Hover. Production Manager—Grace E. Ingledue.

LIMA

(Allen County)

WLOK

(Established 1936)



Rates received March 26, 1940.

Owned and operated by The Fort Industry Company. Business Office and Studio—National Bank Building, Lima, Ohio.

Transmitter—1424 Rice Avenue, Lima, Ohio.

Wave—Power—Time

Operating power—250 watts. (100% 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.

Agency Commission

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.

General Advertising

For combination rates see listing of National Broadcasting Company (Basic Supplementaries). The following rates include radio charges by owners of music copyrights.

Table with advertising rates for WLOK. Columns include time slots (e.g., 1 hr., 1/2 hr., 1/4 hr., 5 minutes) and rates for different days (e.g., 10:00 p.m., 8:00 p.m., 7:00 a.m.).

ANNOUNCEMENTS

Announcements are accepted up to 100 words, but only chain breaks of 35 words maximum can be handled between network programs.

Table with announcement rates for WLOK. Columns include number of times (e.g., 1 time, 13 times, 20 times, 52 times, 100 times) and rates for different days.

SPECIAL FEATURES

Time signals, weather reports, etc., rates on request.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Transcription library service available.

TALENT

Rates on application.

REMOTE CONTROL

Rates on request.

SERVICE FACILITIES

Merchandising services are available to clients and agencies at no additional cost. Program ideas, continuities, etc., prepared and submitted without charge by station production department.

Contract and Other Requirements

Program rates are for the facilities of station only and do not include talent. Programs to be shown from station studios in Lima. 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. No deviation 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 program starts within 80 days.

Station management reserves the right to refuse or discontinue any advertising programs for reasons satisfactory to itself. All programs must conform to the standards 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.

Closing 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.

Mechanical Program Equipment

Equipped to make lateral recordings at 33-1/3 and 78 r.p.m. in studios, using standard filter arrangement. Equipped with portable high quality recording facilities at 33-1/3 and 78 r.p.m. for 15 minute continuous instantaneous recordings for remote pickup work. Recording rates on request. 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—Ralph Edwin. Program Director—Frank Helbeck.

MANSFIELD

(Richland County)

WMAN

(Established 1939)

Rate card issued November 1, 1939.

Owned and operated by Richland, Incorporated. Business Office and Studio—Ohio Theatre Bldg., 140 Park Avenue, West, Mansfield, Ohio. Transmitter—Longview and North Main Street, one mile north of the business district of Mansfield, Ohio.

Wave—Power—Time

Operating power—250 watts. 241.3 meters; 1400 kilocycles. Operates unlimited time. Operates on Eastern War Time. Actual operating schedule: 7:00 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15%; no cash discount.

General Advertising

Table with advertising rates for WMAN. Columns include time slots (e.g., 1 time, 13 times, 20 times, 39 times, 52 times, 78 times, 156 times, 300 times) and rates for different days (e.g., 10:00 p.m., 8:00 p.m., 7:00 a.m.).

ANNOUNCEMENTS

Announcements are accepted up to 100 words, but only chain breaks of 35 words maximum can be handled between network programs.

Table with announcement rates for WMAN. Columns include number of times (e.g., 75 words, 13 times, 20 times, 39 times, 52 times) and rates for different days.

SPECIAL FEATURES

Direct wire news service available. Rates and details on request.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available. Rates on request.

SERVICE FACILITIES

Merchandising service available.

Contract and Other Requirements

All advertising must be used within one year from date of contract. All fees for artists and transcriptions are in addition to rates.

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

Mgr. & Vice-Pres.—Orville E. Fields. Program Director—Harry Lytle. President—M. F. Hublin. Treasurer—Marie W. Vandekrift. Secretary—Thomas X. Dunlivan.

MARION

(Marion County)

WMRN

(Established 1940)



Rates received November 7, 1941.

Owned and operated by The Marion Broadcasting Company. Business Office and Studio—WMRN Bldg., Marion, Ohio. Transmitter—North Main Street, Marion, Ohio.

Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 201.3 meters; 1490 kilocycles. Licensed to operate unlimited time. 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 10:15 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Bills rendered first of month; due 10th of month.

General Advertising

Table with advertising rates for WMRN. Columns include time slots (e.g., 1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for different days (e.g., 10:15 a.m. to 1:00 p.m., 5:00 p.m. to 10:15 p.m.).

ANNOUNCEMENTS

Announcements are accepted up to 100 words, but only chain breaks of 35 words maximum can be handled between network programs.

Table with announcement rates for WMRN. Columns include number of times (e.g., 1 min., 100 words, 50 words, 25 words) and rates for different days.

SPECIAL FEATURES

Time signals—Rates on request. Musical Clock—News, and Farm Hour. Rates on request. Strip and 52 week rates on request.

ELECTRICAL TRANSCRIPTIONS

Accepted at regular rates.

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 and governmental regulations. 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. No contracts accepted for longer than one year.

Closing Time

Closing date is two weeks 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 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

President—Robert T. Mason. Vice-President—S. Robert Morrison. Secretary—Howard F. Guthery. Program Director—Louis T. Marsh. Womens' Editor—Madge Cooper. Music Director—Anna Mae Spano.

PORTSMOUTH

(Scioto County)

WPAY

(Established 1935)



Rates effective February 1, 1942.

Owned and operated by The Scioto 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 meters; 1400 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Actual operating schedule: Sundays 9:30 a.m. to 11:00 p.m. Week days 7:00 a.m. to 11:00 p.m.

Agency Commission

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. (This listing continued on next page)



PORTSMOUTH—Continued  
W P A Y—Continued

CLASS "A" (6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)
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
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 or less..... 4.00 3.80 3.60 3.40 3.20 3.00

CLASS "B" (9:00 a.m. to 6:00 p.m. week days and 9:00 a.m. to 12:00 noon Sundays)
1 hour..... 40.00 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..... 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 less..... 3.00 2.85 2.70 2.55 2.40 2.25

CLASS "C" (11:00 p.m. to 9:00 a.m. daily)
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..... 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 or less..... 2.00 1.90 1.80 1.70 1.60 1.50

Additional rates: 500 times 30% of one time rate; 1,000 times 35% of one time rate; 45 minutes is 80% of the one hour rate.

For periods of more than one hour, multiply the one hour rate as follows: by 1.4 for 1-1/2 hours; by 1.6 for two hours; by 1.8 for 2-1/2 hours; by 2 for three hours.

SPECIAL FEATURES
Participating programs: 50 word announcements available in participating periods in all time classifications to be scheduled at discretion of the station. Regular rates less 50%.
"Musical Clock," "Listen Ladies," "R.F.D. 1400," "Local News, Sports, etc.," available on special terms. Rates on request.
Leased wire service available. Rates on request.

RELIGIOUS AND EDUCATIONAL PROGRAMS
25% discount.

RECORDED PROGRAMS
Transcription Library services available—rates on application.

TALENT
Rates on request.

REMOTE CONTROL
Remote line quotations on request. Time rates do not include traveling expenses, toll charges or installation expenses.

SERVICE FACILITIES
Continuity department, staff announcers, publicity and merchandising department are maintained to service, arrange, produce and present programs at no additional cost.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, except beer and light wine. Contacts subject to cancellation by two week 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 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.

Mechanical 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.

Personnel
Station Manager—Ralph H. Patt, Jr.
Sales Representatives
Box and Taxes (East of Pennsylvania only).

SPRINGFIELD

(Clark County)

W I Z E

(Established 1940)

Rates effective April 1, 1941. (Card No. 4.)

Owned and operated by Radio 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.
223.9 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 6:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized agencies on 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 listings of Blue Network Company (Basic Blue Network) and National Broadcasting Company (Basic Network).
Available to national advertisers using WING, Dayton, by adding 15% of WING rate.

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 hr. 13 tl. 26 tl. 52 tl. 104 tl. 365 tl.
1 hour..... 80.00 76.00 72.00 68.00 64.00 60.00
1/2 hour..... 48.00 45.80 43.50 40.80 38.40 36.00
1/4 hour..... 28.80 27.36 25.92 24.48 23.04 21.60
10 minutes 20.16 19.15 18.14 17.14 16.13 15.12
5 minutes 12.10 11.50 10.89 10.29 9.68 9.08

CLASS "B" (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)
1 hour..... 56.00 53.20 50.40 47.60 44.80 42.00
1/2 hour..... 33.60 31.92 30.24 28.56 26.88 25.20
1/4 hour..... 20.16 19.15 18.14 17.14 16.13 15.12
10 minutes 14.11 13.40 12.70 11.99 11.29 10.58
5 minutes 8.47 8.05 7.62 7.20 6.78 6.36

ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 10:30 p.m.)
100 words..... 5.25 5.00 4.75 4.50 4.25 4.00
60 words..... 4.00 3.85 3.70 3.55 3.40 3.25
80 words..... 2.80 2.70 2.60 2.50 2.40 2.30

CLASS "B" (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)
100 words..... 4.00 3.85 3.70 3.55 3.40 3.25
60 words..... 3.00 2.85 2.70 2.55 2.40 2.25
80 words..... 2.25 2.15 2.05 1.95 1.85 1.75

SPECIAL FEATURES
News: Rates on request.
Time signals—35 announcements per week (3 daytime, 2 evening, daily) 30 words to include time signal and commercial: 13 wks. 26 wks. 39 wks. 52 wks.
Per week..... 65.00 60.00 55.00 50.00
Laura Leslie's "For Women Only"—Food, cooking and home economics program week days; 30 minute morning participation for non-competitive products at announcement rates.

POLITICAL
Copy must be submitted and payment made 24 hours in advance.

ELECTRICAL TRANSCRIPTIONS
General advertising 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 commission.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, except beer and light wine. Contacts subject to cancellation by two week 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 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.

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
Vice-President—Ronald B. Woodyard.
Station Manager—Reggie Martin.

Representatives
Need & Company.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 7:00 a.m. to 1:00 a.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 Broadcasting System.
Also sold in combination with WJPA, Washington, Pennsylvania. Combination rates on request.

STUEBENVILLE

W S T V

(Established 1940)

Rates effective October 1, 1940. (Card No. 1.)

Owned and operated by The Valley Broadcasting Co. Business Office and Studios—Exchange Realty Bldg., Steubenville, Ohio, telephone Steubenville 2-8265. Other Studios—East Liverpool, Ohio, and Weirton, West Virginia. Transmitter—Altamont Heights, Steubenville, Ohio.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operates on Eastern War Time.
Actual operating schedule: 7:00 a.m. to 1:00 a.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 Broadcasting System.
Also sold in combination with WJPA, Washington, Pennsylvania. Combination rates on request.

CLASS "A" (8:00 p.m. to 10:30 p.m. week days and after 12:00 noon Sunday)

1 hour..... 80.00 76.00 72.00 68.00 64.00 60.00
1/2 hour..... 48.00 45.80 43.20 40.80 38.40 36.00
1/4 hour..... 32.00 30.40 28.80 27.20 25.60 24.00
10 min..... 24.00 22.80 21.60 20.40 19.20 18.00
5 min..... 16.00 15.20 14.40 13.60 12.80 12.00
1 min..... 8.00 7.60 7.20 6.80 6.40 6.00

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 51.00
1/2 hour..... 40.80 38.76 36.72 34.68 32.64 30.60
1/4 hour..... 27.20 25.84 24.48 23.12 21.76 20.40
10 min..... 20.40 19.38 18.36 17.34 16.32 15.30
5 min..... 13.60 12.92 12.24 11.56 10.88 10.20
1 min..... 6.80 6.46 6.12 5.78 5.44 5.10

CLASS "C" (9:00 a.m. to 6:00 p.m., 10:30 p.m. to 12:00 midnight week days and sign-on to 12:00 noon Sunday)
1 hour..... 55.00 52.25 49.50 46.75 44.00 41.25
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 min..... 16.50 15.68 14.85 14.03 13.20 12.38
5 min..... 11.00 10.45 9.90 9.35 8.80 8.25
1 min..... 5.50 5.23 4.95 4.68 4.40 4.15

CLASS "D" (7:00 a.m. to 9:00 a.m. week days)
1 hour..... 40.00 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..... 16.00 15.20 14.40 13.60 12.80 12.00
10 min..... 12.00 11.40 10.80 10.20 9.60 9.00
5 min..... 8.00 7.60 7.20 6.80 6.40 6.00
1 min..... 4.00 3.80 3.60 3.40 3.20 3.00

SPECIAL 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 10:30 p.m. week days and after 12:00 noon Sunday)

Per week
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min. 1 min.
3 times..... 180.00 168.00 156.00 144.00 132.00 120.00
5 times..... 280.00 168.00 112.00 84.00 56.00 28.00
6 times..... 324.00 194.40 128.60 97.20 64.80 32.40

CLASS "B" (6:00 p.m. to 8:00 p.m. week days)
3 times..... 150.00 90.00 60.00 45.00 30.00 15.00
5 times..... 233.35 140.00 93.35 70.00 48.65 23.35
6 times..... 270.00 162.00 108.00 81.00 54.00 27.00

CLASS "C" (9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight week days and sign-on to 12:00 noon Sunday)
3 times..... 120.00 72.00 48.00 36.00 24.00 12.00
5 times..... 186.65 112.00 74.65 56.00 37.85 18.70
6 times..... 218.00 129.60 86.40 64.80 43.20 21.60

CLASS "D" (7:00 a.m. to 9:00 a.m. week days)
3 times..... 90.00 54.00 36.00 27.00 18.00 9.00
5 times..... 140.00 84.00 56.00 42.00 28.00 14.00
6 times..... 162.00 97.20 64.80 48.60 32.40 16.20

ANNOUNCEMENTS CLASS "A"

Maximum announcement 75 words.
(6:00 p.m. to 11:00 p.m. week days and after 12:00 noon Sunday)
1 hr. 14 tl. 27 tl. 53 tl. 101 or more
75 words..... 6.65 6.35 6.00 5.65 5.35

CLASS "B" (9:00 a.m. to 6:00 p.m., 11:00 p.m. to 12:00 midnight week days and sign-on to 12:00 noon Sunday)
75 words..... 4.65 4.45 4.25 4.05 3.85

CLASS "C" (7:00 a.m. to 9:00 a.m. week days)
75 words..... 3.35 3.15 3.00 2.80 2.65

SPECIAL WEEKLY RATES
Day and night rates may be combined to earn weekly quantity discount. Night rates apply after 12:00 noon Sunday.

(Night Rates) Per week for
Weekly: 13 wks. 26 wks. 39 wks. 52 wks.
3 announcements..... 16.00 15.35 14.65 14.00
6 announcements..... 23.35 22.75 22.15 21.55
12 announcements..... 50.85 48.25 45.65 42.85
18 announcements..... 66.65 63.05 58.25 54.65

(Day Rates)
3 announcements..... 12.00 11.35 10.65 10.00
6 announcements..... 21.35 20.15 19.35 18.65
12 announcements..... 40.00 37.60 36.00 34.65
18 announcements..... 53.35 49.75 48.00 45.35

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
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—John J. Laur.
Program Director—John Merdian.

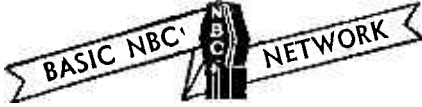
**OHIO—Continued**

**TOLEDO**

(Lucas County)

**WSPD**

(Established 1921)



Rate card issued October 1, 1942. (Card No. 22.)  
 Owned and operated by The Fort Industry Company.  
 Business Office and Studio—The Broadcast Bldg.,  
 Toledo, Ohio, telephone Adams 3175  
 Transmitter—Perrysburg, Ohio

**Wave—Power—Time**  
 Operating power—5,000 watts.  
 (100% modulation—crystal control.)  
 219.0 meters; 1370 kilocycles.  
 Licensed to operate full time on regional channel.  
 Operates on Eastern 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.

**General Advertising**  
 For combination rates see listing of National Broad-  
 casting Company (Basic Network).

The following rates are for national and regional  
 advertising.

Rates include radio charges by owners of music  
 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.

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

1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 hour....	220.00	209.00	198.00	187.00	176.00 165.00
1/2 hour....	132.00	125.40	118.80	112.20	105.60 99.00
1/4 hour....	88.00	85.60	83.20	80.80	78.40 76.00
5 minutes	45.00	42.75	40.50	38.25	36.00 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	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	25.00	23.75	22.50	21.25	20.00 18.75

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

1 hour....	185.00	158.75	148.50	140.25	132.00 123.75
1/2 hour....	99.00	94.05	89.10	84.15	79.20 74.25
1/4 hour....	66.00	62.70	59.40	56.10	52.80 49.50
5 minutes	38.00	36.10	34.20	32.30	30.40 28.50

(6:00 a.m. to 8:00 a.m. and 11:00 p.m. to  
 sign-off)

1 hour....	71.50	67.93	64.35	60.78	57.20 53.63
1/2 hour....	42.00	40.75	38.61	36.47	34.32 32.18
1/4 hour....	28.60	27.17	25.74	24.31	22.88 21.45
5 minutes	20.00	19.00	18.00	17.00	16.00 15.00

**ANNOUNCEMENTS**

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.)  
 1 tl. 13 tl. 26 tl. 52 tl. 104 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 13.50 12.75 12.00 11.25

(6:00 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 classi-  
 fication.

**REMOTE CONTROL**

Rates on application for broadcasts from cafes,  
 theatres, clubs, banquets, etc.

**SERVICE FACILITIES**

Merchandising services are available to clients and  
 agencies at no additional cost.  
 The services of station production department are  
 offered to broadcasters and advertising agencies, with-  
 out additional cost, for the purpose of securing talent  
 at the lowest possible prices. Program ideas, con-  
 tinuities, 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 do not include talent.  
 Requests 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 re-  
 presentative or announcer. No deviation from manu-  
 script permitted. Staff announcers serve all adver-  
 tisers without additional charge. No contract ac-  
 cepted for longer period than one year. All con-  
 tracts subject to government regulations, and station  
 owner's approval, and are subject to cancellation  
 unless program starts within 30 days.  
 Station management reserves the right to refuse or  
 discontinue any advertising programs for reasons  
 satisfactory to itself. All programs must conform  
 to the standards of station; where advertiser pre-  
 pares 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  
 workings of time.

**Closing Time**

Contracts must be closed four weeks in advance to  
 make newspaper announcement. Final closing two  
 weeks. Manuscript for publicity talks must be  
 submitted two days in advance.

**Mechanical Program Equipment**

Equipped with lateral recording equipment only in  
 duplicate, capable of making continuous recordings  
 either 33-1/3 or 78 r.p.m., using Arthocoustic or any  
 other standard arrangement suitable for processing.  
 Recording rates on request.

Equipped with portable recording facilities at 33-1/3  
 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 transcrip-  
 tion, using 33-1/3 and 78 r.p.m. triple turn-tables.

**Personnel**

Vice-President—J. H. Ryan.  
 Managing Director—E. Y. Flanigan.

**Representatives**

The Katz Agency, Inc.

**WTOL**



**BLUE NETWORK STATION**

Rates effective February 1, 1940. (Card No. 8.)

Owned and operated by The Community Broadcasting  
 Company

Business Office and Studio—Bell Building, S. W.  
 corner Erie and Madison, Toledo, O., Adams 8291.  
 Transmitter—709 Madison Avenue, Toledo, Ohio.

**Wave—Power—Time**

Operating power—250 watts.  
 (100% modulation—crystal control.)  
 243.9 meters; 1230 kilocycles.  
 Licensed to operate unlimited time.  
 Operates on Eastern War Time.  
 Actual operating schedule: 6:30 a.m. to 1:00 a.m.

**Agency Commission**

15% commission allowed to recognized agencies on  
 station time only. No cash discount. Bills payable  
 weekly following broadcast.

**General Advertising**

For combination rates see listing of Blue Network  
 Company (Basic Blue Supplementaries).  
 The following rates are for both national and local  
 advertising.

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"**

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

1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
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 36.00
5 minutes....	24.00	22.80	21.60	20.40	19.20 18.00

(This listing continued on next page)



TOLEDO—Continued  
W T O L—Continued

CLASS "B" (12:00 noon to 6:00 p.m. Sunday)
1 hour..... 90.00 86.50 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 34.20 32.40 30.60 28.80 27.00
5 minutes..... 18.00 17.10 16.20 15.30 14.40 13.50

CLASS "C" (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight week days; 8:00 a.m. to 12:00 noon and 11:00 p.m. to 12:00 midnight Sundays)
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

CLASS "D" (\*12:00 midnight to 8:00 a.m.)
1 hour..... 40.00 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..... 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

(\*) Service available only if a regularly scheduled program precedes or follows.

ANNOUNCEMENTS
Spot Announcements
(6:00 p.m., 11:00 p.m. week days; 12:00 noon, 11:00 p.m. Sundays)
100 words or less, each..... 10.00
(All other hours)..... 5.00

The following discounts allowed on Spot Announcements if used within one year on any single contract:
25 or more times..... 10%
10 or more times..... 20%
52 or more times..... 15%
260 or more times..... 25%

SPECIAL FEATURES
"Polish Radio Hall": Polish language program, 100 words participating (six broadcasts), each 5.00; per week 25.00. Rates for any special events quoted on request.

ADDRESSES, TALKS, POLITICAL
1-1/2 times the regular one time rate. All political rates are net. No frequency discounts. Political reservations made upon receipt of 50% cash advance. Full payment before broadcast.

ELECTRICAL TRANSCRIPTIONS
Will accept electrical transcriptions at any hour.
TALENT
Rates on request.

REMOTE CONTROL
Remote control charges extra—rates on request.

SERVICE FACILITIES
Service of program advertising and continuity department, as well as announcing and operating staff in securing talent, arranging, presenting and advertising programs, are included without extra cost.

Contract and Other Requirements
All programs and talent are subject to approval of the station management.

Closing Time
Continuity must be in the hands of program department at least 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.

Personnel
General Manager—R. W. Richmond.

Representatives
Burn-Smith Company, Incorporated.

Closing Time
Continuity must be in the hands of program department at least 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.

Personnel
General Manager—R. W. Richmond.

Representatives
Burn-Smith Company, Incorporated.

Closing Time
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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—R. W. Richmond.

Representatives
Burn-Smith Company, Incorporated.

Closing Time
Continuity must be in the hands of program department at least 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.

Personnel
General Manager—R. W. Richmond.

Representatives
Burn-Smith Company, Incorporated.

CLASS "A" (6:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. Sundays)
1 hour..... 156.11 156.11 260.11 260.11 260.11 260.11
1/2 hour..... 90.00 86.50 27.00 25.50 24.00 22.50
25 minutes..... 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
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 or less..... 5.00 4.75 4.50 4.25 4.00 3.75
Participation (100 word maximum) 3.75 3.60 3.45 3.30 3.15 3.00

CLASS "B" (9:00 a.m. to 6:00 p.m. week days and 9:00 a.m. to 1:00 p.m. Sundays)
1 hour..... 37.50 35.65 33.80 31.95 30.10 28.25
1/2 hour..... 22.50 21.40 20.30 19.20 18.10 17.00
25 minutes..... 18.75 17.85 16.95 16.05 15.15 14.25
1/4 hour..... 15.00 14.25 13.50 12.75 12.00 11.25
10 minutes..... 11.25 10.75 10.15 9.60 9.05 8.50
5 minutes..... 7.50 7.15 6.80 6.45 6.10 5.75
1 minute or less..... 3.75 3.60 3.45 3.30 3.15 3.00
Participation (100 word maximum) 2.85 2.70 2.55 2.40 2.25 2.10

CLASS "C" (Sign-on to 9:00 a.m. and 10:00 p.m. to sign-off)
1 hour..... 25.00 23.75 22.50 21.25 20.00 18.75
1/2 hour..... 15.00 14.25 13.50 12.75 12.00 11.25
25 minutes..... 12.50 11.90 11.30 10.70 10.10 9.50
1/4 hour..... 10.00 9.50 9.00 8.50 8.00 7.50
10 minutes..... 7.50 7.15 6.80 6.45 6.10 5.75
5 minutes..... 5.00 4.75 4.50 4.25 4.00 3.75
1 minute or less..... 2.50 2.40 2.30 2.20 2.10 2.00
Participation (100 word maximum) 1.90 1.80 1.70 1.60 1.50 1.40

SPECIAL FEATURES
Three announcements every day: one morning, one afternoon, one evening, run of schedule, flat, per month 225.00.

News: Regular rates plus .50 for five minute programs; .75 for ten minute programs; 1.00 for 1/4 hour programs. TRANSCRIPTIONS
Regular rates apply.

POLITICAL
Rates on request. TALENT
Rates on request.

REMOTE CONTROL
Add cost of lines and facilities.

SERVICE FACILITIES
Program department, studio engineer and announcer service are included in station time charges. Special merchandising offered at station cost. Artist bureau service also available.

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 announcer; talent is extra. Subject to governmental restrictions. Advertising of light wines and beers accepted. Contracts for programs and announcements must be written individually and separately.

No combinations of announcements and programs will be permitted for purposes of securing a greater frequency discount than would otherwise be obtainable. Daytime and nighttime announcements may be combined to earn a frequency discount.

Closing Time
Continuity must be in the hands of program department at least 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.

Personnel
General Manager—R. W. Richmond.

Representatives
Burn-Smith Company, Incorporated.

Closing Time
Continuity must be in the hands of program department at least 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.

Personnel
General Manager—R. W. Richmond.

Representatives
Burn-Smith Company, Incorporated.

Closing Time
Continuity must be in the hands of program department at least 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.

Personnel
General Manager—R. W. Richmond.

Representatives
Burn-Smith Company, Incorporated.

Closing Time
Continuity must be in the hands of program department at least 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.

Personnel
General Manager—R. W. Richmond.

Representatives
Burn-Smith Company, Incorporated.

Class "A" and Class "B" program time can be combined to earn lower rates. Exact times cannot be guaranteed for announcements. Station will endeavor to meet account's desires. SPOT announcements cannot be added to program time. 100 word limit is recommended for announcements.

CLASS "A" (6:00 p.m. to 11:00 p.m. week days; 12:00 noon to 11:00 p.m. Sundays)
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 minutes..... 30.00 28.50 27.00 25.50 24.00
5 minutes..... 20.00 19.00 18.00 17.00 16.00
1 minute or less..... 10.00 9.50 9.00 8.50 8.00
\*100 words..... 7.50 7.13 6.75 6.38 6.00
(\*) 200 or more, each 5.70.

CLASS "B" (8:00 a.m. to 6:00 p.m. and after 11:00 p.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
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 or less..... 5.00 4.75 4.50 4.25 4.00
\*100 words..... 5.00 4.75 4.50 4.25 4.00
(\*) 200 or more, each 5.63.
(\*) 200 or more, each 3.80.

Chain breaks (30 words) and specified preferred positions 35% more than regular basic rates.

SPECIAL WEEKLY RATES
CLASS "A" (6:00 p.m. to 11:00 p.m. week days; 12:00 noon to 11:00 p.m. Sundays)

Per week
1 hour: 13 wks. 26 wks. 39 wks. 52 wks.
3 times weekly..... 82.50 77.50 72.50 67.50
5 times weekly..... 77.50 72.50 67.50 62.50
6 times weekly..... 75.00 70.00 65.00 60.00
1/2 hour:
3 times weekly..... 49.50 46.50 43.50 40.50
5 times weekly..... 46.50 43.50 40.50 37.50
6 times weekly..... 45.00 42.00 39.00 36.00
1/4 hour:
3 times weekly..... 33.00 31.00 29.00 27.00
5 times weekly..... 31.00 29.00 27.00 25.00
6 times weekly..... 30.00 28.00 26.00 24.00
10 minutes:
3 times weekly..... 24.75 23.25 21.75 20.25
5 times weekly..... 23.25 21.75 20.25 18.75
6 times weekly..... 22.50 21.00 19.50 18.00
5 minutes:
3 times weekly..... 16.50 15.50 14.50 13.50
5 times weekly..... 15.50 14.50 13.50 12.50
6 times weekly..... 15.00 14.00 13.00 12.00
100 words daily, six or seven days per week:
1 time daily..... 5.90 5.80 5.60 5.50
2 times daily..... 5.70 5.40 5.30 5.20
3 times daily..... 5.50 5.20 5.10 5.00

CLASS "B" (8:00 a.m. to 6:00 p.m. and after 11:00 p.m.)

1 hour:
3 times weekly..... 41.25 38.75 36.25 33.75
5 times weekly..... 38.75 36.25 33.75 31.25
6 times weekly..... 37.50 35.00 32.50 30.00
1/2 hour:
3 times weekly..... 24.75 23.25 21.75 20.25
5 times weekly..... 23.25 21.75 20.25 18.75
6 times weekly..... 22.50 21.00 19.50 18.00
1/4 hour:
3 times weekly..... 16.50 15.50 14.50 13.50
5 times weekly..... 15.50 14.50 13.50 12.50
6 times weekly..... 15.00 14.00 13.00 12.00
10 minutes:
3 times weekly..... 12.88 11.63 10.88 10.13
5 times weekly..... 11.63 10.88 10.13 9.38
6 times weekly..... 11.25 10.50 9.75 9.00
5 minutes:
3 times weekly..... 8.25 7.75 7.25 6.75
5 times weekly..... 7.75 7.25 6.75 6.25
6 times weekly..... 7.50 7.00 6.50 6.00
100 words daily, six or seven days per week:
1 time daily..... 3.90 3.80 3.60 3.50
2 times daily..... 3.70 3.40 3.30 3.20
3 times daily..... 3.50 3.20 3.10 3.00

SPECIAL FEATURES
Participating programs—Rise 'n Shine, Console Capers, Afternoon Review, and Home Economist. Regular announcement rates apply. 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.

Contract and Other Requirements
Rates include station time, studio services, and available staff announcer; special programs and talent extra.

No contracts accepted for more than one year's duration. Contracts are subject to cancellation unless schedule starts within 60 days. Rates are subject to change without notice. All programs, talks and other services subject to the station owner's approval. In case of emergency, unusual events, or for any other reason, the station may command and occupy any of the time granted under contract. For so doing the subscriber will be reimbursed in equivalent time.

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 transcription, using 33-1/3 or 78 r.p.m. turn-tables for vertical or lateral cut recordings.

Personnel
General Manager—Wm. F. Haag, Jr.
Sales Manager—L. E. Nasman.

Representatives
Headley-Reed Company.

WARREN
(Trumbull County)
WRRN
(Established 1941)



Rates effective June 15, 1942.

Business Office and Studio—108 Main Ave., S.W., Warren, Ohio, telephone 4490.

Transmitter—710 Main Ave., S.W., Warren, Ohio.

Wave—Power—Time
Operating power—250 watts.

(100% modulation—crystal control.)
214.3 meters; 1460 kilocycles.

Licensed to operate full time. Operates on Eastern War Time.

Actual operating schedule: 6:45 a.m. to 12:00 midnight.

Agency Commission
15% to recognized advertising agencies. Cash discount 2%—10 days from invoice date on monthly billing. Talent and other charges not commissionable.

General Advertising
The following rates are for both national and local advertising. Minute rates allow for a maximum of 100 words. Chain breaks—maximum 40 words.

Rates for broadcasts of two hours or more furnished on request.

YOUNGSTOWN
(Mahoning County)

WFMJ
(Established 1939)



BLUE NETWORK STATION



Rates effective April 1, 1941. (Card No. 4.)

Owned and operated by WFMJ Broadcasting Co. Business Office and Studios—101 W. Boardman St., Youngstown, Ohio.

Transmitter—101 W. Boardman St., Youngstown.

Wave—Power—Time
Operating power—250 watts.

(100% modulation.)
206.9 meters; 1460 kilocycles.

Licensed to operate full time. Licensed to operate on Eastern War Time.

Actual operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount.

General Advertising
For combination rates see listing of Blue Network Company (Basic Blue Supplementaries).

National Broadcasting Company programs available on special arrangement.

OHIO—Continued

YOUNGSTOWN—Continued  
WKBN

(Established 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, Ohio.  
Transmitter—3430 Sunset Blvd., Youngstown, Ohio.

Wave—Power—Time  
Operating power—5,000 watts days; 500 watts nights.  
(C.P. 5,000 watts night.)  
(100% modulation—crystal control.)  
526.3 meters; 570 kilocycles.

Licensed to operate full time on cleared regional  
channel. Operates on Eastern War Time.

Agency Commission  
Agency commission of 15% allowed on net station  
time cost only to recognized agencies. No commis-  
sion on talent, program or production charges unless  
specifically arranged. Terms: Net 10th of month fol-  
lowing service. Bills rendered 1st of each month.

General Advertising  
For combination rates see listing of Columbia Broad-  
casting System (Basic Supplementary Group).  
Discounts on gross rates for programs are allowed for  
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. Sunday

1 hr.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 hour.....	160.00	152.00	144.00	136.00	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
10 minutes	40.00	38.00	36.00	34.00	32.00 30.00
5 minutes	30.00	28.50	27.00	25.50	24.00 22.50

CLASS "B"  
7:00 a.m. to 6:00 p.m. week days and 7:00  
a.m. to 12:00 noon Sundays

1 hr.	80.00	76.00	72.00	68.00	64.00 60.00
1/2 hour.....	50.00	47.50	45.00	42.50	40.00 37.50
1/4 hour.....	30.00	28.50	27.00	25.50	24.00 22.50
10 minutes	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

CLASS "C"  
(\*11:00 p.m. to 7:00 a.m.)

1 hr.	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 26.25
1/4 hour.....	20.00	19.00	18.00	17.00	16.00 15.00
10 minutes	17.00	16.15	15.30	14.45	13.60 12.75
5 minutes	10.00	9.50	9.00	8.50	8.00 7.50

(\*11:00 p.m. 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 26.25  
1/4 hour..... 20.00 19.00 18.00 17.00 16.00 15.00  
10 minutes 17.00 16.15 15.30 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.  
3/4 hour 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  
1.6 for two hours; by 1.8 for 2-1/2 hours; by 2 for  
three hours.

ANNOUNCEMENTS  
Dialogue announcements take the one minute rate  
plus 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. Sunday

1 hr.	13 tl.	26 tl.	52 tl.	104 tl.	260 tl.
1 minute (125 words or less).....	16.00	15.20	14.40	13.60	12.80 12.00

Chain breaks (30 words) net, no frequency discount,  
15.00.

CLASS "B"  
8:00 a.m. to 6:00 p.m. week days and 8:00  
a.m. to 12:00 noon Sundays

1 hr.	13.50	12.83	12.15	11.48	10.80 10.13
1 minute (125 words or less).....	8.00	7.60	7.20	6.80	6.40 6.00

Chain breaks (30 words) net, no frequency discount,  
5.00.

CLASS "C"  
(\*11:00 p.m. to 8:00 a.m.)

1 hr.	13.50	12.83	12.15	11.48	10.80 10.13
1 minute (125 words or less).....	8.00	7.60	7.20	6.80	6.40 6.00

(\* Service available only if regularly scheduled  
program precedes or follows.  
CHAIN BREAKS  
In so far as the station's programming will permit,  
chain break announcements will be accommodated at  
chain breaks preceding, between or following, net-  
work programs. On two weeks' notice the station  
reserves the right to occupy the spots so sold, for  
reasons satisfactory to itself. Frequency discounts  
do not apply.  
RELIGIOUS OR POLITICAL BROADCASTS  
Rates on application.  
SPECIAL FEATURES  
News, sports, time signals, weather reports, farm  
reports. Rates on request.  
TALENT  
Rates and data on request.  
REMOTE CONTROL  
Arrangements can be made for any reasonable remote  
control broadcasting, for which line charge, equip-  
ment rental and traveling expense are to be paid  
by client.  
Contract and Other Requirements  
Contracts for time programs and announcements can-  
not be grouped to obtain maximum discounts. Re-  
newals or extensions of contracts shall not extend the

original contract beyond one year from date of the  
initial service. Contracts, unless otherwise agreed, are  
subject to cancellation by a two week written notice  
accompanied by a certified check for short time rates  
to the date of cancellation.

Contracts subject to cancellation unless schedule starts  
within 60 days.  
Rates are for station facilities only and do not in-  
clude line charge for remote control work or artists'  
fees.

All contracts are made subject to strikes, weather  
conditions and other unavoidable casualties and no  
responsibility will be assumed beyond the cancella-  
tion of charges for the time involved.

Contract privileges of subscribers cannot be extended  
to other persons, firms, or corporations.  
All programs, announcements, talks and other service  
subject to station owner's approval and governmental  
regulations.

In cases of emergency, unusual event or for any other  
reason, the broadcaster at his discretion may com-  
mand and occupy any of the time granted under con-  
tract, but for so doing will reimburse the advertiser  
either in equivalent time or pro rata sum.

Closing Time  
Programs and advertising matter must be submitted  
and filed with the station at least 24 hours in ad-  
vance 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  
33-1/3 r.p.m., lateral cut only.

Personnel  
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.  
Business Office and Studio—Lind Arcade Building,  
Zanesville, Ohio, telephone 644.  
Transmitter—Zanesville, Ohio.

Wave—Power—Time  
Operating power—250 watts.  
(100% modulation—crystal control.)  
241.9 meters; 1240 kilocycles.  
Licensed to operate full time.  
Operates on Eastern War Time.  
Actual operating schedule: 7:00 a.m. to 12:00 mid-  
night daily.

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 listing of Blue Network  
Company (Basic Supplementaries).  
Rates include charges for copyrighted music.  
The following rates are for national advertising.

MUSICAL PROGRAMS —Station—  
(6:00 p.m. to 10:00 p.m.)

1 hr.	1/2 hr.	1/4 hr.	15 min.	10 min.	5 min.
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	19.90	10.30	6.40 4.90
195 times.....	53.00	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.m. to 8:00 p.m. and 10:00 p.m. to  
sign-off)

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	26.30	16.65	8.20	4.50 3.60
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	6.95	3.80 3.00

PARTICIPATION PERIODS (\*) (†)

100 words:	5.50	4.00
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 times.....	4.75	3.40
104 times.....	4.50	3.25
195 times.....	4.40	3.15
260 times.....	4.25	3.10

(\*) Home Economics Participating periods.  
(†) Regular participating periods.  
SPECIAL FEATURES  
Time signals, weather forecasts, temperature reports:  
Full Service—35 announcements per week (three day  
time, two evening, daily); 50 words to include feature  
and commercial per week:  
1 to 13 weeks..... 75.00  
13 to 26 weeks..... 71.25  
26 to 39 weeks..... 67.50  
39 to 52 weeks..... 63.75  
Partial Service—21 announcements per week (two  
daytime, one evening, daily); 50 words, to include  
feature and commercial. Per week:  
1 to 13 weeks..... 48.75  
13 to 26 weeks..... 46.50  
26 to 39 weeks..... 44.25  
39 to 52 weeks..... 41.50

ELECTRICAL TRANSCRIPTIONS  
No extra charge for electrical transcriptions.

TALENT  
Rates on application.  
REMOTE CONTROL  
Rates apply only to programs presented from regular  
studios 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 alcoholic beverages not accepted, ex-  
cepting beer not over 6% in alcoholic content.  
Rates are for the facilities of the station only; talent  
extra.  
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 adver-  
tising contract, through one advertising agency, and  
unless the programs are run adjacent to each other  
so that the combination forms one continuous broad-  
cast.

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 transcriptions and re-  
cordings.  
Equipped with standard facilities for both 33-1/3  
and 78 r.p.m. lateral instantaneous equipment for  
continuous recording. Recording rates on request.

Personnel  
Managing Director—Allen L. Haid.  
Representatives  
John Blair & Company.

OKLAHOMA

OKLAHOMA NETWORK, THE

Business Office—2004 Ramsey Tower, Oklahoma City,  
Okla.  
1800 W. Main St., Oklahoma City, Okla., telephone  
3-8352.

Comprised of:  
KTOK, Oklahoma City KBIX, Muskogee  
KCRK, Enid KADA, Ada  
KGFJ, Shawnee KOMA, Tulsa  
KVSQ, Ardmore  
Rates effective February 1, 1942.

Wave—Power—Time  
See individual listings.  
Agency Commission  
Agency commission 15% to recognized advertis-  
ment agencies on net time and talent. No cash discount.  
Accounts due and payable when rendered.

General Advertising  
All stations affiliated with Blue Network Company  
(Blue Southwestern Group).  
No less than five stations may be used. The rate for  
five affiliate stations will be six-sevenths of the  
following rates. No reduction in rate for six stations.  
Network programs originate at KTOK, Oklahoma  
City.

CLASS "A"  
(6:00 p.m. to 10:30 p.m.)

1 hr.	13 tl.	26 tl.	52 tl.	104 tl.	250 tl.
1 hour.....	350.00	332.50	315.00	297.50	280.00 262.50
1/2 hour.....	240.00	199.50	189.00	178.50	168.00 157.50
1/4 hour.....	140.00	133.00	126.00	119.00	112.00 105.00
5 minutes	70.00	66.50	63.00	59.50	56.00 52.50

CLASS "B"  
(6:30 a.m. to 6:00 p.m. and 10:30 p.m. to  
sign-off)

1 hr.	175.00	166.25	157.50	148.75	140.00 131.25
1/2 hour.....	105.00	99.75	94.50	89.25	84.00 78.75
1/4 hour.....	70.00	66.50	63.00	59.50	56.00 52.50
5 minutes	35.00	33.25	31.50	29.75	28.00 26.25

ANNOUNCEMENTS  
Commercial announcements may be broadcast by each  
station individually, or supplied from KTOK to each  
station simultaneously on any Oklahoma Network par-  
ticipating program. Announcements may not be or-  
dered for less than full network.

CLASS "A"  
(6:00 p.m. to 10:30 p.m.)

1 hr.	13 tl.	26 tl.	52 tl.	104 tl.	250 tl.
Spot.....	25.00	23.75	22.50	21.25	20.00 18.75

CLASS "B"  
(6:30 a.m. to 6:00 p.m. and 10:30 p.m. to  
sign-off)

Spot.....	18.00	17.10	16.20	15.30	14.40 13.50
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RECORDED PROGRAMS  
Transcription library services available—rates and  
details on request.

SERVICE FACILITIES  
Services of the continuity and program departments  
and staff announcements are provided without charge.  
Merchandising service—Details on request.

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

Contract and Other Requirements  
Rates apply to all acceptable accounts and adver-  
tising. All programs and announcements are sub-  
ject to network approval.  
Resale of time or facilities is not permitted.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcrip-  
tion for either vertical or lateral cut recordings.

Personnel  
Pres. & Man'g Dir.—Robert D. Enoch (Oklahoma  
City).  
Vice-President—Tame Birby, Jr. (Muskogee).  
Sec'y & Treas.—Milton B. Garber (Enid).  
Representatives  
Radio Advertising Corporation.

**ADA**  
(Pontotoc County)  
**KADA**  
(Established 1934)

Rates effective April 1, 1942.  
Owned by C. C. Morris.  
Business Office and Studio—North Broadway, Ada, Oklahoma.

**Wave—Power—Time**  
Operating power—250 watts.  
(100% modulation.)  
243.9 meters; 1230 kilocycles.  
Licensed to operate full time.  
Operates on Central War Time.  
Agency Commission  
Agency commission 15% to recognized agencies on net charges for station time only. No cash discount. No commission or discounts on program charges.  
Bills due and payable by the 10th of following month.  
**General Advertising**  
For combination rates see listings of Blue Network Company (Blue Southwestern Group) and Oklahoma Network.  
Rates are for week days only. No commodity advertising accepted for broadcast on Sunday.

(After 6:00 p.m.)

1 hour.....	14.1	19.1	28.1	39.1	52.1	104.1
1/2 hour.....	50.00	47.50	45.00	42.50	40.00	37.50
1/4 hour.....	30.00	28.50	27.00	25.50	24.00	22.50
5 minutes.....	10.00	9.50	9.00	8.50	8.00	7.50

(Before 6:00 p.m.)

1 hour.....	25.00	23.75	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
5 minutes.....	5.00	4.75	4.50	4.25	4.00	3.75

**ANNOUNCEMENTS**  
(After 6:00 p.m.)

1	15	25	52	105	208	more
ti.	ti.	ti.	ti.	ti.	ti.	ti.

100 words maximum or one minute transcription 4.15 3.75 3.50 3.45 3.30 3.15 3.00

(Before 6:00 p.m.)

100 words maximum or one minute transcription 2.75 2.50 2.40 2.30 2.20 2.10 2.00

**POLITICAL TALKS**  
Regular rates apply. Cash in advance.  
**SPECIAL FEATURES**  
News Programs: 5 or 15 minutes; regular rates apply.  
Baseball and football games in season, rates on request.

**TALENT**  
Rates on request.

**ELECTRICAL TRANSCRIPTIONS**  
Regular time charges apply.

**SERVICE FACILITIES**  
Program, advertising, publicity and continuity departments available in securing, arranging, publicizing and presenting programs without extra charge.

**Contract and Other Requirements**  
Advertising of all alcoholic beverages 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 either party and subject to any short rate accruing to date of expiration. 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 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 out transcriptions and recordings.  
**Personnel**  
General Manager—Weldon Stamps.  
**Representatives**  
Radio Advertising Corporation.

**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 beer 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 speeches, 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 vertical and lateral cut recordings.

**Personnel**  
Manager—Albert Riesen.  
Commercial Manager—Hillis Bell.  
**Representatives**  
Radio Advertising Corporation.

**BARTLESVILLE**  
(Washington County)  
**KWON**  
(Established 1942)

Rate card issued March 1, 1942.  
Owned and operated by Bartlesville Broadcasting Co. Business Office and Studio—100 Union National Bank Bldg., Bartlesville, Okla.  
Transmitter—Nine-tenths of a mile north of business district, Bartlesville, Okla.

**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.  
Actual operating schedule: Sundays 8:00 a.m. to 9:00 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. Bills rendered 1st of month; due 10th of month.

**General Advertising**  
Rates include charges by owners of music copyrights. The following rates are for both national and local advertising.

1 hour.....	14.1	13.1	26.1	52.1	104.1	156.1
1/2 hour.....	45.00	42.75	40.50	38.25	36.00	33.75
1/4 hour.....	24.00	22.50	21.00	20.40	19.20	18.00
5 minutes.....	15.00	14.25	13.50	12.75	12.00	11.25
5 minutes.....	9.00	8.55	8.10	7.65	7.20	6.75

**ANNOUNCEMENTS**

100 words.....	3.00	2.90	2.80	2.70	2.60	2.50
50 words.....	2.20	2.14	2.08	1.96	1.91	1.86

**SPECIAL FEATURES**  
News—rates on request.  
Special events—rates on request.  
(This listing continued on next page)



And So Are Thousands of Others . . .

**YES SIR**, more folks are listening to the seven key stations of the Oklahoma Network these days than ever before. And here's one reason why. Thousands of families have been brought into Oklahoma during the past few months by rapidly expanding war industries.

These new listeners, plus the fine lineup of Blue Network programs and the consistent merchandising activities of the Oklahoma Network, give advertisers a big, state-wide audience that is growing day by day. The point is, time-buyers

today cannot plan tomorrow's sales in Oklahoma on surveys that were made even a few months back.

Long-time listening habits do not affect the thousands of new families that are moving into Oklahoma. They listen to the programs with which they are already familiar. That's why they listen to their favorite BLUE programs on the Oklahoma Network. Send at once for a list of choice availabilities and the merchandising service that goes with them. Write or wire The Oklahoma Network, Inc., Ramsey Tower, Oklahoma City.

**ARDMORE**  
(Carter County)  
**KVSO**  
(Established 1935)

Rates effective September 1, 1942.  
Owned and operated by Ardmorette Publishing Co. Business Office and Studio—Hotel Ardmore, Ardmore, Okla.

Transmitter—Corner Chickasaw and Northwest Blvd., Ardmore, Oklahoma.

**Wave—Power—Time**  
Operating power—250 watts days; 100 watts nights.  
(100% modulation.)  
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 commissions paid. No commissions paid on talent. Cash discount 2% on net—10 days from invoice date.

**General Advertising**  
For combination rates see listings of Blue Network Company (Blue Southwestern Group) and Oklahoma Network.

Rates include charges by owners of music copyrights.

1 hour.....	14.1	13.1	26.1	52.1	104.1	208.1
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
5 minutes.....	17.50	16.50	15.50	14.50	13.50	12.50

**SPOT ANNOUNCEMENTS**

1 minute or	4.25	4.00	3.75	3.50	3.25	3.00
Chain breaks (40 words maximum)	3.00	2.85	2.70	2.55	2.40	2.25

**POLITICAL TALKS**  
Rates on request.  
**SPECIAL FEATURES**  
News flashes, police bulletins, time signals, home-maker periods, organ melodies, sportscast, market reports, weather reports—rates on application.

**DON'T PLAN TOMORROW'S SALES ON YESTERDAY'S AUDIENCE!**

ALL BLUE and a whole lot more

**O.K. FOR OKLAHOMA**

**The OKLAHOMA NETWORK**  
National Representatives — RADIO ADVERTISING CORP.

OKLAHOMA—Continued

BARTLESVILLE—Continued

K W O N—Continued

POLITICAL TALKS
Rates on request. Copy of all political speeches or interviews involving controversial subjects must be submitted to station 24 hours in advance of broadcast and left as a permanent record of the broadcast.

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 are not subject to agency commission.

Contract 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. All programs and advertisers' copy must conform to station standards. Station reserves right to refuse or discontinue any advertising for reasons satisfactory to itself.

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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Vice-Pres. & Gen'l Mgr.—J. Fred Case.

ELK CITY

(Beckham County)

K A S A

(Established 1932)

Rates effective November 1, 1937. Owned and operated by E. M. Woody. Business Office and Studio—Casa Grande Hotel, Elk City, Oklahoma, telephone 730. Transmitter—Elk City, Oklahoma.

Wave—Power—Time
Operating power—100 watts. (100% modulation.) 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 last of month.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.
1 hour..... 45.00 40.00 35.00 30.00
1/2 hour..... 25.00 22.50 20.00 17.50
1/4 hour..... 14.00 13.00 12.00 11.00
5 minutes..... 7.00 6.00 5.00 4.00

ANNOUNCEMENTS
100 words or less..... 4.00 3.50 3.00 2.50

SPECIAL FEATURES
Time signals and news reports—rates on request.

POLITICAL TALKS
Rates on request.

RECORDED PROGRAMS
Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT
Rates 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.

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 studios 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. 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. double turn-tables for vertical and lateral cut recordings.

Personnel
Supervisor—F. E. Mayhew.

ENID

(Garfield County)

K C R C

(Established 1928)

Rate schedule dated January 1, 1942. Owned and operated by the Enid Radiophone Co. Business Office and Studio—318 East Willow, Enid, Oklahoma, telephone 447. Transmitter, Enid, Oklahoma.

Wave—Power—Time
Operating power—1,000 watts. 215.8 meters; 1390 kilocycles. Licensed to operate full time. Operates on Central War Time. Operating schedule: Sundays 7:00 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 advertising agencies.

General Advertising
For combination rates see listings of Blue Network Company (Blue Southwestern Group) and Oklahoma Network).

(6:00 p.m. to 11:00 p.m.)
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 208 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
5 minutes 15.00 14.25 13.50 12.75 12.00 11.25

(6:30 a.m. to 6:00 p.m.)
1 hour..... 37.50 35.63 33.75 31.88 30.00 28.13
1/2 hour..... 22.50 21.38 20.25 19.13 18.00 16.88
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 5.63
Notes: Sundays 12:00 noon to 6:00 p.m.—three quarters of nighttime rate.

ANNOUNCEMENTS

(6:00 p.m. to 10:00 p.m.)
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 208 tl.
100 words maximum or one minute transcription.. 10.50 10.05 9.60 9.15 8.70 8.25
40 words maximum, chain breaks..... 7.50 7.20 6.90 6.60 6.30 6.00

(6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)
100 words maximum or one minute transcription.. 5.25 5.09 4.90 4.58 4.35 4.13
40 words maximum, chain breaks..... 3.75 3.60 3.45 3.30 3.15 3.00

SPECIAL FEATURES

News, baseball, football, cooking school, grain and livestock markets. Rates on request.

POLITICAL ADVERTISING

Regular rates apply. Cash in advance.

TALENT

Rates on request. REMOTE CONTROL
Cost of programs originating by remote control shall include, beside regular station charges, line charges, installation charges, and cost of any extra equipment needed.

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. Rates 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 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Manager—Milton B. Garber.

Representatives
The Walker Company.

LAWTON

(Comanche County)

K S W O

(Established 1941)

Rates received April 21, 1941. Owned 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
The following rates are for national advertising. Fees charged by owners of music copyrights not included in rates.
1 tl. 13 tl. 26 tl. 52 tl.
1 hour..... 60.00 55.00 50.00 45.00
1/2 hour..... 35.00 32.50 30.00 27.50
1/4 hour..... 20.00 18.50 17.00 15.50

ANNOUNCEMENTS

5 minutes..... 8.00 7.50 7.00 6.50
1 minute..... 4.00 3.75 3.50 3.25

SPECIAL FEATURES

Special announcements, weather reports, time signals, etc. Rates on request.

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.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer and light wine. Contracts are subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program.

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 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Station Manager—Byrne Ross.

MUSKOGEE

(Muskogee County)

K B I X

(Established 1934)

Rates effective December 1, 1938. Operated by Oklahoma Press Publishing Company. Business Office and Studio—Barnes Building, Muskogee, Okla., telephone 303. Transmitter—Barnes Building, Muskogee, Oklahoma.

Wave—Power—Time
Operating power—250 watts. 201.3 meters; 1420 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.

General Advertising
For combination rates see listings of Blue Network Company (Blue Southwestern Group) and Oklahoma Network.

Fees charged by owners of music copyrights are not included in rates. (5:30 p.m. to sign-off)

1 hour..... 55.00
1/2 hour..... 33.00
1/4 hour..... 20.00
5 minutes..... 9.00

(7:00 a.m. to 5:30 p.m.)
1 hour..... 45.00
1/2 hour..... 27.00
1/4 hour..... 16.00
5 minutes..... 7.00

DISCOUNTS

Less than 13 times..... Net
13 to 24 times..... 5%
25 to 36 times..... 10%
37 to 48 times..... 15%
49 to 60 times..... 20%
61 to 72 times..... 25%
73 to 84 times..... 30%
85 to 96 times..... 35%
97 or more times..... 40%

ANNOUNCEMENTS

(5:30 p.m. to sign-off)
1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 200 tl. 800 tl.
60 words..... 4.50 4.25 4.00 3.75 3.50 3.00 2.50
120 words..... 6.00 5.75 5.50 5.25 5.00 4.50 4.00

(7:00 a.m. to 5:30 p.m.)
60 words..... 4.50 4.25 4.00 3.75 3.50 3.00 2.50
120 words..... 6.00 5.75 5.50 5.25 5.00 4.50 4.00

TALKS AND ADDRESSES

(Except political)
Accepted at card rates and are subject to station approval. Copy of speech must be submitted to station for approval at least 24 hours in advance.

SERVICE FEATURES

News: Leased wire service; eight newscasts daily, 8:00 a.m. and every two hours thereafter to 10:00 p.m.
Farm News: 12:30 p.m. to 12:45 p.m.
Sports: 5:30 p.m. daily except Sunday. Remote facilities available for all sports events.
Morning Mirth: Monday through Saturday, early morning announcement program.
Mystic Melodies: Evening show.
"The Eleventh Hour" and "Listen Ladies": Women's 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 33-1/3 and 78 r.p.m. turn-tables.

Personnel
President—Tams Bixby, Jr.
Manager—Jimmie Barry.

Representatives
Radio Advertising Corporation.

NORMAN

(Cleveland County)

WNAD

(Established 1920)

Owned and operated by University of Oklahoma...
Power—Time
Operating power—1,000 watts.
168.8 meters; 640 kilocycles.
Licensed to operate days.
Does not sell time.

OKLAHOMA CITY

(Oklahoma County)

KOCY

(Established 1928)



Rates effective January 1, 1940.
Owned and operated by Plaza Court Broadcasting Co.
Business Office and Studio—Plaza Court, Oklahoma City, Oklahoma. Telephone 3-4646.

Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Agency Commission
Time to recognized agencies. No commission is allowed 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 only station announcer. Add talent cost if additional announcer or sound effects are required.
(6:00 p.m. to 11:00 p.m.)
1 hr 120.00 114.00 108.00 102.00 96.00 91.00 86.00
1/2 hr 70.00 66.50 63.00 60.00 57.50 55.00 53.00
1/4 hr 40.00 42.50 45.00 47.50 50.00 52.50 55.00
5 min 20.00 19.00 18.10 17.25 16.50 15.50 14.00
(6:30 a.m. to 6:00 p.m. and 11:00 p.m. to sign-off)
1 hr 60.00 57.00 54.00 51.25 48.50 44.50 40.00
1/2 hr 35.00 34.25 33.50 32.00 31.00 27.75 25.00
1/4 hr 20.00 21.25 22.50 24.00 25.00 23.00 21.00
5 min 12.50 11.75 11.00 10.50 10.00 9.00 8.50

ANNOUNCEMENTS
Not to exceed 100 words:
(6:00 p.m. to 11:00 p.m.)
Per announcement: 8.50 8.00 7.50 7.10 6.75 6.50 6.25
(6:30 a.m. to 6:00 p.m. and 11:00 p.m. to sign-off)
Per announcement: 5.50 5.25 5.00 4.75 4.50 4.25 4.00

POLITICAL TALKS
Rates on request.

SPECIAL FEATURES
All programs must conform to standards of station.
News, time signals, weather reports, sponsorship of athletic events, etc., rates on request.

RIGHTS CONTROL
Equipped with complete facilities for handling programs originating outside of the studios.

SERVICE FACILITIES
A complete merchandising service available to advertisers.

Contract and Other Requirements
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 for reasons satisfactory to itself.

Subject to cancellation by a 30 day advance notice with acknowledgment of any short rates to the date of cancellation. Such short rates to be on the basis of rates in effect on date of contract. All programs subject to change of time on 28 days' notice. 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. double turn-tables for vertical or lateral cut recordings.

Personnel
Station Manager—M. E. Bonbrake.
President—John D. Thomas.
Vice-President—Chas. Edward Johnson.
Secretary-Treasurer—M. S. McEldowney.
Representatives—Burn-Smith Company, Incorporated.

KOMA

(Established 1932)



Rate card issued May 1, 1942. (Card No. 2.)
Owned and operated by KOMA, Incorporated.
Business Office and Studio—Biltmore Hotel, P. O. Box 1155, Oklahoma City, Okla.
Transmitter—7-1/2 miles N. E. of City on Tulsa Highway Number 66.

Power—Time
Operating power—5,000 watts.
1,100 meters; 1,100 kilocycles (control.)
197.4 meters; 1520 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Central War Time.
Actual operating schedule; 6:00 a.m. to 12:00 midnight Central Standard Time.
Agency Commission
Agency commission 15% allowed 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 weekly, payable at face when rendered. Short rate billed where frequency rate is not earned.

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.

KOMA is available in combination with KTUL, Tulsa. No line charges apply when KOMA and KTUL, Tulsa, are used in combination. Rates and other details on request.

ENTERTAINMENT PROGRAMS
Announcements and programs of 5 minutes, or more, may not be combined to earn larger frequency discounts.

Table with 4 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

Table with 4 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

Table with 4 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

ANNOUNCEMENTS
Station break announcements of fixed time are sold only six or seven days a week. Announcements limited to 30 words. Individual station breaks may be bought subject to move in the event an advertiser buying station breaks six or seven days a week, fixed position, requires any spot sold individually.

Table with 4 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

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Table with 4 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

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.

Table with 4 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

SPECIAL FEATURES
News: 6:00 a.m., 7:30 a.m., 7:45 a.m., 12:30 p.m., 5:00 p.m. to 5:15 p.m. and 10:00 p.m. to 10:15 p.m.; 6:00 a.m., 7:30 a.m. and 11:45 a.m. news available for sponsorship.

For certain periods, special package rates apply. Rates on request.
Musical Clock: 6:15 a.m. to 6:45 a.m., Monday through Saturday. Recordings, correct time and announcements.

KOMA's Woman's page with commentator: 11:30 a.m. to 11:45 a.m., Monday through Friday. Available either exclusively in five minute sections or on a participating basis. Class "B" announcement rates apply with no additional charge for participation. Participations are limited to five per program. Regular rates apply if program is sold as a unit or in five minute sections. Commentator charges are 2.50 per program for five minutes and 5.00 per program for 15 minutes. These charges are fixed and are not subject to frequency discounts or agency commission.

Sports: Included in the 10:00 p.m. to 10:15 p.m. daily news. Information on other sports features available on request.

ELECTRICAL TRANSCRIPTIONS
Accepted at regular rates.

POLITICAL RATES
On application.
Talent
Rates on request.
REMOTE CONTROL
Arrangements can be made for remote broadcasts. Rates on request.

Contract and Other Requirements
Rates quoted cover the station time and facilities only for programs originating in station studios. In order to earn net rates quoted contract must be completed within 12 months. The editorial content of all broadcasts is subject to the approval or revision of KOMA, Inc. Contract renewals subject to rates in effect at time of renewal.

All contracts subject to cancellation unless program starts within thirty 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 director.

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.

Personnel
Manager—Kenyon Brown.
Program Director—Paul Bunning.
Representatives—Free & Peters, Inc.

KTOK

(Established 1927)



BLUE NETWORK STATION



Rate card issued January 1, 1942.

Owned and operated by Oklahoma Broadcasting Co., Inc.
Business Office—2004 Ramsey Tower, Oklahoma City, Okla.

Studio—1800 W. Main St., Oklahoma City, Okla.
Telephone 3-8352.
Transmitter—1800 W. Main St., Oklahoma City, Oklahoma.

Power—Time
Operating power—250 watts.
214.3 meters; 1400 kilocycles.
Licensed to operate full time.

Operates on Central War Time.
Actual operating schedule: Sunday 7:00 a.m. to 12:00 midnight. Week days 8:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized agencies on time and talent. No cash discount.
General Advertising
For combination rates see listings of Blue Network Company (Blue Southwestern Group) and Oklahoma Network.

Table with 4 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

Table with 4 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

Table with 4 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

Table with 4 columns: Time, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows include 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times.

ANNOUNCEMENTS
100 words or less; or one minute transcriptions; or chain breaks, 40 words.
(6:00 p.m. to 10:30 p.m. daily)
Per broadcast: 1 hr. 13.00, 1/2 hr. 8.50, 1/4 hr. 5.00, 5 minutes 2.00.

Contract and Other Requirements
Beer advertising accepted.
Rates are for station facilities only, for broadcasts originating from studios. Talent extra. Talks and political speeches are 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 of any such talk.

All contracts subject to station's approval and governmental regulations. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station.

Contracts may be cancelled only by advance written notice and immediate payment for the time actually used to the date of cancellation, at applicable short-term rates therefor according to station's rate schedule in effect at the time the agreement was made.

Personnel
General Manager—Robert D. Enoch.
Commercial Manager—Frank J. Lynch.
Representatives—Radio Advertising Corporation.

OKLAHOMA—Continued
OKLAHOMA CITY—Continued

W K Y

(Established 1920)

Rate card issued March 1, 1941. (Card No. 18.)
Owned and operated by The Oklahoma Publishing Co.
Business Office and Studio—Skirvin Tower Hotel.
Oklahoma City, Okla., telephone 8-4808.
Transmitter—West 39th St., Oklahoma City, Okla.

Wave—Power—Time
Operating power 5,000 watts days; 1,000 watts nights.
(100% modulation—crystal control.)
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 11:30 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 following month.

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.

Table with columns for time slots (11-12, 1-2, 2-3, 3-4, 4-5, 5-6) and rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) during different periods (6:00-10:30 p.m., 9:00-12:00 noon, 12:00-6:00 p.m., 10:30-11:30 p.m.).

ANNOUNCEMENTS

100 words or less, or 30 words or less, spot announcements. 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 talent charges, including etation 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.

Table showing announcement rates for 6:00 p.m. to 10:30 p.m. and 7:00 a.m. to 10:30 p.m. for durations of 1, 1/2, 1/4 hour and 5 minutes.

SPECIAL FEATURES

Sunrise Roundup—1/4 hour week days (including talent), 6:00 a.m. to 7:00 a.m., per week 150.00.

POLITICAL TALKS

No talk over one half hour accepted. Time charges payable before broadcast begins. Copy of political speeches or interviews involving controversial subjects must be submitted to station 24 hours in advance of broadcast and left as a permanent record of the broadcast.

Table showing political talk rates for 1/2 hour and 1/4 hour durations.

RECORDED PROGRAMS

Information on request.

REMOTE CONTROL

Complete facilities for handling programs originating outside of the studios, including portable pack transmitter and mobile unit.

MERCHANDISING SERVICE

Station offers its national advertisers a complete merchandising service.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Rates for musical programs are from studio and do not include talent or any remote control costs. 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 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 acknowledgment of adjusted rate to be on the basis of rate in effect on date of contract.

Program sponsors may purchase additional announcements during life of contract at frequency discounts earned by program.

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 13, 26, 39 and 52 week period.

Closing Time
Talent programs close two 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 turn-tables.
Personnel
Station Manager—Gayle V. Gruber.
Commercial Manager—Ralph P. Miller.
Representatives
The Katz Agency, Inc.

OKMULGEE

(Okmulgee County)

K H B G

(Established 1937)

Rates effective June 1, 1939.
Owned and operated by the Okmulgee Broadcasting Corporation.
Business Office and Studio—McCulloch Building, Fifth and Grand Streets, Okmulgee, Oklahoma.
Transmitter—20th and Seminole Streets, Okmulgee, Oklahoma.

Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
241.9 meters; 1230 kilocycles.
Licensed to operate unlimited time.
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 10:30 p.m.

Agency Commission
Agency commission 15% to recognized agencies. Payments to be made not later than 10th of month following service. No cash discount. No commission on talent.

Table showing general advertising rates for 1/2 hour and 5 minutes durations.

WEEKLY RATES

Table showing weekly advertising rates for 1/4 hour and 5 minutes durations over 1, 3, and 5 weeks.

ANNOUNCEMENTS

Table showing announcement rates for 100 words, 50 words, and 30 words durations.

MONTHLY RATES

Table showing monthly advertising rates for 100 words, 50 words, and 30 words durations.

Special rates by the month, six days weekly (add one-sixth for seven days):

Table showing special monthly advertising rates for 100 words, 50 words, and 30 words durations.

SPECIAL FEATURES

Weather reports, time signals, football, baseball, and other special features—rates on request.
News Service: 5 or 15 minute news flashes at regular rates.

TALENT

Rates on request.
REMOTE CONTROL
Facilities available without charge except for telephone lines.

Contract 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 transcription, using 33-1/3 and 78 r.p.m. turn-tables for lateral cut recordings.

Personnel
Station Manager—Pat Buford.
Commercial Manager—Lucille Buford.
Representatives
None.

PONCA CITY

(Kay County)

W B B Z

(Established 1928)

Rates effective August 1, 1940.
Main Studio—615 West Grand Avenue, Ponca City, Oklahoma.
Transmitter—615 West Grand Avenue, Ponca City, Oklahoma.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
243.9 meters; 1230 kilocycles.
Licensed to operate full time.
Actual operating schedule: 6:30 a.m. to 9:30 p.m.

Agency Commission
Agency commission 15% to recognized advertising agencies on net charges for station time. Cash discount 2%—bills due and payable 10th of following month.

General Advertising
The following rates are for national advertisers. For local advertising rates consult station management.

Table showing general advertising rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes durations.

ANNOUNCEMENTS

Table showing announcement rates for 100 words, 50 words, and 30 words durations.

SPECIAL FEATURES
Time Signal: Limited to 30 words; run of schedule, six times daily, per month 100.00; twelve times daily, per month 200.00; no discount. Minimum contract 18 weeks.
Weather Reports: Limited to 40 words; per month, 100.00.
ELECTRICAL TRANSCRIPTIONS & RECORDED PROGRAMS
No time restrictions; no service charge; regular rates apply.
TALENT
Additional charges made for talent, special announcers, and special continuity service—rates on request.

REMOTE CONTROL
Additional charges made for programs originating outside the studios of WBBZ.

SERVICE FACILITIES
Publicity department and merchandising department are included in regular rates.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and light wines.

All programs must conform to the standards of the station. No contract 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. Complete 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 date for talent programs and transcribed programs and announcements is one week 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 and lateral cut recordings.

Personnel
Managing Director—A. L. Carrell.
Representatives
None.

SHAWNEE

(Pottawatomie County)

K G F F

(Established 1930)

Rates effective August 20, 1941. (Card No. 5.)
Owned and operated by KGFF Broadcasting Company, Inc.

Studio—Aldridge Hotel, Shawnee, Okla., telephone 4390.
Transmitter—Shawnee Country Club, Highway 270, East Shawnee, Okla.

Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
206.9 meters; 1450 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 6:30 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% on station time charge allowed to advertising agencies recognized by KGFF. 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 listings of Blue Network Company (Blue Southwestern) and Oklahoma's Network.

Table showing general advertising rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes durations.

Table showing general advertising rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes durations.

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Table showing general advertising rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes durations.

(This listing continued on next page)



SHAWNEE—Continued
K G F F—Continued

Contract and Other Requirements
Beer advertising accepted; no liquor advertising.
All rates are for station time only. Talent or remote
charges are additional. Rates are for consecutively
scheduled broadcasts within 52 weeks of first broad-
cast. All contracts subject to change of time or can-
cellation on two weeks' written notice by either
party. All contracts cancelled before date of expira-
tion 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 manu-
scripts must be submitted 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.
Personnel
General Manager—Maxine Eddy.
Advertising Manager—Leroy W. Moses.
Representatives
Radio Advertising Corporation.

TULSA
(Tulsa County)
K O M E
(Established 1938)

Rates effective September 29, 1940. (Card No. 2.)
Owned and operated by Oil Capital Sales Corporation.
Business Office and Studio—Radio Building, 910 S.
Boston, Tulsa, Oklahoma, telephone 3-4121.
Transmitter—39th St. and Newport, Tulsa, Okla.

Wave—Power—Time
Operating power—250 watts.
(100% modulation—crystal control.)
223.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: 6:00 a.m. to 12:00 mid-
night.

Agency Commission
Agency commission 15% to recognized advertising
agencies on net charges for station time. No cash
discount.

General Advertising
For combination rates see listings of Blue Network
Company (Southwestern Group), the Oklahoma Net-
work and Mutual Broadcasting System.

Table with 2 columns: Time slot and Rate. Includes 1 hr., 1/4 hr., 1/2 hr., and 5 minutes slots for various times of day.

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K T U L
(Established 1934)

COLUMBIA AFFILIATE



Rates effective December 1, 1942. (Card No. 2.)
Owned and operated by Tulsa Broadcasting Co.
Business Office and Studio—National Bank of Tulsa
Building, Tulsa, Oklahoma, telephone 23191.
Transmitter—7 miles north of Tulsa, Okla.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
209.8 meters; 1430 kilocycles.
Licensed to operate full time on regional channel.
Operates on Central War Time.
Actual operating schedule: Sundays 7:00 a.m. to
11:00 p.m. Week days 6:30 a.m. to 11:30 p.m.

Agency Commission
Agency commission 15% to recognized advertising
agencies on net charges for station time. No com-
mission on talent. All bills rendered on the 1st
and payable 10th of each month. No cash discount.
All payments, either for service or talent to be made
to station in cash as billed.

General Advertising
For combination rates see Columbia Broadcasting
System (Southwestern Group).
The following rates apply to national and local ad-
vertising and include music copyright fees.

MUSICAL PROGRAMS

Table with 2 columns: Time slot and Rate. Includes CLASS 'A' (6:00 p.m. to 10:30 p.m. daily) and CLASS 'B' (9:00 a.m. to 1:30 p.m. week days).

Table with 2 columns: Time slot and Rate. Includes CLASS 'C' (6:00 a.m. to 9:00 a.m., 1:30 p.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight week days).

Table with 2 columns: Time slot and Rate. Includes CLASS 'C' (6:00 a.m. to 9:00 a.m., 1:30 p.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight week days).

Table with 2 columns: Time slot and Rate. Includes CLASS 'C' (6:00 a.m. to 9:00 a.m., 1:30 p.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight week days).

Table with 2 columns: Time slot and Rate. Includes CLASS 'C' (6:00 a.m. to 9:00 a.m., 1:30 p.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight week days).

Table with 2 columns: Time slot and Rate. Includes CLASS 'C' (6:00 a.m. to 9:00 a.m., 1:30 p.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight week days).

Table with 2 columns: Time slot and Rate. Includes CLASS 'C' (6:00 a.m. to 9:00 a.m., 1:30 p.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight week days).

Table with 2 columns: Time slot and Rate. Includes CLASS 'C' (6:00 a.m. to 9:00 a.m., 1:30 p.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight week days).

Table with 2 columns: Time slot and Rate. Includes CLASS 'C' (6:00 a.m. to 9:00 a.m., 1:30 p.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight week days).

Table with 2 columns: Time slot and Rate. Includes CLASS 'C' (6:00 a.m. to 9:00 a.m., 1:30 p.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight week days).

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Table with 2 columns: Time slot and Rate. Includes CLASS 'C' (6:00 a.m. to 9:00 a.m., 1:30 p.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight week days).

SERVICE FACILITIES

The services of station production department are
offered to advertisers and advertising agencies with-
out additional cost for the purpose of securing talent
at lowest possible prices. Program ideas, continui-
ties, etc., prepared without charge. Merchandising
department prepares letters to jobbers and dealers,
arranges window displays, tie-ups, etc. Full details
of this service on request.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, ex-
cepting beer.

Rates shown include station time and station facili-
ties program listing, and services of announcing
staff, continuity and program departments. Rates
shown do not include talent. Programs to be broad-
cast from studios in National Bank of Tulsa Building.
Petition and publicity talks accepted where subject
is of public interest in opinion of station manage-
ment.

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, an-
nouncements, talks or programs for reasons sufficient
to the station. Station reserves the right to re-
schedule, if necessary, any commercial period. Con-
tracts subject to cancellation by advertiser by 30
days written notice by registered mail, accompanied
by certified check for short rates at rate earned by
period advertiser will have used to date of cancel-
lation, plus all amounts due to that date. Contracts
are not assignable; are subject to state and federal
regulations and are made subject to interference by
strikes, fires, weather conditions beyond control of
station. The Tulsa Broadcasting Company, Inc., 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 while on the
premises of station, and the user agrees to save the
Tulsa Broadcasting Company, Inc., harmless from,
any damages or losses sustained by it in connection
with user's broadcasts.

Where advertiser procures own program it must be
submitted at a reasonable time for station approval.
In the event advertiser fails to submit program con-
tracted for, station reserves the right to provide a
program and the advertiser agrees to pay regular
rate as if program had been duly given. Direct sell-
ing and lottery programs not accepted.

All programs subject to prior booking of time. All
contracts specifying time of broadcast accepted sub-
ject to priority of chain programs.

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 transcrip-
tion, using 33-1/3 and 78 r.p.m. double turn-tables
for vertical and lateral cut recordings.

Personnel
Vice-President and Gen. Mgr.—William C. Gillead.
Sales & Prom. Mgr.—John Essau.

Representatives
Free & Peters, Inc.

K V O O
(Established 1925)

Rates effective January 15, 1938. (Card No. 4.)
Owned and operated by the Southwestern Sales Corp.
Studio—Piltlower, Tulsa, Okla., telephone 2-2254.
Transmitter—11 miles east of Tulsa, Okla., on U. S.
Highway 66.

Wave—Power—Time
Operating power—50,000 watts days; 25,000 watts
nights. (100% modulation.)
256 meters; 1170 kilocycles.
Operates on a nationally cleared channel.
Operates on Central War Time.
Licensed to operate unlimited time.

Agency Commission
Agency commission 15% to recognized advertising
agencies on station time. Cash discount none. Bills
due and payable when rendered.

General Advertising
For combination rates see listing of National Broad-
casting Company (Southwestern Group).
The following rates apply to national advertising. For
local advertising rates consult station management.
Rates include blanket fees charged for copyrighted
music.

Table with 2 columns: Time slot and Rate. Includes 1 hr., 1/2 hr., 1/4 hr., and 5 minutes slots for various times of day.

Table with 2 columns: Time slot and Rate. Includes 1 hr., 1/2 hr., 1/4 hr., and 5 minutes slots for various times of day.

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Table with 2 columns: Time slot and Rate. Includes 1 hr., 1/2 hr., 1/4 hr., and 5 minutes slots for various times of day.

OKLAHOMA—Continued

TULSA—Continued  
K V O O—Continued

DISCOUNTS

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 FEATURES

Weather and Temperature Reports: Included with any announcement at regular rates if the combined report and commercial copy do not exceed the regular number of words.

RECORDED PROGRAMS

The station's transcription library service charges a special fee for programs re-recorded from that service. The station reserves the right to add to its monthly billing this fee charged by its transcription library service.

TALENT

Talent will be engaged by station at minimum prices if desired. Rates on application.

REMOTE CONTROL

Facilities are available for remote control broadcasts. Rates do not include traveling expenses, tolls and mechanical expenses for remote control.

SERVICE FACILITIES

Merchandising facilities are available plus complete promotion service.

Contract and Other Requirements

Beer advertising accepted. Rates include time on the air, facilities of the station in arranging and producing programs, preparing copy, securing talent and services of staff announcers.

Closing Time

Deadline 3:00 p.m. daily for day following and 1:00 p.m. Saturday for Sunday and Monday.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using double 33-1/3 r.p.m. turn-tables.

Personnel

General Manager—Wm. B. Way. Commercial Manager—Willard D. Egolf. Promotion Manager—Walt Dennis.

Representatives

Edward Petry & Company, Inc.

OREGON

ALBANY

(Linn County)

KWIL

(Established 1941)



Rates effective January 15, 1941. (Card No. 1.) Owned and operated by Central Willamette Broadcasting Company. Business Office and Studio—KWIL Building, Albany, Oregon.

Wave—Power—Time

Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Agency Commission

Agency commission 15% to recognized agencies on net station time and talent. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising

For combination rates see listings of Mutual Broadcasting System, Don Leo Broadcasting System (Northwest Group) and Pacific Broadcasting Company. Rates include charges by owners of music copyrights.

Table with 2 columns: Time/Rate and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, and (All other time).

WEEKLY DISCOUNTS

Table with 2 columns: Discount Category and Rate. Rows include Less than 10.00 per week, 10.00 but less than 20.00 per week, etc.

Additional Discounts At the conclusion of 25 consecutive weeks of broadcasting, 5% additional discount is allowed; at the conclusion of 52 consecutive weeks of broadcasting a total of 10% additional discount is allowed.

ANNOUNCEMENTS

Chain breaks, 35 words maximum; or 100 word announcements: (6:00 p.m. to 10:30 p.m.)

Table with 2 columns: Announcement Type and Rate. Rows include Base rate, 30 announcements, 90 announcements, 180 announcements, 270 announcements, 305 announcements, and Extra voice or sound effects.

SPECIAL FEATURES

Rates on request. POLITICAL Subject to regular station time rates and policies, and payable in advance.

TALENT

Rates on request. REMOTE CONTROL Rates on request.

SERVICE FACILITIES

Station maintains a complete production department and can supply all types of programs, remote or studio. Program charges on request.

Contract and Other Requirements All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast. Contracts and copy subject to approval by station management.

Closing Time Contracts close two weeks in advance of first broadcast. Announcement copy and transcriptions 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 turn-tables for lateral cut recordings.

Personnel President—W. L. Jackson. Secretary-Treasurer—R. R. Cronise. Station Manager—C. E. Wheeler. Commercial Manager—Hal Byer.

ASTORIA

(Clatsop County)

KAST

(Established 1935)



Rate card undated; received October 26, 1938. Owned and operated by Astoria Broadcasting Co. Business Office and Studio—1008 Taylor Avenue, Astoria, Oregon, telephone 95.

Wave—Power—Time Operating power—250 watts. (100% modulation.) 243.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Agency Commission Agency commission 15% on net charges for station facilities to recognized advertising agencies where bill is paid on or before 20th of following month.

Table with 2 columns: Time/Rate and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour.

DISCOUNTS

Discounts will not apply unless at least one program each week during life of contract is used. No discount on announcements.

Table with 2 columns: Discount Category and Rate. Rows include 13 times, 26 times, 52 times, Monthly rates, and 1/4 hour rates.

ANNOUNCEMENTS

50 words or less. 2.00. 100 words. 3.00.

POLITICAL TALKS

15 minutes. 18.75.

RECORDED PROGRAMS

Electrical transcription programs are accepted for any hour of the broadcasting period at regular rates.

Contract and Other Requirements Rates are for station time only.

Closing Time All programs close one day 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 lateral cut records.

Personnel Manager—James C. Wallace. Representatives Cox and Tanz. Walter Biddlek Company

BAKER

(Baker County)

KBKR

(Established 1939)

Rates effective August 1, 1940. (Card No. 2.) Owned and operated by Baker Broadcasting Company. Business Office and Studio—Baker Loan Trust Bldg., Baker, Oregon.

Transmitter—2 miles N. E. of Baker on "H" St. Wave—Power—Time

Operating power—250 watts. 201.3 meters; 1490 kilocycles. Licensed to operate full time on local channel. Operates on Pacific War Time.

Agency Commission Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered 1st of month, payable 10th of month.

General Advertising The following rates apply to both local and national advertising. Rates include charges by owners of music copyrights.

Maximum direct commercial allowable is 15% of the program time. Rates are for run of schedule. For specified time, add 35% to rates. No discount for daytime.

Table with 2 columns: Time/Rate and Rate. Rows include 1/2 hour, 1/4 hour, 5 minutes, 100 words, 50 words.

(\*) Commercial transcription equivalent — one minute or less.

POLITICAL BROADCASTS

Rates on request. ELECTRICAL TRANSCRIPTIONS

Transcription library service available. Regular rates apply. TALENT

Local talent available at cost. REMOTE CONTROL

Remote facilities available. Subject to extra charges for line and mechanical costs.

SERVICE FACILITIES Merchandising service available at cost.

Contract and Other Requirements Advertising of alcoholic beverages not accepted. Beer and wine advertising accepted after 10:00 p.m.

Contracts subject to cancellation one week in advance by written notice, accompanied by certified check at short rate to date of last program. No contract for more than one year.

Closing Time Contracts close one week in advance of first broadcast. Announcements four 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. turn-tables for lateral cut recordings.

Personnel Station Manager—Glenn McCormick. Commercial Manager—Chris Buckmiller.

Representatives None.

BEND

(Deschutes County)

KBND

(Established 1938)



Rates effective April 1, 1940. (Card No. 2.) Owned and operated by The Bend Bulletin. Business Office and Studios—Pilot Butte Inn, Bend, Oregon.

Transmitter—Pilot Butte Inn, Bend, Oregon. Wave—Power—Time

Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

Agency Commission Agency commission 15% to recognized advertising agencies on bills paid by 10th of the month following service. No cash discount. Commission paid on station time only, not talent.

General Advertising (Day or night)

Table with 2 columns: Time/Rate and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

MONTHLY CONTRACT RATES

Table with 2 columns: Time/Rate and Rate. Rows include 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

CONTRACT DISCOUNTS

Applicable to programs only: 3 months, 6 months, 12 months.

ANNOUNCEMENTS

When used in a single month: 100 words, 104 times.

SPECIAL FEATURES

Time Signals—25 words, sold on monthly basis: 26 times, 52 times, 78 times, 104 times.

POLITICAL Payable in advance. Rates on request.

(This listing continued on next page)

BEND—Continued
K B N D—Continued

ELECTRICAL TRANSCRIPTIONS
Regular broadcasting rates apply for electrical transcriptions. No extra charge when announcements are made by station announcer.

Remote Control
Remote control equipment available—rates on request.

Service Facilities
Station maintains its own merchandising service department which is available to advertisers 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.

Closing 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 with lateral cut records.

Personnel
Station Manager—Frank H. Logan.
Representatives
John Blair & Company.

CORVALLIS

(Benton County)
K O A C
(Established 1922)

Owned and operated by Oregon State System of Higher Education.
Office and Studio—Physics Bldg., Oregon State College, Corvallis, Ore.

Power—Time
Operating power 5,000 watts days; 1,000 watts nights.
(100% modulation—crystal control.)
5.5 meters; 550 kilocycles.
Licensed to operate unlimited time.

EUGENE

(Lane County)
K O R E
(Established 1927)

Rates effective January 1, 1938. (Card No. 6.)
Owned and operated by Eugene Broadcasting Station.

Agency Commission
Agency commission 15% on net station time and talent to accredited advertising agencies.

General Advertising
Rates include charges by owners of music copyrights.
(6:00 p.m. to 10:30 p.m.)

Weekly Discounts
Less than 6.40 weekly..... 2-1/2%
6.40 but less than 12.80 weekly..... 5%
12.80 but less than 19.20 weekly..... 7-1/2%
19.20 but less than 25.60 weekly..... 10%
25.60 but less than 32.00 weekly..... 12-1/2%
32.00 or more per week..... 15%

Announcements
Announcements adjacent to news bulletins take same rate as time signals with commercial copy being limited to 25 words.

Special Features
News Programs: May not be sponsored but announcements adjacent to news programs may be purchased at 40% greater rate than the announcement rate.

Time Signals
Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

Personnel
Station Manager—George Kincaid.
Representatives
Pacific Coast—W. S. Grant Company.

Time Signals
Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

Time Signals
Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

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Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

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Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

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Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

Time Signals
Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

Time Signals
Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

Table with 2 columns: Rate, Amount. Includes Base rate (7:00 a.m. to 6:00 p.m.) at 3.87, 30 announcements each at 2.75, 80 announcements each at 2.57, etc.

POLITICAL TALKS

Payable in advance. Rates on request.
Talent
Rates on application.

Remote Control
Station has complete facilities for remote control broadcasts.

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.

Closing 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 with lateral cut recordings.

Personnel
Owner—Frank L. Hill.
General Manager—L. W. Trommlitz.
Representatives
John Blair & Company.

GRANTS PASS

(Josephine County)
K U I N
(Established 1939)

Rates effective December 1, 1939.
Owned and operated by the Southern Oregon Broadcasting Company.

Agency Commission
Agency commission 15% on net station time and talent to accredited advertising agencies.

General Advertising
Rates include charges by owners of music copyrights.
(6:00 p.m. to 10:30 p.m.)

Weekly Discounts
Less than 6.40 weekly..... 2-1/2%
6.40 but less than 12.80 weekly..... 5%
12.80 but less than 19.20 weekly..... 7-1/2%
19.20 but less than 25.60 weekly..... 10%
25.60 but less than 32.00 weekly..... 12-1/2%
32.00 or more per week..... 15%

Announcements
Announcements adjacent to news bulletins take same rate as time signals with commercial copy being limited to 25 words.

Special Features
News Programs: May not be sponsored but announcements adjacent to news programs may be purchased at 40% greater rate than the announcement rate.

Time Signals
Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

Personnel
Station Manager—George Kincaid.
Representatives
Pacific Coast—W. S. Grant Company.

Time Signals
Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

Time Signals
Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

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Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

Time Signals
Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

Table with 3 columns: Rate, Amount, Time. Includes CLASS 'A' (6:00 p.m. to 10:30 p.m.) with 1 mo. at 6 mos. 12 mos., 1 daily at 50.00, 2 daily at 90.00, 3 daily at 125.00.

Table with 3 columns: Rate, Amount, Time. Includes CLASS 'B' (7:00 a.m. to 6:00 p.m.) with 1 daily at 30.00, 2 daily at 72.00, 3 daily at 100.00.

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

Electrical Transcriptions
Transcription library services available. Regular rates apply. Instantaneous recording equipment available.

Remote Control
Station regularly maintains remote control facilities to 17 fixed points providing instantaneous access to main public meeting places.

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

Closing Time
Contracts close one week in advance of first broadcast; 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 with vertical and lateral cut recordings.

Personnel
Manager—Ralph E. Smith.
Representatives
John Blair & Company.

Time Signals
Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

Time Signals
Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

Time Signals
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Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

Time Signals
Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

Time Signals
Total service limited to 35 words commercial copy. May be purchased in combination of day and night.

OREGON—Continued

LA GRANDE

(Union County)

K L B M

(Established 1938)

Rates effective Sept. 10, 1938 (Card No. 1), revised. Owned and operated by Ben E. Stone. 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.

Agency Commission Agency commission 15% to recognized agencies. No cash discounts. Accounts payable 10th of month following production.

General Advertising The following rates are for local and national advertising.

Table with columns for time slots (1/2, 1/4, 10, 5, 100, 50 min, wda, wda) and rates for various durations (1 time, 13 times, 26 times, etc.).

TALENT

Local talent available at cost.

REMOTE CONTROL

Remote facilities available at cost.

SERVICE FACILITIES

Merchandising service available at cost.

Contract and Other Requirements

Rates include production but not talent costs. Maximum commercial allowable is 15% of the program time. No contract for more than one year. All programs and announcements subject to approval by station management.

Mechanical Program Equipment

Information on request.

Personnel

General Manager—Ben E. Stone.

MARSHFIELD

(Coos County)

K O O S

(Established 1928)

Rates effective August 1, 1938. (Card No. 9.) Owned and operated by KOOS, Inc. Business Office and Main Studio—Hall Building, Marshfield, Oregon, Marshfield 432. Transmitter—Hall Building, Marshfield, Oregon.

Wave—Power—Time Operating power—250 watts. (100% modulation.) 248.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Pacific War Time. Actual operating schedule: Sundays 8:00 a.m. to 10:30 p.m. Week days 6:45 a.m. to 10:30 p.m.

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

General Advertising For combination rates see listings of Don Lee Broadcasting System (Northwest [Oregon] Group), Mutual Broadcasting System, and Pacific Broadcasting Company (Oregon Network).

Table showing advertising rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes, with a note '(Before 6:00 p.m.)'.

WEEKLY DISCOUNTS

Table showing weekly discounts for various durations: Less than 10.00 weekly, 10.00 but less than 20.00 weekly, etc.

Additional Discounts At the conclusion of 26 consecutive weeks of broadcasting 5% additional discount is allowed; at the conclusion of 52 consecutive weeks of 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 AND ELECTRICAL TRANSCRIPTIONS

Table listing rates for chain breaks, base rates, and announcements for various durations (30, 90, 180, 270, 365).

Base rate 30 announcements, each 4.12; 90 announcements, each 3.85; 180 announcements, each 3.58; 270 announcements, each 3.30; 365 announcements, each 3.03.

Subject to regular station time, rates and policies—payable in advance. TALENT Rates on request.

REMOTE CONTROL Station has complete facilities for remote control broadcasts.

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 after 10:00 p.m.

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 contracts and advertising copy subject to station approval and government rules and regulations.

Closing 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 both lateral and vertical cut recordings.

Personnel President—Sheldon F. Sackett. General Manager—Ben E. Stone. Representatives Burn-Smith Company, Inc. (Eastern).

MEDFORD

(Jackson County)

K M E D

Rates effective October 1, 1939. Owned and operated by Mrs. W. J. Virgin. Business Office and Studio—Ross Lane, Medford, Ore., telephone 4000. Transmitter—Ross Lane, Medford, Ore.

Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 208.3 meters; 1440 kilocycles. Licensed to operate full time. Operates on Pacific War Time.

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 listing of Blue Network Company (Pacific Coast Network).

Table showing advertising rates for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes at various times of day (Nighttime and Daytime).

ANNOUNCEMENTS 100 words... 4.00 3.80 3.60 3.40 3.20 3.00 2.80

SPECIAL FEATURES Time Signals: 50 word limit; one month, 26 times 55.00.

Discounts: 3 months 5%; 6 months 10%; 12 months 15%. Rates for other special features on request.

TALENT Extra—rates on application.

REMOTE CONTROL Remote control facilities extra.

SERVICE FACILITIES Rates for special services quoted on request.

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—Lee Blisshob.

PENDLETON

(Umatilla County)

K W R C

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 kilocycles. Licensed to operate full time on local channel. Operates on Pacific War Time. Operating schedule: Sundays 9:00 a.m. to 9:00 p.m. week days 7:00 a.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.

Table showing advertising rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes under GENERAL BROADCASTING.

Table showing advertising rates for 1 hour, 1/2 hour, 1/4 hour, 10 minutes, and 5 minutes under MONTHLY PROGRAM SERVICE.

Table showing advertising rates for 100 words, 50 words, and 100 words under ANNOUNCEMENTS General Broadcasting.

Table showing advertising rates for 100 words, 50 words, and 100 words under DISCOUNTS Package Discounts.

Table showing advertising rates for 13 times, 26 times, 52 times, and 52 times under Monthly Service Discounts.

Apply to monthly program service and announcement rates: 2 months 10% 6 months 20% 3 months 15% 12 months 25%

SPECIAL FEATURES

News—Leased wire service available. Market news and sports broadcasts—rates on request.

POLITICAL

Facilities for line and mechanical work available extra charge. Rural extension service available—rates and details on request.

TALENT

Professional talent quoted at cost. LIBRARY SERVICE 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 Requirements Advertising of alcoholic beverages accepted after 10:00 p.m. Broadcasting matter subject to F.C.C. and station rules.

Contracts, unless otherwise agreed, subject to cancellation on 30 days' written notice accompanied certified check at short rate to date of last program. Wholesale or blanket sales of time not acceptable.

Closing Time Contracts close one week in advance of first broadcast. Copy must be in 24 hours prior to 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 lateral cut recordings. Instantaneous recording equipment available.

Personnel President—V. B. Kenworthy. Station & Com'r Mgr.—Henry M. Hogue.

PORTLAND

(Multnomah County)

K A L E

Rates effective May 1, 1940. Owned and operated by KALE, Inc. Studio—P.O. Box 1031, Portland, Oregon. Attn—3333. 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 recognized advertising agencies on accounts paid or before the 20th of the month following service. No cash discount.

General Advertising For combination rates see listing of Don Lee Broadcasting System (Northwest [Oregon] Group), Mutual Broadcasting System and Pacific Broadcasting Company (Oregon Network).

(This listing continued on next page)

**PORTLAND—Continued**

**KALE—Continued**

rates include charges by owners of music copyrights.  
(6:00 p.m. to 10:30 p.m.)

11 hour.....	150.00
12 hour.....	75.00
14 hour.....	40.00
5 minutes.....	30.00
(Before 6:00 p.m. and after 10:30 p.m.)	
11 hour.....	75.00
12 hour.....	37.50
14 hour.....	20.00
5 minutes.....	15.00

sponsored sports and special events equivalent to free half hours or six quarter hours in one week 5% discount from regular published station rates on any one plus line and pickup charge as per quotation.

**ANNOUNCEMENTS AND ELECTRICAL TRANSCRIPTIONS**

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

Best available spots between programs.....	12.50
30 words or 1/2 minute transcription.....	25.00
10 (Before 6:00 p.m. and after 10:30 p.m.)	
30 words or 1/2 minute transcription.....	5.00
10 words or 1 minute transcription.....	10.00

**SPECIAL FEATURES**

Memory Time Keeper—6:15 a.m. to 8:00 a.m. daily except Sunday; 100 word announcement or one minute transcription.....	35.00
Once daily, per week.....	20.00
Three times weekly.....	20.00
This and That—9:15 a.m. to 9:45 a.m. week days, 10 word announcement or one minute transcription.....	50.00
Once daily, per week.....	35.00
Three times weekly.....	20.00
Finchcon Concert—11:15 a.m. to 12:45 p.m. daily except Sunday; 100 word announcement or one minute transcription.....	35.00
Once daily, per week.....	20.00
Three times weekly.....	20.00
Tello Again—3:30 p.m. to 4:00 p.m., Monday through Friday, 10:30 a.m. to 11:00 a.m. Saturdays; 10 word announcement or one minute transcription.....	50.00
Once daily, per week.....	35.00
Time Signals—Signal with 30 words commercial, daily and Sunday, on strictly flexible time basis between 6:00 p.m. and 10:30 p.m.; flexibility at station's unrestricted option; per month 150.00, between 6:00 a.m. and 5:45 p.m., per month 75.00, 6:00 p.m. station cut sold at night rate. No transcriptions accepted for time signal announcement.	

**TALENT**

rates on application.  
**REMOTE CONTROL SERVICE**  
Remote control and other mechanical services furnished at cost.

- Direct and Other Requirements
- Advertising of alcoholic beverages of any kind not accepted.
- Medical advertising accepted.
- Bill program matter subject to approval of station management. No contracts accepted for longer than one year. No blanket contracts accepted.
- Mechanical Program Equipment
- Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables with talking panel fader.

Personnel  
President—C. W. Myers.  
Commercial Manager—Theodore Kooreman.  
Director of Commercial Relations—Harry Buckendahl.  
Program Director—H. M. Swartwood, Jr.  
Representatives—Free & Peters, Inc.

**KBPS**

Owned and operated by Benson Polytechnic School.  
Business Office and Studios—East 12th and Hoyt, Portland, Oregon.  
Transmitter—East 12th and Hoyt, Portland, Oregon.  
Power—Time  
Generating power—100 watts.  
6.9 meters; 1450 Kilocycles.

Does not sell time.

**KEX**



Rates effective December 1, 1941. (Card No. 15.)  
Owned and operated by the Oregonian Publishing Company.  
Business Office and Studio—Oregonian Bldg., Portland, Oregon, Atwater 2121.  
Transmitter—Faloma, Oregon.  
Power—Time  
Generating power—5,000 watts.  
6.2 meters; 119 Kilocycles.  
Operates on Pacific War Time.  
Consented to operate full time.  
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 8:00 a.m. to 12:00 midnight.  
Agency Commission  
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 listing of Blue Network Company (Pacific Coast Blue Network).  
Associated with stations KGA, Spokane, Washington, KJR, Seattle, Washington, for Northwest Triangle chain programs.

The following rates are for national advertising. For local advertising rates consult station management.

CLASS "A"					
(6:00 p.m. to 10:30 p.m.)					
1	1/2	1/4	5	(*)	(†)
hr.	hr.	hr.	min.		
1 time.....	160.00	100.00	50.00	40.00	90.00 25.00
3 times.....	150.00	97.50	48.75	39.00	29.25 24.38
6 times.....	132.00	85.00	47.50	38.00	23.50 23.75
12 times.....	148.00	92.50	46.25	37.00	27.75 23.13



PORTLAND, OREGON

"KEY TO THE GREAT WEST"

An A Market, you say?  
Here's an A-1 Market!

- Portland retail sales have increased more than any other major Pacific Coast city.
- Portland leads all of the principal cities in percentage increase in bank debits.
- Population of the Portland trading area is now 703,108—the city is now over 417,000.
- Portland leads all cities of 100,000 or over in percentage of payroll increases.

To sell 'em—tell 'em over KGW!  
**5,000 Watts—620 Kilocycles**  
**NBC RED NETWORK**

Represented Nationally by  
**EDWARD PETRY & CO., Inc.**



PORTLAND, OREGON

"THE VOICE OF THE OREGON COUNTRY"

Sign up early and avoid the rush!

- The booming BLUE Network is building a bigger and bigger audience, with the constant addition of great new features.
- The advertiser who buys NOW on KEX stakes out spots for himself bound, during 1943, to increase greatly in value.
- Lots of swell spots still open. Contact your nearest Raymer office NOW!

**5,000 Watts—1190 Kilocycles**  
**BLUE NETWORK**

Represented Nationally by  
**The PAUL H. RAYMER CO.**

CLASS "B"					
(9:00 a.m. to 6:00 p.m. and 11:00 p.m. to 10:30 p.m.)					
1	1/2	1/4	5	(*)	(†)
hr.	hr.	hr.	min.		
65 times.....	144.00	80.00	45.00	36.00	27.00 22.50
130 times.....	140.00	87.50	43.75	35.00	26.25 21.88
150 times.....	136.00	85.00	42.50	34.00	25.50 21.25
260 times.....	132.00	82.50	41.25	33.00	24.75 20.63
312 times.....	128.00	80.00	40.00	32.00	24.00 20.00
468 times.....	124.00	77.50	38.75	31.00	23.25 19.38
624 or more times.....	120.00	75.00	37.50	30.00	22.50 18.75

CLASS "C"					
(11:00 p.m. to 9:00 a.m.)					
1	1/2	1/4	5	(*)	(†)
time.....	hr.	hr.	min.		
1 time.....	80.00	50.00	25.00	20.00	15.00 12.50
13 times.....	78.00	48.75	24.38	19.50	14.63 12.19
26 times.....	76.00	47.50	23.75	19.00	14.25 11.88
52 times.....	74.00	46.25	23.13	18.50	13.88 11.56
65 times.....	72.00	45.00	22.50	18.00	13.50 11.25
130 times.....	70.00	43.75	21.88	17.50	13.13 10.94
156 times.....	68.00	42.50	21.25	17.00	12.75 10.63
260 times.....	66.00	41.25	20.63	16.50	12.38 10.31
312 times.....	64.00	40.00	20.00	16.00	12.00 10.00
468 times.....	62.00	38.75	19.38	15.50	11.63 9.69
624 or more times.....	60.00	37.50	18.75	15.00	11.25 9.38

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 rate may be scheduled contiguously at the station's option on 28 days' notice.

**SPECIAL FEATURES**  
News: Regular rates apply plus 15.00 per 1/4 hour 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 30 word announcements per evening, per month 750.00. Sold only on 12 months basis; non-cancellable.

**TALENT**  
Rates 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 technicians or announcers charged additional.  
**Contract and Other Requirements**  
Advertising of alcoholic beverages not accepted, 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. 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 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.  
**Personnel**  
Managing Director—Arden X. Pangborn.  
Assistant Manager—G. Cox.  
Commercial Manager—Norman J. Sugg.  
Program Director—Homer Welch.  
**Representatives**  
Paul H. Raymer Company.

**KGW**

(Established 1922)

Rates effective December 1, 1941. (Card No. 15.)  
Owned and operated by the Oregonian Publishing Co.  
Business Office and Studio—Oregonian Bldg., Portland, Oregon, Atwater 2121.  
Transmitter—Faloma, Oregon.  
Power—Time  
Operating power—5,000 watts.  
(100% modulation—crystal control.)  
483.9 meters; 620 Kilocycles.  
Operates on Pacific War Time.  
Actual operating schedule: 4:00 a.m. to 2:00 a.m.; 22 hours daily.  
Agency Commission  
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 listing of National Broadcasting Company (Pacific Coast Network), associated with KEX, Spokane, Washington, KOMO, Seattle, Washington, for Northwest Triangle Chain programs.

CLASS "A"					
(6:00 p.m. to 10:30 p.m.)					
1	1/2	1/4	5	(*)	(†)
hr.	hr.	hr.	min.		
1 time.....	220.00	132.00	80.00	65.00	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 35.00
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 times.....	176.00	105.60	64.00	52.00	44.00 32.00

(This listing continued on next page)

OREGON—Continued

PORTLAND—Continued  
K G W—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, etc.) and rates for various time periods (468 times, 624 or more times, etc.).

Table with columns for time slots and rates for CLASS 'B' and CLASS 'C' programs.

DISCOUNTS allowed retroactively on the number of broadcasts given within a year. Announcements and Programs cannot be combined to earn larger discounts.

SPECIAL FEATURES: News; Regular rates apply plus 15.00 per 1/4 hour period and 7.50 per five minute period for news service and editing.

TALENT Rates on application.

REMOTE CONTROL On remote control broadcasts, station makes additional charges for engineering service, based upon amount of such service involved.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting beer, after 10:00 p.m., with the omission of Sunday.

Closing Time Closing date three weeks in advance of service if program is to be included in publicity releases.

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 transcriptions.

Personnel Managing Director—Arden X. Pangborn. Assistant Manager—Q. Cox. Commercial Manager—Norman J. Sugg. Program Director—Homer Welch. 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, Oregon. Atwater 3533.

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.

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.

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.

Table with columns for time slots and rates for CLASS 'A' programs (6:00 p.m. to 10:30 p.m.).

Table with columns for time slots and rates for CLASS 'B' programs (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight).

Table with columns for time slots and rates for CLASS 'C' programs (12:00 midnight to 6:00 a.m.).

Table with columns for time slots and rates for ANNOUNCEMENTS CLASS 'A' programs (6:00 p.m. to 10:30 p.m.).

Table with columns for time slots and rates for CLASS 'B' programs (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight).

Table with columns for time slots and rates for CLASS 'C' programs (12:00 midnight to 6:00 a.m.).

PARTICIPATING PROGRAMS Participating programs are commissionable to advertising agencies in the west amounting including talent. No phonograph records or amateur talent used. Three days a week, every other day—three-fifths of weekly rate.

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 be paid in advance when required.

Contract and Other Requirements Advertising of alcoholic beverages of any kind not accepted. No medical advertising accepted.

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. Promotion Manager—Charles Couche. Dir. of Commercial Relations in charge of General Advertising—Harry H. Buckendahl. Program Director—H. M. Swartwood, Jr. Exclusive Representatives—Free & Peters, Inc.

KWJJ

Rates effective June 1, 1941. (Card No. 11.) Owned and operated by KWJJ Broadcast Co., Inc. Studio—622 S. W. Salmon St., Portland, Oregon. Atwater 4893.

Transmitter—Onks 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 15th of the month following service.

General Advertising Rates include charges by owners of music copyrights. Discounts based on service within one year.

Table with columns for time slots and rates for various time periods (1/2 hour, 1/4 hour, 5 minutes, etc.).

Table with columns for time slots and rates for MONTHLY RATES (6:00 p.m. to 10:30 p.m.).

Table with columns for time slots and rates for ANNOUNCEMENTS (6:00 p.m. to 10:30 p.m.).

Station makes additional charges for engineering service, based on amount of such service involved. A telephone tolls, 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 arranging and presenting program available at extra cost. Special committees 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.

Closing Time Closing date is one week in advance of initial program. Manuscripts of all talks must be submitted 12 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 transcriptions.

Personnel President—Wilbur J. Jerman. Sec'y-Treas. & Promotion Mgr.—John C. Egan. Representatives—Burn-Smith Company, Incorporated.

KXL

(Established 1926) Rates effective January 1, 1942. (Card No. 5.) Owned and operated by KXL Broadcasters. Business Office and Studio—Orpheum Bldg., Portland, Ore., BR 4451. 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: 6:00 a.m. to local sunset; Local sunsets: January 5:45 p.m.; February 6:2 p.m.; March 7:15 p.m.; April 8:00 p.m.; May 8:2 p.m.; June 9:00 p.m.; July 9:00 p.m.; August 8:2 p.m.; September 7:30 p.m.; October 6:30 p.m.; November 5:45 p.m.; December 5:30 p.m.

Agency Commission 15% to recognized agencies if net station time. No cash discount. Charges for facilities are payable after each broadcast.

General Advertising Advertisers using the Z Net or KPFF, Spokane, Wash., in conjunction with this station are allowed a 5% discount on the following rates; when both Z Net and KPFF are used a 10% discount applies.

Table with columns for time slots and rates for CLASS 'A' programs (9:00 a.m. to sign-off week days; all day Sunday).

Table with columns for time slots and rates for CLASS 'B' programs (6:00 a.m. to 10:00 a.m. week days).

Five minute all-talk advertising programs, Class 'A' and Class 'B', each 12.00. No frequency discount.

Table with columns for time slots and rates for ANNOUNCEMENTS (one hundred words, or one minute or less electrical transcriptions).

SPECIAL FEATURES Participating Programs Regular rates apply except when personality of than staff members conduct program; in such cases rates on request. Daily except Sundays: "Agriculture Today"—12:30 p.m. to 1:45 p.m. farm program, interspersed with transcribed music.

"For Women Only"—10:00 a.m. to 10:30 a.m.; h economics, women's news, fashions, Hollywood news. "Dusty Records"—9:15 a.m. to 9:55 a.m.; recordings of old popular music.

"75 Club"—1:05 p.m. to 5:00 p.m.; one annou for commercials, one for personalities; popular prizes given daily.

"Along the Oregon Trail"—6:05 a.m. to 7:00 a popular and western music.

TALKS Special quotations will be made for talks other commercial announcements, and such will be accepted only when the subject matter is of general interest and only after approval of copy.

REMOTE CONTROL Complete facilities for remote control broadcast, additional cost.

(This listing continued on next page)

PORTLAND—Continued

KXL—Continued

SERVICE FACILITIES

Service of continuity and production departments at no additional cost. Talent programs—rates on request.

Advertising of alcoholic beverages not accepted. Contracts subject to cancellation on two weeks' written notice accompanied by certified check at short rate to date of last program. Contracts are not assignable, nor are any periods sold in bulk for resale.

One week in advance. Copy for talks must be submitted 48 hours in advance.

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—H. W. Wilson. Representatives Joseph Hershey McGilvra, Inc.

ROSEBURG

(Douglas County)

KRNR

(Established 1935)



Owned and operated by Roseburg News-Review. Business Office and Studio—Hotel Umpqua, Roseburg, Oregon, telephone 4.

Transmitter—Hotel Umpqua, Roseburg, Oregon. Wave—Power—Time

Operating power—250 watts days; 100 watts nights. (100% modulation.)

215.3 meters; 1390 kilocycles. Operates on Pacific War Time.

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

General Advertising Rates include radio charges by owners of musical copyrights. (6:00 p.m. to 10:30 p.m.)

1 hour..... 80.00 1/2 hour..... 18.00 1/4 hour..... 12.00 5 minutes..... 7.20

(All other time) 1 hour..... 20.00 1/2 hour..... 12.00 1/4 hour..... 8.00 5 minutes..... 4.80

WEEKLY DISCOUNTS

Less than 3.00 weekly, net..... None 3.00 but less than 16.00 weekly..... 2-1/2% 6.00 but less than 24.00 weekly..... 5% 12.00 but less than 32.00 weekly..... 7-1/2% 24.00 but less than 40.00 weekly..... 10% 40.00 but less than 48.00 weekly..... 12-1/2% 8.00 or more weekly..... 15%

ANNOUNCEMENTS

Chain breaks—35 words maximum, or 100 word announcements: (6:00 p.m. to 10:30 p.m.)

100 announcements, each..... 4.50 30 announcements, each..... 3.37 90 announcements, each..... 3.15 80 announcements, each..... 2.92 70 announcements, each..... 2.70 65 announcements, each..... 2.47

(All other time) 100 announcements, each..... 8.00 30 announcements, each..... 2.25 90 announcements, each..... 2.10 80 announcements, each..... 1.95 70 announcements, each..... 1.80 65 announcements, each..... 1.65

POLITICAL TALKS

Per minute 2.25; payable in advance. SPECIAL FEATURES

Local news available for sponsorship. Women's "11:15 Club," daily except Sunday, 11:15 a.m. to 12:00 noon; regular spot rates apply.

Talent Artists are available and may be booked through the station at actual cost.

Remote line facilities available. Charges by telephone company for installation and rental to be paid by advertiser.

Station maintains its own merchandising service department which is available to national advertisers on request.

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.

Closing Time Talent programs must be arranged one week in advance. Talks must be submitted in manuscript form at least three hours prior to time of broadcast.

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

Personnel General Manager—Marshall H. Penza. Promotion Director—Gilbert Walters. National Representatives—None.

SALEM

(Marion County)

KSLM

(Established 1934)

Rates effective January 1, 1938. (Card No. 4.)

Owned and operated by Oregon Radio, Inc. Business Office and Studio—Salem, Oregon. Transmitter—433 N. Front St., Salem, Oregon.

Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 215.3 meters; 1390 kilocycles.

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

General Advertising Rates include radio charges by owners of music copyrights. (6:00 p.m. to 10:30 p.m.)

1 hour..... 35.00 1/2 hour..... 21.00 1/4 hour..... 14.00 10 minutes..... 11.20 5 minutes..... 8.40

(All other time) 1 hour..... 25.00 1/2 hour..... 15.00 1/4 hour..... 10.00 10 minutes..... 8.00 5 minutes..... 6.00

WEEKLY DISCOUNTS

Less than 10.00 weekly..... None 10.00 but less than 20.00 weekly..... 2-1/2% 20.00 but less than 30.00 weekly..... 5% 30.00 but less than 40.00 weekly..... 7-1/2% 40.00 but less than 50.00 weekly..... 10% 50.00 but less than 60.00 weekly..... 12-1/2% 60.00 or more weekly..... 15%

ADDITIONAL DISCOUNTS

At the conclusion of 28 consecutive weeks of broadcasting, 5% additional discount is allowed. At the conclusion of 52 weeks of broadcasting, 10% additional discount is allowed. These discounts of 5% and 10% shall apply to the largest amount of weekly gross billing that has run consecutively for 28 or 52 weeks respectively.

ANNOUNCEMENTS

Daily monthly advertisers are allowed 5% discount for each additional announcement over one and not exceeding five per day. Extra voice or sound effects 25% extra.

Chain breaks—35 words maximum, or 100 word announcements: (6:00 p.m. to 10:30 p.m.)

Base rate..... 5.50 30 announcements, each..... 4.12 90 announcements, each..... 3.85 180 announcements, each..... 3.58 270 announcements, each..... 3.30 365 announcements, each..... 3.03

(All other hours) Base rate..... 4.12 30 announcements, each..... 3.09 90 announcements, each..... 2.88 180 announcements, each..... 2.68 270 announcements, each..... 2.47 365 announcements, each..... 2.27

POLITICAL TALKS

1.00 per minute plus surcharge of 5.00. 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.

TALENT

Artists are available and are booked through the station at cost.

REMOTE CONTROL

Complete facilities for remote control work. Contract and Other Requirements

Rates are for time and facilities only; talent is extra. No blanket contracts accepted. All material for broadcasting is subject to the acceptance of the station management and the rules of the Federal Trade and Communications Commission.

Advertising of beer and wine acceptable after 10:00 p.m. daily, but not on Sunday. (State Liquor Commission rulings.)

All discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.

Closing Time All programs close one day 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—H. B. Read. Representatives—None.

THE DALLES

(Wasco County)

KODL

(Established 1940)



Rates effective November 1, 1940. (Card No. 1.) Owned and operated by the Western Radio Corp. Business Office and Studio—Scenic Drive, The Dalles, Oregon.

Transmitter—Scenic Drive, The Dalles, Oregon. Wave—Power—Time

Operating power—250 watts days; 100 watts nights. 242.9 meters; 1220 kilocycles.

Licensed to operate full time on local channel. Operates on Pacific War Time.

Actual operating schedule: Sundays 9:00 a.m. to 9:00 p.m. Week days 7:00 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 The following rates are for national advertising. Rates include charges by owners of music copyrights.

1 hour..... 30.00 1/2 hour..... 15.00 5 minutes..... 5.24 10 minutes..... 3.38 100 words..... 1.05 50 words..... 1.85

DISCOUNTS 13 times..... 5% 26 times..... 10% 52 times..... 15% 304 times..... 25%

MONTHLY PROGRAM SERVICE Six days per week: Per month 1 hour..... 225.00 1/2 hour..... 150.00 1/4 hour..... 100.00 10 minutes..... 66.75 5 minutes..... 44.42 100 words..... 60.25 50 words..... 35.25

Applicable to Monthly Program Service: 2 months..... 10% 3 months..... 25%

SPECIAL FEATURES News, sports and other features—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. Charges are not subject to agency commission.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, except beer and light wine before 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.

Closing Time Contracts close one week 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 78 r.p.m. turntables for lateral cut recordings.

Personnel Station Manager—V. Barney Kenworthy. Commercial Manager—Glenn Howell. Representatives—None.

PENNSYLVANIA

QUAKER NETWORK

Widener Bldg., Philadelphia, Pa. Rittenhouse 6900. 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 (After 6:00 p.m.)

1 hour..... 1,980.00 1/2 hour..... 1,220.00 1/4 hour..... 850.00

(Before 6:00 p.m.) 1 hour..... 1,220.00 1/2 hour..... 830.00 1/4 hour..... 590.00

SUNDAYS (After 12:00 noon) 1 hour..... 1,980.00 1/2 hour..... 1,220.00 1/4 hour..... 850.00

(Before 12:00 noon) 1 hour..... 1,500.00 1/2 hour..... 1,000.00 1/4 hour..... 700.00

DISCOUNTS 13 times..... 5% 26 times..... 10% 52 times..... 15%

WFLP key station in Philadelphia when available. WWSW key station in Pittsburgh when available. Choice of other available stations in Philadelphia and Pittsburgh can be made.

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.

Personnel Manager—R. W. Clipp.

ALLENTOWN

(Lehigh County)

WCBA

(Established 1928)



Rates effective January 15, 1935. (Card No. 7.) Owned and operated by Lehigh Valley Broadcasting Co. Business Office and Studio—30-41 N. Tenth Street, Allentown, Pennsylvania.

Transmitter—Allentown, Pennsylvania. Wave—Power—Time

Operating power—500 watts. (100% modulation.) 204.1 meters; 1470 kilocycles.

Affiliated with Station WSAW. For rates and other data see that listing.

PENNSYLVANIA—Cont'd

ALLENTOWN—Continued

W S A N (Established 1928)



Rates effective October 15, 1939. (Card No. 10.) Owned and operated by Lehigh Valley Broadcasting Co. Business Office and Studio—39-41 N. Tenth Street, Allentown, Pennsylvania. Transmitter—Allentown, Pennsylvania.

Wave—Power—Time

Operating power—500 watts. (100% modulation.) 204.1 meters; 1470 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time.

Agency Commission

Agency commission 15%; no cash discount.

General Advertising

For combination rates see listings of National Broadcasting Company (Basic Supplementaries) and Blue Network Company (Basic Supplementaries). Rates include charges by owners of music copyrights.

WEEK DAYS

(6:00 p.m. to 11:00 p.m. week days and Sundays)

Table with 2 columns: Time slot and Rate. Includes 1 hour, 3/4 hour, 1/2 hour, 1/4 hour for various durations.

DISCOUNTS

Allowed only if scheduled within a 12 month period under each contract, as follows: 13 times... 5% 104 times... 20% 28 times... 10% 250 times... 25% 52 times... 15% 865 times... 30%

ANNOUNCEMENTS

Announcements and five minute periods are scheduled when and where available, and are subject to change on 24 hours' notice. Weather forecast or other special features may be used in conjunction with announcements, and when so used become part of the limited number of words.

(6:00 p.m. to 11:00 p.m. week days and Sundays)

Table with 2 columns: Time slot and Rate. Includes 5 minutes, 1 minute, 50 words, 25 words for various durations.

DISCOUNTS

89 times... 5% 78 times... 10% 156 times... 15% 312 times... 20% 624 times... 25% 936 times... 33-1/3% 1,248 or more times... 50%

SPECIAL FEATURES

News programs, weather reports, temperature reports, time signals, sports broadcasts—rates on request.

POLITICAL BROADCASTS

Rates on request. TALENT Talent can be furnished when desired by client. When furnished by station a fee of 10% of the talent cost is charged, which includes engaging talent, arranging program, use of studios for rehearsals and broadcasting, services of announcer, operators and production men.

REMOTE CONTROL

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.

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 & Promotion Mgr.—H. Bryan Musselman. Representatives Name.

ALTOONA

(Blair County)

W F B G

(Established 1924)



NBC and BLUE NETWORKS



Rates effective September 15, 1940.

Owned and operated by Gable Broadcasting Company, Business Office—1320 Eleventh Avenue, Altoona, Pa. Studio—Gable Arcade Bldg., Twelfth Avenue and 14th Street, Altoona, Pa., telephone 6487. Transmitter—Gable Arcade Building, Twelfth Avenue and 14th Street, Altoona, Pennsylvania.

Wave—Power—Time

Operating power—250 watts. 223.9 meters; 1540 kilocycles. Operates on Eastern War Time. Actual operating schedule: 7:00 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15%. Commission does not apply on talent. No cash discount. Invoices mailed 1st of month following broadcast.

General Advertising

For combination rates see listings of National Broadcasting Company (Basic Supplementaries) and Blue Network Company (Basic Supplementaries).

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute for various durations.

SPECIAL WEEKLY RATES

Table with 2 columns: Time slot and Rate. Includes 1 hour, 3 times weekly, 5 times weekly, 6 times weekly for various durations.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 3 times weekly, 5 times weekly, 6 times weekly for various durations.

When WJAC, Johnstown, and WFPG, Altoona, are purchased jointly, a 6% discount is allowed.

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 studios. Rates on request.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using double turn-tables 33-1/3 and 78 r.p.m. Personnel Managing Director—Roy Thompson. Representatives Hendley-Rood Company.

BUTLER

(Butler County)

W I S R

(Established 1941)



Rates effective September 9, 1941.

Owned and operated by The Butler Broadcasting Co., Business Office and Studio—307 N. Main St., Butler, Pennsylvania. Transmitter—North Hill, Butler, Pennsylvania.

Wave—Power—Time

Operating power—250 watts days. 441.2 meters; 680 kilocycles. Licensed to operate part time on clear channel. Operates on Eastern War Time. Actual operating schedule: Sunrise to sunset.

Agency Commission Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Invoices mailed first of month; due 10th of month.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute per week, 3 times per week, 6 times per week.

Table with 2 columns: Time slot and Rate. Includes 1 time, 3 times, 6 times, 12 times.

One minute rates: 1 time... 6.00 5.70 5.40 5.10 3 times... 5.75 5.50 5.25 5.00 6 times... 5.50 5.25 5.00 4.75 12 times... 5.00 4.75 4.50 4.25

SPECIAL FEATURES News: Rates and details on request. Time signals, market summaries, political broadcast. Rates on request. Rates for time signals and market summaries based on frequency of times used. Schedules subject to time available.

TALENT

Remote control programs available any time within operating hours of station. Additional 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 FACILITIES 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 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 a actual cost.

Contract and Other Retirements

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. Station reserves the right to make such changes and talks as may be necessary to avoid violation of liable and standard laws. All contracts are subject to station management 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 beyond cancellation of charges for time involved. Contracts subject to station's 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 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 President—David Rosenblum. Business Manager—Leon Bernard.

DU BOIS

(Clearfield County)

W C E D

(Established 1939)



Rate card dated June 15, 1941. (Card No. 2-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. Wave—Power—Time Operating power—250 watts. 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 9:00 p.m. Week days 7:30 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered 1st of month and are due the 10th of month.

General Advertising

The following rates are for national advertising. Rates include charges by owners of music copyrights. (7:30 a.m. to 10:00 p.m. week days and 9:00 a.m. to 9:00 p.m. Sundays) 301

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

ANNOUNCEMENTS

100 words... 6.00 4.75 4.50 4.25 4.00 3.75 75 words... 3.75 3.55 3.35 3.20 3.00 2.85 50 words... 3.00 2.85 2.70 2.55 2.40 2.25

One minute transcription

or less... 0.25 5.05 5.00 5.30 5.00 4.75

Continuous 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 shall be figured as one program. Frequencies cannot be combined with other program units. Advertisers availing themselves of a combination rate are not entitled to combine prior broadcasts to secure combination frequency discounts. When an advertiser discontinues a combination rate his frequency rate (This listing continued on next page)





PENNSYLVANIA—Cont'd

GLENSIDE—Continued  
W I B G—Continued

303.0 meters; 990 kilocycles.  
Licensed to operate on cleared channel.  
Operates on Eastern War Time.  
Actual operating schedule: Sundays 8:00 a.m. to Knoxville sunset. Week days 6:00 a.m. to Knoxville sunset.

Agency Commission 15% to recognized advertising agencies. No cash discount. Invoices mailed last of each month if contract is not paid in advance.  
General Advertising

Table with 5 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 minutes. Rows for 13 ti., 26 ti., 52 ti., 100 ti., 300 ti.

ANNOUNCEMENTS  
One minute transcription or 100 words or less:  
Guaranteed 1 ti. 26 ti. 52 ti. 100 ti. 300 ti.  
position.. 10.00 9.50 8.50 7.75 6.75

SPECIAL FEATURES  
Danceland: Week days 10:15 a.m. to 12:00 noon and 3:30 p.m. to 5:30 p.m. Participation sponsorship available in 15 minute periods only, either on three or six times a week basis, minimum contract 13 weeks: Per week—3 ti. 6 ti. 15 minutes..... 85.00 137.50

Discounts  
13 weeks..... 5% 39 weeks..... 15%  
26 weeks..... 10% 52 weeks..... 20%  
Housewives' Jackpot, 9:00 a.m. to 9:30 a.m. and Shoppers' Jackpot, 3:00 p.m. to 3:30 p.m.; Week days, participating money fire-away programs for food and similar products. Limited to six accounts. Minimum contract 13 weeks, per week 65.00.

Discounts  
13 weeks..... 2-1/2% 39 weeks..... 7-1/2%  
26 weeks..... 5% 52 weeks..... 15%  
News, time signals and weather reports. Rates and details on request.

POLITICAL RATES  
Political rates on request.  
TALENT  
Rates on request.

REMOTE CONTROL  
Contract and Other Requirements  
Advertising of alcoholic beverages prohibited  
All broadcast material subject to approval of station management. Time discounts apply only to total number of broadcasts for the same sponsor. Commercial broadcasting subject to rules and regulations imposed by state and federal laws.

Closing Time  
Arrangements for broadcast must be made one week in advance. Talent programs close ten days in advance. Announcements, talks and recorded program close 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  
Personnel  
President—Paul F. Harron.  
General Manager—Edward D. Clery.

GREENSBURG

WHJB

(Established 1934)

Rates effective February 1, 1937.  
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.  
(100% modulation—crystal control.)  
483.9 meters; 620 kilocycles.  
Licensed to operate on regional channel.  
Operates on Eastern War Time.  
Actual operating schedule: Sunday 8:00 a.m. to local sunset. Week days 7:00 a.m. to local sunset.

Agency Commission  
Agency commission 15% to recognized advertising agencies on 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.  
(9:00 a.m. to local sunset week days and Sundays)

Table with 5 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 minutes. Rows for 13 ti., 26 ti., 52 ti., 100 ti., 300 ti.

ANNOUNCEMENTS  
Contracts must be completed within 12 months to earn quantity discount.  
(7:00 a.m. to local sunset week days and Sundays)

1 ti. 13 ti. 26 ti. 52 ti. 100 ti. 300 ti.  
1 minute transcrip-  
tion..... 5.00 4.75 4.50 4.25 4.00  
100 words..... 5.00 4.75 4.50 4.25 4.00  
50 words..... 4.00 3.80 3.60 3.40 3.20

SPECIAL FEATURES  
Weather forecasts, temperature reports and time signals take the regular announcement rates.

POLITICAL RATES  
One time rates apply, no quantity discounts. Payable in advance.

TALENT  
Rates on application.

REMOTE CONTROL  
Advertiser pays all expense involved on programs originating outside of regular studios.  
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 handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical or lateral cut recordings.  
Personnel  
Station Manager—George J. Podany.  
Commercial Manager—Robert M. Thompson  
Representatives  
Spot Sales, Inc.

GROVE CITY

(Mercer County)

WSAJ

Owned and operated by Grove City College, Grove City, Pennsylvania.  
Wave—Power—Time  
Operating power—100 watts.  
223.9 meters; 1340 kilocycles.  
Does not sell time.

HARRISBURG

(Dauphin County)

WHP

(Established 1924)

COLUMBIA AFFILIATE

Rates effective October 1, 1939. (Card No. 7.)  
Owned and operated by WHP, Incorporated.  
Business Office and Studio—Telegraph Bldg., Harrisburg, Pa., telephone 4-3211.  
Transmitter—Paxtang, Pennsylvania.

Wave—Power—Time  
Operating power—5000 watts days; 1000 watts nights.  
(100% modulation—crystal control.)  
205.5 meters; 1460 kilocycles.  
Operates on Eastern War Time.  
Licensed to operate full time.  
Actual operating schedule: Sundays 8:00 a.m. to 1:00 p.m. Week days 6:00 a.m. to 1:00 a.m.

Agency Commission  
Agency commission 15% to recognized agencies. No discounts on talent or remote live service. All bills payable 30 days net. No cash discount.  
General Advertising  
For combination rates see listing of Columbia Broadcasting System (Optical Basic Group).  
The following rates are for national advertising:

Table with 2 columns: Rate, 1 hr., 1/2 hr., 1/4 hr. Rows for (6:00 p.m. to 11:00 p.m.) and (6:00 a.m. to 6:00 p.m. and after 11:00 p.m.)

DISCOUNTS  
13 periods, minimum one per week..... 5%  
26 periods, minimum one per week..... 10%  
52 periods, minimum one per week..... 15%  
100 periods to be used within one year..... 20%  
260 periods to be used within one year..... 25%

ANNOUNCEMENTS  
(6:00 p.m. to sign off)  
5 minutes..... 30.00  
1 minute..... 15.00  
50 words..... 12.00  
Station breaks (25 words)..... 18.00  
5 minutes (6:00 a.m. to 6:00 p.m.)  
1 minute..... 20.00  
1 minute..... 10.00  
50 words..... 8.00  
Station breaks (25 words)..... 12.00

DISCOUNTS  
To be used in one year:  
26 times..... 5%  
52 times..... 10%  
104 times..... 15%  
312 times..... 20%

RECORDED PROGRAMS  
Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT  
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.

Contract and Other Requirements  
Station manager's decision in all censorship is final. No contract accepted for more than one year.

Closing Time  
Final closing one week in advance.  
Closing dates three weeks in advance if program is to be included in publicity release. Talent and recorded programs close three weeks in advance.  
Announcements close one week in advance.

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

Personnel  
Station Manager—A. K. Redmond.  
Local Sales—R. A. Maxwell.  
Promotion Director—Dick Redmond.  
Chief Engineer—B. C. Duncen.  
Representatives John Blair & Company.

WKBO  
(Established 1921)



NBC and BLUE NETWORKS

Rates effective May 1, 1942. (Card No. 7.)  
Owned and operated by the Keystone Broadcasting Corporation.  
Business Office and Studio—31 N. Second Street, Harrisburg, Pennsylvania, telephone 40101.  
Transmitter—Penn Harris Hotel, Third and Walnut Streets, Harrisburg, Pennsylvania.

Wave—Power—Time  
Operating power—250 watts.  
(100% modulation, automatic crystal control.)  
243.9 meters; 1230 kilocycles.  
Licensed to operate unlimited time.  
Operates on Eastern War Time.  
Actual operating schedule: 7:00 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 listings of National Broadcasting Company (Basic Supplementary), Blue Network Company (Basic Supplementary), Mutual Broadcasting System and Mason-Dixon Radio Group.

Table with 2 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows for CLASS 'A' (6:00 p.m. to 11:00 p.m.) and CLASS 'B' (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

ANNOUNCEMENTS  
(After 6:00 p.m.)

Table with 2 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows for CLASS 'A' and CLASS 'B'.

To earn discounts, programs must be used within twelve month period.

Table with 2 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min. Rows for ANNOUNCEMENTS (After 6:00 p.m.)

ANNOUNCEMENTS  
(Before 6:00 p.m.)  
125 words or one minute transcription..... 8.50 8.00 7.00  
50 words or 1/2 minute transcription..... 6.25 6.00 5.50  
30 word chain break..... 7.00 6.75 6.50  
125 words or one minute 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 4.00  
30 word chain 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.

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.

Closing Time  
Five days in advance.  
Mechanical Program Equipment  
Equipped to handle programs by electrical transcription, using double turn-tables, both 33-1/3 and 78 r.p.m.

Personnel  
Station Executive—Clair R. McCollough.  
Station Manager—C. G. Moss.  
Sales Director—J. Robert Gulick.  
Representatives  
Paul H. Raymer Company.

HAZLETON

(Luzerne County)

WAZL

(Established 1932)

MUTUAL NETWORK

Rates effective May 1, 1942. (Card No. 7.)  
Card received May 7, 1942.  
Owned and operated by Hazleton Broadcasting Service, Inc.

Studio—Hazleton National Bank Building, Hazleton, Pennsylvania, telephone 1488.  
Other Studios—5 N. West Street, Shenandoah, Pa.  
Transmitter—Broad and Laurel Streets, Hazleton, Pa.

Wave—Power—Time  
Operating power—250 watts.  
(100% modulation—automatic crystal control.)  
206.9 meters; 1450 kilocycles.  
Licensed to operate unlimited time.  
Operates on Eastern War Time.  
Actual operating schedule: 7:00 a.m. to 1:00 a.m.

(This listing continued on next page)

HAZLETON—Continued
W A Z L—Continued

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 listings of Mutual Broadcasting System and Mason-Dixon Radio Group.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for various programs (125 words, 50 words, 30 word chain, etc.) under CLASS 'A' and CLASS 'B'.

ANNOUNCEMENTS
(After 6:00 p.m.)
125 words or one minute transcription 6.50 6.25 6.00 5.75 5.50 5.25 4.75

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.

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.
Closing Time Five days in advance.

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

Personnel
Station Executive—Clair R. McCollough.
Station Manager—Victor C. Diphm.
Sales Director—J. Robert Gulick.

Representatives Paul H. Raymer Company

JOHNSTOWN
(Cambria County)
W J A C
(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.

Transmitter—Tribune Bldg., Johnstown, Pa.
Wave—Power—Time
Operating power—250 watts.

(100% modulation—crystal control.)
214.3 meters; 1400 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.

Actual operating schedule: 7:30 a.m. to 11:30 p.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.

General Advertising
For combination rates see listings of National Broadcasting Company (Basic Supplementaries) and Blue Network Company (Basic Blue Supplementaries).

Table with columns for time slots and rates for various programs (125 words, 50 words, 30 word chain, etc.) under CLASS 'A' and CLASS 'B'.

SPECIAL WEEKLY RATES

Table with columns for time slots (1 hour, 3 weekly, 5 weekly, 6 weekly, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and rates for various programs (13 wks., 26 wks., 39 wks., 52 wks.).

When WFRG, Altoona, is purchased in combination with WJAC, Johnstown, an additional discount 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.
REMOTE CONTROL
Facilities available for handling remote control from any point. Cost depending on line cost and installation 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 music 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 management.

Closing Time
All 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 turn-tables.

Personnel
General Manager—J. C. Tully.
Representatives Headley-Read Company.

LANCASTER
(Lancaster County)
W G A L
(Established 1922)

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; 1400 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.

Actual operating schedule: 7:00 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 listings of National Broadcasting Company (Basic Supplementary), Blue Network Company (Basic Supplementary), Mutual Broadcasting System and Mason-Dixon Radio Group.

Table with columns for time slots and rates for various programs (125 words, 50 words, 30 word chain, etc.) under CLASS 'A' and CLASS 'B'.

ANNOUNCEMENTS

Table with columns for time slots (1, 13, 26, 52, 104, 156, 260) and rates for various programs (125 words, 50 words, 30 word chain, etc.).

To earn discounts, announcements must be used within twelve month period.

One time rate applies; cash in advance.
TALENT
Routine talent available. List of talent and prices on request.

REMOTE CONTROL
Remote work can be handled at any time. The cost depending on line cost and installation fee.

SERVICE FACILITIES
Personal calls on trade, newspaper publicity, letters 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. 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.

Personnel
Station Executive—Clair R. McCollough.
Station Manager—Walter O. Miller.
Sales Director—J. Robert Gulick.

Representatives Paul H. Raymer Company.

LEWISTOWN
(Mifflin County)
W M R F
(Established 1941)

Rates effective June 1, 1941. (Card No. 1.)
Owned and operated by Lewistown Broadcasting Co. Business Office and Studio—Hotel Coleman, 30 W. Market St., Lewistown, Pa.

Transmitter—Lewistown Heights, one mile east of Lewistown, Pa.
Wave—Power—Time
Operating power—250 watts.

201.3 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 10:30 p.m. Week days 7:00 a.m. to 11:15 p.m.
Agency Commission
Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered 1st of month and are due 10th of month.

General Advertising
The following rates are for national advertisements. Rates include charges by owners of music copyrights. (5:00 p.m. to 12:00 midnight)

Table with columns for time slots and rates for various programs (125 words, 50 words, 30 word chain, etc.).

(Before 5:00 p.m.)
125 words or one minute transcription 4.00 3.80 3.60 3.40 3.20 3.00 2.80
1/2 hour 2.50 2.38 2.25 2.13 2.00 1.88 1.75
1/4 hour 1.25 1.13 1.00 0.88 0.75 0.63 0.50
5 minutes 1.00 0.90 0.80 0.70 0.60 0.50 0.40
1 minute 0.50 0.45 0.40 0.35 0.30 0.25 0.20

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 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.

Closing Time
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 33-1/3 and 78 r.p.m. turn-tables for lateral cut recordings.

Personnel
Station & Com'l Mgr.—Joseph M. Nassau.
Representatives Burn-Smith Company, Incorporated.

NEW CASTLE
(Lawrence County)
W K S T
(Established 1938)

Rates effective January 1, 1942. (Card No. 3.)
Owned and operated by WKST, Inc.
Business Office and Studio—Scottish Rite Cathedral Bldg., New Castle, Pa., telephone 6050.

Transmitter—3 1/2 miles southeast of New Castle, Pennsylvania.
Wave—Power—Time
Operating power—1,000 watts.

234.4 meters; 1280 kilocycles.
Licensed to operate unlimited time.
Operates on Eastern War Time.

Actual operating schedule: 7:00 a.m. to 11:00 p.m.
(This listing continued on next page)

PENNSYLVANIA—Cont'd

NEW CASTLE—Continued

WKST—Continued

Agency Commission

Agency commission 15% to recognized advertising agencies. Cash discount of net—10 days from invoice date. Details mailed 1st of month.

General Advertising CLASS "A"

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.) and rates for various time periods (1 time, 13 times, 26 times, etc.).

CLASS "B"

Table with columns for time slots and rates for various time periods (1 time, 13 times, 26 times, etc.).

CLASS "C"

Table with columns for time slots and rates for various time periods (1 time, 13 times, 26 times, etc.).

ANNOUNCEMENTS CLASS "A"

Table with columns for number of words and rates for various time periods (100 words, 50 words).

CLASS "B"

Table with columns for number of words and rates for various time periods (100 words, 50 words).

CLASS "C"

Table with columns for number of words and rates for various time periods (100 words, 50 words).

SPECIAL FEATURES

News: Lease wire service available every hour on the hour. Package rates on request.

POLITICAL

Talks and programs payable in advance. No quantity discounts.

ELECTRICAL TRANSCRIPTIONS

Regular time charges apply to recorded programs. Not restricted to certain hours. Transcription library service available. Rates on request.

TALENT

All talent is contracted and paid for by the advertiser. WKST Artist Bureau will aid in securing any talent desired at no extra charge other than talent cost which is extra and net.

REMOTE CONTROL

Programs originating from points outside of station's studios are subject to line installation and rental. Estimates on request.

SERVICE FACILITIES

Advertisers are entitled to the services and cooperation of the regular staff in preparing and presenting programs. Estimates submitted on complete merchandising service.

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.

REMOTE CONTROL

Programs originating from points outside of station's studios are subject to line installation and rental. Estimates on request.

Closing Time

Closing time one week in advance of service if program to be included in publicity releases. Continuity must be submitted at least 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 turn-tables for lateral and vertical cut recordings.

Personnel

General Manager—S. W. Townsend. Station Manager—A. W. Graham. Representatives—Spot Sales, Inc.

NEW KENSINGTON

(West Morland County)

WKPA

(Established 1940)

Rates effective February 1, 1942. Owned and operated by the Allegheny-Kiski Broadcasting Company.

Business Office and Studio—810 5th Avenue, New Kensington, Pennsylvania. Transmitter—Glassboro, Pennsylvania.

Wave—Power—Time

Operating power—250 watts daytime. 260.9 meters; 1150 kilocycles. Licensed to operate daytime on a regional channel. Operates on Eastern War Time.

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 following rates are for national advertising.

Table with columns for time slots (1/2 hour, 1/4 hour, 5 minutes) and rates for various time periods (1 minute, 100 words, 50 words).

ANNOUNCEMENTS

Table with columns for time slots and rates for various time periods (1 minute, 100 words, 50 words).

DISCOUNTS

Frequency discounts are based on number used during a 12 month period and become effective from beginning of service. Announcements and programs of five minutes or longer cannot be combined for frequency discount. Discounts are to be computed as follows:

Table showing frequency discounts: 13 times (5%), 26 times (10%), 52 times (15%), 104 times (20%), 300 or more times (25%).

SPECIAL FEATURES

News, baseball and football scores sold at 5 minute rate plus cost of obtaining scores or news.

POLITICAL RATES

Regular rates apply. ELECTRICAL TRANSCRIPTIONS Transcription library service available.

TALENT

Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. Mobile unit available.

Contract and Other Requirements

Advertising of alcoholic 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.

Closing Time

Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and talks close 24 hours in advance.

Personnel

General Manager—Edward J. Kroen. Representatives—Cox and Tanz.

PHILADELPHIA

(Philadelphia County)

KYW

(Established 1921)



Rates effective July 1, 1942. (Card No. 2-A.) Owned and operated by Westinghouse Radio Stations, Inc.

Business Office and Studio—1619 Walnut St., Philadelphia, Pa., Locust 3760. Transmitter—Whitemarsh Township, Pennsylvania.

Wave—Power—Time

Operating power—50,000 watts. (100% modulation—crystal control.) 283.0 meters; 1060 kilocycles. Licensed to operate full time. Operates on Eastern War Time.

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 be completed at the rates called for by such commitments, but advertisers may elect to substitute new contracts effective at any time after July 1, 1942, 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 periods up to and including June 30, 1943, 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 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 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.

CLASS "A"

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various time periods (440.00, 264.00, 176.00, 144.00, 88.00).

CLASS "B"

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various time periods (330.00, 198.00, 132.00, 111.00, 66.00).

CLASS "C" (10:30 p.m. to 12:00 midnight and 9:00 a.m. to 3:00 p.m., exclusive of Sunday afternoon)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various time periods (220.00, 132.00, 88.00, 74.00, 44.00).

CLASS "D" (12:00 midnight to 9:00 a.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various time periods (147.00, 88.00, 59.00, 49.00, 30.00).

CLASS "E" SERVICES

Time Signals—schedules and rates on request. Musical Clock—Broadcast prior to 9:00 a.m., Monday through Saturday.

Radio Night Club—Broadcast between 11:00 p.m. and 12:00 midnight. Program costs include transcriptions and/or records. Talent is extra.

The following rates apply to either Musical Clock or Radio Night Club:

Table with columns for time slots (1 hour unit, 1/2 hour unit) and rates for various time periods (550.00, 330.00, 290.00).

DISCOUNTS AND REBATES

Applicable only to rates for local broadcasting listed under Class "B," "C," "D," and "E."

Weekly Dollar Volume Discounts

Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:

Table showing volume discounts: Less than 88.00 weekly (None), 88.00 or more but less than 176.00 weekly (2-1/2%), 176.00 or more but less than 264.00 weekly (5%), 264.00 or more but less than 352.00 weekly (7-1/2%), 352.00 or more but less than 440.00 weekly (10%), 440.00 or more but less than 528.00 weekly (12-1/2%), 528.00 or more weekly (15%).

Rebates for Consecutive Weeks

Table showing 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 in schedule. The rebate will be due and payable currently only on firm qualifying contracts or as contract becomes firm for 26, 39 or 52 consecutive weeks.

Any rebates in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years therefore earning their own rebates based on the number of consecutive weeks used.

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. 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.

All concurrent local contracts for the same advertiser at the rates listed under Classes "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.

ANNOUNCEMENTS

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 scheduled after 6:00 p.m. may not be combined with daytime service to earn lower frequency rates, but when an advertiser contracts for both daytime and evening service within a 12 month period, the lowest frequency rate earned by one service (daytime or evening) will apply to the other service.

Only change is in announcement time periods.

Table with columns for time slots (1 minute, 10 seconds, 5 seconds) and rates for various time periods (44.00, 41.80, 39.60, 37.40, 35.20, 33.00).

1 minute (12:00 midnight to 6:00 a.m.) 22.00, 19.80, 18.70, 17.60, 16.50

1 minute (10:30 p.m. to 12:00 midnight and 6:00 a.m. to 9:00 p.m.) 22.00, 19.80, 18.70, 17.60, 16.50

1 minute (12:00 midnight to 6:00 a.m.) 22.00, 19.80, 18.70, 17.60, 16.50

Station Breaks: Live announcements—limited to 25 words or less. Transcriptions limited to 15 seconds or less.

6:00 p.m. to 10:30 p.m., net..... 44.00

10:30 p.m. to 12:00 midnight and 6:00 a.m. to 9:00 p.m., net..... 22.00

12:00 midnight to 6:00 a.m., net..... 11.00

"Ruth Welles" Program: Monday through Friday; available to non-competitive manufacturers of food products and home equipment. Commercial continuity prepared by program director from material furnished by client. Transcriptions not accepted.

Per participation: 10.00, 38.00, 30.00, 34.00, 32.00, 30.00

"RTD 1000" Farm Program—One minute announcements, Monday through Saturday; both scheduled between 6:30 a.m. to 7:00 a.m.; transcriptions accepted.

3 announcements, net, per week..... 30.00

3 announcements, net, per week..... 45.00

REGULAR RATES

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

Contract and Copy 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.

(This listing continued on next page)

PHILADELPHIA—Continued

K Y W—Continued

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 agent 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 the 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 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 broadcast. No changes within two days preceding broadcast.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using lateral and vertical 78 and 33-1/3 r.p.m. turn-tables.

Personnel Manager—Leslie Joy. Sales Manager—B. A. McDonald. Representatives National Broadcasting Company, Inc.

WCAU

(Established 1922)



Rates effective May 1, 1942. (Card No. 22.) Owned and operated by WCAU Broadcasting Co. Business Office and Studio—WCAU Building, 1822 Chestnut St., Philadelphia, Pa., Locust 7700. New York Office—Suite 1501, 485 Madison Ave., New York 2-2000. Transmitter—Moorestown Township, N. J.

Wave—Power—Time Operating power—50,000 watts. (100% modulation—automatic frequency control.) 247.8 meters; 1210 kilocycles. Licensed to operate full time on national cleared channel. Operates on Eastern War Time. Actual operating schedule: 5:00 a.m. to 1:00 a.m. Agency Commission Agency commission 15% to recognized advertising agencies. No cash discount.

General Advertising For combination rates see listing of Columbia Broadcasting System (Basic Network). (6:30 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sundays)

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes for various time slots.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes for various time slots.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes for various time slots.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes for various time slots.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes for various time slots.

ANNOUNCEMENTS Accepted only in special periods. Each announcement is separated by at least three minutes of entertainment, thereby restricting each period to a very limited number of announcements. Time subject to change by station. (6:30 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sundays)

Table with 2 columns: Time slot and Rate. Includes 1 minute transcription or 125 words for various time slots.

ANNOUNCEMENTS Accepted only in special periods. Each announcement is separated by at least three minutes of entertainment, thereby restricting each period to a very limited number of announcements. Time subject to change by station. (6:30 p.m. to 10:30 p.m. week days and 6:00 p.m. to 10:30 p.m. Sundays)

WEEKLY STRIP TUNES

Six times per week (Monday through Saturday): (6:00 a.m. to 9:00 a.m. and 11:30 p.m. to 1:00 a.m.)

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes for various time slots.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour for various time slots.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour for various time slots.

Table with 2 columns: Time slot and Rate. Includes 30 words, 30 words, 30 words for various time slots.

Table with 2 columns: Time slot and Rate. Includes 30 words, 30 words, 30 words for various time slots.

Table with 2 columns: Time slot and Rate. Includes 1 tl., 26 tl., 52 tl., 104 tl., 208 tl. for various time slots.

Table with 2 columns: Time slot and Rate. Includes 1 tl., 26 tl., 52 tl., 104 tl., 208 tl. for various time slots.

Table with 2 columns: Time slot and Rate. Includes 1 tl., 26 tl., 52 tl., 104 tl., 208 tl. for various time slots.

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Table with 2 columns: Time slot and Rate. Includes 1 tl., 26 tl., 52 tl., 104 tl., 208 tl. for various time slots.

Table with 2 columns: Time slot and Rate. Includes 1 tl., 26 tl., 52 tl., 104 tl., 208 tl. for various time slots.

Announcements cannot be grouped with period programs for frequency discount on group rates or special features.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 100 words for various time slots.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 100 words for various time slots.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 100 words for various time slots.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 100 words for various time slots.

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PENNSYLVANIA—Cont'd

PHILADELPHIA—Continued

W F I L—Continued

Weekly strip rates—Class "C" time periods: Monday through Saturday, six times weekly, to one advertiser only. Minimum contract accepted 13 weeks.

	13 wks.	26 wks.	39 wks.	52 wks.
1 hour.....	500.00	450.00	425.00	400.00
1/2 hour.....	300.00	270.00	255.00	240.00
1/4 hour.....	180.00	162.00	153.00	144.00
5 minutes.....	90.00	81.00	76.50	72.00

ANNOUNCEMENTS

Announcements are limited to 100 words of live copy or a one minute transcription. Station breaks are limited to 30 words of live copy or 16 second transcription.

Announcements at station breaks adjacent to higher time classifications are charged at rate of higher classification.

DISCOUNTS

Frequency discounts are allowed retroactively on the total number of broadcasts within a year. If an advertiser continues after 52 weeks, the same discounts earned the first 52 weeks will apply, as long as the advertising runs without interruption. Announcements, five minute programs, and participating programs may not be combined to earn increased discounts. All rates are guaranteed for one year only from date of first broadcast with or without interruption.

SPECIAL FEATURES

"Everywoman's Club of the Air"—Participation program Monday through Friday. Copy limit two minutes. Per participation 35.00 (5.00 for talent included). Entire charge commissionable.

"Jessie Young"—Participation program, Monday through Friday; copy limit two minutes; per participation 35.00 (5.00 for talent included). Entire charge commissionable.

News: Regular rates apply plus 5% of earned time rate. Entire charge commissionable.

POLITICAL TALKS

Rates on request.

**ELECTRICAL TRANSCRIPTIONS**

When the station provides the advertiser with transcribed and recorded program material. Charges are made as follows:

5 minutes.....	1.50	3/4 hour.....	5.50
1/4 hour.....	2.50	1 hour.....	6.00
1/2 hour.....	4.00		

TALENT

Available announcers may be selected by the advertiser from the station's announcing staff at established fees. When an announcer is required to broadcast the advertiser's entire show he is considered talent. Talent rates on request. No charge for run of schedule announcers.

REMOTE CONTROL

Rates and details on request.

**Contract and Other Requirements**

No periods are sold in bulk for resale. Advertisers cooperating in group broadcasts are required to make individual contracts with the station subject to card rates and regulations. All programs are subject to the program policies and to the approval 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.

Programs must conclude 30 seconds before end of period contracted for to allow for switching and station identification.

Station reserves the right to eliminate, without notice or consent, all or parts of programs and announcements which it may consider contrary to its policy or interest.

Length of copy may not exceed copy limits specified 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.

Availabilities are quoted subject to station's approval of program, talent and product to be advertised.

Announcement contracts are accepted subject to scheduling when and where available and subject to change of schedule upon 24 hours' notice.

Broadcast schedules are subject to change on one week's notice when and if time is required for station's need.

**Closing Time**

Closing 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**

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

**Personnel**

Vice-Pres. and Gen'l Mgr.—Roger W. Clipp.  
Sales Director—John E. Surrick.  
Representatives  
The Katz Agency, Inc.

WHAT (Established 1925)



Owned and operated by the Independence Broadcasting Company, Inc.

Business Office and Studio—Independence Square, Philadelphia, Pa., Lombard 2300

Transmitter—Hotel Philadelphia, Philadelphia, Pa.

**Wave—Power—Time**

Operating power—100 watts (100% modulation)

223.9 meters; 1340 kilocycles.

Divides time with station WTGL.

Operates on Eastern War Time.

**Agency Commission**

Agency commission 15% to recognized agencies on time rates only. Cash discount 2% if paid within 10 days of invoice.

**General Advertising**

Rates on request.

Foreign language programs: Lithuanian, Polish, German, Italian—rates on request.

**ANNOUNCEMENTS**

Rates on request.

**CHURCHES, CIVIC EVENTS, ATHLETIC CONTESTS, ETC.**

Broadcasts of a nature other than definite commercial are charged at special net rates, available upon application to station management.

**POLITICAL TALKS**

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.

**Contract and Other Requirements**

Station reserves the right to refuse or discontinue any advertising. All contracts subject to station approval, and to be in accord with Federal Communications Commission and Federal Trade Commission.

Rates shown are for station time only; talent and remote charges additional. Station reserves right to change time of program or announcements.

All announcements subject to station approval. Announcements made by regular announcing staff.

**Mechanical Program Equipment**

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

**Personnel**

General Manager—Milton Lauchlin.

WIP (Established 1922)



Rates effective August 1, 1941. (Card No. 14.)

Owned and operated by Pennsylvania Broadcasting Company, Inc.

Business Office and Studio—35 S. Ninth Street, Philadelphia, Pennsylvania, Walnut 6800.

Transmitter—Bollmavr, New Jersey.

**Wave—Power—Time**

Operating power—5,000 watts. (100% modulation.)

491.5 meters; 610 kilocycles.

Licensed to operate full time.

Operates on Eastern War Time.

Operates 24 hours daily.

**Agency Commission**

Agency commission 15% on station time charges only to recognized agencies. No cash discount. Bills payable weekly following broadcast.

**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 year, advertiser will earn a discount not less than the one already established during the preceding year.

A local retail discount of 33-1/3% on one time rate only in Class "A" and nighttime announcements to strictly bona-fide retailers entirely located within 50 miles of Philadelphia.

**CLASS "A"**

(6:00 p.m. to 11:00 p.m. week days and 1:00 p.m. to 11:00 p.m. Sunday)

	1 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour.....	355.00	337.25	301.75	284.00	266.25
1/2 hour.....	225.00	213.75	191.25	180.00	168.75
1/4 hour.....	142.00	134.90	120.70	113.60	106.50
5 minutes.....	75.00	71.25	63.75	60.00	56.25

**CLASS "B"**

(8:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 1:00 p.m. Sunday)

	1 hour.	178.00	169.10	151.30	142.40	133.50
1/2 hour.....	115.00	109.25	97.75	92.00	86.25	80.50
1/4 hour.....	76.00	72.20	64.60	60.80	57.00	53.20
5 minutes.....	38.00	36.10	32.30	30.40	28.50	

**CLASS "C"**

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

	1 hour.....	135.00	128.25	114.75	108.00	101.25
1/2 hour.....	85.00	80.75	72.25	68.00	63.75	59.50
1/4 hour.....	53.00	50.35	45.05	42.40	39.75	37.10
5 minutes.....	30.00	28.50	25.50	24.00	22.50	

**ANNOUNCEMENTS**

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

Run of schedule:

50 words	18.00	17.10	15.30	14.40	13.50
100 words	25.00	23.75	21.25	20.00	18.75

1 minute electrical transcription 25.00 23.75 21.25 20.00 18.75

Guaranteed position:

30 words	25.00	23.75	21.25	20.00	18.75
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(All other hours)

Run of schedule:

50 words	10.00	9.50	8.50	8.00	7.50
100 words	12.50	11.87	10.63	10.00	9.37

1 minute electrical transcription 12.50 11.87 10.63 10.00 9.37

Guaranteed position:

50 words	20.00	19.00	17.00	16.00	15.00
100 words	25.00	23.75	21.25	20.00	18.75

**SPECIAL FEATURES**

Participation programs week days only—Eight Bells; Mid-Day Melodies; One O'Clock Express; Quaker City Brevities; Four M. Local; One 100 word announcement daily on three of the above programs, 18 announcements weekly, per week 123.75.

Participation programs Sunday only—Sunday Melodies; Song-Cycle; Mid-Morning Jamboree; Sunday Matinee; Sunday Side-Lights; Serenade; Rhythms-In-Review; Musical Comedy Gems; One 100 word announcement on each of the above programs, three announcements each Sunday, 34.37.

**RELIGIOUS BROADCASTS**

30 weeks or less, 15% discount.

13 weeks during summer 25% discount.

**ELECTRICAL TRANSCRIPTIONS**

Electrically transcribed programs accepted at all hours at regular rates.

**TALENT**

Rates on request.

**REMOTE CONTROL**

Complete facilities available for handling programs originating outside of studios. Rates for outside pick-ups on request. Mobile unit available. Rates on request.

**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 municipal decisions, laws and regulations now and hereafter made and in force.

**Closing Time**

Five days in advance of broadcast.

**Mechanical Program Equipment**

Equipped to handle programs by electrical transcription, using 35-1/3 and 78 r.p.m. turntables for both lateral and vertical cut recordings.

**Personnel**

President—Benedict Gimbel, Jr.  
Director of Sales—Edward A. Davile.

WPEN (Established 1929)

Rates effective April 15, 1941.

Owned and operated by William Penn Broadcasting Company.

Business Office and Studio—1528 Walnut Street, Philadelphia, Pa., Pen. 9490.

Transmitter—72nd and Race Streets, Philadelphia, Pennsylvania.

**Wave—Power—Time**

Operating power—5,000 watts. (100% modulation—direct crystal control.)

315.7 meters; 950 kilocycles.

Licensed to operate full time on local channel.

Operates on Eastern War Time.

Actual operating schedule: 6:45 a.m. to 12:00 midnight.

**Agency Commission**

Agency commission 15% on net station time charges to agencies recognized by the station. No commission on program talent or productive charges. No cash discounts. All bills rendered seven days before broadcasts, payable weekly in advance.

**General Advertising**

For combination rates see listing of Atlantic Coast Network (Basic Stations).

Rate includes copyright fees.

**CLASS "A"**

(6:00 p.m. to 10:00 p.m. week days and 11:00 a.m. to 10:00 p.m. Sundays)

	1 tl.	13 tl.	26 tl.	39 tl.	52 tl.
1 hour.....	200.00	190.00	180.00	170.00	160.00
1/2 hour.....	130.00	123.00	117.00	110.50	104.00
1/4 hour.....	75.00	71.25	67.50	63.75	60.00
10 minutes.....	50.00	47.50	45.00	42.50	40.00
5 minutes.....	30.00	28.50	27.00	25.50	24.00

**CLASS "B"**

(7:00 a.m. to 6:00 p.m. week days, 7:00 a.m. to 11:00 a.m. Sundays and 10:00 p.m. to 12:00 midnight daily)

	1 hour.	140.00	133.00	126.00	119.00	112.00
1/2 hour.....	85.00	80.75	76.50	72.25	68.00	63.75
1/4 hour.....	50.00	47.50	45.00	42.50	40.00	37.50
10 minutes.....	33.00	31.35	30.00	28.50	26.40	24.30
5 minutes.....	18.50	17.60	16.65	15.75	14.80	

**ANNOUNCEMENTS**

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

Per week:

1 minute or 100 words.....	18.00	16.00	14.00	12.50
1/2 minute or 50 words.....	12.50	11.00	9.50	7.50

1 minute or 100 words..... 15.00 13.00 11.00 9.00

1/2 minute or 50 words..... 10.00 9.00 8.00 6.00

Station breaks not to exceed 20 seconds; Before 6:00 p.m., each 7.50; after 6:00 p.m., each 12.50.

Fifty 1 minute spot announcements per week on run of schedule, per week 300.00.

**POLITICAL RATES**

1 hour.....	250.00
1/2 hour.....	150.00
1/4 hour.....	100.00
10 minutes.....	65.00
5 minutes.....	35.00
100 word announcement.....	30.00

**SPECIAL FEATURES**

News Programs. Rates quoted on request. Additional charges for news services.

**ELECTRICAL TRANSCRIPTIONS**

Regular rates apply.

**TALENT**

Services of artists are available when desired. Costs furnished on request. If client wishes to furnish own program, talent must be acceptable to station.

**REMOTE CONTROL**

Facilities for handling programs originating outside of studios. Rates given on request. Additional charges made for wire facilities to station WOV, New York; lines to other Eastern Metropolitan out of town stations available at an additional cost.

**SERVICE FACILITIES**

Station maintains a complete artist bureau. 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**

Rates are for station time only, including station management and must conform to station policy. Management reserves the right to reject or discontinue any advertising or programs for reasons sufficient to itself.

**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 transcription, using 33-1/3 and 78 r.p.m. double turntables for vertical and lateral cut recordings.

**Personnel**

General Manager—Arthur Simon.

**PHILADELPHIA—Continued**

**W T E L**  
(Established 1925)  
Rates received January 26, 1942.  
Owned and operated by Fourkrod Radio Engineering Company, Inc.  
Business Office and Main Studio—WTCL Building, 4312-14 N. Broad St., Philadelphia, Pa., Gladstone 1310.  
Transmitter—Rowlandville, Philadelphia County, Pa.  
Wave—Power—Time  
Operating power—100 watts.  
222.9 meters; 1340 kilocycles.  
Licensed to operate on local channel. Divides time with station WBAT.  
Operates on Eastern War Time.  
Agency Commission 15% to recognized advertising agencies. Commission also applies on talent. 5% on general Advertising.  
1 hour..... 80.00 75.00 70.00 60.00  
1/2 hour..... 40.00 37.50 35.00 32.00  
1/4 hour..... 25.00 23.50 20.00 18.00  
5 minutes..... 8.00 7.50 6.00 5.00  
50 words..... 7.00 6.00 5.00 4.00

**FOREIGN LANGUAGE PROGRAMS**  
Polish: Monday 12:30 p.m. to 1:00 p.m. and 7:30 p.m. to 8:00 p.m.; Tuesday 12:30 p.m. to 1:00 p.m. and 7:30 p.m. to 8:00 p.m.; Wednesday 12:30 p.m. to 1:00 p.m. and 7:30 p.m. to 8:30 p.m.; Thursday 12:30 p.m. to 1:00 p.m. and 7:00 p.m. to 8:00 p.m.; Friday 12:30 p.m. to 1:00 and 7:30 p.m. to 9:00 a.m.; Saturday 12:30 p.m. to 1:00 p.m.; Sunday 1:00 p.m. to 2:00 p.m. and 5:00 p.m. to 8:30 p.m.  
German: Monday, Tuesday and Friday 7:30 a.m. to 8:30 a.m. and 8:30 p.m. to 9:30 p.m.; Wednesday and Thursday 7:30 a.m. to 8:30 p.m. and 8:30 p.m. to 9:30 p.m.; Saturday 7:30 a.m. to 8:30 a.m. and 10:00 p.m. to 7:30 p.m.  
Lithuanian: Wednesday 7:00 p.m. to 7:30 p.m.; Saturday 8:00 p.m. to 9:00 p.m.  
Ukrainian: Thursday 9:00 p.m. to 9:30 p.m.  
Greek: Sunday 2:30 p.m. to 3:00 p.m.

Price quoting permitted to a limited degree. Copy subject to approval. 100 word announcements.  
**ELECTRICAL TRANSCRIPTIONS**  
Regular time charges apply to transcribed programs.

**REMOTE CONTROL**  
Facilities are available for remote broadcasts. Station rates plus line charges.  
**Contract 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 33-1/3 and 78 r.p.m. double turntables.  
**Personnel**  
President—E. Douglas Hibbs.  
Manager—Henry N. Cocker.  
Representatives  
Forjoe & Company.

**PITTSBURGH**  
(Allegheny County)  
**KDKA**  
(Established 1920)

Rates effective July 1, 1942. (Card No. 2-A.)  
Owned and operated by Westinghouse Radio Stations, Inc.  
Studio and Offices—Grant Building, Pittsburgh, Pa., Grant 4200.  
Transmitter—Allison Park, Hampton Township, Pa.  
Wave—Power—Time  
Operating power—50,000 watts.  
100% modulation—thermostatically controlled (crystal).  
294.1 meters; 1020 kilocycles.

Licensed to operate full time on cleared national channel. Operates on Eastern War Time.  
Actual operating schedule: Week days 8:30 a.m. to 1:00 a.m. Sunday 8:00 a.m. to 1:00 a.m.  
Agency Commission 15% to recognized advertising agencies, on net charges for station time. No commission or 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 July 1, 1942, 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 extensions of said commitments for any period or periods up to and including June 30, 1943, 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.  
Few combination rates 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.

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

1 hour.....	500.00
1/2 hour.....	300.00
1/4 hour.....	200.00
10 minutes.....	167.00
5 minutes.....	100.00

**CLASS "B"**  
(12:00 noon to 6:00 p.m. Sundays only)

1 hour.....	375.00
1/2 hour.....	225.00
1/4 hour.....	150.00
10 minutes.....	126.00
5 minutes.....	75.00

**CLASS "C"**  
(10:30 p.m. to 12:00 midnight and 9:00 a.m. to 6:00 p.m., exclusive of Sunday afternoon)

1 hour.....	250.00
1/2 hour.....	150.00
1/4 hour.....	84.00
10 minutes.....	50.00
5 minutes.....	31.00

**CLASS "D"**  
(12:00 midnight to 9:00 a.m.)

1 hour.....	167.00
1/2 hour.....	100.00
1/4 hour.....	67.00
10 minutes.....	56.00
5 minutes.....	31.00

**CLASS "E"**  
**SAVINGS**  
Time Signals—schedules and rates on request.  
Musical Clock—Broadcast prior to 9:00 a.m., Monday through Saturday.  
Radio Night Club—Broadcast between 11:15 p.m. and 12:00 midnight.  
Program cost includes transcriptions and/or records.  
Talent is extra.  
The following rates apply to either Musical Clock or Radio Night Club:

	Time Cost	Program Cost
	gross	Net
1 hour unit.....	525.00	60.00
1/2 hour unit.....	375.00	30.00
1/4 hour unit.....	250.00	15.00

If any part of any of the above services is unavailable, the advertiser will be billed pro rata for the remainder of the service.

**DISCOUNTS AND REBATES**  
Applicable only to rates for local broadcasting listed under Class "A," "B," "C," "D," and "E."  
**Weekly Dollar Volume Discounts**  
Applicable to schedules of eight or more consecutive weeks of local broadcasting. Contracted value of local time at gross rates:

Less than 100.00 weekly.....	None
100.00 or more but less than 200.00 weekly.....	2-1/2%
200.00 or more but less than 300.00 weekly.....	5%
300.00 or more but less than 400.00 weekly.....	7-1/2%
400.00 or more but less than 500.00 weekly.....	10%
500.00 or more but less than 600.00 weekly.....	12-1/2%
600.00 or more weekly.....	15%

**Rebates for Consecutive Weeks**

26 to 39 consecutive weeks.....	10%
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 in schedule. The rebate will be due and payable currently only on firm qualifying contracts or as contract becomes firm for 26, 39 or 52 consecutive weeks. Any facilities used in addition to the advertiser's original schedule constitute a new series and will establish separate rebate years therefore earning their own rebates based on the number of consecutive weeks used.  
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. Gross billing after deduction of percentage discounts, if any, shall be subject to advertising agency commission of 15%. From one rebate, if any, the station shall deduct the excess agency commission previously allowed. All concurrent local contracts for the same advertiser at the rates listed under Classes "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.

**ANNOUNCEMENTS AND COOPERATIVE**  
**FEATURES**  
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. Cooperative Feature and daytime announcements (prior to 6:00 p.m.) may be combined to earn lower frequency rates. Announcements scheduled after 6:00 p.m. may not be combined with daytime service to earn lower frequency rates, but when an advertiser contracts for both daytime and evening service within a 12 month period, the lowest frequency rate earned by one service (daytime or evening) will apply to the other service.

**Announcements**  
(6:00 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 12:00 midnight and 6:00 a.m. to 6:00 p.m.)						
1 minute.....	25.00	23.75	22.50	21.25	20.00	18.75
(12:00 midnight to 6:00 a.m.)						
1 minute.....	12.50	11.25	10.00	8.75	7.50	6.25
Station Breaks: Live announcements—limited to 25 words or less. Transcriptions limited to 15 seconds or less:						
6:00 p.m. to 10:30 p.m., net.....	50.00					
10:30 p.m. to 12:00 midnight and 6:00 a.m. to 6:00 p.m., net.....	25.00					
12:00 midnight to 6:00 a.m., net.....	12.50					
(†) 300 or more times.....						

**Cooperative Features**  
Home Forum—Monday through Friday; available to non-competitive producers and manufacturers of food products and home equipment. Commercial continuity prepared by program director from material supplied by client. Transcriptions not acceptable: 300 or more  
Per par— 1 tl. 10 tl. 25 tl. 50 tl. 100 tl. tl.  
Participation 60.00 57.00 54.00 51.00 48.00 45.00  
Shopping Circle—Monday through Friday; 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: 300 or more  
Per par— 1 tl. 10 tl. 25 tl. 50 tl. 100 tl. tl.  
Participation 42.00 39.00 37.50 35.75 33.60 31.50

**KDKA Farm Hour**—One minute announcements, Monday through Saturday; both scheduled between 6:00 a.m. to 7:00 a.m.; transcriptions acceptable:  
6 announcements, net, per week..... 90.00  
3 announcements, net, per week..... 50.00  
Regular rates apply.  
**TRANSCRIPTIONS**

**REMOTE CONTROL**  
Additional charges are made for programs originating outside of the station's studio, and for program 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, subject to card rates and regulations. 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, except for the even client specifies a particular announcer or except where a fee is required by any governing labor organization. Time of broadcasts subject to change to other periods on 23 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 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 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 turntables for vertical and lateral cut recordings.

**Personnel**  
Manager—James B. Roek.  
Sales Manager—J. S. de Russy.  
Representatives  
National Broadcasting Company, Inc.

**KQV**  
(Established 1919)

Rates effective January 1, 1942. (Card No. 6.)  
Owned and operated by KQV Broadcasting Company, Business Office and Studio—Chamber of Commerce Building, Pittsburgh, Pa., Grant 4800.  
Transmitter—1555 Crane Road, 20th Ward, Pittsburgh, Pennsylvania.  
Wave—Power—Time  
Operating power—1,000 watts.  
212.8 meters; 1410 kilocycles.  
Licensed to operate full time on regional channel. Operates on 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**  
Agency commission 15% on station time only to agencies recognized. No cash discount. Bills payable weekly following broadcast.  
**General Advertising**  
For combination rates see listing of Blue Network Company (Basic Blue Network).

**CLASS "A"**  
(6:00 p.m. to 11:00 p.m. week days and after 12:00 noon Sundays)

1 hour.....	300.00	285.00	270.00	255.00	240.00	225.00
1/2 hour.....	180.00	174.00	162.00	153.00	144.00	135.00
1/4 hour.....	120.00	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"**  
(9:00 a.m. to 6:00 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	22.50

**CLASS "C"**  
(12:00 midnight to 9:00 a.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.....	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

(\*) Service available only if regularly scheduled program precedes or follows.  
**ANNOUNCEMENTS**  
(6:00 p.m. to 11:00 p.m. week days and all day Sunday)

1 minute.....	1 tl. 10 tl. 20 tl. 52 tl. 104 tl. 300 tl.
1 minute transcription or 100 words.....	30.00 28.50 27.00 25.50 24.00 22.50
30 word maximum station break.....	22.50 21.38 20.25 19.12 18.00 16.88
(12:01 a.m. to 5:45 p.m. and 11:00 p.m. to 12:00 midnight)	
1 minute transcription or 100 words.....	15.00 14.25 13.50 12.75 12.00 11.25
30 word maximum station break.....	11.25 10.69 10.18 9.50 9.00 8.44

**SPECIAL FEATURE**  
Weather forecasts, temperature reports and time elements charged at regular announcement rates.  
**POLITICAL TALKS OR POLITICAL PROGRAMS**  
No quantity discounts. Payable in advance.  
**TALENT**  
Rates as requested.

**REMOTE CONTROL**  
Advertiser pays installation and line charges.  
**SERVICE FACILITIES**  
Service of program department available for arrangement of program material.  
**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 (This listing continued on next page)

PENNSYLVANIA—Cont'd

PITTSBURGH—Continued

K Q V—Continued

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—G. S. (Pete) Wassner. Commercial & Promotion Mgr.—Robert M. Thompson. Representatives—Spot Sales, Inc.

WCAE

(Established 1922)

Rates effective October 1, 1941. (Card No. 11.)

Owned and operated by WCAE, Inc. Affiliated with the Pittsburgh Sun-Telegraph. Business Office and Studio—Hotel William Penn, Pittsburgh, Pa., Atlantic 0900. Transmitter—Haldwin Township, Allegheny County, Pennsylvania.

Wave—Power—Time

Operating power—5,000 watts. Operating on 1250 kilocycles. Licensed to operate full time. Operates on Eastern War Time. Operating schedule: Sundays 9:00 a.m. to 2:00 p.m.; Monday through Thursday, 6:45 a.m. to 3:00 p.m.; Friday and Saturday, 24 hours.

Agency Commission

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 weekly, payable at face, when rendered. Short rate billing rendered where frequency rate is not earned.

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.

ENTERTAINMENT PROGRAM

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes slots for 12:00 midnight and 9:00 a.m. to 11:00 p.m.

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes slots for 12:00 midnight and 9:00 a.m. to 11:00 p.m.

DISCOUNTS

Continuous rates: One advertiser may combine programs of 16 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: Discounts in the above rates shall be earned 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. Continuous broadcast frequency discounts as follows:

Table with 2 columns: Frequency, Discount rate. 18 times or less: 5%; 101 times: 20%; 26 times: 10%; 261 times or more: 25%; 51 times: 15%.

ANNOUNCEMENTS

Announcement copy to be broadcast as submitted. If approved, and charges will be made at next higher rate if number of words exceeds limit in any class. Greater frequency discounts for day and night announcements may be earned by combining them with Morning Express announcements although Morning Express rates remain flat—no discount.

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Includes 100 words or transcription (one minute) or less, 50 words or less, 100 words or transcription (one minute) or less, 50 words or less.

SPECIAL FEATURES

Morning Express: Broadcast prior to 10:00 a.m. daily except Sunday. Announcement participation 75 words, available for 11 or more times, per broadcast, each 7:50; not subject to any discount or earned rate. 125 words or one minute participation, 14 or more times, each 15:00; not subject to frequency discounts. Transcriptions may be used in place of one minute announcements if there is an announcement participation available.

Unit sponsorship: each unit exclusive to one advertiser; six days weekly; program costs included in announcer, transcription or records; rates for live talent programs furnished on request.

Table with 4 columns: Unit type, 1st rate, 2nd rate, 3rd rate. Includes 1 wk, 18 wks, 20 wks, 30 wks, 52 wks. 1 hour, 1/2 hour, 1/4 hour, Midnite Express, Morning Express.

100 words or transcriptions (one minute) or less... 24.00 22.80 21.00 20.40 19.20 18.00 16.80. 50 words or less... 15.00 14.25 13.50 12.75 12.00 11.25 10.50.

Table with 4 columns: Unit type, 1st rate, 2nd rate, 3rd rate. Includes 1 week, 13 weeks, 20 weeks, 30 weeks, 52 weeks, 1/4 hour news strips weekly, News headlines, 1 week, 13 weeks, 20 weeks, 30 weeks, 52 weeks.

Frequency Discounts: 13 weeks... 5% 30 weeks... 15% 30 weeks... 10% 52 weeks... 20%.

POLITICAL BROADCASTS

Cash in advance. TALENT (Rates on application.)

SERVICE FACILITIES

Full time merchandising staff. Program charges (artists, orchestra, continuity, etc.) are in addition to station charges.

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. All contracts subject to cancellation unless program start within 30 days.

Closing Time: 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 turn-tables for vertical and lateral cut recordings.

Personnel: General Manager—Leonard Kapner. Sales Manager—Willard Schroeder. Promotion Manager—Peggy Conlin. Representatives—The Katz Agency, Inc.

WJAS

(Established 1921)

Rates effective September 1, 1936. (Card No. 4.) Owned and operated by Pittsburgh Radio Supply House. Studio and Offices—Chamber of Commerce Building, Pittsburgh, Pennsylvania. Transmitter—1459 Crane Road, 20th Ward, Pittsburgh, Pennsylvania.

Wave—Power—Time: Operating power—5,000 watts. (100% modulation). 227.5 meters; 1320 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Eastern War Time. Actual operating schedule: Week days and Sundays 7:30 a.m. to 12:00 midnight.

Agency Commission: Agency commission 15% to recognized advertising agencies on time charges only. Bills payable weekly following broadcast. No cash discount.

General Advertising: For combination rates see listing of Columbia Broadcasting System (Mutual System).

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Includes 100 words or transcription (one minute) or less, 50 words or less, 100 words or transcription (one minute) or less, 50 words or less.

ANNOUNCEMENTS (8:00 p.m. to 1:00 p.m. week days and all day Sundays)

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Includes 1 hr., 20 hr., 100 hr., 200 hr., 800 hr.

Station breaks (maximum 40 words) 28.00 26.00 25.20 28.80 22.40 (12:01 a.m. to 5:59 p.m. and 11:00 p.m. to 12:00 midnight)

Station breaks (maximum 40 words) 14.00 13.80 12.60 11.90 11.20. 1 minute transcription... 22.50 21.38 20.25 19.12 18.00.

Local announcements tied to network broadcasts will be charged for at station break rates. POLITICAL TALKS OR POLITICAL PROGRAMS: Payable in advance. No quantity discounts.

Weather forecasts, temperature reports and time signals take regular announcement or station break rates. TALENT (Rates on application.)

REMOTE CONTROL: Advertiser pays installation and line charges on remote control.

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.

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 recordings.

Personnel: General Manager—H. J. Ironnen. Commercial Manager—Robert M. Thompson. Representatives—William G. Rambeau Company.

WWSW

Rates effective January 15, 1941. Owned and operated by WWSW, Inc. Studio—Aston Hotel Keystone, Pittsburgh, Pennsylvania, Grant 5200. Transmitter—Pittsburgh, Pennsylvania.

Wave—Power—Time: Operating power—250 watts. Operating on 1400 kilocycles. Licensed to operate full time. Operates on Eastern War Time.

Actual operating schedule: 24 hours daily. Agency Commission: 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)

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes slots for 8:00 p.m. to 10:30 p.m. week days and after 1:00 p.m. Sundays.

ANNOUNCEMENTS (8:00 p.m. to 1:00 p.m. week days and after 1:00 p.m. Sundays)

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Includes 1 hr., 18 hr., 20 hr., 52 hr., 100 hr.

150 words 12.00 11.40 10.80 10.20 9.60. 100 words 10.00 9.50 9.00 8.50 8.00. 75 words 8.00 7.60 7.20 6.80 6.40. 50 words 7.00 6.75 6.50 6.25 6.00.

150 words 10.00 9.50 9.00 8.50 8.00. 100 words 8.00 7.60 7.20 6.80 6.40. 75 words 7.50 7.13 6.75 6.38 6.00. 50 words 7.00 6.63 6.25 5.88 5.50.

150 words 8.00 7.60 7.20 6.80 6.40. 100 words 7.00 6.63 6.25 5.88 5.50. 75 words 6.00 5.70 5.40 5.10 4.80. 50 words 5.50 5.23 4.90 4.68 4.40.

150 words 6.50 6.13 5.75 5.38 5.00. 100 words 6.00 5.70 5.40 5.10 4.80. 75 words 5.50 5.23 4.90 4.68 4.40. 50 words 5.00 4.75 4.50 4.25 4.00.

ANNOUNCEMENTS (1:00 p.m. to 11:00 p.m. week days and after 11:00 p.m. Sundays)

Table with 4 columns: Time slot, 1st rate, 2nd rate, 3rd rate. Includes 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes slots for 1:00 p.m. to 11:00 p.m. week days and after 11:00 p.m. Sundays.

1 hour... 192.00 182.40 172.80 163.20 153.60 144.00. 1/2 hour... 120.00 114.00 108.00 102.00 96.00 90.00. 1/4 hour... 75.00 71.25 67.50 63.75 60.00 56.25. 5 minutes... 45.00 42.75 40.50 38.25 36.00 33.75.

SPECIAL FEATURES: Baseball, football, hockey, basketball and all special events, rates on request. Alert Clock: Daily except Sunday, 7:30 a.m. to 8:30 a.m.; participating program for non-competitive products; regular rates apply. Blessed Inventor: Daily, 10:30 a.m. to 11:00 a.m. daily announcement service, per week 45.00. Weather Report: Exclusive to one advertiser, broadcast three times daily, one Sunday; 50 word commercial procedure; following, per week 70.00.

(This listing continued on next page)



PITTSBURGH—Continued  
W S W—Continued

Time Signals: Exclusive to one advertiser, four times a week, one Sunday, 60 word commercial, per week \$3.00  
Club—12:00 midnight to 6:00 a.m., non-competitive participating, per week \$6.00.  
RECORDED PROGRAMS  
Transcription library service available—rates and details on request. TALENT  
Rates on application.

REMOTE CONTROL  
Facilities for remote control.  
Services of the production department are available to advertisers for the development of programs and merchandising plans. Complete merchandising service available—details and estimates furnished on request.

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.  
All programs must conform to the standards of station. No contract will be entered into for a period longer than one year.  
Due to technical difficulties, the station falls to broadcast, the station will be held liable only to the extent of furnishing the client with additional copies equivalent to the omission.

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  
General Manager—Frank B. Smith, Jr.  
Program Director—Walter E. Stiebles.  
Promotion Manager—John Wilkoff.  
Representatives Perloe & Company.

READING  
(Berks County)  
W E U  
(Established 1931)

Rates effective January 1, 1941.  
Owned and operated by Berks Broadcasting Company.  
Business Office and Studios—533 Penn Street, Reading, Pa., telephone 7335.  
Transmitter—Spring Township, Berks County, Pa.  
Wave—Power—Time  
Operating power—1,000 watts.  
(100% modulation—automatic crystal control.)  
214.3 meters; 350 kilocycles.  
Licensed to operate on cleared national channel.  
Operates on Eastern War Time.  
Actual operating schedule: Week days and Sundays 6:00 a.m. to local sunset.

Agency Commission  
Agency commission 15% to recognized advertising agencies. Commission does not apply on talent. No cash discount. Invoices mailed weekly.  
General Advertising  
For combination rates see listing of National Broadcasting Company (Basic Supplementaries).  
The following rates are for national advertising.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min) and rates for various time periods (6:00 p.m. to 8:00 a.m., 8:00 a.m. to 12:00 p.m., 12:00 p.m. to 6:00 p.m.).

General advertising rates apply. Payment of all charges must be made in advance.  
SPECIAL FEATURES  
Ladies Club: Daily at 9:00 a.m. Sponsor participation, one or three minute announcement at regular announcement rates.  
Union Organ Harmonies: Daily 11:45 a.m. to 12:15 p.m. Sponsor participation limited to one minute at regular announcement rates.  
Afternoon Shoppers Guide: Daily 2:00 p.m. to 2:45 p.m. Sponsor participation limited to one minute at regular announcement rate.  
Merchandise Review: Dinner period program. Sponsor participation limited to one minute announcement at regular announcement rates.  
Weather Report, Station Break Flash, and Time Signals—rates on application.

ELECTRICAL TRANSCRIPTIONS  
Programs by electrical transcription made exclusively for broadcast purposes accepted without service charge and time restriction.

TALENT  
Rates on request.  
REMOTE CONTROL  
Facilities can be arranged at any point from which the facilities are available.

SERVICE FACILITIES  
Station maintains program, merchandising and publicity departments. Services of these departments with merchandising aids available to clients at no extra cost.  
Contract and Other Requirements  
Advertising of alcoholic beverages not accepted, excepting beer and wine.  
Station reserves the right to broadcast any price mention which it deems to be contrary to the best interests of the public and the advertiser.

All programs, talks and announcements are subject to the approval of the station management without objection and must conform to station policy and governmental regulations. Rates do not include the cost of talent.

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  
General Manager—Clifford M. Chafey.  
Sales Manager—Robert Magee.  
Representatives George P. Hollingsbery Company.

W R A W  
(Established 1921)

Rates effective January 1, 1941.  
Owned and operated by Reading Broadcasting Company, Inc.  
Studio—533 Penn Street, Reading, Pa., telephone 7335.  
Other Studios—State Theatre, Reading, Pa.  
Transmitter—Sixth and Penn Streets, Reading, Pa.  
Wave—Power—Time  
Operating power—250 watts.  
(100% modulation.)  
233.9 meters; 1340 kilocycles.  
Licensed to operate on local channel.  
Operates on Eastern War Time.  
Actual operating schedule: Week days 7:00 a.m. to 12:00 midnight; Sundays 6:00 p.m. to 12:00 midnight.

Agency Commission  
Agency commission 15% to recognized agencies. Commission 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.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 min, 5 min) and rates for various time periods (6:00 p.m. to 8:00 a.m., 8:00 a.m. to 12:00 p.m., 12:00 p.m. to 6:00 p.m.).

General advertising rates apply in all cases. Payment of all charges must be made in advance.  
SPECIAL FEATURES  
Good Morning Neighbor: 7:00 a.m. to 9:00 a.m. daily. Popular dance music. Participation for 1, 3, 5 or 15 minutes at regular station rates.  
Through the Arcade: 12:00 noon to 1:00 p.m. daily. Popular dance music. Participation for 1, 3, 5 or 15 minutes at regular station rates.  
Dine and Dance: 6:00 p.m. to 8:00 p.m. daily. Popular dance music. Participation for 1, 3, 5 or 15 minutes at regular station rates.

TALENT  
Rates on request.  
Contract and Other Requirements  
Advertising of alcoholic beverages accepted, but liquor advertising permitted only after 10:00 p.m. All programs, talks and announcements are subject to the approval of the station management without objection and must conform to station policy and governmental regulations.  
Rates quoted do not include the cost of talent.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m., double turn-tables for both lateral and vertical cut recordings.  
Personnel  
President—Clifford M. Chafey.  
Station Manager—Raymond A. Gaul.  
Sales Manager—Arthur W. Chafey.  
Program Director—John C. Jackson.  
Representatives William G. Rambeau Company.

SCRANTON  
(Lackawanna County)

W A R M  
(Established 1940)

Rates effective January 1, 1941.  
Owned and operated by Union Broadcasting Company, Inc.  
Business Office and Studios—Select Building, Washington Avenue, 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.  
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight; week days 7:00 a.m. to 12:00 midnight.

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.  
General Advertising  
For combination rates see listings of Mutual Broadcasting System and Blue Network Company (Basic Blue 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.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for CLASS "A" (6:00 p.m. to 10:30 p.m.) and CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and rates for SPOT ANNOUNCEMENTS (6:00 p.m. to 10:30 p.m.) and sign-off rates.

Table with columns for time slots (1 minute, 50 words) and rates for PARTICIPATION PROGRAMS and SPECIAL FEATURES.

Time signals, weather reports, etc. Rates on request.  
POLITICAL TALKS  
Rates on request. Typewritten copy required prior to program time.  
TALENT  
Station maintains a talent booking office and will 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.  
SPECIAL FEATURES  
Merchandising facilities of the station are available to advertisers.  
Contract and Other Requirements  
Advertising of beer and wine accepted; no hard liquors. Rates quoted are for station time only. No contracts accepted for a longer period than one year. All programs and advertising copy subject to station approval. No period sold in bulk for resale. All programs subject to prior booking.

Closing Time  
For inclusion of programs in publicity, 15 days are required.  
Mechanical Program Equipment  
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m., double turn-tables with both lateral and vertical pick-ups.  
Personnel  
President—Martin F. Memolo.  
General Manager—Dale Robertson.  
Program Director—Ken Berhold.  
Chief Engineer—Adolph Oschmann.  
Representatives  
George P. Hollingsbery Company.

General advertising rates apply in all cases. Payment of all charges must be made in advance.  
SPECIAL FEATURES  
Good Morning Neighbor: 7:00 a.m. to 9:00 a.m. daily. Popular dance music. Participation for 1, 3, 5 or 15 minutes at regular station rates.  
Through the Arcade: 12:00 noon to 1:00 p.m. daily. Popular dance music. Participation for 1, 3, 5 or 15 minutes at regular station rates.  
Dine and Dance: 6:00 p.m. to 8:00 p.m. daily. Popular dance music. Participation for 1, 3, 5 or 15 minutes at regular station rates.

TALENT  
Rates on request.  
Contract and Other Requirements  
Advertising of alcoholic beverages accepted, but liquor advertising permitted only after 10:00 p.m. All programs, talks and announcements are subject to the approval of the station management without objection and must conform to station policy and governmental regulations.  
Rates quoted do not include the cost of talent.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m., double turn-tables for both lateral and vertical cut recordings.  
Personnel  
President—Clifford M. Chafey.  
Station Manager—Raymond A. Gaul.  
Sales Manager—Arthur W. Chafey.  
Program Director—John C. Jackson.  
Representatives William G. Rambeau Company.

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  
For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).  
Rates include charges 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 division 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"  
(6:00 p.m. to 10:30 p.m.)  
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 38.25 36.00 33.75  
5 minutes 36.00 34.20 32.40 30.60 28.80 27.00

CLASS "B"  
(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)  
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 21.37 20.24 19.11 17.98 16.85  
5 minutes 18.00 17.10 16.20 15.30 14.40 13.50

CLASS "A"  
(12:00 midnight to 9:00 a.m.)  
1 hour..... 60.00 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  
10 minutes 15.00 14.25 13.50 12.75 12.00 11.25  
5 minutes 12.00 11.40 10.80 10.20 9.60 9.00

(This listing continued on next page)

### PENNSYLVANIA—Cont'd

#### SCRANTON—Continued WGBI—Continued

ANNOUNCEMENTS  
CLASS  
(8:00 p.m. to 10:30 p.m.)

14.	28 tl.	52 tl.	104 tl.	156 tl.	260 tl.
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125 words or chain  
break..... 15.00 14.25 13.50 12.75 12.00 11.25

(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)  
CLASS "B"  
11. 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |

125 words or chain  
break..... 7.00 6.65 6.30 5.95 5.60 5.25

(12:00 midnight to 9:00 a.m.)  
CLASS "C"  
12. 6.85 | 6.30 | 5.95 | 5.60 | 5.25 |

Various special features and participation programs are broadcast throughout the day. Participation in such programs may be had at the usual announcement rates. Information on particular features to suit requirements will be furnished on request.

POLITICAL  
Rates 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 studios are subject 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.  
Contract and Other Requirements  
Advertising of beer and wine accepted.  
All programs and advertising copy subject to approval of station. Contracts not accepted more than 60 days in advance of initial program. 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 both vertical and lateral cut recordings.

Personnel  
President—Frank Meszaros.  
General Manager—George D. Coleman.  
Station & Promotion Mgr.—R. E. McDowell.  
Representatives  
John Blair & Company.

#### WQAN

Owned and operated by the Scranton Times.  
Wave—Power—Time  
Operating power—1,000 watts days; 500 watts nights.  
329.7 meters; 910 kilocycles.  
Operates on Eastern War Time.  
Actual operating schedule: 7:00 a.m. to 1:00 p.m.  
Personnel  
Director—A. J. O'Malley.  
Does not sell time.

#### SHARON

(Mercer County)  
WPIC  
(Established 1938)  
Rates received November 19, 1941.  
Owned and operated by Sharon Herald Broadcasting Company.  
Business Office and Studio—Pine Hollow Boulevard, Sharon, Pa.  
Transmitter—Pine Hollow Boulevard, Sharon, Pa.  
Wave—Power—Time  
Operating power—1,000 watts.  
379.7 meters; 790 kilocycles.  
Operates on Eastern War Time.  
Actual operating schedule: 6:00 a.m. to local sunset.  
Agency Commission  
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 30 days.  
General Advertising  
Rates include charges by owners of music copyrights.

1 hour.....	60.00
1/2 hour.....	36.00
1/4 hour.....	24.00
10 minutes.....	18.00
5 minutes.....	12.00
1 minute or less.....	0.00

DISCOUNTS  
1 time..... Net 52 times..... 15%  
13 times..... Net 100 times..... 20%  
26 times..... Net 300 times..... 25%

ELECTRICAL TRANSCRIPTIONS  
Regular time charges apply to recorded programs. Sound effects records take transcription rates; other sound effects extra. Not restricted to certain hours. Transcription library service available. Rates on request.

POLITICAL  
Political advertising must be paid in advance. Rates on request.

TALENT  
Details and rates on request.

REMOTE CONTROL  
Remote control service extra, and net. All wire and mechanical charges for remote control, all traveling expenses, salaries, etc. of artists to be paid for by advertiser, when required, in advance.

SERVICE FACILITIES  
Service of program, advertising and continuity departments, as well as announcing and operating staff in securing talent, arranging, presenting and advertising program together with fees charged for broadcasting by owners of music copyrights are included without extra charge.

Contract and Other Requirements  
Musical program rates are for the facilities of the station only; talent agency, presenting and advertising by priority and availability on contract basis. No contract accepted for longer period than one year. No blanket contracts accepted. All contracts subject

to cancellation unless the program starts within 60 days. All contracts subject to approval and governmental regulations.  
The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to station management. Contracts, unless otherwise agreed, subject to cancellation by a 30 day advance notice accompanied by a certified check for short rates to date of cancellation.

Closing Time  
Closing time one week in advance of service if program is to be included in publicity releases.  
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  
President and Manager—John Fahntine, Jr.  
Secretary-Treasurer—George Helges.  
Commercial Manager—J. T. Van Swearingen.  
Representatives  
Howard H. Wilson Company.

#### SUNBURY

(Northumberland County)  
WKOK  
(Established 1938)

Rates effective May 1, 1938.  
Owned and operated by Sunbury Broadcasting Corp.  
Business Office and Studio—1150 N. Front Street, Sunbury, Pennsylvania, telephone 1326.  
Transmitter—Sunbury, Pennsylvania.  
Wave—Power—Time  
Operating power—250 watts.  
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  
Agency commission 15% to recognized advertising agencies on net charges for talent and station time. Bills payable upon receipt of invoice, issued on the first 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 hour.....	60.00	57.00	54.00	51.00
1/2 hour.....	35.00	33.25	31.50	29.75
1/4 hour.....	20.00	19.00	18.00	17.00

(Before 5:00 p.m.)

1 hour.....	40.00	38.00	36.00	34.00
1/2 hour.....	22.50	21.50	20.25	19.13
1/4 hour.....	14.00	13.35	12.70	11.95

FEATURE SPOTS  
(5:00 p.m. to 12:00 midnight)

1 minute.....	6.00	5.70	5.40	5.10
5 minutes.....	12.00	11.40	10.80	10.20

(Before 5:00 p.m.)

1 minute.....	4.50	4.28	4.05	3.83
5 minutes.....	10.00	9.50	9.00	8.50

POLITICAL  
Rates 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.  
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 33-1/3 or 78 r.p.m. turn-tables.  
Personnel  
President—H. H. Haddon  
General Manager—B. Beck.  
Station Manager—Melvin Lehr.  
Representatives  
Cox & Tanz.

#### UNIONTOWN

(Fayette County)  
WMB3  
(Established 1937)

Rates effective December 1, 1941. (Card No. 2B.)  
Owned and operated by Fayette Broadcasting Corp.  
Business Office and Studio—Fayette Title and Trust 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 Time.  
Actual operating schedule: 7:00 a.m. to 1:00 p.m.  
Agency Commission  
Agency commission 15% to recognized advertising agencies on net charges for station time only. No cash discount.

General Advertising  
For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).  
Rates include charges by owners of music copyrights.

CLASS "A"  
(6:30 p.m. to 10:30 p.m., week days and 1:00 p.m. to 10:30 p.m., Sundays)

	1	1/2	1/4	5	
	hr.	hr.	hr.	min.	(*) (†)
1 time....	125.00	75.00	50.00	25.00	12.50 7.50
13 times..	118.75	71.25	47.50	23.75	11.87 7.13
26 times..	112.50	67.50	45.00	22.50	11.25 6.75
52 times..	106.25	63.75	42.50	21.25	10.62 6.37
104 times..	100.00	60.00	40.00	20.00	10.00 6.00
208 times..	93.75	56.25	37.50	18.75	9.37 5.63
300 times..	87.50	52.50	35.00	17.50	8.75 5.25

CLASS "B"  
(9:00 a.m. to 6:30 p.m., week days, 9:00 a.m. to 1:00 p.m., Sundays and 10:30 p.m. to 11:00 p.m., daily)

	1	1/2	1/4	5	
	hr.	hr.	hr.	min.	(*) (†)
1 time....	75.00	45.00	30.00	15.00	7.50 4.50
13 times..	71.25	42.75	28.50	14.25	7.13 4.28
26 times..	67.50	40.50	27.00	13.50	6.75 4.00
52 times..	63.75	38.25	25.50	12.75	6.37 3.82
104 times..	60.00	36.00	24.00	12.00	6.00 3.60
208 times..	56.25	33.75	22.50	11.25	5.63 3.32
300 times..	52.50	31.50	21.00	10.50	5.25 3.11

CLASS "C"  
(11:00 p.m. to 9:00 a.m., daily)

1 time....	50.00	25.00	20.00	10.00	5.00 3.00
13 times..	47.50	23.50	19.00	9.50	4.75 2.81
26 times..	45.00	22.00	18.00	9.00	4.50 2.71
52 times..	42.50	20.50	17.00	8.50	4.25 2.51
104 times..	40.00	24.00	16.00	8.00	4.00 2.40
208 times..	37.50	22.50	15.00	7.50	3.75 2.21
300 times..	35.00	21.00	14.00	7.00	3.50 2.11

(\*) 60 words to 1 minute, live or transcription.  
(†) Station breaks, maximum copy 50 words, live or transcription.

ADDITIONAL DISCOUNTS  
Additional quantity announcement discounts (10 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 announcements.  
Sports Review—Rates on request.  
News—Leased wire service available—Rates on request.

ELECTRICAL TRANSCRIPTIONS  
Transcription library services available—rates on request.

TALENT  
Rates on request.

REMOTE 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  
Scripts, 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—Michael E. Slagel.  
Program Director—Sullivan Sazes  
Representatives  
Radio Advertising Corporation.

#### WASHINGTON

(Washington County)  
WJPA

Rates effective December 1, 1941.  
Owned and operated by Washington Broadcasting Co.  
Business Offices and Studios—George Washington Hotel, Washington, Pa.  
Transmitter—Boyd Hill, 1/2 mile from city limits, Washington, Pa.  
Wave—Power—Time  
Operating power—250 watts.  
206.9 meters; 1450 kilocycles.  
Licensed to operate full time.  
Operates on Eastern War Time.  
Actual operating schedule: 7:00 a.m. to 1:00 a.m.  
Agency Commission  
Agency commission 15% to recognized agencies on net charges for station time; 2% cash discount. All bill due on 10th of month following service.  
General Advertising  
Affiliated with WSTV, Steubenville, Ohio; combination rates on request.

	(Week Days)					
	1 hr.	1 1/2 hr.	1/4 hr.	26 tl.	52 tl.	
1 hour.....	45.00	42.75	40.50	36.0	30.0	
1/2 hour.....	27.00	25.65	24.30	21.6	18.0	
1/4 hour.....	18.00	17.10	16.20	14.4	12.0	
10 minutes.....	18.50	17.75	17.15	10.8	9.00	
5 minutes.....	9.00	8.55	8.10	5.4	4.50	
1 minute.....	5.00	4.75	4.50	4.00	3.00	

For Sunday rates add 10%.

SPECIAL WEEKLY RATES  
(Week Days)  
Per week  
1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min  
1 weekly 45.00 27.00 18.00 13.50 9.00  
2 weekly 75.00 45.00 30.00 22.50 15.00  
3 weekly 93.75 56.25 37.50 28.13 18.75  
4 weekly 112.50 67.50 45.00 33.75 22.50  
5 weekly 131.25 78.75 52.50 39.38 26.25  
6 weekly 150.00 90.00 60.00 45.00 30.00  
For Sunday rates add 10%.

ANNOUNCEMENTS  
Limited to 75 words.  
(Week Days)  
For week  
1 daily 2 daily 3 daily 4 dai-  
1 day weekly..... 4.00 7.50 10.50 13.25  
2 days weekly..... 7.50 13.50 18.00 24.00  
3 days weekly..... 10.50 18.00 25.25 33.00  
4 days weekly..... 13.50 24.00 33.00 45.00  
5 days weekly..... 16.50 30.00 42.00 51.00  
6 days weekly..... 18.00 33.00 45.00 54.00  
For Sunday rates add 10%.

DISCOUNTS  
13 weeks: 5%; 26 weeks: 10%; 52 weeks: 20%  
SPECIAL FEATURES  
News broadcasts: Five, ten, or fifteen minute periods. Rates on request.  
(This listing continued on next page)

WASHINGTON—Continued
W J P A—Continued

Household features: Fifteen minute periods. Rates on request. Sports programs: Five, ten, or fifteen minute periods. Rates on request. Line signals take regular announcement rates. Maximum commercial tie-in 50 words. POLITICAL TALKS. Available in advance. No quantity discount. REMOTE CONTROL. 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. 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—John J. Laux. Commercial Manager—John M. Croft. Program Director—Stanley Schultz. Representatives. Not Sales, Inc.

WILKES-BARRE
(Luzerne County)
W B A X
(Established 1922)

Rates effective October 15, 1937. Owned and operated by John H. Stenker, Jr., Radio-Orpheum Building, Wilkes-Barre, Pa., telephone 3019. Transmitter—East End Boulevard, Plains Pennsylvania, one mile from Wilkes-Barre, Pa. Wave—Power—Time. Operating power—100 watts. 1.9 meters; 1240 kilocycles. 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) 1 1 hour..... 75.25 71.49 67.73 62.96 2 1/2 hour..... 52.50 49.88 47.25 44.83 1/4 hour..... 36.00 34.20 32.40 30.60 5 minutes..... 18.00 17.10 16.20 15.30 (Before 6:00 p.m. week days) 1 1 hour..... 48.50 46.08 43.65 41.23 2 1/2 hour..... 33.25 31.59 29.03 28.26 1/4 hour..... 22.25 21.14 20.03 18.91 5 minutes..... 11.00 10.40 9.80 10.20

ANNOUNCEMENTS (Week day evenings and all day Sunday) 10 words..... 7.50 7.12 6.75 6.37 (Before 6:00 p.m. week days) 10 words..... 5.00 4.75 4.50 4.25 DISCOUNTS. 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. 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. Right reserved to reject any matter not conforming to station standards, and subject to governmental regulations and station approval. Priority governs position broadcast period. 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—August W. Grebe.

W B R E
(Established 1925)

Rates received August 28, 1937. Owned and operated by Louis G. Baltimore. Business Office and Studio—82 S. Franklin Street, Wilkes-Barre, Pennsylvania, telephone 8-3101. Transmitter—Kingston, Pennsylvania. Wave—Power—Time. Operating power—250 watts. (100% modulation—crystal control.) 23.9 meters; 1240 kilocycles. Licensed to operate full time on cleared local channel. Operates on Eastern War Time. Actual operating schedule: 7:00 a.m. to 1:00 a.m. 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 no commissions allowed.

General Advertising. For combination rates see listings of National Broadcasting Company (Basic Supplementary) and Blue Network Company (Basic Supplementary). Price quoting permitted. (After 5:00 p.m. week days and after 12:00 noon Sundays) 1 1 hour..... 95.00 90.00 85.50 78.50 1/2 hour..... 67.00 64.00 61.50 46.90 1/4 hour..... 39.00 38.00 34.20 30.80 5 minutes..... 20.00 18.00 17.10 15.30 (Before 5:00 p.m. week days and before 12:00 noon Sundays) 1 1 hour..... 63.00 60.00 57.00 51.00 1/2 hour..... 39.00 38.00 34.20 30.80 1/4 hour..... 27.50 24.00 22.80 20.40 5 minutes..... 13.50 12.00 11.40 10.20

ANNOUNCEMENTS (12:00 noon to 1:00 p.m. and after 5:00 p.m. week days and after 12:00 noon Sundays) 1 11. 13 tl. 26 tl. 52 tl. 100 words or less..... 9.75 9.00 8.55 7.65 (Before 5:00 p.m. week days and before 12:00 noon Sundays) 100 words or less..... 6.50 6.00 5.70 5.10 POLITICAL TALKS. One and one-half times one-time evening rate. SPECIAL FEATURES. Rates 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 studio. Contract and Other Requirements. The 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 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 certified check for short rates to the date of cancellation. All wire and mechanical charges for remote control, traveling expenses, salaries, etc., of artists to be paid by the advertiser when required in advance. No extra charge will be made when announcements are given by station announcer or staff. All orders for advertising subject to the station owner's approval as to continuities, music, program arrangement, etc. Closing Time. Talent programs close 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. double turn-tables for vertical and lateral cut recordings. Personnel. General Manager—Louis G. Baltimore.

WILLIAMSPORT
(Lycoming County)
W R A K
(Established 1929)

Rates effective January 1, 1939. Owned and operated by WRAC, Inc. Business Office and Studio—244 West Fourth Street, Williamsport, Pennsylvania. Transmitter—1561 West Fourth Street, Williamsport, Pennsylvania. Wave—Power—Time. Operating power—250 watts. (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. For local advertising rates consult station management. (After 6:00 p.m.) 1 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 36.00 33.75 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 (Before 6:00 p.m.) 1 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

ANNOUNCEMENTS (After 6:00 p.m.) 120 words..... 7.00 6.65 6.30 5.95 5.60 5.25 50 words..... 4.00 3.80 3.60 3.40 3.20 3.00 (Before 6:00 p.m.) 120 words..... 5.00 4.75 4.50 4.25 4.00 3.75 50 words..... 3.00 2.85 2.70 2.55 2.40 2.25 POLITICAL TALKS. Rates on application. TALENT. Rates on application.

REMOTE CONTROL. Remote 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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings. Personnel. General Manager—George E. Joy. Commercial Manager—T. W. Metzger. Representatives. J. P. McKinney & Son.

YORK
(York County)
SPECIAL FEATURES
(Established 1932)



NBC and BLUE NETWORKS

Rates effective May 1, 1942. (Card No. 7.) Card received May 7, 1942. Owned and operated by York Broadcasting Co., Inc. Business Office and Studio—13 South Beaver Street, York, Pennsylvania, telephone 0629. Transmitter—Lincoln Highway, 4-1/2 miles west of York. Wave—Power—Time. Operating power—1,000 watts. (100% modulation—automatic crystal control.) 222.2 meters; 1350 kilocycles. Licensed to operate unlimited time. Operates on Eastern War Time. Actual operating schedule: 7:00 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 listings of National Broadcasting Company (Basic Supplementary), Blue Network Company (Basic Supplementary), Mutual Broadcasting System and Mason-Dixon Radio Group. (13:00 p.m. to 11:00 p.m.) 1 1 13 26 52 104 156 260 tl. tl. tl. tl. tl. tl. tl. 1 hr. 125.00 120.00 115.00 110.00 105.00 100.00 90.00 1/2 hr. 75.00 73.50 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 35.00 5 min. 27.50 26.50 25.50 24.50 23.50 22.50 20.00

CLASS "A" (6:00 p.m. to 11:00 p.m.) 1 1 13 26 52 104 156 260 tl. tl. tl. tl. tl. tl. tl. 1 hr. 125.00 120.00 115.00 110.00 105.00 100.00 90.00 1/2 hr. 75.00 73.50 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 35.00 5 min. 27.50 26.50 25.50 24.50 23.50 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 1 13 26 52 104 156 260 tl. tl. tl. tl. tl. tl. tl. 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. 33.00 33.75 32.50 31.25 30.00 27.50 23.00 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.) 1 13 26 52 104 156 260 tl. tl. tl. tl. tl. tl. tl. 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 minute transcription..... 7.25 7.00 6.75 6.50 6.25 5.75 5.00 30 word chain break 8.00 7.75 7.50 7.25 7.00 6.50 6.00 (Before 6:00 p.m.) 125 words or one transcription..... 7.50 7.25 7.00 6.75 6.50 6.00 5.00 50 words or 1/2 minute transcription..... 6.00 5.75 5.50 5.25 5.00 4.50 4.00 30 word chain 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. Contract and Other Requirements. Advertising of 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, governmental 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. Personnel. General Manager—Clair R. McCollough. Station Director—J. Robert Quilck. Station Manager—Harold E. Miller. Representatives. Paul H. Raymer Company.

PENNSYLVANIA—Cont'd

YORK—Continued

W S B A

(Established 1942)



Rates effective August 15, 1942. (Card No. 2.) Owned and operated by The Susquehanna Broadcasting 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: Sunrise to sunset. Agency Commission 15% to recognized agencies on station time only; 2% cash discount—10 days. Bills rendered first of month, due on the tenth. General Advertising The following rates apply to national advertising. Rates include music copyright fees.

GENERAL BROADCASTING

Table with columns for time slots (12:00 noon to 1:00 p.m., 1:00 p.m. to 5:30 p.m., 5:30 p.m. to 6:00 p.m.) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes CLASS 'A', 'B', and 'C'.

Table with columns for time slots (7:00 a.m. to 11:30 a.m., 11:30 a.m. to 1:30 p.m., 5:30 p.m. week days, and sign-on to 2:00 p.m. Sundays) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes CLASS 'D'.

Table with columns for time slots (12:00 noon to 1:00 p.m. and 6:00 p.m. to sign-off week days, and 6:00 p.m. to sign-off Sundays) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes WEEKLY STRIP RATES and CLASS 'A'.

Table with columns for time slots (11:30 a.m. to 12:00 noon, 1:00 p.m. to 1:30 p.m., 1:30 p.m. to 6:00 p.m. week days, and 2:00 p.m. to 6:00 p.m. Sundays) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes CLASS 'B'.

Table with columns for time slots (7:00 a.m. to 11:30 a.m., 11:30 a.m. to 1:30 p.m., 5:30 p.m. week days, and sign-on to 2:00 p.m. Sundays) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes CLASS 'C'.

Table with columns for time slots (12:00 noon to 1:00 p.m. and 6:00 p.m. to sign-off week days, and 6:00 p.m. to sign-off Sundays) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes CLASS 'D'.

DISCOUNTS Any advertiser using time or announcements each week for an entire year is entitled to an additional 10% discount when earned. Announcements and programs cannot be mixed in computing this discount.

SPECIAL FEATURES Sales Service Announcements: One hundred words broadcast every day during an entire month, irrespective of number of days per month; scheduling to be entirely at station's discretion within time classification purchased.

POLITICAL PROGRAMS One time class rates apply, irrespective of time; payable in advance.

Frequency discounts not applicable in any manner. No cash discounts. Closing time is 24 hours in advance of broadcast schedule when broadcasts originate in studios. ELECTRICAL TRANSCRIPTIONS Regular rates apply. Service charges given on request. Instantaneous record available. REMOTE CONTROL Facilities subject to extra charges for line and mechanical costs. 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, to be accompanied by certified check at short rate to date of last program. Closing Time Contracts close three 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 78 r.p.m. turntables for either vertical or lateral cut recordings. Personnel Station Manager—Robert L. Kaufman. Commercial Manager—Sydney Robbins. Representatives The Walker Company.

Table with columns for time slots (11:00 p.m. to 8:00 a.m. daily) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes SPECIAL FEATURES.

RHODE ISLAND

PAWTUCKET

(Providence County)

W F C I

(Established 1941)



BLUE NETWORK STATION

Rates effective June 15, 1942. (Card No. 3.) Owned and operated by the Pawtucket Broadcasting Company, Perry 9540. Business Office and Studio—450 Main Street, Pawtucket, Rhode Island. Transmitter—Lonsdale, Rhode Island, 2-3/4 miles Northwest of Pawtucket and 6 miles North of Providence. Wave—Power—Time Operating power—1,000 watts. 211.3 meters; 1420 kilocycles. Licensed to operate full time on regional channel. Operates on Eastern War Time. Actual operating schedule: Sundays 7:30 a.m. to 1:00 a.m., Mondays through Fridays 5:55 a.m. to 1:00 a.m., Saturdays 5:55 a.m. to 2:00 a.m. Agency Commission 15% to recognized agencies on station time only. Cash discount none. Bills rendered 1st of month and are payable weekly following broadcast. No commission allowed on invoices not paid by the 15th of the month following broadcast. General Advertising For combination rates see listings of Blue Network Company (Basic Blue Network) and Atlantic Coast Network (Basic Stations). The following rates are for national and local advertising. Rates include charges by owners of music copyrights.

Table with columns for time slots (7:00 p.m. to 10:00 p.m. week days and 6:00 p.m. to 10:00 p.m. Sundays) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes CLASS 'A'.

Table with columns for time slots (10:00 p.m. to 11:00 p.m. daily, 5:30 p.m. to 7:00 p.m. week days, and 6:00 p.m. to 8:00 p.m. Sundays) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes CLASS 'B'.

Table with columns for time slots (8:00 a.m. to 5:30 p.m. week days and 8:00 a.m. to 1:00 p.m. Sundays) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes CLASS 'C'.

Table with columns for time slots (11:00 p.m. to 8:00 a.m. daily) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes CLASS 'D'.

Table with columns for time slots (11:00 p.m. to 8:00 a.m. daily) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes ANNOUNCEMENTS.

Table with columns for time slots (8:00 a.m. to 5:30 p.m. week days and 8:00 a.m. to 1:00 p.m. Sundays) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes ANNOUNCEMENTS.

Closing Time Contracts close two weeks in advance of first broadcast. 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-table for vertical and lateral cut recordings. Personnel Commercial Manager—T. F. Allen. Representatives Headley-Reed Company.

PROVIDENCE

(Providence County)

WEAN

(Established 1922)

Rates effective March 1, 1938. (Card No. 11.) Owned and operated by The Yankee Network, Inc. Business Office Address—21 Brookline Ave., Boston, Mass., or Crown Hotel, Providence, R. I., telephone Dexter 1500. Studios—Crown Hotel, Providence, R. I. Transmitter—East Providence, R. I. Wave—Power—Time Operating power—5,000 watts. (100% modulation—crystal control.) 379.7 meters; 790 kilocycles. Licensed to operate full time on cleared regional channel. Operates on Eastern War Time. Actual 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% on net station time to recognized advertising agencies. No cash discount. Charges for facilities are payable immediately after each broadcast. General Advertising For combination rates see listings of Yankee 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, 29.30 minutes; 1/4 hour, 14.30 minutes; 5 minutes, 4.50 minutes. The following rates are for both local and national advertising.

Table with columns for time slots (6:00 p.m. to 10:30 p.m. daily) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes MUSICAL OR DRAMATIC PROGRAMS.

Table with columns for time slots (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) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes MUSICAL OR DRAMATIC PROGRAMS.

Table with columns for time slots (11:00 p.m. to 8:00 a.m. daily) and rates for 1, 1/2, 1/4 hour, 5 minutes, 100 words, and 25 words. Includes MUSICAL OR DRAMATIC PROGRAMS.

PROVIDENCE—Continued  
WEAN—Continued

DISCOUNTS  
Time discounts apply to total broadcasts in each classification for the same sponsor within the current year.

Table with 2 columns: Number of times (25 to 208) and Discount percentage (5% to 15%).

Programs, including special features, running continuously for 52 consecutive weeks earn an additional rebate of 10%, based on the lowest billing for any one week.

ANNOUNCEMENTS table with 2 columns: Description (e.g., 25 words or one minute transcription) and Rate (e.g., 20.00).

SPECIAL FEATURES  
Announcements before or after News broadcast limited to two announcements before News and two announcements after News; 100 words maximum.

ELECTRICAL TRANSCRIPTIONS table with 2 columns: Description and Rate (e.g., 87.50).

TALENT  
Rates and details on request.

REMOTE CONTROL  
Arrangements for remote control broadcasts can be made, provided cost of lines, traveling expenses, etc., are paid by advertiser.

SERVICE FACILITIES  
Production Department, Sales and Merchandising Department available to advertisers.

Personnel  
President—John Shepard, 3rd.  
Station Supervisor—Malcolm Parker.  
Sales National Representatives—Edward Petry & Company, Inc.

WFCI  
Listed by the Federal Communications Commission as Pawtucket, Rhode Island station.

WJAR  
(Established 1922)

Station effective October 15, 1938.  
Owned and operated by The Outlet Company Department Store.

Business Office and Studio—The Outlet Company Store, Weybosset Street, Providence, Rhode Island.  
Transmitter—Rumford, Rhode Island.

Operating power—5,000 watts.  
100% modulation—automatic temperature crystal control.  
476.2 meters; 630 kilocycles.  
Operates on Eastern 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% on net charges for station time. 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 National Broadcasting Company (Basic Network) and New England Regional Network (Basic Stations).  
Discounts apply to total number of consecutive periods used by the same sponsor in one year.

Table with 2 columns: Time slot (e.g., 7:00 p.m. to 10:00 p.m.) and Rate (e.g., 1.00).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 200.00).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 120.00).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 100.00).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 80.00).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 60.00).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 40.00).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 20.00).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 10.00).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 5.00).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 2.50).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 1.00).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 0.50).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 0.25).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 0.125).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 0.0625).

Table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 0.03125).

CLASS "C" table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 100.00).

CLASS "D" table with 2 columns: Time slot (e.g., 1 hour) and Rate (e.g., 100.00).

ANNOUNCEMENTS  
If and where available.

ANNOUNCEMENTS table with 2 columns: Description and Rate (e.g., 15.00).

SPECIAL FEATURES  
Housewives' Radio Exchange; Musical Clock; 125 words maximum; 125 word maximum announcements in connection with weather report.

RECORDED PROGRAMS table with 2 columns: Description and Rate (e.g., 120.00).

RECORDED PROGRAMS  
Regular time charges apply to recorded programs. Not restricted to certain hours, but subject to station approval.

TALENT  
Rates on application.

REMOTE CONTROL  
Client must pay all line and service charges. Contract and Other Requirements.

Advertising of alcoholic beverages not accepted, excepting beer and wine.  
All charges quoted are for station time only. Program copy is extra, and is not commissionable. Extra charges are made for programs originating outside of the station studio.

All contracts subject to cancellation unless schedule starts within 14 days and unless the client complies with station regulations. Station management reserves the right to change time of broadcast.

Closing Time  
Talent programs, announcements and recorded programs close 14 days in advance.  
Talks must be submitted 48 hours prior to broadcast.

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

Personnel  
Station Manager—John J. Boyle.  
Representatives  
Weed & Company.

WPRO  
(Logo)

Rates effective January 1, 1938. (Card No. 11.)  
Owned and operated by Cherry & Webb Broadcasting Company.

Business Office and Studio—Metropolitan Theatre Building, Providence, Rhode Island.  
Transmitter—Wampanoag Trail, East Providence, Rhode Island.

Wave—Power—Time  
Operating power—5,000 watts.  
100% modulation—automatic temperature crystal control.  
476.2 meters; 630 kilocycles.  
Operates on Eastern 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 agencies on net station time. 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).  
(7:00 p.m. to 10:00 p.m. week days, and 6:00 p.m. to 10:00 p.m. Sundays)

Table with 2 columns: Time slot (e.g., 1 hr.) and Rate (e.g., 200.00).

Table with 2 columns: Time slot (e.g., 1 hr.) and Rate (e.g., 120.00).

Table with 2 columns: Time slot (e.g., 1 hr.) and Rate (e.g., 100.00).

Table with 2 columns: Time slot (e.g., 1 hr.) and Rate (e.g., 80.00).

Table with 2 columns: Time slot (e.g., 1 hr.) and Rate (e.g., 60.00).

Table with 2 columns: Time slot (e.g., 1 hr.) and Rate (e.g., 40.00).

Table with 2 columns: Time slot (e.g., 1 hr.) and Rate (e.g., 20.00).

Table with 2 columns: Time slot (e.g., 1 hr.) and Rate (e.g., 10.00).

Table with 2 columns: Time slot (e.g., 1 hr.) and Rate (e.g., 5.00).

Table with 2 columns: Time slot (e.g., 1 hr.) and Rate (e.g., 2.50).

Table with 2 columns: Time slot (e.g., 1 hr.) and Rate (e.g., 1.00).

Table with 2 columns: Time slot (e.g., 1 hr.) and Rate (e.g., 0.50).

Table with 2 columns: Time slot (e.g., 1 hr.) and Rate (e.g., 0.25).

Table with 2 columns: Time slot (e.g., 1 hr.) and Rate (e.g., 0.125).

ANNOUNCEMENTS  
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.

The following rates are net and not subject to time discounts. 125 words or one minute transcription, except before or after news.

Table with 2 columns: Time slot (e.g., 8:00 p.m. to 11:00 p.m.) and Rate (e.g., 15.00).

Table with 2 columns: Time slot (e.g., 8:00 a.m. to 6:00 p.m.) and Rate (e.g., 15.00).

Table with 2 columns: Time slot (e.g., 6:00 a.m. to 8:00 a.m.) and Rate (e.g., 7.50).

Table with 2 columns: Time slot (e.g., 3:00 p.m. to 11:00 p.m.) and Rate (e.g., 15.00).

Table with 2 columns: Time slot (e.g., 8:00 a.m. to 6:00 p.m.) and Rate (e.g., 15.00).

Table with 2 columns: Time slot (e.g., 6:00 p.m. to 11:00 p.m.) and Rate (e.g., 15.00).

Table with 2 columns: Time slot (e.g., 8:00 a.m. to 8:00 a.m.) and Rate (e.g., 10.00).

Table with 2 columns: Time slot (e.g., 8:00 a.m. to 8:00 a.m.) and Rate (e.g., 10.00).

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Table with 2 columns: Time slot (e.g., 8:00 a.m. to 8:00 a.m.) and Rate (e.g., 10.00).

Table with 2 columns: Time slot (e.g., 8:00 a.m. to 8:00 a.m.) and Rate (e.g., 10.00).

ANNOUNCEMENTS  
Announcement copy will be broadcast as submitted. If approved, and charge will be made at next higher rate if number of words exceeds limit in any class. (This listing continued on next page)

SOUTH CAROLINA—Cont'd

ANDERSON—Continued  
W A I M—Continued

(After 6:00 p.m.)						
	1	13	26	39	52	101 201
	tl.	tl.	tl.	tl.	tl.	tl.
100 words..	8.00	8.50	8.00	7.50	7.00	6.50 8.00
75 words..	8.00	7.60	7.20	6.80	6.40	6.00 5.60
*Station break (35 words or less)..	7.00	6.65	6.30	5.95	5.60	5.25 4.90
Electrical transcription (1 minute or less)	10.00	9.50	9.00	8.50	8.00	7.50 7.00
(Before 6:00 p.m.)						
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
*Station break (35 words or less)..	4.00	3.80	3.60	3.40	3.20	3.00 2.80
Electrical transcription (1 minute or less)..	7.00	6.65	6.30	5.95	5.60	5.25 4.90
(*) 50 words when placed in sustaining program.						

POLITICAL TALKS  
Flat rate, per hour 120.00. Cash in advance. No discount.

RECORDED PROGRAMS  
Regular rates apply. Not restricted to certain hours but subject to station approval.  
Transcription library service available—details on request.

TALENT  
Rates 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 FACILITIES  
The services of the station staff and announcers in arranging and presenting programs are available without extra charge. Merchandising department available.

Contract and Other Requirements  
Rates are for station time only; talent charges are extra.  
Contract renewals subject to rates in effect at time of renewal.  
No contract accepted for longer period than one year.  
All contracts subject to station approval and governmental regulations.

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.d.m. turn-tables for vertical and lateral cut recordings.

Personnel  
Station Manager—Wilton Martin.  
Assistant Manager—Edith Hall.  
Publicity Director—G. Paul Browne.

CHARLESTON  
(Charleston County)  
W C S C  
(Established 1930)



Rates effective November 1, 1942. (Card No. 8.)  
Owned and operated by South Carolina Broadcasting Company, Inc.  
Business Office and Studios—12th floor, Francis Marion Hotel, Charleston, South Carolina, telephone 7611.  
Transmitter—One mile west of Windermere, S. C.

Wave—Power—Time  
Operating power—1,000 watts to local subset; 215.8 meters; 1390 kilocycles.  
Licensed to operate full time.  
Operates on Eastern War Time.  
Operating schedule: Sundays 8:00 a.m. to 12:00 night; week days 6:00 a.m. to 12:05 a.m.

Agency Commission  
Agency commission 15% on net station charge recognized agencies. No commission on talent.  
Discount 2%—10th of following month. Bills mailed at end of each month and are due on 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. Advertiser may combine broadcasting in the calendar year under prior or concurrent contract except that announcements cannot be considered computing discounts on programs of five minute longer.

CLASS "A"	
(6:30 p.m. to 11:00 p.m.)	
1 tl.	13 tl. 26 tl. 52 tl. 100 tl. 201
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 32.30 30.60 28.90 27.20 25.50
10 minutes	24.00 22.80 21.60 20.40 19.20 18.00
5 minutes	14.00 13.30 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 "C"	
(Before 9:00 a.m. and 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 13.50
1/4 hour....	12.00 11.40 10.80 10.20 9.60 9.00
10 minutes	10.00 9.50 9.00 8.50 8.00 7.50
5 minutes	7.00 6.65 6.30 5.95 5.60 5.25

ANNOUNCEMENTS  
CLASS "A"  
(6:30 p.m. to 11:00 p.m.)  
1 minute live or electrical transcription or 100 words 8.00 7.60 7.20 6.80 6.40  
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  
CLASS "C"  
(Before 9:00 a.m. and after 11:00 p.m.)  
1 minute live or electrical transcription or 100 words 4.00 3.80 3.60 3.40 3.20  
Chain break announcements, when available, accept regular rates.

TRANSCRIPTIONS  
Portable equipment available—details on request.

TALENT  
Rates on application.

REMOTE CONTROL  
Portable short wave equipment available. Rates on request.

SERVICE FACILITIES  
The services of the station staff and announcers rehearsing and presenting programs are available without extra charge.

Contract and Other Requirements  
Maximum length of contract, one year.  
Rates are for station time only; talent charges extra.  
All programs and advertising copy subject to approval.

Closing Time  
Closing date is seven 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 for vertical and lateral cut recordings.

Personnel  
President—John M. Rivera.  
Commercial Manager—Roland Weeks.  
Representatives  
Free & Peters, Inc.

WTMA  
(Established 1939)



Rates effective September 1, 1942. (Card No. 4.)  
Owned and operated by The Atlantic Coast Broadcasting Company; affiliated with the News-Courier and Evening Post.  
Business Office and Studio—135 Church St., Charleston, S. C.  
Transmitter—St. Andrew's Parish, Charleston, S. C.

Wave—Power—Time  
Operating power—1,000 watts.  
239.9 meters; 1250 kilocycles.  
Licensed to operate full 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 night.

Agency Commission  
Agency commission 15% on net station charge recognized agencies. No commission on talent.  
Discount of 2% on bills paid by 10th of month following broadcast. Bills are mailed at end of month.

General Advertising  
For combination rates see listing of National Broadcasting Company (Southeastern Group).  
The following rates are for national advertising in computing discounts on current broadcasting.

CLASS "A"	
(6:30 p.m. to 11:00 p.m.)	
1 tl.	13 tl. 26 tl. 52 tl. 100 tl. 201
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 34.00 32.00 30.00
5 minutes	20.00 19.00 18.00 17.00 16.00 15.00

(This listing continued on next page)



Affiliated With  
NATIONAL  
Broadcasting Co.

★  
1000 WATTS  
DAY and NIGHT  
★

Affiliated with The News and Courier and Charleston Evening Post



NATIONAL REPRESENTATIVES  
GEORGE P. HOLLINGBERRY COMPANY  
New York - Chicago - Detroit - Atlanta - Kansas City  
San Francisco

\$100,000,000.00 pay roll...  
that's the Charleston market  
plus thousands from the  
prosperous tobacco belt and  
other agricultural areas of  
lower South Carolina. De-  
partment store sales up 56%  
in July... highest increase  
in the United States.

WTMA can help you get a  
share of this business. Let  
us tell you more about this  
market and how WTMA fits  
into the picture.

CHARLESTON—Continued

W T M A—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for Class 'B' and Class 'C'.

Five or six days weekly, on contract for 52 weeks in Class "C" time: 1/2 hour, per program 13.50; 1/4 hour, per program 9.00

ANNOUNCEMENTS

Table for Class 'A' announcements (6:30 a.m. to 11:00 p.m.) with rates for 100 words or less.

Table for Class 'B' announcements (8:00 a.m. to 6:30 p.m.) with rates for 100 words or less.

Table for Class 'C' announcements (11:00 p.m. to 8:00 a.m.) with rates for 100 words or less.

Table for Volume Rates for Class 'A', 'B', and 'C' with rates for 500, 1,000, and chain break announcements.

SPECIAL FEATURES

Special features, newscasts, time signals, etc. Rates in request. POLITICAL PROGRAMS

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 50 word announcement rate.

TALENT

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 contracts cancellable unless program starts within 30 days. All contracts are for exclusive use of contracting parties.

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

Personnel: General Manager—Robert E. Bradham. Commercial Manager—Walter P. Speight, Jr. Representatives: George P. Hollingsbery Company.

COLUMBIA W C O S (Established 1939)

Rate card dated December 1, 1940. (Card No. 3.) Owned and operated by The Carolina Broadcasting Corporation.

Business Office and Studio—1202 Main Street, P.O. Box 743, Columbia, S. C., telephone 25601. Transmitter—200 Senate Street, Columbia, S. C.

Wave—Power—Time: Operating power—250 watts. 214.3 meters; 1400 kilocycles. Operates on Eastern War Time.

Agency Commission: Agency commission 15% to recognized advertising agencies on net station charges. Cash discount —

General Advertising: For combination rates see listings of Blue Network (Broadcasting System, Southeastern Group) and Mutual (Broadcasting System).

Table for Class 'A' rates (6:30 p.m. to 11:00 p.m.) with rates for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes, and 100 words.

Table for Class 'B' rates (9:00 a.m. to 6:30 p.m.) with rates for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes, and 100 words.

CLASS "C" (6:30 a.m. to 9:00 a.m. and 11:00 p.m. to 12:00 midnight)

Table for Class 'C' rates with rates for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes, and 100 words.

On station time only, on minimum of 13 times. 13 times..... 5% 100 times..... 20% 26 times..... 10% 300 times..... 25% 52 times..... 15%

ELECTRICAL TRANSCRIPTIONS: One minute transcribed announcements accepted on the basis of 100 words.

SPECIAL FEATURES: News: Leased wire service and time signals—rates on request.

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.

Contract and Other Requirements: Rates are for station time only. Talent is extra. No contract accepted for longer than 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 vertical or lateral cut recordings.

Personnel: Manager—W. C. Boehman. Sales Manager—Davis B. Spiers, Jr. Representatives: Spot Sales, Inc.

WIS (Established 1938) logo with 'Associated NBC Network' banner.

Rates effective October 1, 1939. (Card No. 8.) Owned and operated by station WIS, subsidiary of Surety Life Insurance Company.

Business Office and Studio—1811 Main Street, Jefferson Hotel, Columbia, South Carolina, telephone 2-2131. Transmitter—Bluff Rd., 4 miles south of Columbia.

Wave—Power—Time: Operating power—5,000 watts. Directional antenna (nights). 535.7 meters; 560 kilocycles.

Licensed to operate full time on regional channel. Operates on Eastern War Time. Actual operating schedule: 6:00 a.m. to 12:05 a.m.

Agency Commission: Agency commission 15% to recognized agencies. Cash discount 2%, providing payment is made by 15th of month following service.

General Advertising: For combination rates see listing of National Broadcasting Company (Southeastern Group).

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 his initial broadcast.

Announcements cannot be considered when determining the rate applicable to programs (5 minutes or longer) or vice versa.

Table for Class 'A' rates (6:30 p.m. to 11:00 p.m.) with rates for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes, and 100 words.

Table for Class 'B' rates (9:00 a.m. to 6:30 p.m.) with rates for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes, and 100 words.

Table for Class 'C' rates (After 11:00 p.m. and before 9:00 a.m.) with rates for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes, and 100 words.

ANNOUNCEMENTS AND ELECTRICAL TRANSCRIPTIONS: The one announcement rate applies to all announcements, but their scheduling is determined by their length or duration as follows:

- 1. 35 words is the maximum length for chain break position.
2. 100 words live, or 30 second transcribed, announcements may be scheduled adjoining a network program providing the other adjacency is of local origin.
3. 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.

Transcription service available. Instantaneous recording equipment available for transcribing programs.

TALENT: Rates on application. REMOTE CONTROL: Rates and details on request. Portable ultra high frequency relay broadcast transmitter available.

SERVICE FACILITIES: The services of the station staff and announcers in rehearsing and presenting programs are available without extra charge.

Contract and Other Requirements: Charges are for station time only, talent extra. Maximum length of contract accepted, one year. All programs and advertising copy subject to station approval.

Closing Time: Talent programs and recorded programs close seven days 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 35-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel: General Manager—G. Richard Shatto. Sales Manager—J. Dudley Naumic. Representative: Free & Peters, Inc.

FLORENCE (Florence County) W O L S (Established 1937)

Rates effective November 1, 1939. (Card No. 4.) Owned and operated by Florence Broadcasting Co., Inc.

Business Office and Studio—Sanborn Hotel, Florence, South Carolina, telephone 48. Transmitter—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 12:00 midnight.

Agency Commission: Agency commission 15% to recognized advertising agencies. Cash discount 7% if payment is received in full by 15th of month following broadcast.

General Advertising: For combination rates see listing of National Broadcasting Company (Southeastern Group).

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.

Announcements cannot be considered when determining the rate applicable to programs (5 minutes 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.

Table for Class 'A' rates (6:30 p.m. to 11:00 p.m.) with rates for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes, and 100 words.

Table for Class 'B' rates (7:00 a.m. to 6:30 p.m.) with rates for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes, and 100 words.

ELECTRICAL TRANSCRIPTIONS: Transcription library service available—rates on request. 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 charge.

Contract and Other Requirements: All contracts are 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.

Mechanical Requirements: 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—R. O. Dorsey. Commercial Manager—H. Russ Holt. Program Director—Bill Simmons. Representatives: Cox & Tanz.

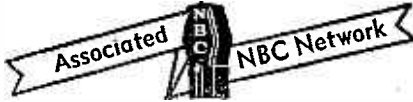
SOUTH CAROLINA—Cont'd

GREENVILLE

(Greenville County)

W F B C

(Established 1938)



Rates effective April 15, 1939. (Card No. 5.)

Owned and operated by the Greenville News-Piedmont Company. Business Office and Studios—Poinsett Hotel, Greenville, South Carolina, telephone 382. Transmitter—Gantt, South Carolina, three miles south of Greenville.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation.)
225.6 meters; 1330 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 15% on net charges to recognized agencies. No cash discount. No commission on talent.

General Advertising
For combination rates see listing of National Broadcasting Company (Southeastern Group). The following rates are for national advertising. For retail advertising rates consult station management. Announcements and programs cannot be combined to obtain a lower rate.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 100 words) and rates for Class A (6:30 p.m. to 11:00 p.m.)

Table with columns for time slots and rates for Class B (7:30 a.m. to 2:00 p.m. and 5:00 p.m. to 6:30 p.m.)

Table with columns for time slots and rates for Class C (11:00 p.m. to 7:30 a.m. and 2:00 p.m. to 5:00 p.m.)

When five or more announcements or programs are used per week, 5% additional discount is allowed.

POLITICAL ADVERTISING
Political advertising positively cash in advance; copy must be submitted 24 hours in advance; no political time accepted within 24 hours of election.

ANNOUNCEMENTS AND ELECTRICAL 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 available, are limited to 25 words. No charge for use of transcription except music royalties.

TALENT
Rates on application.

REMOTE CONTROL
Portable equipment is available for remote broadcasts at special charges.

SERVICE FACILITIES
The services of the station staff and announcers in rehearsing and presenting programs are available 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 transcription, using 33-1/3 and 78 r.p.m. turn-tables for either vertical or lateral cut recordings.

Personnel
President—B. H. Poace, Jr.
Manager—Beverly T. Whitmore.
Representatives
Wood & Company.
Atlanta—B. Frank Cook.

WMRC

(Established 1940)

Rates effective December 1, 1940.

Owned and operated by the Textile Broadcasting Company, Inc. Business Office and Studio—Provoet Bldg., Greenville, S. C. Transmitter—400 Mayberry St., one mile from business district, Greenville, South Carolina.

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel. 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
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 listings of Blue Network Company (Blue 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.

Table with columns for time slots and rates for various word counts (100 words, 100 words or less, 500 words, 1000 words)

SPECIAL FEATURES
News, sports, time, weather, temperature and stock quotations. Rates on request.

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 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.

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 handle programs by electrical transcriptions, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Pres. & Treas.—R. A. Jolley.
Manager—W. Ennis Bray.

Representatives
Burn-Smith Company, Inc.

GREENWOOD

(Greenwood County)

W C R S

(Established 1941)

Rates effective September 1, 1941.

Owned and operated by Greco, Inc. Business Office—P. O. Box 868, Greenwood, S. C. Studio—Wilson St., 1/4 mile from business district, Greenwood, S. C.

Wave—Power—Time
Operating power—250 watts.
206.0 meters; 1430 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.

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 listing of National Broadcasting Company (Southeastern Group). 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.

Table with columns for time slots and rates for Class A (6:00 p.m. to 12:00 p.m. week days and Sundays)

Table with columns for time slots and rates for Class B (6:25 a.m. to 0:00 p.m.)

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 mechanical cost.

Contract and Other Requirements
Contracts subject to cancellation by 30 days' written notice accompanied by 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 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-table for vertical and lateral cut recordings.

Personnel
President—Douglas Featherston.
Station Manager—Dan Crossland.

SPARTANBURG

(Spartanburg County)

W O R D

(Established 1940)



BLUE NETWORK STATION

Rates effective March 1, 1941. (Card No. 2.)

Owned and operated by the Spartanburg Advertising Company, Inc.

Business Office and Studios—Radio Center, 224 E. Main St., Spartanburg, S. C. telephone 2901. Transmitter—2-1/2 miles Northeast of Spartanburg, South Carolina.

Wave—Power—Time
Operating power—250 watts.
(100% modulation.)
214.3 meters; 1400 kilocycles.
Operates on Eastern War Time.

Actual operating schedule: Sundays 8:00 a.m. to 11:00 p.m. Monday through Friday 5:30 a.m. to 11:00 p.m. Saturdays 5:30 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% on charges to recognize agencies. No cash discount. No commission on talent.

General Advertising
For combination rates see listing of Blue Network Company (Blue Southeastern Group). The following rates are for National Advertising. For local advertising rates consult station management. Announcements and programs cannot be combined to obtain a lower rate.

Table with columns for time slots and rates for Class A (6:00 p.m. to 11:00 p.m.)

Table with columns for time slots and rates for Class B (7:00 a.m. to 2:00 p.m. and 5:00 p.m. to 8:00 p.m. week days and before 12:00 noon Sunday)

Table with columns for time slots and rates for Class C (11:00 p.m. to 7:00 a.m., 2:00 p.m. to 5:00 p.m. week days and before 12:00 noon Sunday)

ANNOUNCEMENTS
All 100 word announcements are accepted for scheduling in announcement periods only. Chain break announcements, when available, are limited to thirty-five words.

POLITICAL RATES
Class "A" rates apply regardless of time; cash in advance; copy must be submitted 12 hours in advance; no political time accepted within 24 hours of election.

SPECIAL FEATURES
Time signals, weather reports and other special features. Rates on request. One minute transcription announcement accepted on basis of 100 words.

TALENT
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.

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 or actual discount earned by number of units used.

(This listing continued on next page)



SPARTANBURG—Continued  
WORD—Continued

schedule. In computing discounts on current broadcast-  
casting, advertisers may combine announcements or  
may combine programs (but not both) in same twelve  
months to earn maximum discount.  
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  
Vice-President and Gen'l Mgr.—Walter J. Brown.  
Station Manager—G. O. Shephard.  
Program Director—James Reppert.  
Chief Engineer—Murray Coleman.

**WSPA**  
(Established 1929)  
  
**COLUMBIA AFFILIATE**  


Rates effective March 29, 1941. (Card No. B.)  
Owned and operated by Spartanburg Advertising Co.,  
Incorporated.  
Business Office and Studio—155 S. Liberty Street,  
Spartanburg, South Carolina, telephone 2900.  
Transmitter—2 1/2 miles northeast of city.  
Wave—Power—Time  
Operating power—5000 watts days; 1000 watts nights.  
1315.3 meters; 850 kilocycles.  
Operates on Eastern W. Time.  
Actual operating schedule: 5:30 a.m. to 12:00 mid-  
night.  
Agency Commission  
Agency commission 15% on net charges for station  
time to recognized advertising agencies. No cash  
discount. No commission on talent.  
General Advertising  
For combination rates see listing of Columbia Broad-  
casting 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 announcements cannot be combined to  
earn maximum discount. Station break announce-  
ments cannot be combined with other announcements  
to earn maximum discount.

**CLASS "A"**  
(6:00 p.m. to 11:00 p.m.)  
1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 300 tl.  
1 hour..... 100.00 94.00 90.00 85.00 80.00 75.00  
1/2 hour..... 80.00 57.00 54.00 51.00 48.00 45.00  
1/4 hour..... 32.00 30.40 28.80 27.20 25.60 24.00  
5 minutes 10.00 9.50 9.00 8.50 8.00 7.50

**CLASS "B"**  
(7:00 a.m. to 2:00 p.m. and 5:00 p.m. to 6:00 p.m.)  
1 hour..... 80.00 76.00 72.00 68.00 64.00 60.00  
1/2 hour..... 50.00 47.50 45.00 42.50 40.00 37.50  
1/4 hour..... 26.00 24.70 23.40 22.10 20.80 19.50  
5 minutes 8.00 7.60 7.20 6.80 6.40 6.00

**CLASS "C"**  
(11:00 p.m. to 7:00 a.m. and 2:00 p.m. to 5:00 p.m.)  
1 hour..... 60.00 57.00 54.00 51.00 48.00 45.00  
1/2 hour..... 40.00 38.00 36.00 34.00 32.00 30.00  
1/4 hour..... 20.00 19.00 18.00 17.00 16.00 15.00  
5 minutes 6.00 5.70 5.40 5.10 4.80 4.50

(\*) One minute announcements and transcriptions on basis as 100 words.  
An additional discount of 5% for three to five announcements per week or programs running on regular schedule for length of contract; an additional discount of 10% for six or more announcements or programs.

**ANNOUNCEMENTS**  
All 100 word or one minute announcements accepted for announcement periods. Station break announcements, when available, limited to 35 words on basis of 100 words.

**POLITICAL RATES**  
Class "A" rates apply regardless of time; cash in advance; copy must be submitted 12 hours in advance; no political time accepted within 24 hours of election.

**SPECIAL FEATURES**  
Time signals, weather reports, other special events—rates on request.

**TALENT**  
Rates on request.

**REMOTE CONTROL**  
Portable equipment available for remote broadcasts. Rates on request.

**SERVICE FACILITIES**  
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 copy 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 broadcasts will be determined anew in same manner. Failure to use

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.  
**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**  
Vice-Pres. and General Manager—Walter J. Brown.  
Station & Com'l Mgr.—J. V. Kirkpatrick.  
Program Director—Sterling W. Wright.  
Chief Engineer—Ralph Bennett.  
**Representatives**  
George P. Hollingbery.

**SUMTER**  
(Sumter County)  
**WFIC**  
(Established 1940)  


Rates effective February 1, 1940.  
Owned and operated by WFIC, Inc.  
Business Office and Studio—39 N. Main St., Sumter,  
South Carolina.  
Transmitter—East of business district on Highway 76.  
**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.  
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 mid-  
night.

**Agency Commission**  
Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered and due end of month.  
**General Advertising**  
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. week days and Sundays)  
1 tl. 13 tl. 26 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 "B"**  
(7:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)  
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 7.00 6.50 6.00 5.50 5.00 4.50

**ANNOUNCEMENTS**  
(Day or Night)  
100 words.... 4.00 3.80 3.60 3.40 3.20 3.00  
50 words.... 3.00 2.85 2.70 2.55 2.40 2.25  
25 words.... 2.00 1.90 1.80 1.70 1.60 1.50

**SPECIAL FEATURES**  
Per week—  
13 wks. 26 wks. 52 wks.  
Newscasts—5 minutes..... 24.00 22.00 20.00  
Alarm Clock—5 minutes  
daily participation..... 20.00 18.00 16.00  
Time signals—ten 10 word  
announcements daily..... 40.00 38.00 36.00  
Fifteen minute periods between 9:00 a.m. and 10:00  
a.m. and 4:00 p.m. and 5:00 p.m. six days  
weekly..... 48.00 42.00 36.00

**ELECTRICAL TRANSCRIPTIONS**  
General advertising rates apply. Rates include use of transcription library service.


**REMOTE CONTROL**  
Rates and details on request. Line and mechanical costs extra; not subject to agency commission.

**SERVICE FACILITIES**  
Station's production and engineering department arranges and services programs at no extra cost.  
**Contract and Other Requirements**  
Maximum contract term, one year. All programs and advertising copy subject to station's approval.

**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 transcrip-  
tions, using 33-1/3 and 78 r.p.m. double turn-  
tables for vertical and lateral cut recordings.

**Personnel**  
President—Julius S. Brody.  
Vice-Pres. & Gen'l Mgr.—T. Douglas Youngblood.  
**Representatives**  
Cox & Tanz.

**SOUTH DAKOTA**  
**ABERDEEN**  
(Brown County)  
**KABR**  
(Established 1935)  


Rates effective November 15, 1939.  
Owned and operated by Aberdeen Broadcasting Co.  
Business Office and Studio—117-1/2 S. Main Street,  
Aberdeen, South Dakota.  
Transmitter—Lake Wylie, 3 miles northeast of Aber-  
deen.  
**Wave—Power—Time**  
Operating power—5,000 watts.  
211.3 meters; 1420 kilocycles.  
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 mid-  
night.

**Agency Commission**  
Agency commission 15% to advertising agencies recog-  
nized 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 Broad-  
casting System and North Central Broadcasting Sys-  
tem (Dakota Group).  
The following rates are for national advertising; 100  
words of spoken copy constitute one minute's time.

**CLASS "A"**  
(6:30 p.m. to 10:00 p.m.)  
1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 200 tl.  
1 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 a.m. to 1:00 p.m., 6:00 p.m. to 8:30  
p.m. week days, and 1:00 p.m. to 6:30 p.m.  
Sundays)  
1 hour..... 85.00 76.50 68.00 59.50 51.00 42.50  
1/2 hour..... 51.00 45.90 40.80 35.70 30.60 25.50  
1/4 hour..... 34.00 30.60 27.20 23.80 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 1:30 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  
1/2 hour..... 42.00 37.80 33.60 29.40 25.20 21.00  
1/4 hour..... 28.00 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 14.00 12.60 11.20 9.80 8.40 7.00

**CLASS "D"**  
(Before 9:00 a.m., 1:00 p.m. to 5:00 p.m.  
and after 10:30 p.m. week days, and before  
9:00 a.m. and after 10:00 p.m. Sundays)  
1 hour..... 55.00 49.50 44.00 38.50 33.00 27.50  
1/2 hour..... 33.00 29.70 26.40 23.10 19.80 16.50  
1/4 hour..... 22.00 19.80 17.60 15.40 13.20 11.00  
10 minutes 16.50 14.85 13.20 11.55 9.90 8.25  
5 minutes 11.00 9.90 8.80 7.70 6.60 5.50

**ANNOUNCEMENTS**  
1 13 26 52 156 260 312  
tl. tl. tl. tl. tl. tl. tl.  
100 words.... 10.00 9.75 9.50 9.00 8.50 8.00 7.50  
50 words.... 6.00 5.85 5.70 5.40 5.10 4.80 4.50  
25 words.... 4.00 3.85 3.70 3.40 3.10 2.80 2.50

**POLITICAL TALKS**  
Rates and information on request.  
**ADDRESSES AND COMMERCIAL TALKS**  
Accepted at program rates. Time subject to arrange-  
ment. Payment due at time of contract. Copy must  
be filed in advance.

**ELECTRICAL TRANSCRIPTIONS**  
Transcription library services available—rates on re-  
quest. **TALENT**  
Rates on request.

**REMOTE CONTROL**  
Additional charges are made for programs originat-  
ing outside station's studios and for programs requir-  
ing special production.

**SERVICE FACILITIES**  
Services of station's program department, staff an-  
nouncers and engineers in arranging and present-  
ing programs are included without extra charge.

**Contract and Other Requirements**  
All acceptable accounts are subject to the same rates.  
No periods sold in bulk for resale.  
Rates quoted apply only to programs broadcast in  
the studios 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 reasons satisfactory  
to itself.  
No accounts accepted per inquiry or commission  
basis of payment.  
Advertising of hard liquor not accepted. Rates do  
not include cost of talent.  
All programs are subject to approval of station.  
No contract accepted for more than one year's service.

**Closing Time**  
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)  
**KGFY**  
Owned and operated by Mrs. Ida A. McNeil.  
Business Office and Studio—Pierre, South Dakota.  
Transmitter—Pierre, South Dakota.

**Wave—Power—Time**  
Operating power—200 watts.  
476.2 meters; 630 kilocycles.  
Licensed to operate days.  
**General Advertising**  
Rates on request.  
**Representatives**  
Cox & Tanz.

SOUTH DAKOTA—Cont'd

RAPID CITY

(Pennington City)

KOBH

(Established 1936)

Dates effective November 1, 1941. 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—2-1/2 miles east of Rapid City.

Wave—Power—Time: Operating power—250 watts. 214.3 meters; 1400 kilocycles. Operates on Mountain War Time. Actual operating schedule: Sundays 8:30 a.m. to 5:00 p.m. Week days 6:00 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. Cash discount 2%—10 days from invoice date.

General Advertising: The following rates are for national advertising.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for Class 'A' (6:00 a.m. to 6:30 p.m.)

Table with columns for time slots and rates for Class 'B' (6:30 p.m. to 10:00 p.m.)

Table with columns for word counts (100 words, 50 words) and rates for Class 'A' (6:00 a.m. to 6:30 p.m.)

Table with columns for word counts and rates for Class 'B' (6:30 p.m. to 10:00 p.m.)

Table with columns for word counts and rates for Class 'A' (6:00 a.m. to 6:30 p.m.)

Table with columns for time slots and discount rates for various durations (1 time, 13 times, 26 times, 52 times, 100 times)

Discounts are retroactive as earned each 13 week period.

POLITICAL SPEECHES

Regular rates apply.

SPECIAL FEATURES

News: Leased wire service available. Rates on request. Time signals and special events—rates on request.

TALENT

Rates on application.

REMOTE CONTROL

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

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 special production.

Contract and Other Requirements

No periods are sold in bulk for re-sale. Advertisers co-operating in group broadcasts are required to make separate contracts, subject to card rates and regulation. All programs are 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 reasons 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

Manager—Robert J. Dean; Business Manager—George Brunnett; Representatives—The Walker Company.

WCAT

Owned and operated by South Dakota State School of Mines, Rapid City, South Dakota

Wave—Power—Time

Operating power—100 watts. 243.9 meters; 1230 kilocycles. Does not sell time

SIoux FALLS

(Minnehaha County)

KELO



Rates effective January 15, 1939. Owned and operated by Sioux Falls Broadcast Association, Inc.

Business Office and Studio—317 South Phillips Ave., Sioux Falls, South Dakota, telephone 757. Transmitter—West of city limits.

Wave—Power—Time

Operating power—250 watts. 243.9 meters; 1230 kilocycles. Licensed to operate full time. Operates on Central War Time. Actual operating schedule: 10:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized advertising agencies. No cash discount. Accounts billed on 1st of month; payable on 20th of month.

General Advertising

For combination rates see listings of National Broadcasting Company (Basic Supplementary) and Blue Network Company (Basic 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, Sioux Falls, or KELO, Sioux 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.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for 6:00 p.m. to 10:15 p.m.

Table with columns for time slots and rates for 12:00 noon to 6:00 p.m. and 10:15 p.m. to 12:00 midnight

Table with columns for time slots and rates for 6:00 p.m. to 10:15 p.m.

Table with columns for time slots and rates for 12:00 noon to 6:00 p.m. and 10:15 p.m. to 12:00 midnight

Table with columns for time slots and rates for 6:00 p.m. to 10:15 p.m.

ANNOUNCEMENTS

(6:00 p.m. to 10:15 p.m.)

Table with columns for time slots and rates for 6:00 p.m. to 10:15 p.m.

Table with columns for time slots and rates for 12:00 noon to 6:00 p.m. and 10:15 p.m. to 12:00 midnight

POLITICAL ADVERTISING

Rates on request.

RECORDED PROGRAMS

Transcription library services available, rates and details on request.

TALENT

Rates on request.

SERVICE FACILITIES

Station maintains a merchandising staff for dealer calls and surveys; reports confidential. Bulletins to grocers and druggists will be sent at advertiser's expense. Merchandising department handles dealer displays and consumer canvasses. Merchandising staff available for dealer calls and surveys.

Contract and Other Requirements

Advertising of alcoholic beverages except beer not accepted. No contract accepted for longer period than one year. All programs, announcements, advertising talks, etc., subject to acceptance by management. Station reserves the right to discontinue any advertising announcements, talks, or programs for reasons sufficient to the management.

Contracts are not assignable; are subject to musician's local, state and federal regulations, and are made subject to interference by strike, fire, weather conditions, or other unavoidable conditions beyond the control of station. The user will save the Sioux Falls Broadcast Association, Inc., harmless from any loss suffered by the corporation resulting from broadcasts made by the user over the stations of the corporation.

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 discs.

Personnel

President and Manager—Joseph Henkin. Commercial Manager—George R. Hahn. Vice-Pres. & Promotion Mgr.—S. Fantie, Jr.

Representatives

Howard H. Wilson Company.

KSOO



Rates effective January 15, 1939. Owned and operated by Sioux Falls Broadcast Association, Inc.

Business Office and Studio—317 S. Phillips Ave., Sioux Falls, S. D., telephone 757. Transmitter—West of city limits.

Wave—Power—Time

Operating power—5,000 watts. 100% modulation—crystal control. 263.2 meters; 1140 kilocycles.

Licensed to operate on nationally cleared channels limited time.

Operates on Central War Time. Actual operating schedule: Sundays 8:00 a.m. to local sunset; week days 6:30 a.m. to local sunset.

Agency Commission

Agency commission 15% to recognized advertising agencies on net charges for station time. No cash discount. Invoices mailed first of each month.

General Advertising

For combination rates see listings of National Broadcasting Company (Basic Supplementary) and Blue Network Company (Basic 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 KNOO, Sioux Falls, or KELO, Sioux 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.

Table with columns for time slots and rates for 11:30 a.m. to 1:30 p.m. and 5:00 p.m. to 8:00 p.m.

Table with columns for time slots and rates for 11:30 a.m. to 1:30 p.m. and 5:00 p.m. to 8:00 p.m.

Table with columns for time slots and rates for 11:30 a.m. to 1:30 p.m. and 5:00 p.m. to 8:00 p.m.

Table with columns for time slots and rates for 11:30 a.m. to 1:30 p.m. and 5:00 p.m. to 8:00 p.m.

THREE AND SIX TIME PER WEEK CONTRACTS

(11:30 a.m. to 1:30 p.m. and 5:00 p.m. to 8:00 p.m.)

Table with columns for time slots and rates for 11:30 a.m. to 1:30 p.m. and 5:00 p.m. to 8:00 p.m.

THREE AND SIX TIME PER WEEK CONTRACTS

(11:30 a.m. to 1:30 p.m. and 5:00 p.m. to 8:00 p.m.)

Table with columns for time slots and rates for 11:30 a.m. to 1:30 p.m. and 5:00 p.m. to 8:00 p.m.

ANNOUNCEMENTS

(11:30 a.m. to 1:30 p.m. and 5:00 p.m. to 8:00 p.m.)

Table with columns for time slots and rates for 11:30 a.m. to 1:30 p.m. and 5:00 p.m. to 8:00 p.m.

POLITICAL ADVERTISING

Rates on request.

RECORDED PROGRAMS

Transcription library services available—rates and details on request.

TALENT

Rates on request.

SERVICE FACILITIES

Station maintains a merchandising staff for dealer calls and surveys; reports confidential. Bulletins to grocers and druggists will be sent at advertiser's expense. Merchandising department handles dealer displays and consumer canvasses. Merchandising staff available for dealer calls and surveys.

Contract and Other Requirements

Advertising of alcoholic beverages except beer not accepted. No contract accepted for longer period than one year. All programs, announcements, advertising talks, etc., subject to acceptance by management. Station reserves the right to discontinue any advertising announcements, talks, or programs for reasons sufficient to the management.

Contracts are not assignable; are subject to musician's local, state and federal regulations, and are made subject to interference by strike, fire, weather conditions, or other unavoidable conditions beyond the control of station. The user will save the Sioux Falls Broadcast Association, Inc., harmless from any loss suffered by the corporation resulting from broadcasts made by the user over the stations of the corporation.

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 discs.

Personnel

President and Manager—Joseph Henkin. Commercial Manager—George R. Hahn. Vice-Pres. & Promotion Mgr.—S. Fantie, Jr.

Representatives

Howard H. Wilson Company.

(This listing continued on next page)

SIoux FALLS—Continued  
K S O O—Continued

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 discs.  
Personnel  
President and Manager—Joseph Henkin.  
Vice-Pres. and Prom. Mgr.—S. Fante, Jr.  
Commercial Manager—George R. Bahn.  
Representatives  
Howard E. Wilson Company.

VERMILLION  
(Clay County)  
KUSD

Owned and operated by University of South Dakota, Vermillion, South Dakota.  
Power—Time  
Operating power—500 watts.  
326.1 meters; 920 kilocycles.  
Does not sell time.

WATERTOWN  
(Coddington 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.  
Transmitter—  
Power—Time  
Operating power—250 watts.  
41.9 meters; 1240 kilocycles.  
Operates on Central War Time.  
Actual operating schedule: Sundays 9:00 a.m. to 5:00 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 (12:00 noon to 2:00 p.m.)  
1 hour 55.00  
1/2 hour 35.00  
1/4 hour 22.50  
5 minutes 11.00  
(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  
(All other periods)  
1 hour 40.00  
1/2 hour 30.00  
1/4 hour 15.00  
5 minutes 8.00

ANNOUNCEMENTS (Evening and noon)  
100 words 4.25  
50 words 2.75  
(Daytime)  
100 words 3.50  
50 words 2.25

DISCOUNTS  
Discounts on gross rates for time only. Discounts allowed on the number of periods used within one year as follows:  
15 periods 5%  
26 periods 10%  
52 periods 15%

SPECIAL FEATURES  
Weather Reports: Daytime, 10:45 a.m., 12:30 p.m., 3:35 p.m., three periods daily; commercial copy 50 words, per week 25.00. Evening, 6:30 p.m. and 9:00 p.m., two periods daily; commercial copy 50 words, per week 40.00.  
Time Signals—Daytime and evening, every half hour. Copy limited to 25 words:  
7:00 a.m. to 10:00 a.m., per week 15.00  
10:00 a.m. to 1:00 p.m., per week 17.50  
4:00 p.m. to 7:00 p.m., per week 20.00  
7:00 p.m. to sign-off, per week 22.50  
Temperature Reports: Four periods daily, 8:00 a.m., 10:45 a.m., 12:30 p.m. and 3:45 p.m. Not exceeding 50 words of copy, per week 25.00.  
Sports Review: Daytime, 5:45 p.m. to 6:00 p.m. daily, per week 40.00. Evenings, 8:45 p.m. to 9:00 p.m., per week 55.00.  
Sunny Baseball Game: Remote control direct from parks. All league games, 2 hours per week, 75.00. Complete copy continuous throughout game.  
Hospital News: Complete reports of patients in Luther Hospital. Daily spot not to exceed 100 words, per week 50.00. Spots allowed before or after times 1:00 a.m., 4:15 p.m. daily.  
Market Reports: Daily, open and close, per month 100.00. Copy limited to 50 words.  
Children's Hour and Woman's Hour: Rates and details on request.

DISCOUNTS for Special Features for service within one year:  
13 weeks 5%  
26 weeks 10%  
52 weeks 15%

REMOTE CONTROL  
Additional charges are made for programs originating outside station's studios and for programs requiring special production.

SERVICE FACILITIES  
Services of station's program department staff, announcers and staff engineers in arranging and presenting programs are included without extra charge.

Contract and Other Requirements  
All acceptable accounts are subject to the same rates. No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make separate contracts, subject to card rates and regulations. All programs are subject to the approval of the station.  
Mechanical Program Equipment  
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables.  
Personnel  
Manager—F. L. Bramble.

YANKTON  
(Yankton County)  
WNAX  
(Established 1924)

Rates effective January 1, 1942. (Card No. 16.)  
Owned and operated by WNAX Broadcasting Co., Studio—Second and Capitol Sts., Yankton, S. D., telephone 443. Other studios—Orpheum Theater Building, Sioux City, Iowa.  
Merchandising Department—Orpheum Theatre Bldg., Sioux City, Iowa and WNAX Building, Yankton, South Dakota.  
Transmitter—four miles east of Yankton.

Power—Time  
Operating power—5,000 watts to local sunset; 1,000 watts thereafter.  
(C.P. 5,000 watts nights.)  
526.3 meters; 570 kilocycles.  
Licensed to operate full time on regional channel. Operates on Central War Time.  
Actual operating schedule: Week days 5:00 a.m. to midnight; Sundays 7:30 a.m. to midnight.

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).  
Also sold in combination with WMT, Cedar Rapids, and KSO, or KINT, Des Moines. For rates and data see listing of Cowles Stations, The, in "Network and Group Listings."  
Rates include fees charged for broadcasting copy-righted music.

The following rates are for national and local advertising.  
CLASS "A"  
(9:30 p.m. to 10:00 p.m.)  
1 hr. 250.00 237.50 225.00 212.50 200.00 187.50  
1/2 hr. 125.00 118.75 112.50 106.25 100.00 93.75  
1/4 hr. 75.00 71.25 67.50 63.75 60.00 56.25  
5 minutes 37.50 35.63 33.75 31.88 30.00 28.13  
CLASS "B"  
(11:45 a.m. to 1:15 p.m. and 6:00 p.m. to 6:30 p.m. week days, and 1:00 p.m. to 6:30 p.m. Sundays)  
1 hr. 125.00 118.75 112.50 106.25 100.00 93.75  
1/2 hr. 75.00 71.25 67.50 63.75 60.00 56.25  
1/4 hr. 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

CLASS "C"  
(9:00 a.m. to 11:45 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 hr. 112.50 106.00 101.25 95.00 90.00 84.00  
1/2 hr. 67.50 64.15 60.75 57.40 54.00 50.65  
1/4 hr. 42.00 39.90 37.80 35.70 33.60 31.50  
5 minutes 21.00 19.95 18.90 17.85 16.80 15.75  
CLASS "D"  
(Before 9:00 a.m., 1:15 p.m. to 5:00 p.m., after 10:30 p.m. week days and before 9:00 a.m. Sunday)  
1 hr. 100.00 95.00 90.00 85.00 80.00 75.00  
1/2 hr. 57.50 54.50 51.50 48.50 45.50 42.50  
1/4 hr. 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

SPECIAL DISCOUNTS  
An additional discount of 10% off the net billing is allowed on that portion of the schedule running 52 consecutive weeks. This discount applies on programs of five minutes or more only.

ANNOUNCEMENTS (6:00 p.m. to 10:30 p.m.)  
30 or 1/2 min. 100 1 min. 100  
60 words trans. words  
1 time 15.00 18.00 17.00 21.00  
13 times 14.25 16.20 16.15 19.83  
26 times 13.50 14.40 15.30 18.90  
52 times 12.75 13.60 14.45 17.85  
104 times 12.00 12.80 13.60 16.80  
300 times 11.25 12.00 12.75 15.75  
500 times 10.50 11.20 11.90 14.70  
750 times 9.75 10.40 11.05 13.65  
1,000 times 9.00 9.60 10.20 12.60  
CLASS "E"  
(Before 6:00 p.m. and after 10:30 p.m.)  
1 time 9.00 10.00 11.00 13.50  
13 times 8.55 9.50 10.45 12.85  
26 times 8.10 9.00 9.90 12.15  
52 times 7.65 8.50 9.35 11.45  
104 times 7.20 8.00 8.80 10.80  
300 times 6.75 7.50 8.25 10.15  
500 times 6.30 7.00 7.70 9.45  
750 times 5.85 6.50 7.15 8.75  
1,000 times 5.40 6.00 6.60 8.10

SPECIAL FEATURES  
Time Signals—21 announcements per week (two daytime, one evening, daily), 30 or 60 words of commercial copy, including forecast, temperature report or correct time:  
13 wks. 26 wks. 39 wks. 52 wks.  
Per week 120.00 114.00 108.00 102.00  
Your Neighbor Lady—Home making and economics—participating program, 100 word announcements, one daily, six days per week:  
4 wks. 13 wks. 39 wks. 52 wks.  
Per week 60.00 57.50 55.00 50.00  
Also sold in combination with WMT "Marge Kleben" and KRO "Helen Waits Schreiber" or KINT "Betty Wells' Women's Club."

Strip rates—Six 15 minute periods per week, daily except Sunday. Before 7:00 a.m. and after 10:30 p.m. Rates include recordings and announcer on duty.  
1 wk. 13 wks. 26 wks. 39 wks. 52 wks.  
\*Per week 100.00 95.00 90.00 85.00 80.00  
(\*) Three per week rate is 60% of six per week rate.

"Sunday Get-Together"—00 minute Sunday afternoon barn dance program sold in 1/4 hour participations:  
1 hr. 13 tl. 26 tl. 52 tl.  
1/4 hour 65.00 62.50 60.00 57.50  
"Dinner Bell Program": 12:00 noon to 12:15 p.m., Monday through Friday. Participating program, sold on basis of 100 word live announcements, five days a week, to a maximum of five non-competitive accounts per day. No electrical transcriptions will be accepted.  
Per week for:  
1 wk. 4 wks. 13 wks. 26 wks. 39 wks. 52 wks.  
3 times weekly 42.00 39.60 37.95 36.30 33.00  
5 times weekly 55.00 50.00 57.50 55.00 50.00  
News, sports, markets, special events and other special features—rates on request.

POLITICAL SPEECHES  
Rates on application.

ELECTRICAL TRANSCRIPTIONS  
Regular rates apply on transcriptions and recorded programs.

TALENT  
Rates on request.

REMOTE CONTROL  
For pick-ups other than from studio, arrangements can be made at additional cost. Details and rates on request.

SERVICE FACILITIES  
Services of the production department, announcing staff and technical staff are included without charge. Contract and other requirements.

Charges are shown for station time and do not include talent.  
All contracts subject to federal, state and local regulations. Maximum length of contract 52 weeks.  
Where lower rates are earned during life of contract, such additional discounts shall be retroactive and paid as earned at the end of each 13, 26, 39 and 52 week period.

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 on 28 days' notice. All proposals subject to prior booking of time.

Closing Time  
All copy, continuity for programs or talks must be submitted for approval 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  
Vice-President—Phil Hoffman.  
Program Director—Arthur J. Smith.  
Merchandising Manager—Arden Swisher.  
Representatives  
The Katz Agency, Inc.

TENNESSEE

BRISTOL  
(Sullivan County, Tennessee)  
(Washington County, Virginia)

WOPI  
(Established 1929)

Rates effective June 15, 1942. (Card No. 12.)  
Owned and operated by RadioPhone Broadcasting Station WOPI, Inc.  
Business Office and Studio—110 State St., Bristol, Tennessee-Virginia, telephone WOPI.  
Transmitter—Old Abingdon Pike, Washington County, Virginia.

Power—Time  
Operating power—250 watts.  
(100% modulation—crystal control.)  
201.3 meters; 1400 kilocycles.  
Licensed to operate full time.  
Operates on Eastern War Time.  
Actual operating schedule: 6:30 a.m. to 11:30 p.m.

Agency Commission  
Agency commission 15% on net charges for station facilities to recognized agencies. Invoices are mailed on the 1st of each month. No commission on talent. Cash discount none.

General Advertising  
For combination rates see listings of National Broadcasting Company (Southeastern Group) and Daniel Boone Regional Network.  
Add 10% to rates for ASCAP music.  
The following rates are for national advertising.

CLASS "A"  
(6:00 p.m. to 11:30 p.m.)  
1 hr 1/2 hr 1/4 hr 5 min. (\*) (\*)  
1 time 60.00 30.00 15.00 6.00 5.00 3.70  
13 times 58.80 29.40 14.70 6.80 4.00 3.00  
26 times 57.60 28.80 14.40 6.40 4.80 3.60  
39 times 56.40 28.20 14.10 6.00 4.70 3.40  
52 times 55.20 27.60 13.80 5.60 4.20 3.20  
104 times 54.00 27.00 13.50 5.20 4.50 3.30  
156 times 52.80 26.40 13.20 4.80 4.40 3.10  
260 times 51.60 25.80 12.90 4.60 4.30 3.00

CLASS "B"  
(6:30 a.m. to 9:00 p.m.)  
1 time 48.00 24.00 12.00 6.00 4.00 3.40  
13 times 46.80 23.40 11.70 5.80 3.90 3.20  
26 times 45.60 22.80 11.40 5.60 3.80 3.20  
39 times 44.40 22.20 11.10 5.40 3.70 3.10  
52 times 43.20 21.60 10.80 5.20 3.60 3.00  
104 times 42.00 21.00 10.50 5.00 3.50 2.90  
156 times 40.80 20.40 10.20 4.80 3.40 2.80  
260 times 39.60 19.80 9.90 4.60 3.30 2.70  
(\*) 100 words or one minute announcements, (\*\*) 30 seconds or 40 word announcements.  
(This listing continued on next page)

TENNESSEE—Continued

BRISTOL—Continued

W O P I—Continued

SPECIAL FEATURES

Newscaats: Regular rate plus 10% service charge. Participation programs and other special features—rates on request.

ELECTRICAL TRANSCRIPTIONS

One minute electrical transcriptions are accepted at the 100 word (Class B) announcement rate; thirty second transcribed announcements are accepted at the 40 word rate. No charge for use of transcriptions except music royalties. Transcription library services available.

TALENT

Not subject to commission. Rates on request.

REMOTE CONTROL

All wire charges to remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser. In addition to rates, when required in advance. Line charges: 2.50 within city limits; 5.00 up to 25 miles; 7.50 for 26 to 50 miles from Bristol, plus .05 per mile. Double these rates if an announcer is required. Mobile unit available.

SERVICE FACILITIES

The services of station staff and announcers in rehearsing and presenting programs are available without charge.

Contract and Other Requirements

Rates apply to time charges only. No blanket contracts accepted. No contracts accepted for longer than one year. No hard liquor advertising accepted. All contracts subject to cancellation unless started within 30 days. All programs subject to management's approval and government regulations.

Closing 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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

President and General Manager—W. A. Wilson. Program Director—Fey Rogers. Commercial Manager—Roy L. Russell. Continuity Director—Mary Abell. Representatives: Burn-Smith Company, Inc. Southeast—Harry E. Cummings.

CHATTANOOGA

(Hamilton County)

W A P O

(Established 1936)



Rates effective August 1, 1941. (Card No. A-3.) Owned and operated by Mrs. W. A. Patterson. Business Office and Studio—Read House, Chattanooga, Tennessee, telephone 6-6141. Transmitter—One mile from center of business section of Chattanooga.

Wave—Power—Time

Operating power 5,000 watts days; 1,000 watts nights. (100% modulation.) 260.9 meters; 1150 kilocycles. Licensed to operate full time. Operates on Central War Time. Actual operating schedule: 6:00 p.m. to 12:00 midnight.

Agency Commission

Agency commission 15% on station time only. No cash discount. Bills rendered last of each month. Payable within ten days.

General Advertising

For combination rates see listing of National Broadcasting Company (Southeastern Group). The following rates are for national advertising. For local advertising rates consult station management.

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

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), and 6 columns of rates (13, 26, 52, 104, 156, 260).

(6:00 a.m. to 6:00 p.m. and after 10:30 p.m.)

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), and 6 columns of rates (70, 86.50, 63.00, 59.50, 56.00, 49.00).

ANNOUNCEMENTS

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

Table with 6 columns: Time (1 min, 1/2 min, 1 min, 40 words), and 6 columns of rates (13, 26, 39, 52, 100, 300).

SPECIAL FEATURES

News, weather and temperature reports, time signals, etc., rates on request. Feature participation programs, rates on request.

ELECTRICAL TRANSCRIPTIONS

One minute electrical transcriptions are accepted at 100 word announcement rate. Transcriptions are available at no extra charge. Transcription library services available—rates on request.

TALENT

Rates on request.

REMOTE CONTROL

Portable equipment available for remote broadcasts at special rates.

SERVICE FACILITIES

Services of the station staff and announcers in arranging and presenting programs are available without charge.

Contract 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

Advertising Director—R. G. Patterson. Director Program Publicity—Helen Patterson. Representatives: Headley-Heed Company

W D E F

(Established 1940)

Rates effective January 1, 1941.

Owned and operated by Joe W. Engel. Business Office and Studio—Volunteer Life Building, Chattanooga, Tennessee, telephone 6-5664. Transmitter—Volunteer Life Building, Chattanooga, Tennessee.

Wave—Power—Time

Operating power—250 watts. (100% modulation.) 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Actual operating schedule: 6:00 a.m. to 11:00 p.m. Agency Commission: Agency commission 15% to recognized advertising agencies on station time only. No cash discount. Statements rendered last of each month, payable within 10 days.

General Advertising

For combination rates see listing of Mutual Broadcasting System. The following rates are for national advertising. For local advertising consult station management.

CLASS "A"

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), and 6 columns of rates (100.00, 60.00, 40.00, 18.00, 10.00).

CLASS "B"

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), and 6 columns of rates (50.00, 30.00, 20.00, 10.00, 6.00).

SPECIAL FEATURES

News, weather reports and time signals. Rates on request.

ELECTRICAL TRANSCRIPTIONS

One minute transcription accepted at 100 word spot rate. Transcription library service available at no extra charge.

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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

General Manager—Frank S. Lane. Representatives: Burn-Smith Company, Incorporated.

W D O D

(Established 1925)



Rates effective June 1, 1941. (Card No. 5N.)

Owned and operated by W D O D Broadcasting Corp. Business Office and Studio—Hamilton National Bank Building, Chattanooga, Tennessee. Transmitter—Hamilton County, Tennessee.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation.) 229.0 meters; 1310 kilocycles. Licensed to operate full time on cleared regional channel. Operates on Central War Time. Actual operating schedule: Sundays 6:30 a.m. to 12:00 midnight. Week days 6:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% on broadcasting rates only to advertising agencies recognized by station owner. No commission on talent. No cash discount. Invoices mailed last of each month.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Southeastern Group). Rates include fees charged by owners of copyrighted music.

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

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), and 6 columns of rates (140.00, 133.00, 126.00, 119.00, 112.00, 105.00).

ANNOUNCEMENTS

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

Table with 6 columns: Time (1 min, 1/2 min, 1 min, 40 words), and 6 columns of rates (13, 26, 39, 52, 100, 300).

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours.

TALENT

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 staff in securing talent, arranging and presenting advertising programs are included without extra charge. Merchandising department available to advertisers.

Contract 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 satisfactory to himself. Contracts, unless otherwise agreed, subject to cancellation by a thirty day advance written notice accompanied by a certain check for short rates to the date of cancellation. All contracts subject to cancellation unless program started within 60 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 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

President—Norman A. Thomas. Vice-President—Earl W. Winter. Commercial Manager—Carter M. Parham. Program Director—Eugene B. Wilkey. Representatives: Paul H. Raymer Company.

CLARKSVILLE

(Montgomery County)

W J Z M

(Established 1941)

Rates effective October 23, 1941. (Card No. 1.)

Owned and operated by William S. Kleeman. Business Office and Studio—Masonic Temple Bldg., Third and Commerce Sts., Clarksville, Tenn. Transmitter—Martin St., 1-1/4 miles south of city, Clarksville, Tenn.

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. 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 agencies on station time only. No cash discount. Bills rendered first of month and are due 10th of month.

General Advertising

For combination rates see listing of Mutual Broadcasting System. The following rates are for national advertising. Charges by owners of music copyrights not included in rates. BMI, ASCAP and SESAC licensees.

CLASS "A"

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute, 60 words or less), and 6 columns of rates (50.00, 47.50, 45.00, 42.50, 40.00, 37.50).

CLASS "B"

Table with 6 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute, 60 words or less), and 6 columns of rates (40.00, 38.00, 36.00, 34.00, 32.00, 30.00).

SPECIAL FEATURES

News—Leased wire service available. Market and news broadcasts and other special features are based on actual number of words used in copy and are subject to announcement rates. Participation in group sponsored features 75% of regular rates.

ELECTRICAL TRANSCRIPTIONS

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

POLITICAL

1 hour 75.00; 1/2 hour 37.50; 1/4 hour 25.00. Cash in advance.

REMOTE CONTROL

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

(This listing continued on next page)

CLARKSVILLE—Continued

WJZM—Continued

Contract and Other Requirements
Advertising of alcoholic beverages not accepted excepting beer. Advertiser will be charged with the cost of programs which will be arranged by the station, subject to the advertiser's requirements and approval.

Contracts close one week in advance of first broadcast. Announcement copy closes three days 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 turn-tables or vertical and lateral cut recordings.

Personnel
General Manager—W. E. (Bill) Williams.
Station Director—Howard Byrum.
Adv. & Serv. Mgr.—T. P. White.

Representatives
Cox & Tanz.

COOKEVILLE

(Putnam County)

WHUB

(Established 1940)

Rates effective December 1, 1942. (Card No. 3.)

Rate card dated November 15, 1942.

Card received November 13, 1942.

Owned and operated by WHUB Incorporated.

Business Office and Studio—Cookeville, Tennessee.

Telephone 200.

Transmitter—507 Hickory St., Cookeville, Tenn.

Wave—Power—Time

Operating power—250 watts.

14.3 meters; 1400 kilocycles.

Licensed to operate full time on a local channel.

Operates on Central War Time.

Actual 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

Agency commission 15% to recognized advertising agencies on station time only. No cash discount.

Bills rendered 1st of month; due 10th of month.

General Advertising

Rates include music copyright fees.

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 5 min, 1 minute) and rates for various durations (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12 times).

SPECIAL FEATURES

Time signals, weather forecasts. Rates on request.

Leased wire service available—rates on request.

POLITICAL BROADCASTS

Rates on request.

SERVICE FACILITIES

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 beverages 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 on date of last program. All contracts subject to station manager's approval and Government regulations. Management reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. No time will be sold for resale. Contracts are of 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 and merchandising departments.

Mechanical Program Equipment

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

Personnel

Station Manager—M. L. Medley.

Station Director—Bill Reeves.

Representatives

Philadelphia—Cox & Tanz.

JACKSON

(Madison County)

WTJS

(Established 1931)



Rates effective March 1, 1942. (Card No. 7.)

Owned and operated by the Sun Publishing 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 15% on net charges for station facilities to recognized advertising agencies. Cash discount none. Commission does not apply on talent or production charges. Bills due and payable 10th of month following service unless otherwise specified.

General 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.

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 times.

CLASS "A"

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

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes, 1 minute, 60 words or less) and rates for various durations (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12 times).

CLASS "B"

(6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes, 1 minute, 60 words or less) and rates for various durations (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12 times).

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.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available at no extra charge.

TALENT

Rates on request.

REMOTE CONTROL

Additional charges for programs originating outside 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 merchandising service to all advertisers—details on request.

Contract and Other Requirements

Advertising of alcoholic beverages accepted. No contract accepted for longer period than one year. The advertiser will be charged with the cost of programs which will be arranged by the station, subject to the advertiser's requirements and approval. All talent for such programs will be engaged and paid by the station unless otherwise agreed in writing. The advertiser's contract shall indicate the maximum amount to be expended on programs. The management reserves the right to refuse any program which in its opinion does not maintain the station standards. Announcements will be prepared by the station staff if so desired, and will, upon the advertiser's request, be submitted in advance for approval.

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.

Personnel

Vice-President—A. A. Stone.

Bus. & Com'l Mgr.—Aaron B. Robinson.

Representatives

The Branham Company.

JOHNSON CITY

(Washington County)

WJHL

(Established 1939)



Rates effective January 15, 1941.

Owned and operated by WJHL, Inc.

Business Office and Studios—412 S. Roan Street.

Johnson City, Tennessee.

Other Studios—Bonnie Kate Theater Building, Elizabethton, Tenn.

Transmitter—Kingsport-Bristol Highway, 3 miles out of Johnson City.

Wave—Power—Time

Operating power—1,000 watts.

229.7 meters; 910 kilocycles.

Licensed to operate full time.

Operates on Eastern War Time.

Actual operating schedule: 6:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized advertising agencies. Production and talent net to the station.

No cash discount.

General Advertising

For combination rates see listing of Blue Network Company (Blue 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.)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12 times).

(10:00 p.m. to 7:00 a.m. and 2:00 p.m. to 5:00 p.m.)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12 times).

ANNOUNCEMENTS

(7:00 a.m. to 2:00 p.m. and 5:00 p.m. to 10:00 p.m.)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12 times).

Station break announcements, each 5.00.

(10:00 p.m. to 7:00 a.m. and 2:00 p.m. to 5:00 p.m.)

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12 times).

Station 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 cost.

TALENT

Rates on request.

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 announcers. These broadcasts must originate where telephone lines are available.

SERVICE FACILITIES

Auditions and rehearsals free of charge to advertiser.

Mechanical Program Equipment

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

Personnel

General Manager—W. H. Lancaster.

Commercial Manager—Ken Marsh.

Representatives

Spot Sales, Inc.

KINGSPORT

(Sullivan County)

WKPT

(Established 1940)



Rates effective May 25, 1942.

Owned and operated by the Kingsport Broadcasting Company, Inc.

Studio—Radio Center, Kingsport, Tennessee.

Transmitter—Kingsport, Tennessee.

Wave—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.

Agency Commission

Agency commission 15%; cash discount none.

General Advertising

For combination rates see listings of National Broadcasting Company (Southeastern Group) and Daniel Boone Network.

CLASS "A"

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

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12 times).

CLASS "B"

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

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various durations (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12 times).

(This listing continued on next page)

TENNESSEE—Continued

KINGSPORT—Continued  
W K P T—Continued

ANNOUNCEMENTS CLASS "A" CLASS "B" table with columns for time and cost.

(\*) One minute or 100 words. (†) Thirty seconds or 40 words.

Regular rates apply; cash required in advance. ELECTRICAL TRANSCRIPTIONS

Transcription library available at no extra cost. REMOTE CONTROL

Complete facilities for originating broadcasts outside station's studios. Expense for service charge at cost.

TALENT Talent charges will be furnished on request. SERVICE FACILITIES

Services of station's staff in arranging and presenting programs are included in rates. Unless other arrangements are made, station will furnish one announcer. Merchandising department available.

Contract and Other Requirements All programs must pass all provisions of the Code of Ethics of the National Association of Broadcasters.

Personnel General Manager—Jess Swickwood. Program Director—Paul L. Overbay.

Representatives Burn-Smith Company, Incorporated. Southeast—Harry E. Cummings.

KNOXVILLE (Knox County) WBIR (Established 1941)



Rates effective January 1, 1943. Owned and operated by J. W. Birdwell. Business Office and Studio—Chamber of Commerce Bldg., 618 South Gay Street, Knoxville, Tenn., telephone 4-3321.

Transmitter—Wildler Place and Brooks Avenue, one mile east of business district, Knoxville, Tenn.

Wave—Power—Time Operating power—250 watts. 211.9 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 5:30 a.m. to 12:00 midnight.

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.

General Advertising For combination rates see listing of Mutual Broadcasting System.

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. Discounts are allowed retroactively on broadcasts within a contract year.

CLASS "A" table with columns for time and cost.

(5:30 a.m. to 6:00 p.m. week days; 7:00 a.m. to 12:00 noon Sundays; 10:00 p.m. to 12:00 midnight daily)

CLASS "B" table with columns for time and cost.

SPECIAL DISCOUNTS The following discounts are available to advertisers who broadcast transcribed programs, subject to station approval. These discounts apply to Class "B" time only on five or more periods per week.

Table showing special discounts for 13, 20, 26, 52 weeks.

ANNOUNCEMENTS If more than 600 announcements are used, a discount of 7% applies. If more than 1,000 announcements are used, a discount of 10% applies.

CLASS "A" table with columns for time and cost.

CLASS "B" table with columns for time and cost.

SPECIAL FEATURES Time Signals—30 word announcements, morning, afternoon and evening seven days weekly, run of schedule: 4 wks. 13 wks. 26 wks. 52 wks.

Political Club from 1:15 p.m. to 5:00 p.m.—participating features: 1 wk. 1 mo. 13 wks. 26 wks. 52 wks.

Speeches, talks, sermons, etc., are acceptable provided the fee is paid for in advance. However, station will not accept sermons or talks discussing controversial subjects, except by or for qualified candidates for public office or representatives of duly recognized political parties.

Arrangements can be made for remote broadcasts—Contract and Other Requirements

Participation in special features does not entitle advertiser to discounts on regular programs or announcements. Programs and announcements may not be combined to earn a frequency discount.

Personnel Owner—J. W. Birdwell. Manager—John P. Hart.

Representatives Burn-Smith Company, Incorporated.

WNOX (Established 1921)

Rates effective September 1, 1941. (Card No. 6.) Owned and operated by Scripps-Howard Radio, Inc. Affiliated with The Knoxville News-Sentinel.

Business Office and Studio—110 South Gay Street, Knoxville, Tenn., telephone 3-3171.

Transmitter—5 miles northeast of Knoxville on Anderson Road.

Wave—Power—Time Operating power—10,000 watts. (100% modulation.) 303.0 meters; 990 kilocycles.

Licensed to operate full time on a clear channel. Operates on Central War Time.

Actual operating schedule: Sundays 5:30 a.m. to 12:00 midnight. Monday through Friday 5:00 a.m. to 12:00 midnight. Saturday 5:00 a.m. to 1:00 a.m.

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 1st of month.

General Advertising For combination rates see listing of Columbia Broadcasting System (Southeastern Group).

The following rates are for national advertising. For local advertising rates consult station management. To be used within 62 weeks:

CLASS "A" table with columns for time and cost.

CLASS "B" table with columns for time and cost.

APPLICABLE TO CLASS "B" TIME ONLY. Available to advertisers who present transcribed programs subject to station approval. Discounts based on five or more periods per week.

Table showing special discounts for 13, 20, 26, 52 weeks.

CLASS "C" (10:30 p.m. to 8:00 a.m. daily) Less than

Table showing rates for Class C.

ANNOUNCEMENTS To be used within 52 weeks:

CLASS "A" table with columns for time and cost.

CLASS "B" table with columns for time and cost.

SPECIAL FEATURES Time Signals, Weather and Temperature Reports—Daily except Sundays and 6 word announcements each morning, afternoon and night.

Minimum of four weeks, per week 137.50. 13 weeks continuous, per week 131.25. 26 weeks continuous, per week 125.00. 52 weeks continuous, per week 118.75.

For use of 60 words add 20%; 120 words add 35%. Rates for morning and afternoon service are two-thirds of entire rate. Rates for evening service only are one-half of entire rate.

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.

SPEECHES AND TALKS Speeches, talks, sermons, etc., acceptable for sponsorship, provided station time is paid for in advance; but station will not accept money for programs or speeches discussing controversial subjects, except presentations by or for qualified candidates for public office or representatives of duly recognized political parties.

TRANSCRIBED PROGRAMS Regular time charges apply. TALENT Rates on application.

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 announcement, talks or programs for reasons sufficient to the station.

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

Personnel Vice-Pres. & Gen'l Mgr.—R. B. Westergaard.

Representatives The Branham Company.

WROL (Established 1927)

Rates effective July 1, 1942. (Card No. 10.) Owned and operated by Stuart Broadcasting Company. Business Office and Studio—531 S. Gay St., Knoxville, Tenn., telephone 2-7111.

Transmitter—Holston Hills, Knoxville, Tenn.

Wave—Power—Time Operating power—1,000 watts days; 500 watts nights. 483.0 meters; 620 kilocycles.

Licensed to operate full time on regional channel. Operates on Central War Time.

Actual operating schedule: 5:00 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% to recognized agencies; no cash discount. Statement and invoices rendered by 10th of month following service. Accounts payable by 10th of month following service. Production costs are billed at net to station.

General Advertising For combination rates see listing of National Broadcasting Company (Southeastern Group).

The following rates are for national advertising. For local advertising rates consult station management.

CLASS "A" table with columns for time and cost.

CLASS "B" table with columns for time and cost.

(1:00 p.m. to 9:00 p.m. Sundays) (Before 9:00 p.m. and after 10:00 p.m. week days and before 1:00 p.m. and after 10:00 p.m. Sundays)

A discount of 25% from 62 week rate is allowed to advertisers sponsoring one or more daily transcribed programs of 1/4 hour or longer duration, providing contract for 62 weeks is placed. (This listing continued on next page)

KNOXVILLE—Continued

WR O L—Continued

ANNOUNCEMENTS
(6:00 p.m. to 10:00 p.m. week days and 1:00 p.m. to 10:00 p.m. Sundays)
1 13 26 52 104 156 260
t. t. t. t. t. t. t.

10 words or less. 10.00 9.50 9.00 8.50 8.00 7.50 7.00
(All other time)

10 words or less. 6.00 5.70 5.40 5.10 4.80 4.50 4.20
Announcements scheduled on division of time classifications are considered to be in higher rate classification.

SPECIAL FEATURES
News, sports and other special features—rates on request.

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 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.

SERVICE FACILITIES
Edition programs and rehearsals available at no extra cost.

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

Personnel
President—S. E. Arcock
Business Manager—C. H. Frazier.

Representatives
William Blair & Company

MEMPHIS

(Shelby County)

W B Q

(Established 1925)
Rates effective May 1, 1942. (Card No. 7.)

Owned and operated by Broadcasting Station W B Q, Incorporated.

Business Office and Studio—Hotel Gayoso, Memphis, Tennessee, telephone 8-8888.

Transmitter—Corner Court and Neely Street, Memphis, Tennessee.

Wave—Power—Time
Operating power—250 watts.

(100% modulation—temperature controlled crystal.)
1463 meters; 1400 kilocycles.

Operates on Central War Time.

Agency Commission
Agency commission 15% to recognized agencies. 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.

Participation of group programs, 10% discount.

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 13 26 52 104 156 260
t. t. t. t. t. t. t.

1 hour.... 90.00 85.50 81.00 76.50 72.00 67.50 63.00
2 hour.... 45.00 42.25 40.50 38.25 36.00 33.75 31.50
3 hour.... 22.50 21.38 20.25 19.13 18.00 16.87 15.75
5 minutes 15.00 14.25 13.50 12.75 12.00 11.25 10.50

(All other hours)
1 hour.... 60.00 57.00 54.00 51.00 48.00 45.00 42.00
2 hour.... 30.00 28.50 27.00 25.50 24.00 22.50 21.00
3 hour.... 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
(6:00 p.m. to 10:00 p.m.)
10 words 9.00 8.55 8.10 7.65 7.20 6.75 6.30
20 words 7.50 7.13 6.75 6.38 6.00 5.63 5.25

(All other time)
10 words 7.50 7.13 6.75 6.38 6.00 5.63 5.25
20 words 6.50 6.18 5.85 5.53 5.20 4.88 4.55

SPECIAL FEATURES
News: Leased wire service available; broadcast every hour on the hour. Regular rates apply.

Time signals: Consisting of two 30 word announcements each morning, two each afternoon and two each night, six days weekly, Sunday excepted. Available on contract for:

Less than 3 months, per month..... 320.00
3 to 6 months, per month..... 300.00
6 to 9 months, per month..... 280.00
9 to 12 months, per month..... 260.00
2 months, per month..... 240.00

For announcements to be scheduled immediately advertising regularly scheduled hourly newscasts, add 3-1/3% to Time Signal charge.

RECORDED PROGRAMS
Regular time charges apply to recorded or transcribed programs. Not restricted to certain hours.

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

All broadcasting facilities are furnished in accordance with the terms of station's standard form of contract.

Closing Time
Arrangements for broadcast must be completed one week in advance of initial presentation date. Announcements, talks and recorded programs require 18 hours' notice.

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 recordings.

Personnel

General Manager—E. A. (Bob) Albury

Representatives
William G. Rambeau Company.

W M C

(Established 1928)



Rates effective February 1, 1938. (Card No. 14.)

Owned and operated by the Memphis Publishing Co. Business Office and Studio—3rd and Madison, Memphis, Tennessee, telephone 8-7464.

Transmitter—Outside of Memphis.

Wave—Power—Time
Operating power—5,000 watts. 379.7 meters; 790 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 5:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% on net charges for station time to recognized advertising agencies. Cash discount none. 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

For combination rates see listing of National Broadcasting Company (Southeastern Group).

The following rates are for national advertising. Discounts allowed retroactively on the number of broadcasts given within one year under contract not to exceed one year's duration. 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 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.

CLASS "A"
(5:59 p.m. to 10:01 p.m.)
1 13 26 52 100 150 300
t. t. t. t. t. t. t.

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 80.75 76.50 72.25 68.00 63.75 59.50
5 min. 45.00 42.75 40.50 38.25 36.00 33.75 31.50

\*100 words (1 min) 25.00 23.75 22.50 21.25 20.00 18.75 17.50
\*Chain breaks (30 words) 25.00 23.75 22.50 21.25 20.00 18.75 17.50

CLASS "B"
(9:00 a.m. to 5:59 p.m.; 10:01 p.m. to 5:59 p.m.)
1 hr 125.00 118.75 112.50 106.25 100.00 93.75 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 37.50 35.00
5 min. 35.00 33.25 31.50 29.75 28.00 26.25 24.50

\*100 words (1 min) 17.50 16.62 15.75 14.87 14.00 13.12 12.25
\*Chain breaks (30 words) 17.50 16.62 15.75 14.87 14.00 13.12 12.25

CLASS "C"
(6:00 a.m. to 9:00 a.m., and 10:30 p.m. to 1:00 a.m.)
1 hr 87.50 83.12 78.75 74.37 70.00 65.62 61.25
1/2 hr 63.00 59.85 56.70 53.55 50.40 47.25 44.10
1/4 hr 38.00 38.25 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

\*100 words (1 min.) 17.50 16.62 15.75 14.87 14.00 13.12 12.25
(\*) Chain breaks and one minute announcements cannot be combined with any other programs to earn frequency discounts.

SPECIAL FEATURES

News: Quarter hour news sponsorship available at 3:30 a.m., 12:30 p.m., 5:45 p.m. and 10:30 p.m. Monday through Saturday. Rates and details on request.

Time Signal Service: Includes two 30 word announcements, run of station schedule, each morning, afternoon and night, daily except Sunday.

(Complete Service)
Per mo. 500.00 750.00 700.00 650.00 600.00
Per mo. 550.00 525.00 500.00 475.00 450.00
Evening Service only—Same as morning and afternoon combined.

All time signal announcements are sold on run-of-station basis and may not be combined with other announcements or programs to earn a lower rate.

Rate for sponsorship of special reports such as cotton, weather, crops, news, baseball and football scores is based on actual number of words used in advertising copy, and is subject to announcement rates. For rates applicable to more than 300 periods per year, consult station management.

Rate for participation of Group Sponsored Feature is 75% of rates for musical programs or announcements.

RECORDED PROGRAMS

Transcription programs may be broadcast at any hour with the restriction, however, that contents of such programs are subject to the approval of the station management.

TALENT

Station maintains a bookkeeping department for the securing and rehearsing of all talent requirements.

REMOTE CONTROL

Service and facilities for handling programs by remote control at 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—Station is extra. Rate quotations include services of talent announcer, assistance of the station management in securing, rehearsing and auditioning talent.

All contracts subject to the station owner's approval and governmental regulations. Station reserves the right to refuse or discontinue any programs for reasons satisfactory to the station.

All announcements are sold with the understanding that advertiser sponsors time, weather, temperature, etc., reports in connection with such announcements.

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 reproductions.

Closing Time

Manuscript must be submitted 48 hours in advance.

Personnel

General Manager—H. W. Slavick. Commercial & Promotion Mgr.—J. C. Eggleston.

Representatives

The Branham Company.

W M P S

(Established 1925)



Rates effective February 15, 1940. (Card No. 14.)

Owned and operated by Memphis Broadcasting Co. Business Office and Studio—Columbian Tower, Memphis, Tennessee, telephone 5-2721.

Transmitter—1690 S. Lauderdale, Memphis, Tenn.

Wave—Power—Time

Operating power—1,000 watts days; 500 watts nights. (100% modulation—crystal control.) 205.5 meters; 1460 kilocycles.

Licensed to operate unlimited time on regional announcements.

Operates on Central War Time. Actual operating schedule: Daily 6:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized agencies. No cash discount. Bills rendered monthly and payable within ten days.

General Advertising

For combination rates see listings of Mutual Broadcasting System and Blue Network Company (Southeastern Group).

Rates include charges by owners of music copyrights. The following rates are for national advertising. 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, 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 t. 13 t. 26 t. 52 t. 100 t. 150 t. 250 t. t.

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
5 minutes 28.00 26.60 25.20 23.80 22.40 21.00

1 minute or less..... 14.00 13.30 12.60 11.90 11.20 10.50

CLASS "B"
(8:00 a.m. to 6:00 p.m. and 10:00 p.m. to 1:30 p.m.)
\*1 hour.... 87.50 83.13 78.75 74.38 70.00 65.63
\*1/2 hour.... 52.50 49.88 47.25 44.63 42.00 39.37
\*1/4 hour.... 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
1 minute or less..... 8.75 8.32 7.88 7.39 7.00 6.57

(\*) Special discounts as shown below (applicable only to Class "B" time) are available to advertisers who present transcribed programs which the station believes will attract wide listener interest. Discounts based on five or more periods per week—deductible from the one time rate:

13 wks. 26 wks. 39 wks. 52 wks.
1 hour programs.... 40% 42% 45% 50%
1/2 hour programs.... 25% 31% 35% 50%
1/4 hour programs.... 22-1/2% 28% 30% 45%

CLASS "C"
(10:30 p.m. to 8:00 a.m.)
1 t. 13 t. 26 t. 52 t. 100 t. 250 t. t.

1 hour.... 70.00 66.50 63.00 59.50 56.00 52.50
1/2 hour.... 42.00 39.80 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 13.80 12.60 11.90 11.20 10.50
1 minute or less..... 7.00 6.65 6.30 5.95 5.60 5.25

SPECIAL FEATURES

Time Signals, Weather Reports, etc.—Two 30 word announcements each morning, afternoon and evening, daily except Sunday.

Less than 3 months, per month..... 360.00
3 months continuous, per month..... 330.00
6 months continuous, per month..... 300.00
12 months continuous, per month..... 270.00

Rates for morning and afternoon service are two-thirds of entire rate. Rates for evening service only are one-half of the entire rate. All time signal announcements are sold on run of station basis and may not be combined with other announcements or programs to earn a lower rate.

(This listing continued on next page)

TENNESSEE—Continued

MEMPHIS—Continued

W M P S—Continued

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.

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.

Station will not accept commercial programs or speeches discussing controversial subjects, except presentations by or for candidates for public office or representatives of duly recognized political parties.

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—J. C. Haraban. Commercial Manager—Harold R. Kreistein.

Representatives

Spot Sales, Inc.

WREC

(Established 1922)



Rates effective February 1, 1938. (Card No. 20.)

Owned and operated by Hoyt B. Wooten, d/b WREC Broadcasting Service.

Business Office and Studio—Hotel Peabody, Memphis, Tennessee.

Transmitter—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

Agency commission 15% on net charges for station time to recognized agencies. No cash discount. Program, talent 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 (Southeastern Group).

The following rates are for national advertising. For local rates consult station management.

Rates include ASCAP fees.

1. 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.

Discounts allowed retroactively on the number of broadcasts given within a year, under contract, not to exceed one year's duration.

CLASS "A"

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

1 hr. 141. 13. 26. 11. 52. 11. 100. 11. 150. 11. 800. 11.

1/2 hr. 200. 100. 100. 180. 170. 100. 100. 150. 100. 140. 100.

1/4 hr. 130. 120. 120. 117. 110. 110. 104. 100. 97. 90. 91. 00.

5 minutes 35. 30. 76. 50. 72. 25. 88. 00. 88. 76. 59. 50.

\* 1 min. 45. 45. 42. 25. 40. 50. 38. 25. 38. 00. 88. 76. 81. 50.

\* 1/2 min. 25. 25. 23. 22. 22. 21. 25. 20. 18. 76. 17. 50.

\* Chain breaks—30 words 25. 20. 28. 26. 22. 20. 21. 25. 20. 18. 76. 17. 50.

CLASS "B"

(9:00 a.m. to 9:00 p.m. and 10:00 p.m. to 10:30 p.m.)

1 hr. 125. 00. 118. 75. 112. 50. 100. 25. 100. 00. 93. 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. 37. 50. 35. 00.

5 min. 35. 00. 33. 25. 31. 50. 29. 75. 28. 00. 26. 25. 24. 50.

\* 1 min. 17. 50. 16. 02. 15. 76. 14. 87. 14. 00. 13. 12. 12. 25.

\* Chain breaks—30 words 17. 50. 16. 02. 15. 76. 14. 87. 14. 00. 13. 12. 12. 25.

CLASS "C"

(6:00 a.m. to 9:00 a.m., and 10:30 p.m. to 12:00 midnight)

1 hr. 87. 50. 83. 12. 78. 76. 74. 37. 70. 00. 65. 62. 61. 25.

1/2 hr. 65. 00. 59. 86. 50. 70. 53. 65. 50. 40. 48. 25. 44. 10.

1/4 hr. 35. 00. 32. 25. 31. 50. 29. 75. 28. 00. 26. 25. 24. 50.

5 minutes 24. 25. 23. 22. 22. 20. 82. 10. 80. 18. 37. 17. 15.

\* 1 min. 17. 50. 16. 02. 15. 76. 14. 87. 14. 00. 13. 12. 12. 25.

\* Chain breaks and one minute announcements cannot be combined with any other programs to earn frequency discount.

SPECIAL FEATURES

Time Signal Service: Includes two 30 word run-of-schedule announcements each morning, afternoon and evening, daily except Sunday.

Calendar Service:

Less than 3 months, per month..... 800.00

3 months, per month..... 750.00

6 months, per month..... 700.00

9 months, per month..... 650.00

12 months, per month..... 600.00

Morning and afternoon service:

Less than 3 months, per month..... 550.00

3 months, per month..... 525.00

6 months, per month..... 500.00

9 months, per month..... 475.00

12 months, per month..... 450.00

Night service:

Less than 3 months, per month..... 550.00

3 months, per month..... 525.00

6 months, per month..... 500.00

9 months, per month..... 475.00

12 months, per month..... 450.00

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 announcement rates.

Rates for participation of group sponsored features is 75% of the regular rates. Breakfast Club: Six mornings weekly, participation available at 75% of regular announcement rates. Who's Who in Memphis: Six nights weekly; participation available at 75% of regular announcement rates.

TALENT

Rates on application.

REMOTE CONTROL

Services and facilities for handling programs originating outside of the studio are available—rates quoted on request.

SERVICE FACILITIES

Rates include services of station announcer, assistance of the station management in securing, rehearsing and auditioning talent.

Contract and Other Requirements

Liquor advertising acceptable after 10:00 p.m. Central Standard Time.

Rates are for the facilities of the station only. Talent is extra.

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 times.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 or 78 r.p.m. double turn-tables for both vertical and lateral reproductions.

Personnel

President and General Manager—Hort B. Wooten. National Representatives—The Katz Agency, Inc.

NASHVILLE

(Davidson County)

WLAC

(Established 1926)



Rates effective September 1, 1942. (Card No. 3.)

Owned by J. T. Ward.

Operated by WLAC Broadcasting Service. Business Office and Studio—Third National Bank Building, Nashville, Tennessee.

Transmitter—Highway 31 W., Nashville, Tenn.

Wave—Power—Time

Operating power—50,000 watts.

(100% modulation—crystal control.)

108.1 meters; 900 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Central War Time.

Agency Commission

Agency commission 15% allowed to recognized advertising agencies. Cash discount 2%—30 days from date of invoice. All bills rendered on last of every month; payable 30 days net. Commission and cash discounts apply on gross amount billed, not including talent and service charge.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Southeastern Group). The following rates are for national advertising. For local advertising rates consult station management.

CLASS "A"

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

1 hr. 300. 00. 285. 00. 270. 00. 255. 00. 240. 00. 225. 00.

1/2 hr. 180. 00. 171. 00. 162. 00. 153. 00. 144. 00. 135. 00.

1/4 hr. 120. 00. 114. 00. 108. 00. 102. 00. 96. 00. 90. 00.

5 minutes 60. 00. 54. 00. 51. 00. 48. 00. 45. 00.

CLASS "B"

(9:00 a.m. to 1:30 p.m., 4:00 p.m. to 8:00 p.m., and after 10:30 p.m.)

1 hr. 160. 00. 142. 50. 135. 00. 127. 50. 120. 00. 112. 50.

1/2 hr. 90. 00. 85. 50. 81. 00. 75. 50. 72. 00. 67. 50.

1/4 hr. 50. 00. 47. 50. 44. 00. 41. 00. 38. 00. 35. 00.

5 minutes 30. 00. 28. 50. 27. 00. 25. 50. 24. 00. 22. 50.

CLASS "C"

(6:00 a.m. to 9:00 a.m. and 1:30 p.m. to 4:00 p.m.)

1 hr. 115. 00. 107. 25. 103. 50. 97. 75. 92. 00. 86. 25.

1/2 hr. 60. 00. 55. 55. 52. 10. 58. 05. 55. 20. 51. 75.

1/4 hr. 46. 00. 43. 70. 41. 40. 38. 10. 36. 80. 34. 50.

5 minutes 25. 00. 23. 75. 22. 50. 21. 25. 20. 00. 18. 75.

ANNOUNCEMENTS

CLASS "A"

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

1 hr. 111. 13. 11. 29. 11. 52. 11. 101. 11. 200. 11.

50 words... 80. 00. 28. 50. 27. 00. 25. 50. 24. 00. 22. 50.

50 words... 25. 00. 23. 75. 22. 50. 21. 25. 20. 00. 18. 75.

CLASS "B"

(9:00 a.m. to 1:30 p.m., 4:00 p.m. to 8:00 p.m., and after 10:30 p.m.)

100 words... 15. 00. 14. 25. 13. 50. 12. 75. 12. 00. 11. 25.

50 words... 12. 50. 11. 87. 11. 25. 10. 62. 10. 00. 9. 37.

CLASS "C"

(6:00 a.m. to 9:00 a.m. and 1:30 p.m. to 4:00 p.m.)

100 words... 11. 50. 10. 75. 10. 00. 9. 25. 9. 00. 8. 25.

50 words... 10. 00. 9. 50. 9. 00. 8. 50. 8. 00. 7. 50.

Announcements in participating programs in Class "B" and "C" time—160 words maximum copy, flat rate 7.50.

SPECIAL FEATURES

"Early Morning Varieties"—6:30 a.m. to 8:00 a.m., daily except Sunday, 15 or 30 minute units—20% of class "A" rate.

RECORDED PROGRAMS

No extra charge. 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.

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 sponsored program are secured by the program service department. Maintain a merchandising department for making regular contacts with trade. No extra charge except in cases where sponsor requests special surveys not in line with stations established procedure. For full particulars regarding the merchandising set-up, write for station's bulletin which deals with all phases of this subject.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine.

All proposals subject to prior booking of time. 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's 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 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Owner—J. T. Ward. General Manager—F. C. Sowell.

Representatives

Paul H. Raymer & Company.

WSIX

(Established 1927)



Rates effective December 1, 1939. (Card No. 3.)

Owned and operated by WSIX, Inc.

Business Office and Studio—Nashville Trust Bldg., Nashville, Tennessee.

Transmitter—McGavock Pike, Nashville, Tenn.

Wave—Power—Time

Operating power—5,000 watts.

306.1 meters; 980 kilocycles.

Licensed to operate full time.

Operates on Central War Time.

Actual operating schedule: Sunday 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 agencies on station time only. Bills rendered last of each month, and due within ten days. Cash discount none.

General Advertising

For combination rates see listings of Mutual Broadcasting System, Southern Network and Blue Network Company (Blue Southeastern Group).

(6:00 p.m. to 10:00 p.m. week days and after 1:00 p.m. Sundays)

1 hr. 125. 00. 118. 75. 112. 50. 106. 25. 100. 00. 93. 75.

1/2 hr. 85. 00. 78. 75. 72. 50. 66. 25. 60. 00. 53. 75.

1/4 hr. 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.

1 minute 10. 00. 9. 60. 9. 20. 8. 80. 8. 00. 7. 60.

1/2 minute 7. 50. 7. 00. 6. 75. 6. 50. 6. 00. 5. 50.

(Before 6:00 p.m. and after 10:00 p.m.)

1 hr. 75. 00. 71. 25. 67. 50. 63. 75. 60. 00. 56. 25.

1/2 hr. 45. 00. 42. 75. 40. 50. 38. 25. 36. 00. 33. 75.

1/4 hr. 25. 00. 23. 75. 22. 50. 21. 25. 20. 00. 18. 75.

5 minutes 12. 50. 11. 90. 11. 25. 10. 65. 10. 00. 9. 40.

1 minute 7. 50. 7. 00. 6. 75. 6. 50. 6. 00. 5. 50.

1/2 minute 5. 00. 4. 75. 4. 50. 4. 25. 4. 00. 3. 75.

SPECIAL WEEKLY RATES

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

1 13 26 52 100 200

1/2 hour: wk. wks. wks. wks.

6 times weekly 221.50 191.75 187.50 172.25 168.75

6 times weekly 350.25 300.25 287.50 278.50 272.00

6 times weekly 410.70 800.00 330.00 322.50 316.00

1/4 hour:

3 times weekly 140.25 133.45 124.95 117.45 112.50

6 times weekly 237.50 204.00 191.50 183.25 178.00

6 times weekly 297.50 290.00 230.20 216.40 210.00

5 minutes:

3 times weekly 7



NASHVILLE—Continued
WSIX—Continued

Satisfactory to himself. All programs and announcements must conform to all governmental regulations...

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

Personnel
President—Jack M. Draughon.
Commercial Director—E. S. Tanner.
Representatives—Spot Sales, Inc.

WSM
(Established 1925)



Notes effective January 1, 1938. (Card No. 6.)
Owned and operated by the National Life and Accident Insurance Company, Inc.

Generating power—50,000 watts.
55 meters; 65 kilocycles.

Agency Commission
Agency commission 15% on net charges for station time and talent to recognized advertising agencies.

General Advertising
Special combination rates see listings of Blue Network Company (MidSouth Group) and National Broadcasting Company (MidWest Group).

Following rates apply to both national and local advertising. Discounts allowed retroactively on the number of broadcasts given within a year. When 52 weeks of advertising are used, a bonus discount of 10% will be allowed on the lowest weekly billing retroactively on regular units of sale.

CLASS "A"
(6:00 p.m. to 11:00 p.m. week days and after 12:30 p.m. Sundays)

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.), words, and rates for Class A.

CLASS "B"
(9:00 a.m. to 1:30 p.m., 4:00 p.m. to 6:00 p.m. and after 11:00 p.m. except Sunday when Class "A" rate applies from 12:30 p.m. until 11:00 p.m.)

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.), words, and rates for Class B.

CLASS "C"
(6:30 a.m. to 9:00 a.m., 1:30 p.m. to 4:00 p.m. except Sunday when Class "A" rate applies from 12:30 p.m. until 11:00 p.m.)

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 min.), words, and rates for Class C.

Musical Clock: 6:00 a.m. to 7:30 a.m., daily except Sunday; 15 or 30 minute periods at 20% of the ending rate.

Special Features
Talent
Station maintains a complete staff of talent for any program. Rates on request.

Electrical Transcriptions
Furnished at actual cost. Rates on request.

Remote Control
Additional charges are made for programs originating 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 in the event client specifies particular announcer. Merchandising: A complete service to the advertiser presenting regular programs; merchandising department will help plan co-operative plans in desired.

Contract and Copy Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.

Program broadcast under contract only. All contracts subject to station owner's approval. Rates apply to station facilities only; musical, dramatic and other talent is supplied under contract by the station at extra cost agreed upon.

The management of the station reserves the right to refuse any program which, in its opinion, does not maintain the station's standards.

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. No periods sold in bulk for resale. At the station's option the cancellation of contracts cannot become effective until two weeks after the starting date that has been contracted for under the terms thereof.

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.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-plates.

Personnel
General Manager—Harry Stone.
Sales and Merchandising—Winston S. Dustin.
Production Manager—Albert E. Gibson.
Program Director—Jack S. Stapp.
Continuity Department—Gertrude McClannahan.
Representatives—Edward Petry & Company, Inc.

TEXAS

ELLIOT ROOSEVELT OPERATED STATIONS

Business Office—2010 Fort Worth National Bank Bldg., Fort Worth, Tex.

Comprised of:
KRBC—Abilene
KBST—Big Spring
KPLT—Paris

Rates effective October 1, 1942.
Wave—Power—Time
See individual listings.

Agency Commission
15% to recognized agencies.
General Advertising
Rates include all five stations.

Table with columns for time slots (1/2 hr., 1/4 hr., 5 minutes) and rates for various stations.

ANNOUNCEMENTS
1 minute 15.00 18.50 12.75 12.00 11.50
50 words... 12.00 11.00 10.00 9.00 8.00

Five announcements per day except Sunday for 52 weeks (all five stations), per week 200.00.

Personnel
Manager—H. A. Hutchinson.
The Foreman Company.

Representatives
The Foreman Company.

Star-Telegram Building, Fort Worth, Texas.
Comprised of:

KGKO—Dallas-Ft Worth
KGNK—Amarillo
KRGV—Weslaco

KRIS—Corpus Christi
KTTA—San Antonio
KXYZ—Houston

Rates received April 20, 1942.
Wave—Power—Time
See individual station listings.

Agency Commission
Agency commission 15% to recognized advertising agencies on station time and talent. No cash discount. Bills for gross charges rendered monthly and payable within 20 days.

General Advertising
Rates include charges by owners of music copyrights. KGKO, Dallas-Fort Worth; KXYZ, Houston and KTTA, San Antonio may be used as special combination. Retroactive discounts apply one year from date of original contract if signed before expiration.

The required number of broadcasts must be completed within a period of one year from the date of the first broadcast in order to earn discounts. Programs and announcements of five minutes, or more, may not be combined to earn a larger discount. All contracts are for a period of one year or less.

The following rates are for week days only; Sunday rates quoted on request.
(6:00 p.m. to 10:30 p.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 min.), words, and rates for various stations.

Line
charges 55.00 55.00 55.00 55.00 55.00 55.00 55.00
Total 1,015.00 987.00 919.00 871.00 823.00 775.00 727.00

1/2 hour:
KGKO 144.00 136.80 129.60 122.40 115.20 108.00 100.80
KTTA 108.00 102.60 97.20 91.80 86.40 81.00 75.60

KXYZ 120.00 114.00 108.00 102.00 96.00 90.00 84.00
KRIS 72.00 68.40 64.80 61.20 57.60 54.00 50.40
KRGV 64.00 60.80 57.60 54.40 51.20 48.00 44.80
KGNK 72.00 68.40 64.80 61.20 57.60 54.00 50.40

Line
charges 37.50 37.50 37.50 37.50 37.50 37.50 37.50
Total 817.50 578.50 559.50 540.50 521.50 502.50 483.50

1/4 hour:
KGKO 96.00 91.20 86.40 81.60 76.80 72.00 67.20
KTTA 72.00 68.40 64.80 61.20 57.60 54.00 50.40
KXYZ 80.00 76.00 72.00 68.00 64.00 60.00 56.00
KRIS 48.00 45.60 43.20 40.80 38.40 36.00 33.60
KRGV 40.00 38.40 36.80 35.20 33.60 32.00 30.40
KGNK 48.00 45.60 43.20 40.80 38.40 36.00 33.60

Line
charges 25.00 25.00 25.00 25.00 25.00 25.00 25.00
Total 408.00 389.80 370.60 351.40 332.20 313.00 293.80

Table with columns for time slots (6:00 a.m. to 6:00 p.m., 12:00 midnight week days) and rates for various stations.

Line
charges 55.00 55.00 55.00 55.00 55.00 55.00 55.00
Total 535.00 511.00 487.00 465.00 439.00 415.00 391.00

1/2 hour:
KGKO 72.00 66.40 64.80 61.20 57.60 54.00 50.40
KTTA 54.00 51.30 48.60 45.90 43.20 40.50 37.80
KXYZ 60.00 57.00 54.00 51.00 48.00 45.00 42.00
KRIS 36.00 34.20 32.40 30.60 28.80 27.00 25.20
KRGV 32.00 30.40 28.80 27.20 25.60 24.00 22.40
KGNK 36.00 34.20 32.40 30.60 28.80 27.00 25.20

Line
charges 37.50 37.50 37.50 37.50 37.50 37.50 37.50
Total 327.50 311.00 298.50 284.00 269.50 256.00 240.50

1/4 hour:
KGKO 48.00 45.60 43.20 40.80 38.40 36.00 33.60
KTTA 36.00 34.20 32.40 30.60 28.80 27.00 25.20
KXYZ 40.00 38.00 36.00 34.00 32.00 30.00 28.00
KRIS 24.00 22.80 21.60 20.40 19.20 18.00 16.80
KRGV 20.00 18.00 17.00 16.00 15.00 14.00 13.00
KGNK 24.00 22.80 21.60 20.40 19.20 18.00 16.80

Line
charges 25.00 25.00 25.00 25.00 25.00 25.00 25.00
Total 217.00 207.40 197.80 188.20 178.60 169.00 159.40

POLITICAL BROADCASTS
One time rate applies. No agency commission paid on political broadcasts.

REMOTE CONTROL
Programs may originate from any affiliated station without extra charge for reversal.

SERVICE FACILITIES
Merchandising consists of combined efforts of each and every individual station. Service available at cost.

Line Charges
Line charges are listed with rates. See "General Advertising."
Contract and Copy Requirements
Advertising of alcoholic beverages other than light wines and beer will not be accepted.

All programs are subject to the approval of the several stations and the network. The management reserves the right to refuse any order or any material submitted for broadcasts that are objectionable. Conditions of the standard AAAA contract forms are incorporated in all contracts. Contracts subject to network management approval, federal regulations and NAB code of ethics.

Operating Committee:
Harold V. Hough, Chairman.
Thilford Jones.
O. L. Taylor.

Managing Director—James W. Pate.
Representatives
Howard H. Wilson Co.

TEXAS QUALITY NETWORK, THE
Orders or correspondence may be addressed to any of the stations listed below.

Comprised of:
WFAP—Dallas
WFBP—Fort Worth
WFOA—San Antonio

KPRC—Houston
WVAA—Port Worth
WVOC—San Antonio
Rate schedule dated December 1, 1941.

Agency Commission
Agency commission 15% to recognized agencies on net charges for time, talent, and lines. No cash discount. Bills rendered monthly and payable within 20 days.

General Advertising
Rates apply for complete network facilities. Any two-station combination rates quoted on request. Rates include line charges. Discounts allowed retroactively on the number of broadcasts given within one year. Rates guaranteed only for number of broadcasts originally contracted for.

Table with columns for time slots (6:00 p.m. to 10:30 p.m.) and rates for various stations.

Table with columns for time slots (10:30 p.m. to 11:00 p.m.) and rates for various stations.

Table with columns for time slots (11:00 p.m. to 6:30 a.m.) and rates for various stations.

(This listing continued on next page)

TEXAS—Continued

TEXAS QUALITY NETWORK, THE

—Continued

(6:30 a.m. to 12:00 noon daily and 12:00 noon to 6:00 p.m. week days)

Table with 4 columns: Time slots (1 time, 13 times, 26 times, etc.), 1 hr., 1/2 hr., 1/4 hr. Rates for various time slots.

POLITICAL PROGRAMS

All political programs take the one time rate. No commission to agencies on political broadcasts.

REMOTE CONTROL

Programs can originate from studios of any member station at no additional cost. Extra charges are made for programs originating outside of the studios.

SERVICE FACILITIES

Continuity, production, merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

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

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, except beer. No contract to exceed one year's duration.

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

Closing Time

One week in advance of broadcast.

Representatives

Edward Petry and Company, Inc.

TEXAS STATE NETWORK

1201 Lancaster St., Fort Worth, Texas.

Comprised of:

Table listing stations: KRBC-Abilene, KPDA-Amarillo, KNOW-Austin, KBST-Big Spring, WRR-Dallas, KRRV-Sherman, Denton, KRZZ-Fort Worth, KFYO-Lubbock, KRHC-Midland, KPLT-Paris, KGKL-San Angelo, KABC-San Antonio, KTEM-Temple, KCMC-Texasana, WACO-Waco, KWVC-Vernon.

Supplementary Stations:

Table listing supplementary stations: KRIS-Corpus Christi, KRGV-Houston, KPAC-Port Arthur, KRGV-Houston.

Rates effective November 15, 1941. (Card No. 6.)

WAVE-POWER-TIME

See individual listings.

Agency Commission

Net billing to recognized agencies on time subject to agency commission of 15%. Bills due and payable when rendered. No cash discount.

General Advertising

Rates apply on contracts of 30 days or more. Any contract for less than 30 days takes one time per week rate.

NIGHT RATES

Per week

Table with 5 columns: Time slots (1 hr., 2 tl., 3 tl., 4 tl., 5 or more tl.), 1 hour, 3/4 hour, 1/2 hour, 1/4 hour. Rates for night broadcasts.

DAY RATES

Table with 5 columns: Time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour), 1 hr., 2 tl., 3 tl., 4 tl., 5 or more tl. Rates for day broadcasts.

ANNOUNCEMENTS

NIGHT RATES

Table with 5 columns: Words (100 words, 50 words), 13 tl., 25 tl., 52 tl., 156 tl., 300 tl. Rates for night announcements.

DAY RATES

Table with 5 columns: Words (100 words, 50 words), 13 tl., 25 tl., 52 tl., 156 tl., 300 tl. Rates for day announcements.

The following rates apply for individual stations:

Table with 5 columns: Station (KRBC, KPDA, KNOW, KBST, WRR, KFYO, KR-II, KPLT, KGKL, KABC, KRRV, KCMC, KWVC, WACO), 1 hr., 1/2 hr., 1/4 hr., 5 min., wds. Rates for individual stations.

DAY RATES

Table with 5 columns: Station (KRBC, KPDA, KNOW, KBST, WRR, KFYO, KR-II, KPLT, KGKL, KABC, KRRV, KCMC, KWVC, WACO), 1 hr., 1/2 hr., 1/4 hr., 5 min., wds. Rates for day broadcasts.

REMOTE CONTROL

Reversible lines, i.e., more than one origination point can be used in a program if desired.

SERVICE FACILITIES

Merchandising service available. Details on request. Line Charges Rates include line charges. Permanent lines are maintained.

Contract 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 contracts subject to musicians' local, state and federal regulations, and made subject to interference by conditions beyond the control of stations.

Personnel

President—Mrs. Elliott Roosevelt. General Manager—Gene L. Carle. Representatives—Weed & Company.

ABILENE

(Taylor County)

KRBC

(Established 1936)

Rates effective July 1, 1936. Owned and operated by the Reporter Broadcasting Company.

Business Office and Studio—11th floor, Hilton Hotel, Abilene, Texas, telephone 6255. Transmitter—Ambley & Cottonwood Streets, Abilene, Texas.

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% 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 listings of Texas State Network, Mutual Broadcasting System, and Elliott Roosevelt Operated Stations. Rates include charges by owners of music copyrights. Also sold in combination with KBST, Big Spring, and KGKL, San Angelo. For combination rates see listing of KBST, Big Spring.

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes), 50.00, 28.50, 17.50, 8.60.

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 applicable within the year, but retroactive discounts are applicable only when service is continuous and renewal or extension is signed before expiration of first contract.

Table with 2 columns: Time slots (18 to 25 times, 26 to 51 times, 52 to 99 times, 100 to 149 times, 150 to 299 times, 300 or more times), 5%, 10%, 15%, 20%, 25%, 50%.

ANNOUNCEMENTS

Table with 2 columns: Time slots (1 hour, 50 words or less, 1 minute electrical transcriptions, 1/2 minute electrical transcriptions), 60.00, 4.00, 6.00, 4.00.

DISCOUNTS

See contract discounts under Period Rates. SPECIAL 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.

Contract and Other Requirements 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—Elliott Roosevelt Operated Stations.

AMARILLO

(Potter County)

KFDA

(Established 1939)

Rates effective January 15, 1942. (Card No. 9.) Owned and operated by Amarillo Broadcasting Corp. Business Offices and Studios—Nunn Bldg., Amarillo, Texas.

Transmitter—Nunn Building, Amarillo, Texas. WAVE-POWER-TIME Operating power—250 watts.

(100% modulation.) 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. Agency Commission 15% to recognized agencies. Cash discount 2%. Invoices mailed first of each month.

General Advertising For combination rates see listing of Mutual Broadcasting System and Texas State Network. The following rates are for national advertising. For local rates consult station management.

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

Table with 5 columns: Time slots (1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 202 times, 254 times, 306 or more times), 1 hr., 1/2 hr., 1/4 hr., 5 min., wds. Rates for Amarillo broadcasts.

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

Table with 5 columns: Time slots (1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 202 times, 254 times, 306 or more times), 1 hr., 1/2 hr., 1/4 hr., 5 min., wds. Rates for Amarillo broadcasts.

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

Table with 5 columns: Time slots (1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 202 times, 254 times, 306 or more times), 1 hr., 1/2 hr., 1/4 hr., 5 min., wds. Rates for Amarillo broadcasts.

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

Table with 5 columns: Time slots (1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 202 times, 254 times, 306 or more times), 7.50, 5.00, 4.75, 4.50, 4.25, 3.75, 3.50, 3.25, 3.00.

(\*) One minute transcription. (†) One-half minute transcription or 100 words.

SPECIAL FEATURES Sports—Regular plus lines, announcers, technicians, and fees to schools. Time Signals and Weather Reports—Rates on request. News: Regular station time plus news costs. News costs—rates on request.

RELIGIOUS BROADCASTS Religious broadcasts 75% of regular station rates. POLITICAL RATES Rates on request.

TALENT Talent extra. Rates on request. All talent must be approved by station management.

REMOTE CONTROL Additional charges are made on special programs originating outside the studios. Remote equipment available. Rates on request.

SERVICE FACILITIES Continuity, announcers and all other usual station facilities furnished at no additional cost. Recording equipment available 5:30-1/2 and 7:30-1/2 p.m. Rates on request forwarded on request.

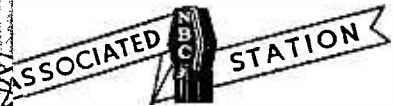
Contract and Other Requirements No contracts are accepted for more than one year. All programs subject to approval of station management and government regulations. Station reserves the right to refuse or discontinue any program for any reason satisfactory to itself. All programs must conform to the standards of the station; where advertiser prepares his own program, same must be submitted to the management of the station for approval and not departed from without station's consent. All contracts are made subject to circumstances hereof and the station's control. Short rate shall apply on incomplete contracts.

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-table for vertical and lateral cut recordings.

Personnel Manager—H. P. Roberson. Program Director—Bonnie Bennett. Representatives—None.

AMARILLO—Continued
K G N C
(Established 1922)



Effective October 1, 1940.
Owned and operated by Plains Radio Broadcasting Company.
Member Taylor-Howe-Snowden Group, Central Sales Office, 806 Tower Petroleum Building, Dallas, Texas.

Power—Time
Generating power—5,000 watts days; 1,000 watts nights.
100% modulation—50 cycle frequency check.
11.3 meters; 1440 kilocycles.

Agency Commission
Agency commission 15% on station time to recognized agencies. No commission on political broadcasts.

General Advertising
For combination rates see listings of National Broadcasting Company (Southwestern Group) and Lone Star Chain.

Table with 2 columns: Time slot and Rate. Includes 12:00 p.m. to 1:00 p.m. (120.00) and 6:00 p.m. to 7:00 p.m. (80.00).

Table with 2 columns: Time slot and Rate. Includes 7:00 a.m. to 8:00 a.m. (60.00) and 8:00 a.m. to 9:00 a.m. (36.00).

Table with 2 columns: Time slot and Rate. Includes 9:00 a.m. to 10:00 a.m. (24.00) and 10:00 a.m. to 11:00 a.m. (16.00).

Table with 2 columns: Time slot and Rate. Includes 11:00 a.m. to 12:00 p.m. (12.00) and 12:00 p.m. to 1:00 p.m. (8.00).

Table with 2 columns: Time slot and Rate. Includes 1:00 p.m. to 2:00 p.m. (6.00) and 2:00 p.m. to 3:00 p.m. (4.00).

Table with 2 columns: Time slot and Rate. Includes 3:00 p.m. to 4:00 p.m. (3.00) and 4:00 p.m. to 5:00 p.m. (2.00).

Table with 2 columns: Time slot and Rate. Includes 5:00 p.m. to 6:00 p.m. (1.50) and 6:00 p.m. to 7:00 p.m. (1.00).

Table with 2 columns: Time slot and Rate. Includes 7:00 p.m. to 8:00 p.m. (0.75) and 8:00 p.m. to 9:00 p.m. (0.50).

Agency Commission
Agency commission 15% allowed to recognized advertising agencies only on station time provided payment is made before the 15th of the month following broadcast.

Agency Commission
Agency commission 15% allowed to recognized advertising agencies only on station time provided payment is made before the 15th of the month following broadcast.

General Advertising
For combination rates see listings of Texas State Network, Mutual Broadcasting System and Blue Network Company (Blue Southwestern Group).

Table with 2 columns: Time slot and Rate. Includes 6:00 p.m. to 7:00 p.m. (13.00) and 7:00 p.m. to 8:00 p.m. (11.00).

Table with 2 columns: Time slot and Rate. Includes 8:00 a.m. to 9:00 a.m. (13.00) and 9:00 a.m. to 10:00 a.m. (11.00).

Table with 2 columns: Time slot and Rate. Includes 10:00 a.m. to 11:00 a.m. (11.00) and 11:00 a.m. to 12:00 p.m. (9.00).

Table with 2 columns: Time slot and Rate. Includes 12:00 p.m. to 1:00 p.m. (8.00) and 1:00 p.m. to 2:00 p.m. (6.00).

Table with 2 columns: Time slot and Rate. Includes 2:00 p.m. to 3:00 p.m. (4.00) and 3:00 p.m. to 4:00 p.m. (3.00).

Table with 2 columns: Time slot and Rate. Includes 4:00 p.m. to 5:00 p.m. (2.00) and 5:00 p.m. to 6:00 p.m. (1.50).

Table with 2 columns: Time slot and Rate. Includes 6:00 p.m. to 7:00 p.m. (1.00) and 7:00 p.m. to 8:00 p.m. (0.75).

Table with 2 columns: Time slot and Rate. Includes 8:00 p.m. to 9:00 p.m. (0.50) and 9:00 p.m. to 10:00 p.m. (0.30).

Table with 2 columns: Time slot and Rate. Includes 10:00 p.m. to 11:00 p.m. (0.20) and 11:00 p.m. to 12:00 a.m. (0.10).

Table with 2 columns: Time slot and Rate. Includes 12:00 a.m. to 1:00 a.m. (0.05) and 1:00 a.m. to 2:00 a.m. (0.05).

Table with 2 columns: Time slot and Rate. Includes 2:00 a.m. to 3:00 a.m. (0.05) and 3:00 a.m. to 4:00 a.m. (0.05).

Table with 2 columns: Time slot and Rate. Includes 4:00 a.m. to 5:00 a.m. (0.05) and 5:00 a.m. to 6:00 a.m. (0.05).

Table with 2 columns: Time slot and Rate. Includes 6:00 a.m. to 7:00 a.m. (0.05) and 7:00 a.m. to 8:00 a.m. (0.05).

Table with 2 columns: Time slot and Rate. Includes 8:00 a.m. to 9:00 a.m. (0.05) and 9:00 a.m. to 10:00 a.m. (0.05).

Table with 2 columns: Time slot and Rate. Includes 10:00 a.m. to 11:00 a.m. (0.05) and 11:00 a.m. to 12:00 p.m. (0.05).

Table with 2 columns: Time slot and Rate. Includes 12:00 p.m. to 1:00 p.m. (0.05) and 1:00 p.m. to 2:00 p.m. (0.05).

Table with 2 columns: Time slot and Rate. Includes 1 hour (72.00), 1/2 hour (36.00), 1/4 hour (18.00), 5 minutes (9.00), 1 minute (4.50).

Table with 2 columns: Time slot and Rate. Includes 100 words (6.00), 50 words (3.00), less (2.00).

Table with 2 columns: Time slot and Rate. Includes 11:00 a.m. to 12:00 p.m. (13.00), 12:00 p.m. to 1:00 p.m. (11.00).

Table with 2 columns: Time slot and Rate. Includes 1:00 p.m. to 2:00 p.m. (9.00), 2:00 p.m. to 3:00 p.m. (7.00).

Table with 2 columns: Time slot and Rate. Includes 3:00 p.m. to 4:00 p.m. (5.00), 4:00 p.m. to 5:00 p.m. (3.00).

Table with 2 columns: Time slot and Rate. Includes 5:00 p.m. to 6:00 p.m. (2.00), 6:00 p.m. to 7:00 p.m. (1.50).

Table with 2 columns: Time slot and Rate. Includes 7:00 p.m. to 8:00 p.m. (1.00), 8:00 p.m. to 9:00 p.m. (0.75).

Table with 2 columns: Time slot and Rate. Includes 9:00 p.m. to 10:00 p.m. (0.50), 10:00 p.m. to 11:00 p.m. (0.30).

Table with 2 columns: Time slot and Rate. Includes 11:00 p.m. to 12:00 a.m. (0.20), 12:00 a.m. to 1:00 a.m. (0.10).

Table with 2 columns: Time slot and Rate. Includes 1:00 a.m. to 2:00 a.m. (0.05), 2:00 a.m. to 3:00 a.m. (0.05).

Table with 2 columns: Time slot and Rate. Includes 3:00 a.m. to 4:00 a.m. (0.05), 4:00 a.m. to 5:00 a.m. (0.05).

Table with 2 columns: Time slot and Rate. Includes 5:00 a.m. to 6:00 a.m. (0.05), 6:00 a.m. to 7:00 a.m. (0.05).

Table with 2 columns: Time slot and Rate. Includes 7:00 a.m. to 8:00 a.m. (0.05), 8:00 a.m. to 9:00 a.m. (0.05).

Table with 2 columns: Time slot and Rate. Includes 9:00 a.m. to 10:00 a.m. (0.05), 10:00 a.m. to 11:00 a.m. (0.05).

Table with 2 columns: Time slot and Rate. Includes 11:00 a.m. to 12:00 p.m. (0.05), 12:00 p.m. to 1:00 p.m. (0.05).

Table with 2 columns: Time slot and Rate. Includes 1:00 p.m. to 2:00 p.m. (0.05), 2:00 p.m. to 3:00 p.m. (0.05).

Table with 2 columns: Time slot and Rate. Includes 3:00 p.m. to 4:00 p.m. (0.05), 4:00 p.m. to 5:00 p.m. (0.05).

Table with 2 columns: Time slot and Rate. Includes 5:00 p.m. to 6:00 p.m. (0.05), 6:00 p.m. to 7:00 p.m. (0.05).

Agency Commission
Agency commission 15% on station time to recognized agencies. Cash discount 2%—10 days. Bills for gross charges rendered monthly and payable ten days.

BEAUMONT
(KFDM)
(Established 1924)
BLUE NETWORK STATION

Rates effective February 1, 1939.
Owned and operated by Beaumont Broadcasting Corporation.

Power—Time
Generating power—1,000 watts.
535.7 meters; 560 kilocycles.

Agency Commission
Agency commission 15% on station time to recognized agencies. No cash discount. Bills for gross charges rendered monthly and payable within 20 days.

Table with 2 columns: Time slot and Rate. Includes 1 hour (120.00), 1/2 hour (72.00), 1/4 hour (36.00), 5 minutes (9.00), 1 minute (4.50).

Table with 2 columns: Time slot and Rate. Includes 100 words (6.00), 50 words (3.00).

Table with 2 columns: Time slot and Rate. Includes 11:00 a.m. to 12:00 p.m. (13.00), 12:00 p.m. to 1:00 p.m. (11.00).

Table with 2 columns: Time slot and Rate. Includes 1:00 p.m. to 2:00 p.m. (9.00), 2:00 p.m. to 3:00 p.m. (7.00).

Table with 2 columns: Time slot and Rate. Includes 3:00 p.m. to 4:00 p.m. (5.00), 4:00 p.m. to 5:00 p.m. (3.00).

Table with 2 columns: Time slot and Rate. Includes 5:00 p.m. to 6:00 p.m. (2.00), 6:00 p.m. to 7:00 p.m. (1.50).

TEXAS—Continued

BEAUMONT—Continued  
K F D M—Continued

REMOTE CONTROL Programs broadcast from points outside of studio are subject to regular broadcasting rates plus actual cost involved for remote facilities.

Contract and Other Requirements Advertising of alcoholic 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.

Closing Time Depends on type of programs. Ten days required to make printed program schedules. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-table equipment.

Personnel President—C. W. Snider. Secretary & Treasurer—D. A. Kahn. General Manager—C. B. Locka. Representatives Howard H. Wilson Company.

KRIC (Established 1938)



Rates effective September 1, 1940. (Card No. 2.)

Owned and operated by KRIC, Incorporated. Business Office and Studio—130 Wall Street, Beaumont, Texas, telephone 4200. Transmitter—130 Wall Street, Beaumont, Texas.

Wave—Power—Time Operating power—250 watts. 206.9 meters; 1450 kilocycles. Licensed to operate unlimited time. 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 15% to recognized advertising agencies on time charges only. No cash discount.

General Advertising 1 hour..... 50.00 1/2 hour..... 28.00 1/4 hour..... 17.00 5 minutes..... 7.00 1 minute electrical transcription or 100 words 4.00 50 words..... 2.75

FREQUENCY DISCOUNTS Less than 13 times Net 53 to 99 times..... 20% 13 to 25 times..... 5% 100 to 149 times..... 25% 26 to 38 times..... 10% 150 to 299 times..... 30% 39 to 52 times..... 15% 300 or more times..... 35% An additional discount of 10% on programs of 15 minutes or more. Five times weekly.

SPECIAL FEATURES 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.

ALL features available for sponsorship. TALKS AND ADDRESSES Talks 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. 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 discontinue any advertising for reasons sufficient to itself. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut transcriptions. Personnel General Manager—Jack Neff. Commercial Manager—G. L. Kirk. Representatives The Branham Company.

BIG SPRING  
KBST

(Established 1936)

Rates effective November 15, 1938. (Card No. 8.) Owned and operated by Big Spring Herald Broadcasting Company. Business Office and Studio—702 Johnson St., Big Spring, Texas, telephones 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 Agency commission 15% on station time and talent to recognized agencies. No commission on political broadcasts. Cash discount 2%—10 days. Bills for gross charges rendered monthly and payable within 10 days.

General Advertising For combination rates see listings of Texas State Network, Mutual Broadcasting System, and Elliot Roosevelt Operated Stations. Also sold in combination with KRBC, Abilene, and KGKL, San Angelo. These combination rates are included in this listing immediately following the KBST rate schedule. Rates apply to any advertiser whose distribution is not limited to Big Spring trade territory.

1 hour..... 45.00 1/2 hour..... 25.00 1/4 hour..... 15.00 5 minutes..... 7.00

ANNOUNCEMENTS Maximum words per announcement, 100; additional words take next higher rate. Minimum period, one minute. Price quoting permitted. (6:00 p.m. to 10:00 p.m. week days, and after 1:00 p.m. Sundays) 100 words..... 4.25 50 words..... 3.00 1 minute electrical transcription..... 4.75 1/2 minute electrical transcription..... 3.50 (7:00 a.m. to 6:00 p.m. and after 10:00 p.m.) 100 words..... 8.75 50 words or less..... 2.50 1 hour electrical transcription..... 4.25 1/2 minute electrical transcription..... 3.00

DISCOUNTS Less than 13 times..... Net 13 to 25 times..... 5% 26 to 51 times..... 10% 52 to 99 times..... 15% 100 to 149 times..... 20% 150 to 299 times..... 25% 300 or more times..... 30%

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. 13 wks 26 wks 52 wks 1 per day, each..... 2.75 2.50 2.25 2 per day, each..... 2.50 2.25 2.00 3 per day, each..... 2.25 2.00 1.75 4 per day, each..... 2.00 1.75 1.50

COMBINATION RATES KRBC, Abilene—KBST, Big Spring—KGKL, San Angelo. Rates effective March 1, 1939. (Card No. 1.)

General Advertising (After 6:00 p.m. and after 1:00 p.m. Sunday) 1 hour..... 138.00 1/2 hour..... 77.88 1/4 hour..... 45.90 5 minutes..... 22.10 (7:00 a.m. to 6:00 p.m. and after 10:00 p.m.) 1 hour..... 119.00 1/2 hour..... 67.50 1/4 hour..... 41.22 5 minutes..... 19.55

ANNOUNCEMENTS (After 6:00 p.m. and after 1:00 p.m. Sunday) 100 words or one minute electrical transcription..... 15.44 50 words or less or one-half minute electrical transcription..... 10.13 (7:00 a.m. to 6:00 p.m. and after 10:00 p.m.) 100 words or one minute electrical transcription..... 13.44 50 words or one-half minute electrical transcription..... 8.93 DISCOUNTS Less than 13 times Net 150 to 299 times..... 25% 13 to 25 times..... 5% 300 to 499 times..... 30% 26 to 51 times..... 10% 500 to 749 times..... 35% 52 to 99 times..... 15% 750 to 999 times..... 40% 100 to 149 times..... 20% 1000 or more times 45%

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. 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 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 applicable within 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. All programs are subject to station approval and must meet requirements of the Federal Communica-

tions Commission and any other agencies beyond control of the station. All contracts subject to the conditions of the Radio and AAAA contract form. All contracts must be completed within 52 weeks and in the event the contract is cancelled before 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 83-1/3 and 78 r.p.m. double turn-table for lateral cut recordings. Personnel Station Manager—Jack Wallace. Representatives Elliot Roosevelt Operated Stations.

BRADY  
(McCulloch County)  
KNEL

Rates effective June 1, 1937. Owned and operated by G. L. Burns. Business Office and Studio—Gibbons Bldg., Brady, Texas, telephone 77.

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. Actual 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 discount 2% of net, 10th of month for previous month broadcast. Bills are rendered and payable the 10th of each month.

General Advertising Rates include charges by owners of music copyrights. 1 hour..... 11. 18. 26. 50.00 1/2 hour..... 23.75 22.50 41. 1/4 hour..... 15.00 14.25 18.50 5 minutes..... 5.70 5.40

ANNOUNCEMENTS Announcements are not to exceed 100 words in length. The same rate applies to 25, 50, 75, and 100 word announcements. 1 tl. 13 tl. 26 tl. 52 tl. 101 tl. 501.

Per announcement..... 3.00 2.70 2.55 2.40 2.25

POLITICAL TALKS Rates on request. RECORDED PROGRAMS Transcription library services available at no cost.

Contract and Other Requirements In order to earn rates quoted contracts must be completed within 12 months. All programs, announcements and contents of transcription programs are subject to the station's approval. Rates are for the facilities of the station only; talent is extra. The facilities of the station are not available for stock or royalty promotion of any kind.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 83-1/3 and 78 r.p.m. double turn-table. Personnel General Manager—G. L. Burns. Commercial Director—J. S. Sloane. Representatives Cox and Tanx.

BROWNSVILLE  
(Cameron County)  
KEEW

Rates effective August 1, 1941. Owned and operated by Eagle Broadcasting Co., Business Office and Studio—Brownsville, Texas. Transmitter—Brownsville, Texas.

Wave—Power—Time Operating power—250 watts. 201.3 meters; 1490 kilocycles. Operates on Central War Time. Actual operating schedule: Sundays 8:00 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 advertising agencies. Cash discount 2%.

General Advertising Rates include charges by owners of music copyrights. The following rates are for national advertising. Local advertising rates consult station management. MUSICAL PROGRAMS (6:00 p.m. to 11:00 p.m.) 1 tl. 13 tl. 26 tl. 52 tl. 1/2 hour..... 30.00 27.00 24.00 21.00 1/4 hour..... 20.00 18.00 16.00 15.00 5 minutes..... 10.75 9.68 8.60 7.50 (6:00 a.m. to 6:00 p.m.) 1/2 hour..... 20.00 18.00 16.00 15.00 1/4 hour..... 15.00 13.50 12.00 11.00 5 minutes..... 8.00 7.20 6.40 6.00

ANNOUNCEMENTS (6:00 p.m. to 11:00 p.m.) 100 words..... 4.5 4.00 3.56 3.00 50 words..... 3.60 3.24 2.88 2.50 25 words..... 2.85 2.39 2.12 1.75 (6:00 a.m. to 6:00 p.m.) 100 words..... 3.40 3.06 2.72 2.37 50 words..... 2.95 2.39 2.12 1.75 25 words..... 2.00 1.80 1.60 1.40

Monthly Rates 100 words, per month..... 40. 50 words, per month..... 35. 25 words, per month..... 20.

(This listing continued on next page)

BROWNSVILLE—Continued  
K E W—Continued

FOREIGN RATES  
Cash rate 75% of regular rates.  
REMOTE CONTROL  
All control facilities available.  
Mechanical Program Equipment  
Equipped to handle programs by electrical transcription using 33-1/3 and 78 r.p.m. double turn-tables and lateral cut recordings.  
Station Manager—E. E. Wilson.  
Program Director—Jack E. Wilson.  
Representatives  
For Joe & Company.

BROWNWOOD

(Brown County)  
KBW D  
(Established 1941)  
Effective July 1, 1941. (Card No. 3.)  
Owned and operated by Brown County Broadcasting  
Business Office and Studio—300 Hawkins, Brownwood, Texas.  
Transmitter—Approximately one mile northeast of Brownwood, Texas.

Wave—Power—Time  
Operating power—1,000 watts days; 500 watts nights.  
201.3 meters; 1490 kilocycles.  
Licensed to operate full time on regional channel.  
Operates on Central War Time.  
Actual operating schedule: Sundays 7:30 a.m. to 12:00 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 and are due 10th of month.

General Advertising  
The following rates are for national advertising. Rates include charges by owners of music copyrights.

CLASS "A"  
(6:00 p.m. to 10:00 p.m.)  
1/2 hour..... 45.00  
1/4 hour..... 25.00  
5 minutes..... 12.00  
1 minute..... 4.50  
100 words..... 3.25  
CLASS "B"  
(6:00 a.m. to 6:00 p.m.)  
1/2 hour..... 25.00  
1/4 hour..... 15.00  
5 minutes..... 7.50  
1 minute..... 3.50  
100 words..... 3.00  
50 words..... 2.50

DISCOUNTS  
Less than 13 times Net 51 to 99 times..... 15%  
13 to 25 times..... 5% 100 to 149 times..... 20%  
26 to 50 times..... 10% 150 or more times..... 30%

SPECIAL MONTHLY RATES  
CLASS "A"  
(6:00 p.m. to 10:00 p.m.)  
1 minute, per month..... 94.50  
100 words, per month..... 84.00  
50 words, per month..... 63.00  
CLASS "B"  
(6:00 a.m. to 6:00 p.m.)  
1 minute, per month..... 63.00  
100 words, per month..... 57.75  
50 words, per month..... 50.00

All monthly contracts are subject to an additional discount of 10% for one spot per day for three months or three or more spots per day for one month. One year contract subject to an additional discount of 5%.

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.

Contract 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  
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—Charles W. Rossi.  
Commercial Manager—Bill Hughes.  
Representatives  
For Joe & Company.

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.

General Advertising  
For combination rates see listings of National Broadcasting Company (additional to Southwestern Group), Blue Network Company (Southwestern Group), Mutual Broadcasting System and Lone Star Chain. Rates include charges by owners of music copyrights. To advertisers using the facilities of KRIS and KCTZ, Houston, Texas, in combination, a 10% discount from the total will apply.

(6:00 p.m. to 11:00 p.m. daily and Sunday)  
1 hour..... 120.00  
1/2 hour..... 72.00  
1/4 hour..... 48.00  
5 minutes..... 24.00  
1 minute..... 14.40  
50 words or less..... 12.00

CORPUS CHRISTI

(Nueces County)  
KEYS  
(Established 1941)

Rates received April 11, 1941.  
Owned and operated by Nueces Broadcasting Co.  
Business Office and Studio—301 Medical Professional Building, Corpus Christi, Texas.  
Transmitter—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 6:30 a.m. to 12:00 midnight.

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.

General Advertising  
The following rates are for national advertising. Rates include charges by owners of music copyrights.

CLASS "A"  
(6:00 p.m. to 10:00 p.m.)  
1/2 hour..... 45.00  
1/4 hour..... 25.00  
5 minutes..... 12.00  
1 minute..... 4.50  
100 words..... 3.25  
CLASS "B"  
(6:00 a.m. to 6:00 p.m.)  
1/2 hour..... 25.00  
1/4 hour..... 15.00  
5 minutes..... 7.50  
1 minute..... 3.50  
100 words..... 3.00  
50 words..... 2.50

DISCOUNTS  
Less than 13 times Net 51 to 99 times..... 15%  
13 to 25 times..... 5% 100 to 149 times..... 20%  
26 to 50 times..... 10% 150 or more times..... 30%

SPECIAL MONTHLY RATES  
CLASS "A"  
(6:00 p.m. to 10:00 p.m.)  
1 minute, per month..... 94.50  
100 words, per month..... 84.00  
50 words, per month..... 63.00  
CLASS "B"  
(6:00 a.m. to 6:00 p.m.)  
1 minute, per month..... 63.00  
100 words, per month..... 57.75  
50 words, per month..... 50.00

All monthly contracts are subject to an additional discount of 10% for one spot per day for three months or three or more spots per day for one month. One year contract subject to an additional discount of 5%.

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.

Contract 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  
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—Charles W. Rossi.  
Commercial Manager—Bill Hughes.  
Representatives  
For Joe & Company.

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.

General Advertising  
For combination rates see listings of National Broadcasting Company (additional to Southwestern Group), Blue Network Company (Southwestern Group), Mutual Broadcasting System and Lone Star Chain. Rates include charges by owners of music copyrights. To advertisers using the facilities of KRIS and KCTZ, Houston, Texas, in combination, a 10% discount from the total will apply.

(6:00 p.m. to 11:00 p.m. daily and Sunday)  
1 hour..... 120.00  
1/2 hour..... 72.00  
1/4 hour..... 48.00  
5 minutes..... 24.00  
1 minute..... 14.40  
50 words or less..... 12.00

(6:00 a.m. to 6:00 p.m. and after 11:00 p.m. week days and 6:00 a.m. to 12:00 noon and after 11:00 p.m. Sundays)

1 hour..... 60.00  
1/2 hour..... 36.00  
1/4 hour..... 24.00  
5 minutes..... 12.00  
1 minute..... 7.20  
50 words or less..... 6.00  
(12:00 noon to 6:00 p.m. Sundays)  
1 hour..... 90.00  
1/2 hour..... 54.00  
1/4 hour..... 36.00  
5 minutes..... 18.00  
1 minute..... 10.80  
50 words or less..... 9.00

DISCOUNTS  
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. Rates 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.  
1 to 12 times..... Net  
13 to 25 times..... 5%  
26 to 51 times..... 10%  
52 to 99 times..... 15%  
100 to 149 times..... 20%  
150 to 299 times..... 25%  
300 times or more..... 30%

ELECTRICAL TRANSCRIPTIONS  
Transcriptions of five minutes or longer at regular rates. Sound effect records take transcription rates; other sound effects extra.

TALENT  
Rates on application.  
REMOTE CONTROL  
Additional charges are made for programs originating outside of studios.

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  
All programs are subject to station approval. Price quoting permitted.

Closing Time  
Generally one week is desired for musical or dramatic productions.

Personnel  
Manager—T. Frank Smith.  
Promotion Manager—Fred Burr.  
Representatives  
The Branham Company.

CORSICANA

(Navarro County)  
K A N D  
(Established 1937)

Rates received January 23, 1942.  
Owned and operated by Navarro Broadcasting Ass'n.  
Business Office and Studio—Highway 76, Corsicana, Tex., telephone 30.  
Transmitter—Highway 75, one mile north of Corsicana, Tex.

Wave—Power—Time  
Operating power—250 watts.  
223.9 meters; 1340 kilocycles.  
Licensed to operate full time. Operates 16-1/2 hours.

Operates on Central War Time.  
Agency Commission  
Agency commission 15% to recognized agencies on station time only. No cash discount. Line fees and talent billed at actual cost to station.

General Advertising  
(6:00 a.m. to 12:00 midnight)

1 13 26 52 104 200 600  
tl. tl. tl. tl. tl. tl. tl.  
1/2 hour..... 20.00 19.00 18.00 17.00 16.00 15.00  
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  
100 words..... 3.50 3.30 3.10 2.90 2.70 2.50 2.30  
50 words..... 2.50 2.40 2.20 2.00 1.80 1.70 1.60

ANNOUNCEMENTS  
One minute or less transcriptions at 100 word rate. Fifty word station breaks (guaranteed time) at 100 word rate.

SPECIAL FEATURES  
Sports events and special features—rates on request.  
POLITICAL BROADCASTS  
One time rate applies. Cash and copy in advance.

RECORDED PROGRAMS  
Transcription library services available—rates on request.  
TALENT  
Rates on request.

REMOTE CONTROL  
Equipped to handle remote controlled programs from any point.  
Contract and Other Requirements  
All contracts must be completed within one year from starting date. Frequency discounts are retroactive.

All programs and announcements accepted 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 turn-tables.

Personnel  
Manager—Earle Fletcher.  
Representatives  
Hal Holman Company.

COLLEGE STATION

(Brazos County)  
W T A W

Owned and operated by Agricultural and Mechanical College of Texas.  
Wave—Power—Time  
Operating power—1,000 watts.  
201.3 meters; 1490 kilocycles.  
Does not sell time.

TEXAS—Continued

DALLAS

(Dallas County)

K G K O

Owned and operated by The Dallas Morning News and The Fort Worth Star-Telegram. Business Offices—Santa Fe Bldg., Dallas, Texas, Riverside 9631; Star-Telegram Bldg., Fort Worth, Texas. Studios—Santa Fe Bldg., Dallas, Texas; Medical Arts Bldg., Fort Worth, Texas. See complete listing under Fort Worth, Texas. Considered by the Blue Network Company as their Dallas-Fort Worth outlet for the Blue Southwestern Group.

K R L D

(Established 1926)

Rates effective July 1, 1941. Owned and operated by KRLD Radio Corporation, (The Times-Herald). Business Office and Studio—Adolphus Hotel, Dallas, Texas, telephone 2-6811. Transmitter—Dallas County, Texas.

Wave—Power—Time

Operating power—50,000 watts. 277.8 meters; 1080 kilocycles. Licensed to operate full time. Operates on Central War Time. Operates 18 hours daily.

Agency Commission 15% on net charges for station facilities to recognized advertising agencies. No commission on program costs or production charges. Bills 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.

Table with columns for time slots (1/2 hour, 1/4 hour, 5 minutes, 1 minute, 50 words) and rates for various days (week days, Sunday, etc.).

PIECEMEAL DISCOUNTS

Table showing discounts for 1 to 12 times, 13 to 25 times, 26 to 51 times, 52 to 99 times, 100 to 149 times, and 150 to 249 times.

Additional Discounts

When 52 consecutive weeks of advertising are used, a bonus discount of 5% will be allowed on the lowest weekly billing retroactively. This discount is to apply on 15 minute programs or more only and does not apply on 5 minute programs or announcements. The bonus discount year and frequency discount year must be concurrent. No discount to exceed one year's duration.

SPECIAL FEATURES

News: Time charges only, regular discounts apply. Advertiser pays 5.00 net for commentator. Weather Reports, Time Signals, etc.—Regular rates apply, less frequency discounts. No charge for additional words to give reports. Rates apply to commercial copy only. Jamboree—7:00 a.m. to 8:00 a.m. (week days only). Regular rates apply, less frequency discounts. Dealer Identification or other "cut-in" announcements made locally within advertiser's network time. Service charge: days 25.00; nights 50.00. No discounts.

ELECTRICAL TRANSCRIPTIONS

Programs by electrical transcription accepted at regular rates without service charge or time restrictions.

TALENT

Rates on application. Talent can be furnished by REMOTE CONTROL. Arrangements for remote control broadcasts at actual cost. On remote control broadcasts, traveling expenses of announcers, operators and artists to be paid by advertiser.

Contract and Other Requirements

All programs, talks and announcements are subject to the approval of the station without objection or liability. The management reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. Management reserves the right to make any changes necessary to meet the station's policies or governmental regulations.

Closing Time

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

Managing Director—J. W. Hinson. Station Manager—O. W. Reinbert. Representatives—The Brantley Company.

K S K Y

(Established 1941)

Rate card dated September 1, 1941.

Owned and operated by Chilton Radio Corporation, Business Office and Studios—Hotel Stoneleigh, 2927 Maple Avenue, Dallas, Texas. Transmitter—Barton Road, six 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. Rates include charges by owners of music copyrights; ASCAP, BMI, SESAC licensees. Program rates apply to schedules of consecutive weeks with an exception of "1 time weekly" rates which also apply on a "1 time, 4 times, 13 times, 26 times and 52 times" basis.

Table with columns for time slots (1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for various durations (1 wk, 4 wks, 13 wks, 26 wks, 52 wks).

Announcement rates apply to schedules of consecutive weeks with the exception of "6 times weekly" rates which also apply on a "6 times, 24 times, 78 times, 156 times and 312 times" basis.

Table with columns for time slots (50 words, 60 words, 120 words) and rates for various durations (1 wk, 4 wks, 13 wks, 26 wks, 52 wks).

TALKS AND SPEECHES

Regular rates apply plus 50%.

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.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and light wines. Contracts subject to cancellation by two 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 transcriptions close six hours in advance. 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—A. L. Chilton. Commercial Manager—H. G. Torrell.

W F A A

(Established 1922)

Rates effective October 1, 1939. (Card No. 8.)

Owned and operated by The Dallas Morning News, Studio—2nd Unit, Santa Fe Bldg., Dallas, Texas. Transmitter—Grapovine, Texas (between Dallas and Fort Worth).

Wave—Power—Time

Operating power—50,000 watts. (100% modulation—crystal control.) 265.0 meters; 820 kilocycles. Operates on Central War Time.

WFAA and WFAF, Fort Worth, licensed to operate full time on a cleared national channel, using same transmitter.

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 listing of National Broadcasting Company (Southwestern Group) and Texas Quality Network. Maximum words per minute 100; additional words into next higher rate. The following rates are for national advertising. For local advertising rates consult station management.

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

Table with columns for time slots (1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 300 times, 600 times, 800 times) and rates for various durations (1 hr, 3/4 hr, 1/2 hr, 1/4 hr).

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

Table with columns for time slots (1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 300 times, 600 times, 800 times) and rates for various durations (1 hr, 3/4 hr, 1/2 hr, 1/4 hr).

(6:00 a.m. to 6:00 p.m. week days, and before 12:00 noon Sunday)

Table with columns for time slots (1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 300 times, 600 times, 800 times) and rates for various durations (1 hr, 3/4 hr, 1/2 hr, 1/4 hr).

(11:01 p.m. to 6:00 a.m.)

Table with columns for time slots (1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 300 times, 600 times, 800 times) and rates for various durations (1 hr, 3/4 hr, 1/2 hr, 1/4 hr).

40% of the nighttime rate.

DISCOUNTS

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. The bonus discount year and the frequency discount year must be concurrent. Discounts allowed retroactively on the number of broadcasts given within a year. Announcements of 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. 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 1/2-hour, 3/4 hour or one hour rate, whichever applies. All programs combined into larger units to earn a lower rate may be scheduled continuously at the option of the station on 28 days' notice.

SPECIAL FEATURES

Donor Identification or other "cut-in" announcements made locally within advertiser's network time. Service charge. News Reports: Rates on request.

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 originated outside of the studios.

SERVICE FACILITIES

Merchandising services, when required, billed at net cost.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted excepting beer. All contracts subject to the conditions of the standard AAAA contract forms. All programs subject to station approval and government regulations and the NAB Code for the Radio Broadcasting Industry.

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 33-1/3 and 78 r.p.m. No phonograph records used.

Personnel

Radio Supervisor—James M. Moroney. Managing Director—Martin Campbell.

Representatives

Edward Patry & Company, Inc.

DALLAS—Continued

W R R

(Established 1920)

rates effective August 1, 1941.

Owned and operated by City of Dallas. Business Office and Studio—WRR Building, State Fairgrounds, Dallas, Tex., telephone Tension 3-6101. Transmitter—White Rock Lake, Dallas, Texas.

Wave—Power—Time Operating power—5,000 watts. (100% modulation.) 230 meters; 1310 kilocycles. Licensed to operate full time. Operates on Central War Time. Actual operating schedule—18 hours daily.

Agency Commission Agency commission 15% allowed to recognized advertising 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 KFJZ, Fort Worth. Combination rates shown in this listing. Rates include charges by owners of music copyrights. The following rates apply to national advertising. For local advertising rates consult station management.

SPONSORED PROGRAMS

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various time periods (6:00 p.m. to sign-off, 6:00 a.m. to 6:00 p.m. week days).

ANNOUNCEMENTS

Table with columns for time slots and rates for announcements (6:00 p.m. to sign-off week days and all day Sunday, 6:00 a.m. to 6:00 p.m. week days).

COMBINATION RATES

Table with columns for time slots and rates for combination rates (6:00 p.m. to sign-off week days and all day Sunday, 6:00 a.m. to 6:00 p.m. week days).

ANNOUNCEMENTS

Table with columns for time slots and rates for announcements (6:00 p.m. to sign-off week days and all day Sunday, 6:00 a.m. to 6:00 p.m. week days).

SPECIAL FEATURES

News reports, sports, and special events—rates on request. POLITICAL National open flat; 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 advertisers 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 rehearsing of all talent requirements. Station maintains audition equipment for use at any time advertiser requests testing of talent, announcers, etc.

Contract 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, etc., for programs originating in station studios. All contracts must be completed within 32 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 33-1/3 and 78 r.p.m. turn-tables Personnel General Manager—Charles B. Jordan. Representatives Weed & Company.

DENTON

(Denton County)

K D N T

(Established 1938)

Rates received June 1, 1942.

Owned and operated by Harwell V. Shepard. Business Office and Studio—Denton, Texas, telephone 276. Transmitter—1-1/4 miles north of Denton, Texas.

Wave—Power—Time

Operating power—100 watts. 266.9 meters; 1450 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time. Actual operating schedule: Sundays 8:00 a.m. to 9:00 p.m. Week days 7:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered 1st of each month, due 10th of each month.

General Advertising

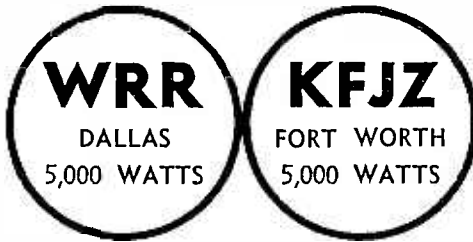
The following rates apply to both local and national advertising. Rates do not include charges by owners of music copyrights.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for general advertising.

ANNOUNCEMENTS (Package Rates)

The following rates apply to advertisers using service six days weekly on a minimum contract of 13 weeks (transcribed or live). Maximum time one minute. (This listing continued on next page)

Take this Double-Barrel Shot at Texas' Biggest Market



A tremendous population boom is centered in the Dallas-Fort Worth area. War activities are responsible for a big expansion of established industries, and the opening of many new plants. Results . . . a concentration of skilled, highly paid workers that has boosted payrolls and buying power to all-time record highs.

You need more than a one-barrel gun to cover this rich market. That's because Fort Worth and Dallas, though within a few miles of each other, are fanatically loyal to their own communities. Their intense rivalry makes

them jealous of their individual supremacy and absolutely secular in their buying habits. That rivalry extends even into their radio listening.

Two Big Markets—One Price

The unique hook-up between stations WRR, Dallas and KFJZ, Fort Worth enables advertisers to cover both markets completely, individually and reasonably. You buy both stations at a price you would expect to pay for one station of equal power in a similar locality. That one price gives you two full-time 5,000 watt stations on two different frequencies (WRR—1310 kc.; KFJZ—1270 kc.). Each station delivers a powerful signal throughout the entire market, including the other's local area. Both are connected by permanent lines, making it possible to broadcast simultaneously—or at different times—at one talent cost.



NATIONAL REPRESENTATIVES WEED & COMPANY

TEXAS—Continued

DENTON—Continued

K D N T—Continued

Table with 2 columns: Rate type (e.g., 1 announcement daily, per month) and Rate (\$20.00, \$2.40, etc.)

SPECIAL FEATURES

Rates on request. ELECTRICAL TRANSCRIPTIONS. General advertising rates apply. Transcription library service available at additional charge.

POLITICAL BROADCASTS

1.00 per minute. Cash and copy in advance. REMOTE CONTROL. Facilities subject to extra charges for line and mechanical costs.

Contract and Other Requirements. Advertising of alcoholic beverages accepted. Contracts, unless otherwise agreed, subject to cancellation by written notice accompanied by certified check at short rate to date of last program.

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. Manager—Harvell V. Shepard. Program Director—Mary Grace Smith.

EL PASO

(El Paso County)

K R O D

(Established 1940)



Rates effective June 1, 1940. 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 of city. Wave—Power—Time. Operating power—1,000 watts days; 500 watts nights.

500.0 meters; 600 kilocycles. Licensed to operate full time on regional channel. Operates on Mountain War Time.

Actual operating schedule: Sunday, 7:00 a.m. to 11:00 p.m. Week days 6:00 a.m. to 11:30 p.m.

Agency Commission. Agency commission 15% on station time to recognized advertising agencies. No commission on political broadcasts. No cash discount. Bills rendered on the first of month.

General Advertising. For combination rates see listings of Columbia Broadcasting System (Mountain Group) and Columbia Pacific Network (Supplementary Group).

The following rates are for national advertising. Maximum of 125 words per minute; additional words take next higher rate. Minimum period 1/2 minute.

Table with 2 columns: Rate type (e.g., 1 hour, 1/2 hour) and Rate (\$125.00, \$75.00, etc.)

Table with 2 columns: Rate type (e.g., 1 hour, 1/2 hour) and Rate (\$25.00, \$15.00, etc.)

Each renewal or extension of a contract earns applicable discounts; applicable only when an order is continued without interruption beyond the time specified in the original contract.

Special Features. News service, sports, market and weather reports—rates on request.

Electrical Transcriptions. Electrical transcriptions of five minutes or longer at regular rates. For rates that apply to transcriptions under five minutes in length see "General Advertising."

Remote Control. Facilities subject to extra charges for line and mechanical costs.

Contract and Other Requirements. Advertising of alcoholic beverages accepted. Contracts, unless otherwise agreed, subject to cancellation by written notice accompanied by certified check at short rate to date of last program.

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 vertical or lateral cut recordings.

Personnel. President—Dorrance D. Roderick. General Manager—Val Lawrence. Commercial Manager—Cecil Trizk. Representatives—Howard H. Wilson Company.

K T S M

(Established 1929)



Rates effective December 1, 1937. Owned and operated by the Tri-State Broadcasting Company, Inc. Business Office and Studio—Hotel Paso Del Norte, El Paso, Texas, telephone Main 3122.

Transmitter—Ascacarto, 3 miles east of El Paso, Tex. 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 Mountain War Time.

Actual operating schedule: 6:00 a.m. to 12:00 midnight. Agency Commission. Agency commission 15% to recognized agencies. Cash discount 2% provided payment is received by 15th of following month.

General Advertising. For combination rates see listings of National Broadcasting Company (South Mountain Group) and Blue Network Company (South Mountain Service).

The following rates are for national advertising. (6:00 p.m. to 9:30 p.m.)

Table with 2 columns: Rate type (e.g., 1 hr, 1/2 hr) and Rate (\$120.00, \$72.00, etc.)

50 word announcement or chain break 8.50 8.07 7.64 7.22 6.79 6.37 5.95 (Before 6:00 p.m. and after 9:30 p.m.)

Table with 2 columns: Rate type (e.g., 1 hr, 1/2 hr) and Rate (\$75.00, \$40.00, etc.)

50 word announcement or chain break 7.00 6.65 6.30 5.95 5.60 5.25 4.90 (\*) One minute electrical transcription or 100 word announcement.

STRIP RATES

Five or six times weekly. (Nighttime) 1/4 hour—28.00 24.00 19.00 (Daytime) 1/4 hour—17.50 16.00 13.50

POLITICAL TALKS

Regular time charges apply. RECORDED PROGRAMS. No extra charge for handling electrical transcriptions.

TALENT

Rates on application. REMOTE CONTROL. Regular wires available from all important local points.

SERVICE FACILITIES

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 Time. Closing date for talent programs, 10 days in advance; for recorded programs, one week.

For inclusion of program in publicity, two weeks required. Mechanical Program Equipment. Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel. Manager—Karl O. Wyler. Representatives—George P. Hollingsbury Company.

FORT WORTH

(Tarrant County)

K F J Z

(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, Texas, telephone 3-3474.

Transmitter—Hirvville, Texas. Wave—Power—Time. Operating power—5,000 watts. 230.2 meters; 1270 kilocycles.

Licensed to operate full time. Operates on Central War Time. Actual operating schedule: 6:00 a.m. to 12:00 midnight daily.

Agency Commission. Agency commission 15% on station time to recognized advertising agencies. No cash discount. General Advertising. For combination rates see listings of Mutual Broadcasting System and Texas State Network.

The following rates are for national advertising. For local advertising rates consult station management. (6:00 p.m. to 12:00 midnight week days and all day Sunday)

Table with 2 columns: Rate type (e.g., 1 time, 13 times) and Rate (\$170.00, \$103.00, etc.)

Table with 2 columns: Rate type (e.g., 1 time, 13 times) and Rate (\$103.00, \$63.00, etc.)

Table with 2 columns: Rate type (e.g., 1 time, 13 times) and Rate (\$110.00, \$66.00, etc.)

(6:00 p.m. to 12:00 midnight week days and all day Sunday)

Table with 2 columns: Rate type (e.g., 100 words, 50 words) and Rate (\$13.60, \$10.20, etc.)

COMBINATION RATES. The following rates apply for national spot advertisers using KVZ, Fort Worth, and WFR, Dallas, in combination: (6:00 p.m. to sign-off week days and all day Sunday)

Table with 2 columns: Rate type (e.g., 1 time, 13 times) and Rate (\$250.00, \$150.00, etc.)

(6:00 a.m. to 8:00 p.m. week days)

Table with 2 columns: Rate type (e.g., 1 time, 13 times) and Rate (\$150.00, \$90.00, etc.)

ANNOUNCEMENTS. (6:00 p.m. to sign-off week days and all day Sunday)

Table with 2 columns: Rate type (e.g., 1 time, 13 times) and Rate (\$20.00, \$15.00, etc.)

ANNOUNCEMENTS. (6:00 a.m. to 8:00 p.m. week days)

Table with 2 columns: Rate type (e.g., 1 time, 13 times) and Rate (\$12.00, \$9.00, etc.)

SPECIAL FEATURES. Sporting events and special features, rates on request. NATIONAL OPEN AIR. Cash and copy in advance. SERVICE FACILITIES. Merchandising service available. Rates on request. Contract and Other Requirements. No contract for period longer than one year accepted.

Closing Time. Talent programs close one week in advance of broadcast; announcements, talks, recorded programs close 48 hours in advance. Publicity two weeks in advance.

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

Personnel. President—Ruth G. Roosevelt. Manager—Gene L. Casle. Representatives—Weed and Company.

KGKO

(Established 1928)



Rates effective May 1, 1942. (Card No. 3.) Owned and operated by The Fort Worth Star Telegram and The Dallas Morning News.

Business Offices—Star-Telegram Bldg., Fort Worth, Tex., Santa Fe Bldg., Dallas, Tex., Riverside 9681. Studios—Medical Arts Building, Fort Worth, Texas; Santa Fe Bldg., Dallas, Tex.

Transmitter—Arlington, Texas, midway between Ft. Worth and Dallas.

Wave—Power—Time. Operating power—5,000 watts. 526.3 meters; 670 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 station time and talent to recognized agencies. 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 listings of Blue Network Company (Blue Southwestern Group) and Lone Star Chain.

The following rates are for national advertising. For local advertising rates consult station management. CLASS "A"

Table with 2 columns: Rate type (e.g., 1 time, 13 times) and Rate (\$248.00, \$144.00, etc.)

Table with 2 columns: Rate type (e.g., 1 time, 13 times) and Rate (\$144.00, \$88.00, etc.)

(This listing continued on next page)



FORT WORTH—Continued  
K G K O—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various durations (1 time, 13 times, 26 times, etc.).

ANNOUNCEMENTS  
Maximum words per minute 100; additional words  
be proportionately higher rate.

CLASS "A"  
(6:00 p.m. to 10:30 p.m.) 50 wds.  
Table with columns for time slots and rates.

CLASS "B"  
(Before 6:00 p.m. and after 10:30 p.m.)  
Table with columns for time slots and rates.

DISCOUNTS  
Discounts allowed retroactively on the number of  
broadcasts given within a year. All rates guaranteed  
one year from date of first broadcast. No contract  
to exceed one year's duration. Announcements  
and program periods of five minutes or more cannot  
be combined to earn frequency discounts.  
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" or "B") may be  
combined to earn the 1/2 hour, 3/4 hour or one  
hour rate, whichever applies. All programs so com-  
bined into larger units to earn a lower rate may be  
scheduled continuously at the option of the station  
on 28 days' notice.

SPECIAL FEATURES  
Leased wire service available. Rates on re-  
quest.

SERVICE FACILITIES  
Complete studio facilities, operating personnel, and  
staff of artists are maintained. Merchandising and  
publicity departments are part of the regular serv-  
ice. Extra services, when required, billed at net cost.

TRANSCRIPTIONS  
Transcribed program library service available.

REMOTE CONTROL  
Rates from points other than studios are regular  
rates plus actual cost involved for remote facilities.  
Contract and Other Requirements  
Advertising of alcoholic beverages other than beer  
not accepted. All contracts subject to conditions of  
the standard AAAA contract form. All programs,  
spots, and announcements are subject to the approval  
of the station management. Station reserves the right  
to refuse any order or any material submitted for  
broadcasting.

Contract to exceed one year's duration.  
Closing Time  
Closes on type of program. Two weeks are 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. double turn-tables.  
No phonograph records used.

Personnel  
General Manager—Harold Hough.  
Managing Director—Martin Campbell.  
Manager (Fort Worth)—George Cranston.  
Manager (Dallas)—Alex Keese.  
Representatives  
Edward Petry & Company, Inc.

Operating power—50,000 watts.  
(100% modulation—crystal control.)  
5.9 meters; 820 kilocycles.

NAB and WFAA licensed to operate full time on  
shared national channel, using same transmitter,  
operates on Central War Time.

Agency Commission  
Agency commission 15% on station time and talent  
recognized agencies. No commission on political  
advertisements. No cash discount. Bills for gross charges  
rendered monthly and payable within 20 days.

General Advertising  
Combination rates see listings of National Broad-  
casting Company (Southwestern Group) and Texas  
Radio Network.

Following rates are for national advertising. For  
local advertising rates consult station management.  
Maximum words per minute 100; additional words  
at next higher rate.

WBAP  
(Established 1922)



Rates effective October 1, 1939. (Card No. 8.)  
Owned and operated by Fort Worth Star-Telegram.  
Executive Offices—Star-Telegram Building, Fort  
Worth, Texas, telephone 32801.

Radio—Medical Arts Building, Fort Worth, Texas.  
Other Studios—News Room, Star-Telegram, T. C. U.  
University, Fort Worth Grain Exchange, and Live  
Stock Exchange, Fort Worth, Texas.

Transmitter—Grapevine, Texas (between Dallas and  
Fort Worth).

Wave—Power—Time  
Operating power—50,000 watts.  
(100% modulation—crystal control.)  
5.9 meters; 820 kilocycles.

NAB and WFAA licensed to operate full time on  
shared national channel, using same transmitter,  
operates on Central War Time.

Agency Commission  
Agency commission 15% on station time and talent  
recognized agencies. No commission on political  
advertisements. No cash discount. Bills for gross charges  
rendered monthly and payable within 20 days.

General Advertising  
Combination rates see listings of National Broad-  
casting Company (Southwestern Group) and Texas  
Radio Network.

Following rates are for national advertising. For  
local advertising rates consult station management.  
Maximum words per minute 100; additional words  
at next higher rate.

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

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr) and rates for various durations (1 time, 13 times, 26 times, etc.).

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

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr) and rates for various durations (1 time, 13 times, 26 times, etc.).

(6:00 a.m. to 6:00 p.m. week days, and before  
12:00 noon Sunday)

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr) and rates for various durations (1 time, 13 times, 26 times, etc.).

(11:01 p.m. to 6:00 a.m.)  
40% of the nighttime rate.

DISCOUNTS  
When 52 consecutive weeks of advertising are used,  
a bonus discount of 5% will be allowed on the lowest  
weekly billing retroactively. Announcements and pro-  
grams of 5 minutes or more cannot be combined to  
earn this bonus discount. The bonus discount year  
and the frequency discount year must be concurrent.  
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 with-  
out 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 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 so  
combined into larger units to earn a lower rate may  
be scheduled continuously at the option of the station  
on 28 days' notice.

Contract and Other Requirements  
Advertising of alcoholic beverages other than beer  
not accepted. All contracts subject to conditions of  
the standard AAAA contract form. All programs,  
spots, and announcements are subject to the approval  
of the station management. Station reserves the right  
to refuse any order or any material submitted for  
broadcasting.

Contract to exceed one year's duration.  
Closing Time  
Closes on type of program. Two weeks are 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. double turn-tables.  
No phonograph records used for program purposes.  
Transcribed program library service available.

Personnel  
Rates and details on request. Station Artists'  
Service is available for selection of talent and build-  
ing of programs.

REMOTE CONTROL  
Additional charges are made for programs origina-  
ting outside of the 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  
Advertising of alcoholic beverages not accepted, ex-  
cepting beer at not over 8.2% alcoholic content.  
All contracts subject to the conditions of the stand-  
ard AAAA contract forms.

All programs subject to station approval and govern-  
ment regulations and the NAB Code for the Radio  
Broadcasting Industry.

At station's option, cancellation of contracts cannot  
become effective until two weeks after the starting  
date contracted for.

Closing Time

Closing time depends on type of program. Generally  
two weeks are desired for musical or dramatic pro-  
ductions.

Mechanical Program Equipment  
Equipped to handle programs by electrical transcrip-  
tion, using 33-1/3 and 78 r.p.m. double turn-tables.  
No phonograph records used.

Personnel  
President—Amon G. Carter.  
Radio Supervisor—Harold Hough.  
Managing Director—Martin Campbell.  
Manager—George Cranston.

Representatives  
Edward Petry & Company, Inc.

GALVESTON  
(Galveston County)



Rates effective January 1, 1939.  
Owned and operated by KLUF Broadcasting Company.  
Business Office and Studio—60th and Broadway, Gal-  
veston, Texas, telephone 5576.  
Transmitter—60th and Broadway, Galveston, Texas.

Wave—Power—Time  
Operating power—250 watts.  
214.3 meters; 1400 kilocycles.  
Operates on Central War Time.

Agency Commission  
Agency commission 15%. Commission not paid on  
talent. Cash discount 2% on net—10th of month fol-  
lowing broadcast. Cash discount does not apply on  
talent. Invoices mailed 1st of each month.

General Advertising  
Rates include fees charged by owners of music copy-  
rights. 1 hr. 12.51, 26.41, 52.11, 104.41.  
1 hour—55.00, 52.50, 50.50, 48.00, 45.50  
3/4 hour—43.50, 41.00, 38.50, 36.00, 34.50  
1/2 hour—28.75, 26.75, 26.50, 24.75, 23.75  
1/4 hour—17.50, 16.00, 15.50, 12.25, 10.75  
5 minutes 6.00, 5.50, 5.00, 4.75, 4.25  
1 minute 3.00, 2.75, 2.50, 2.25, 2.00  
Special one hour program on immediate notice 60.00.

ANNOUNCEMENTS  
100 words—3.00, 2.75, 2.50, 2.25, 2.00  
50-75 words 2.50, 2.25, 2.15, 2.00, 1.80  
25 words—2.00, 2.00, 1.80, 1.75, 1.50

Talent charges to be paid by the advertiser at actual  
cost of artists selected. Station booking department  
will assist in securing suitable talent.

REMOTE CONTROL  
Arrangements can be made for remote control broad-  
casts, advertiser paying actual cost of installations.

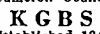
Contract and Other Requirements  
Rates cover all station facilities, such as time, an-  
nouncer, continuity, program planning, auditions,  
etc. All contracts are subject to the approval of the  
station management.

Closing 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 transcrip-  
tion, using 33-1/3 and 78 r.p.m. double turn-tables.  
Instantaneous recording equipment available.

Personnel  
President and General Manager—G. R. Clough.

HARLINGEN  
(Cameron County)



Rates effective July 1, 1941. (Card No. G-1.)  
Owned and operated by Harbenito Broadcasting Co.,  
Inc.  
Business Office and Studio—P. O. Box 711, Harlingen,  
Texas.  
Transmitter—Harbenito, equidistant between Har-  
lingen and San Benito, Texas.

Wave—Power—Time  
Operating power—250 watts.  
241.9 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  
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. Talent is billed net, unless other-  
wise requested. No cash discount. Bills rendered  
monthly and are due within 20 days.

General Advertising  
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.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute, 1/4 minute) and rates for various durations (1 time, 13 times, 26 times, etc.).

CLASS "B"  
(6:30 a.m. to 6:00 p.m.)

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 1/2 minute, 1/4 minute) and rates for various durations (1 time, 13 times, 26 times, etc.).

(\* Rate is applicable to word count, unless an-  
nouncement is transcribed.)

DISCOUNTS  
Consecutive and continuous extensions of the original  
contract will earn discounts retroactive to original  
contract date for all quantities used within a period  
of one year. Maximum contract, one year from origi-  
nal starting date.

(This listing continued on next page)

TEXAS—Continued

HARLINGEN—Continued

K G B S—Continued

Table with 4 columns: Time slots (1 to 12 times, 13 to 25 times, etc.), Net, and Times (201 to 300 times, 301 to 500 times, etc.)

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Transcription library service charge is 7.50 for 1 hour, 5.00 for 1/2 hour, and 3.00 for 1/4 hour.

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 rehearsals and production of programs for which service a charge of 10% over net talent cost will be made.

SERVICE FACILITIES

Merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted excepting wine and beer. Content of all programs and announcements is subject to station approval.

Closing Time

Contracts close one week in advance. Announcement copy and transcriptions 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.

Personnel

President—McHenry Tichenor. Station Manager—Ingham S. Roberts. Commercial Manager—Troy McDaniel.

HOUSTON

(Harris County)

KPRC

(Established 1925)

Rates effective January 15, 1938. Owned and operated by the Houston Printing Corp. Business Office and Studios—Mezzanine Floor, Lamar Hotel, Lamar and Main Streets, Houston, Texas.

Wave—Power—Time

Operating power—5,000 watts. 100% modulation—crystal control. 315.8 meters; 930 kilocycles. Licensed to operate full time on cleared regional channel.

Agency Commission

Agency commission 15% to recognized advertising agencies on time charges only. Cash discount none.

General Advertising

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 apply retroactively on the number of broadcasts given within a year.

When 52 consecutive weeks of advertising are used, a bonus discount of 10% will be allowed on the lowest weekly billing retroactively on regular units of sale. This does not apply to any packaged rate.

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and Sundays)

Table with 4 columns: Less than 1 hr., 1/2 hr., 1/4 hr., 5 min., and (\*) (†) for various time slots.

CLASS "B"

(6:00 a.m. to 6:00 p.m. week days, after 11:00 p.m. daily, and before 12:00 noon Sundays)

Table with 4 columns: Less than 1 hr., 1/2 hr., 1/4 hr., 5 min., and (\*) (†) for various time slots.

CLASS "C"

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

Table with 4 columns: Less than 1 hr., 1/2 hr., 1/4 hr., 5 min., and (\*) (†) for various time slots.

POLITICAL AND RELIGIOUS TALKS

Rates on application. SPECIAL FEATURES

Time signals: Regular announcement rates apply. Dealer identification or other cut-in announcements made locally within advertiser's network time.

RECORDED PROGRAMS

Transcription Programs accepted at no extra charge. Transcription library service available—details on request.

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.

Contract and Other Requirements

Advertising of alcoholic beverages other than beer and light wines not accepted.

Bates are for station facilities only. All advertising copy is subject to station's approval.

Announcement contracts are accepted only with the understanding that programs take schedule preference.

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. double turn-tables.

Personnel

Manager—Kern Tipton. Representatives—Edward Patry & Company, Inc.

KTRH

(Established 1930)

Rates effective June 15, 1942. (Card No. 8.) Owned and operated by the KTRH Broadcasting Co. Business Office and Studio—Rice Hotel, Houston, Texas—Preston 4861.

Wave—Power—Time

Operating power—50,000 watts. 405.4 meters; 740 kilocycles. Licensed to operate full time on cleared regional channel.

Agency Commission

Agency commission 15% allowable to recognized advertising agencies on station time only. No cash discount. All programs, talent and announcement charges are billed in accordance with credit arrangements approved by the station.

General Advertising

For combination rates see listing of Columbia Broadcasting System (Southwestern Group). The following rates are for national advertising.

CLASS "A"

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

Table with 4 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min., and (\*) (†) for various time slots.

CLASS "B"

(5:30 a.m. to 6:00 p.m.)

Table with 4 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min., and (\*) (†) for various time slots.

For discounts to apply, every contract must be completed within 52 weeks of starting date. If any contract is cancelled before completion, short rate charge will be made at discount applicable for the actual number of periods or announcements used.

SPECIAL FEATURE ANNOUNCEMENTS

Weather reports, temperature reports at regular announcement rates except that in special cases these feature announcements may be limited to 20 words at rates equal to 75% of regular 50 word announcement rates.

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.

TALENT

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 handling programs originating outside of studios are available. Rates on request.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted. All programs subject to station approval.

Announcement contracts are accepted only with the understanding that programs take schedule preference. Rate schedule applies to commercial advertising only.

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 Supervisor—B. F. Orr. Commercial Manager—Ray Bright. Program Director—Harry Gray. Representatives—John Blair & Company.

KXYZ

(Established 1930)

Rates effective August 1, 1938. (Card No. 8.) Owned and operated by the Harris County Broadcast Company. Business Office and Studio—5th floor of Gulf Building, Houston, Texas.

Wave—Power—Time

Operating schedule—1,000 watts. 100% modulation—crystal control. 204.1 meters; 1470 kilocycles. Licensed to operate full time on regional channel.

Agency Commission

Agency commission 15% on net station time and talent 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

For combination rates see listings of Blue Network Company (Blue Southwestern Group), Lone Star Chain and Mutual Broadcasting System. To advertisers using the facilities of KXYZ and KTRH, Corpus Christi, Texas, in combination, a 10% discount from the total will apply.

MUSICAL OR DRAMATIC PROGRAMS

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and Rates (200.0, 120.0, 80.0, 40.0, 25.0, 12.5).

Table with 2 columns: Time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute) and Rates (100.0, 60.0, 40.0, 20.0, 12.5).

Table with 2 columns: Time slots (100 words, 50 words or less) and Rates (12.5, 6.2).

DISCOUNTS

Each renewal or extension of a contract earns a discount based on the total number of times covered both the original contract and the renewal, however the new discount applies only to the new contract and then only when continued without interruption.

Table with 2 columns: Time slots (1 to 12 times, 13 to 25 times, 26 to 51 times, 52 to 90 times, 100 to 140 times, 150 to 200 times, 300 times or more) and Rates (5.0, 10.0, 15.0, 20.0, 25.0, 30.0).

ELECTRICAL TRANSCRIPTIONS

Transcriptions of five minutes or longer at regular rates. Sound effect records take transcription rate other sound effects extra.

TALENT

Additional charges are made for programs originating outside of the studios.

SERVICE FACILITIES

Station Artists' Service is available for selection, 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

All programs are subject to station approval. Price quoting permitted.

Closing Time

Generally one week is desired for musical or dramatic production.

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

Manager—T. F. Smith. Representatives—The Branham Company.

TEXAS—Continued

HUNTSVILLE

(Walker County)

K S A M

(Established 1938)

Rates effective April 1, 1941. Owned and operated by W. J. Harpole and J. C. Rothwell. Business Office and Studio—1021 Twelfth St., P. O. Box 312, Huntsville, Texas, telephone 666. Transmitter—South of Huntsville on Highway 75. Wave—Power—Time Operating power—250 watts. 201.3 meters; 1400 kilocycles. Licensed to operate days only. Operates on Central War Time. Actual operating schedule: 6:30 a.m. to local sunset.

Agency Commission Agency commission 15% to recognized agencies on station time only. Cash discount 2%.

General Advertising Rates include charges by owners of music copyrights.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 30 word, 50 word) and rates for various time periods (13, 26, 52, 100, 150, 300).

POLITICAL AND RELIGIOUS

Political and religious rates on request. TALENT Station will assist in the selection of talent and the building of programs. Talent charges to be paid by the advertiser at actual cost of artists selected.

REMOTE CONTROL

Additional charges made for programs originating outside of studio.

SERVICE FACILITIES

Merchandising and publicity are a part of regular service. Extra service when required billed at cost. Contract and Other Requirements Rates cover all station facilities, such as time, announcer, continuity, program planning, auditions, etc. All programs subject to station approval.

Closing Time Generally one week is required for musical or dramatic productions.

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 and Program Director—J. C. Rothwell.

KILGORE

(Gregg County)

K O C A

(Established 1938)

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—Duvall and S. Martin Sts., Kilgore, Texas.

Wave—Power—Time Operating power—250 watts. 100% modulation. 241.9 meters; 1240 kilocycles. Operates on Central War Time.

Agency Commission Agency 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 Rates include fees charged by owners of music copyrights.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min) and rates for various time periods (13, 26, 52, 100, 150, 300).

ANNOUNCEMENTS

Table with columns for word counts (100 words, 50-75 words, 25 words) and rates.

TALENT

Talent charges to be paid by the advertiser at actual cost of artists selected.

REMOTE CONTROL

Arrangements can be made for remote control broadcasts, advertiser paying actual cost of installations.

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.

Closing Time Program arrangements on talent programs must be made two weeks in advance.

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

Personnel Manager—Roy G. Terry. Program Director—Dorothy Baker.

LAREDO

(Webb County)

K P A B

(Established 1938)

Rates received April 13, 1942. Owned and operated by Laredo Broadcasting Company. Studios—Hamilton Hotel, Laredo, Tex. Transmitter—No. 1 Stone Avenue, Laredo, Texas.

Wave—Power—Time Operating power—250 watts. 201.3 meters; 1400 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 Fees charged by owners of music copyrights are not included in rates.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various time periods (13, 26, 52, 100, 150, 300).

ANNOUNCEMENTS

Table with columns for word counts (One minute transcription, 100 words, 50 words) and rates.

Time Signals: With 30 word commercials—50 word earned rate, less 20%.

Weather Reports: With 15 word commercials—50 word earned rate, less 25%.

News Service: Rates on request. Spanish broadcasts—11:00 a.m. to 12:00 noon and 8:00 p.m. to 10:00 p.m.

ELECTRICAL TRANSCRIPTIONS Instantaneous recording equipment available. TALENT 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 Installation and maintenance charges extra on remote lines. SERVICE FACILITIES Merchandising and publicity departments are a part of regular service. Extra service, when required, billed at cost.

Contract and Other Requirements All announcements are subject to programs and all programs are subject to broadcasts of events of great importance.

All contracts must be completed within 12 months or short rate will apply. All programs subject to station approval. Programs must conform to rules and regulations of the Federal Communications Commission. Announcers available in both English and Spanish without extra charge.

Translations of announcements or continuity at no extra cost. 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 33-1/3 and 78 r.p.m. turn-tables.

Closing Time One week in advance of broadcast. Personnel Pres. & Gen'l Mgr.—Howard W. Davis. Vice-President—J. K. Beretta. Secretary—W. W. McAllister. Treasurer—Andrew M. Gault. Commercial Manager—George G. Geyer. Program Director—George K. Dalsa. Chief Engineer—Hulan K. Smith. Representatives Forjoe & Company.

LONGVIEW

(Gregg County)

K F R O

(Established 1934)

Rates effective June 1, 1940. Owned and operated by "Voice of Longview." Business Office and Studio—Glover Crim Building, Longview, Texas, telephone 411. Other Studios—Marshall Hotel, Marshall, Texas, telephone 856. Transmitter—1918 Longview-Marshall Highway, Longview, Texas.

Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 215.0 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.

Agency Commission Agency commission 15% on net station time to recognized agencies. Commission of 15% also given to recognized agencies on talent purchased through station rates. Invoices mailed 1st of each month, payable on or before the 10th. No cash discount.

General Advertising 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 may be arranged for a particular hour when not already prior booked. On programs of five minutes or less station reserves the right to change

scheduled time without notice. On one or two minute announcements station will meet advertiser's desire in regard to time as near as possible; where definite time is specified add 25%.

Programs and announcements are different types of programs and cannot be added together to earn higher discount rates.

CLASS "A" (6:00 p.m. to 10:30 p.m.) 1 hr. 100.00 95.00 90.00 85.00 80.00 75.00 70.00 1/2 hr. 60.00 57.00 54.00 51.00 48.00 45.00 42.00 1/4 hr. 36.00 34.00 32.00 30.00 28.00 27.00 25.20 5 min. 21.00 20.50 19.44 18.36 17.28 16.20 15.12 1 min. 12.96 12.31 11.66 11.01 10.36 9.71 9.06 100 words. 12.96 12.31 11.66 11.01 10.36 9.71 9.06 50 words or less. 7.78 7.40 7.02 6.64 6.26 5.88 5.50

CLASS "B" (7:00 a.m. to 6:00 p.m.) 1 hr. 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 22.50 21.00 1/4 hr. 18.00 17.10 16.20 15.30 14.40 13.50 12.60 5 min. 10.80 10.26 9.72 9.18 8.64 8.10 7.56 1 min. 6.48 6.16 5.83 5.51 5.19 4.87 4.55 100 words. 6.48 6.16 5.83 5.51 5.19 4.87 4.55 50 words or less. 3.89 3.70 3.51 3.32 3.13 2.94 2.75

CLASS "C" (10:30 p.m. to sign off and 6:00 a.m. to 7:00 a.m.) 1 hr. 37.50 35.63 33.76 31.89 30.02 28.15 26.28 1/2 hr. 22.50 21.38 20.26 19.14 18.02 16.90 15.78 1/4 hr. 13.50 12.83 12.16 11.49 10.82 10.15 9.48 5 min. 8.10 7.70 7.30 6.90 6.50 6.10 5.70 1 min. 4.86 4.62 4.38 4.14 3.90 3.66 3.42 100 words. 4.86 4.62 4.38 4.14 3.90 3.66 3.42 50 words or less. 2.91 2.76 2.61 2.46 2.31 2.16 2.01 Maximum discount 30%.

COMMERCIAL AND POLITICAL TALKS All manuscripts for commercial talks or political talks must conform to station management requirements as to 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 hours before broadcast. No deviation from manuscript permitted.

SPECIAL FEATURES Time Signals or temperature readings with 25 word commercial announcement: 1 time, each. 6.00 52 times, each. 4.00 13 times, each. 4.75 104 times, each. 3.75 26 times, each. 4.50 300 times, each. 3.50 39 times, each. 4.25 500 times, each. 3.25 Sports, baseball, boxing events, women's hour, organ recitals, church broadcasts, and special events take the regular commercial rates plus remote line charges when used. This is for station time only and does not include any charge for the use of broadcasting the event or service of special talent.

Weather report, market reports and farm flashes are available at regular commercial rates. News Service—Regular station time rates and frequency discounts apply plus 10% for news cost.

Class "A" available either six or seven days weekly from 6:00 p.m. to 6:15 p.m.; 7:00 p.m. to 7:05 p.m.; 8:00 p.m. to 8:05 p.m.; 9:00 p.m. to 9:05 p.m.; 10:00 p.m. to 10:15 p.m.

Class "B" available six or seven days weekly from 7:00 a.m. to 7:15 a.m.; 8:00 a.m. to 8:15 a.m. Available six days weekly from 9:00 a.m. to 9:05 a.m.; 10:00 a.m. to 10:05 a.m.; 11:00 a.m. to 11:05 a.m.; 12:00 noon to 12:15 p.m.; 1:00 p.m. to 1:05 p.m.; 2:00 p.m. to 2:05 p.m.; 3:00 p.m. to 3:05 p.m.; 4:00 p.m. to 4:05 p.m.; 5:00 p.m. to 5:05 p.m.

Class "C" available either six or seven days weekly from 6:00 a.m. to 6:05 a.m.; 11:00 p.m. to 11:05 p.m.

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.

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.

Contract and Other Requirements Rates are for time and the facilities of the station only. Talent is extra. All programs must conform to the standards of the station, as well as regulations or acts passed by the Federal Communications Commission. All contracts subject to the station's approval. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the station.

Talks, political speeches, etc., accepted only when subject matter is in the opinion of station management, of public interest. Station reserves the right to revise all programs according to its rules and regulations, and in case of special events, station reserves the right to change the time of sponsored programs. In which case station agrees to substitute other time for that taken.

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

All contracts are made subject to interference by strikes, weather conditions, or unavoidable conditions beyond the control of the station. No contracts are accepted for more than one year. No broadcast advertising accepted on a per inquiry or commission basis.

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 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 President and Promotion Mgr.—James R. Curtiss. Representatives Howard H. Wilson Company.

**TEXAS—Continued**

**LUBBOCK**

(Lubbock County)

**KFYO**

(Established 1927)

Rates effective October 1, 1940.

Owned and operated by Plains Radio Broadcasting Company.

Member Taylor-Hovee-Snowden Group, Central Sales Office, 806 Tower Petroleum Building, Dallas, Texas, Ken L. Sison, General Sales Manager.

Business Office and Studio—814 Avenue J, Lubbock, Texas, telephone 5587.  
Transmitter—2312 Fifth Street, Lubbock, Texas.

**Wave—Power—Time**

Operating power—250 watts.

(100% modulation.)

223.9 meters; 1340 kilocycles.

Licensed to operate full time.

Operates on Central War Time.

**Agency Commission**

Agency commission 15% on station time to recognized agencies. No commission on talent or political broadcast. No cash discount. Bills for gross charges rendered monthly and payable within 20 days.

**General Advertising**

Rates include charges by owners of music copyrights. 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. Minimum period 1/2 minute.

(6:00 p.m. to 11:00 p.m. daily and Sunday)	50.00
1 hour.....	38.00
1/2 hour.....	24.00
1/4 hour.....	16.00
5 minutes.....	5.40
1 minute transcription.....	3.75
1/2 minute transcription.....	2.25

100 words.....	4.00
50 words or less.....	3.00
(7:00 a.m. to 6:00 p.m. and after 11:00 p.m.)	
1 hour.....	45.00
1/2 hour.....	27.00
1/4 hour.....	17.50
5 minutes.....	8.10
1 minute transcription.....	4.05
1/2 minute transcription.....	2.82
100 words.....	3.00
50 words or less.....	2.25

(Before 7:00 a.m.)

**DISCOUNTS**

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 to 12 times.....	Net 100 to 149 times.....	20%
13 to 25 times.....	150 to 259 times.....	25%
26 to 51 times.....	260 to 399 times.....	30%
52 to 99 times.....	400 or more times.....	35%

**POLITICAL RATES**

Same as commercial rates; payable in advance; not subject to discounts.

**SPECIAL FEATURES**

Baseball, sports review, football, wrestling, markets, weather, and literary hour, farm fashies and news broadcasts—rates on application.

**ELECTRICAL TRANSCRIPTIONS**

Electrical transcriptions of five minutes or longer at regular rates. Sound effect records take transcription rates; other sound effects extra.

**TALENT**

Artists Service is available for selection of talent and building of program.

**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.

**Contract and Other Requirements**

All contracts subject to the conditions of the standard AAAA contract form. All programs are subject to station approval. Price quoting permitted.

**Closing Time**

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 transcription, using 35-1/8 and 78 r.p.m. turn-tables for vertical and lateral cut records.

**Personnel**

Manager—DeWitt Lands.

Engineer—V. S. Bledsoe.

**Representatives**

Howard H. Wilson Company.

**LUFKIN**

(Angelina County)

**KRBA**

(Established 1938)

Rate card updated—received June 13, 1938.

Owned and operated by Red Lands Broadcasting Association.

Business Office and Studio—Lufkin, Texas.

Transmitter—Lufkin, Texas.

**Wave—Power—Time**

Operating power—250 watts.

223.9 meters; 1340 kilocycles.

Licensed to operate unlimited time.

Operates on Central War Time.

**Agency Commission**

Agency commission 15% to recognized advertising agencies on station time only. Cash discount 2%.

**General Advertising**

Fees charged by owners of music copyrights are included in rates.

1 hour.....	18 tl.	26 tl.	52 tl.	104 tl.
3/4 hour.....	14.00	21.00	42.00	84.00
1/2 hour.....	9.00	14.00	28.00	56.00
1/4 hour.....	4.50	7.00	14.00	28.00
5 minutes.....	1.50	2.25	4.50	9.00
1 minute.....	0.75	1.12	2.25	4.50

Special one-hour programs on immediate notice 60.00

**ANNOUNCEMENTS**

100 words 3:00	2.75	2.50	2.25	2.00
50-75 words 2:50	2.25	2.15	2.09	1.80
25 words 2:00	2.00	1.80	1.75	1.50

**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.

**Personnel**

President—Ben T. Wilson.

Station and Promotion Manager—Darrell E. Yates.

**Representatives**

Cox and Tanz.

**MIDLAND**

(Midland County)

**KRLH**

(Established 1935)

Rates effective July 1, 1941.

Owned and operated by Clarence Scharbauer.

Business Office and Studio—Hotel Scharbauer, Midland, 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%; cash discount 2%—20th following month. All bills are payable net cash in advance unless credit rating has been established.

**General Advertising**

For combination rates see listings of Texas State Network and Mutual Broadcasting System.

The following rates are for national advertising.

1 hour.....	70.00
1/2 hour.....	35.00
1/4 hour.....	17.50
5 minutes.....	6.50

**CONTRACT RATES**

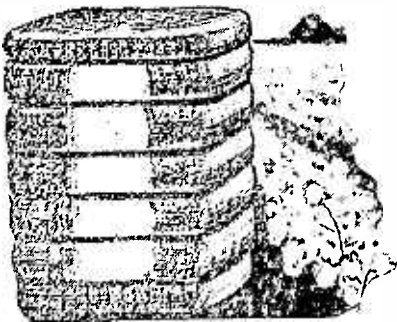
	Per month		
	13 wks.	26 wks.	52 wks.
1 hour:			
1 time weekly.....	115.00	104.00	94.00
2 times weekly.....	172.50	156.00	141.00
3 times weekly.....	237.50	200.00	185.00
4 times weekly.....	292.50	264.00	239.00
5 times weekly.....	347.50	318.00	293.00
6 times weekly.....	375.00	340.00	315.00
1/2 hour:			
1 time weekly.....	58.00	54.00	48.00
2 times weekly.....	87.00	81.00	72.00
3 times weekly.....	124.50	115.50	105.00
4 times weekly.....	161.50	148.00	135.00
5 times weekly.....	205.00	189.00	171.00
6 times weekly.....	225.00	210.00	190.00
1/4 hour:			
1 time weekly.....	33.00	29.50	27.00
2 times weekly.....	49.50	44.25	40.50
3 times weekly.....	74.25	66.75	60.75
4 times weekly.....	99.00	91.00	81.00
5 times weekly.....	123.75	113.25	101.25
6 times weekly.....	148.50	135.75	121.50
5 minutes:			
1 time weekly.....	20.00	18.00	16.00
2 times weekly.....	30.00	27.00	24.00
3 times weekly.....	40.00	36.00	32.00
4 times weekly.....	50.00	45.00	40.00
5 times weekly.....	60.00	54.00	48.00
6 times weekly.....	70.00	63.00	56.00
SPOT ANNOUNCEMENTS	85.00	85.00	85.00

100 words or 1 minute transcription..... 3.00

50 words..... 2.00

(This listing continued on next page)

**209,782 Bales of Cotton to Oct. 31st from Fifteen Counties...**



**AND THAT'S NOT THE HALF OF IT!**

When November and December figures are in, the total bales of cotton for the year should be 450,000 or more—all in fifteen compact counties centered at Lubbock. And the price is pegged at \$94.25 per bale!

Add to this the city's truly enormous military payroll—and if your advertising over KFYO doesn't astound you in results, you're mighty hard to startle!

Merchants can't believe their sales figures. Their only worry is merchandise—for cash customers with price no object are a dime a dozen.

Of the 49,885 dwelling units in KFYO's primary market, 74.54% have radio units—compared with Texas' 66.9%. Here's a radio advertising bet for you that can't miss!



LUBBOCK, TEXAS



SERVING TEXAS' FASTEST-GROWING MARKET



CENTRAL SALES OFFICE: 805-6 Tower Petroleum Bldg., Dallas, Texas.  
Ken L. Sison, General Sales Mngr.

MIDLAND—Continued
KRLH—Continued

Discounts applicable only to spot contracts:
10% on contracts using 10 or more spots weekly
for 13 weeks.

Football, baseball, sports reviews, newscasts, time
signals, home hour—rates on request.

General Manager—W. H. McCumber.
Program Director—C. A. Roark.
Engineer—Robert Harmon.

Contract and Other Requirements
Rates are based on station time only. Talent costs
to be paid by the advertiser.

Preferred position governed by priority and avail-
ability on contract basis.

No contracts accepted for more than one year. All
contracts subject to cancellation unless program
starts within 30 days.

Contracts, unless otherwise agreed, subject to can-
cellation by 30 days' advance written notice accom-
panied by a certified check for the short rates to the
date of the cancellation.

General Manager—W. H. McCumber.
Program Director—C. A. Roark.
Engineer—Robert Harmon.

Contract and Other Requirements
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ability on contract basis.

No contracts accepted for more than one year. All
contracts subject to cancellation unless program
starts within 30 days.

Contracts, unless otherwise agreed, subject to can-
cellation by 30 days' advance written notice accom-
panied by a certified check for the short rates to the
date of the cancellation.

General Manager—W. H. McCumber.
Program Director—C. A. Roark.
Engineer—Robert Harmon.

Table with 5 columns: 1 hr., 1/2 hr., 1/4 hr., 5 min., 7.50. Rows include 1 time, 7 times, 14 times, 27 times, 40 times, 53 times, 105 times, 167 times.

ANNOUNCEMENTS
Spot Announcements: 1 tl., 14 tl., 27 tl., 40 tl., 53 tl.
100 words... 3.75 3.30 2.90 2.50 2.10 1.70

POLITICAL RATES
On request.
Talent
Program charges (artists, orchestra, continuity, etc.).

REMOTE CONTROL
Arrangements can be made for remote control broad-
casts at cost.

SERVICE FACILITIES
Upon request, estimates submitted on complete mer-
chandising service.

Contract and Other Requirements
Rates only on station time charges providing payment
is made before the 15th day of the month following
broadcast.

Closing Time
Programs close 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 turn-tables

Personnel
Manager—H. E. Kreiger.
Commercial Manager—Don Mills.

Representatives
Forloe & Company.

PARIS

(Lamar County)
KPLT
Rates effective November 15, 1940. (Card No. 4.)

Owned and operated by the North Texas Broadcasting
Company.
Business Office and Studio—Mezzanine floor of the
Gibraltar Hotel, Paris, Texas, telephone 1124.

Transmitter—Located one-half mile south on Texas
State Highway No. 24.
Waves—Power—Time
Operating power—250 watts.

201.3 meters; 1490 kilocycles.
Licensed to operate full time.
Operates on Central War Time.

Agency Commission
15% commission allowed recognized advertising agen-
cies only on station time charges providing payment
is made before the 15th day of the month following
broadcast.

General Advertising
For combination rates see listings of Texas State
Network, Mutual Broadcasting System, and Elliot
Roosevelt Operated Stations.

Time signals, weather reports, etc., limited to 35
words; sold in groups of six daily as follows:
1 month; 225.00 6 months; 105.00

POLITICAL RATES
Cash and copy in advance. Rates on request.

Talent
Station artists' service is available for selection of
talent and building program—rates and details on
request.

REMOTE CONTROL
Additional charges are made for programs origina-
ting outside of the studios.

SERVICE FACILITIES
Merchandising and publicity departments are part
of the regular service. Program charges (artists,
orchestra, continuity, etc.) are in addition to time
charges.

Contract and Other Requirements
All quotations made subject to immediate acceptance.

Editorial content of programs subject to approval of
or revision by station management.

Rates quoted cover station time only and facilities
for programs originating in station studios.

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.

Contract renewals subject to rates in effect at time
of renewal.

All contracts subject to cancellation unless program
starts within 30 days.

at least one week in advance for review by program
director.

Mechanical Program Equipment
Equipped to handle programs by electrical transcrip-
tion, using 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
General Manager—Lewis O. Solbert.
Chief Engineer—Mitchell Seerast.
Program Director—Hiram Goad.
Traffic Manager—Mary Jo Mayse.

Representatives
Elliot Roosevelt Operated Stations.

PECOS

(Reeves County)
KIUN
(Established 1935)

Rates received April 15, 1939.
Owned and operated by Jack W. Hawkins and Barney
H. Bubbs.

Business Office and Studio—KIUN Building, Pecos,
Texas, telephone 21.
Transmitter—One mile north of Pecos.

Waves—Power—Time
Operating power—100 watts.
(100% modulation.)

214.3 meters; 1400 kilocycles.
Licensed to operate full time on local channel.
Operates on Central War Time.

Agency Commission
Agency commission 15% to recognized advertising
agencies on station time. Cash discount 2% on
gross—10 days after invoice date. Invoices mailed
1st of month. No cash discount allowed on talent.

General Advertising
Fees charged by owners of music copyrights are not
included in rates.

1 tl. 19 26 52 100 150 300
1/2 hour... 35.00 33.25 31.50 29.75 28.00 26.25 24.50

ANNOUNCEMENTS
1 minute transcription... 8.50
100 words... 3.50
50 words... 2.50

Discounts
13 times... 5% 100 times... 20%
26 times... 10% 150 times... 25%

SPECIAL FEATURES
Time Signal: On contract, 25 word announcements,
six times daily, per month 100.00.

Weather Forecast: Once daily, per month 60.00.
POLITICAL RATES
Per minute 1.00. Minimum three minutes. Political
scripts must be approved by station management.

Talent
Rates on application.

REMOTE CONTROL
Additional charge for telephone lines and equipment
when remote control broadcast is required.

Contract and Other Requirements
Copy subject to approval.

Closing Time
Closing date one week prior to date 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.

Personnel
Station Manager—Jack Hawkins.
Program Director—W. D. Martin, Jr.
Engineer—Carl C. Cook.

Representatives
Cox & Tanz.

PORT ARTHUR

(Jefferson County)
KPAC

Rates effective January 1, 1940. (Card No. 3.)
Owned and operated by Port Arthur College.
Business Office and Studio—P.O. Box 511, Port
Arthur, Texas, telephone 7458.

Transmitter—Port Arthur College campus.
Waves—Power—Time
Operating power—500 watts.

(100% modulation—crystal control—directional
antenna.)
240.0 meters; 1250 kilocycles.

Licensed to operate full time on regional channel.
Operates on Central War Time.

Actual operating schedule: 8:00 a.m. to 12:00 mid-
night.

Agency 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.

General Advertising
For combination rates see listing of Mutual Broad-
casting System.

Rates include charges by owners of music copyrights.
The following rates are for national advertising.
(6:00 p.m. to 11:00 p.m. daily; 12:00 noon to
11:00 p.m. Sundays)

1 hour... 110.00
1/2 hour... 60.00
1/4 hour... 40.00

5 minutes... 20.00
1 minute transcription... 10.00
100 words... 6.00

50 words or less... 3.00
(6:00 a.m. to 6:00 p.m. and after 11:00 p.m.
week days; 6:00 a.m. to 12:00 noon and after
11:00 p.m. Sundays)

1 hour... 55.00
1/2 hour... 33.00
1/4 hour... 20.00
5 minutes... 10.00
1 minute transcription... 5.00
100 words... 3.00
50 words or less... 2.00
(This listing continued on next page)

PALESTINE

(Anderson County)
KNET
(Established 1936)

Rates effective May 1, 1939.
Owned by Palestine Broadcasting Corp.
Business Office and Studio—Municipal Bldg., Pales-
tine, Texas.

Transmitter—Strickland Park, Palestine, Texas.
Waves—Power—Time
Operating power—100 watts.

(100% modulation.)
206.9 meters; 1450 kilocycles.
Licensed to operate day only.

Operates on Central War Time.
Agency Commission
Agency commission 15%. Commission not paid on
talent. Cash discount 2% on net—10th of month fol-
lowing broadcast. Cash discount does not apply on
general advertising.

Rates include fees charged by owners of music copy-
rights. 1 tl. 13 tl. 26 tl. 52 tl. 104 tl.
1 hour... 55.00 52.50 50.00 48.00 45.50

ANNOUNCEMENTS
100 words... 8.00 2.25 2.15 2.00 2.00
50-75 words 2.50 2.25 2.15 2.00 1.80

Special one hour program on immediate notice 60.00.

Talent 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
Rates 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.

Closing 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 transcrip-
tion, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel
General Manager—Bert Horswell.
Representatives
Cox and Tanz.

PAMPA

(Gray County)
KPDN
(Established 1936)

Rates effective April 1, 1937. (Card No. 8.)
Owned and operated by R. C. Holles.
Business Office and Studio—Culberson Smalling
Building, Pampa, Texas, telephone 1100.

Transmitter—8 1/10 of a mile east of city limits.
Waves—Power—Time
Operating power—100 watts.

223.9 meters; 1340 kilocycles.
Licensed to operate full time.
Operates on Central War Time.

Agency Commission
Agency commission 15% allowed to recognized adver-
tising agencies only on station time charges provid-
ing payment is made before the 15th of month fol-
lowing broadcast. All invoices rendered weekly, pay-
able at face, when rendered. Short rate billed where
frequency rate is not earned.

TEXAS—Continued

PORT ARTHUR—Continued  
K P A C—Continued

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, however the new discount applies only to the new contract, and then only when continued without interruption.

Table with 2 columns: Time intervals (1 to 12 times, 13 to 25 times, etc.) and corresponding discount percentages (15%, 20%, 25%, 30%).

SPECIAL FEATURES

Time signals, sports, political or religious talks and weather reports—rates on request.

TALENT

Rates on application. REMOTE CONTROL Lines and mechanical charges for remote control, all traveling expenses, to be paid by advertiser.

SERVICE FACILITIES

Station artists' services 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. Rates are for the facilities of station only; talent extra. No contract accepted for longer than one year. All talent subject to station management approval.

Station reserves the right to refuse or discontinue any advertising. Contracts, unless otherwise agreed, subject to cancellation by 30 day advance written notice accompanied by a certified check for short rate to the date of cancellation.

Closing Time Closing date 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 vertical and lateral cut recordings.

Personnel President—Carl Vaughan. General Manager—Glen Hewitt. Traffic Manager—Marjorie Vickers. Chief Engineer—Glenn Boatright.

Representatives Burn-Smith Company, Incorporated.

SAN ANGELO

(Tom Green County)

K G K L

(Established 1928)

Rates effective June 1, 1938. Owned and operated by K.G.K.L. Inc. Business Office and Studio—St. Anselmo Hotel, San Anselmo, Texas, telephone 8715-5515. Transmitter—50 S. Milton St., San Anselmo, Texas.

Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.) 214.3 meters; 1400 kilocycles. 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 station time only. Cash discount 2%—10 days from date of invoice. Billing for charges rendered monthly and payable within ten days.

General Advertising Rates include ASCAP and SESAC fees. For combination rates see listings of Texas State Network, Mutual Broadcasting System, and Elliot Roosevelt Operated Stations.

Also sold in combination with KNBC, Abilene, and KHST, Big Spring, Texas. For combination rates see listing of KHST, Big Spring.

1 hour..... 60.00  
1/2 hour..... 28.50  
1/4 hour..... 17.50  
5 minutes..... 8.50

ANNOUNCEMENTS  
100 words or one minute transcription..... 6.00  
50 words or 1/2 minute transcription..... 4.00

DISCOUNTS  
Less than 13 times..... Net  
13 to 25 times..... 15%  
26 to 51 times..... 20%  
52 to 99 times..... 25%  
100 to 149 times..... 30%  
150 to 249 times..... 35%  
250 or more times..... 40%

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 equipment.

Contract and Other Requirements  
Contracts must be completed within 52 weeks of starting date for discounts to be applicable. If contract is cancelled before completed, short rate charges will be made in accordance with applicable discount for number of periods of announcements used. Each renewal or extension of a contract earns discounts applicable within the year, but retroactive discounts are applicable only when service is continuous and renewal or extension is signed before expiration of first contract. Station does not accept advertising for direct sales of merchandise.

Time signals, sports, political or religious talks and weather reports—rates on request.

Closing Time  
Talent programs and talks close two weeks in advance of broadcast. Announcements can be broadcast the day they are received.

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  
President—R. Early Willison.  
Commercial Manager—Bill Juekel.

Representatives  
William G. Hamblen Company.

K M A C

Owned and operated by Waimae Company. Business Office and Studio—27th floor, Smith Young Tower, San Antonio, Texas.

Transmitter—318 Avenue A, San Antonio, Texas. Wave—Power—Time Operating power—250 watts. (100% modulation—crystal control.) 241.5 meters; 1240 kilocycles. Licensed to operate on cleared local channel. Operates on Central War Time. Actual operating schedule: 6:00 a.m. to 1:00 a.m.

Agency Commission  
Agency commission of 15% allowed to advertising agents recognized by the station, on both time and talent. No cash discount. All bills rendered are payable according to the terms of the contract, unless credit is definitely established—cash in advance monthly or weekly.

General Advertising  
(6:00 p.m. to 12:30 a.m. week days and all day Sundays and holidays)  
1 hour..... 13 tl. 13 tl. 26 tl. 52 tl.  
1/2 hour..... 60.00 54.00 48.00 43.75  
1/4 hour..... 30.00 27.00 24.00 21.56  
5 minutes..... 15.00 13.50 12.00 10.78

(7:00 a.m. to 8:00 p.m.)  
1 hour..... 40.00 36.00 32.00 29.17  
1/2 hour..... 24.00 21.60 19.40 17.45  
1/4 hour..... 14.40 13.00 11.70 10.55  
5 minutes..... 7.20 6.50 5.85 5.28

(12:30 a.m. to 7:00 a.m.)  
1 hour..... 20.00 18.00 16.20 14.55  
1/2 hour..... 12.00 10.80 9.70 8.77  
1/4 hour..... 7.20 6.50 5.85 5.28  
5 minutes..... 3.60 3.25 2.93 2.64

FREQUENCY DISCOUNTS  
Frequency rate for two or more times per week. Frequency rates are subject to the following discount on contract for:  
13 weeks..... 5%  
14 to 26 weeks..... 10%  
26 to 52 weeks..... 15%

ANNOUNCEMENTS  
The station does not undertake to guarantee the exact time desired for announcements, but will meet the client's desire as nearly as possible. An additional charge of 10% will be made for preferred position as to definite spot time. Price quoting is permitted with a maximum of two prices quoted on any program or announcement. All announcements are subject to station censorship as to brevity. Any controversial, ambiguous or untrue statements or advertising copy or material objectionable to the Bexar County Medical Association, Better Business Bureau or San Antonio Chamber of Commerce will not be accepted.

(Daily except Sunday)  
Not to exceed 100 words.  
Per week for: 1 daily 2 daily 3 daily 4 daily  
1 week..... 22.50 40.50 57.45 72.00  
2 weeks..... 20.25 36.45 51.60 68.80  
3 weeks..... 17.25 31.05 44.55 60.00  
4 weeks..... 14.70 26.40 37.50 49.80  
5 weeks..... 12.45 22.50 31.80 42.15  
6 weeks..... 10.38 18.75 26.50 34.00

Announcements not to exceed 25 words.  
10 to 100 used in one month, each..... 1.50  
51 to 100 used in one month, each..... 1.25  
101 to 300 used in one month, each..... 1.00  
301 to 500 used in one month, each..... .80  
501 to 1000 used in one month, each..... .75

SPECIAL FEATURES  
Time signal, weather, station background and time signal follow-up—rates quoted on groups by special request.

POLITICAL RATES  
All political talks and announcements take the on time rate.

ELECTRICAL TRANSCRIPTIONS  
Regular program rates apply for transcriptions made exclusively for broadcasting purposes. Rates include the use of an extensive recorded library.

TALENT  
Staff orchestra of 12 pieces available for sponsorship between 7:00 p.m. and 8:00 p.m. at \$5.00 per program. Additional staff talent maintained on the station including string ensembles, Bill Billy band, individual singers, piano soloists and special spot 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 operate fee.

SERVICE FACILITIES  
Regular contracts are maintained with drug and food outlets within the service radius of the station.

Contract and Other Requirements  
Rates are for station time only and do not include talent. Station reserves the right to edit, change or reject any announcement not in keeping with the policy of the station.  
All programs, talks, announcements and advertising material are subject to the approval of the station without objection or liability. Station reserves the right to refuse or discontinue any advertising if reasons satisfactory to itself. Contracts subject to cancellation on 7 days' written notice, accompanied by check for short rate to the date of cancellation. Where advertiser prepares his own program, same must be submitted to the station for approval least 24 hours in advance of the broadcast.  
The advertiser and his agents or employees agree indemnify and keep indemnified Waimae Company from any loss caused by reason of any action in libel, slander or copyright infringement and in addition the advertiser agrees to pay all costs of defending the station, including the attorney's fees.  
The services of the production department are at the disposal of the advertiser, including program idea, continuity and suggestions without charge.

Closing Time  
Contracts must be closed at least seven days in advance of opening date of broadcast in order to make program adjustments. All written quotations subject to prior disposal of time.

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

Personnel  
Manager—Howard W. Davis.

Representatives  
Burn-Smith Company

**SAN ANTONIO—Continued**  
**KONO**



Changes effective December 1, 1941.  
Owned and operated by Mission Broadcasting Co.  
Radio—317 Arden Grove, San Antonio, Texas.  
Transmitter—317 Arden Grove, San Antonio, Texas.

**Power—Time**  
Generating power—250 watts.  
4.3 meters; 1400 kilocycles.  
Licensed to operate full time.  
Operates on Central War Time.  
Usual operating schedule: 6:00 a.m. to 12:00 mid-  
night.

**Agency Commission**  
Agency commission 15%. Commission does not apply  
to talent. Cash discount none. All charges are pay-  
able in advance unless credit is established.

General Advertising	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	54.00	27.00	18.00	9.00
2 times.....	51.00	25.50	17.00	8.50
3 times.....	48.00	24.00	16.00	8.00
4 times.....	45.00	22.50	15.00	7.50
5 times.....	42.00	21.00	14.00	7.00
6 times.....	39.00	19.50	13.00	6.50
7 times.....	36.00	18.00	12.00	6.00
8 or more times..	33.00	16.50	11.00	5.50

**ANNOUNCEMENTS**

	1 min.	100 wds.	50 wds.	25 wds.
1 time.....	5.00	4.60	3.20	2.00
2 times.....	5.80	4.40	3.10	1.90
3 times.....	5.60	4.20	3.00	1.80
4 times.....	5.40	4.00	2.80	1.70
5 times.....	5.20	3.80	2.60	1.60
6 times.....	5.00	3.60	2.40	1.50
7 times.....	4.80	3.40	2.20	1.40
8 or more times..	4.60	3.20	2.00	1.30

**SPECIAL FEATURES**  
Wires—Leased wire service available. Rates on request.  
Time signals, weather reports, temperature reports.  
Section breaks, program tie-ins and other special  
features. Rates on request.

**POLITICAL AND RELIGIOUS**  
Political advertising, religious and educational pro-  
gram material accepted subject to station approval.  
Special rates quoted on request.

**ELECTRICAL TRANSCRIPTIONS**  
Regular rates apply to transcriptions of five minutes  
or longer.

**REMOTE CONTROL**  
A wire and mechanical charges for remote control  
broadcasts, and other expenses attached thereto to  
be paid by advertiser.

**Instrument and Other Requirements**  
Regular day and night programs do not include  
talent. Extra charge will be made at standard rates  
for local musicians. Advertisers may furnish talent  
subject to station management's approval.  
Preferred position of announcements guaranteed provided  
schedule is verified by station in advance and pro-  
vided advertiser buys regular schedule at least five  
times weekly. If requested times are not available  
advertiser may have guaranteed position on such  
opportunities that might be available at time of con-  
tract. All contract frequency discounts are based on  
usage of such quantities within a 12 month period  
from starting date. Contracts for time and announce-  
ments cannot be combined to earn larger discount on  
regular service. Each renewal or extension of a con-  
tract earns an additional discount based on the total  
number of broadcasts made in the original and the  
renewal contract during the regular 12 month period.  
Advance quoting is permitted in copy of either an-  
nouncements or program time. All services other than  
station time available at minimum local costs and  
based on a net basis with proper invoices from con-  
signment Program Equipment.  
Equipped to handle programs by electrical transcrip-  
tion, using double (standard) 33-1/3 and 78 r.p.m.  
turntable.  
Personnel  
Manager—Eugene J. Roth  
Commercial Manager—James M. Brown.

**Representatives**  
New York—Forjoe & Company.  
Chicago—Forjoe & Company.

**K T S A**  
(Established 1928)  
Changes effective October 1, 1940.  
Owned and operated by Sunshine Broadcasting Co.  
Amber Taylor-Howe-Snowden Group, Central Sales  
Office, 806 Tower Petroleum Building, Dallas,  
Texas. Ken L. Sibson, General Manager.  
Business Office and Studio—Gunter Hotel, San  
Antonio, Texas, P. O. Box 1161.  
Transmitter—St. Hedwig Road, extension of East  
Houston Street, San Antonio, Texas.

**Power—Time**  
Generating power 5,000 watts days; 1,000 watts nights.  
100% modulation—direct crystal control.  
5.5 meters; 550 kilocycles.  
Licensed to operate full time on cleared regional  
channel.  
Operates on Central War Time.  
Usual operating schedule: Week days 6:00 a.m. to  
1:00 midnight. Sundays 7:45 a.m. to 12:00 mid-  
night.

**Agency Commission**  
Agency commission 15% allowed recognized advertis-  
ing agencies only on station time charges provided  
payment is made before the 15th day of the month  
following broadcast. No cash discount. All in-  
voices rendered monthly; due within 30 days. Short-  
age billed where frequency rate is not earned.

**General Advertising**  
Combination rates see listing of Columbia Broad-  
casting System (Southwestern Group), and Lone Star  
Station.  
In order to earn net rates quoted, contracts must be  
completed within 12 months.

(This listing continued on next page)



**HOOPER SAYS KONO...**

C. E. Hooper Listening Index shows KONO delivering more listeners per advertising dollar than any other San Antonio station!

**KONO SAYS FORJOE...**

Our national representatives have done a splendid job of presenting the FACTS (not fancies) about our coverage . . . our programs . . . our 100% cooperation with advertisers, and wise time buyers have LISTENED.

**FORJOE SAYS KONO...**

Delivers a brand of Texas broadcasting with plenty of "know how" that gets listeners and makes KONO easy to sell . . . programs like "THE COWBOY ROUND-UP," "THE ALARM CLOCK," "THE SHINING HOUR," "THE VICTORY ROUNDUP," "THE 1400 CLUB" . . . PLUS those super-deluxe newscasts with ASSOCIATED PRESS NEWS (KONO is sole subscriber in San Antonio to AP's swell Radio Wire).

**Time Buyers Say All of Us...**

KONO *doubled* its national "spot" business in twelve months because . . .

- KONO delivers listeners . . .
- KONO delivers coverage . . .
- KONO delivers sales results.

**KONO**  
THE MUSIC AND NEWS STATION  
**SAN ANTONIO**  
NATIONAL REPRESENTATIVES: FORJOE & COMPANY

TEXAS—Continued

SAN ANTONIO—Continued

K T S A—Continued

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

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, and 5 minutes rates.

1 hour, 1/2 hour, 1/4 hour, 5 minutes rates for 6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight.

Early week day morning rates, 6:00 a.m. to 7:00 a.m., are three-fourths of regular day time rate.

DISCOUNTS

Each renewal or extension of a contract earns a discount, based on the total number of time covered in both the original contract and the renewal.

Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table showing discounts for 1 to 12 times, 13 to 25 times, 26 to 51 times, 52 to 99 times, 100 to 149 times, 150 to 259 times, 260 to 399 times, and 400 or more times.

ANNOUNCEMENTS

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

1 minute transcription, 100 words, 50 words rates for 6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight.

ELECTRICAL TRANSCRIPTIONS

Transcriptions of five minutes or longer at regular rates. Sound effects other than records are extra.

POLITICAL RATES

On application. Rates on request.

TALENT

Arrangements can be made for remote broadcasts. Rates on request.

SERVICE FACILITIES

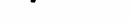
Merchandising service details on request. Estimates submitted on complete merchandising service.

Contract and Other Requirements

Advertising of alcoholic beverages other than beer not accepted. All contracts subject to the conditions of the standard AAAA form.

WOAI

(Established 1922)



Rates effective December 1, 1941. (Card No. 25.) Owned and operated by Southland Industries, Inc.

Agency Commission Agency commission 15% on net charge for station time to recognized advertising agencies.

General Advertising For combination rates see listings of National Broadcasting Company (Southwestern Group) and Texas Quality Group.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, and 5 minutes rates for 6:00 p.m. to 10:30 p.m.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, and 5 minutes rates for 6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, and 5 minutes rates for 11:00 a.m. to 6:30 a.m.

DISCOUNTS

Discounts allowed retroactively on number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts.

SPECIAL FEATURES

Newscafe—News service and special news announcer furnished: (6:00 p.m. to 10:30 p.m.) 75 words.

Table with 2 columns: Time slot and Rate. Includes 1 time, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times, and 624 or more times rates for 6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.

Table with 2 columns: Time slot and Rate. Includes 1 time, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times, and 624 or more times rates for 11:00 p.m. to 6:30 a.m.

REMOTE CONTROL

Charges for programs originating outside of the studios will be quoted on request.

Contract and Other Requirements Rates are for station time and facilities only and do not include talent.

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. W. Johnson. Representatives John Blair & Company.

Closing Time After all details have been arranged final closing date for programs 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 turn-tables for vertical and lateral cut recordings.

Personnel General Manager—Hugh A. L. Half. Promotion Manager—Walter S. Zahrt. Representatives Edward Patry & Company, Inc.

SHERMAN

(Grayson County)

K R R V

(Established 1936)

Rates effective November 1, 1942. (Card No. 4.) Owned and operated by The Red River Valley Broadcasting Corporation.

Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.)

Agency Commission Agency commission of 15% to recognized advertising agencies on net charges for station time only.

General Advertising For combination rates see listing of Texas State Network and Mutual Broadcasting System.

Table with 2 columns: Time slot and Rate. Includes 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 208 times, and 300 times rates for 6:00 a.m. to 6:00 p.m.

Table with 2 columns: Time slot and Rate. Includes 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 208 times, and 300 times rates for 6:00 a.m. to 6:00 p.m.

Time signals, weather reports, etc., limited to 4 words, scheduled in groups of six daily, 4 daytime, 1 nighttime, six days weekly.

Per month, 1 mo. 3 mos. 6 mos. 12 mos. Schedules furnished on request.

ELECTRICAL TRANSCRIPTIONS Electrical transcription facilities are available.

Rates on request. REMOTE CONTROL Remote control facilities are furnished at actual cost for services and telephone lines.

SERVICE FACILITIES Merchandising and publicly 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.

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

Personnel Manager—L. L. Hendrick.

SWEETWATER

(Nolan County)

KXOX

(Established 1939)

Rates effective December 1, 1939. Revised. Owned and operated by Sweetwater Radio, Inc.

Wave—Power—Time Operating power—250 watts. 241.0 meters; 1240 kilocycles.

Agency Commission Agency commission 15% on station time and talent to recognized agencies. No commission on political broadcasts.

General Advertising Maximum words per minute 100; additional words take next higher rate. Minimum period 1/2 minute.

Table with 2 columns: Time slot and Rate. Includes 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute transcription, 100 words, and 50 words or less rates for 6:00 a.m. to 10:00 p.m.

(This listing continued on next page)



SWEETWATER—Continued  
K X O X—Continued

DISCOUNTS  
Each renewal or extension of a contract earns applicable discounts, provided, however, that cumulative discounts are applicable only when an order is concluded 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.

ELECTRICAL TRANSCRIPTIONS  
Electrical transcriptions of 5 minutes or longer at regular rates. Sound effect records take transcription rates; other sound effects extra.

TALENT  
Talent artists' service is available for selection of talent and building of program.

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, are billed at net cost.

Contract and Other Requirements  
All contracts apply for all advertisers classified as national. All contracts subject to the conditions of the standard AAA contract form. All programs are subject to station approval.

Closing Time  
Closing time depends on the type of program. Generally one week is desired for musical or dramatic productions.

Personnel  
General Manager—Russell Bennett.  
Representatives  
None.

TEMPLE  
(Bell County)  
K T E M  
(Established 1938)

Rates effective July 18, 1937.  
Owned and operated by the Bell Broadcasting Corporation of Temple, Texas.  
Business office and studios—Kyle Hotel, Temple, Texas.  
Transmitter—2-1/2 miles north of Temple on Waco-Temple highway.  
Wave—Power—Time  
Operating power—250 watts.  
(100% modulation—crystal control.)  
206.9 meters; 1400 kilocycles.  
Licensed to operate full time.  
Operates on Central War Time.

Agency Commission  
Agency commission 15% on station time and talent for recognized agencies. No commission on political broadcasts. Cash discount 2%—15th of month following. Bills for gross charges rendered monthly and payable within 15 days.

General Advertising  
For combination rates see listings of Texas State Network and Mutual Broadcasting System.  
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.

SPOT ANNOUNCEMENTS AND TRANSCRIPTIONS

	1	13	26	52	100	150	300
	ti.	ti.	ti.	ti.	ti.	ti.	ti.
100 words	3.00	2.35	2.70	2.55	2.40	2.25	2.10
50 words	2.00	1.90	1.80	1.70	1.60	1.50	1.40
15 minute transcription	3.00	2.85	2.70	2.55	2.40	2.25	2.10
12 minute transcription	2.00	1.90	1.80	1.70	1.60	1.50	1.40

TALENT  
Talent artists' service is available for selection of talent and building programs, rates and details on request.

ELECTRICAL TRANSCRIPTIONS  
Transcription library available—details on request.

REMOTE CONTROL  
Regular rates plus line charges.

SERVICE FACILITIES  
Merchandising and publicity departments are part of the regular service. Extra services, when required, are billed at net cost.

Contract and Other Requirements  
All quotations made subject to immediate acceptance. All contracts subject to the conditions of the standard AAA contract form. All programs are subject to station approval, and must meet requirements of 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 electrical transcription, using 33-1/3 or 78 r.p.m. double turn-tables for lateral recordings.

Personnel  
General Manager—Frank W. Mayborn.  
Station and Promotion Manager—Burton Bishop.  
Representatives  
Howard H. Wilson Company.

TEXARKANA  
(Bowie County, Texas)  
(Affiler County, Arkansas)  
K C M C  
(Established 1932)

Rates effective May 16, 1937.  
Owned and operated by KCMC, Inc.  
Business Office and Studio—Gazette Bldg., 817 Pine Street, Texarkana, Arkansas-Texas.  
Transmitter—Texarkana, Arkansas-Texas.  
Wave—Power—Time  
Operating power—250 watts.  
(100% modulation—crystal control.)  
206.9 meters; 1450 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 charges.  
No cash discount. Bills rendered monthly and due when rendered.

General Advertising

For combination rates see listings of Texas State Network, Mutual Broadcasting System, and Elliot Roosevelt Operated Stations.	
1 hour.....	50.00
1/2 hour.....	27.00
1/4 hour.....	18.00
5 minutes.....	8.00
1 minute.....	4.00
100 word announcement.....	3.50
50 word announcement.....	3.00
25 word announcement.....	2.50

DISCOUNTS  
Discounts allowed retroactively on number of broadcasts within one year. Announcements and programs of five minutes or longer cannot be combined to earn larger discounts.  
Less than 13 periods..... Net  
13 to 25 periods..... 5%  
26 to 51 periods..... 10%  
52 to 99 periods..... 15%  
100 to 149 periods..... 20%  
150 to 299 periods..... 25%  
300 to 599 periods..... 30%  
600 to 799 periods..... 35%  
800 or more periods..... 40%

Contract and Other Requirements  
Rates for station time and facilities only, talent not included. No contract accepted for more than one year's duration. All programs and announcements subject to approval of the station management.

Closing Time  
After all details have been arranged, final closing time 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 turn-tables.

Personnel  
Manager—Frank O. Myers.  
Representatives  
Elliot Roosevelt Operated Stations.

TYLER  
(Smith County)  
K G K B  
(Established 1929)

Rates effective July 1, 1938.  
Owned by the East Texas Broadcasting Company.  
Operated by Jas. G. Ulmer.  
Business Office and Studio—Tyler Commercial College, 115 S. College Street, Tyler, Texas.  
Transmitter—Sand Flat Road, Tyler, Texas.  
Wave—Power—Time  
Operating power—250 watts day; 100 watts nights.  
(100% modulation.)  
201.3 meters; 1400 kilocycles.  
Licensed to operate full time.  
Actual operating schedule: 6:55 a.m. to 10:15 p.m.

Agency Commission  
Agency 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

Rates include fees charged by owners of music copyrights.							
1 hour.....	55.00	52.50	50.50	48.00	45.50		
3/4 hour.....	43.50	41.00	38.50	36.00	34.50		
1/2 hour.....	28.75	26.75	26.50	24.75	23.75		
1/4 hour.....	17.50	16.00	15.50	12.25	10.75		
5 minutes.....	6.00	5.50	5.00	4.75	4.25		
1 minute.....	3.00	2.75	2.50	2.25	2.00		
Special one hour program on immediate notice.....	60.00.						

TALENT  
Talent charges to be paid by the advertiser at actual cost of artists selected.

REMOTE CONTROL  
Arrangements can be made for remote control broadcasts—advertiser paying actual cost of installations.

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.

Closing 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, using 33-1/3 and 78 r.p.m. turn-tables.

Personnel  
Manager—M. E. Danbom.

VERNON  
(Wilbarger County)  
K W V C  
(Established 1939)

Rates effective February 1, 1939. (Card No. 1.)  
Owned and operated by the Northwestern Broadcasting Company.  
Business Office and Studio—1813 Wilbarger Street, Vernon, Texas.  
Transmitter—One mile east of the Wilbarger County Courthouse.  
Wave—Power—Time  
Operating power—250 watts.  
201.3 meters; 1400 kilocycles.  
Licensed to operate full time.  
Operates on Central War Time.  
Operating schedule: 7:00 a.m. to 9:15 p.m.

Agency Commission  
Agency commission 15% allowed to recognized agencies 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 frequency rate is not earned.

General Advertising

For combination rates see listings of Texas State Network and Mutual Broadcasting System.							
1 hr. 1/2 hr. 1/4 hr. 5 min.							
1- 6 times.....	45.00	26.25	15.00	7.50			
7- 13 times.....	42.75	24.95	14.25	7.10			
14- 26 times.....	40.50	23.62	13.50	6.70			
27- 39 times.....	38.25	22.35	12.75	6.30			
40- 52 times.....	36.00	21.05	12.00	5.90			
53-104 times.....	33.75	19.75	11.25	5.50			
105-156 times.....	31.50	18.45	10.50	5.10			
157-300 times.....	29.25	17.16	9.75	4.70			

SPOT ANNOUNCEMENTS

	100 words	50 words
1- 6 times.....	3.75	3.00
7-13 times.....	3.30	2.70
14-26 times.....	2.90	2.40
27-39 times.....	2.50	2.10
40-52 times.....	2.10	1.80
53 or more times.....	1.70	1.50

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.

Frequency Discounts on Announcements

Contract rates:	4 wks.	13 wks.
125 words, 1 daily, per month.....	90.00	81.00
100 words, 1 daily, per month.....	70.00	63.00
50 words, 1 daily, per month.....	40.00	34.00
25 words, 1 daily, per month.....	52.00	48.00

Station break announcements at fixed time are sold only six or seven days a week. Announcements limited to thirty words. Individual station break may be bought subject to move in the event an advertiser buying station breaks six or seven days a week fixed position, requires any spot sold individually.

POLITICAL BROADCASTS  
Rates on request.

REMOTE CONTROL  
Arrangements can be made for remote control broadcasts at cost.

Contract and Other Requirements  
In order to earn net rates quoted, contracts must be completed within twelve months.  
Program charges (artists, orchestras, continuity, etc.) are in charges. Individual station break may be bought subject to move in the event an advertiser buying station breaks six or seven days a week fixed position, requires any spot sold individually.

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 lateral out recordings.

VICTORIA  
(Victoria County)  
K V I C  
(Established 1939)

Rates effective January 1, 1941.  
Owned and operated by Radio Enterprises, Inc.  
Business Office and Studios—P. O. Box 726, Victoria, Texas, telephone 999.  
Transmitter—Victoria, Texas.  
Wave—Power—Time  
Operating power—250 watts.  
223.9 meters; 1840 kilocycles.  
Licensed to operate full time.  
Operates on Central War Time.  
Actual operating schedule: Sundays 8:00 a.m. to 9:00 p.m. Week days 6:00 a.m. to 11:00 p.m.

Agency Commission  
Agency commission 15% to recognized advertising agencies. Bills rendered first of month, payable 10th of month.

General Advertising

The following rates are for national advertising. Rates include charge by owners of music copyrights.							
1 19 26 52 100 150 300							
ti. ti. ti. ti. ti. ti. ti.							
1 hour.....	37.50	35.82	33.75	31.87	30.00	28.12	22.50
1/2 hour.....	22.50	21.37	20.25	19.21	18.00	16.87	13.50
1/4 hour.....	11.25	10.68	10.12	9.55	9.00	8.45	6.75
5 minutes.....	7.50	7.12	6.75	6.37	6.00	5.62	4.50
1 minute.....	3.75	3.56	3.37	3.18	3.00	2.85	2.25
100 word spot.....	3.00	2.85	2.70	2.55	2.40	2.25	1.80
50 word spot.....	1.87	1.78	1.68	1.59	1.50	1.41	1.13

ELECTRICAL TRANSCRIPTIONS  
General advertising rates apply. Rates include use of transcription library service.

(This listing continued on next page)

TEXAS—Continued

VICTORIA—Continued  
KVIC—Continued

REMOTE CONTROL

Regular rate plus wire circuit rental and installation charge, plus nominal charge for rental of equipment, operator, etc., plus cost of transportation for operator and announcer if required.

Contract 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 terms and conditions of station's regular advertising contract form. All contracts, except those specified herein, are subject to cancellation by client by 15 days' 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.

Closing Time

Talent programs close one week in advance of broadcast. Announcements, talks and 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. turn-tables.

Personnel

President—Morris Roberts.  
General Manager—Cliff Tatum.

Representatives

None.

WACO (City)

(McLennan County)

WACO

(Established 1922)

Rates effective August 1, 1942. (Card No. 7.)

Owned and operated by Frontier Broadcasting Co., Inc.

Business Office and Studio—4th floor, Amicable Building, Waco, Texas.  
Transmitter—Amicable Building, Waco, Texas.

Wave—Power—Time

Operating power—250 watts.  
(100% modulation—crystal control, 206.9 meters; 1450 kilocycles.

Licensed to operate full time.  
Operates on Central War Time.  
Actual operating schedule: 7:00 a.m. to 12:00 midnight.

Agency 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. No cash discount. All invoices rendered weekly, payable at face when rendered. Short rate billed where frequency rate is not earned.

General Advertising

For combination rates see listings of Texas State Network, Mutual Broadcasting System and Blue Network Company (Blue Southwestern Group). In order to earn net rates quoted, contracts must be completed within twelve months.

CLASS "A"

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

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 minutes. Rows for 12:00-1:00, 1:00-2:00, 2:00-3:00.

CLASS "B"

(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 Saturdays)

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 minutes. Rows for 8:00-9:00, 9:00-10:00, 10:00-11:00.

CLASS "C"

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

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 minutes. Rows for 12:00-1:00, 1:00-2:00, 2:00-3:00.

Sunday rate same as week days except broadcasts from 12:00 noon to 4:00 p.m. are charged two-thirds of Class "A" rate and from 4:00 p.m. to 6:00 p.m. are charged three-fourths 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 for pro rata of the 100 word rate.

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

Table with 4 columns: Time slot, 100 words, 75 words, 50 words, One minute transcription. Rows for 6:30-7:00, 7:00-7:30, 7:30-8:00.

(7:00 a.m. to 6:30 p.m. and 10:30 p.m. to 11:00 p.m.)

Table with 4 columns: Time slot, 100 words, 75 words, 50 words, One minute transcription. Rows for 7:00-7:30, 7:30-8:00, 8:00-8:30.

SPECIAL FEATURES

Temperature, time or weather reports sold at two-thirds of the 50 word announcement rates; minimum six days weekly; copy limited to 30 words.

News Service: Available morning, afternoon or evening. Regular rates apply plus cost of service. Rates on request.

Station Breaks. 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. Fixed position, requires any spot sold individually. Copy limited to 50 words. Rate same as 50 word announcement.

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. Estimates submitted on complete merchandising service.

Contract and Other Requirements

Rates quoted cover the station time and facilities only, for programs originating in station studios. In order to earn net rates quoted contract must be completed within 12 months. 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 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 director.

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.

Personnel

General Manager—R. E. Lee Glasgow.

Representatives

Spot Sales, Inc.

WESLACO

(Hidalgo County)

KRGV

(Established 1927)

Rates effective October 1, 1940. (Card No. G2.)

Owned and operated by KRGV, Inc.

Member Taylor-Howe-Krowden Group, Central Sales Office, 806 Tower Petroleum Building, Dallas, Texas, Ken L. Sibson, General Manager.  
Business Office and Studio—201 Horner, Weslaco, Texas.  
Transmitter—Weslaco, Texas.

Wave—Power—Time

Operating power—1,000 watts.  
232.6 meters; 1290 kilocycles.

Licensed to operate full time.  
Operates on cleared regional channel.  
Operates on Central War Time.  
Actual operating schedule: 6:00 a.m. to 12:00 midnight. (Mexican broadcasts from 6:00 a.m. to 6:30 a.m. week days and 10:30 a.m. to 11:30 a.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 charges rendered monthly and payable within 20 days.

General Advertising

For combination rates see listings of National Broadcasting Company (additional to Southwestern Group), Blue Network Company (Southwestern Group), Mutual Broadcasting System and Lone Star Chain.

Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management. Maximum words per minute, 120; additional words take next higher rate. Minimum period, one minute. Price quoting permitted.

(6:00 p.m. to 11:00 p.m. week days and Sundays)

Table with 2 columns: Time slot, Rate. Rows for 1 hr, 1/2 hr, 1/4 hr, 5 minutes, 1 minute transcription, 100 words, 50 words or less.

(\*6:00 a.m. to 6:00 p.m. and after 11:00 p.m.)

Table with 2 columns: Time slot, Rate. Rows for 1 hr, 1/2 hr, 1/4 hr, 5 minutes, 1 minute transcription, 100 words, 50 words or less.

(\* Sunday rates, 12:00 noon to 6:00 p.m., are three-fourths of regular nighttime rate.

6:00 a.m. to 7:00 a.m. week day rates on programs only are three-fourths of regular daytime rate. No multiple combination discounts to apply.

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 contracts run within a twelve month period. Announcements cannot be combined with time programs to earn a larger discount on 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.

Table with 2 columns: Time slot, Rate. Rows for 1 to 12 times, 13 to 25 times, 26 to 51 times, 52 to 99 times, 100 to 149 times, 150 to 250 times, 260 to 399 times, 400 or more times.

SPECIAL FEATURES

Newscasts: 100 words or 1/4 hour, when available 20% additional.

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' Service is available for selection of talent and building of programs.

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 at net cost.

Contract and Other Requirements

All programs are subject to station approval. All contracts subject to the conditions of the standard AAAA contract form.

Closing Time

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 transcriptions, using double turn-tables 33-1/3 and 78 r.p.m. for both vertical and lateral cut recordings.

Personnel

President—O. L. Taylor.  
General Manager—Guy W. Bradford.  
Business Manager—Archie J. Taylor.

Representatives

Chicago, New York, Kansas City, San Francisco—Howard H. Wilson Company.

WICHITA FALLS

KWFT

(Established 1939)



Rates effective August 1, 1939. (Card No. 1.)

Owned and operated by the Wichita Broadcasting Co.

Business Office and Studio—Kemp Hotel, Wichita Falls, Texas.  
Transmitter—Wichita Falls, Texas.

Wave—Power—Time

Operating power 5,000 watts days, 1,000 watts nights; 483.9 meters; 620 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 net station time to recognized agencies. No cash discount. Bills for gross charges rendered monthly and payable within 20 days.

General Advertising

For combination rates see listing of Columbia Broadcasting 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 30 minutes or more may not be combined to earn large discounts. (6:30 p.m. to 10:30 p.m.)

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Rows for 6:30-7:00, 7:00-7:30, 7:30-8:00.

(8:00 a.m. to 6:00 p.m.)

Table with 4 columns: Time slot, 1 hr, 1/2 hr, 1/4 hr, 5 min. Rows for 8:00-9:00, 9:00-10:00, 10:00-11:00.

(8:00 a.m. to 6:00 p.m.)

Table with 4 columns: Time slot, 1 minute electrical transcription, 100 wds, 50 wds. Rows for 8:00-9:00, 9:00-10:00, 10:00-11:00.

ANNOUNCEMENTS

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

Table with 4 columns: Time slot, 100 words, 75 words, 50 words. Rows for 6:00-6:30, 6:30-7:00, 7:00-7:30.

SPECIAL FEATURES

Weather and Temperature Reports: Copy limit 100 words; one minute transcription rate applies. Time Signals: Copy limit 25 words. Regular 50 word rate applies.

News: Teletype and special news wire service.

POLITICAL BROADCASTS

One minute 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.

(This listing continued on next page)

WICHITA FALLS—Continued

K W F T—Continued
Contract and Other Requirements
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. double turn-tables.

Personnel
President—Joseph B. Carrigan.
Manager—Charles E. Clough.

UTAH

MOUNTAIN NETWORK, THE

Business Offices and Studios—Hotel Ben Lomond, Ogden, Utah, telephone 5721; 248 S. Main St., Salt Lake City, Utah, telephone 5-2831.

Station KLO, Ogden-Salt Lake City.

Comprised of:
KLO—Ogden-Salt Lake City, Utah
KOVO—Provo, Utah
KEUB—Price, Utah

Rates effective September 1, 1942. (Card No. 3.)

Wave—Power—Time
Rates Individual Listings.

Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount. All bills due and payable within 10 days after date of invoice.

General Advertising
Following rates are for national advertising. Rates apply to all network stations.

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.), CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.), and ANNOUNCEMENTS (Station Breaks).

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.), CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.), and ANNOUNCEMENTS (Station Breaks).

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.), CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.), and ANNOUNCEMENTS (Station Breaks).

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.), CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.), and ANNOUNCEMENTS (Station Breaks).

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.), CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.), and ANNOUNCEMENTS (Station Breaks).

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.), CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.), and ANNOUNCEMENTS (Station Breaks).

Table with columns for CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.), CLASS 'C' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.), and CLASS 'D' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.).

SPECIAL FEATURES
News—Leased wire service available. Five or 15 minute periods; regular rates plus 50%.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available. No extra charge is made for use of staff announcers or transcriptions unless exclusive privilege of service is demanded.

TALENT
All types of musical or dramatic talent furnished at actual cost.

REMOTE CONTROL
Remote control facilities are available for pick-ups anywhere in the Intermountain area.

MERCHANDISING SERVICE
Every sponsor is entitled to the services of station merchandising department. This department operates 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.

- 1. 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.
2. Studio lobby display space in Ogden and Salt Lake City for materials supplied by advertiser, no unit charge.
3. 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.
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, addresses, 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.

Contract and Other Requirements
Contracts and discounts are based on service within 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 recordings.

Personnel
General Manager—George C. Hatch.
Adv. & Prom. Mgr.—Edward P. Shurick.
Chief Engineer—W. D'orr Cozzens.

Representatives
Joseph Hershey McGilvra, Inc.

CEDAR CITY

(Iron County)
K S U B
(Established 1937)

Rate card dated November 1, 1938.
Owned and operated by Southern Utah Broadcasting Company.

Business Office and Studio—Lunt Hotel, Cedar City, Utah, telephone 398.
Transmitter—Cedar City, Utah.

Wave—Power—Time
Operating power—100 watts
223.9 meters; 1340 kilocycles.
Licensed to operate unlimited time.
Operates on Mountain War Time.

Agency Commission
Agency commission 15% on net station time only to recognized agencies. No commissions or discounts paid on program or incidental costs. No cash discount.

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.), CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.), and ANNOUNCEMENTS (Station Breaks).

SPECIAL FEATURES
Time signals and news periods—rates on request.
RECORDED PROGRAMS
Regular rates apply.
Transcription library services available.

TALENT
Rates on request. Sponsor may furnish own talent or arrange for talent through facilities of the station.

SERVICE FACILITIES
Services of regular station announcers, technicians, studios and records are furnished at no extra charge.

Contract and Other Requirements
All advertising matter subject to existing federal, state and municipal regulations.

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—Arthur Higbee.
Technical Manager—Herschell Urie.

Representatives
None.

LOGAN

(Cache County)
K V N U
(Established 1938)

Owned and operated by the Cache Valley Broadcasting Company.
Business Office and Studio—1393 N. Main Street, Logan, Utah, telephone 1400.
Transmitter—Logan, Utah.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate unlimited time.
Operates on Mountain War Time.
Actual operating schedule: Sundays 10:00 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. No cash discount. No discounts on talent. Bills due when rendered.

General Advertising
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:00 p.m.)

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.), CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.), and ANNOUNCEMENTS (Station Breaks).

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.), CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.), and ANNOUNCEMENTS (Station Breaks).

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.), CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.), and ANNOUNCEMENTS (Station Breaks).

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.), CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.), and ANNOUNCEMENTS (Station Breaks).

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.), CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.), and ANNOUNCEMENTS (Station Breaks).

Table with columns for CLASS 'A' (6:00 p.m. to 10:30 p.m.), CLASS 'B' (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 a.m.), and ANNOUNCEMENTS (Station Breaks).

UTAH—Continued

LOGAN—Continued

K V N U—Continued

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—Reed Bullen.
Representatives
None.

OGDEN

(Weber County)

K L O

(Established 1924)



Rates effective March 1, 1942. (Card No. 16.)

Owned and operated by Inter-state Broadcasting Corp. Business Offices and Studios—Hotel Ben Lomond, Ogden, Utah, telephone 5721; 248 S. Main St., Salt Lake City, Utah, telephone 5-2831. Transmitter—Kanesville, Utah.

Wave—Power—Time
Operating power—5,000 watts.
209.8 meters; 1450 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
For combination rates see listings of Mutual Broadcasting 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.

Table with 4 columns: Time slots (1 hr, 1/2 hr, 1/4 hr, 5 min), and 4 rows of rates for Class 'A' (6:00 p.m. to 10:30 p.m.)

Table with 4 columns: Time slots (1 time to 312 times), and 4 rows of rates for Class 'B' (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 2:00 a.m.)

ANNOUNCEMENTS

Table with 4 columns: Time slots (1 time to 520 times), and 4 rows of rates for Class 'A' (6:00 p.m. to 10:30 p.m.)

Table with 4 columns: Time slots (1 time to 1052 times), and 4 rows of rates for Class 'B' (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 2:00 a.m.)

Table with 4 columns: Time slots (1 time to 312 times), and 4 rows of rates for Class 'A' (6:00 p.m. to 10:30 p.m.)

CLASS "B" (6:00 a.m. to 6:00 p.m. and 10:30 p.m. to 2:00 a.m.)

Table with 4 columns: 100 wds. 60 wds., 100 wds. 60 wds., and 2 rows of rates for Class 'B'

SPECIAL FEATURES

News—Five or 15 minute periods; regular rates plus 20%.
Music and Markets, early morning program; Musical Train, mid-morning request program; Women in the War, morning program; Sports Roundup, evening; KLO Variety Show, afternoon program. Regular rates apply.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available. No extra charge is made for use of staff announcers or transcriptions unless exclusive privilege of service is demanded.

TALENT

Station is equipped to furnish talent for all types of musical or dramatic broadcasts at actual cost. Station time rates include announcer services.

REMOTE CONTROL

Facilities are available for pick-ups at principal points in the Intermountain area.

MERCHANDISING SERVICE

For details see listing of Intermountain Network.

Contract and Other Requirements

All contracts and discounts are based on service within one year. 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 turn-tables.

Personnel

Vice-Pres. & Gen'l Mgr.—George C. Hatch, Adv. & Prom. Mgr.—Edward P. Shurick, Chief Engineer—W. D'orr Cozzens.

Representatives

Joseph Hershey McGillivra, Inc.

PRICE

(Carbon County)

KEUB

(Established 1936)

Rates effective June 4, 1942.
Owned and operated by Eastern Utah Broadcasting Company.
Business Office and Studio—Price, Utah, Price 200.
Transmitter—Price, Utah.

Wave—Power—Time

Operating power—250 watts.
296.0 meters; 1450 kilocycles.
Licensed to operate full time.
Operates on Mountain 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 advertising agencies on net station time. Bills due when rendered. No cash discount.

General Advertising

For combination rates see listings of Mutual Broadcasting System and the Intermountain Network. The following rates are for national advertising.

Table with 4 columns: Time slots (1 hour to 50 words), and 4 rows of rates for Class 'A' (7:00 a.m. to 12:00 midnight)

DISCOUNTS

Less than 13 times... Net 52 times... 15%
13 times... 5% 100 times... 20%
20 times... 10% 200 or more times... 30%

SPECIAL FEATURES

Time signals at 100 word announcement rate.

POLITICAL TALKS

If acceptable, 25% above regular rates. Cash in advance.

RECORDED PROGRAMS

Rates and details on request. Rates do not include copyright fee where transcriptions are furnished by the station.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available.

TALENT

Rates 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 Trade Commission.

Mechanical Program Equipment

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

Personnel

Commercial Manager—John Richards.

Representatives

Joseph Hershey McGillivra, Inc.

PROVO

(Utah County)

K O V O

(Established 1939)



Rates received June 16, 1941.

Owned and operated by KOVO Broadcasting Company. Business Office and Studios—108 W. Center Street, Provo, Utah, telephone 1680. Transmitter—17th West and 2nd South Street, Provo, Utah.

Wave—Power—Time

Operating power—250 watts.
(100% modulation—crystal control.)
241.9 meters; 1240 kilocycles.
Licensed to operate full time on local channel. Operates on Mountain War Time.
Actual operating schedule: Sundays 8:00 a.m. to 11 p.m. Week days 6:30 a.m. to 11:30 p.m.

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. Rates are made for the contract periods indicated. When an advertiser places a contract for 13 broadcasts and immediately renews without interrupt for an additional 13 broadcasts, the full 26% discount will be allowed and made retroactive to first 13 time schedule. This same plan of discount applies to extension of contract on a greater frequency basis. If a contract is not renewed before expiration, the schedule applying only to the number of broadcasts in the renewal contract will be earned. All contracts and discounts are based on service within one year. Rates include charges by owners of music copyrights. The following rates are for both national and local advertising.

Table with 4 columns: Time slots (1 hour to 50 words), and 4 rows of rates for Class 'A' (6:00 a.m. to 12:00 midnight)

DISCOUNTS

Less than 13 times... 5% 200 times... 20%
13 times... 10% 250 times... 25%
20 times... 15% 300 times... 30%
100 times... 20% 400 times... 40%
150 times... 25% 500 times... 50%

POLITICAL RATES

Regular one time rate. Copy must be submitted 48 hours prior to broadcast.

SPECIAL FEATURES

News: May be sponsored at card rates plus a charge for news service, rates on request.
Weather Forecasts, Time Signals, and other similar services—rates on request.
Sports Events—Play-by-play descriptions from basketball and track—rates on request.
Women's Participating programs—rates on request.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Complete transcription library 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 FACILITIES

The services of the Production Department are at disposal of broadcasters using the station, with charge. Program ideas, continuities, etc., prepared and submitted.

Contract and Other Requirements

Contract and copy subject to the station owner's approval and governmental regulations. Rates are station time only. Maximum contract period one year. Rates apply to all classes of accounts and all classes of advertising. Rights reserved to limit the length and frequency of all broadcasts.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using both 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Manager—Arch L. Madsen.

Representatives

Joseph Hershey McGillivra, Inc.

SALT LAKE CITY

(Salt Lake County)

KDYL

(Established 1922)



Rates effective April 1, 1942. (Card No. 15.) Owned and operated by Intermountain Broadcasting Corporation. Business Office and Studio—6th floor, Tribune-Telegraph Bldg., Salt Lake City, Utah, telephone 5-2991. Transmitter—Murray, Utah.

Wave—Power—Time Operating power—5,000 watts. 100% modulation—crystal control. 523 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 12:00 midnight, except Saturday 6:00 a.m. to 1:00 a.m.

Agency Commission Agency commission 15% to recognized agencies. Invoices mailed 1st of month following broadcast. Advantages of performance furnished if required. Admission applies on time only; not talent, remote control or other production expenses. No cash discounts.

General Advertising For combination rates see listing of National Broadcasting Company (Mountain Group). Following rates are for national advertising. For local advertising rates consult station management.

Table for CLASS "A" (6:00 p.m. to 10:30 p.m.) with columns for 1 hr., 13 tl., 26 tl., 52 tl., 100 or more tl. and rows for 1 hour, 1/2 hour, 15 minutes, 10 words, 5 words, 100 words.

Table for CLASS "B" (8:00 a.m. to 8:00 p.m. and 10:30 p.m. to 12:00 midnight) with columns for 1 hr., 13 tl., 26 tl., 52 tl., 100 or more tl. and rows for 1 hour, 1/2 hour, 15 minutes, 10 words, 5 words, 100 words.

Table for CLASS "C" (12:00 midnight to 8:00 a.m.) with columns for 1 hr., 13 tl., 26 tl., 52 tl., 100 or more tl. and rows for 1 hour, 1/2 hour, 15 minutes, 10 words, 5 words, 100 words.

Additional discount of 10% on 260 times or more.

TALES Acceptable, 25% extra.

ELECTRICAL TRANSCRIPTIONS Surcharge for handling transcribed announcements and programs.

TALENT Talent bureau equipped to furnish talent for all types of programs. Talent supplied at actual cost. All types of talent available for the building of local 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 Requirements Contracts include announcer. Contracts for over one year accepted. Contracts subject to station approval, government regulations, code of ethics of the National Association of Broadcasters, and regulations of the Federal Trade Commission.

Advertising copy subject to approval of the Federal Trade Commission. All times subject to change in network programs. No billing period longer than 30 days, regardless of length of contract. Station will not be liable for failure or impairment of transmission but will allow pro rata reduction for time missed.

Rates are for origination in main studios and include services of announcer.

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

President and General Manager—S. S. Fox. Commercial Manager—W. E. Wagstaff.

Representatives

John Blair & Company.

KLO

Listed by the Federal Communications Commission as a Ogden, Utah, station. Considered by the Mutual Broadcasting System and Intermountain Network as their Salt Lake City outlet. 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.

Business Office and Studio—Union Pacific Building, Salt Lake City, Utah, telephone 5-4641.

Transmitter—12 miles west of Salt Lake City on shores of Great Salt Lake. U. S. Highway 40.

Wave—Power—Time

Operating power—50,000 watts. (100% modulation—crystal control.) 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 1:00 a.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 listings of Columbia Broadcasting System (Mountain Group) and Columbia Pacific Network (Supplementary Stations). Rates include fees charged for broadcasting copyrighted music.

The following rates are for national advertising. For local advertising rates consult station management.

Table for CLASS "A" (6:00 p.m. to 10:30 p.m.) with columns for 1 hr., 1 1/2 hr., 1/4 hr., 5 min. and rows for 1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 250 times, 450 times, 600 times, 800 or more times.

Table for CLASS "B" (8:00 a.m. to 8:00 p.m. and 10:30 p.m. to 12:00 midnight) with columns for 1 hr., 1 1/2 hr., 1/4 hr., 5 min. and rows for 1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 250 times, 450 times, 600 times, 800 or more times.

Table for CLASS "C" (12:00 midnight to 8:00 a.m.) with columns for 1 hr., 1 1/2 hr., 1/4 hr., 5 min. and rows for 1 time, 13 times, 26 times, 52 times, 100 times, 150 times, 250 times, 450 times, 600 times, 800 or more times.

(\*) One minute electrical transcription or 100 words.

(?) Fifty words or less.

DISCOUNTS A 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 net charges for announcements or 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 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 broadcasting 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.

RECORDED PROGRAMS Use of recordings included without extra charge when permitted by program regulations.

TALENT Rates on application.

REMOTE CONTROL Additional charges are made for programs originating outside of the studios.

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 A.A.A. 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 33-1/3 and 78 r.p.m. double turn-tables.

Personnel Director of Station Operations—Ivor Sharp. Commercial Manager—Lennox Murdoch. Promotion Director—Ferry Driggs.

Representatives Edward Petry & Company, Inc.

KUTA

(Established 1938)



Rates effective June 1, 1941. (Card No. 1A.) Owned and operated by Utah Broadcasting Company. Business Office and Studio—Belvedere Apt. Hotel, Salt Lake City, Utah, telephone 3-2737. Transmitter—North Salt Lake, Utah.

Wave—Power—Time Operating power—5,000 watts. 528.3 meters; 570 kilocycles. Licensed to operate full time. Operates on Mountain War Time. Actual operating schedule: 6:00 a.m. to 12:15 a.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 listing of Blue Network Company (Blue Mountain Group). Rates include charges by owners of music copyrights. The following rates are for national advertising. For local rates consult station management.

Table for CLASS "A" (6:00 p.m. to 10:30 p.m.) with columns for 1 hr., 13 tl., 26 tl., 52 tl., 100 tl., 150 tl., 300 tl. and rows for 1 hour, 1/2 hour, 15 minutes, 10 words, 5 words, 100 words.

Table for CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight) with columns for 1 hr., 1 1/2 hr., 1/4 hr., 5 min. and rows for 1 hour, 1/2 hour, 15 minutes, 10 words, 5 words, 100 words.

Additional discount of 10% for contracts for 1,000 or more times.

SPECIAL FEATURES Time Signals—100 word spot announcement rate applies. News—Rates on request.

POLITICAL TALKS Rates on request.

SCHOOLS, CHURCHES, INSTITUTIONS Regular rate if commercial in character.

TALENT Any kind of talent can be supplied. Rates on request.

REMOTE CONTROL Facilities furnished at actual cost.

Contract and Other Requirements No contracts for over one year accepted. Programs and commercial copy must be acceptable to station management. All advertising and programs are subject to rules and regulations of the Federal Communications Commission and the Federal Trade Commission.

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—Frank C. Carman. Commercial Manager—Jack Burnett.

Representatives Paul H. Raymer Company.

VERMONT

BURLINGTON

(Chittenden County)

W C A X

(Established 1931)



Rates effective July 1, 1940.

Owned and operated by the Burlington Daily News, Inc. Business Office and Studio—203 College Street, Burlington, Vermont, telephone 2000. Transmitter—Burlington, Vermont.

Wave—Power—Time

Operating power—1,000 watts. (100% modulation—crystal control.) 483.9 meters; 620 kilocycles. Licensed to operate unlimited time on regional channel. Operates on Eastern War Time. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 6:45 a.m. to 12:05 a.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 1st 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 12:00 midnight)

Table with 4 columns: Time, 1 tl., 26 tl., 52 tl., 100 tl., 200 tl., 300 tl. Rows for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 30 words.

(All other hours)

Table with 4 columns: Time, 50.00, 45.00, 40.00, 37.50, 35.00, 30.00. Rows for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute, 30 words.

SPECIAL FEATURES

Announcements adjacent to news and complete sponsorship of news at card rate plus 10%.

TALENT

Rates on application.

REMOTE CONTROL

Rates for remote control on application.

Contract and Other Requirements

No contracts accepted for longer than one year. The editorial content of all broadcasts is subject to the approval of station and all FCC rules and regulations. Advertisers must comply with all present and future pure food and drug laws, as well as all copyrights controlling music. The station reserves the right at all times to reject copy if it does not meet all requirements of the FCC, the laws of the United States and the laws of the state of Vermont.

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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

President—C. P. Hasbrook. Commercial Manager—Robert A. Kelley. Representatives—Weed & Company.

RUTLAND

(Rutland County)

W S Y B

(Established 1930)



Rates effective July 8, 1939. (Card No. 3.)

Owned and operated by Phillip Welsh Music Co. Business Office and Studio—80 West Street, Rutland, Vermont, telephone 1247. Transmitter—Crock Road, Rutland, Vermont.

Wave—Power—Time

Operating power—1,000 watts. (100% modulation—crystal control.) 17.1 meters; 1380 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

For combination rates see listings of Yankee Network and Mutual Broadcasting System.

In order to earn net rates quoted, contract 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 on, or before, expiration to earn a lower rate. Class "A," "B," or "C" program time can be grouped to earn maximum discounts.

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

Table with 2 columns: Time, Rate. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

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

Table with 2 columns: Time, Rate. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

(All other time)

Table with 2 columns: Time, Rate. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes.

ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sunday)

Table with 2 columns: Time, Rate. Rows for 125 words, 25 to 30 word station breaks.

(All other time)

Table with 2 columns: Time, Rate. Rows for 125 words, 25 to 30 word station breaks.

DISCOUNTS

Table with 3 columns: Times, Net, Discount. Rows for 13 times, 26 times, 52 times, 78 times, 104 times.

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.; 11:00 p.m. to 11:15 p.m. Sundays 8:45 a.m. to 9:00 a.m.; 1:30 p.m. to 1:45 p.m.; 6:30 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. 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 federal 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 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

Business Manager—J. H. Welsh. Commercial Manager—George Field. Representatives—Joseph Hershney McGillivra, Inc. New England—Robert C. Foster.

ST. ALBANS

(Franklin County)

W W S R

(Established 1941)

Rates effective April 30, 1941.

Owned by Vermont Radio Corporation, Inc. Operated by Lloyd E. Squier and William G. Ricker. Business Office and Studio—Main St., St. Albans, Vermont, telephone 4390. Transmitter—Two miles north of business district, St. Albans, Vermont.

Wave—Power—Time

Operating power—1,000 watts. 211.1 meters; 1420 kilocycles. Licensed to operate days on regional channel. Operates on Eastern War Time. Actual operating schedule: Sundays 10:00 a.m. to 1:15 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 1st of month; due 10th of month.

General Advertising

Table with 3 columns: Time, Rate, Discount. Rows for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute of station break.

DISCOUNTS

Table with 3 columns: Times, Net, Discount. Rows for 1 time, 13 times, 20 times.

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.

Contract and Other Requirements

Advertising of alcoholic beverages accepted. Preferred position governed by priority and availability on contract basis.

Closing Time

Contracts close one week in advance of first broadcast. Announcement copy, transcriptions and tables 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 turn-tables for vertical and lateral cut recordings.

Personnel

Station Manager—Thomas Colton. Commercial Manager—William G. Ricker. Representatives—Howard H. Wilson Co.

WATERBURY

(Washington County)

W D E V

Rates effective October 1, 1937.

Owned and operated by Lloyd E. Squier and Wm. J. Ricker. Business Office and Studio—8 Stowe St., Waterbury, 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

Table with 4 columns: Time, 1 tl., 13 tl., 26 tl., 52 tl., 100 tl., 200 tl., 300 tl. Rows for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute or station break.

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP

Weather and time announcements; piano program daily news reviews every hour on the hour—rates on application.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available—rates on application.

TALENT

Talent for programs (orchestras, soloists, etc.) to be supplied at extra charge—rates on application.

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.

Contract and Other Requirements

Beer advertising accepted on sponsored programs or 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. Assistant General & Sales Mgr.—William G. Ricker. Representatives—Howard H. Wilson Company.

VIRGINIA

TRI-CITY STATIONS ASSOCIATION of Virginia



Allied Arts Bldg., Lynchburg, Va., telephone 33. Note: Address all communications to executive office, P. O. Box 238, Lynchburg, Virginia.

Rates effective November 1, 1942. Comprised of: WSLV—Roanoke, Virginia. WLVA—Lynchburg, Virginia. WBTA—Danville, Virginia.

Affiliated with the Mutual Broadcasting System the Blue Network Company.

Wave—Power—Time

See individual station listings.

Agency Commission

Agency commission 15% allowed to recognized agencies on net station time. No commission allowed on line charges. Cash discount 2%. Invoices mailed the first of the month, payable on the first of the month following service.

(This listing continued on next page)

TRI-CITY STATIONS ASSOCIATION of Virginia—Continued

General Advertising
Bookings may originate from any station and be placed to other Tri-City stations, the Mutual Broadcasting System, or the Blue Network Company.

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under CLASS 'A' and CLASS 'B'.

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS CLASS 'A'.

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS CLASS 'B'.

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS CLASS 'A'.

ELECTRICAL TRANSCRIPTIONS
Musical library charges included in rates.

TALENT
Rates 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.

Contract and Copy Requirements
Rates apply to all classes of acceptable accounts and advertising.

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

Personnel
General Manager—Philip P. Allen.

CHARLOTTESVILLE

(Albemarle 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, Albemarle County, Virginia.

Wave—Power—Time
Operating power—250 watts. (100% modulation—direct crystal control.)

Agency Commission
Agency commission 15% on net charge for station time only. No commission on program charges.

General Advertising
For combination rates see listing of Blue Network Company (Basic Blue Supplementaries).

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS.

ANNOUNCEMENTS
1 minute or station break..... 4.50 4.00 3.80 3.60 3.20

TALENT
Rates on request.

SERVICE FACILITIES
Station has a complete artist bureau and program department for constructing any type program desired.

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

Mechanical Program Equipment
Equipped to handle remote control programs anywhere in Central Virginia.

Personnel
General Manager—Charles Barham, Jr.

COVINGTON

(Alleghany County)

WJMA

(Established 1941)

Rates effective September 1, 1941.

Owned and operated by Earl M. Key. Business Office and Studio—416 Main St., Covington, Va., telephone 840.

Transmitter—Covington, Va.

Wave—Power—Time
Operating power—250 watts. (100% modulation—direct crystal control.)

Agency Commission
Agency commission 15% on net charges for station time only. No commission on program charges.

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS.

TALENT
Rates on request.

SERVICE FACILITIES
Station has a complete artist bureau and program department for constructing any type program desired.

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

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

Personnel
General Manager—Philip P. Allen.

Mechanical Program Equipment

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

Personnel

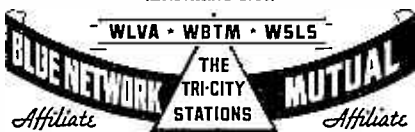
Gen'l & Bus. Mgr.—Earl M. Key. Assistant Station Manager—Bill Ward.

DANVILLE

(Pittsylvania County)

WBTM

(Established 1930)



Rates effective November 1, 1942.

Owned and operated by the Piedmont Broadcasting Corporation. Business Office and Studio—Hotel Danville, Danville, Virginia, telephone 2350.

Transmitter—Danville, Virginia.

Wave—Power—Time
Operating power—250 watts. (100% modulation.)

Agency Commission
Agency commission 15% to recognized agencies on net station time. No commission allowed on talent or line charges.

General Advertising
For combination rates see listings of Mutual Broadcasting System, Tri-City Stations Association of Virginia, and Blue Network Company (Basic Blue Supplementaries).

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS CLASS 'A'.

ANNOUNCEMENTS CLASS 'B'
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS CLASS 'B'.

ANNOUNCEMENTS CLASS 'A'
(6:00 p.m. to 11:00 p.m.)

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS CLASS 'A'.

ANNOUNCEMENTS CLASS 'B'
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS CLASS 'B'.

ANNOUNCEMENTS CLASS 'A'
(6:00 p.m. to 11:00 p.m.)

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS CLASS 'A'.

ANNOUNCEMENTS CLASS 'B'
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS CLASS 'B'.

ANNOUNCEMENTS CLASS 'A'
(6:00 p.m. to 11:00 p.m.)

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS CLASS 'A'.

ANNOUNCEMENTS CLASS 'B'
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS CLASS 'B'.

ANNOUNCEMENTS CLASS 'A'
(6:00 p.m. to 11:00 p.m.)

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS CLASS 'A'.

ANNOUNCEMENTS CLASS 'B'
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS CLASS 'B'.

ANNOUNCEMENTS CLASS 'A'
(6:00 p.m. to 11:00 p.m.)

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS CLASS 'A'.

ANNOUNCEMENTS CLASS 'B'
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

Table with 6 columns: Rate, 1 hr., 1/2 hr., 1/4 hr., 5 min., 30 sec. under ANNOUNCEMENTS CLASS 'B'.

BRISTOL

(Washington County)

WOPI

This station is located in Tennessee and also Virginia. For rates and data on this station see listing under Bristol, Tennessee.

**VIRGINIA—Continued**

**DANVILLE—Continued**

**W B T M—Continued**

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 existing 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 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.

**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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral and vertical cut recordings.

**Personnel**  
Manager—R. Sanford Guyer.  
Asst. Mgr. & Prog. Dir.—William P. Heffernan.

**Representatives**  
Tri-City Stations Association of Virginia.

**FREDERICKSBURG**

(Spotsylvania County)

**WFVA**

(Established 1939)

Rate card undated; received August 28, 1939. (Card No. 1.)

Owned and operated by Fredericksburg Broadcasting Corporation.  
Business Office and Studio—Fredericksburg, Virginia.  
Transmitter—Two miles East of Fredericksburg on Route 3.

**Wave—Power—Time**  
Operating power—250 watts.  
232.6 meters; 1290 kilocycles.  
Operates on Eastern War Time.  
Actual operating schedule: 7:30 a.m. to local sunset.

**Agency Commission**  
Agency commission 15% to recognized advertising agencies on net station time. No cash discount. Charges for facilities payable on presentation. Invoices rendered monthly.

**General Advertising**  
Rates include charges by owners of music copyrights.

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	300 tl.
1 hour.....	35.00	33.25	31.50	29.75	28.00	24.50
1/2 hour.....	19.00	18.00	17.00	16.00	15.00	13.00
1/4 hour.....	15.00	14.25	13.50	12.75	12.00	10.50
5 minutes	7.50	7.10	6.75	6.35	6.00	5.25

**ANNOUNCEMENTS**

100 words or	1 minute.....	4.00	3.80	3.60	3.40	3.20	2.80
50 words.....		3.25	3.10	2.90	2.75	2.60	2.25

**SPECIAL FEATURES**  
News: Regular station rates apply for 5 minutes or more. Time Signals: Exclusive sponsorship, 50 words maximum, 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., of artists, announcers and engineers, etc., to be paid for by advertiser, when required, in advance.

**SERVICE FACILITIES**  
Production department plans and produces complete radio features and program ideas, or serves in an advisory capacity when desired. Assistance to manufacturers' salesmen and merchandising service available.

**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 station 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.

**Personnel**  
Gen'l & Comm. Mgr.—William R. Seth.  
Program Manager—Nan Winkler.  
Chief Engineer—Wilbur Crooks.

**Representative**  
Burn-Smith Company, Inc.

**HARRISONBURG**

(Rockingham County)

**WSVA**

(Established 1935)



Rates effective June 1, 1941. (Card No. 7.)  
Owned and operated by Shenandoah Valley Broadcasting Corporation.  
Business Offices and Studios—Main and East Market Sts., Harrisonburg, Va., telephone 875.  
Transmitter—R.F.D. 1, Rockingham County, Va.

**Wave—Power—Time**  
Operating power—1,000 watts.  
(100% modulation.)  
545.5 meters; 550 kilocycles.  
Licensed to operate days only.  
Operates on Eastern War Time.  
Actual operating schedule: Sundays 7:00 a.m. to local sunset. Week days 6:00 a.m. to local sunset.

**Agency Commission**  
Agency commission 15% is allowed to recognized agencies on net station time and talent. No cash discount. Bills rendered first of each month and are due and payable by the 10th of the month.

**General Advertising**  
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"**  
(11:59 a.m. to 1:00 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour.....	50.00	47.00	45.00	43.00	40.00	35.00
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	6.50	6.18	5.85	5.53	5.20	4.88
100 words or less.....	5.50	5.23	4.95	4.68	4.40	4.13

**CLASS "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)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour.....	48.00	45.60	43.20	40.80	38.40	36.00
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	5.50	5.23	4.95	4.68	4.40	4.13
100 words or less.....	4.50	4.28	4.05	3.83	3.60	3.38

**CLASS "C"**  
(1:00 p.m. to 4:59 p.m. week days)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 hour.....	36.00	34.20	32.40	30.60	28.80	27.00
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	3.60	3.38
100 words or less.....	3.50	3.33	3.15	2.98	2.80	2.63

**CLASS "D"**  
(6:00 a.m. to 8:59 a.m. week days)  
Rates for announcements same as Class "C". If less than six quarter hours per week are used, Class "C" rates apply.

	1 hr.	1/2 hr.	1/4 hr.
1 hour.....	500.00	475.00	450.00
1/2 hour.....	300.00	285.00	270.00
1/4 hour.....	175.00	168.25	157.50

**SPECIAL FEATURES**  
Time signals, weather reports, temperature reports and news-casts—rates on request.

**POLITICAL BROADCASTS**  
Charged for at regular one time general broadcasting rate for class of service purchased. No frequency discount allowed. Payment must accompany contract.

**RECORDED PROGRAMS**  
Information on request.

**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 plans and produces complete radio features and program ideas, or serves in an advisory capacity when desired.

**Contract and Other Requirements**  
Beer advertising accepted after 12:00 noon for program service only. No announcements accepted. No hard liquor or wine advertising.

**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.

**Personnel**  
President—Frederick L. Altman.  
General Manager—Charles P. Blackley.  
Sales Manager—R. B. Harrington.  
Program Director—Dick Johnson.  
Chief Engineer—Warren L. Braun.

**Representative**  
Howard H. Wilson Company.

**LYNCHBURG**

(Campbell County)

**WLVA**



Rates effective November 1, 1942.  
Owned and operated by Lynchburg Broadcasting Corp., Business Office and Studio—Allied Arts Building, Lynchburg, Virginia, telephone 3050.  
Transmitter—Pace Street in Levwood Addition, Lynchburg, Virginia.

**Wave—Power—Time**  
Operating power—250 watts.  
(100% modulation.)  
243.9 meters; 1230 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 advertising 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 listings of Mutual Broadcasting System, Tri-City Stations Association of Virginia, and Blue Network Company (Basic Blue Supplementaries).

**CLASS "A"**  
(6:00 p.m. to 11:00 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	313 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
5 minutes	15.00	14.25	13.50	12.75	12.00	11.25

**CLASS "B"**  
(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 7:00 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
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
10 minutes	15.00	14.25	13.50	12.75	12.00
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 minute or	100 words	7.50	7.15	6.75	6.40	6.00	5.65
35 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 7:00 a.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

**ELECTRICAL TRANSCRIPTIONS**  
Regular time charges apply. Not restricted to certain hours. Musteal library charges included in rates.

**TALENT**  
Rates 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-City Stations. No charge for these lines.

**Contract and Copy 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 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 substitute other copy at his discretion.  
The broadcaster reserves the right to refuse, or discontinue any advertising for any reasons satisfactory to himself.

(This listing continued on next page)



**LYNCHBURG—Continued**  
**W L V A—Continued**

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 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.

**Closing Time**

Talent programs close one week in advance. Material or announcements should be sent by the advertiser to the station at least one week in advance of broadcasting 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 and vertical cut recordings.

**Personnel**

President—Edward A. Allen.  
General Manager—Philip P. Allen.  
Sales Manager—Joseph P. Wright.  
Program Director—Claude Taylor.  
Engineer—John T. Orth.

**Representatives**

Tri-City Stations Association of Virginia.

**NEWPORT NEWS**

(Warwick County)

**WGH**

(Reestablished 1928)



Rates effective October 1, 1942.

Owned and operated by Hampton Roads Broadcasting Corporation, a subsidiary of Daily Press, Inc.  
Business Office—Portlock Building, Norfolk, Va., telephone 27031.

Other Studios—Hotel Warwick, Newport News, telephone 2297; Portlock Bldg., Norfolk, telephone 27031; news room of the Daily News, Newport News, telephone 14.

**Wave—Power—Time**

Operating power—250 watts.  
(100% modulation.)  
223.9 meters; 1340 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. Cash discount—Invoices mailed 1st of month following presentation.

**General Advertising**

For combination rates see listing of Blue Network Company (Basic Blue Supplementaries).

The following rates are for national advertising. For local advertising rates consult station management. Rates include fees charged by owners of music copyrights. (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. Sundays)

1 hour.....	90.00
1/2 hour.....	54.00
1/4 hour.....	36.00
5 minutes.....	18.00
1 minute transcription or 150 words.....	12.00
1/2 minute transcription or 100 words.....	10.00
50 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.....	32.00
5 minutes.....	16.00
1 minute transcription or 150 words.....	12.00
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 11:00 p.m. to 12:00 midnight Sundays)

1 hour.....	60.00
1/2 hour.....	36.00
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

(\*12:00 midnight to 3:00 a.m.)

1 hour.....	10.00
1/2 hour.....	24.00
1/4 hour.....	16.00
5 minutes.....	8.00
1 minute transcription or 150 words.....	6.00
1/2 minute transcription or 100 words.....	5.00
50 words or less.....	4.00

(\* Service available only if a regular scheduled program precedes or follows.

**DISCOUNTS**

Apply on announcements or Programs. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts. To earn dis-

(This listing continued on next page)

**MARTINSVILLE**

(Henry County)

**W M V A**

(Established 1941)

Rates effective July 1, 1941. (Card No. 2.)

Owned and operated by Martinsville Broadcasting Co. Business Office and Studio—Thomas Jefferson Hotel, Martinsville, Virginia.

Other Studios—West Washington St., Leaksville, N. C., telephone 600.  
Transmitter—Thomas Jefferson Hotel, Martinsville, Virginia.

**Wave—Power—Time**

Operating power—250 watts.  
206.8 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 10:00 p.m. Week days 6:00 a.m. to 10:00 p.m.

**Agency Commission**

Agency commission 15% to recognized agencies on station time only. Cash discount 2% for payment on or before 10th of month following month of service. Bills rendered first of month and are due 10th of month following service.

**General Advertising**

For combination rates see listing of National Broadcasting Company (Southeastern Group).

The following rates are for national advertising. Rates include charges by owners of music copyrights.

	1 hr.	26 tl.	52 tl.	104 tl.	156 tl.	312 or more
1 hour.....	44.00	42.00	38.00	36.00	32.00	28.00
1/2 hour.....	22.00	21.00	19.00	18.00	16.00	14.00
1/4 hour.....	11.00	10.50	9.50	9.00	8.00	7.00
5 minutes.....	7.50	7.30	6.70	6.40	5.80	5.20
5 minutes.....	3.75	3.65	3.45	3.35	3.15	2.95
1 minute.....	1.85	1.80	1.70	1.65	1.55	1.45

**ANNOUNCEMENTS**

30 words..... 1.85 1.80 1.70 1.65 1.55 1.45  
50 words..... 1.50 1.45 1.35 1.30 1.20 1.10  
A 5% tolerance will be allowed in the number of words in spot announcements. All words in excess of 5% will be charged in proportion to rate.

**SPECIAL FEATURES**

News-casts—Leased wire service, six days a week. 10 minutes, per month 115.00; 5 minutes, per month 65.00. Minimum contract 13 consecutive weeks.

**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.

**POLITICAL TALENT**

One time rate applies.

Rates on request.

**Contract and Other Requirements**

Advertising of alcoholic beverages not accepted excepting beer, ale and wine. Contracts subject to cancellation by one month written notice accompanied by certified check at short rate to date of last program. Station reserves the right to reject any material or talent that in its opinion is not suitable for broadcasting. Maximum contract period 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 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

**Personnel**

General Manager—John W. Shultz.  
Commercial Manager—Charles F. Adams.  
Production Manager—Jack Day.  
Representatives  
Forjee & Company.

**An Air Umbrella**

Protecting... YOUR ADVERTISING INVESTMENT.

Delivering... POSITIVE PRIMARY METROPOLITAN COVERAGE

Providing... POWERFUL PROMOTIONAL SUPPORT.

Serving... 734,320 PEOPLE IN METROPOLITAN AREA ALONE.

Use... **WGH**

THE **Blue** NETWORK OUTLET FOR...  
and **NORFOLK-PORTSMOUTH NEWPORT NEWS, VA.**

AFFILIATED WITH—THE DAILY PRESS—TIMES HERALD  
National Representatives Burn-Smith Co. New York—Chicago

**VIRGINIA—Continued**

**NEWPORT NEWS—Continued**

**W G H—Continued**

counts, 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..... 30%  
 52 times..... 15%

**SPECIAL FEATURES**

Newscasts and time reporting services available to sponsors. Rates on request.  
 Participations—Certain programs are available to non-competing products for participating announcements. Advertiser must use a minimum of five announcements per week for a minimum period of 13 weeks. Regular rates apply.

**RECORDED PROGRAMS AND TRANSCRIPTIONS**

Regular time charges apply on recorded programs, transcriptions and transcribed announcements. Transcription library service available. Rates on request.

**TALENT**

Rates on request.

**REMOTE CONTROL**

Services and facilities for programs by remote control are available. Rates on request.

**SERVICE FACILITIES**

Services of station staff in arranging and presenting programs are included in rates. A reasonable amount of merchandising service is available to sponsors.

**Contract and Other Requirements**

Rates quoted are for station time only. Maximum contract accepted, 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.

The management of station 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 employee agree to indemnify and to keep indemnified The Hampton Roads Broadcasting Corporation from any loss caused by reason of any action in libel, slander or copyright infringement, and in addition the 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 33-1/8 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

**Personnel**

President—Major Raymond B. Bottom.  
 Vice-President, Station and Promotion Manager—Edward E. Bishop.  
 Commercial Manager—Edward E. Edgar.

**Representatives**

Burn-Smith Company, Incorporated.

**NORFOLK**

**W T A R**

(Established 1928)



Rates effective October 1, 1942. (Card No. 13.)

Owned and operated by WTAR Radio Corporation, a subsidiary of Norfolk Newspapers, Inc.

Business Office and Studio—National Bank of Commerce Building, Norfolk, Virginia.

Transmitter—Glen Rock Road, near Norfolk, Virginia

**Wave—Power—Time**

Operating power—5,000 watts days (non-directional); 5,000 watts nights (directional).

(100% modulation—crystal control.)

379.7 meters; 790 kilocycles.

Licensed to operate full time.

Operates on Eastern War Time.

Actual operating schedule: Sundays 9:00 a.m. to 12:05 a.m. Week days 6:00 a.m. to 12:05 a.m.

**Agency Commission**

15% to recognized agencies. Commission applies to station time only. No cash discount. Bills rendered 1st of month following service and payable within 15 days.

**General Advertising**

For combination rates see listing 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 management.

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

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
Less than 26 times....	160.00	95.00	65.00	35.00	25.00	16.25
26 times....	152.00	90.25	61.75	32.25	22.75	15.63
52 times....	144.00	85.50	58.50	31.50	22.50	14.52
104 times....	136.00	80.75	55.25	29.75	21.25	14.03
156 times....	128.00	76.00	52.00	28.00	20.00	13.20
234 times....	124.00	73.63	50.38	27.13	19.38	12.79
260 times....	120.00	71.25	48.75	26.25	18.75	12.34
312 times....	116.00	68.88	47.13	25.38	18.13	11.95
624 or more times....	112.00	66.50	45.50	24.50	17.50	11.55

(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 11:30 p.m.)

Less than 26 times....	80.00	47.50	32.50	17.50	12.50	8.25
26 times....	76.00	45.13	30.88	16.63	11.88	7.81
52 times....	72.00	42.75	29.25	15.75	11.25	7.43
104 times....	68.00	40.38	27.63	14.88	10.63	7.02
156 times....	64.00	38.00	26.00	14.00	10.00	6.60
234 times....	62.00	36.82	25.19	13.57	9.69	6.40
260 times....	60.00	35.63	24.38	13.13	9.38	6.19
312 times....	58.00	34.44	23.57	12.69	9.06	5.99
624 or more times....	56.00	33.25	22.75	12.25	8.75	5.78

(11:30 p.m. to 7:00 a.m.)

Less than 26 times....	52.75	31.75	21.75	11.50	7.50	5.30
26 times....	50.11	30.16	20.66	10.93	7.13	5.23
52 times....	47.48	28.58	19.58	10.35	6.75	4.85
104 times....	44.84	26.99	18.49	9.78	6.38	4.68
156 times....	42.20	25.40	17.40	9.20	6.00	4.49
234 times....	40.88	24.61	16.86	8.91	5.81	4.25
260 times....	39.56	23.81	16.31	8.63	5.63	4.13
312 times....	38.24	23.02	15.77	8.34	5.44	3.99
624 or more times....	36.93	22.23	15.23	8.05	5.25	3.85

(\*) One minute transcription, 100 words or 1/2 minute transcription.  
 (†) Fifty words or less.

**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 station 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**

Time signals take regular 50 word announcement rates with 50 words of commercial copy in addition to correct time. Twenty-five words allowed if used as a chain break between commercial programs.

Baseball and football scores are sold at the five minute program rates, plus cost of obtaining scores. Rate for other special services such as sponsorship of crop reports, etc., is based on one minute announcement rate with 50 words of commercial copy in addition to reports, and is subject to regular time discounts.

**TALENT**

Rates on application.

**REMOTE CONTROL**

Service and facilities for programs by remote control are available. Prices will be quoted on request.

**SERVICE FACILITIES**

Merchandising included as part of regular service. Where extra services are requested, prices will be quoted at net cost.

(This listing continued on next page)



**SHE EARNS \$59.28 A WEEK  
 SHE SHOPS IN NORFOLK  
 SHE LISTENS TO WTAR**

(and there are thousands more like her in the Norfolk Market)

More than 1,038,720 people now live and work and buy in the Norfolk Metropolitan Market. Thousands of these folks are highly paid war production workers, many of whom are earning and spending more than they ever dreamed of before.

For nearly twenty years folks in Norfolk, Portsmouth and Newport News have been depending on Station WTAR for their news and entertainment. New-comers quickly learn that WTAR brings them more of the Nation's favorite programs than all the other stations in this area combined.

Foods, drugs, cosmetics, household products—in fact anything that folks need and want will “sell like hotcakes” when you tell your story on WTAR. Contact Edward Petry & Co. or write to us for complete information.

5,000 WATTS DAY AND NIGHT ★ NBC RED NETWORK

**WTAR NORFOLK VIRGINIA**

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

NORFOLK—Continued

W T A R—Continued

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 rescheduled by station at equally advantageous times.

Closing Time
Closing time depends on type of service requested. Two weeks desirable for publicity releases.

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—Campbell Arnoux.
Promotion Manager—Ralph Hatcher.
Inclusive National Representatives—Edward Petry & Company, Inc.

PETERSBURG

(Dinwiddie County)

WPID

(Established 1940)

Rates effective December 1, 1942. (Card No. 2.)
Owned and operated by Petersburg Newspaper Corp. Business Office and Studio—121 N. Sycamore Street, Petersburg, Virginia.

Transmitter—Colonial Heights, Virginia (1/2 mile from downtown Petersburg).

Wave—Power—Time
Operating power—250 watts.
201.3 meters; 1490 kilocycles.

Licensed to operate unlimited time week days on local channel. Shares certain specified hours Sunday's only with station WBBL, Richmond, Virginia (non-commercial).

Operates on Eastern War Time.
Operating schedule: Week days 7:00 a.m. to 8:00 p.m.

Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount. Charges billed in accordance with credit arrangements approved by credit manager of station.

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

Table with columns for time slots (1 hour, 1/2 hour, 10 minutes, 5 minutes) and rates for sign-on to sign-off.

ANNOUNCEMENTS
(Sign-on to sign-off)
1 13 26 52 100 260 312

Table with columns for time slots (1 minute, 1/2 minute, 10 words or less) and rates for verbal announcements over 100 words.

Special Package
Three 30 word announcements daily, 6 days weekly, net, per week. 25.00
Six 30 word announcements daily, 6 days weekly, net, per week. 37.50

Advertisers using at least six days weekly under contract for 52 consecutive weeks will be allowed a rebate of 15% of the net station time charges after deduction of quantity discounts. Rebate may, at station's option, be allowed concurrently, but if done and advertiser cancels contract or reduces schedule so as not to use at least six days weekly, then advertiser shall immediately refund to station total amount of such rebate allowed from the beginning of contract to effective date of cancellation or reduction in schedule below six days weekly.

Advertisers who renew contracts with or without time lapse will be allowed retroactive number of times discounts that may be earned by combining announcements, or all programs used within 12 months from starting date of original contract, but no contract or renewals thereof can extend beyond 12 months from starting date of original contract.

TALENT

Rates on request.
REMOTE CONTROL
Rates and details on request.

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

Announcements are accepted with the understanding that programs take precedence and that announcements scheduled for period later sold for programs of the same time classification. Five minute programs may be moved on 48 hours' notice when time is sold for program of 15 minutes or longer.

Time of broadcast of any program is subject to change by mutual agreement, or by station on five days' notice to advertiser if program is scheduled on a once or twice a week basis and time is required for a commercial program on a three to five times per week basis.

Unless otherwise specifically agreed upon in writing all contracts are subject to cancellation on 15 days' notice in writing, plus the short rate applicable to the date cancellation goes into effect.

All facilities are furnished in accordance with station's standard contract form.

Closing Time
Closing time on contracts, copy, transcriptions and talks are subject only to time required to insure proper arrangements for handling and production.

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—Walter Huffnagel.
Commercial Manager—Milton N. Gwaltney.
Representatives—None.

PORTSMOUTH

(Norfolk County)

WSAP

(Established 1942)

Rates effective September 1, 1942.
Owned and operated by Portsmouth Radio Corp. Business Office and Studio—205 Professional Bldg., 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.

Agency Commission
15% to recognized advertising agencies on station time only. Cash discount 2%—10th of month following service. Invoices mailed 1st of month following presentation.

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. Rates include fees charged by owners of music copyrights.

Table for CLASS 'A' rates (6:00 p.m. to 10:00 p.m.) for 1 hour, 1/2 hour, 1/4 hour, and 5 minutes.

Table for CLASS 'B' rates (6:30 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight) for 1 hour, 1/2 hour, and 5 minutes.

ANNOUNCEMENTS
CLASS 'A'
(6:00 p.m. to 10:00 p.m.)

Table for CLASS 'A' announcement rates for 1 minute, 1/2 minute, and 50 words or less transcription.

Table for CLASS 'B' announcement rates (6:30 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight) for 1 minute, 1/2 minute, and 50 words or less transcription.

DISCOUNTS

Apply on announcements or programs. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts.

Table showing discounts for 13, 19, 26, and 52 times.

SPECIAL FEATURES

Newscasts, weather and time reporting services available. Rates 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 13 weeks. Regular rates apply.

RECORDED PROGRAMS

Regular time charges apply to recorded programs, transcriptions and transcribed announcements. Transcription library service available. Rates on request.

TALENT

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.

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.

Personnel
President—Tom E. Gillman.
Vice-President—W. K. Hodges.
General Manager—T. W. Aydtlett.

Representatives—None.

Radio Advertising Rates and Data puts network and station advertisements in the buying spotlight when radio lists are being made

**VIRGINIA—Continued**

**RICHMOND**

(Henrico County)

**WMBG**

(Established 1927)



Rates effective May 1, 1941. (Card No. 5N.)

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.)

217.4 meters; 1380 kilocycles.

Licensed to operate full time on regional channel.

Operates on Eastern War Time.

Actual operating schedule: Sundays 9:00 a.m. to

12:00 midnight. Week days 6:00 a.m. to 12:00 mid-

night.

**Agency Commission**

Agency commission 15% allowed to recognized agen-

cies on station time only. No cash discount. Bills due and payable when rendered.

**General Advertising**

For combination rates see listing of National Broad-  
casting Company (Basic Supplementary).

Rates for time in excess of one hour are in exact  
proportion.

**CLASS "A"**

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.
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 times.....	150.00	105.00	75.00	37.50

**CLASS "B"**

(8:00 a.m. to 2:00 p.m. and 5:00 p.m. to  
6:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time.....	100.00	70.00	50.00	25.00
13 times.....	95.00	66.50	47.50	23.75
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

**CLASS "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	34.00	17.00
100 times.....	64.00	44.80	32.00	16.00
200 times.....	60.00	42.00	30.00	15.00

**ANNOUNCEMENTS**

(After 6:00 p.m.)

	100 words	Station	50 breaks	50 words
1 time.....	30.00	25.00	25.00	18.00
13 times.....	28.50	23.75	23.75	17.10
26 times.....	27.00	22.50	22.50	16.20
52 times.....	25.50	21.25	21.25	15.30
100 times.....	24.00	20.00	20.00	14.40
200 times.....	22.50	18.75	18.75	13.50

(Before 6:00 p.m.)

	15.00	12.50	12.50	9.00
1 time.....	15.00	12.50	12.50	9.00
13 times.....	14.25	11.87	11.87	8.55
26 times.....	13.50	11.25	11.25	8.10
52 times.....	12.75	10.62	10.62	7.65
100 times.....	12.00	10.00	10.00	7.20
200 times.....	11.25	9.37	9.37	6.75

(\*) One minute transcription.

**SPECIAL FEATURES**

Weather reports daily, feature and 100 word an-

ouncement: 1 wk. 13 wks. 26 wks. 52 wks.

Per week..... 160.00 152.00 144.00 136.00

Temperature reports, feature and 100 word announce-

ment: Per week..... 85.00 80.75 76.50 72.25

News: Five and 15 minute periods, Monday through

Saturday.

Sports: Fifteen minute periods, Monday through Sat-

urday.

Participating programs:

"Feminine Fancies"—One and 5 minute participa-

tions, Monday through Saturday.

"Good Morning Neighbor"—7:00 a.m. to 7:45 a.m.,

Monday through Saturday.

"Brigade of Bands"—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—rates on request.

Services of the station program department, sched-

uled staff announcers and staff engineers in arrang-

ing and presenting programs are included without extra

charge. Additional charges are made for programs

originating outside the station studios and for pro-

grams 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 stand-

ard AAAA form.

All programs subject to station approval, government

regulations and the NAB Code of Ethics of the

Radio Broadcasting Industry.

Rates quoted cover the station time and facilities

only for programs originating in the station studios.

**Closing Time**

Announcements and recorded programs close at least

two 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 vertical and lateral cut recordings.

**Personnel**

General Manager—Wilbur M. Havens.

**Representatives**

John Blair & Company.

**5,000 WATTS**  
**DAY AND NIGHT**

**WMBG** RICHMOND  
**ABC Red**

**Power to do the JOB**  
**Most Popular Programs**  
**Unexcelled Merchan-**  
**dising and Promotion**  
**Departments**

★  
**Proven Consumer**  
**Pulling Power**  
**Maximum Results**  
**at Minimum Cost..**

**Represented by**  
**JOHN BLAIR COMPANY**

**VIRGINIA—Continued**

**RICHMOND—Continued**

**WRNL**  
(Established 1927)



Rates effective September 1, 1940.  
Owned and operated by Richmond Radio Corp.  
Studios—323 E. Grace Street, Richmond, Virginia.  
Telephone 33436.  
Transmitter—Wilkinson Road, two miles North of Richmond.

Power—5,000 watts.  
(100% modulation—crystal control.)  
25.7 meters; 910 kilocycles.  
Operates on regional channel.  
Operates on Eastern War Time.  
Actual operating schedule: Sundays 7:00 a.m. to 1:00 p.m. Week days 5:30 a.m. to 1:00 a.m.

Agency Commission  
Agency commission 15% on net 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 listings of Blue Network Company (Basic Blue Network) and Mutual Broadcasting System.

**CLASS "A"**

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

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time	140.00	84.00	56.00	28.00	14.00	10.00
26 times	133.00	79.80	53.20	26.60	13.30	9.50
52 times	126.00	76.50	50.40	25.20	12.60	9.00
78 times	119.00	71.40	47.60	23.80	11.90	8.50
104 times	112.00	67.20	44.80	22.40	11.20	8.00
130 times	105.00	63.00	42.00	21.00	10.50	7.50
156 times	98.00	58.80	39.20	19.60	9.80	7.00
182 times	91.00	54.60	36.40	18.20	9.10	6.50
208 times	84.00	50.40	33.60	16.80	8.40	6.00
234 or more times	77.00	46.20	30.80	15.40	7.70	5.50

**CLASS "B"**

(9:00 a.m. to 6:00 p.m.)

1 time	84.00	50.40	33.60	16.80	7.00	5.00
26 times	79.80	47.88	31.92	15.96	6.85	4.75
52 times	76.50	45.36	30.24	15.12	6.30	4.50
78 times	71.40	42.84	28.56	14.28	5.95	4.25
104 times	67.20	40.32	26.88	13.44	5.60	4.00
130 times	63.00	37.80	25.20	12.60	5.25	3.75
156 times	58.80	35.28	23.52	11.76	4.90	3.50
182 times	54.60	32.76	21.84	10.92	4.55	3.25
208 times	50.40	30.24	20.16	10.08	4.20	3.00
234 or more times	46.20	27.72	18.48	9.24	3.85	2.75

**CLASS "C"**

(11:00 p.m. to 12:00 midnight and 7:00 a.m. to 9:00 a.m.)

1 time	70.00	42.00	28.00	14.00	7.00	5.00
26 times	66.50	39.90	26.60	13.30	6.65	4.75
52 times	63.00	37.80	25.20	12.60	6.30	4.50
78 times	59.50	35.70	23.80	11.90	5.95	4.25
104 times	56.00	33.60	22.40	11.20	5.60	4.00
130 times	52.50	31.50	21.00	10.50	5.25	3.75
156 times	49.00	29.40	19.60	9.80	4.90	3.50
182 times	45.50	27.30	18.20	9.10	4.55	3.25
208 times	42.00	25.20	16.80	8.40	4.20	3.00
234 or more times	38.50	23.10	15.40	7.70	3.85	2.75

**CLASS "D"**

(12:00 midnight to 7:00 a.m.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time	50.00	30.00	20.00	10.00
26 times	47.50	28.50	19.00	9.50
52 times	45.00	27.00	18.00	9.00
78 times	42.50	25.50	17.00	8.50
104 times	40.00	24.00	16.00	8.00
130 times	37.50	22.50	15.00	7.50
156 times	35.00	21.00	14.00	7.00
182 times	32.50	19.50	13.00	6.50
208 times	30.00	18.00	12.00	6.00
234 or more times	27.50	16.50	11.00	5.50

(\*) One minute electrical transcription of 100 words.  
(†) Fifty words or less.

**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 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.

**SPECIAL FEATURES**

News: Regular news periods—rates on request.  
Time signal, weather reports, news flashes and other special features—rates on application.

**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. Rates on request. Artist Bureau available. Audition transcriptions of talent available may be had on request.

**Contract and Other Requirements**

Advertising of alcoholic beverages not accepted, excepting beer.  
Discounts earned on announcements shall not be applied on program contracts and vice versa.  
All programs are subject to approval of the station management. Rates quoted are for facilities of the station only; talent cost extra.

**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.

# EXCLUSIVE

## DR. DOUGLAS SOUTHALL FREEMAN

NATIONALLY FAMOUS  
AUTHOR, MILITARY  
STRATEGIST AND  
NEWS ANALYST  
REVIEWS  
*The NEWS!*  
TWICE DAILY  
EXCLUSIVELY  
ON RICHMOND'S  
**WRNL**

DR. FREEMAN'S  
"LEE'S  
LIEUTENANTS"  
IS CURRENTLY A  
SCRIBNER BEST SELLER

# 5000 WATTS

## DAY AND NIGHT 910 KC

**\* EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES \***

**VIRGINIA—Continued**

**RICHMOND—Continued**

**WRVA**

(Established 1925)



Rates effective November 1, 1939. (Card No. 7.)

Owned and operated by Larus & Bro. Company.

Business Office—Hotel Richmond, Ninth and Grace Streets, Richmond, Virginia. telephone 3-6633.

Studios—Richmond—Hotel Richmond, Ninth and Grace Streets; Norfolk—Staxx Piano Company, 502 Duke Street.

Transmitter—Between Richmond and Norfolk, Va.

**Wave—Power—Time**

Operating power—50,000 watts.

263.2 meters; 1140 kilocycles.

Licensed to operate full time on national clear 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 15% on net charge for station time only. No commission on program charges. No cash discount. Bills rendered 1st of month following service and arc due on the 20th.

**General Advertising**

For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group).

To earn discounts, stipulated number of programs must come within twelve month period.

**CLASS "A"**

(6:00 P.M. to 10:30 P.M.)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	200 tl.
1 hour....	350.00	332.50	315.00	297.50	280.00	262.50
1/2 hour....	210.00	199.50	189.00	178.50	168.00	157.50
1/4 hour....	140.00	133.00	126.00	119.00	112.00	105.00
5 minutes	70.00	66.50	63.00	59.50	56.00	52.50

**CLASS "B"**

(9:00 a.m. to 2:00 p.m., 5:00 p.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

	1 hour....	175.00	166.25	157.50	148.75	140.00	131.25
1/2 hour....	105.00	99.75	94.50	89.25	84.00	78.75	
1/4 hour....	70.00	66.50	63.00	59.50	56.00	52.50	
5 minutes	35.00	33.25	31.50	29.75	28.00	26.25	

**CLASS "C"**

(2:00 p.m. to 5:00 p.m., and 11:00 p.m. to 12:00 midnight)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	200 tl.
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
5 minutes	28.00	26.60	25.20	23.80	22.40	21.00

**CLASS "D"**

(12:00 midnight to 6:00 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 "B" until 6:00 p.m., Class "A" thereafter.

**ANNOUNCEMENTS**

(After 6:00 p.m.)

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	200 tl.
One minute electrical transcription	43.00	40.85	38.70	36.55	34.40	32.25
100 words—Station break	35.00	33.25	31.50	29.75	28.00	26.25
Station break	30.00	28.50	27.00	25.50	24.00	22.50

(9:00 a.m. to 6:00 p.m.)

	One minute electrical transcription	21.50	20.42	19.35	18.27	17.20	16.12
100 words—Station break	17.50	16.62	15.75	14.87	14.00	13.12	
Station break	15.00	14.25	13.50	12.75	12.00	11.25	

Tie-in Announcements: Restricted to name and address of local dealer. No discounts.

After 6:00 p.m. 18.12

Before 6:00 p.m. 9.41

**SPECIAL FEATURES**

Wake-up Time—7:00 a.m. to 9:00 a.m. Sold in 15 minute participating units only:

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	200 tl.
5 minutes	20.00	19.00	18.00	17.00	16.00	15.00

Funny Money Man—9:15 a.m. to 9:45 a.m. and 3:30 p.m. to 4:00 p.m., Monday through Friday. Copy limit 150 words live, or one minute transcription.

	1 tl.	13 tl.	26 tl.	52 tl.	100 tl.	200 tl.
Per participation	21.50	20.42	19.35	18.27	17.20	16.12

**POLITICAL TALKS AND PROGRAMS**

Accepted at regular station rates; payment must be company reservation of time.

**RECORDED PROGRAMS**

Regular time charges apply. No restriction on how. No franchise fee; client pays music royalties.

**TALENT**

Air-check transcriptions of talent programs available at moderate extra charge. Audition transcription of talent available may be had on request.

**REMOTE CONTROL**

Additional charges are made for programs originated outside the studios of station and for programs requiring special production.

**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.

**Closing 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-table both lateral and vertical pick-ups.

**Personnel**

General Manager—C. T. Lucy.  
Business Manager—Barron Howard.  
Program Service Manager—Irving G. Abeloff.  
Director of Public Relations—Walter R. Bishop.  
Norfolk Manager—Harold Lucas.

**Representatives**

Paul H. Raymer ComDen5.

**WRVA**

**COVERS**

**RICHMOND AND**

**NORFOLK!**

**50,000 WATTS DAY**

**AND NIGHT CBS**

**PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE**

ROANOKE (Roanoke County) WDBJ (Established 1924)



W S L S (Established 1940) WLVA - WBTM - WSLS THE TRI-CITY STATIONS BLUE NETWORK MUTUAL

Dates effective July 15, 1938. (Card No. 4.) Owned and operated by Times-World Corporation. P. O. Box 150, Roanoke, Virginia. Business Office and Studio—124 W. Kirk Avenue, Roanoke, Virginia, telephone 8131. Other Studios—War Memorial Hall, V.P.L., Blacksburg, Virginia. Transmitter—Colonial Heights, Roanoke, Virginia. Wave—Power—Time Operating power—3,000 watts. (100% modulation—direct crystal control.) 2.5 meters; 960 kilocycles. Licensed to operate full time on regional channel. 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 15% on net charges for stations not only to recognized agencies. Cash discount 2% net—15 days from invoice date. Invoices mailed 2 of each month. General Advertising For combination rates see listing of Columbia Broadcasting System (Southeastern Group). The following rates apply to national advertising. For all advertising rates, consult station management. Rates include charges made by owners of music copyrights.

Dates effective November 1, 1942. Owned and operated by Roanoke Broadcasting Corp. Business Office and Studio—Shenandoah Life Building, Roanoke, Virginia. Transmitter—Shenandoah Life Building, Roanoke, 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. Actual operating schedule: Sundays 7:50 a.m. to 12:05 a.m. Week days 6:00 a.m. to 12:05 a.m.

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 mailed on the first of the month, payable on the 15th of the month following service.

General Advertising For combination rates see listings of Mutual Broadcasting System, Tri-City Stations Association of Virginia, and Blue Network Company (Basic Blue Supplementaries).

Table with columns for CLASS 'A' and CLASS 'B' rates for various durations (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and times (7:00 a.m. to 11:00 p.m., 7:00 a.m. to 11:00 p.m.).

ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 11:00 p.m.) and CLASS 'B' (7:00 a.m. to 11:00 p.m.) rates for 1 minute, 100 words, and 35 words.

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.

TALENT Rates 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 (This listing continued on next page)

MUSICAL PROGRAMS CLASS 'A' (6:00 p.m. to 11:00 p.m. daily) and CLASS 'B' (8:00 a.m. to 6:00 p.m. daily) rates for 1 hour, 2 hour, 3 hour, 5 minutes, and 10 words.

CLASS 'C' (6:00 a.m. to 8:00 a.m. and 11:00 p.m. to 12:00 midnight) rates for 1 hour, 2 hour, 3 hour, 5 minutes, and 10 words.

DISCOUNTS on announcements or programs. Announcements and program periods of five minutes or more cannot be combined to earn larger discounts. To obtain discounts, stipulated number of programs or announcements must come within 12 month period.

POLITICAL TALKS AND PROGRAMS Accepted at regular station rates. Payable in advance. Copy for talks must be submitted 24 hours in advance of delivery time.

SPECIAL FEATURES Bulletin Board: Participation program, daily except Sunday. 100 word announcements, 6.00. Regular accounts apply.

RECORDED PROGRAMS AND ELECTRICAL TRANSCRIPTIONS Regular time charges apply to electrical transcriptions and announcements. Not restricted to certain hours.

TALENT Rates on application. REMOTE CONTROL Services 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. Station maintains a merchandising department, the services of which are available to clients.

Contact and Other Requirements Advertising of alcoholic beverages not accepted, except beer and wine.

Minimum contract accepted, one year. Rates are for station time only. Talent is extra.

Contracts subject to the approval of the station management and governmental regulations. Station reserves the right to cancel or move to other periods.

Regular card rate value and program or announcement order to handle events of unusual program interest. Rescissions or moves to periods of lesser card rate value credited on account.

Station reserves the right to refuse or discontinue any programs or to revise all advertising copy conforming to station rules and regulations.

Programs sold in bulk for resale. Agreements made contingent upon strikes, fires, accidents or causes beyond station's control.

Operating Time Billing date one week in advance of service if program is to be included in publicity releases. Technical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables, console.

General Manager—Ray P. Jordan. Commercial Manager—Frank D. Kesler. Promotion Manager—Jack Weldon. Representatives Free & Peters, Inc.



What is so silly as a six-day bike rider on a velocipede? Well, for one thing, any radio advertiser who thinks he's reaching the 798,000 people in the \$211,000,000 Roanoke-Southwest Virginia market without using WDBJ. Actually, only WDBJ reaches the whole territory with a "listenable" voice at all times. Want the facts that prove it?

ROANOKE WDBJ VIRGINIA CBS Affiliate . . 960 K.C. 5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION



VIRGINIA—Continued

ROANOKE—Continued

W S L S—Continued

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

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.

It is expressly agreed that the broadcaster reserves the right to change the time scheduled when necessary.

Staff announcers used during programs, unless special permission is granted for other announcers.

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.

Advertising copy shall be furnished by the advertiser and may be changed as often as desired.

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. Station Manager—James H. Moore. Commercial Manager—Frank E. Koehler. Program Director—Virginia Krebs.

Representatives. Tri-City Stations Association of Virginia.

SUFFOLK

(Nansemond County)

W L P M

(Established 1940)

Rates received September 20, 1940.

Owned and operated by the Suffolk Broadcasting Corporation. Business Office and Studio—105 Bank Street, Suffolk, Virginia.

Transmitter—One mile northwest of Suffolk, Va., on Route 460.

Wave—Power—Time. Operating power—250 watts. 204.5 meters; 1450 kilocycles.

Licensed to operate full time on local channel. Operates on Eastern War Time.

Actual operating schedule: Sunday 9:00 a.m. to 10:05 p.m. Week days 7:00 a.m. to 10:05 p.m.

Agency Commission. Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered monthly, ten days after rendition.

General Advertising. Rates include charges by owners of music copyrights. The following rates are for national advertising.

Table with 3 columns: Rate, 1 hr., 1/2 hr., 5 min. Rows for 10, 15, 20, 25, 30, 40, 50 words.

Table with 3 columns: Rate, 52 times, 100 times, 300 times. Rows for 10, 15, 20, 25, 30, 40, 50 words.

DISCOUNTS. 2% for 52 times, 5% for 100 times, 10% for 300 times.

DISCOUNTS earned on announcements cannot be applied to programs and vice versa.

ELECTRICAL TRANSCRIPTIONS. General advertising rates apply. Transcription library service available at no extra charge.

REMOTE CONTROL. Facilities subject to extra charge for line and mechanical costs.

Contract and Other Requirements. Advertising of alcoholic beverages not accepted, excepting beer and light wines.

Advertising, unless otherwise agreed, subject to cancellation by advertiser upon notice accompanied by certified check at short rate to date of last program.

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. General Manager—Fred L. Hart. Representatives—Sears & Ayer, Inc.

WINCHESTER

(Frederick County)

W I N C

(Established 1941)

Rate card updated: received December 17, 1941. Owned and operated by Richard F. Lewis.

Business Office and Studio—WINC Building, Winchester, Virginia.

Transmitter. Wave—Power—Time. Operating power—250 watts. 214.3 meters; 1400 kilocycles.

Licensed to operate all 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 listing of Blue Network Company (Basic Blue Network).

Rates include charges by owners of music copyrights. 138 to 191 to 247 to 303 to 359 to 415 to 471 to 527 to 583 to 639 to 695 to 751 to 807 to 863 to 919 to 975 to 1031 to 1087 to 1143 to 1199 to 1255 to 1311 to 1367 to 1423 to 1479 to 1535 to 1591 to 1647 to 1703 to 1759 to 1815 to 1871 to 1927 to 1983 to 2039 to 2095 to 2151 to 2207 to 2263 to 2319 to 2375 to 2431 to 2487 to 2543 to 2599 to 2655 to 2711 to 2767 to 2823 to 2879 to 2935 to 2991 to 3047 to 3103 to 3159 to 3215 to 3271 to 3327 to 3383 to 3439 to 3495 to 3551 to 3607 to 3663 to 3719 to 3775 to 3831 to 3887 to 3943 to 4000 to 4056 to 4112 to 4168 to 4224 to 4280 to 4336 to 4392 to 4448 to 4504 to 4560 to 4616 to 4672 to 4728 to 4784 to 4840 to 4896 to 4952 to 5008 to 5064 to 5120 to 5176 to 5232 to 5288 to 5344 to 5400 to 5456 to 5512 to 5568 to 5624 to 5680 to 5736 to 5792 to 5848 to 5904 to 5960 to 6016 to 6072 to 6128 to 6184 to 6240 to 6296 to 6352 to 6408 to 6464 to 6520 to 6576 to 6632 to 6688 to 6744 to 6800 to 6856 to 6912 to 6968 to 7024 to 7080 to 7136 to 7192 to 7248 to 7304 to 7360 to 7416 to 7472 to 7528 to 7584 to 7640 to 7696 to 7752 to 7808 to 7864 to 7920 to 7976 to 8032 to 8088 to 8144 to 8200 to 8256 to 8312 to 8368 to 8424 to 8480 to 8536 to 8592 to 8648 to 8704 to 8760 to 8816 to 8872 to 8928 to 8984 to 9040 to 9096 to 9152 to 9208 to 9264 to 9320 to 9376 to 9432 to 9488 to 9544 to 9600 to 9656 to 9712 to 9768 to 9824 to 9880 to 9936 to 9992 to 10048 to 10104 to 10160 to 10216 to 10272 to 10328 to 10384 to 10440 to 10496 to 10552 to 10608 to 10664 to 10720 to 10776 to 10832 to 10888 to 10944 to 11000 to 11056 to 11112 to 11168 to 11224 to 11280 to 11336 to 11392 to 11448 to 11504 to 11560 to 11616 to 11672 to 11728 to 11784 to 11840 to 11896 to 11952 to 12008 to 12064 to 12120 to 12176 to 12232 to 12288 to 12344 to 12400 to 12456 to 12512 to 12568 to 12624 to 12680 to 12736 to 12792 to 12848 to 12904 to 12960 to 13016 to 13072 to 13128 to 13184 to 13240 to 13296 to 13352 to 13408 to 13464 to 13520 to 13576 to 13632 to 13688 to 13744 to 13800 to 13856 to 13912 to 13968 to 14024 to 14080 to 14136 to 14192 to 14248 to 14304 to 14360 to 14416 to 14472 to 14528 to 14584 to 14640 to 14696 to 14752 to 14808 to 14864 to 14920 to 14976 to 15032 to 15088 to 15144 to 15200 to 15256 to 15312 to 15368 to 15424 to 15480 to 15536 to 15592 to 15648 to 15704 to 15760 to 15816 to 15872 to 15928 to 15984 to 16040 to 16096 to 16152 to 16208 to 16264 to 16320 to 16376 to 16432 to 16488 to 16544 to 16600 to 16656 to 16712 to 16768 to 16824 to 16880 to 16936 to 16992 to 17048 to 17104 to 17160 to 17216 to 17272 to 17328 to 17384 to 17440 to 17496 to 17552 to 17608 to 17664 to 17720 to 17776 to 17832 to 17888 to 17944 to 18000 to 18056 to 18112 to 18168 to 18224 to 18280 to 18336 to 18392 to 18448 to 18504 to 18560 to 18616 to 18672 to 18728 to 18784 to 18840 to 18896 to 18952 to 19008 to 19064 to 19120 to 19176 to 19232 to 19288 to 19344 to 19400 to 19456 to 19512 to 19568 to 19624 to 19680 to 19736 to 19792 to 19848 to 19904 to 19960 to 20016 to 20072 to 20128 to 20184 to 20240 to 20296 to 20352 to 20408 to 20464 to 20520 to 20576 to 20632 to 20688 to 20744 to 20800 to 20856 to 20912 to 20968 to 21024 to 21080 to 21136 to 21192 to 21248 to 21304 to 21360 to 21416 to 21472 to 21528 to 21584 to 21640 to 21696 to 21752 to 21808 to 21864 to 21920 to 21976 to 22032 to 22088 to 22144 to 22200 to 22256 to 22312 to 22368 to 22424 to 22480 to 22536 to 22592 to 22648 to 22704 to 22760 to 22816 to 22872 to 22928 to 22984 to 23040 to 23096 to 23152 to 23208 to 23264 to 23320 to 23376 to 23432 to 23488 to 23544 to 23600 to 23656 to 23712 to 23768 to 23824 to 23880 to 23936 to 23992 to 24048 to 24104 to 24160 to 24216 to 24272 to 24328 to 24384 to 24440 to 24496 to 24552 to 24608 to 24664 to 24720 to 24776 to 24832 to 24888 to 24944 to 25000 to 25056 to 25112 to 25168 to 25224 to 25280 to 25336 to 25392 to 25448 to 25504 to 25560 to 25616 to 25672 to 25728 to 25784 to 25840 to 25896 to 25952 to 26008 to 26064 to 26120 to 26176 to 26232 to 26288 to 26344 to 26400 to 26456 to 26512 to 26568 to 26624 to 26680 to 26736 to 26792 to 26848 to 26904 to 26960 to 27016 to 27072 to 27128 to 27184 to 27240 to 27296 to 27352 to 27408 to 27464 to 27520 to 27576 to 27632 to 27688 to 27744 to 27800 to 27856 to 27912 to 27968 to 28024 to 28080 to 28136 to 28192 to 28248 to 28304 to 28360 to 28416 to 28472 to 28528 to 28584 to 28640 to 28696 to 28752 to 28808 to 28864 to 28920 to 28976 to 29032 to 29088 to 29144 to 29200 to 29256 to 29312 to 29368 to 29424 to 29480 to 29536 to 29592 to 29648 to 29704 to 29760 to 29816 to 29872 to 29928 to 29984 to 30040 to 30096 to 30152 to 30208 to 30264 to 30320 to 30376 to 30432 to 30488 to 30544 to 30600 to 30656 to 30712 to 30768 to 30824 to 30880 to 30936 to 30992 to 31048 to 31104 to 31160 to 31216 to 31272 to 31328 to 31384 to 31440 to 31496 to 31552 to 31608 to 31664 to 31720 to 31776 to 31832 to 31888 to 31944 to 32000 to 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38272 to 38328 to 38384 to 38440 to 38496 to 38552 to 38608 to 38664 to 38720 to 38776 to 38832 to 38888 to 38944 to 39000 to 39056 to 39112 to 39168 to 39224 to 39280 to 39336 to 39392 to 39448 to 39504 to 39560 to 39616 to 39672 to 39728 to 39784 to 39840 to 39896 to 39952 to 40008 to 40064 to 40120 to 40176 to 40232 to 40288 to 40344 to 40400 to 40456 to 40512 to 40568 to 40624 to 40680 to 40736 to 40792 to 40848 to 40904 to 40960 to 41016 to 41072 to 41128 to 41184 to 41240 to 41296 to 41352 to 41408 to 41464 to 41520 to 41576 to 41632 to 41688 to 41744 to 41800 to 41856 to 41912 to 41968 to 42024 to 42080 to 42136 to 42192 to 42248 to 42304 to 42360 to 42416 to 42472 to 42528 to 42584 to 42640 to 42696 to 42752 to 42808 to 42864 to 42920 to 42976 to 43032 to 43088 to 43144 to 43200 to 43256 to 43312 to 43368 to 43424 to 43480 to 43536 to 43592 to 43648 to 43704 to 43760 to 43816 to 43872 to 43928 to 43984 to 44040 to 44096 to 44152 to 44208 to 44264 to 44320 to 44376 to 44432 to 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63136 to 63192 to 63248 to 63304 to 63360 to 63416 to 63472 to 63528 to 63584 to 63640 to 63696 to 63752 to 63808 to 63864 to 63920 to 63976 to 64032 to 64088 to 64144 to 64200 to 64256 to 64312 to 64368 to 64424 to 64480 to 64536 to 64592 to 64648 to 64704 to 64760 to 64816 to 64872 to 64928 to 64984 to 65040 to 65096 to 65152 to 65208 to 65264 to 65320 to 65376 to 65432 to 65488 to 65544 to 65600 to 65656 to 65712 to 65768 to 65824 to 65880 to 65936 to 65992 to 66048 to 66104 to 66160 to 66216 to 66272 to 66328 to 66384 to 66440 to 66496 to 66552 to 66608 to 66664 to 66720 to 66776 to 66832 to 66888 to 66944 to 67000 to 67056 to 67112 to 67168 to 67224 to 67280 to 67336 to 67392 to 67448 to 67504 to 67560 to 67616 to 67672 to 67728 to 67784 to 67840 to 67896 to 67952 to 68008 to 68064 to 68120 to 68176 to 68232 to 68288 to 68344 to 68400 to 68456 to 68512 to 68568 to 68624 to 68680 to 68736 to 68792 to 68848 to 68904 to 68960 to 69016 to 69072 to 69128 to 69184 to 69240 to 69296 to 69352 to 69408 to 69464 to 69520 to 69576 to 69632 to 69688 to 69744 to 69800 to 69856 to 69912 to 69968 to 70024 to 70080 to 70136 to 70192 to 70248 to 70304 to 70360 to 70416 to 70472 to 70528 to 70584 to 70640 to 70696 to 70752 to 70808 to 70864 to 70920 to 70976 to 71032 to 71088 to 71144 to 71200 to 71256 to 71312 to 71368 to 71424 to 71480 to 71536 to 71592 to 71648 to 71704 to 71760 to 71816 to 71872 to 71928 to 71984 to 72040 to 72096 to 72152 to 72208 to 72264 to 72320 to 72376 to 72432 to 72488 to 72544 to 72600 to 72656 to 72712 to 72768 to 72824 to 72880 to 72936 to 72992 to 73048 to 73104 to 73160 to 73216 to 73272 to 73328 to 73384 to 73440 to 73496 to 73552 to 73608 to 73664 to 73720 to 73776 to 73832 to 73888 to 73944 to 74000 to 74056 to 74112 to 74168 to 74224 to 74280 to 74336 to 74392 to 74448 to 74504 to 74560 to 74616 to 74672 to 74728 to 74784 to 74840 to 74896 to 74952 to 75008 to 75064 to 75120 to 75176 to 75232 to 75288 to 75344 to 75400 to 75456 to 75512 to 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ABERDEEN—Continued
K X R O—Continued

Table with 2 columns: Rate/Description and Amount. Includes 'Base rate', '30 announcements, each', '60 announcements, each', '90 announcements, each', '120 announcements, each', '150 announcements, each'.

POLITICAL TALKS
Subject to regular station time rates and policies.

ELECTRICAL TRANSCRIPTIONS
30 minute specials—announcement rates apply.

SPECIAL FEATURES
Wave: Five to 15 minute periods per day—rates on request.

Best and Coffee Time: Musical program, 7:30 a.m. to 8:00 a.m., daily except Sunday; correct time every 15 minutes—rates on request.

Women Only: Live talent musical program, 9:30 a.m. to 10:00 a.m., daily except Sunday; two announcers—rates on request.

TALENT
Musicians and orchestras—rates on application.

REMOTE CONTROL
Complete facilities for remote control broadcast. Charges are extra.

SERVICE FACILITIES
Services of the continuity department, no additional charge.

Contract and Other Requirements
Advertising of beer and wine acceptable.

Discounts are predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast.

Talent rates for station time only; talent is extra. Facilities include radio charges by owners of music copyrights. Contracts and copy subject to approval by station manager.

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—Harry R. Spence. Commercial Manager—Fred G. Goddard. Production Manager—Stan Spiegler. Representatives—Walter Biddick Company.

BELLINGHAM
(Whatcom County)
KVOS

(Established 1927)
Became effective January 1, 1938. (Card No. 9.) Owned and operated by KVOS, Inc.

Business Office and Studio—1321 Commercial, Bellingham, Washington, telephone 4200. Transmitter—Roeder & E Streets, Bellingham, Wash.

Wave—Power—Time
Operating power—250 watts. (100% modulation.)

3.9 meters; 1230 kilocycles. (C. P. 1,000 watts; 790 kilocycles.) Licensed to operate full time on cleared local channel. Operates on Pacific War Time.

Actual operating schedule: Sundays 9:00 a.m. to 12:00 p.m. Week days 6:00 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% to recognized advertising agencies on net station time and talent. On approved edit, accounts payable 10th of month following service. No cash discount.

General Advertising
The following rates apply to national advertising. For local advertising rates consult station management. National advertisers buying time in cooperation with local advertisers will be charged at minimum rate actually earned according to frequency discount schedule for number of programs so used at card rate. A program less than five minutes accepted. (6:00 p.m. to 11:00 p.m.)

Table with 2 columns: Rate/Description and Amount. Includes '1 hour', '2 hour', '3 hour', '4 hour', '10 minutes', '5 minutes'.

WEEKLY DISCOUNTS
Gross time rates are subject to the following weekly discounts when advertisers contract for 13 weeks or more.

Table with 2 columns: Discount/Description and Amount. Includes '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 70.00 per week', '70.00 but less than 84.00 per week', '84.00 or more per week'.

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 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 word limit, or 100 word announcements when available: (6:00 p.m. to 10:30 p.m. and Sunday afternoon)

Table with 2 columns: Rate/Description and Amount. Includes 'Base rate', '30 announcements, each', '180 announcements, each', '270 announcements, each', '365 announcements, each'.

Contract and Other 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. Rates include radio charges by owners of music copyrights. Contracts and copy subject to approval by station manager.

Mechanical Program Equipment
Equipped to handle both 78 and 83-1/3 r.p.m. transcriptions, lateral-cut.

Personnel
General Manager—J. Elroy McCaw. Representatives—Homer Griffith Company.

Table with 2 columns: Rate/Description and Amount. Includes 'Base rate', '30 announcements, each', '90 announcements, each', '180 announcements, each', '270 announcements, each', '365 announcements, each'.

SPECIAL FEATURES

News Service: 7:30 a.m. to 9:00 a.m., 12:15 p.m. to 2:00 p.m., 6:45 p.m. and 9:00 p.m.; 75 word spots—Rates on request.

Request Periods: 6:00 a.m. to 7:00 a.m.—daytime announcement rates apply, less 50%. Recommendation Man: 4:30 p.m. to 5:30 p.m.—daytime announcement rates apply, less 25%.

REMOTE CONTROL
Remote control facilities and equipment complete for any need.

SERVICE FACILITIES
Station maintains a staff of talent, producers and writers.

Contract and Other 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 program and continuity service; talent is extra. Rates include radio charges by owners of music copyrights.

Contracts and copy subject to approval by station manager.

Advertising of beer and wine acceptable.

Closing Time
All programs for guaranteed listing close five days in advance of broadcast.

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

Personnel
Representatives—None.

CENTRALIA-CHEHALIS
(Lewis County)
KELA

(Established 1937)
Became effective December 1, 1937. Owned and operated by Central Broadcasting Corp.

Business Office and Studio—KELA Bldg., Midway between Centralia and Chehalis, Washington. Transmitter—KELA Bldg., Midway between Centralia 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. Actual operating schedule: Week days 7:00 a.m. to 12:00 midnight, Sundays 8:00 a.m. to 12:00 midnight.

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

General Advertising
For combination rates see listing of Don Leo Broadcasting System (Northwest [Washington] Group), Mutual Broadcasting System (Pacific Northwest Stations and Pacific Broadcasting Company [Washington Network]). Rates include charges by owners of music copyrights. (6:00 p.m. to 10:30 p.m.)

Table with 2 columns: Rate/Description and Amount. Includes '1 hour', '1/2 hour', '1/4 hour', '10 minutes', '5 minutes'.

WEEKLY DISCOUNTS
Gross time rates are subject to the following weekly discounts when advertisers contract for 13 weeks or more.

Table with 2 columns: Discount/Description and Amount. Includes '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 70.00 per week', '70.00 but less than 84.00 per week', '84.00 or more per week'.

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 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 word limit, or 100 word announcements when available: (6:00 p.m. to 10:30 p.m. and Sunday afternoon)

Table with 2 columns: Rate/Description and Amount. Includes 'Base rate', '30 announcements, each', '180 announcements, each', '270 announcements, each', '365 announcements, each'.

Contract and Other 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. Rates include radio charges by owners of music copyrights. Contracts and copy subject to approval by station manager.

Mechanical Program Equipment
Equipped to handle both 78 and 83-1/3 r.p.m. transcriptions, lateral-cut.

Personnel
General Manager—J. Elroy McCaw. Representatives—Homer Griffith Company.

Table with 2 columns: Rate/Description and Amount. Includes 'Base rate', '30 announcements, each', '90 announcements, each', '180 announcements, each', '270 announcements, each', '365 announcements, each'.

EVERETT
(Snohomish County)
KEVE

(Established 1941)
Rates received December 15, 1941. Owned and operated by Cascade Broadcasting Co., Inc.

Business Office and Studio—North Gate City limits on North Broadway, Everett, Washington, Main 337. Transmitter—North Gate City limits on North Broadway, Everett, Washington.

Wave—Power—Time
Operating power—500 watts. 205.5 meters; 1400 kilocycles.

Operates on Pacific War Time. Actual operating schedule: 5:55 a.m. to 11:05 p.m. except Saturday 5:55 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15% to recognized agencies. No cash discount. Accounts payable 10th of month following service.

General Advertising
1 hour..... 35.00
1/2 hour..... 21.00
1/4 hour..... 14.00
10 minutes..... 11.00
5 minutes..... 8.00

SPECIAL FEATURES
Announcement time is subject to change either to clear time sponsored programs or station features.

DISCOUNTS
1 to 25 times..... Net 78 to 151 times..... 30%
26 to 51 times..... 20% 152 to 312 times..... 35%
52 to 77 times..... 25% 312 or more times..... 40%

News: Leased wire service available. Hourly newscasts of five minutes on the half hour from 8:30 a.m. to 5:30 p.m. Six 15 minute periods available daily. Time signals, farm news program, sports.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available. Rates on request.

POLITICAL RATES
Regular rates plus 35%. Frequency discounts apply.

TALENT
Talent charges payable in advance. Rates on request.

REMOTE CONTROL
Facilities available for remote broadcasts. Rates and details on request.

SERVICE FACILITIES
Continuity department at disposal of advertisers.

Contract and Other Requirements
Rates do not include talent. Programs and announcements are subject to station owner's approval and F. C. C. rules and regulations. Station reserves the right to revise, discontinue or cancel any contract for advertising for reasons sufficient to themselves.

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
President—Dr. J. R. Binyon. Vice-President—Lloyd Wallgren. General Manager—Jack Miles. Representatives—None.

KRKO
(Established 1922)
Card received November 17, 1941. (Card No. 1.)

Owned and operated by Everett Broadcasting Company, Inc. Business Office and Studio—300 Clarke Building, Everett, Washington.

Transmitter—2514 Bucker Avenue, Everett, Wash.

Wave—Power—Time
Operating power—250 watts. (100% modulation.)

214.3 meters; 1400 kilocycles. Operates on Pacific War Time. Actual operating schedule: 6:00 a.m. to 11:00 p.m.

Agency Commission
Agency commission 15% on station time to recognized agencies. Cash discount none.

General Advertising
For combination rates see listings of Don Leo Broadcasting System (Northwest [Washington] Group), Mutual Broadcasting System and Pacific Broadcasting Company (Washington Network).

Rates include charges by owners of music copyrights.

GENERAL ADVERTISING
1 hour..... 13 26 52 78 156 312
1/2 hour..... 11 22 44 66 132 264
1/4 hour..... 11 22 44 66 132 264
5 minutes..... 2.75 5.50 11.00 16.50 33.00 66.00

ANNOUNCEMENTS
Specified time, 50 words:
1 time..... 8.90 312 times..... 2.54
26 times..... 8.12 624 times..... 2.94
78 times..... 2.92 1,560 times..... 3.15
156 times..... 2.75 3,120 times..... 1.95

Special time, 50 words:
3 announcements in single day..... 6.50
6 announcements in single day..... 13.00
10 announcements in single day..... 10.50

Week-end special announcements:
Three announcements for 6:00; six announcements for 11:00; 10 announcements (over Saturday and Sunday) for 16.25.

SPECIAL FEATURES
News: Leased wire service, specified time:
Each..... 1 t. 13 t. 26 t. 52 t. 156 t. 312 t.
Woman's Hour, Request Programs. Rates on request.

DISCOUNTS
Discounts up to minimum allowed in any one classification may be computed on total items used in classifications "General Advertising," "Announcements" and "News." During period of contract at least one program or announcement must be used each week to be entitled to contract discount.

Rates on application. (This listing continued on next page)

WASHINGTON—Cont'd

EVERETT—Continued

K R K O—Continued

REMOTE CONTROL

Station maintains wires to all principal public places in Everett. Also has telegraph connections with other cities of the state for presenting political or other broadcasts.

Contract and Other Requirements

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.

Closing Time

Programs requiring artists' services must be arranged one week prior to date of presentation.

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

Manager—Thomas H. Schafer.

Representatives

None.

LONGVIEW

(Cowlitz County)

K W L K



Rates effective August 1, 1939.

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 watts. 214.3 meters; 1400 kilocycles.

Licensed to operate unlimited time.

Operates on Pacific War Time.

Agency Commission

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

General Advertising

For combination rates see listings of Don Lee Broadcasting System (Northwest [Washington] Group, Pacific Broadcasting System and Mutual Broadcasting System, (6:00 p.m. to 10:00 p.m.))

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (40.00, 24.00, 16.00, 9.60)

(All other time)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (25.00, 15.00, 10.00, 6.00)

WEEKLY DISCOUNTS

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

Table with 2 columns: Discount criteria (Less than 10.00 weekly, 10.00 but less than 20.00 weekly, etc.) and Rate (None, 2-1/2%, 5%, 7-1/2%, 10%, 12-1/2%, 15%)

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

Table with 2 columns: Base rate and number of announcements (30, 90, 180, 270, 365) and Rate (6.00, 4.50, 4.20, 3.90, 3.60, 3.30)

(All other time)

Table with 2 columns: Base rate and number of announcements (30, 90, 180, 270, 365) and Rate (4.12, 3.09, 2.88, 2.68, 2.47, 2.27)

Extra voice or sound effects. 25% extra.

TALENT

Rates and description on request.

REMOTE CONTROL

Details on request.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply.

SERVICE FACILITIES

Script and program department available to advertisers at no additional cost.

Contract and Other Requirements

Advertising of beer and wine acceptable. Contracts and copy subject to approval by station management.

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 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

None.

OLYMPIA

(Thurston County)

K G Y

(Established 1932)



Rates effective January 1, 1938. (Card No. 2.)

Owned and operated by KGY, Inc., Olympia, Wash. Business Office and Studio—Radio Center, State and Washington Sts., Olympia, Wash., telephone 6555.

Transmitter

Wave—Power—Time

Operating power—100 watts. (100% modulation—suppressor amplifier.)

241.9 meters; 1240 kilocycles.

Licensed to operate on local channel.

Operates on Pacific War Time.

Actual operating schedule: 7:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% on station charges to all recognized agencies. No cash discount. Agency commission paid only when bills are paid on or before 10th of month following service. Commissions apply on station time and on talent charges.

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 Network).

Rates include charges by owners of music copyrights. (6:00 p.m. to 10:30 p.m.)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (30.00, 18.00, 12.00, 9.60, 7.20)

(All other time)

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (20.00, 12.00, 8.00, 6.40, 4.80)

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

Daily monthly advertisers are allowed 5% discount for each additional announcement over one but not exceeding five per day.

Extra voice or sound effects. 25% extra.

Chain Breaks—50 words maximum; or 100 word announcements; (6:00 p.m. to 10:30 p.m.)

Table with 2 columns: Base rate and number of announcements (30, 90, 180, 270, 365) and Rate (4.50, 3.37, 3.15, 2.92, 2.70, 2.47)

(All other time)

Table with 2 columns: Base rate and number of announcements (30, 90, 180, 270, 365) and Rate (3.00, 2.25, 2.10, 1.95, 1.80, 1.65)

SPECIAL FEATURES

News of the Air: Broadcasts at 7:00 a.m., 8:30 a.m., 9:30 a.m., 12:15 p.m., 2:00 p.m., 3:00 p.m., 6:00 p.m., 9:00 p.m. Regular spot announcement rates apply on news announcements.

TALENT

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 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.

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 33-1/3 and 78 r.p.m. double turn-tables for lateral cut recordings.

Personnel

President and General Manager—Tom Olsen.

Commercial Manager—J. Harris Dorr.

Representatives

Burn-Smith Company, Incorporated.

Seattle—Romig C. Fuller & Associates.

PULLMAN

(Whitman County)

K W S C

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 sell time

SEATTLE

(King County)

KEVR

(Established 1940)



Rates effective September 7, 1941.

Owned and operated by the Evergreen Broadcasting Corporation.

Business Office and Studio—2102 Smith Tower, Seattle, Washington, Seneca 2056.

Transmitter—Smith Tower, Seattle, Washington.

Wave—Power—Time

Operating power—250 watts.

275.2 meters; 1090 kilocycles.

Licensed to operate full time.

Operates on Pacific War Time.

Actual operating schedule: 6:00 a.m. to 12:00 midnight.

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.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 word announcement) and Rate (24, 27, 14, 10, 4)

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

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes, 100 word announcement) and Rate (41, 22, 14, 8, 3)

(6:00 a.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)

DISCOUNTS

Table with 2 columns: Discount criteria (1 to 12 times, 13 to 25 times, etc.) and Rate (25, 30, 35, 40)

Discounts allowed retroactively on the number of broadcasts given within one year, with or without interruption. Discounts apply to combinations of announcements and programs.

Contract and Other Requirements

Advertising of spirituous 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 closing three weeks in advance of service. Final closing date 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—Robert S. Nichols.

KIRO

(Established 1935)



Rates effective July 1, 1941.

Owned and operated by Queen City Broadcasting Corporation.

Business Office and Studio—68 Cobb Building, Seattle, Washington, Seneca 1500.

Transmitter—Vashon-Maury Island, Washington.

Wave—Power—Time

Operating power—50,000 watts.

422.5 meters; 710 kilocycles.

Licensed to operate full time.

Operates on Pacific War Time.

Actual operating schedule: 24 hours daily except 12:00 midnight to 3:00 a.m. Tuesday.

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

For combination rates see listings of Columbia Broadcasting System (Pacific Coast Group) and Columbia Pacific Network (Pacific Coast Group).

CLASS "A"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (325, 195, 130, 96)

1 minute transcription or 100 words.

Chain breaks (30 words) 40.

CLASS "B"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (162, 97, 65, 48)

1 minute transcription or 100 words.

Chain breaks (30 words) 20.

CLASS "C"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (121, 73, 48, 36)

1 minute transcription or 100 words.

Chain breaks (30 words) 15.

CLASS "D"

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (81, 48, 32, 24)

1 minute transcription or 100 words.

Chain breaks (30 words) 10.

(This listing continued on next page)

SEATTLE—Continued

KIRO—Continued

DISCOUNTS

discounts allowed retroactively on the number of broadcasts given within a year, with or without interruption. Discounts apply to combination of announcements and programs.

Time Signal Service: not subject to further discount. Complete service includes one 100 word announcement and two 25 word announcements each morning, mid afternoon and three 25-word evening announcements.

Table with columns for duration (1 mo., 3 mos., 6 mos., 9 mos., 12 mos.) and rates for various services like Complete Service, Home and Garden Notebook, etc.

TALENT

Complete arrangements can be made for remote control broadcasts. Rates and details on request. Advertising of spirituous liquors not accepted.

KJR

(Established 1928)



Effective October 1, 1936. Owned and operated by Fisher's Blend Station, Inc. Business Office and Studio—808 Skinner Building, Seattle, Washington.

Power—Time: Operating power—5,000 watts. 100% modulation—crystal control. 300 meters; 1000 kilocycles.

Key Commission: Agency commission 15% to recognized advertising agencies on net charges for station time only. No cash discount. Bills due and payable when rendered.

Table with columns for duration (1 hour, 30 minutes, 15 minutes, 10 minutes, 5 minutes, 1 minute, 30 seconds, 15 seconds, 10 seconds, 5 seconds) and rates for various services like electrical transcription, etc.

DISCOUNTS

discounts allowed retroactively on the number of broadcasts given within a year, with or without interruption. Discounts apply to combination of announcements or programs on both KOMO and KJR.

not be combined with programs to earn maximum discounts. 1 to 12 times... Net 300 to 440 times... 25%

SPECIAL FEATURES

Time Signal Service: not subject to further discount. Complete service includes one 100 word announcement and two 25 word announcements each morning, mid afternoon and three 25-word evening announcements.

Complete service (9 daily) 1,500.00 1,200.00 1,040.00 900.00 Morning and afternoon (6 daily) 900.00 760.00 720.00 680.00 650.00 Evening (3 daily) 900.00 760.00 720.00 680.00 650.00

Temperature and Weather reports—see rates for "Time Signal Service."

Home and Garden Notebook—with Cecil Solly; 11:45 a.m. to 12:00 noon; participation per sponsor, per program: Per wk.

Single participation 20.00 3 days weekly 50.00 7 days weekly 75.00

Discounts for continuous weeks only: 3 months 5% 6 months 10% 12 months 15%

News Participation Service—50 word commercial announcements in the news broadcast; limit three

announcements per 15 minute news program. Rates include station time and talent.

Each announcement (Before 6:00 p.m.) 20.00 \*Complete 1/4 hour program 50.00

Each announcement (After 6:00 p.m.) 30.00 \*Complete 1/4 hour program 75.00

Subject to regular discounts and commissionable to agencies. Participation service must be released when requested for exclusive news sponsorship.

News Sponsorship—Includes three 50 word commercial announcements per 15 minute news broadcast:

After 6:00 p.m.: Per week Seven programs per week, same hour 450.00 Three months service 400.00 Six months service 350.00 Twelve months service 275.00

Before 6:00 p.m.: Seven programs per week, same hour 300.00 Three months service 275.00 Six months service 250.00 Twelve months service 150.00

All news service commissionable to agencies. Home and Garden Notebook: Cecil Solly, 15 minute participation program, limited to non-competitive advertisers, 1:15 p.m. to 1:30 p.m., Monday through Friday.

Word limit of commercials subject to program management. Program is a discussion of the cultivation of fruits, flowers, vegetables, and tips on home canning and interior decorating.

Participation per program, per sponsor, 20.00. Regular frequency discounts apply.

ELECTRICAL TRANSCRIPTIONS

The following rates are subject to regular discounts earned by advertiser on the station time contract and commissionable to recognized advertising agencies.

(This listing continued on next page)

2 BIG BOOM CITIES at 1 LOW COST on the Puget Sound NETWORK!

SEATTLE KOL-KMO TACOMA

BOTH 5,000 WATTS • FULL TIME • MUTUAL • DON LEE

YOU NEED THEM BOTH!

Seattle and Tacoma are BOOMING AND BUYING! They and their market areas offer you 1,000,000 eager customers in one of America's busiest War Industry centers . . . a real sales opportunity for your products today!

HOW CAN YOU BEST COVER THEM BOTH?

Take a tip from Seattle agencies\* and advertisers\* who know both markets and know from actual experience that they need a Seattle station for Seattle . . . a Tacoma station for Tacoma. Now they welcome the new KOL-KMO COMBINATION that covers BOTH primary markets at one low cost . . . and throws in the rich Pacific Northwest besides.

PUGET SOUND NETWORK COVERS BOTH . . . AT ONE LOW COST!

Wise time-buyers jumped at the sensible Puget Sound Network . . . two great stations joined by lines for more efficient coverage of the bustling Pacific Northwest at a cost per thousand listeners comparable to any in the country. They saw how this perfect combination blankets Seattle and all its market without wasting power on unpopulated mountains . . . how it gives Tacoma all this big market deserves . . . how at one low cost the Puget Sound Network gives advertisers more sales for every dollar spent. Ask your John Blair man.

\*Names on request.



FOR RATES SEE LISTING UNDER "WASHINGTON"

WASHINGTON—Cont'd

SEATTLE—Continued

KJR—Continued

Station time additional:	
1 hour.....	11.50
3/4 hour.....	8.70
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—**one week.**  
**Contract 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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut discs.

Personnel

Manager—Birt P. Fisher.  
 Commercial Manager—W. B. Stuhl.  
 Representatives Paul H. Raymer Company.

KOL

(Established 1922)

Rates effective May 1, 1942. (Card No. 10.)  
 Owned and operated by Seattle Broadcasting Company, Inc.  
 Studio—Northern Life Tower, Seattle, Washington.  
 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.

General Advertising

For combination rates see listings of Don Lee Broadcasting System (Northwest [Washington] Group), Mutual Broadcasting System and Pacific Broadcasting Company (Washington Network).  
 Also sold in combination with KOMO, Tacoma, Wash.—see listing of Puget Sound Network.  
 The following rates are for national advertising. For local advertising rates consult station management. Rates include charges by owners of music copyrights. Rates including station time 60%, service 40% including announcer and continuity.  
 Rates include station 40%; talent 60%.

CLASS "A"

(6:00 p.m. to 10:30 p.m. daily)	
1 hour.....	150.00
1/2 hour.....	90.00
1/4 hour.....	60.00

CLASS "B"

(12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily)	
1 hour.....	100.00
1/2 hour.....	60.00
1/4 hour.....	40.00

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.....	75.00
1/2 hour.....	45.00
1/4 hour.....	30.00

CLASS "D"

(12:00 midnight to 8:00 a.m.)	
1 hour.....	50.00
1/2 hour.....	30.00
1/4 hour.....	20.00

DISCOUNTS

Weekly Discounts	
Less than 30.00 per week.....	None
30.00 but less than 60.00 per week.....	2-1/2%
60.00 but less than 90.00 per week.....	5%
90.00 but less than 120.00 per week.....	7-1/2%
120.00 but less than 150.00 per week.....	10%
150.00 but less than 180.00 per week.....	12-1/2%
180.00 or more per week.....	15%

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 shall apply to the largest amount of weekly gross billing that has run consecutively for 26 or 52 weeks, respectively.

ANNOUNCEMENTS

CLASS "A"

(6:00 p.m. to 10:30 p.m. daily)	
1 tl. 30 tl. 90 tl. 180 tl. 270 tl. 365 tl.	

One minute or less.....	30.00	22.50	21.00	19.50	18.00	16.50
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CLASS "B"

One minute or less.....	15.00	11.25	10.50	9.75	9.00	8.25
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Monthly Rates

Monthly chain break service daily including Sunday, 35 words or less, position not guaranteed:

CLASS "A"

(6:00 p.m. to 10:30 p.m. daily)	
	Per month—
1 daily.....	1 mo. 0 mos. 12 mos.
2 daily.....	350.00 330.00 315.00
3 daily.....	850.00 825.00 800.00

CLASS "B"

(All other time)	
2 daily.....	350.00 330.00 315.00
4 daily.....	650.00 625.00 585.00
6 daily.....	900.00 855.00 810.00

**TALENT**  
 Artists' services and programming costs on request.  
**REMOTE CONTROL**  
 Complete facilities for remote control service.  
**Contract and Other Requirements**  
 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, 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 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 and lateral cut recordings.

Personnel

Manager—Archie Taft.  
 Commercial Manager—Oliver A. Runchoy.  
 Representatives John Blair Company.

KOMO

(Established 1926)

Rates effective October 1, 1936.  
 Owned and operated by Fisher's Blend Station, Inc. Business Office and Studio—308 Skinner Building, Seattle, Washington.  
 Transmitter—2600 Twenty-sixth Avenue, S. W., West Waterway.

Wave—Power—Time

Operating power—5,000 watts.  
 (100% modulation—crystal control.)  
 315.8 meters; 950 kilocycles.  
 Licensed to operate full time on regional channel.  
 Operates on Pacific War Time.  
 Actual operating schedule: Sundays 8:00 a.m. to 11:00 p.m. 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. No cash discount allowed. Bills due and payable when rendered.

General Advertising

For combination rates see listing of National Broadcasting Company (Pacific Coast Network).  
 Rates include charges by owners of music copyrights. Associated with stations KIQ, Spokane, Washington; KJR, Seattle, Washington; KGW, Portland, Oregon; for Northwest Triangle Chain programs.  
 The following rates apply to national advertising. (6:00 p.m. to 11:00 p.m.)

1 hour.....	240.00
3/4 hour.....	192.00
1/2 hour.....	144.00
1/4 hour.....	96.00
5 minutes.....	72.00
1 minute electrical transcription.....	60.00
100 words.....	55.00
1/2 minute electrical transcription or less.....	36.00
50 words or less.....	30.00

(9:00 a.m. to 6:00 p.m.)	
1 hour.....	120.00
3/4 hour.....	96.00
1/2 hour.....	72.00
1/4 hour.....	48.00
5 minutes.....	36.00
1 minute electrical transcription.....	30.00
100 words.....	27.50
1/2 minute electrical transcription or less.....	18.00
50 words or less.....	15.00

(Announcements in commercial 25 words.) (After 11:00 p.m. and before 9:00 a.m.)	
1 hour.....	60.00
3/4 hour.....	48.00
1/2 hour.....	36.00
1/4 hour.....	24.00
5 minutes.....	18.00
1 minute electrical transcription.....	15.00
100 words.....	13.75
1/2 minute electrical transcription or less.....	9.00
50 words or less.....	7.50

DISCOUNTS

Discount allowed retroactively on the number of broadcasts given within a year, with or without interruption.	
Discents apply to combinations of announcements or programs on both KOMO and KJR.	
Announcements less than five minutes in length cannot be combined with programs to earn maximum discounts.	
1 to 12 times.....	Not
13 to 25 times.....	5%
26 to 51 times.....	10%
52 to 99 times.....	15%
100 to 299 times.....	20%
300 to 449 times.....	25%
450 to 599 times.....	30%
600 to 749 times.....	35%
750 times or over.....	40%

SPECIAL FEATURES

**Time Signal Service:** Complete service includes one 100 word announcement and two 25 word announcements each morning and afternoon (mornings before 12:30 p.m., afternoon 1:00 p.m. to 6:00 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 afternoon..... 3 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 announcements; regular announcement rates apply for evening service.  
**Temperature and Weather Reports—**see rates for "Time Signal Service."  
**Homekeepers' Calendar:** 15 minute participation program, limited to non-competitive advertisers, 4:00 p.m. to 4:15 p.m., Monday through Friday. Word limit of commercials subject to approval of management.

The program is an informal discussion of foods, fashions and features of studio or fan interest. Participation per program, per sponsor, single participation, each 20.00; five days weekly, per week 75.00; three days weekly, per week 50.00. Subject to the following discounts.  
 Discounts for continuous weeks only:  
 3 months contract.....  
 6 months contract.....  
 1 year contract.....

ELECTRICAL TRANSCRIPTIONS

The following rates are subject to regular discount earned by advertiser on the station time contract, commissionable to recognized advertising agencies.  
 Station time additional:  
 1 hour.....  
 3/4 hour.....  
 1/2 hour.....  
 1/4 hour.....

TALENT

Rates on application.  
**REMOTE CONTROL**  
 Charges for programs originating outside the studio will be quoted on request—**one week.**  
**Contract and Other Requirements**  
 Advertising of spirituous liquors not accepted. All rates are for station time and facilities and 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 length 52 weeks.

Closing Time

Closing date three weeks in advance of service. 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 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel

Manager—Birt P. Fisher.  
 Commercial Manager—W. B. Stuhl.  
 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, Washington, Main 0110.  
 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 station time only. No cash discount.

General Advertising

Rates include charges by owners of music copyrights. (6:00 p.m. to 10:30 p.m.)

1 hour.....	150.00
1/2 hour.....	90.00
1/4 hour.....	60.00
5 minutes.....	45.00
1 minute electrical transcription.....	36.00
100 words.....	30.00
(All other time)	
1 hour.....	75.00
1/2 hour.....	45.00
1/4 hour.....	30.00
5 minutes.....	22.50
1 minute electrical transcription.....	18.00
100 words.....	15.00

DISCOUNTS

1-12 times.....	Not	100-199 times.....	20%
13-25 times.....	5%	200-299 times.....	25%
26-51 times.....	10%	300 times.....	30%
52-99 times.....	15%		

SPECIAL FEATURES

News—100 word announcements in News, night 25.00; days 15.00. Regular discounts apply.

POLITICAL AND TALKS

Political, talks, lectures—rates and details on request.

RECORDED PROGRAMS AND ELECTRICAL TRANSCRIPTIONS

Regular time charges apply to transcribed programs. Not restricted to certain hours. Recordings furnished without additional charge.

REMOTE CONTROL

Complete facilities for all pick-ups. All installations, line charges, and equipment rental payable in advance. Rates 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 broadcast a courtesy announcement will be made each station affected concerning the change. In 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 subject to the approval and censorship 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 rendered. Failure to make order correspond with rate card regarded as a clerical error and broadcast is made and charged for on terms of schedule in force until further notification.

Closing Time

One week in advance 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 vertical and lateral cut recordings.

Personnel

Commercial Manager—Bomig C. Fuller.  
 Station Manager—Robert E. Pribe.  
 Representatives None.

SEATTLE—Continued

K T W

Owned and operated by First Presbyterian Church of Seattle, Washington.
Power—Time
Operating power—1,000 watts.
300 meters; 1250 kilocycles.
Broadcasts time with station KWBC.
Does not sell time.

K X A

Effective August 15, 1940.
Owned and operated by The American Radio Telephone Company.
Broadcasts from Pike, Seattle, Washington.
Power—Time
Operating power—1,000 watts.
100% modulation—crystal control.
Broadcasts on Pacific War Time.

Agency Commission 15% to recognized advertising agencies on net charges for station time. No cash discount.

Table with 2 columns: Rate type (hour, 1/2 hour) and Rate value (48.00, 29.00, 18.00).

Table with 2 columns: Rate type (Monthly Rates) and Rate value (Per month for 3 times, 4 times, 5 times, 6 times weekly).

Table with 2 columns: Rate type (SUNDAY RATES) and Rate value (hour, 1/2 hour).

ANNOUNCEMENTS
15 words or less, net 6.00
30 words or less, net 4.00
45 words or less, net 2.50

Table with 2 columns: Rate type (SPEAKING ANNOUNCEMENT SERVICE) and Rate value (1-8 days per week, maximum 100 words).

SPECIAL FEATURES
Sports Features, Special Events, etc.—rates on request.
POLITICAL TALKS 4.00

ELECTRICAL TRANSCRIPTIONS
Recordings furnished with station time without charge. Regular time charges apply to transcriptions.

REMOTE CONTROL
Complete facilities available for remote control broadcasts. Rates on request.

Contract and Other Requirements
All programs and continuities subject to the approval of the program department.

Closing Time
Using time for general publicity and program service in three checks in advance of broadcast program.

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

General Manager—R. F. Meggee.
Station Manager—Florence Wallace.
Representatives—Burn-Smith Company, Incorporated.

SPOKANE

(Spokane County)

K F I O

Effective January 1, 1942.
Owned and operated by Spokane Broadcasting Corp. Business Office and Studio—326 Riverside Avenue, Spokane, Washington.

Power—Time
Operating power—250 watts.
100% modulation—crystal control.
300 meters; 1230 kilocycles.

Licensed to operate full time.
Operates on Pacific War Time.

Agency Commission 15% on station time only to recognized advertising agencies.

General Advertising
For combination rates see listings of Don Lee Broadcasting System (Northwest [Washington] Group), Pacific Broadcasting Company (Northwest [Washington] Network) and Mutual Broadcasting System.

The following rates are for national advertising.
(6:00 p.m. to 10:00 p.m. week days and 2:00 p.m. to 10:00 p.m. Sundays)

Table with 5 columns: Rate type (1/2 hr., 1 hr., 5 min., 100 wds., 50 wds.) and Rate value.

(9:00 a.m. to 6:00 p.m. week days, 10:00 p.m. to 11:00 p.m. daily and 8:00 a.m. to 2:00 p.m. Sundays)

Table with 5 columns: Rate type (1/2 hr., 1 hr., 5 min., 100 wds., 50 wds.) and Rate value.

Table with 5 columns: Rate type (11:00 p.m. to 9:00 a.m. daily) and Rate value.

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 request.

REMOTE CONTROL
All 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.

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.

Closing Time
Arrangements for broadcast must be made two weeks in advance.

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

Personnel
President—Arthur L. Smith.
Manager—R. G. McBroom.

K F P Y

(Established 1922)

Rates effective May 1, 1941. (Card No. 6.)
Owned and operated by The Symons Broadcasting Co. Business Office and Studio—Symons Bldg., Spokane, Washington, Main 1218.

Wave—Power—Time
Operating power—5,000 watts.
(100% modulation—crystal control.)
326.1 meters; 920 kilocycles.

Licensed to operate on regional channel.
Operates on Pacific War Time.
Licensed to operate full time.

Agency Commission 15% allowed recognized advertising agencies on net station time and talent bought through station program department. No cash discount. Charges for facilities payable immediately after each broadcast. Invoices mailed last day of month.

General Advertising
For combination rates see listings of Columbia Broadcasting System (Pacific Coast Group) and Pacific Network (Pacific 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.

Rates include charges by owners of music copyrights. Program periods and announcements may not be combined in calculating discounts.

CLASS "A"
(8:00 p.m. to 10:30 p.m.)

Table with 5 columns: Rate type (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 210 times, 264 times, 468 times, 624 times) and Rate value.

CLASS "B"
(9:00 a.m. to 8:00 p.m. and 10:30 p.m. to 11:00 p.m.)

Table with 5 columns: Rate type (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 210 times, 264 times, 468 times, 624 times) and Rate value.

CLASS "C"

(11:00 p.m. to 9:00 a.m.)

Table with 5 columns: Rate type (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 210 times, 264 times) and Rate value.

ANNOUNCEMENT RATES
Class "A"—6:00 p.m. to 10:30 p.m.
Class "B"—9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.
Class "C"—11:00 p.m. to 9:00 a.m.

Table with 4 columns: Rate type (Class "A", Class "B", Class "C") and Rate value (min., wds., min., wds.).

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
All 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.

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.

Closing Time
Arrangements for broadcast must be made two weeks 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. Symons.
Vice-President—Arthur L. Bright.

Representatives
The Katz Agency, Inc.

K G A

(Established 1926)

Rates effective January 1, 1941. (Card No. 11.)
Owned and operated by the Louis Wasmer, Inc. Business Office and Studio—Radio Central Building, Spokane, Washington, telephone M5888.

Wave—Power—Time
Operating power—10,000 watts.
198.7 meters; 1510 kilocycles.
Licensed to operate full time.
Operates on Pacific War Time.

Agency Commission 15% on station time to recognized agencies. Cash discount none. All bills due and payable when rendered.

General Advertising
For combination rates see listings of Blue Network Company (Pacific Coast Blue Network), Pacific Broadcasting Company (Northwest [Washington] Group) and Mutual Broadcasting System.

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.

Rates include charges by owners of music copyrights. Program periods and announcements may not be combined in calculating discounts.

CLASS "A"
(6:00 p.m. to 10:30 p.m.)

Table with 5 columns: Rate type (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 210 times, 264 times, 468 times, 624 times) and Rate value.

CLASS "B"
(9:00 a.m. to 8:00 p.m. and 10:30 p.m. to 11:00 p.m.)

Table with 5 columns: Rate type (1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 210 times, 264 times, 468 times, 624 times) and Rate value.

(This listing continued on next page)

WASHINGTON—Cont'd

SPOKANE—Continued

K G A—Continued

(9:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:00 p.m.)

Table with 6 columns: Time slot, 1/2 hr., 1/4 hr., 5 min., (\*) 10 min., (†) 15 min. Rows include 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 212 times, 268 times, 324 times, 380 times, 436 times, 492 times, 548 times, 604 times, or more.

(\*) One minute transcription or 100 words. (†) 50 words or less.

DISCOUNTS

Discounts are allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts.

SPECIAL FEATURES

Complete service, one 100 word announcement and two 25 word announcements each morning, afternoon and evening (morning between 8:00 a.m. and 12:30 p.m., afternoon between 1:00 p.m. and 5:00 p.m., and evening between 6:00 p.m. and 11:00 p.m.).

POLITICAL AND LECTURES

Rates on request. Talks accepted only where subject matter is of general public interest. Material must be submitted in writing one week before broadcasting date and no deviation from manuscript permitted.

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. Services of program department and staff announcers in arranging and presenting programs at no extra cost.

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.

All programs, program material and commercial copy subject to the approval of station program department.

In the event that the time contracted for is demanded by any chain or group of stations with which station may be associated, equally desirable time will be substituted, or the total time contracted for reduced.

Closing Time

Closing date three weeks in advance of service if program is to be carried in publicity release. Final closing one week before broadcast date.

Mechanical Program Equipment. Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables.

K H Q (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, Washington, telephone M5388.

General Advertising

For combination rates see listing of National Broadcasting Company (Pacific Coast Network).

Associated with stations KGDA, Spokane, Washington; KOMO and KJIT, Seattle, Washington; KEX and KGW, Portland, 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 reserves the right to change the time thereof without notices or ability.

Table with 6 columns: Time slot, 1/2 hr., 1/4 hr., 5 min., (\*) 10 min., (†) 15 min. Rows include 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 212 times, 268 times, 324 times, 380 times, 436 times, 492 times, 548 times, 604 times, or more.

(\*) One minute transcription or 100 words. (†) 50 words or less.

DISCOUNTS

Discounts are allowed retroactively on the number of broadcasts given within a year. Announcements and programs cannot be combined to earn larger discounts.

SPECIAL FEATURES

Complete service, one 100 word announcement and two 25 word announcements each morning, afternoon and evening (morning between 8:00 a.m. and 12:30 p.m., afternoon between 1:00 p.m. and 5:00 p.m., and evening between 6:00 p.m. and 11:00 p.m.).

POLITICAL AND LECTURES

Rates on request. Talks accepted only where subject matter is of general public interest. Material must be submitted in writing one week before broadcasting date and no deviation from manuscript permitted.

Contract and Other Requirements. Services of program department and staff announcers in arranging and presenting programs at no extra cost.

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.

All programs, program material and commercial copy subject to the approval of station program department.

In the event that the time contracted for is demanded by any chain or group of stations with which station may be associated, equally desirable time will be substituted, or the total time contracted for reduced.

Closing Time

Closing date three weeks in advance of service if program is to be carried in publicity release. Final closing one week before broadcast date.

Evening service, one 100 word announcement and two 25 word announcements each evening (between 6 p.m. and 11:00 p.m.).

Less than 3 months, per month..... 950.00
3 months, per month..... 972.00
6 months, per month..... 852.00
9 months, per month..... 807.50
12 months, per month..... 760.00

POLITICAL SPEECHES, EDUCATIONAL TALKS AND LECTURES

Rates on request. Talks accepted only where subject matter is of general public interest. Talks must be submitted in writing one week before broadcasting date and no deviation from manuscript permitted.

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. Services of program department and staff announcers in arranging and presenting programs at no extra cost.

No contract accepted for longer period than one year. All contracts subject to station owner's approval and governmental regulations. Rates quoted do not include artists' services.

All programs, program material and commercial copy subject to the approval of station program department.

In the event that the time contracted for is demanded by any chain or group of stations with which station may be associated, equally desirable time will be substituted, or the total time contracted for reduced.

Closing Time

Closing date three weeks in advance of service if program is to be carried in publicity release. Final closing one week before broadcast date.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 83-1/8 and 78 r.p.m. double turn-tables with both vertical and lateral pick-ups.

President—Louis Wasmer. Manager—Harvey Witzson. Representatives—Edward Petry & Company, Inc.

TACOMA (Pierce County)

K M O (Established 1922)

Rates effective June 1, 1942. (Card No. 7.) Owned and operated by Carl E. Haymond. Studio—914 Broadway, Tacoma, Wash., Main 4141.

Operating power—5,000 watts. (100% modulation.) 220.6 meters; 1360 kilocycles.

Licensed to operate unlimited time. Operates on Pacific War Time. Actual operating schedule: Daily 6:00 a.m. to 12:30 midnight.

Agency Commission. Agency commission 15% to recognized advertising agencies on net charges for station time and talent provided payment is made by 10th of month following service. No cash discount.

General Advertising. For combination rates see listings of Mutual Broadcasting System, Levee Broadcasting System (Northwest [Washington] Group) and Pacific Broadcasting Company (Washington Network).

Also sold in combination with KOL, Seattle, Wash.—see listing of Puget Sound Network. The following rates are for national advertising. For local advertising rates consult station management.

CLASS "A" (6:00 p.m. to 10:30 p.m. daily)

Table with 2 columns: Time slot, Rate. Rows include 1 hour, 1/2 hour, 1/4 hour.

CLASS "B" (12:00 noon to 6:00 p.m. Sundays and 10:30 p.m. to 11:00 p.m. daily)

Table with 2 columns: Time slot, Rate. Rows include 1 hour, 1/2 hour, 1/4 hour.

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)

Table with 2 columns: Time slot, Rate. Rows include 1 hour, 1/2 hour, 1/4 hour.

CLASS "D" (12:00 midnight to 8:00 a.m.)

Table with 2 columns: Time slot, Rate. Rows include 1 hour, 1/2 hour, 1/4 hour.

DISCOUNTS

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

Table with 2 columns: Discount rate, Percentage. Rows include 15.00 but less than 30.00 per week, 30.00 but less than 45.00 per week, 45.00 but less than 60.00 per week, 60.00 but less than 75.00 per week, 75.00 but less than 90.00 per week, 90.00 or more per week.

(This listing continued on next page)

TACOMA—Continued
KMO—Continued

Additional Discounts
At the conclusion of 25 consecutive weeks broadcasting 5% additional discount is allowed; at the conclusion of 52 consecutive weeks broadcasting a total of 10% additional discount is allowed.

ANNOUNCEMENTS
CLASS "A"
(6:00 p.m. to 10:30 p.m. daily)
1 ti. 30 ti. 90 ti. 180 ti. 270 ti. 365 ti.

Monthly Rates
Monthly chain break service daily, including Sundays, 35 words or less, position not guaranteed:

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
Daily: 200.00, 190.00, 180.00
Daily: 360.00, 340.00, 320.00
Daily: 475.00, 450.00, 425.00

SPECIAL FEATURES
15 minute news periods daily;
1 word spots, nighttime announcement rates plus 25% (Days)

SERVICE FACILITIES
Staff of producers, writers and talent is available for representation of any type of program desired.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00
26 times: 90.00, 54.00, 36.00

CLASS "B"
(9:00 a.m. to 10:00 p.m.)
1 time: 100.00, 60.00, 40.00

CLASS "C"
(After 10:00 p.m. to 9:00 a.m.)
1 time: 35.00, 20.00, 15.00

Personnel
National Sales Manager—Edward J. Jansen.
Local Sales Manager—E. S. Robinson.
Representatives
Cox & Tanz.

Personnel
National Sales Manager—Edward J. Jansen.
Local Sales Manager—E. S. Robinson.
Representatives
Cox & Tanz.

KVI

Rates effective July 1, 1941. (Card No. 2.)
Owned and operated by Puget Sound Broadcasting Company, Inc.
Business Office—Rust Bldg., Tacoma, Wash.

Agency Commission
Agency commission 15% to recognized advertising agencies on net charges for station time only. No cash discount. Invoices rendered monthly.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 1/2 1/4 10 5

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "B"
(9:00 a.m. to 10:00 p.m.)
1 time: 50.00, 30.00, 20.00

CLASS "C"
(After 10:00 p.m. to 9:00 a.m.)
1 time: 35.00, 20.00, 15.00

Special Features
News: Leased wire service available. Five 15 minute periods daily and hourly five minute news periods.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 1/2 1/4 10 5

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "B"
(9:00 a.m. to 10:00 p.m.)
1 time: 50.00, 30.00, 20.00

CLASS "C"
(After 10:00 p.m. to 9:00 a.m.)
1 time: 35.00, 20.00, 15.00

Special Features
News: Leased wire service available. Five 15 minute periods daily and hourly five minute news periods.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 1/2 1/4 10 5

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "B"
(9:00 a.m. to 10:00 p.m.)
1 time: 50.00, 30.00, 20.00

CLASS "C"
(After 10:00 p.m. to 9:00 a.m.)
1 time: 35.00, 20.00, 15.00

Special Features
News: Leased wire service available. Five 15 minute periods daily and hourly five minute news periods.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 1/2 1/4 10 5

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

Cash discount of 2% allowed if bills are paid on or before 10 days from date of invoice.
General Advertising
The following rates are for national advertising. For local advertising rates consult station management.

Table with 2 columns: Rate, 1 mo., 6 mos., 12 mos.
1 hour: 37.50, 22.50, 15.00
1/2 hour: 15.00, 10.00, 7.50

Table with 2 columns: Rate, 1 mo., 6 mos., 12 mos.
1 hour: 25.00, 15.00, 10.00
1/4 hour: 8.00, 5.00, 3.00

ANNOUNCEMENTS
160 words or less:
After 6:00 p.m. week days and after 1:00 p.m. Sundays 3.00

DISCOUNTS
13 times, minimum 1 weekly 5%
26 times, minimum 1 weekly 10%

SPECIAL FEATURES
News, time signals, women's hour, and other special features—rates on request.

POLITICAL RATES
Minimum 5.00. Payable in advance. One time rate applies. Commissionable, no discounts.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Accepted at all hours.

REMOVAL CONTROL
Complete facilities for remote control in Vancouver or Portland, Oregon.

SERVICE FACILITIES
Complete production department available. Contract and Other Requirements

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 1/2 1/4 10 5

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "B"
(9:00 a.m. to 10:00 p.m.)
1 time: 50.00, 30.00, 20.00

CLASS "C"
(After 10:00 p.m. to 9:00 a.m.)
1 time: 35.00, 20.00, 15.00

Special Features
News: Leased wire service available. Five 15 minute periods daily and hourly five minute news periods.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 1/2 1/4 10 5

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "B"
(9:00 a.m. to 10:00 p.m.)
1 time: 50.00, 30.00, 20.00

CLASS "C"
(After 10:00 p.m. to 9:00 a.m.)
1 time: 35.00, 20.00, 15.00

Special Features
News: Leased wire service available. Five 15 minute periods daily and hourly five minute news periods.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 1/2 1/4 10 5

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "B"
(9:00 a.m. to 10:00 p.m.)
1 time: 50.00, 30.00, 20.00

CLASS "C"
(After 10:00 p.m. to 9:00 a.m.)
1 time: 35.00, 20.00, 15.00

Special Features
News: Leased wire service available. Five 15 minute periods daily and hourly five minute news periods.

KTBI
(Established 1941)

Rates received August 28, 1941.
Owned and operated by Tacoma Broadcasters, Inc.
Business Office and Studio—212 Puget Sound Bldg., Tacoma, Wash., Main 1045.

Agency Commission
Agency commission 15% to recognized agencies on net only. No cash discount. Bills rendered 1st of month; due 10th of month.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 1/2 1/4 10 5

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "B"
(9:00 a.m. to 10:00 p.m.)
1 time: 50.00, 30.00, 20.00

CLASS "C"
(After 10:00 p.m. to 9:00 a.m.)
1 time: 35.00, 20.00, 15.00

Special Features
News: Leased wire service available. Five 15 minute periods daily and hourly five minute news periods.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 1/2 1/4 10 5

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "B"
(9:00 a.m. to 10:00 p.m.)
1 time: 50.00, 30.00, 20.00

CLASS "C"
(After 10:00 p.m. to 9:00 a.m.)
1 time: 35.00, 20.00, 15.00

VANCOUVER
(Clark County)

Rates effective August 1, 1939. (Card No. 1.)
Owned and operated by Vancouver Radio Corporation.
Business Office and Studio—707-1/2 Main Street, Vancouver, Washington.

Agency Commission
Agency commission 15% to recognized advertising agencies on net station time only, providing payment is made by 10th of month following service.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 1/2 1/4 10 5

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "B"
(9:00 a.m. to 10:00 p.m.)
1 time: 50.00, 30.00, 20.00

WALLA WALLA
(Walla Walla County)

Rates effective June 1, 1940. (Card No. 8.)
Owned and operated by WJL, Incorporated.
Business Office and Studio—Marcus Whitman Hotel, Walla Walla, Washington, telephone 1230.

Agency Commission
Agency commission 15%. No cash discount. Accounts payable 10th of month following production.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 1/2 1/4 10 5

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "B"
(9:00 a.m. to 10:00 p.m.)
1 time: 50.00, 30.00, 20.00

CLASS "C"
(After 10:00 p.m. to 9:00 a.m.)
1 time: 35.00, 20.00, 15.00

Special Features
News: Leased wire service available. Five 15 minute periods daily and hourly five minute news periods.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "A"
(6:00 p.m. to 10:00 p.m.)
1 1/2 1/4 10 5

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

CLASS "B"
(9:00 a.m. to 10:00 p.m.)
1 time: 50.00, 30.00, 20.00

CLASS "C"
(After 10:00 p.m. to 9:00 a.m.)
1 time: 35.00, 20.00, 15.00

Special Features
News: Leased wire service available. Five 15 minute periods daily and hourly five minute news periods.

General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. For local advertising rates consult station management.

Table with 4 columns: Rate, 1 mo., 6 mos., 12 mos.
1 time: 100.00, 60.00, 40.00
13 times: 95.00, 57.00, 38.00

WASHINGTON—Cont'd

WENATCHEE

(Chelan County)

K P Q

(Established 1929)

Rates effective July 15, 1942. (Card No. 10.) Owned and operated by Westcoast Broadcasting Co. Business Office—KPQ Building, Wenatchee, Wash. Studio—20 Second St., Wenatchee, Wash. Transmitter—Chelan County, Washington. Wave—Power—Time Operating power—1,000 watts. 535.7 meters; 560 kilocycles. Licensed to operate full time. Operates on Pacific War Time. Actual operating schedule: Sunday 9:00 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 on station time and talent. On approved credit, accounts payable 10th of month following service. No cash discount.

General Advertising For combination rates see listing of Blue Network Company (Pacific Coast Blue Network) (6:00 p.m. to 10:30 p.m.) 1 hr. 40.00 38.00 36.00 34.00 32.00 30.00 1/2 hr. 24.00 22.80 21.60 20.40 19.20 18.00 1/4 hr. 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 (All other time) 1 hr. 30.00 28.50 27.00 25.50 24.00 22.50 1/2 hr. 16.00 15.20 14.40 13.60 12.80 12.00 1/4 hr. 10.50 9.98 9.45 8.93 8.40 7.88 5 minutes 5.50 5.23 4.95 4.68 4.40 4.13

Chain breaks, 35 words maximum; or 100 word announcements: (6:00 p.m. to 10:30 p.m.) 1 hr. 13.11 12.11 11.11 10.11 9.11 8.11 Each..... 6.00 5.70 5.40 5.10 4.80 4.50 (All other time) 1 hr. 4.50 4.28 4.05 3.83 3.60 3.38

Special Features News Service—Rates on request. SERVICE FACILITIES Station maintains a staff of talent, producers and writers.

Remote Control Remote control facilities and equipment available. 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 by station manager.

Closing Time All programs for guaranteed listing close five days in advance of broadcast.

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

Personnel Manager—Cole E. Wylie. Representatives Joseph Hershey McGillivra, Inc.

YAKIMA

(Yakima County)

KIT

(Established 1929)

Rates effective January 1, 1938. (Card No. 5.) Owned and operated by Carl E. Haymond. Business Office and Studio—414 E. Yakima Avenue, Yakima, Washington. Transmitter—Union Gap, Washington. Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal controlled.) 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 Agency commission 15% to recognized advertising agencies 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 System and Pacific Broadcasting Company (Washington Network). The following rates are for national advertising. For local advertising rates consult station management. (6:00 p.m. to 10:30 p.m.) 1 hour..... 50.00 1/2 hour..... 30.00 1/4 hour..... 20.00 10 minutes..... 16.00 5 minutes..... 12.00 (All other time) 1 hour..... 35.00 1/2 hour..... 21.00 1/4 hour..... 14.00 10 minutes..... 11.20 5 minutes..... 8.40

Weekly Discounts Gross time rates are subject to the following weekly discounts when advertiser contract for 18 or more weeks. Less than 14.00 per week..... None 14.00 but less than 28.00 per week..... 2-1/2% 28.00 but less than 42.00 per week..... 5% 42.00 but less than 56.00 per week..... 7-1/2% 56.00 but less than 70.00 per week..... 10% 70.00 but less than 84.00 per week..... 12-1/2% 84.00 or more per week..... 15%

Additional Discounts At the conclusion 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 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 afternoon) Base rate..... 6.00 80 announcements, each..... 6.00 90 announcements, each..... 5.60 180 announcements, each..... 5.20 270 announcements, each..... 4.80 365 announcements, each..... 4.40

(All other time) Base rate..... 6.00 30 announcements, each..... 4.50 90 announcements, each..... 4.20 180 announcements, each..... 3.90 270 announcements, each..... 3.60 365 announcements, each..... 3.30

Special Features News: Limited to 50 words; single announcement 10.00; monthly 175.00. Weather, frost and spraying reports—rates on request.

Electrical Transcriptions Regular rates apply. Talent Artists services and programming costs on application.

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.

Closing 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.

Personnel General Manager—Carl E. Haymond. Resident Manager—J. A. Murphy.

Representatives John Blair & Company.

WEST VIRGINIA

WEST VIRGINIA NETWORK

West Virginia Network Building, Lee St., Charleston, West Virginia.

Comprised of: WCHS—Charleston, West Virginia. WPAR—Parkersburg, West Virginia. WBLK—Clarksburg, W. Va. WSAZ—Huntington, W. Va.

For rates and other data see individual listings. Personnel President—John A. Kennedy. Managing Director—Howard L. Chernoff.

BECKLEY

(Raleigh County)

WJLS

(Established 1939)

Rates effective April 15, 1940. Owned and operated by Joe L. Smith, Jr. Business Office and Studio—101-1/2 Main Street, Beckley, West Virginia. Transmitter—Teel Road, Beckley, West Virginia.

Agency 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 Fee charged by owners of music copyrights are included in rates. The following rates are for national advertising. For local advertising rates consult station management.

Gross—Without Talent CLASS "A" (6:00 p.m. to 9:00 p.m. week days and 12:00 noon to 3:30 p.m. Sundays) 1 hour..... 50.00 1/2 hour..... 30.00 1/4 hour..... 21.00 10 minutes..... 18.00 5 minutes..... 12.00 1 minute..... 8.00 100 words..... 6.00 50 words..... 4.00

CLASS "B" (9:00 p.m. to 6:00 p.m. week days) 1 hour..... 24.00 1/2 hour..... 14.00 1/4 hour..... 10.00 10 minutes..... 8.00 5 minutes..... 6.00 1 minute..... 4.00 100 words..... 3.00 50 words..... 2.00

CLASS "C" (9:00 p.m. to 8:00 a.m. week days) 1 hour..... 10.00 1/2 hour..... 6.00 1/4 hour..... 4.00 10 minutes..... 3.00 5 minutes..... 2.00 1 minute..... 1.00 100 words..... .80 50 words..... .60

Discounts will be allowed from the beginning of service in accordance with contract specifications except when contract is on a cancellation basis. In which case discounts will be allowed as earned. The rate of discount or rebate to which an advertiser would otherwise be entitled will not be prejudiced 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 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 in determining rate of discount. Contracted value of time (gross rates): Less than 12.00 weekly..... None More than 12.00 weekly but less than 24.00..... 5% More than 24.00 weekly but less than 36.00..... 10% More than 36.00 weekly but less than 48.00..... 15% More than 48.00 weekly but less than 60.00..... 20% More than 60.00 weekly but less than 72.00..... 25% More than 72.00 weekly..... 30% Additional discount or rebates: 26 consecutive weeks of broadcasting..... 5% 52 consecutive weeks of broadcasting..... 10% A rebate will be allowed the advertiser for each 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 during each and every year of the 26 or 52 week period. The rebate will be due and payable at the end of each 26 or 52 weeks of consecutive service except that it will be allowed currently on non-cancellable contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to this rebate.

CLASS "H" (8:00 a.m. to 6:00 p.m. week days) 1 hour..... 24.00 1/2 hour..... 14.00 1/4 hour..... 10.00 10 minutes..... 8.00 5 minutes..... 6.00 1 minute..... 4.00 100 words..... 3.00 50 words..... 2.00

CLASS "G" (9:00 p.m. to 8:00 a.m. week days) 1 hour..... 10.00 1/2 hour..... 6.00 1/4 hour..... 4.00 10 minutes..... 3.00 5 minutes..... 2.00 1 minute..... 1.00 100 words..... .80 50 words..... .60

DISCOUNTS Discounts will be allowed from the beginning of service in accordance with contract specifications except when contract is on a cancellation basis. In which case discounts will be allowed as earned. The rate of discount or rebate to which an advertiser would otherwise be entitled will not be prejudiced 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 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 in determining rate of discount.

Contracted value of time (gross rates): Less than 12.00 weekly..... None More than 12.00 weekly but less than 24.00..... 5% More than 24.00 weekly but less than 36.00..... 10% More than 36.00 weekly but less than 48.00..... 15% More than 48.00 weekly but less than 60.00..... 20% More than 60.00 weekly but less than 72.00..... 25% More than 72.00 weekly..... 30%

Additional discount or rebates: 26 consecutive weeks of broadcasting..... 5% 52 consecutive weeks of broadcasting..... 10% A rebate will be allowed the advertiser for each 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 during each and every year of the 26 or 52 week period. The rebate will be due and payable at the end of each 26 or 52 weeks of consecutive service except that it will be allowed currently on non-cancellable contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to this rebate.

SPECIAL FEATURES News—Five minute periods. Regular five minute rates plus 1.00 per day per newscast for talent and new service costs. Musical Clock—One minute announcements, each 2.00. 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.

Talent All talent charges in addition to time rates. Rates and details on request.

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. Rates on request.

Service Facilities Continuity department, staff announcers, publicity and merchandising departments are maintained to service, arrange, produce and present programs at no additional cost.

Contract and Other Requirements Advertising of alcoholic 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 Commercial copy must be received not less than three 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 lateral and vertical cut recordings.

Personnel General Manager—Herbert Kendrick. Representatives Spot Sales, Inc.

BLUEFIELD

(Mercer County)

WHIS

(Established 1928)

Rates effective September 1, 1941. (Card No. 4.) Owned and operated by Daily Telegraph Printing Company. Studio—Commerce Street, Bluefield, West Virginia. Transmitter—Harry Heights, Bluefield, West Virginia. Wave—Power—Time Operating power 1,000 watts days; 500 watts nights (205.3% modulation.) 1440 kilocycles. Operates on regional channel. Operates on Eastern War Time. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 5:00 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% to recognized advertising agencies on station time charges. Commission does not apply on talent. No cash discount. Terms as per net. All invoices due and payable when rendered.

General Advertising For combination rates see listings of National Broadcasting Company (Basic Supplementaries) and Blue Network Company (Basic Supplementaries). Rates include charges by owners of music copyright. The following rates are for national advertising. (This listing continued on next page)



BLUEFIELD—Continued

WHIS—Continued

MUSICAL OR DRAMATIC PROGRAMS

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays)

Table with columns for time slots (1-13), hour, and rates for Class A.

CLASS "B"

(8:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 12:00 noon Sundays)

Table with columns for time slots (1-13), hour, and rates for Class B.

CLASS "C"

(5:00 a.m. to 8:00 a.m. week days and 11:00 p.m. to 12:00 midnight daily)

Table with columns for time slots (1-13), hour, and rates for Class C.

Announcements on network programs are priced as follows:

1 week days before 6:00 p.m., 4.00; week days after 6:00 p.m., 7.00; Sundays, 5.00.

POLITICAL BROADCASTS

One time rate applies.

SPECIAL FEATURES

Based wire service, local news, weather reports, time signals, sport features, participating programs and other services available. Rates on request.

REMOTE CONTROL

Equipped to handle programs by remote control where facilities are available.

SERVICE FACILITIES

Merchandising service available.

Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine.

All programs must conform to standards of station, station reserves the right to refuse or discontinue advertising for any reason satisfactory to itself.

All contracts cancelled before date of expiration are subject to any short rate accruing to date of cancellation.

Closing Time

Closing time for programs, announcements, and 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 turn-tables for vertical and lateral cut recordings. Equipped to record programs for local broadcasts.

Personnel

Manager—J. Lindsey Alley.

Program Director—Stuart Odell, Jr.

Chief Engineer—Pat T. Managan.

Music Director—Barnes N. Nash.

Publicity Director—Janie Lambert.

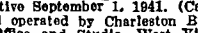
Representatives—The Kats Agency.

CHARLESTON

(Kanawha County)

WCHS

(Established 1927)



Rates effective September 1, 1941. (Card No. 13.)

Owned and operated by Charleston Broadcasting Co. Business Office and Studio—West Virginia Network Building, Lee Street, Charleston, West Virginia.

Transmitter—Charleston, West Virginia.

Power—5,000 watts.

Operating power—5,000 kilocycles.

Licensed to operate full time on cleared regional channel.

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 month following broadcast. No cash discount. Invoices mailed monthly unless otherwise specified. No discount or commission on talent or copy charges 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 WPAL, Parkersburg, WBLK, Clarksburg, and WSAZ, Huntington.

The following rates are for national advertising. For local advertising rates consult station management.

SPONSORED PROGRAMS

CLASS "A"

(6:00 p.m. to 11:00 p.m. week days, 12:00 noon to 11:00 p.m. Sundays)

Table with columns for time slots (1-13), hour, and rates for Class A.

CLASS "B"

(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 noon daily)

Table with columns for time slots (1-13), hour, and rates for Class B.

CLASS "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 Report. Rates on request (based on number of signals or reports used). Schedules subject to time available. News Service: Details on request.

TALENT

Any talent 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

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.

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 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 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

The closing date on all publicity is one week in advance. Spot commercial copy must be submitted not later 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 and 78 r.p.m. double turn-tables for lateral cut recordings, and 33-1/3 r.p.m. turn-tables for vertical cut recordings.

Personnel

President—John A. Kennedy.

Managing Director—Howard L. Chernoff.

Representatives—The Branham Company.

WGVV

(Established 1939)

Rates effective May 1, 1942. (Card No. 3.)

Owned and operated by the Kanawha Valley Broadcasting Company.

Business Office and Studio—208-1/2 Dickinson St., Charleston, W. Va., telephone 37-541.

Transmitter—Coat Branch Heights, Charleston, West Virginia.

Power—100 watts.

(100% modulation—automatic crystal control.) 201.3 meters; 1490 kilocycles.

Licensed to operate unlimited time.

Operates on Eastern War Time.

Actual operating schedule; 8:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to authorized agencies. No cash discount. No discounts on talent. Bills rendered monthly, payable 10th of month prox.

General Advertising

For combination rates see listing of National Broadcasting Company (Basic Supplementary Group). The following rates are for national advertising. For local advertising rates consult station management.

CLASS "A"

(6:00 p.m. to 10:30 p.m. week days and 8:00 a.m. to 10:30 p.m. Sundays)

Table with columns for time slots (1-13), hour, and rates for Class A.

CLASS "B"

(8:00 a.m. to 6:00 p.m. and 10:30 p.m. to 11:30 p.m.)

Table with columns for time slots (1-13), hour, and rates for Class B.

CLASS "C"

(11:30 p.m. to 8:00 a.m.)

Table with columns for time slots (1-13), hour, and rates for Class C.

For periods less than 1/4 hour, consult station management.

SPECIAL FEATURES

Time signals—rates on request.

Jim and Jane's Houseparty—Participation program, Monday through Friday. 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

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.

Personnel Pres. & Gen'l Mgr.—Worth Kramer.

Sales Manager—Robert Wasdon.

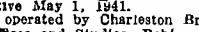
Representatives—Joseph Hershey McGillivra, Inc.

CLARKSBURG

(Harrison County)

WBLK

(Established 1927)



Rates effective May 1, 1941.

Owned and operated by Charleston Broadcasting Co. Business Offices and Studios—Robinson-Grand Theater Building, Clarksburg, West Virginia.

Transmitter—Clarksburg, West Virginia.

Power—250 watts.

214.3 meters; 1400 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 7:00 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% 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

For combination rates see listing of Blue Network Company (Basic Supplementary Group). Time is also sold for network broadcasts (West Virginia Network) over this station and WPAL, Parkersburg, WSAZ, Huntington, and WCHS, Charleston.

The following rates are for national advertising. For local advertising 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. Sundays)

Table with columns for time slots (1-13), hour, and rates for Class A.

CLASS "B"

(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)

Table with columns for time slots (1-13), hour, and rates for Class B.

(This listing continued on next page)

WEST VIRGINIA—Cont'd

CLARKSBURG—Continued  
W B L K—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr) and rates for various durations (1 time, 13 times, 26 times, etc.).

ANNOUNCEMENTS AND TALKS  
Five, ten and fifteen minute periods available by special arrangement only.

Table for CLASS 'A' (6:00 a.m. to 8:00 a.m.) with columns for 10 min, 5 min, and 1 min durations.

Table for 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).

SPECIAL FEATURES  
Time Signals and Weather Reports Rates on request based on number of signals or reports used.

Any type of talent desired by advertiser is available. Program ideas and talent rates will be furnished on request.

SERVICE FACILITIES  
Rates include cost of station facilities, station time, services of continuity, program and publicity departments.

Station's program and production department will assume entire responsibility for program presentation if desired.

Contract and Other Requirements  
Advertising of alcoholic beverages accepted. No contract accepted for a longer period than one year.

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 or 78 r.p.m. double turn-tables for lateral cut recordings, and 33-1/3 r.p.m. turn-table for vertical cut recordings.

Personnel  
President and General Manager—John A. Kennedy  
Station Director—George C. Blackwell

FAIRMONT  
(Marion County)

W M N N  
(Established 1928)

Rates effective August 1, 1939. (Card No. 10.)  
Owned and operated by Monongahela Valley Broadcasting Company.  
Business Office and Studios—208 Main Street, Fairmont, West Virginia, telephone 3100  
Transmitter—Monongah, West Virginia  
Wave—Power—Time  
Operating power 5,000 watts day; 1,000 watts nights. (Directional antenna.) (C.P., 5,000 watts nights.)  
235.1 meters; 1250 kilocycles.  
Licensed to operate full time on clear regional channel. Operates on Eastern War Time.

Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 3:30 a.m. to 12:00 midnight.  
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  
For combination rates see listing of Columbia Broadcasting System (Basic Supplementary Group). Rates include charges by owners of music copyrights.

Table with columns for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min durations and rates for various time slots.

(After 12:00 midnight and before 8:00 a.m.)  
1 hr 50.00 47.50 45.00 42.50 40.00 35.00 30.00  
1/2 hr 32.00 30.40 28.80 27.20 25.60 22.40 19.20  
1/4 hr 20.00 19.00 18.00 17.00 16.00 14.00 12.00  
10 min 15.00 14.25 13.50 12.75 12.00 10.50 9.00  
5 min 9.00 8.55 8.10 7.65 7.20 6.30 5.40

ANNOUNCEMENTS  
Regular announcement rates will apply to cut-in announcements made locally as part of network broadcasts.

Table for 50 word station break with columns for 10, 15, 20, 30, 45, 60, 90, 120 seconds.

Participating Announcement Periods:  
(7:30 a.m. to 8:00 a.m., 11:30 a.m. to 12:00 noon, and 5:00 p.m. to 5:30 p.m.)  
1 time daily, 6 days weekly, per week..... 25.20  
2 times daily, 6 days weekly, per week..... 43.20  
3 times daily, 6 days weekly, per week..... 64.80  
No extra charge for transcribed announcements.

Contract and Other Requirements  
Advertising of alcoholic beverages not accepted. Accepting beer and wine.

Closing Time  
Spot commercial copy and publicity must be submitted not less than one week in advance.

Mechanical Program Equipment  
Equipped with high quality lateral recording equipment in duplicate capable of making continuous recordings either 33-1/3 or 78 r.p.m. using Arthroscopic or any other standard arrangement suitable for processing. Recording rates upon request.

Personnel  
Managing Director—O. J. Keleher  
Representatives John Blair & Company

HUNTINGTON  
(Cabell County)

W C M I  
(Established 1920)

Rates effective November 1, 1941.  
Owned by WS&Z, Incorporated.  
Business Office and Studio—929-1/2 Fourth Avenue, P. O. Box 2115, Huntington, West Virginia, telephone 4100.  
Transmitter—28th St., W., Huntington, W. Va.  
Wave—Power—Time  
Operating power—1 and 2 watts.  
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.

General Advertising  
Time is also sold for network broadcasts (West Virginia Network) over this station and WCHL, Charleston, WPAR, Parkersburg, and WBLK, Clarksburg. Rates include charges by owners of music copyright. Price quoting permitted.

Table for CLASS 'A' (6:00 p.m. to 11:00 p.m. week days and 12:00 noon to 11:00 p.m. Sundays) with columns for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min durations.

CLASS 'B'  
(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)

Table for CLASS 'B' with columns for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min durations.

CLASS 'C'  
(6:00 a.m. to 8:00 a.m.)  
Programs of 1/4 hour or more—33-1/3% discount. Announcements—same as Class 'B'.

SPECIAL FEATURES  
Time Signals and Weather Reports: Based on number of signals or reports used. Schedules subject to change without notice. Rates on 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 special equipment will be billed at cost.

Contract and Other Requirements  
Advertising of alcoholic beverages not accepted. Accepting beer and wine.

Closing Time  
Talent programs close one week in advance of broadcast. Announcements, talks and recorded programs close three days in advance of broadcast.

Personnel  
President and General Manager—John A. Kennedy  
Station Director—Flem Evans  
Representatives  
Howard H. Wilson Company

LOGAN  
(Logan County)

W L O G  
(Established 1940)

Rates effective May 1, 1940. (Card No. 1.)  
Owned and operated by Clarence H. Frey and Robert O. Greener.  
Business Offices and Studios—WLOG Building, Logan, West Virginia, telephone 761-762.  
Transmitter—Logan, West Virginia.

Wave—Power—Time  
Operating power—250 watts.  
243.9 meters; 1230 kilocycles.  
(100% modulation.)  
Licensed to operate unlimited time.  
Operates on Eastern War Time.  
Actual operating schedule: Sunday 8:00 a.m. to 7:00 p.m. Week days 7:30 a.m. to 10:00 p.m.

Agency Commission  
Agency commission 15% on time to recognized advertising agencies. No cash discount. Bills rendered the first of each month; due on the 10th of each month.

General Advertising  
The following rates are for both local and national advertising.  
1 hour..... 25.00 23.75 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..... 8.25 7.85 7.45 7.00 6.00 5.00  
5 minutes 4.25 4.00 3.80 3.60 3.40 3.00

ANNOUNCEMENTS  
1 minute..... 2.50 2.40 2.30 2.20 2.10 2.00  
50 words..... 1.50 1.40 1.30 1.20 1.10 1.00  
25 words..... 1.25 1.20 1.15 1.10 1.05 1.00

SPECIAL FEATURES  
Weather Reports and Time Signals—Regular rate apply.  
News Service—Full time news service, leased by wire and teletype (no service charges). Minimum contract 5 or 15 minutes six times weekly for 13 weeks.

ELECTRICAL TRANSCRIPTIONS  
Transcription library available at no extra cost.  
TALENT  
Rates on request.

(This listing continued on next page)

LOGAN—Continued
WLOG—Continued

SERVICE FACILITIES
Announcers and spot men at no additional cost.
Contract and Other Requirements
Rates include station time only.

SPONSORED PROGRAMS

Table with columns for time slots (e.g., 6:00 p.m. to 11:00 p.m.), program names, and rates in dollars and cents.

Personnel
Pres. & Gen'l Mgr.—John A. Kennedy.
Station Director—George H. Clinton.
Representatives The Branham Company

WELCH
(McDowell County)
WBRW
(Established 1940)

Rates effective June 1, 1941. (Card No. 2.)
Owned and operated by McDowell Service Company.
Business Office and Studio—10 Riverside Drive, P.O.
Box 313, Welch, West Virginia.

MORGANTOWN
(Monongalia County)

WAJR
(Established 1941)

Station received March 21, 1941.
Owned and operated by the West Virginia Radio
Corporation.
Business Office and Studio—440-6 Spruce Street,
Morgantown, West Virginia.

Table with columns for time slots (e.g., 8:00 a.m. to 6:00 p.m.), program names, and rates.

Table with columns for time slots (e.g., 6:00 a.m. to 8:00 a.m.), program names, and rates.

Wave—Power—Time
Operating power—250 watts.
223.9 meters; 1340 kilocycles.
Licensed to operate full time on local channel.

Agency Commission
Agency commission 15% to recognized agencies on
station time only. No cash discount. Bills rendered
monthly and are due on presentation.

General Advertising
Rates include charges by owners of music copyrights.

SPOT ANNOUNCEMENTS
100 or more

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

REMOTE CONTROL
Facilities subject to extra charges for line and mechanical
costs.

TALENT
Rates on request.

SERVICE FACILITIES
Preparation of continuity, program department services
and announcers at no additional cost.

WHEELING
(Ohio 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—
Wave—Power—Time

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 Broad-
casting System (Basic Supplementary Group).

Table with columns for time slots (e.g., 6:00 p.m. to 11:00 p.m.), program names, and rates.

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

General Advertising
For combination rates see listing of Columbia Broad-
casting System (Basic Supplementary Group).

PARKERSBURG
(Wood County)

WPAR

Rates effective January 15, 1938. (Card No. 12.)
Owned and operated by Ohio Valley Broadcasting
Corporation.
Business Office and Main Studio—Grinter Building,
Parkersburg, West Virginia.

Table with columns for time slots (e.g., 8:00 a.m. to 6:00 p.m.), program names, and rates.

Special Features
Time Signals—Rates on request. (Based on number
of signals used.)
Schedules subject to time available.
News Service: Details on request.

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 Broad-
casting System (Basic Supplementary Group).

Table with columns for time slots (e.g., 6:00 p.m. to 11:00 p.m.), program names, and rates.

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

General Advertising
For combination rates see listing of Columbia Broad-
casting System (Basic Supplementary Group).

WEST VIRGINIA—Cont'd

WHEELING—Continued

W K W K—Continued

Table with 6 columns: Time (1-30), 25, 50, 100, 150, 300 or more words. Rates for various time slots.

Temperature, time and weather reports, copy limited to 25 words; sold at station break rates. Leased wire news—Available morning, afternoon or evening at regular time charge, plus cost of service. Rates on request.

POLITICAL

Rate on request.

TALENT

Rate on request.

REMOTE CONTROL

Arrangement can be made for remote control broadcasts.

Contract and Other Requirements

Contracts subject to cancellation unless program starts within 30 days. In order to earn net rates quoted, contracts must be completed within twelve months. Contract renewals subject to rates in effect at time of renewal.

Closing Time

Programs close one week in advance of broadcast.

Personnel

Manager—John B. Reynolds.

Representatives Spot Sales, Inc.

W W V A

(Established 1926)

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—Ohio County, W. Va., 8-1/2 miles from Wheeling, 4-1/2 miles from Pennsylvania state line.

Wave—Power—Time

Operating power—50,000 watts. (100% modulation.) 256.4 meters; 1170 kilocycles. Licensed to operate full 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 2:00 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 service. No cash discount.

General Advertising

For combination rates see listing of Blue Network Company (Basic Blue Network). Contracts for less than one program or announcement weekly subject to flat 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.

Table for CLASS "B" (6:00 p.m. to 10:15 p.m.) with columns for 1 hr., 1/2 hr., 1/4 hr., 5 min. and rates for 1, 13, 26, 39, 52, 104, 156, 260 times.

Table for CLASS "B" (7:00 a.m. to 9:00 p.m. and 10:15 p.m. to 11:30 p.m.) with columns for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 260 times and rates.

Table for CLASS "C" (11:30 p.m. to 7:00 a.m.) with columns for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 260 times and rates.

Table for ANNOUNCEMENTS CLASS "A" (6:00 p.m. to 10:15 p.m.) with columns for 1 min., 35 wds. and rates for 1 time, 100 words, 50 words, 25 words.

CLASS "B" (7:00 a.m. to 9:00 p.m. and 10:15 p.m. to 11:30 p.m.)

Table for CLASS "B" with columns for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 260 times and rates.

CLASS "C" (11:30 p.m. to 7:00 a.m.)

Table for CLASS "C" with columns for 1 time, 13 times, 26 times, 39 times, 52 times, 104 times, 156 times, 260 times and rates.

SPECIAL FEATURES Time signals, weather reports and temperature reports quoted on request. When not available, reservation orders for future clearance accepted.

ELECTRICAL TRANSCRIPTIONS No extra charge for electrical transcriptions unless furnished by station.

TALENT Talent rates on application. Orchestras, bands, vocalists, entertainers and studio piano organ available.

REMOTE CONTROL Rates apply only to programs presented from regular studios in Hawley Building. Remote service charges based on service rendered.

Contract and Other Requirements Advertising of alcoholic beverages not accepted, excepting tonic or 6% in alcoholic content.

Representatives John Blair & Company. Closing Time Talent programs close one week in advance of broadcast.

WILLIAMSON

(Mingo County)

W B T H

(Established 1939)

Rates effective October 1, 1941. Owned and operated by Williamson Broadcasting Corporation.

Business Office and Studio—Mountaineer Hotel, Block P. O. Box 261, Williamson, West Virginia.

Transmitter—Williamson, West Virginia. Wave—Power—Time

Operating power—250 watts. (100% modulation.) 214.3 meters; 1400 kilocycles.

Licensed to operate full time. Operates on Eastern War Time.

Agency Commission 15% to recognized advertising agencies on net time. No cash discount.

General Advertising The following rates are for national advertising.

ANNOUNCEMENTS 100 words or less: 2:50, 2:40, 2:30, 2:20, 2:10, 2:00

SPECIAL FEATURES Weather Reports and Time Signals: Regular rates apply.

NEWS SERVICE: Sold in five and fifteen minute periods; no service cost on news with minimum 15 week contract.

WBTH Jamboree: 7:30 p.m. to 12:00 midnight Saturdays with visual audience.

ELECTRICAL TRANSCRIPTIONS Transcription library services available at no extra cost.

SERVICE FACILITIES Services of continuity and program department and staff announcers provided without charge.

Mechanical Program Equipment Equipped to handle programs by electrical transcription.

Personnel President—G. W. Taylor. Vice-President—W. P. Hooker.

Manager—Alice Shein.

WISCONSIN

WISCONSIN NETWORK, INC.

Executive Offices—Wisconsin Rapids, Wis. Comprised of: WRJN—Racine, Wis. WCLC—Janesville, Wis. WYBU—Madison, Wis. Poynette, Wis. WEHL—Sheboygan, Wis. WHEY—Appleton, Wis. WFEH—Wisconsin Rapids, Wis. WSAU—Wausau, Wis. KFIZ—Fond du Lac, Wis.

General Advertising For rates and data consult W. F. Huffman, President, Wisconsin Rapids, Wis.

Branch Offices Milwaukee—Fred E. Zindler, 6344 N. Santa Monica Blvd.

Representatives Hal Holman Company.

APPLETON

(Outagamie County)

W B Y

(Established 1925)

Rates effective September 1, 1937. (Card No. 6.) Owned and operated by WBY, Inc. Business Office and Studio—Appleton, Wisconsin.

Transmitter—Appleton, Wisconsin. Wave—Power—Time

Operating power—250 watts. (100% modulation—crystal control.) 243.9 meters; 1230 kilocycles.

Licensed to operate full time on local channel. Operates on Central War Time.

Actual operating schedule: Sunday 9:30 a.m. to 10:30 p.m. Week days 8:00 a.m. to 10:00 p.m.

Agency Commission Agency commission 15%—10th of month. Commissions apply on time only. No cash discount.

General Advertising For combination rates see listing of Mutual Broadcasting System. Affiliated with the Wisconsin Network.

Rates include charges by owners of music copyrights. The following rates are for national advertising.

Table for CLASS "A" (6:00 p.m. to 8:00 p.m. daily) with columns for 1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min. and rates for 1, 13, 26, 39, 52 times.

Table for CLASS "B" (12:00 noon to 1:00 p.m., 5:00 p.m. to 8:00 p.m. and 9:00 p.m. to 10:00 p.m.) with columns for 1 time, 13 times, 26 times, 39 times, 52 times, 100 times or twice, 200 times or four times, 300 times or five times and rates.

Table for CLASS "C" (All other week day time) with columns for 1 time, 13 times, 26 times, 39 times, 52 times, 100 times or twice, 200 times or four times, 300 times or five times and rates.

ANNOUNCEMENTS 25 word station break same as 100 word rate. CLASS "A" (6:00 p.m. to 9:00 p.m. daily)

Table for CLASS "B" (12:00 noon to 1:00 p.m., 5:00 p.m. to 8:00 p.m. and 9:00 p.m. to 10:00 p.m.) with columns for 1 minute, 100 words, 50 words, 25 words and rates.

Table for CLASS "C" (All other week day time) with columns for 1 minute, 100 words, 50 words, 25 words and rates.

SPECIAL FEATURES Weather report, time signal, news flashes and special spotting of announcements, regular announcement rate plus 1.00. News: Rates on application.

RECORDED 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.

(This listing continued on next page)

APPLETON—Continued
W H B Y—Continued

REMOTE CONTROL
Programs will be broadcast from any location. Prices
application on points outside of regular studios.
SERVICE FACILITIES
Merchandising department, trade contacts, display
rates on request.
Contract and Other Requirements
Maximum length of contract—1 year.
Rates do not include talent. No extra charge for
services of program and announcing staff.
Closing Time
Broadcasting date is two weeks prior to starting date.
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—Haydn R. Evans.
Commercial and Promotion Manager—J. L. Gallagher.
Program Director—Roger Mueller.
Sales Engineer—George Morkle.
Representatives
Synolds-Fitzgerald, Inc.

REMOTE CONTROL
Equipped for handling of temporary or permanent
remotes.
SERVICE FACILITIES
Announcers, operating staff, program and continuity
service at no extra charge.
Merchandising department to serve clients renders
service in reasonable proportion to size of schedule.
Contract and Other Requirements
Advertising of alcoholic beverages accepted.
All continuity subject to rules and regulations of the
Federal Communications Commission and other com-
petent authorities.
No maximum length on programs or restriction of
frequency of broadcasting where time permits.
Rates are for facilities of station only. Right is re-
served to refuse or discontinue any advertising for any
reasons sufficient to the station.
Time schedules cannot be guaranteed. However, ad-
vertiser's desires will be followed as closely as pos-
sible.
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.
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
Vice-President and General Mgr.—N. C. Ruddell.
Representatives
Sears & Ayer, Inc.

Staff announcers serve all advertisers without addi-
tional charge. All broadcasting programs are subject
to the approval of station management. Any program
submitted may be revised or rejected and any con-
tract for broadcasting may be cancelled by the man-
agement upon two weeks' notice without incurring any
liability therefor.
Station reserves the right to cancel, postpone, or
advance time for advertiser's program if it inter-
feres with broadcasting of public message or an-
nouncements of sectional or national interest.
Closing Time
Copy must be submitted three days in advance of
broadcast date.
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
General Manager—Walter C. Bridges.
Sales Manager—Clyde Riddle.
Representatives
George P. Hollingsbery Company.

ASHLAND
(Ashland County)
W A T W
(Established 1940)

White card dated January 1, 1941. (Card No. 1.)
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—100 watts.
1.3 meters; 1400 kilocycles.
Licensed to operate full time.
Operates on Central War Time.
Actual operating schedule: Sundays 7:30 a.m. to
12:00 p.m.; Week days 6:30 a.m. to 10:00 p.m.
Agency Commission
Agency commission 15% to recognized advertising
agencies. Cash discount 2% if paid by 10th of month.
General Advertising
Combination rates see listings of Mutual Broad-
casting System and North Central Broadcasting Sys-
tem (Michigan-Copper Group).
When sold in group contract with WJMS, Ironwood,
Michigan, and WJUF, Calumet, Michigan, a 25%
combination discount from individual station rates
applies for all three stations. A 15% combination
discount is allowed for any two stations.
Affiliated with North Central Broadcasting System.
The following rates are for both local and national
advertising.
Rates include charges by owners of music copyrights.

Table with columns for time slots (e.g., 7:00 a.m. to 9:00 a.m.) and rates for different durations (1 hr, 1/2 hr, 10 min, 5 min, 100 words).

Table for ANNOUNCEMENTS with columns for time slots and rates for different durations.

SPECIAL FEATURES
News, sports events. Rates on request.
Time signals, weather reports and temperature reports
at regular announcement rates.
Birthday programs, market reports. Rates on request.
Baseball, Football and Basketball games. Sports
reviews, Children's Birthday Programs and Market
reports. Rates on request.
RECORDED AND TRANSCRIPTION
PROGRAMS
Transcription library services available. No service
charge on transcriptions except shipping charges.
TALENT
The station will furnish any type of local talent
available. Talent costs are in addition to time rates.

EAU CLAIRE
(Eau Claire County)
W E A U

Rates effective March 1, 1942.
Owned and operated by the Central Broadcasting Co.
Business Office and Studio—203 S. Barstow Street,
Eau Claire, Wisconsin, telephone 6149.
Transmitter—26th and Crescent Road, Eau Claire,
Wisconsin.
Wave—Power—Time
Operating power—5,000 watts.
(100% modulation.)
379.7 meters; 780 kilocycles.
Operates on Central War Time.
Agency Commission
Agency commission 15% to recognized advertising
agencies. No commission on talent. All bills ren-
dered and due weekly in advance. No cash discount.
General Advertising
For combination rates see listings of National Broad-
casting Company (Basic Supplementaries) and North
Central Broadcasting System (Bridges Group).
Rates include charges by owners of music copyrights.

Table with columns for CLASS 'A', CLASS 'B', CLASS 'C' and rates for different durations.

SPECIAL FEATURES
News: Leased wire service available.
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.
POLITICAL TALKS
Accepted at regular rates, payable in advance. No
agency commission allowed.
ELECTRICAL TRANSCRIPTIONS
Transcription library service available—rates on re-
quest.
REMOTE CONTROL
Facilities available; charges additional to station
rates.
Contract and Other Requirements
No contract accepted for longer than one year.
Rates quoted are for the facilities of the station
only; musical, dramatic and other talent charges are
extra. If for any reason the advertiser does not use
the 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.

FOND DU LAC
(Fond Du Lac County)
K F I Z
(Established 1923)

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 356.
Studio—Lange Bldg., Fond du Lac, Wisconsin.
Transmitter—Lange Bldg., Fond du Lac, Wisconsin.
Wave—Power—Time
Operating power—250 watts.
(100 modulation—temperature control of crystal.)
206.9 meters; 1450 kilocycles.
Licensed to operate on local channel, unlimited time.
Operates on Central War Time.
Actual operating schedule: 8:00 a.m. to 10:00 p.m.
Agency Commission
Agency commission 15% to recognized advertising
agencies. Cash discount 2%—10 days from date of
invoice. Payment dates weekly or monthly on con-
tract agreement, otherwise cash in advance.
General Advertising
For combination rates see listing of Mutual Broad-
casting System. Affiliated with the Wisconsin Net-
work.
CLASS "A"
(6:00 p.m. to 9:00 p.m.)
1 hr..... 70.00 63.00 56.00 52.50 49.00 45.50
1/2 hr..... 42.00 37.50 33.00 31.50 28.40 27.30
1/4 hr..... 28.00 25.20 22.40 21.00 19.60 18.20
10 minutes 17.50 16.25 14.00 13.12 12.25 11.37
5 minutes 14.00 12.60 11.20 11.50 9.30 9.10
1 minute 6.00 5.40 4.80 4.50 4.20 3.90
100 words.... 5.00 4.50 4.00 3.75 3.50 3.25
CLASS "B"
(12:00 noon to 1:00 p.m. and 5:00 p.m. to
6:00 p.m.)
1 hr..... 50.00 45.00 40.00 37.50 35.00 32.50
1/2 hr..... 30.00 27.00 24.00 22.50 21.00 19.50
1/4 hr..... 20.00 18.00 16.00 15.00 14.00 13.00
10 minutes 12.50 11.25 10.00 9.37 8.75 8.12
5 minutes 7.50 6.75 6.00 5.62 5.25 4.87
1 minute 3.00 2.70 2.40 2.25 2.10 1.95
100 words.... 3.00 2.70 2.40 2.25 2.10 1.95
CLASS "C"
(8:00 a.m. to 12:00 noon, 1:00 p.m. to 5:00
p.m. and 9:00 p.m. to 10:00 p.m.)
1 hr..... 35.00 31.50 28.00 26.25 24.50 22.75
1/2 hr..... 21.00 19.00 16.80 15.75 14.70 13.65
1/4 hr..... 14.00 12.60 11.20 11.50 9.80 9.10
10 minutes 8.75 7.87 7.00 6.56 6.12 5.69
5 minutes 5.25 4.69 4.12 3.80 3.20 2.60
1 minute 2.10 1.95 1.70 1.62 1.44 1.36
100 words.... 2.10 1.95 1.70 1.62 1.44 1.36

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 on request.
Contract and Other Requirements
Advertising of alcoholic beverages accepted.
All programs and announcements subject to approval
by station management. Right is reserved to refuse
all or any part of announcements which do not, in the
estimation of the management, maintain a level of
quality and character creditable alike to the sta-
tion and the advertiser. No contract accepted for
longer than one year. Program position subject to
time available.
All periods within a year. Time discounts apply on
station charges only. All talent is extra and charges
are not subject to time discount.
Closing Time
Closing date for sponsored programs is one week in
advance.
For announcements, talks, speeches, etc., the day
previous.
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—A. H. Lange.
Station Manager—C. E. Fairbanks.
Representatives
None.

**WISCONSIN—Continued**

**GREEN BAY**

(Brown County)

**WTAQ**

(Established 1922)

Rates effective October 1, 1939. (Card No. 2.)

Owned and operated by WHBY, Inc.  
Business Office—Bellin Bldg., Green Bay, Wisconsin.  
Adams 1.

Studio (Main)—Bellin Bldg., Green Bay, Wisconsin.  
Transmitter—West De Pere, Wisconsin.

Wave—Power—Time  
Operating power—5,000 watts.  
230.6 meters; 1360 kilocycles.  
Licensed to operate unlimited time.  
Operates on Central War Time.  
Actual operating schedule: 6:00 a.m. to 12:00 mid-  
night.

Agency Commission  
Agency commission 15%. Commissions apply on time  
only. Bills payable 10th. Contracts for less than  
25.00—cash in advance. No cash discount.

General Advertising  
For combination rates see listing of Columbia Broad-  
casting System (Northwestern Group).  
Commercial copy limited on musical and dramatic  
programs.

CLASS "A"				
(6:00 p.m. to 9:00 p.m. daily)				
1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.... 140.00	85.00	50.00	35.00	21.00
13 times... 133.00	80.75	47.50	33.25	19.95
26 times... 126.00	78.50	45.00	31.50	19.00
52 times... 119.00	72.25	42.50	29.75	17.85
100 times... 112.00	68.00	40.00	28.00	16.80
200 times... 105.00	63.75	37.50	26.25	15.75
300 times... 98.00	59.50	35.00	24.50	14.70

CLASS "B"  
(12:00 noon to 1:00 p.m., 5:00 p.m. to 6:00  
p.m. and 9:00 p.m. to 10:00 p.m.)

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.... 100.00	60.00	36.00	25.00	16.00	
13 times... 95.00	57.00	34.20	23.75	14.25	
26 times... 90.00	54.00	32.40	22.50	13.50	
52 times... 85.00	51.00	30.60	21.25	12.25	
100 times... 80.00	48.00	28.80	20.00	12.00	
200 times... 75.00	45.00	27.00	18.75	11.25	
300 times... 70.00	42.00	25.20	17.50	10.50	

CLASS "C"

(All other week day time)

	1 time....	13 times...	26 times...	52 times...	100 times...	200 times...	300 times...
1 hr.	70.00	42.00	25.00	17.50	10.00		
1/2 hr.	66.50	39.00	23.75	16.80	9.50		
1/4 hr.	63.00	37.80	22.50	15.75	9.00		
10 min.	59.50	35.70	21.25	14.85	8.50		
5 min.	56.00	33.60	20.00	14.00	8.00		
1 minute	52.50	31.50	18.75	13.13	7.50		
1/2 minute	49.00	29.40	17.50	12.25	7.00		

ANNOUNCEMENTS

Thirty word station break same as 100 word rate.

CLASS "A"

(6:00 p.m. to 9:00 p.m.)

	1 ti.	13 ti.	26 ti.	52 ti.	100 ti.
1 minute	17.50	16.40	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	6.35	6.00
25 words..	5.00	4.75	4.50	4.25	4.00

CLASS "B"

(12:00 noon to 1:00 p.m., 5:00 p.m. to 6:00  
p.m. and 9:00 p.m. to 10:00 p.m.)

	1 minute	100 words..	50 words..	25 words..
11.50	10.90	10.35	9.65	9.20
8.00	7.60	7.20	6.80	6.40
5.00	4.75	4.50	4.25	4.00
4.00	3.80	3.60	3.40	3.20

CLASS "C"  
(All other time except Sunday)

	1 ti.	13 ti.	26 ti.	52 ti.	100 ti.
1 minute	9.00	8.55	8.40	7.95	7.50
10 words..	6.00	5.70	5.40	5.10	4.80
50 words..	4.00	3.80	3.60	3.40	3.20
25 words..	3.00	2.85	2.70	2.55	2.40

SPECIAL FEATURES

Participating features—Farm Hands, Women's Hour,  
News Periods—rates on request. Number of spaces  
limited.

RECORDED PROGRAMS

No service charge on electrical transcriptions except  
shipping charges. Transcription library service  
available—details on request.

TALENT

Station will furnish any type of local talent avail-  
able. Rates on application.

REMOTE CONTROL

Programs will be broadcast from any location. Prices  
on application on points outside of regular studio.

Contract 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 transcrip-  
tion, using 33-1/3 and 78 r.p.m. double turn-table.

Personnel

Managing Director—Rev. James A. Wagner.  
General Manager—Hayden R. Evans.  
General Sales Manager—Val E. Schneider.

Representatives

Weed & Co. Inc.

**JANESVILLE**

(Rock County)

**WCLO**

(Established 1930)



Rates effective April 1, 1942.

Owned and operated by Gazette Printing Company.  
Business Office and Main Studio—200-204 E. Mil-  
waukee Street, Janesville, Wis., Janesville 2500.  
Transmitter—1426 S. Oakhill Ave., Janesville, Wis.

Wave—Power—Time

Operating Power—250 watts.  
243.9 meters; 1230 kilocycles.  
Licensed to operate full time.  
Operates on Central War Time.  
Actual operating schedule: 7:00 a.m. to 12:00 mid-  
night.

Agency Commission

Agency commission 15% allowed to recognized ad-  
vertising agencies on station time only. Cash discount  
2%—10 days.

General Advertising

For combination rates see listing of Mutual Broad-  
casting System. Affiliated with the Wisconsin Net-  
work.

CLASS "A"

(6:00 p.m. to 10:00 p.m. and 11:30 a.m.  
to 1:00 p.m.)

	1 ti.	13 ti.	26 ti.	52 ti.	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	32.60	
1/4 hour... 28.00	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	6.30	5.95	5.65

CLASS "B"

(7:30 a.m. to 11:30 a.m.)

	1 hour....	1/2 hour....	1/4 hour....	10 minutes	5 minutes	1 minute
42.00	39.90	37.80	35.70	33.60		
25.00	23.75	22.50	21.25	20.00		
17.00	16.15	15.30	14.45	13.60		
12.00	11.40	10.80	10.20	9.60		
9.00	8.55	8.10	7.65	7.20		
6.00	5.70	5.40	5.10	4.80		

CLASS "C"

(All other time)

	1 hour....	1/2 hour....	1/4 hour....	10 minutes	5 minutes	1 minute
28.00	26.60	24.20	23.80	22.40		
16.00	15.20	14.40	13.60	12.80		
12.00	11.40	10.80	10.20	9.60		
8.00	7.60	7.20	6.80	6.40		
6.00	5.70	5.40	5.10	4.80		
4.50	4.23	4.05	3.83	3.60		

POLITICAL RATES

One time Class "A" rates apply.

TRANSCRIPTIONS

Regular rates apply. TALENT  
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, di-  
rect mail promotion and personal contacts.

Contract and Other Requirements

Programs must conform to the standards of the sta-  
tion and the rules of the F. C. C. Where adver-  
tiser 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.

Closing Time

Contracts should be closed two weeks in advance to  
enable proper merchandising. Transcriptions and re-  
cordings must be delivered to studios 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 turn-table.

Personnel

Manager—J. F. Kyler.

Representatives

None.

**Wake Up!**

**ANSWER THE BUGLE CALL!**

You can't cover this area with a Chicago Station 200 long miles away. You must use WTAQ. No Chicago Station can be heard regularly here.

WTAQ primarily covers 18 rich counties and one-half million consumers. It's the only major Wisconsin station specifically programmed for the people of this area. It "talks" their language . . . not that of Chicago.

**WTAQ**  
GREEN BAY

**5000 WATTS**  
The only CBS outlet for  
Northeastern Wisconsin  
**NIGHT and DAY**

**WEED & CO.**  
FOR INSIDE DOPE SEE

WISCONSIN—Continued

LA CROSSE

(LaCrosse County)

WKBH

(Established 1928)



Permits effective August 1, 1941. (Card No. 6.) Licensed and operated by WKBH, Incorporated. Business Offices and Main Studios—Radio Building, LaCrosse, Wisconsin, telephone 450. Transmitter—Three miles from La Crosse on Morrison Coulee Road.

Wave—Power—Time: Operating power—1,000 watts. 100% modulation—crystal control. 2.8 meters; 1410 kilocycles. Licensed to operate full time on cleared regional channel. Operates on Central War Time.

Agency Commission: Agency commission 15% allowed agencies recognized by station. Payment dates weekly or monthly on contract agreements, otherwise cash in advance.

General Advertising: For combination rates see listings of Blue Network Company (Basic Supplementaries) and National Broadcasting Company (Basic Supplementaries). Rates do not include talent, but do include charges for merchandising service department and transcription equipment.

Table with 2 columns: Time slot and Rate. Rows include 12:00 noon to 1:00 p.m. and after 6:00 p.m. (120.00), 1:00 p.m. to 2:00 p.m. (70.00), 2:00 p.m. to 3:00 p.m. (45.00), 3:00 p.m. to 4:00 p.m. (22.00), and (Before 6:00 p.m. except 12:00 noon to 1:00 p.m.) (65.00).

DISCOUNTS: Following discounts apply to Programs: 1 time 5% 52 times 20%, 2 times 10% 104 times 25%, 3 times 15%

STRIP RATES (Consecutive weeks): 7 to 13 days weekly for 13 weeks: (After 6:00 p.m.) 1 hour, per week 125.00, 15 minutes, per week 75.00

(Before 6:00 p.m.) 1 hour, per week 85.00, 15 minutes, per week 55.00

7 to 13 days weekly for 13 weeks: (After 6:00 p.m.) 1 hour, per week 75.00, 15 minutes, per week 50.00

(Before 6:00 p.m.) 1 hour, per week 55.00, 15 minutes, per week 35.00

15 day strip rate figured 1/5 more than five days; 30 day strip rate figured at 1/3 more than three weeks.

DISCOUNTS: Following discounts apply to Strip Rates: 1 week 5% 52 weeks 15%, 3 weeks 10%

ANNOUNCEMENTS AND ELECTRICAL TRANSCRIPTIONS

(12:00 noon to 1:00 p.m. and after 6:00 p.m.) 1 minute 9.00, 26 times 78 tl., 156 tl. 312 tl., 2 words 6.00, 5.80, 5.40, 5.10, 4.80

(Before 6:00 p.m. except 12:00 noon to 1:00 p.m.) 1 minute 6.00, 5.80, 5.40, 5.10, 4.80, 2 words 4.50, 4.35, 4.05, 3.80, 3.60

ELECTRICAL TRANSCRIPTIONS: Regular rates apply. TALENT: Sponsor may arrange own talent or arrange through station. Orchestras, soloists and entertainers available. Rates on request.

REMOTE CONTROL: Station is equipped to handle remote control broadcasts. Mechanical and electrical charge for remote control installations may be required in advance. Estimates will be given. Facilities for hook-ups on direct main lines.

Contract and Other Requirements: Rates quoted are for the number of broadcasts used within one year.

Programs and announcements subject to approval of station management. Right is reserved to refuse or any part of announcements which do not, in the estimation of the management, maintain a level of quality and character creditable alike to the station and the advertiser. Time discounts apply on station charges only. All entertainment talent is extra and charges are not subject to time discount. Program position subject to time available.

Closing Time: Closing date for sponsored programs one week in advance; three weeks in advance for inclusion in publicity releases. For announcements, talks, speeches, etc., the day previous.

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

Personnel: President—Otto M. Schlabach, Commercial Manager—Howard Dahl, Program Director—Bernice Callaway, Chief Engineer—Al Leeman, Representatives—Howard H. Wilson Company.

MADISON

(Dane County)

WHA

(Established 1917)

Owned by the State of Wisconsin and operated by the State University.

Wave—Power—Time: Operating power—5,000 watts. 306.3 meters; 970 kilocycles. Licensed to operate during day time. Actual operating schedule: 7:30 a.m. to local sunset. Does not sell time.

WIBA

(Established 1924)



Rates effective October 1, 1942. (Card No. 5.) Owned and operated by the Bauer Broadcasting Company.

Business Office and Studio—Tenney Building, Madison, Wisconsin, Fairchild 8800. Transmitter—Four miles south of Madison, Wisconsin.

Wave—Power—Time: Operating power—5,000 watts. 100% modulation—crystal control. 229.0 meters; 1310 kilocycles. Licensed to operate full time on cleared regional channel on Central War Time. Actual operating schedule: 6:30 a.m. to 12:00 midnight.

Agency Commission: Agency commission 15% to recognized advertising agencies. No cash discount. Commission applies on talent unless otherwise specified. Invoices mailed 1st of month, due and payable tenth of month.

General Advertising: For combination rates see listings of National Broadcasting Company (Basic Supplementary) and Blue Network Company (Basic Supplementary).

CLASS "A" (6:00 p.m. to 10:30 p.m. week days and 4:00 p.m. to 10:30 p.m. Sundays)

Table with 6 columns: Time slot, 1/2, 1/4, 10, 5, (\*). Rows include 1 time 150.00, 13 times 142.50, 26 times 138.75, 39 times 135.00, 52 times 131.25, 100 times 127.50, 156 times 120.00, 260 times 105.00

CLASS "B" (12:00 noon to 1:00 p.m. week days)

Table with 6 columns: Time slot, 1/2, 1/4, 10, 5, (\*). Rows include 1 time 30.00, 13 times 28.50, 26 times 27.75, 39 times 27.00, 52 times 26.25, 100 times 25.50, 156 times 24.00, 260 times 21.00

CLASS "C" (6:30 a.m. to 12:00 noon and 1:00 p.m. to 4:00 p.m. week days and 7:00 a.m. to 4:00 p.m. Sundays)

Table with 6 columns: Time slot, 1/2, 1/4, 10, 5, (\*). Rows include 1 time 33.00, 13 times 31.50, 26 times 30.75, 39 times 30.00, 52 times 29.25, 100 times 28.50, 156 times 27.00, 260 times 24.00

REMOTE CONTROL: Can arrange for remote controls covering any purpose. Advertiser pays actual cost of remote controls plus time and talent.

Contract and Other Requirements: Beer and wine advertising accepted with station approval. No contract accepted for a longer period than twelve months.

All quotations subject to prior sale. All contracts subject to government regulations. Station reserves right to refuse or discontinue any advertising program or announcement for reasons sufficient to itself.

Medical accounts are accepted only with the approval of station management. Rates quoted are for time only including services of announcer, but do not include talent.

Short rates apply on cancellation of contracts. Mechanical Program Equipment: Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Closing Time: Twenty four hours before broadcast. Personnel: General Manager—Edwin C. Allen, Program Manager—Kenneth F. Schmitt, Chief Engineer—Norman Hahn, Representatives—Howard H. Wilson Company.

MANITOWOC

(Manitowoc County)

WOMT

(Established 1926)

Rates effective June 1, 1940. Owned and operated by Francis M. Kadow. Business Offices and Studios—Radio Building, Manitowoc, Wisconsin. Transmitter—Milwaukee Theatre Building, Manitowoc.

Wave—Power—Time: Operating power—400 watts. 241.9 meters; 1240 kilocycles. Licensed to operate full time. Operates on Central War Time. Actual operating schedule: 6:55 a.m. to 9:31 a.m. Agency Commission: Agency commission 15% to recognized advertising agencies on net charges for station time. No cash discounts. Bills are due and payable on presentation the first of each month.

General Advertising: Rates include charges by owners of music copyrights. The following rates are for both national and local advertising.

CLASS "A" (11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 9:30 p.m.) 1 hour 52.00, 1/2 hour 28.00, 1/4 hour 13.00

CLASS "B" (7:00 a.m. to 11:30 a.m. and 1:30 p.m. to 5:59 p.m.) 1 hour 40.00, 1/2 hour 20.00, 1/4 hour 10.00

ANNOUNCEMENTS CLASS "A" (11:30 a.m. to 1:30 p.m. and 6:00 p.m. to 9:30 p.m.) 100 words or 1 minute transcription 4.50

CLASS "B" (7:30 a.m. to 11:30 a.m. and 1:30 p.m. to 5:59 p.m.) 100 words or 1 minute transcription 3.50

SPECIAL FEATURES: 1 time Net 52 times 30%, 13 times 10% 104 times 40%, 26 times 20%

POLITICAL, religious or sports broadcasts—rates on request. Newscasts—Class "A" rates apply.

ELECTRICAL TRANSCRIPTIONS: Transcription library services available—rates and 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 on request.

REMOTE CONTROL: Programs originating outside the studios of station are subject to additional charges. Coverage of sporting and special events subject to transportation wire charges and special talent.

SERVICE FACILITIES: Services of the program and continuity departments and staff announcers are provided without extra charge. Complete production department also available; special production entailing research is subject to additional charges.

Contract and Other Requirements: Resale of time not permitted. All programs, transcriptions and announcements subject to approval of station management.

Closing Time: All contracts should be closed as far in advance of initial program as soon 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 turn-tables.

Personnel: General Manager—F. M. Kadow, Program Director—D. Wodak, Production and Promotion Mgr.—L. J. Kadow, Chief Engineer—W. F. Duhon

MARINETTE

(Marinette County)

WMAA

(Established 1939)

Rates effective October 1, 1939. (Card No. 1.) Owned and operated by M. & M. Broadcasting Co. Business Office and Studios—400 Wells Street, Marinette, Wisconsin.

Transmitter—400 Wells Street, Marinette, Wisconsin. Wave—Power—Time: Operating power—250 watts to local sunset. 526.3 meters; 570 kilocycles. Operates on Central War Time. Operating schedule: Sunday 7:30 a.m. to local sunset; week days 6:30 a.m. to local sunset.

Agency Commission: Agency commission 15% to recognized advertising agencies. No cash discount. Bills are rendered monthly on the first of the month following that in which service is rendered. Commission and discount apply to the cost of time only, unless otherwise specified.

General Advertising: 1 hour 70.00, 1/2 hour 40.00, 1/4 hour 20.00, 10 minutes 15.00, 5 minutes 10.00, 1 minute or less 6.00

DISCOUNTS: 13 to 25 times 5%, 26 or more times 10%

ANNOUNCEMENTS: A regular one minute announcement is considered the equivalent of 100 words. Spot announcements will be accepted for broadcast between regularly scheduled programs as available, also between 8:00 a.m. and 9:00 a.m. and between 1:00 p.m. and 1:30 p.m., and during regularly scheduled newscasts as participating. Time schedule cannot be guaranteed. However, advertiser's desires will be followed as closely as possible.

Per broadcast... 13 tl. 26 tl. 52 tl. 104 tl. 300 tl. 5.70 5.40 4.80 4.20 3.60 (This listing continued on next page)

**WISCONSIN—Continued**

**MARINETTE—Continued**

**W M A M—Continued**

**SPECIAL FEATURES**

Time Signals—Between programs, as available; not more than 50 words of commercial with each time signal; order must be for seven days weekly:

1 daily	4.00	26 wks.
2 daily, each	3.75	3.00
3 daily, each	3.50	2.75
Weather or temperature reports, with a 50 word commercial announcement, one minute rates apply.	3.50	2.50
Sponsorship of sports events, rates on request.		

**ELECTRICAL TRANSCRIPTIONS**

No additional charge for electrical transcriptions. All carrying charges must be prepaid.

**POLITICAL RATE**

One time rates apply. Payable in advance.

**TALENT**

Rates on request.

**REMOTE CONTROL**

Special arrangements may be made for handling programs originating outside the regular studios.

**Contract and Other Requirements**

No contract accepted for a longer period than 12 months.

Medical accounts are accepted only with the written approval of station management.

Closing Time 24 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.

**Personnel**

General Manager—Joseph D. Mackin.  
Sales Manager—Don C. Wirth.  
Program Manager—Florence Meyers.  
Chief Engineer—Martin Lund.  
Representatives—Hal Holman Company.

**MEDFORD**

(Taylor County)

**W I G M**

(Established 1941)

Rates received August 15, 1941.

Owned and operated by George P. Meyer.  
Business Office and Studio—Highway 13, southern city limits, Medford, Wis.  
Transmitter—On Highway 13, southern city limits, 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. Week days 7:30 a.m. to 10:00 p.m.

**Agency Commission**

Agency commission 15% to recognized agencies on station time only. No cash discount. Bills rendered 1st of month; due 15th of month.

**General Advertising**

The following rates are for national advertising. Rates include charges by owners of music copyrights.

	1 tl.	13 tl.	26 tl.	52 tl.	104 tl.	300 or more
1 hour.....	40.00	38.00	35.00	33.50	30.00	28.50
1/2 hour.....	24.00	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
5 minutes	8.50	8.00	7.50	7.00	6.50	6.00

**ANNOUNCEMENTS**

100 words.... 5.00 4.50 4.25 3.75 3.50 3.25  
75 words.... 4.50 4.00 3.75 3.50 3.25 3.00  
50 words.... 4.00 3.50 3.25 3.00 2.75 2.50

**SPECIAL FEATURES**

WIGM Men's Chorus, Farm Roundup, Leased wire Service, Woman's Hour, Sport's Camera and Solovox Serenade. Rates on request.

**ELECTRICAL TRANSCRIPTIONS**

Regular rates apply. One minute transcription unless accepted at the 100 word announcement rate. Rates include use of transcription library service. Facilities subject to extra charges for line and mechanical 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.

**TALENT**

Talent charge on 15 minute news broadcast, 1.50. Talent charge on announcements during news broadcasts, 1.00.

**SERVICE FACILITIES**

Station will assume entire responsibility for program preparation. Merchandising division available to advertisers.

**Contract 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. Programs and announcements subject to approval of station management and governmental regulations. Station reserves the right to refuse or discontinue advertising for reasons satisfactory to itself. Station reserves the first 30 seconds of all programs for its use. Contract limited to one year. Renewals subject to rate in effect at time of renewal.

**Closing Time**

Announcement copy, transcriptions and talks 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 turn-table for vertical or lateral cut recordings.

**Personnel**

Station Manager—Irma Meyer.  
Chief Engineer—Ken Woslin.  
Representatives—None.

**MILWAUKEE**

(Milwaukee County)

**W E M P**

(Established 1935)



**BLUE NETWORK STATION**

Rates effective March 1, 1941. (Card No. 6.)

Owned and operated by Milwaukee Broadcasting Company. Business Office and Studio—711 Empire Bldg., Milwaukee, Wisconsin, Marquette 7722.  
Transmitter—711 Empire Bldg., Milwaukee, Wis.

**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 listings of Blue Network Company (Basic Blue Supplementaries) and National Central Broadcasting System (Southeastern Wisconsin Group).

Rates include charges by owners of music copyrights (5:00 p.m. to 10:00 p.m. week days and all day Sundays)

	1 hr.	1/2 hr.	1/4 hr.	5 mt.
1 time.....	120.00	72.00	48.00	25.00
13 times.....	110.00	67.00	46.00	23.00
26 times.....	100.00	62.00	44.00	21.00
52 times.....	90.00	57.00	42.00	19.00
53-156 times.....	80.00	52.00	40.00	17.00
157-200 times.....	75.00	50.00	39.00	16.00
201-300 times.....	70.00	48.00	37.00	15.00
301 or more times	65.00	45.00	35.00	14.00

(8:00 a.m. to 5:00 p.m. week days)

	1 time.....	90.00	55.00	35.00
13 times.....	85.00	52.50	33.75	
26 times.....	80.00	50.00	32.50	
52 times.....	75.00	47.50	31.25	
53-156 times.....	70.00	45.00	30.00	
157-200 times.....	65.00	42.50	28.75	
201-300 times.....	60.00	40.00	27.50	
301 or more times	55.00	37.50	26.25	

(10:00 p.m. to 8:00 a.m. week days)

	1 time.....	60.00	40.00
13 times.....	57.50	38.75	
26 times.....	55.00	37.50	
52 times.....	52.50	36.25	
53-156 times.....	50.00	35.00	
157-200 times.....	47.50	33.75	
201-300 times.....	45.00	32.50	
301 or more times	42.50	31.25	

**ANNOUNCEMENTS**

(5:00 p.m. to 10:00 p.m. week days and all day Sundays)

	1 time.....	25.00
13 times.....	22.50	
26 times.....	20.00	
52 times.....	18.50	

(8:00 a.m. to 5:00 p.m. week days)

	1 time.....	15.00
13 times.....	13.75	
26 times.....	12.50	
52 times.....	11.75	

(10:00 p.m. to 8:00 a.m. week days)

	1 time.....	9.50
13 times.....	8.75	
26 times.....	7.50	
52 times.....	6.75	

(\*) Network station breaks.

(†) Participation spot announcements.

(This listing continued on next page)

For Milwaukee

IT'S

# W E M P

IN

# 4 3

BLUE NETWORK



**MILWAUKEE—Continued**

**W E M P—Continued**

**POLITICAL RATES**  
 (Rate time Class "A" rate applies.)  
**RECORDED PROGRAMS**  
 Extra charge for handling of recorded or electrically transcribed programs.  
**TALENT**  
 Program suggestions. Lists of talent and prices furnished on request.  
**SERVICE FACILITIES**  
 Station will assume the entire responsibility for program preparation. Merchandising service available. Advertising service available.

**Contract and Other Requirements**  
 All programs must conform to the standards of station. Where advertiser prepares own program, it should be submitted not less than three days in advance for program director's approval. All programs subject to prior bookings of time.

**Advance Time**  
 Contracts should be closed three weeks in advance to give printer program schedules. Records must be delivered to studios at least one week in advance.

**Technical Requirements**  
 Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. turn-tables for original and lateral cut recordings.

**General and Promotion Manager—Charles Lanphier.**  
**Representatives**  
 Joseph Hershey McGilivra, Inc.

**WISN**

(Established 1922)



Effective March 1, 1942. (Card No. 18.)  
 Owned and operated by Hearst Radio, Inc.  
 Business Office and Studio—123 W. Michigan St., Milwaukee, Wis., Daily 3900.  
 Transmitter—Town of Greenfield, Milwaukee County.

**Power—Time**  
 Operating power—5,000 watts.  
 (250 meters; 1150 kilocycles.  
 Licensed to operate full time.  
 Operates on Central War Time.  
 Actual operating schedule: 6:00 a.m. to 12:00 midnight.

**Engineering Commission**  
 Bill payable on 15th day of month following broadcast. No cash discount.

**General Advertising**  
 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.

**CLASS "A"**  
 (6:00 p.m. to 10:00 p.m.)

1 time.....	1 hr.	1/2 hr.	1/4 hr.	5 min.
13 times.....	265.00	165.63	106.00	79.50
26 times.....	291.75	187.35	100.70	75.53
39 times.....	315.18	193.21	98.05	73.54
52 times.....	338.50	199.07	95.40	71.53
65 times.....	359.25	204.70	90.10	67.58
78 times.....	376.00	210.50	84.80	63.60
91 times.....	389.25	214.22	79.50	59.63
104 times.....	399.50	216.94	74.20	55.65

**CLASS "B"**  
 (8:30 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

1 time.....	132.50	82.82	53.00	29.75
13 times.....	125.88	78.68	50.35	37.76
26 times.....	123.56	76.61	49.03	36.77
39 times.....	119.25	74.54	47.70	35.78
52 times.....	112.63	70.49	45.05	33.79
65 times.....	106.00	66.44	42.40	31.80
78 times.....	99.38	62.12	39.75	29.81
91 times.....	92.75	57.97	37.10	27.83

**CLASS "C"**  
 (11:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:30 a.m.)

1 time.....	106.00	66.25	42.40	31.80
13 times.....	100.70	62.04	40.28	30.21
26 times.....	98.05	61.28	39.22	29.42
39 times.....	95.40	59.63	38.16	28.62
52 times.....	90.10	56.31	36.04	27.03
65 times.....	84.80	53.00	33.92	25.44
78 times.....	79.50	49.69	31.80	23.85
91 times.....	74.20	46.38	29.68	22.26

**CLASS "D"**  
 (12:00 midnight to 7:00 a.m.)

1 time.....	79.50	49.69	31.80	23.85
13 times.....	75.53	47.21	30.21	22.66
26 times.....	73.54	45.86	29.42	22.06
39 times.....	71.55	44.72	28.62	21.47
52 times.....	67.58	42.21	27.03	20.27
65 times.....	63.60	39.75	25.44	19.08
78 times.....	59.63	37.27	23.85	17.89
91 times.....	55.65	34.78	22.26	16.70

**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. Announcements in excess of 100 words will be charged for pro rata of the 100 word rate. Announcements adjacent to higher time classifications are charged at the rate of the higher classification.

**CLASS "E"**  
 (6:00 p.m. to 10:00 p.m.)

1 minute (or less) transcription.....	1 tl.	26 tl.	52 tl.	101 tl.	more tl.
30 word station.....	40.00	38.00	36.00	34.00	30.00
break.....	32.50	30.88	29.25	27.63	24.38
100 words.....	20.25	27.79	26.33	24.86	21.94
50 words.....	18.50	18.53	17.55	16.58	14.63

**CLASS "B"**  
 (8:30 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

1 minute (or less) transcription.....	1 tl.	26 tl.	52 tl.	101 tl.	301 or more tl.
30 word station.....	20.00	19.00	18.00	17.00	15.00
break.....	16.25	15.44	14.63	13.81	12.19
100 words.....	14.63	13.80	13.17	12.44	10.97
50 words.....	9.75	9.26	8.78	8.29	7.31

**CLASS "C"**  
 (11:00 p.m. to 12:00 midnight and 7:00 a.m. to 8:30 a.m.)

1 minute (or less) transcription.....	16.00	15.20	14.40	13.60	12.00
30 word station.....	13.00	12.35	11.70	11.05	9.75
break.....	11.70	11.12	10.53	9.95	8.78
100 words.....	7.80	7.41	7.02	6.63	5.85
50 words.....	7.80	7.41	7.02	6.63	5.85

**CLASS "D"**  
 (12:00 midnight to 7:00 a.m.)

1 minute (or less) transcription.....	12.00	11.40	10.80	10.20	9.00
30 word station.....	9.75	9.26	8.78	8.29	7.31
break.....	8.78	8.31	7.84	7.36	6.59
100 words.....	5.85	5.56	5.27	4.97	4.39
50 words.....	5.85	5.56	5.27	4.97	4.39

**File-in Announcements in connection with network programs:**  
 12:00 midnight to 7:00 a.m. .... 5.85  
 7:00 a.m. to 8:30 a.m. and 11:15 p.m. to 12:00 midnight ..... 7.80  
 8:30 a.m. to 6:00 p.m. and 10:15 p.m. to 11:00 p.m. .... 9.75  
 6:00 p.m. to 10:00 p.m. .... 19.50

**Station Breaks: Fixed position; copy limited to 80 words; sold only in accordance with the weekly rate at a minimum of six days weekly:**

12:00 midnight to 7:00 a.m.	6 days	7 days
7:00 a.m. to 8:30 a.m. and 11:00 p.m. to 12:00 midnight	52.65	57.04
8:30 a.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.	70.20	76.05
6:00 p.m. to 10:00 p.m.	87.75	95.07
6:00 p.m. to 10:00 p.m.	175.50	190.13

**Subject to discounts of:**  
 26 weeks..... 5%  
 39 weeks..... 10%  
 52 weeks..... 15%  
 Individual station break announcements, copy limited to 30 words, may be bought subject to move in the event an advertiser buying station breaks six or seven days a week, fixed position, requires any spot sold individually.

**SPECIAL FEATURES**  
 Temperature, Time and Weather Reports. Copy limited to 25 words. Station break rates apply.  
 Ann Leslie's Scrap Book: Daily except Sunday; 15 minute morning participation at announcement rates.  
 Leased Wire News Service: Available morning, afternoon or evening at regular time charge, plus cost of service—rates on request.

(This listing continued on next page)

**NATIONAL BUSINESS UP 35%\***

**NETWORK BUSINESS UP 59%\***

**THE GREATEST SHOW IN MILWAUKEE**

**WISN**

**CBS AFFILIATE**

**5,000 WATTS.**

**CLEAR RECEPTION**

There's still room for you

Represented by KATZ AGENCY

\* For 6 Mos. Period Ending Dec. 31, 1942

**GET ON THIS BAND WAGON IN 1943**

WISCONSIN—Continued

MILWAUKEE—Continued

WISN—Continued

POLITICAL RATES

On request.

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.

Contract and Other Requirements

Program charges (artists, orchestras, 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. Contract renewals subject to rates in effect at time of renewal. All contracts subject to cancellation unless program starts within 30 days. Station reserves the last 30 seconds of all programs for 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. double turn-tables for vertical and lateral cut recordings.

Personnel

General Manager—G. W. Grifonon.

Representatives

The Katz Agency, Inc.

WTMJ

(Established 1927)

Rates effective October 1, 1942. (Card No. 34.)

Owned and operated by The Journal Company. Business Office and Studios—Radio City, 720 E. Capitol Drive, Milwaukee, Wis. Transmitter—On Route 5, Box 517, Waukesha, Wis.

Wave—Power—Time

Operating power—5,000 watts. (100% modulation.) 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.

Agency Commission

Agency commission 15% to recognized agencies on net charges for station time only. No commission on political broadcasts. No cash discount. Bills payable by the 15th of the month following service.

General Advertising

For combination 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 cannot 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 bona fide retailers, in which merchandise or service is offered for sale direct to the consumer, solely through one or more retail stores, which the advertiser owns or controls. 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. General rates also apply to all financial advertising, such as banks, loan associations, investment companies, and real estate; also to all accounts classified under "transcription."

General rates apply to all programs prepared for national or sectional releases 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, talent, 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)

Table with 11 columns and 11 rows showing advertising rates for WT MJ. Columns include time slots (1 hr, 1/2 hr, 1/4 hr, 100 words, 50 words, 25 words, 12 1/2 min, 11 min, 10 min) and rows include time slots (1 hr, 1/2 hr, 1/4 hr, 100 words, 50 words, 25 words, 12 1/2 min, 11 min, 10 min).

Table with 11 columns and 11 rows showing advertising rates for WT MJ. Columns include time slots (7:00 a.m. to 8:00 a.m., 1 hr, 1/2 hr, 1/4 hr, 100 words, 50 words, 25 words, 12 1/2 min, 11 min, 10 min) and rows include time slots (1 hr, 1/2 hr, 1/4 hr, 100 words, 50 words, 25 words, 12 1/2 min, 11 min, 10 min).

(6:00 a.m. to 7:00 a.m. and 12:00 midnight to 3:00 a.m.)

Table with 11 columns and 11 rows showing advertising rates for WT MJ. Columns include time slots (1 hr, 1/2 hr, 1/4 hr, 100 words, 50 words, 25 words, 12 1/2 min, 11 min, 10 min) and rows include time slots (1 hr, 1/2 hr, 1/4 hr, 100 words, 50 words, 25 words, 12 1/2 min, 11 min, 10 min).

- (\*) Participating announcements. (†) Twenty-five word station break, 100 words preceding or following news, or 100 words preceding or following special events. (‡) Transcriptions fixed position. (§) Transcription in participation program.

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:

Table with 2 columns and 4 rows showing discount percentages: Minimum of 5 days per week (10%), Minimum of 3 days per week (5%), The bonus discount year and the frequency discount year must be concurrent. The bonus discount will be due and payable at the end of the 52 week period. Excess agency commission previously allowed will be deducted from such payments.

SPECIAL FEATURES

News—Five minutes, week days: (6:00 p.m. to 10:00 p.m.)

Table with 2 columns and 4 rows showing time and service costs for news programs. Columns include 1 wk, 13 wks, 26 wks, 52 wks. Rows include Time cost and Service cost.

Table with 2 columns and 4 rows showing time and service costs for programs. Columns include 7:00 a.m. to 8:00 a.m. and 6:00 a.m. to 7:00 a.m. Rows include Time cost and Service cost.

No agency commission on service cost. Rates for public service features, such as Cheese Reports, Poultry, Butter, Egg and Veal quotations, 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

Announcers and talent extra. Rates on request.

REMOTE CONTROL

Additional special charges made for programs originating outside of station studios.

Contract and Other Requirements

Advertising of hard liquor not accepted. Medicinal accounts accepted only on approval of station management. Talks accepted only when subject matter in opinion of station management, of genuine public interest.

No sound effects of any kind are permitted on live announcements. The last 20 seconds of all programs are reserved by the station for station use and identification.

Rates for announcements services cover only straight announcing. An additional talent charge will be made if the announcer is expected to do other work, such as dramatizing the commercial copy, playing small parts, etc.

Closing Time

Closing date for continuity, one week in advance of program. Closing date for publicity, three weeks in advance.

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 copy.

Mechanical Program Equipment

Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.

Representatives

Edward Petry & Company, Inc.

OSHKOSH

(Winnebago County)

WOSH

(Established 1941)

Rates effective December 1, 1941. (Card No. 1.)

Owned and operated by Howard H. Wilson. Business Office and Studio—151-1/2 N. Main Street, Oshkosh, Wis. Transmitter—2-1/2 miles north of business district on Route No. 5, Oshkosh, Wis.

Wave—Power—Time

Operating power—250 watts. 201.3 meters; 1400 kilocycles. Licensed to operate full time on local channel. 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.

Agency Commission

Agency commission 15% to recognized agencies station time only. No cash discount. Bills rendered first of month; payable when rendered.

General Advertising

For combination rates see listing of Blue Network Company (Basic Blue Supplementaries). The following rates are for national advertising. Rates do not include charges by owners of music copyrights.

CLASS "A" (11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Table with 11 columns and 11 rows showing advertising rates for CLASS "A". Columns include time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and rows include time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes).

CLASS "B" (8:30 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

Table with 11 columns and 11 rows showing advertising rates for CLASS "B". Columns include time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and rows include time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes).

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)

Table with 11 columns and 11 rows showing advertising rates for CLASS "C". Columns include time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and rows include time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes).

FREQUENCY RATES

Rates for three or more programs broadcast in one week:

CLASS "A" (11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Table with 11 columns and 11 rows showing frequency rates for CLASS "A". Columns include time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and rows include time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes).

CLASS "B" (8:30 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

Table with 11 columns and 11 rows showing frequency rates for CLASS "B". Columns include time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and rows include time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes).

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)

Table with 11 columns and 11 rows showing frequency rates for CLASS "C". Columns include time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes) and rows include time slots (1 hr, 1/2 hr, 1/4 hr, 5 minutes).

DISCOUNTS

Frequency rates subject to the following additional discounts for consecutive weekly service.

Table with 2 columns and 3 rows showing discount percentages: 13 weeks (5%), 39 weeks (10%), 26 weeks (10%).

CLASS "A" (11:30 a.m. to 1:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Table with 11 columns and 11 rows showing advertising rates for CLASS "A". Columns include time slots (100 words, 30 words) and rows include time slots (100 words, 30 words).

CLASS "B" (8:30 a.m. to 11:30 a.m., 1:00 p.m. to 6:00 p.m. week days and 12:00 noon to 6:00 p.m. Sundays)

Table with 11 columns and 11 rows showing advertising rates for CLASS "B". Columns include time slots (100 words, 30 words) and rows include time slots (100 words, 30 words).

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)

Table with 11 columns and 11 rows showing advertising rates for CLASS "C". Columns include time slots (100 words, 30 words) and rows include time slots (100 words, 30 words).

SPECIAL FEATURES

News: Leased wire service available. Regular plus talent and news charges. Sports: Regular rates apply plus talent and news charges.

Time signals, weather and temperature reports. Regular rates apply. Special Service: 125 words maximum, week days, six days per week, 6:00 a.m. to 7:00 a.m. per month \$5.25. Participating programs (125 words maximum): Class "B," per month; Class "C," per month.

ELECTRICAL TRANSCRIPTIONS

Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

REMOTE CONTROL

Facilities subject to extra charge for line and mechanical costs.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted, excepting beer and light wine. Contracts subject to cancellation by 14 day written notice accompanied by certified check at short rate to date of last program. Resale of time not permitted. All program transcriptions and announcements are subject to approval of station management. Announcements of five minutes or more may not be combined with programs of five minutes or more to earn frequency discounts.

Closing Time: All contracts, copy, talks and other program material should be in the hands of the station as far in advance as possible.

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—Ray E. Schwartz. Representatives: Howard H. Wilson Company.

POYNETTE

(Columbia County)

WIBU

News effective May 1, 1942.

Owned and operated by Wm. C. Forrest. Business Office and Studio—Commercial State Bank Bldg., Madison, Wis., and Poynette, Wis. News Studios—Mayr Seed and Feed Bldg., Beaver Dam, Wis.; First National Bank Bldg., Portage, Wis.; Baraboo News Republic Office, Baraboo, Wis.; Kenosha, Wis. Transmitter—Two miles south of Poynette, Wis. Mail Address RFD No. 2, Poynette, Wis.

Wave—Power—Time: Operating power—250 watts. (100% modulation—crystal control.) 1240 meters; 1240 kilocycles. Licensed to operate full time. Operates on Central War Time. Actual operating schedule: 7:00 a.m. to 10:00 p.m.

Agency Commission: Agency commission 15% to recognized advertising agencies. Agency commissions on time charges only. Cash discount 2%—15 days from invoice date.

General Advertising: Combination rates see listing of Mutual Broadcasting System. Affiliated with the Wisconsin Network.

Following rates apply to national advertising. For local advertising rates consult station management.

Table with columns for time slots (1h, 13h, 26h, 52h, 156h, 260h, 520h) and rows for Nighttime and Daytime rates.

SPOT ANNOUNCEMENTS

Table for spot announcements with columns for 1h, 13h, 26h, 52h, 150h, 300h, 1h, 13h, 26h, 52h, 150h, 300h, 1h, 13h, 26h, 52h, 150h, 300h.

POLITICAL RATES

Daytime nighttime rate applies.

SPECIAL FEATURES

Rate service broadcasts include sporting events, celebrations or ceremonies and market reports. Complete coverage of Madison sporting events and news. Participating programs available.

TALENT

Request on application.

REMOTE CONTROL

Request on application.

Contract and Other Requirements

All programs subject to approval of station director and governmental regulations. No contracts for longer than one year. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

Closing Time

Request date for programs for inclusion in general publicity and printed program announcements is 14 days in advance of broadcast on all but special public announcements accepted 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.

Personnel

Commercial Manager—Ralph O'Connor.

Representatives

Holman Company.

RACINE

(Race County)

WRJN

(Established 1926)

Effective January 1, 1940.

Owned and operated by Racine Broadcasting Corp. Business Office and (Main) Studios—American Bank Bldg., Racine, Wisconsin. Jackson 240.

News Studios—West Allis, Kenosha and Burlington, Wis.

Transmitter—Mt. Pleasant, Wisconsin.

Wave—Power—Time

Operating power—250 watts. Operating power—250 watts. (100% modulation.) 1240 meters; 1240 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% on station time only to recognized agencies. Bills payable by 10th of month following month in which service was rendered. No commission on talent or political talks. No cash discount.

General Advertising

The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for time slots (1h, 13h, 26h, 52h, 100h) and rows for 1h, 1/2h, 1/4h, 10 minutes, 5 minutes, 100 words, 50 words.

WEEKLY FREQUENCY RATES

To apply on contracts of 13 weeks duration or more.

Table with columns for time slots (1h, 1/2h, 1/4h, 10 minutes, 5 minutes) and rows for 1h, 1/2h, 1/4h, 10 minutes, 5 minutes.

Table with columns for time slots (1h, 1/2h, 1/4h, 5 minutes) and rows for (8:30 a.m. to 1:30 p.m.), (7:30 a.m. to 8:30 a.m., 1:30 p.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.), 1h, 1/2h, 1/4h, 5 minutes.

An original contract is subject to the following discounts. Additional broadcasts up to one year from date of first broadcast will continue to earn the same discount until the next higher discount shall have been earned and then this higher discount shall apply to all preceding broadcasts.

Table with columns for frequency (Less than 13 times, 13 to 25 times, 26 to 51 times, 52 to 149 times, 150 to 299 times, 300 or more times) and rows for Net, 5%, 15%, 25%, 35%, 50%.

ANNOUNCEMENTS

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

Table with columns for 100 words, 75 words, 40 word station break.

(8:30 a.m. to 1:30 p.m.)

Table with columns for 100 words, 75 words, 40 word station break.

(7:30 a.m. to 8:30 a.m., 1:30 p.m. to 6:00 p.m. and 10:00 p.m. to 11:00 p.m.)

Table with columns for 100 words, 75 words, 40 word station break.

DISCOUNTS

See discounts under period rates.

Contract and Other Requirements

Rates and discounts are guaranteed for a period of one year from date of first broadcast. Contracts cannot run more than one year and service must start within 30 days from date contract is accepted by the station.

Internal medical accounts accepted only on approval of station management. Talks accepted only when subject matter is, in opinion of station management, of genuine public interest.

Time charges include services of program department in securing talent and arranging programs and services of whatever station announcer is on duty at the time the program is scheduled.

Station reserves right to refuse or 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 governmental regulations.

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 33-1/3 and 78 r.p.m. double turn-tables.

Personnel

General Manager—Harry R. LePoidevin. Station Manager—H. J. Newcomb.

Representatives

The Walker Company.

RICE LAKE

(Barron County)

WJMC

(Established 1939)

Rates effective March 15, 1940.

Owned and operated by Northern State Broadcasting Company.

Business Office and Studio—401 N. Main Street, Rice Lake, Wisconsin.

Transmitter—1615 S. Main Street, Rice Lake, Wisconsin.

Wave—Power—Time

Operating power—250 watts. 241.9 meters; 1240 kilocycles. Licensed to operate unlimited time. Operates on Central War Time. Actual operating schedule: Sunday 8:00 a.m. to 8:00 p.m. Week days 7:00 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% on station time only to recognized agencies. Bills payable by 10th of month following month in which service was rendered. No commission on talent or political talks. No cash discount.

General Advertising

The following rates are for national advertising. For local advertising rates consult station management.

Table with columns for time slots (1h, 13h, 26h, 52h, 100h) and rows for 1h, 1/2h, 1/4h, 10 minutes, 5 minutes, 100 words, 50 words.

WEEKLY FREQUENCY RATES

To apply on contracts of 13 weeks duration or more.

Table with columns for time slots (1h, 1/2h, 1/4h, 10 minutes, 5 minutes) and rows for 1h, 1/2h, 1/4h, 10 minutes, 5 minutes.

SPECIAL DISCOUNTS

Table with columns for 13 weeks, 26 weeks, 39 weeks, 52 weeks and rows for 5%, 10%, 15%, 20%.

Weekly and additional discounts do not apply to remote control charges, talent charges, announcements, time signals, or surcharges. All discounts apply as earned. No discount is allowed until earned under terms of contract.

SPECIAL FEATURES

News, time signals, sports review, Women's Page of the Air. Rates on request.

ELECTRICAL TRANSCRIPTIONS

Table with columns for 1 minute, 15 second station break and rows for 1.00, 5.00, 1.75, 13.00, 4.75, 1.65, 26.00, 4.25, 1.50, 52.00, 8.75, 1.85, 100.00, 3.25.

REMOTE CONTROL

Service charge for programs originating outside of studios, made at actual cost of lines and other production expense.

SERVICE FACILITIES

Complete merchandising facilities; details on request. Station facilities include announcer, services of program and production department unless otherwise specified. If client desires to furnish talent, same must be acceptable to Program department.

Contract and Other Requirements

Advertising of alcoholic beverages accepted. No periods sold in bulk for resale. No contracts accepted for period in excess of one year. All programs and copy subject to rules and regulations of Federal Communications Commission and station management.

The management of the station reserves the right to reject or discontinue any advertising announcements, talks, or programs for reasons sufficient to the station. Contracts are not transferrable. One program weekly necessary to keep contract in force. All contracts, unless otherwise agreed, subject to cancellation on 30 day written advance notice and payment of any short rate that may apply. Separate contracts must be written for programs and announcements. Programs and announcements may not be grouped for the purpose of obtaining lower rates.

Closing Time

Programs of 10 and 15 minutes duration or longer must be submitted to station manager seven days prior to initial broadcast. All other commercial advertising must be submitted in full detail 48 hours prior to initial broadcast. Electrical Transcriptions must be submitted to station management 10 days prior to initial broadcast, thus allowing for replacement if necessary.

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—J. J. McGenty. Station Manager—Eddie Lee. Commercial Manager—R. W. Thompson.

Representatives

Cox & Tanz.

SHEBOYGAN

(Sheboygan County)

WHBL

(Established 1924)



Rates received June 30, 1942.

Owned and operated by The Sheboygan Press. Business Office and Studio—Sheboygan Press Bldg., Sheboygan, Wisconsin.

Transmitter—1-1/2 miles south of Sheboygan.

Wave—Power—Time

Operating power—1,000 watts days; 250 watts nights. (100% modulation—crystal control.) 255.6 meters; 1330 kilocycles. Licensed to operate full time. Operates on Central War Time. Actual operating schedule: Sundays 9:30 a.m. to 11:00 p.m. Week days 7:00 a.m. to 11:00 p.m.

Agency Commission

Agency commission 15% of net station time to credible advertising agencies. No cash discount. Bills rendered 1st of the month.

General Advertising

For combination rates see listing of Mutual Broadcasting System. Affiliated with the Wisconsin Network.

Rates quoted are for one or more units per week in a given time classification for consecutive weeks. Two or more time classifications cannot be combined to earn frequency discounts.

General rates apply to all other than bona fide retailers who offer merchandise or service for sale direct to the consumer solely through one or more retail stores which the advertiser owns or controls. One or more units per week for consecutive weeks must be used to earn frequency discounts.

(This listing continued on next page)

WISCONSIN—Continued

SHEBOYGAN—Continued

W H B L—Continued

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for Class A, B, and C. Includes Strip Rates and Announcements.

POLITICAL RATES

One time Class "A" rate applies regardless of broadcast time or number of broadcasts. All copy must be presented for approval 24 hours in advance of broadcast. Payable in advance.

TRANSCRIPTION PROGRAMS
Transcriptions are permitted at all hours. Transcription Library service available. Rates on request.

TALENT
Dramatic, instrumental, vocal solos, trios and quartettes, rates on application to talent bureau.

REMOTE CONTROL
Complete facilities for handling programs originating outside of the studios. Facilities established for handling programs originating in churches, hotels, night clubs, and convention halls.

SERVICE FACILITIES
The station maintains a merchandising department operating in conjunction with the Sheboygan Press. The services of which are available to clients.

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.

CLOSING TIME
Contracts should be closed two weeks in advance to insure complete publicity listing.

MECHANICAL PROGRAM EQUIPMENT
Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. single or double turn-tables for both vertical and lateral cut records.

PERSONNEL
Station Director—Wayne W. Crith. Representatives—The Foreman Company.

CLASS "C"
(6:00 a.m. to 6:00 p.m. week days. 10:30 p.m. to sign-off daily, and 7:00 a.m. to 12:50 noon Sundays)

Table with columns for hour, hour, hour, min., min. and rates for Class C.

SPECIAL FEATURES
News, time signals, weather reports, sports and special events. Rates on request.

POLITICAL
One time single rate. Cash in advance. No commission allowed.

ELECTRICAL TRANSCRIPTIONS
General advertising rates apply. Rates include use of transcription library service.

REMOTE CONTROL
Remote control facilities available. Rates and details on request.

SERVICE FACILITIES
The services of 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 period longer than one year. All contracts are subject to the station's approval.

CLOSING TIME
All continuity and program material is subject to station's approval and must be submitted at least 14 days in advance; contracts two weeks in advance of first broadcast.

PERSONNEL
Manager—Robert D. Kennedy. Representatives—William G. Hambeau Company.

STEVENS POINT

(Portage County)

W L B L

Owned and operated by State of Wisconsin Department of Agriculture. Wave—Power—Time. Operating power—5,000 watts day. 322.6 meters; 930 kilocycles. Licensed to operate day. Does not sell time.

SUPERIOR

(Douglas County)

K D A L

Considered by the Columbia Broadcasting System as their Duluth-Superior outlet. For rates and data see listing under Duluth, Minnesota.

W D S M

(Established 1930)

Rates effective August 1, 1942. Owned and operated by WDSM, Inc. Business Offices and Studios—Board of Trade Bldg., Superior, Wis.; Spaulding Hotel, Duluth, Minn. Transmitter—Connor's Point, Superior, Wisconsin.

Wave—Power—Time
Operating power—100 watts. 243.0 meters; 1250 kilocycles. 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 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 listings of Mutual Broadcasting System and North Central Broadcasting System (Key Markets Group). Rates include charges by owners of music copyrights.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for Class A, B, and C.

W E B C

Considered by the National Broadcasting Company as their Duluth-Superior outlet. For rates and data see listing under Duluth, Minnesota.

WAUSAU

(Marathon County)

W S A U

(Established 1937)

Rates effective July 1, 1940. (Card No. 8.) Owned and operated by the Northern Broadcasting Company.

Business Office and Studio—125 Third St., Wausau, Wisconsin. Transmitter—113-115 Third Street, Wausau, Wis.

Wave—Power—Time
Operating power—250 watts. 100% modulation. 214.3 meters; 1400 kilocycles. Licensed to operate unlimited time on local channel.

Agency Commission
Agency commission 15% to recognized advertising agencies. No cash discount. All commissions are station time only; cost of talent is net under all circumstances. Invoices mailed 1st of month following month in which service is rendered.

General Advertising
For combination rates see listing of Mutual Broadcasting System. Affiliated with the Wisconsin Network.

Rates include charges by owners of music copyrights. The following rates are for national advertising. Local advertising rates consult station management.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 minute) and rates for Class A, B, and C.

ANNOUNCEMENTS

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for Class A, B, and C.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for Class A, B, and C.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for Class A, B, and C.

WAUSAU—Continued

W S A U—Continued

STRIP RATES

Does not include transcription service. Strip rate programs may not be grouped with General Advertising rates to earn frequency discounts.

CLASS "B"

Table with columns for time slots (11:30 a.m. to 1:00 p.m. and 5:30 p.m. to 7:00 p.m.) and rates for 13, 26, and 52 weeks.

CLASS "C"

Table with columns for time slots (6:00 a.m. to 11:30 a.m. and 1:00 p.m. to 5:30 p.m.) and rates for 9, 8.55, and 8.10.

SPECIAL FEATURES

News service—75 word participation announcements; 25% of news service 25% of following rates: (12:00 noon to 12:15 p.m.)

Table showing rates for special features: 13 wks. 26 wks. 52 wks. for various time slots.

Table showing rates for special features: 5 minute periods, 15 minute periods, and other periods before and after 6:00 p.m.

RELIGIOUS ORGANIZATIONS

Plates on application.

POLITICAL BROADCASTS

On time rates apply. No discounts. Payable in advance.

ELECTRICAL TRANSCRIPTIONS

Restricted to certain hours. Regular time rates apply. All carrying charges must be prepaid.

TALENT

Plates on application.

REMOTE CONTROL

Station is equipped to handle remote control broadcasts covering any purpose. Wire and mechanical changes for remote control installations must be paid in advance.

Contract and Other Requirements: Advertising of alcoholic beverages, except beer and wine, not accepted. When an advertiser prepares own program it should be submitted not less than three days in advance for program director's approval.

Technical 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—B. F. Hovel. Commercial Manager—J. W. Killen. Representatives: Reynolds-Fitzgerald, Inc.

WISCONSIN RAPIDS

(Wood County)

WFHR

(Established 1940)

Site card received October 9, 1940. (Card No. 1.) Owned and operated by William F. Hoffman. Business Office and Studio—143-1/2 West Grand Avenue, Wisconsin Rapids, Wisconsin. Our Studios—Stevens Point and Marshfield, Wis. Transmitter—County Trunk Highway F (Bonow Avenue) 1-1/2 miles from business district, Wisconsin Rapids, Wisconsin.

Power—Time: Crating power—250 watts. 2.9 meters; 1340 kilocycles. Licensed to operate full time on local channel. Operates on Central War Time. Actual operating schedule: Sundays 8:00 a.m. to 1:30 p.m. Week days 7:00 a.m. to 10:30 p.m.

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 Broadcasting System. Affiliated with the Wisconsin Network.

Rates include charges by owners of music copyrights. The following rates are for national advertising.

CLASS "A"

(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.)

Table with columns for time slots and rates for 11, 13, 26, 52, 104, 150, 175, 200, 225, 250, 275, 300, 325, 350, 375, 400, 425, 450, 475, 500, 525, 550, 575, 600.

CLASS "B"

(8:30 a.m. to 11:30 a.m.)

Table with columns for time slots and rates for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes, 1 minute.

CLASS "C"

(All other time)

Table with columns for time slots and rates for 1, 1/2, 1/4 hour, 10 minutes, 5 minutes, 1 minute.

STRIP RATES

Do not include transcription service. Strip rate programs may not be grouped with general rates to earn frequency discounts.

CLASS "B"

(8:30 a.m. to 11:30 a.m.)

Table with columns for time slots and rates for 1/4 hour, 3 weekly, each, 3 weekly, each.

CLASS "C"

(1:00 p.m. to 5:00 p.m. and 9:00 p.m. to 10:30 p.m.)

Table with columns for time slots and rates for 1/4 hour, 3 weekly, each, 3 weekly, each.

SPECIAL FEATURES

News—25% of following rates represents cost of news service.

Table showing rates for special features: 75 word participating announcements only, Three days per week, Seven days per week.

Table showing rates for special features: Per week, Six 5 minute periods, Six 15 minute periods.

Table showing rates for special features: Per week, Six 5 minute periods, Six 15 minute periods, Sports: Rates and details on request.

POLITICAL TALKS

Regular rates apply. Payment in advance.

ELECTRICAL TRANSCRIPTIONS

General advertising rates apply. Rates include use of transcription library service. Instantaneous recording 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.

Contract 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.

Closing Time: 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 least ten days in advance to permit checking and shipment of replacements.

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: Station Manager—George T. Frechette. Commercial Manager—Bruce G. Beichl.

Representatives: None.

WYOMING

CASPER

(Natrona County)

KDFN

(Established 1930)



Station received October 19, 1937. 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, 20.1 meters; 1470 kilocycles.

Licensed to operate full time on regional channel. Operates on Mountain War Time.

Actual operating schedule: 7:30 a.m. to 1:30 p.m. and 2:45 p.m. to 10:00 p.m.

Agency Commission: Agency commission 15% on net charges for station time only to recognized advertising agencies. No commission on talent or production charges. No cash discount. All bills due and payable 10th of month following service.

General Advertising: 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 apart.

(After 6:00 p.m. and 12:00 noon to 1:00 p.m. week days and all Sunday time)

Table with columns for time slots and rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and other periods.

Table with columns for time slots and rates for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, and other periods.

ADDITIONAL DISCOUNTS

To be deducted from program rates given when ten or more periods are contracted for, and several programs are used each week as follows:

3 programs weekly... 10% 5 programs weekly... 20% 4 programs weekly... 15% 6 programs weekly... 25%

ANNOUNCEMENTS AND TALKS

Price mention permitted. Approximately 100 words per minute.

(After 6:00 p.m., 12:00 noon to 1:00 p.m. and all Sunday time)

Table with columns for time slots and rates for 1 minute, 30 seconds, 15 seconds, 10 seconds, 5 seconds, 30 seconds, 15 seconds, 10 seconds, 5 seconds.

Discounts apply only on consecutive broadcasts not more than one week apart.

POLITICAL TALKS

Political rates on application.

SPECIAL FEATURES FOR COMPLETE SPONSORSHIP

News—Leased wire service available. Rates and details on request.

Time Signals: 12:00 noon and 8:00 p.m., 75 words in addition to time signals allowed. Regular 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.

Spot announcements at 1:00 p.m. take the regular noon day announcement rate, and at 1:15 p.m. take the regular day time announcement rate.

SPECIAL FEATURES FOR PARTICIPATING SPONSORSHIP

Women in News Program: Short announcements, 10:30 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 announcements.

TALENT

Rates 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 extended to other persons, firms, or corporations without advertiser's consent.

All programs, talks, and other service subject to station owner's approval and governmental regulations. In cases of emergencies, unusual event, or for any other reason, the broadcaster, at his discretion may command and occupy all time granted under contract, but for so doing will reimburse the advertiser in equivalent time or pro rata sum.

Contracts, unless otherwise agreed, are subject to cancellation by 15 day written notice accompanied by a certified check for short time rates to the date of cancellation.

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: Owner—Manager—Donald L. Hathaway. Representatives: New York, Chicago—Sears and Avar, 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.

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.

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
The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (60.00, 35.00, 18.75, 12.50)

Table for CLASS 'B' with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (45.00, 26.25, 15.00, 7.50)

ANNOUNCEMENTS
One minute transcription, 100 words. Independent announcements, chain breaks or announcements next to news: CLASS 'A'

CLASS 'B'
Announcements during participative periods: CLASS 'A'

CLASS 'B'
Each 6.66

Word Limit—When preceded and followed by commercial network programs, 30 words; when preceded and followed by local or sustaining programs, 50 words; when preceded and followed by participating programs, 100 words; when in newscasts or participating programs, 100 words.

DISCOUNTS
Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed for one year from date of first broadcast. No contract to exceed one year's duration.

SPECIAL FEATURES
Newscasts, football, baseball, time signals and special events. Rates on request.

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.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting wine and beer. Preferred position governed by priority and availability of time.

Closing Time
Contracts close one week in advance of first broadcast. Announcement copy closes 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—W. C. Groves.

Representatives
Burn-Smith Company, Incorporated.

POWELL

(Park County)
KPOW
(Established 1941)

Rates card undated; received September 21, 1942. (Card No. 1)
Owned and operated by Albert J. Meyer.
Business Office—North Clark Street, Powell, Wyoming, telephone 222.
Studio—Seventh and Hamilton Streets, Powell, Wyo.
Transmitter—Seventh and Hamilton Streets, four blocks north and one-half mile east of business district, Powell, Wyoming.

Wave—Power—Time
Operating power—250 watts.
243.9 meters; 1230 kilocycles.
Licensed to operate full time on local channel.
Operates on Mountain War Time.
Actual operating schedule: 7:00 a.m. to 10:00 p.m.

Agency Commission
Agency commission 15% to recognized agencies. Cash discount. Bills rendered 15th of each month and are due 1st of month.

General Advertising
The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 5 minutes) and Rate (35.00, 21.00, 12.50, 6.00)

Table for DISCOUNTS with 2 columns: Times (26 or more, 52 or more) and Rates (5%, 10%)

ANNOUNCEMENTS
1 tl. 13 tl. 26 tl. 52 tl. 104 tl. 260 tl.

SPECIAL FEATURES
Time signals, weather and temperature reports, stock and market reports, farm flashes, news. Rates and details on request.

POLITICAL PROGRAMS
Rates on request.

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.

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.

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 transcriptions, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral recordings.

Personnel
Manager—Albert J. Meyer.
Program Director—Rosemary C. Meyer.

Representatives
Sears & Ayer, Inc.
Pacific Coast—Homer Griffith Company.

ROCK SPRINGS

(Sweetwater County)
KVR S
(Established 1938)



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. Interim accounts of 10.00 or less required to pay in advance.

General Advertising
Advertising time on programs to be limited to three minutes per quarter hour unless special arrangements are made.
The following rates are for national advertising.

Table for CLASS 'A' with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (60.00, 37.00, 21.00, 12.50, 6.00)

Table for CLASS 'B' with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (45.00, 26.25, 15.00, 7.50, 3.75)

ANNOUNCEMENTS
CLASS 'A'
(5:00 p.m. to 10:00 p.m.)

Table for CLASS 'A' with 2 columns: Time (1 time, 13 times, 26 times) and Rate (4.25, 4.00, 3.75)

CLASS 'B'
(6:00 a.m. to 5:00 p.m. and after 10:00 p.m.)

Table for CLASS 'B' with 2 columns: Time (1 time, 13 times, 26 times) and Rate (3.75, 3.57, 3.40)

SPECIAL FEATURES
Newscasts: Rates on request. Audience tested programs available for sponsor.

TALENT
Talent bureau maintained by station. All talent used on program, except announcers, able by sponsor.

REMOTE CONTROL
Remote broadcasts take night rate plus talent line charges.

SERVICE FACILITIES
Merchandising department available to advertiser.

Contract and Other Requirements
All rates quoted are contract prices. Contract conditions are not transferable. Rates apply to all advertising 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 of public interest may be refused. Station will be liable for failure to broadcast hours scheduled where failure is due to causes beyond control of station.

Personnel
Manager—H. L. McCracken.

SHERIDAN

(Sheridan County)
KWYO
(Established 1934)



Rates effective January 20, 1940.
Owned and operated by Big Horn Broadcasting Business Office and Studio—19 N. Main St. 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 on commission on talent or production charges. No discount.

Table for CLASS 'A' with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (40.00, 23.00, 14.00, 10.50, 7.50)

Table for CLASS 'B' with 2 columns: Time (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and Rate (30.00, 18.00, 10.00, 7.00, 4.50)

ANNOUNCEMENTS
CLASS 'A'
(10:00 a.m. to 2:00 p.m. and 6:00 p.m. to 10:00 p.m.)

Table for CLASS 'A' with 2 columns: Time (1 tl., 13 tl., 26 tl., 52 tl., 104 tl., 260 tl.) and Rate (3.00, 1.90, 1.80, 1.70, 1.60)

Table for CLASS 'B' with 2 columns: Time (100 words, 50 words) and Rate (2.50, 1.65, 1.55, 2.05, 1.90)

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 originate outside of studio are available and prices for such remote 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 subject to all terms and conditions of station's standard contract forms, subject to cancellation on 30 days written notice. Unless otherwise specified announcements may be varied from scheduled time by 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 33-1/3 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

K F Q D

(Established 1924)

Rates effective December 1, 1942. (Card No. 5.) Owned and operated by Anchorage Radio Club, Inc. Business Office and Studio—KFQD Bldg., Anchorage Alaska. Transmitter—412 Fourth Avenue, Anchorage, Alaska. Wave—Power—Time Operating power—250 watts. 100% modulation—crystal control. 2.7 meters; 700 kilocycles. Licensed to operate unlimited time. Operates on regional channel. Operates on Alaska War Time. Usual operating schedule: 10:00 a.m. to 11:00 p.m. Agency Commission 15% on station time only to recognized agencies supplying copy. No cash discount. General Advertising The following rates are for national advertising. 1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min. 1 time... 40.00 21.00 12.50 10.00 7.50 2 times... 36.00 21.50 11.25 9.00 6.75 3 times... 34.00 20.40 10.60 8.50 6.35 4 times... 32.00 19.20 10.00 8.00 6.00 5 times... 30.00 18.00 9.35 7.50 5.60 6 times... 28.00 16.80 8.75 7.00 5.25 7 times... 26.00 15.60 8.15 6.50 4.80 8 times... 24.00 14.40 7.50 6.00 4.50 9 times... 22.00 13.20 6.85 5.50 4.15 31 times... 7.00 5.00 6.00 4.00 3.00 2 times... 6.30 4.50 5.40 3.60 2.70 3 times... 5.95 4.25 5.10 3.40 2.55 4 times... 5.60 4.00 4.80 3.20 2.40 5 times... 5.25 3.75 4.50 3.00 2.25 6 times... 4.90 3.50 4.20 2.80 2.00 7 times... 4.55 3.25 3.90 2.60 1.80 8 times... 4.20 3.00 3.60 2.40 1.65 9 times... 3.75 2.75 3.30 2.20 1.50 Announcements spotted in newscasts.

SPECIAL FEATURES 15 minute newscasts: Per program 2.50. Magazine of the Air All Alaska news compiled from Alaska newspapers and station correspondents throughout Alaska; 15 minutes per program 2.50.

ELECTRICAL TRANSCRIPTIONS Description library services available; 15 minutes extra per program and up. Special library of photograph records of classical, semi-classical and popular recordings. No program charge.

REMOTE CONTROL Fairbanks, Seward and Palmer, Alaska, and all public buildings in Anchorage—rates on application.

SERVICE FACILITIES Local merchandising service available. No service charge. Contract and Other Requirements Accepting of alcoholic beverages accepted subject to approval.

General Advertising The following rates are for national advertising. 1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min. 1 time... 40.00 21.00 12.50 10.00 7.50 2 times... 36.00 21.50 11.25 9.00 6.75 3 times... 34.00 20.40 10.60 8.50 6.35 4 times... 32.00 19.20 10.00 8.00 6.00 5 times... 30.00 18.00 9.35 7.50 5.60 6 times... 28.00 16.80 8.75 7.00 5.25 7 times... 26.00 15.60 8.15 6.50 4.80 8 times... 24.00 14.40 7.50 6.00 4.50 9 times... 22.00 13.20 6.85 5.50 4.15 31 times... 7.00 5.00 6.00 4.00 3.00 2 times... 6.30 4.50 5.40 3.60 2.70 3 times... 5.95 4.25 5.10 3.40 2.55 4 times... 5.60 4.00 4.80 3.20 2.40 5 times... 5.25 3.75 4.50 3.00 2.25 6 times... 4.90 3.50 4.20 2.80 2.00 7 times... 4.55 3.25 3.90 2.60 1.80 8 times... 4.20 3.00 3.60 2.40 1.65 9 times... 3.75 2.75 3.30 2.20 1.50 Announcements spotted in newscasts.

FAIRBANKS

K F A R

(Established 1939)

Rates effective October 1, 1942. Owned and operated by The Midnight Sun Broadcasting Company. Business Office and Studio—Lathrop Building, Fairbanks, Alaska. Transmitter—Fairbanks, Alaska. Wave—Power—Time Operating power—5,000 watts. 465 meters; 610 kilocycles. Licensed to operate full time. Usual operating schedule: Sundays 2:00 p.m. to 1:00 p.m. Week days 7:00 a.m. to 11:00 p.m. Agency Commission 15% to recognized agencies on 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) 1 tl. 13 tl. 26 tl. 39 tl. 52 tl. 100 tl. 1 hour... 80.00 72.50 67.50 62.50 57.50 55.00 1/2 hour... 50.00 47.50 45.00 42.50 40.00 37.50 1/4 hour... 30.00 28.00 26.50 25.00 23.50 22.00 5 minutes... 18.00 16.50 15.50 14.50 13.50 12.50 10 words... 8.10 7.35 6.90 6.50 6.10 5.70 CLASS "B" (7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 1:00 p.m. week days) 1 hour... 60.00 51.00 48.00 45.00 42.00 1/2 hour... 30.00 32.70 31.05 29.40 27.75 26.10 1/4 hour... 21.60 19.50 18.45 17.40 16.35 15.30 5 minutes... 14.40 12.90 12.15 11.40 10.65 9.90 10 words... 4.85 4.35 4.10 3.90 3.65 3.45

SPECIAL FEATURES World series baseball, national football, and other major sporting events as well as local sports broadcast regularly. Six news broadcasts per day available to sponsors—rates on request.

Time signals and weather reports—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 All program matter subject to approval of station management and the requirements 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 General Manager—A. E. Lathrop. Manager—W. K. "Bud" Foster. Chief Engineer—Stanton Bennett.

Representatives Seattle—Thomas L. Emory, 1411 Fourth Ave. Bldg., Main 4810.

JUNEAU

K I N Y

(Established 1935)

Rates effective June 1, 1942. Owned and operated by Edwin A. Kraft. Studio—Juneau, Alaska. (Orders, reservations, etc., should be addressed to 708 American Bank Bldg., Seattle, Washington.) Transmitter—Juneau, Alaska. Wave—Power—Time Operating power—1,000 watts. 205.5 meters; 1460 kilocycles. Licensed to operate full time. Usual 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.

General Advertising The following rates are for national advertising. 1 hour... 65.00 1/2 hour... 40.00 1/4 hour... 25.00 5 minutes... 15.00 100 words... 6.00 (7:30 a.m. to 6:00 p.m.)

DISCOUNTS Not applicable to monthly rates. Less than 13 periods... 5% 13 to 25 periods... 10% 26 to 38 periods... 15% 39 to 51 periods... 20% 52 to 99 periods... 25% 100 to 149 periods... 30% 150 to 299 periods... 35% 300 or more periods... 35%

MONTHLY RATES (6:00 p.m. to 11:00 p.m.) 15 minutes, daily except Sunday, per month... 200.00 15 minutes, three times weekly, per month... 120.00 5 minutes, daily except Sunday, per month... 120.00 5 minutes, three times weekly, per month... 72.00 100 words, three times weekly, per month... 60.00 100 words, three times weekly, per month... 58.00 (7:30 a.m. to 6:00 p.m.) 15 minutes, daily except Sunday, per month... 150.00 15 minutes, three times weekly, per month... 90.00 5 minutes, daily except Sunday, per month... 90.00 5 minutes, three times weekly, per month... 54.00 100 words, daily except Sunday, per month... 45.00 100 words, three times weekly, per month... 27.00

SPECIAL FEATURES Time Signals and Weather Reports: Limited to 75 words, daily except Sunday. Rates 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 ten minutes. Short wave charges are not commissionable.

POLITICAL RATES Day or evening, payable in advance, per minute 3.00

RECORDED PROGRAMS Transcription library services available—details on request.

TALENT Rates on request

REMOTE CONTROL Service and facilities for programs by remote control are 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.

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 33-1/3 and 78 r.p.m. turntables.

Personnel Manager—Walter Carl. Representatives Joseph Hershey McGillivra, Inc. Seattle—Northwest Radio Advertising Company, Inc.

KETCHIKAN

K T K N

(Established 1912)

Rates effective August 1, 1942. (Card No. 1.) 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 full time. Operates on 135th Meridian War Time. Usual operating schedule: Sundays 10:30 a.m. to 9:00 p.m. Week days 7:30 a.m. to 12:00 midnight. Agency Commission 15% to recognized advertising agencies; 2% cash discount when check accompanies order.

General Advertising The following rates are for national advertising. (6:00 p.m. to 12:00 midnight) 1 hour... 35.00 1/2 hour... 20.00 1/4 hour... 12.00 5 minutes... 7.20 100 words... 3.50 (8:00 a.m. to 6:00 p.m.) 1 hour... 22.50 1/2 hour... 12.50 1/4 hour... 7.50 5 minutes... 4.50 100 words... 2.50

DISCOUNTS Not applicable to monthly rates. Less than 13 periods... 5% 13 to 25 periods... 10% 26 to 38 periods... 15% 39 to 51 periods... 20% 52 to 99 periods... 25% 100 or more periods... 30%

MONTHLY RATES (6:00 p.m. to 12:00 midnight) Per Mo. 15 minutes, daily except Sunday... 125.00 15 minutes, three times weekly... 75.00 5 minutes, daily except Sunday... 75.00 5 minutes, three times weekly... 45.00 100 words, daily except Sunday... 45.00 100 words, three times weekly... 27.00 (8:00 a.m. to 6:00 p.m.) 15 minutes, daily except Sunday... 100.00 15 minutes, three times weekly... 60.00 5 minutes, daily except Sunday... 50.00 5 minutes, three times weekly... 36.00 100 words, daily except Sunday... 35.00 100 words, three times weekly... 21.00

TRANSCRIPTIONS Equipment available. Details on request.

REMOTE CONTROL Facilities and service available—rates on request.

SERVICE FACILITIES 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 subject to supervision of the War Department and Office of War Information.

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

Personnel Manager—Roy Grandey. Representatives Joseph Hershey McGillivra, Inc.

HAWAII

HILO

K H B C

Sold in combination with KGMB. For rates and other information see listing of KGMB-KHBC.

HONOLULU

K G M B — K H B C

(Established 1929)

Rates effective July 1, 1941. Owned and operated by Hawaiian Broadcasting System, Ltd. Business Office and Studio: KGMB—Kaplanani Blvd., P. O. Box 581, Honolulu, Hawaii. KHBC—Kalanian'ole Highway, Hilo, Hawaii. Transmitter: KGMB—Kaplanani Blvd., Honolulu, Hawaii. KHBC—Kalanian'ole Avenue, Hilo, Hawaii.

Wave—Power—Time Operating power: KGMB—5,000 watts (100% modulation). KHBC—250 watts (100% modulation). KGMB—508.5 meters; 590 kilocycles. KHBC—243.9 meters; 1230 kilocycles. Licensed to operate unlimited time.

Agency Commission Agency commission 15% to accredited advertising agencies. No cash discount. Invoices mailed monthly or after broadcast if contract for less than one month.

General Advertising For combination rates (KGMB) see listings of Columbia Broadcasting System (Hawaiian Group), Mutual Broadcasting System and Columbia Pacific Network (Supplementary Stations). Rates shown are for KGMB (Honolulu) and KHBC (Hilo) in combination. For KGMB only, deduct 10%; for KHBC only, deduct 70%.

(This listing continued on next page)

HONOLULU—Continued
K G M B—K H B C—Continued

Table with 5 columns: Time (1 hr, 1/2 hr, 1/4 hr, 5 min), 1 time, 13 times, 26 times, 52 times, 104 times, 156 times, 260 times, 312 times. Rates for various time slots.

SPOT ANNOUNCEMENTS

Table for 100 words, 1 minute transcription, 35 word chain break or 35 word time signal. Rates for 1, 26, 52, 104, 156, 260 times.

Table for 100 words or 1 minute transcription. Rates for 1, 26, 52, 104, 156, 260 times.

Table for 50 words or 25 word time signal. Rates for 1, 26, 52, 104, 156, 260 times.

NIGHT rates apply to all foreign language announcements.

SPECIAL FEATURES

Rates and details on request. ELECTRICAL TRANSCRIPTIONS

Orchestras, 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.

Contract and Other Requirements. Advertising of hard liquors not accepted.

Closing Time. Twenty-four hours in general adequate for all arrangements except programs requiring extensive rehearsal.

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. Howard Worrall. Station Manager (KGM B)—Wesley Edwards.

National Advertising Manager—Henry C. Putnam. Representatives—John Blair & Company.

KGU

(Established, 1922)

Rates effective December 1, 1941. (Card No. 6.) Owned and operated by Advertiser Publishing Company, Ltd.

Wave—Power—Time. Operating power—2,500 watts. 394.7 meters; 700 kilocycles.

Agency 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 listing of Blue Network Company (Overseas Service).

Announcements at times adjacent to higher rate classifications are charged at rate of higher classification.

Table for (5:00 p.m. to 11:00 p.m.) One minute transcription or 100 words. Rates for 1, 26, 52, 104, 156 times.

Table for Fifty words or less. Rates for 1, 26, 52, 104, 156 times.

Table for (6:00 a.m. to 5:00 p.m.) One minute transcription or 100 words. Rates for 1, 26, 52, 104, 156 times.

Table for Fifty words or less. Rates for 1, 26, 52, 104, 156 times.

SPECIAL FEATURES

Time, Weather Reports, News Bulletins, etc.—rates on request. TALENT

Musicians are available at 6.00 each for first half hour. Hawaiian musicians and entertainers are available.

REMOTE CONTROL. Facilities available for handling programs originating outside of studios. Rates on request.

SERVICE FACILITIES. Merchandising and promotion service furnished national advertisers.

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.

Closing Time. Transcriptions should be shipped five weeks in advance through Office of War Information, Overseas Branch, 111 Sutter St., San Francisco, Calif.

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. Mulroney. Assistant Manager—Stewart Ballinger.

Director National Advertising—H. S. Thurston. Representatives—The Katz Agency.

LIHUE

KTOH

(Established 1940)

Rate card received November 18, 1940. 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; 1490 kilocycles.

Agency Commission. Agency commission 15% to recognized advertising agencies on station time only. Cash discount none. Bills rendered monthly and are due in 30 days.

General Advertising. The following rates are for national advertising. Rates include charges by owners of music copyrights.

Table for (Night time) 1 hour, 1/2 hour, 1/4 hour. Rates for 1, 26, 52 times.

Table for (Day time) 1 hour, 1/2 hour, 1/4 hour. Rates for 1, 26, 52 times.

DISCOUNTS. Discounts apply to program time only. 3 months 7-1/2%, 6 months 15%, 12 months 30%.

ANNOUNCEMENTS (Night time). 100 word spot announcements; 1, 13, 26, 39, 52 times.

(Day time). 100 word spot announcements; 1, 13, 26, 39, 52 times.

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.

Contract and Other Requirements. Advertising of alcoholic beverages accepted. Contracts subject to cancellation 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. Announcement copy, transcriptions 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. turn-tables, lateral cut recordings.

Personnel. Station Manager—Charles J. Fern. Representatives—Homer Griffith 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, Manila, Philippines. Studio—3rd floor, Heacock Bldg., Cebu, Philippines. Transmitter—Basak, Cebu, Philippines.

Wave—Power—Time. Operating power—1,000 watts. 250 meters; 1200 kilocycles.

Agency Commission. 15% to recognized agencies on station time only. No cash discount. Bills rendered fifth of month following broadcast and due 20th of month.

General Advertising. For combination rates see listing of Blue Network Company (Overseas Service).

Service FACILITIES. Complete continuity, program planning and direction included on all programs except those under contract. Studio announcer furnished at no extra charge unless special services are required.

Personnel. General Manager—B. H. Silen. Cebu Manager—H. Fenton. Representatives—International Radio Sales.

MANILA

KZIB

(Established 1923)

Service TEMPORARILY suspended. Rates effective January 1, 1941. Owned and operated by I. Beck, Inc.

Business Office—89-91 Escoto, 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 watts). (100% modulation—crystal control.)

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.

General Advertising. The following rates are for national advertising. For local advertising rates consult station management.

Table for CLASS "A" (6:30 p.m. to 9:30 p.m.). Rates for 1, 3/4, 1/2, 1/4 hour and 5 minutes.

Table for CLASS "B" (5:00 p.m. to 6:30 p.m. and 9:30 p.m. to 11:00 p.m.). Rates for 1, 3/4, 1/2, 1/4 hour and 5 minutes.

Table for CLASS "C" (8:00 a.m. to 12:00 noon and 2:00 p.m. to 5:00 p.m.). Rates for 1, 3/4, 1/2, 1/4 hour and 5 minutes.

ANNOUNCEMENTS. One minute transcriptions or up to 100 words. Class "A" 3.00, 2.25, 2.00, 1.75. Class "B" 1.75, 1.25, 1.00, .75. Class "C" 1.50, 1.00, .75.

At least three announcements must be scheduled on weekly basis. Discounts: 3 months contract 5%; 6 months contract 10%; 12 months contract 15%.

SPECIAL FEATURES FOR PARTICIPATING SPONSORSHIP. News, weather reports, sports review, market reports, health talks and educational periods.

ELECTRICAL TRANSCRIPTION PERIODS. Transcription library service available. No extra charge or time limit for transcriptions.

Personnel. Station is equipped to handle remote control broadcasts.

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

(This listing continued on next page)



MANILA—Continued
KZIB—Continued

Personnel—J. Beck,
President—Harry Nattaly,
Audio Manager—Albert Nattaly,
Filipino Programs—S. Hernandez,
Audio Technician—Al Francisco,
Branch Office
Beck, Inc., 331 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.
Frequency—750 kilocycles.

Short wave facilities see KZRM, Manila, listing.
Actual operating schedule: Sundays 7:00 a.m. to 11:15 p.m. Week days 5:30 a.m. to 1:00 a.m.
Agency Commission
15% to authorized agencies. Commission applies only on net time. No cash discount. Bills payable by the 5th of following month. Charge accounts must be approved by station management.

General Advertising
Rates on both programs and announcements, deduct 30% from rates of station KZRM, Manila, P. I. See that listing.

KZRH

(Established 1939)
Service TEMPORARILY suspended.
Rates effective July 15, 1940.

Owned and operated by H. E. Heacock Company.
Business Office and Studios—7th floor, Heacock Bldg., Manila, P. I.
Transmitter—Los Pinas, Rizal, P. I., seven miles south of Manila.

Wave—Power—Time
Operating power—10,000 watts.
Frequency—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 each month.

General Advertising
For combination rates see listing of Blue Network Company (Overseas Service).

Simultaneous broadcast over short wave transmitter: 110 meters, 9540 kilocycles; operating power 10,000 watts.

Table with 4 columns: Rate, Time, Power, Frequency. Rows for Class A (6:30 a.m. to 10:00 p.m.), Class B (7:00 a.m. to 7:30 a.m., 6:00 p.m. to 6:30 p.m., and 12:30 p.m. to 1:00 p.m.), Class C (6:30 a.m. to 7:00 a.m., 7:30 a.m. to 8:00 a.m., 12:15 p.m. to 12:30 p.m., 5:30 p.m. to 6:00 p.m., and 10:30 p.m. to 12:00 mid.), Class D (9:00, 7:00, 7:20, 5:40, 36.00), Class E (8:00 a.m. to 11:00 a.m., 1:30 p.m. to 4:00 p.m., 11:00 a.m. to 1:00 p.m., 1:00 p.m. to 1:30 p.m., and 4:00 p.m. to 5:30 p.m.), Class F (4:00 p.m. to 11:00 a.m., 1:30 p.m. to 4:00 p.m., 11:00 a.m. to 1:00 p.m., 1:00 p.m. to 1:30 p.m., and 4:00 p.m. to 5:30 p.m.).

Table with 4 columns: Rate, Time, Power, Frequency. Rows for Class G (6:00 a.m. to 6:30 a.m., 11:00 a.m. to 12:15 p.m., 1:00 p.m. to 1:30 p.m., and 4:00 p.m. to 5:30 p.m.), Class H (4:00 p.m. to 11:00 a.m., 1:30 p.m. to 4:00 p.m., 11:00 a.m. to 1:00 p.m., 1:00 p.m. to 1:30 p.m., and 4:00 p.m. to 5:30 p.m.), Class I (8:00 a.m. to 11:00 a.m., 1:30 p.m. to 4:00 p.m., 11:00 a.m. to 1:00 p.m., 1:00 p.m. to 1:30 p.m., and 4:00 p.m. to 5:30 p.m.).

Special Group Rates
For programs weekly, Monday to Friday, inclusive. Minimum contract three months.

Table with 4 columns: Rate, Time, Power, Frequency. Rows for Class A (None), Class B (400.00), Class C (300.00), Class D (200.00), Class E (None), Class F (None).

ANNOUNCEMENTS
Per minute: 14. 7. 30. 1.
Class A time, per month: 15.00, 12.00, 10.00, 8.00, 7.00, 5.00, 4.00, 3.00, 2.00, 1.00.

SPECIAL FEATURES
For portcasts, club non-commercial and other special 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.

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.

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
General Manager—B. H. Silen.
Studio Manager—Ted Wallace.

Branch Office
New York—271 Madison Ave.
Representatives
International Radio Sales.

KZRM

(Established 1924)
Service TEMPORARILY suspended.
Rates effective August 1, 1939.

Owned and operated by Far Eastern Broadcasting Company.
Business 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 watts).

(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; 48.8 meters; 6140 kilocycles—31.35 meters; 9570 kilocycles.
25.34 meters; 11840 kilocycles—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 net 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 Broadcasting System.

Table with 4 columns: Rate, Time, Power, Frequency. Rows for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 4 columns: Rate, Time, Power, Frequency. Rows for 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Fifteen minute programs, if purchased four days per week for 26 or more weeks, charged for on the hourly basis for time used.

Half hour programs, if purchased two days or more per week for 26 or more weeks, charged for on the hourly basis for time used.

Table with 4 columns: Rate, Time, Power, Frequency. Rows for 50 words, 50 words.

RECORDED PROGRAMS
(5:30 a.m. to 6:30 p.m. and 10:00 p.m. to 11:30 p.m.)
1 hour (\*550 words), per month: 282.35
3/4 hour (\*450 words), per month: 226.40
1/2 hour (\*300 words), per month: 164.70
1/4 hour (\*125 words), per month: 117.65

Commercial limited to number of words indicated.
No 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 broadcasts to be regular rates plus cost of telephone line, all incidental expenses and fee for special announcer if required.

SERVICE 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 protect 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
W P R A

Rates effective April 1, 1940.
Owned and operated by Puerto Rico Advertising Company.

Business Office—Box 271, Mayaguez, Puerto Rico.
Studio—McKinley, corner del Rio Street, Mayaguez, Puerto Rico.

Transmitter—Barrio Sabanestas, Kilometer 179, Insular Road No. 2, four miles from city.
Operating power—5,000 watts.
303 meters; 990 kilocycles.
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
Rates include charges by owners of music copyrights. Broadcasts can be made in English or Spanish.

Table with 4 columns: Rate, Time, Power, Frequency. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

Table with 4 columns: Rate, Time, Power, Frequency. Rows for 1 hour, 1/2 hour, 1/4 hour, 5 minutes, 1 minute.

CONTRACT RATES
(Monday through Saturday 10:00 p.m. to 12:00 p.m.)
On contract for 13 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 a.m.)

Table with 4 columns: Rate, Time, Power, Frequency. Rows for 1 wk, 1/4 hour daily, six times weekly.

ANNOUNCEMENTS
Spot Announcements: Spot announcements for transmission when time is available.

Table with 4 columns: Rate, Time, Power, Frequency. Rows for 100 words or less, 100 words or less.

CONTRACT RATES
(Monday through Saturday 10:00 p.m. to 12:00 p.m.)
On contract for 13 or more spot announcements—7:00 a.m. to 6:00 p.m. daytime rates apply.

REMOTE CONTROL
Station is equipped to handle remote control broadcasts. Remote programs subject to extra charges for line and mechanical costs.

SERVICE FACILITIES
Advertising 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
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 in date of last program. Station will reject any program which does not conform with orders and policies of the FCC and station's regulations.

Closing Time
Contracts close one week in advance of first broadcast; 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 turn-tables, vertical and lateral cut recordings.

Personnel
Station and Commercial Manager—Ralph Perez Perry.
Representatives—None.

PONCE
W P A B

(Established 1940)
Owned and operated by Porto Rican American Broadcasting Co.
Business Office and Studio—Leon St., Ponce, Puerto Rico.

Transmitter—On road from Ponce to Ponce Playa, Puerto Rico.
Wave—Power—Time
Operating power—1,000 watts.
233.9 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
Rates 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 mechanical costs. Extra charges not subject to agency commission.

(This listing continued on next page)

PUERTO RICO—Continued

PONCE—Continued  
W P A B—Continued

Contract and Other Requirements
Advertising of alcoholic beverages accented.
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 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. turn-tables for vertical and lateral cut recordings.
Personnel
Station Manager—Miguel Soltero.
Representative—Felix Muniz.

SAN JUAN

W I A C

(Established 1941)

Rates revised July 1, 1942.
Owned and operated by Enrique Abarca.
Business Office and Studio—Ordenez St., stop 29-1/2, Hato Rey, San Juan, Puerto Rico.
Post Office Address—P. O. Box 4504, San Juan, Puerto Rico.
Other Office—Ochoa Bldg., San Juan, Puerto Rico.
Transmitter—Km. 3.8 Isla Verde Road, Santurce, Puerto Rico.
Wave—Power—Time
Operating power—5,000 watts.
517.2 meters; 680 kilocycles.
Licensed to operate full time on regional channel.
Actual operating schedule: Sundays 8:00 a.m. to 11:00 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. No cash discount. Bills rendered monthly; due when rendered.
General Advertising
The following rates are for both national and local advertising. Rates include music licenses from BMI and ASCAP.

CLASS "A"

(6:00 p.m. to 10:00 p.m. and after 12:00 midnight)

Table with 2 columns: Time slot and Rate. 1 hour: 80.00, 1/2 hour: 82.50, 1/4 hour: 17.50

CLASS "B"

(7:00 a.m. to 8:00 a.m., 11:00 a.m. to 2:00 p.m., 5:00 p.m. to 6:00 p.m. and 10:00 p.m. to 12:00 midnight)

Table with 2 columns: Time slot and Rate. 1 hour: 40.00, 1/2 hour: 22.50, 1/4 hour: 12.50

CLASS "C"

(8:00 a.m. to 11:00 a.m., 12:00 p.m. to 5:00 p.m.)

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

(9) Class "B" rates apply from 2:00 p.m. to 5:00 p.m. on Saturday and Sunday.

DISCOUNTS

Table with 2 columns: Number of times and Net percentage. 1 to 12 times: Net 52 to 103 times: 15%, 13 to 25 times: 5% 104 to 310 times: 20%, 26 to 51 times: 10% 311 or more times: 25%

SPOT ANNOUNCEMENTS

Table with 2 columns: Class and Rate. 100 words or one minute transcription: 8.00, Class "A" each: 8.00, Class "B" each: 6.00, Class "C" each: 4.00

DISCOUNTS

Table with 2 columns: Number of times and Net percentage. 1 to 30 times: Net 121 to 240 times: 16%, 31 to 60 times: 5% 241 to 360 times: 20%, 61 to 120 times: 10% 360 or more times: 25%

SPECIAL FEATURES

News: Leased wire service available. Rates on request.

TRANSCRIPTIONS

Regular rates apply on time only. Transcription library service available at 2.00 per 1/4 hour; 3.00 for 1/2 hour and 4.00 per hour. Phonograph records at same rates.

REMOTE CONTROL

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

SERVICE FACILITIES

Station production department will cooperate with all sponsors and advertising agencies as to local pro-

lems. Translations and adaptations can be made of national shows. Comedians, actors and announcers available at very small cost.

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 transcription, using 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Manager—Felix Muniz.
Production—Manuel Mendez Ballester.
Technical—Alfonso Sanchez.

W K A Q

(Established 1922)

Rates effective July 1, 1941. (Card No. 3)
Owned and operated by Radio Corporation of Porto Rico, subsidiary 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 Broadcasting 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"

(After 6:00 p.m.)

Table with 2 columns: Time slot and Rate. 1 hr. 1 tl. 13 tl. 26 tl. 52 tl. 104 tl. times: 75.00, 71.25, 67.50, 63.75, 60.00, 56.25

Table with 2 columns: Time slot and Rate. 1/2 hour: 37.50, 35.65, 33.75, 31.90, 30.00, 28.13

Table with 2 columns: Time slot and Rate. 1/4 hour: 18.75, 17.85, 16.90, 15.95, 15.00, 14.10

Table with 2 columns: Time slot and Rate. 5 minutes: 10.00, 9.50, 9.00, 8.50, 8.00, 7.50

CLASS "B"

(7:00 a.m. to 2:00 p.m. and 5:00 p.m. to 6:00 p.m.)

Table with 2 columns: Time slot and Rate. 1 hour: 37.50, 35.65, 33.75, 31.90, 30.00, 28.13

Table with 2 columns: Time slot and Rate. 1/2 hour: 18.75, 17.85, 16.90, 15.95, 15.00, 14.10

Table with 2 columns: Time slot and Rate. 1/4 hour: 10.00, 9.50, 9.00, 8.50, 8.00, 7.50

Table with 2 columns: Time slot and Rate. 5 minutes: 5.00, 4.75, 4.50, 4.25, 4.00, 3.75

CLASS "C"

(2:00 p.m. to 5:00 p.m.)

Table with 2 columns: Time slot and Rate. 1 hour: 25.00, 23.75, 22.50, 21.25, 20.00, 18.75

Table with 2 columns: Time slot and Rate. 1/2 hour: 12.50, 11.88, 11.25, 10.63, 10.00, 9.38

Table with 2 columns: Time slot and Rate. 1/4 hour: 7.50, 7.13, 6.75, 6.38, 6.00, 5.63

Table with 2 columns: Time slot and Rate. 5 minutes: 3.75, 3.57, 3.38, 3.10, 3.00, 2.83

WEEKLY RATES

Table with 2 columns: Class and Rate. Class "A": 360.00, Class "B": 180.00, Class "C": 120.00

Table with 2 columns: Time slot and Rate. 1 hour: 180.00, 90.00, 60.00, 30.00

Table with 2 columns: Time slot and Rate. 1/2 hour: 108.00, 54.00, 36.00

Table with 2 columns: Time slot and Rate. 1/4 hour: 108.00, 54.00, 36.00

Table with 2 columns: Time slot and Rate. 13 to 25 weeks: 5% 30 to 51 weeks: 15%, 26 to 38 weeks: 10% 52 weeks: 20%

SPOT ANNOUNCEMENTS

Table with 2 columns: Class and Rate. Station break announcements: Class "A": 10.00, Class "B": 5.00, Class "C": 2.50

Table with 2 columns: Class and Rate. 25 words: 10.00, 5.00, 2.50

Table with 2 columns: Class and Rate. Applicable to spot announcements: 50 to 100 times: 15%, 100 to 100 times: 10% 300 or more times: 20%

Table with 2 columns: Class and Rate. One minute spot announcements in sustaining programs at discretion of station: 312 or more

Table with 2 columns: Class and Rate. Class "A": 7.00, 6.65, 6.30, 5.95, 5.60, 5.25

Table with 2 columns: Class and Rate. Class "B": 3.50, 3.33, 3.15, 2.98, 2.80, 2.63

Table with 2 columns: Class and Rate. Class "C": 2.75, 2.60, 2.45, 2.30, 2.15, 2.00

SPECIAL FEATURES

News, Women's Hour, Children's Hour—rates on request

RECORDED PROGRAMS

Transcription library services available; rates on application. Instantaneous recording equipment available.

REMOTE CONTROL
Station is equipped to handle remote control broadcasts.

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 programs and of programs placed through an advertising agency. One announcer is supplied free to each exclusive sponsored program originating in the studio 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 33-1/3 and 78 r.p.m. double turn-tables.

Personnel
Vice-President and General Mgr.—John A. Zerbe.

Branch Office
New York—87 Broad Street

W N E L

(Established 1922)

Rates received August 1, 1941.
Owned and operated by Juan Piza.
Business Office and Studio—Salvador Brau No. 58, Box 1252, San Juan, Puerto Rico, telephone 100 and 107.

Transmitter—Green Island (Km. 3-E-7).

Wave—Power—Time
Operating power—5,000 watts.
227.3 meters; 1320 kilocycles.
Licensed to operate unlimited time.

Actual operating schedule: 6:45 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)

Table with 2 columns: Time slot and Rate. 1 hour: 75.00, 1/2 hour: 37.50, 1/4 hour: 20.00, 5 minutes: 10.00, 1 minute: 5.00

Table with 2 columns: Time slot and Rate. 1 hour: 37.50, 1/2 hour: 18.75, 1/4 hour: 9.00, 5 minutes: 4.50, 1 minute: 2.00

Table with 2 columns: Time slot and Rate. 1 hour: 40.00, 1/2 hour: 22.50, 1/4 hour: 12.50

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

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Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

Table with 2 columns: Time slot and Rate. 1 hour: 30.00, 1/2 hour: 17.50, 1/4 hour: 10.00

CANADIAN SECTION

Radio stations in the Dominion of Canada. See listings for location of transmitter.

Large table listing Canadian radio stations with call letters and locations. Columns include call letters, city, province, and frequency.

STATIONS ARRANGED ACCORDING TO FREQUENCY

Table listing radio stations across various provinces (Ontario, Quebec, Saskatchewan, Alberta, Manitoba, New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland) with columns for frequency, power, and days/night transmission.

Network and Group Listings

CANADIAN BROADCASTING CORPORATION

100 York Street, Toronto, Ontario.
31 St. Catherine St., West, Montreal, Quebec.

Agency Commission
Agency commission 15% on net billing (gross station charges less frequency and regional discounts, if any, plus wire line costs).

General Advertising
Gross station rates apply to periods from 6:00 p.m. to 11:00 p.m. local time.

DISCOUNTS
Frequency discount on gross station costs for number of periods under contract within 12 months:

STATION RATES ONLY
MARITIME REGIONAL NETWORK
Subject to frequency and regional discounts listed above.

QUEBEC REGIONAL NETWORK
New Carlisle (CHNC) E 45.00 27.00 18.00
Montreal (CFM) E 50.00 30.00 20.00

ONTARIO REGIONAL NETWORK
Hawa (CBO) E 80.00 48.00 32.00
Kingston (CKWS) E 60.00 36.00 24.00

PRAIRIE REGIONAL NETWORK

Table listing stations in the Prairie Regional Network including Winnipeg (CKY), Regina (CKCK), and Saskatoon (CBK).

BRITISH COLUMBIA REGIONAL NETWORK
Kamloops (CFKC) P 30.00 18.00 12.00
Kelowna (CKOV) P 35.00 21.00 14.00

WIRE LINE RATES
The line rates apply when programs are supplied to the national network or to individual regions providing point of program pick-up is within such region.

SUPPLEMENTARY STATIONS
Rates effective December 15, 1941. Available with CBC National and Regional Networks.

MARITIME REGION
Yarmouth (CHLS) A 25.00 15.00 10.00
Campbellton (CKNB) A 25.00 15.00 10.00

QUEBEC REGION
Hull (CKCH) E 35.00 21.00 14.00
Ste. Anne de la Pocatiere (CHGB) E 25.00 15.00 10.00

ONTARIO REGION
London (CFPL) E 45.00 27.00 18.00
Chatham (CFCA) E 25.00 15.00 10.00

is (in lieu of line costs) a minimum charge of 2.50 per occasion for each station. This charge is in addition to the cost of station time.

DISCOUNTS
For frequency and regional discounts, commissions and all other conditions see basic network.

Time Zones
A—Atlantic Time Zone; E—Eastern Time Zone; C—Central Time Zone; M—Mountain Time Zone; P—Pacific Time Zone.

Contract and Other Requirements
No contract accepted for less than one occasion per week for 13 consecutive weeks, except in cases of special events.

Commercial Manager—E. A. Weir (Toronto).
Commercial Manager (Quebec Div.)—J. A. Dupont (Montreal).

NORTHERN QUEBEC BROADCASTING SYSTEM

Business Office and Studios—Rally Block, Rouyn, Que.
Rates effective September 1, 1942. (Card No. 1.)

Comprised of:
CKRN—Rouyn, Que. CKVD—Val d'Or, Que.
CIAD—Amos, Que.

Wave—Power—Time
See individual listings. Operates on Eastern Daylight Saving Time.

Table listing advertising rates for Northern Quebec Broadcasting System, including 1-hour, 1/2-hour, and 1/4-hour spots.

SPOT ANNOUNCEMENTS
CLASS "A" (6:00 p.m. to 11:00 p.m.)
1 hr. 70.00 66.50 63.00 59.50 56.00 52.50

SPECIAL FEATURES
TRANSCRIPTIONS
Only one transcription to be sent to CKRN, Rouyn, Que.

Facilities for picking up broadcasts from any point.
SERVICES FACILITIES
Merchandising services available: Dealer letters, pre-campaign spot announcements, and newspaper listings.

NORTHERN QUEBEC BROADCASTING SYSTEM—Cont'd

Line Charges
All local line charges between CKKN, CKYD and CHAD are absorbed.
Personnel
General Manager—Jack K. Cooke.
Manager—Jenn LeRault.
Commercial Manager—Dan Carr.
Chief Engineer—George Pope.
Branch Offices
Toronto—307 Victory Bldg., El. 2464.
Montreal—310 Keefer Bldg., Ha. 3051.
Representatives
Canada—All-Canada Radio Facilities.
United States—Weed & Company.

furnished on request. Street car cards and banners included in merchandising.
Contract and Other Requirements
All contracts subject to approval of the management of the station; also subject to all rules and regulations governing broadcasting carried on under Dominion of Canada Federal licenses and to Provincial regulations.
Rates quoted are for station broadcasting only. Musical programs will be arranged upon request by the Program Director of the studio, and will be charged for.
Indirect advertising, in the form of publicity announcements to radio publications, three weeks should be allowed. Talent programs close one week in advance of broadcast. Announcements and talks close 48 hours in advance. Recorded Programs 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 turn-tables for vertical and lateral cut recordings.
Personnel
Manager—A. M. Cairns.
Commercial Manager—F. R. Shaw.
Production Manager—R. H. C. Straker.
Merch. and Pub.—Gail Egan.
Chief Engineer—Barrie Connor.
Representatives
Toronto—All-Canada Radio Facilities. Ltd
United States—Weed & Company

CJOC
Rates effective September 1, 1931.
Owned and operated by Albertan Publishing Co., Ltd. Studio—Hewitt Bldg., Calgary, Alberta. Telephone 4-0-1.
Transmitter—Grandview Heights, East Calgary, Alberta.
Wave—Power—Time
Operating power—100 watts
100% modulation—crystal control.
243 meters; 900 kilocycles.
Licensed to operate on local channel. Operates on Mountain Daylight Saving Time.
Actual 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
Agency commission 15% to recognized advertising agencies. Invoices are mailed first of each month. Bills due and payable when rendered. Commission does not apply on talent or line fees.
General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year's duration.
(6:00 p.m. to 10:30 p.m.)
1 hour..... 40.00 38.00 36.00 34.00
1/2 hour..... 24.00 22.80 21.60 20.40
1/4 hour..... 14.40 13.70 13.00 12.20
5 minutes..... 7.20 6.85 6.50 6.15
(7:00 a.m. to 8:00 p.m.)
1 hour..... 30.00 28.50 27.00 25.50
1/2 hour..... 18.00 17.10 16.20 15.30
1/4 hour..... 10.80 9.50 9.00 8.20
5 minutes..... 5.00 4.75 4.50 4.25

ALBERTA

CALGARY C F A C (Established 1922)

Rates effective July 1, 1932. (Card No. 6.)
Owned by South Western Publishers, Ltd. Operated by Taylor, Pearson & Carson Broadcasting Company, Ltd.
Business Office and Studio—Southam Bldg., Calgary Alberta, telephone 1U938.
Transmitter—City limits.
Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—compressor amplifier, crystal control)
312.5 meters; 900 kilocycles.
Licensed to operate full time on cleared local channel. Operates on Mountain Standard Time
Operating schedule: Sundays 9:00 a.m. to 12:00 midnight, Week days 6:30 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 listing of Canadian Broadcasting Corporation (Prairie Regional Network). Rates include charges by owners of music copyrights. Also sold in combination with CJOC, Lethbridge, Alberta—see combination rates.
Discounts on gross rates for number of periods under contract not to exceed one year's duration

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for different classes (A, B) and times (6:00 p.m. to 10:30 p.m., 6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for different classes (A, B) and times (6:00 p.m. to 7:30 p.m., 6:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight).

ANNOUNCEMENTS
(6:00 p.m. to 7:30 p.m.)
1 minute..... 13 tl. 20 tl. 52 tl. 100 tl. 200 tl.
(6:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)
1 minute..... 5.00 4.75 4.50 4.25 4.00
Announcements immediately adjacent to newscasts are subject to a premium of 25% of the regular announcement rates.
SPECIAL FEATURES
Good Morning Neighbor—9:00 a.m. to 9:30 a.m. Monday through Saturday; limited to five non-conflicting participants:
Per broad- 13 tl. 26 tl. 52 tl. 100 tl. 200 tl.
cast..... 8.00 7.60 7.20 6.80 6.40
ELECTRICAL TRANSCRIPTIONS
Transcription library services:
1/2 hour..... 13 tl. 26 tl. 52 tl. 100 tl. 200 tl.
1 hour..... 10.00 9.50 9.00 8.50 8.00
1/4 hour..... 6.00 5.70 5.40 5.10 4.80

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for different classes (A, B) and times (6:00 p.m. to 7:30 p.m., 6:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes) and rates for different classes (A, B) and times (6:00 p.m. to 7:30 p.m., 6:30 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight).

POLITICAL SPEECHES
One time rates (6:00 p.m. to 10:30 p.m.) apply. No frequency discounts.
REMOTE CONTROL
Wherever telephone lines are available remote control broadcasts can be arranged.
SERVICES FACILITIES
Station maintains an artist bureau, publicity, merchandising, program and continuity departments, and acts as announcer when assistance in arranging and presenting programs are included in the station charges. Broadcasting proposals and estimates for the complete production of a program, including continuity, talent arrangements and presentation, will be

CFCN (Established 1922)
Rates effective May 1, 1932.
Owned and operated by The Voice of the Prairies Limited.
Business Office and Studio—Toronto (General) Trust Bldg., Calgary Alberta.
Transmitter—Strathmore, Alberta.
Wave—Power—Time
Operating power—10,000 watts (crystal control.)
287.0 meters; 1010 kilocycles.
Operates on Mountain Daylight Saving Time.
Actual operating schedule: Sunday 7:30 a.m. to 12:00 midnight, Week days 6:30 a.m. to 12:00 midnight.
Agency Commission
Agency commission 15% to recognized advertising agencies. No commission on talent (unless arranged), line charges or remote control pick-ups. Invoices mailed last of each month. Bills due and payable when rendered.
General Advertising
All programs broadcast over CFVP (6030 kilocycles) at no additional charge.
CLASS "A"
(6:30 p.m. to 10:30 p.m.)
1 hour..... 10.00 9.50 9.00 8.50 8.00 7.50
50 words..... 7.50 7.15 6.75 6.40 6.00 5.65
25 words..... 5.00 4.75 4.50 4.25 4.00 3.75
CLASS "B"
(11:45 a.m. to 1:30 p.m. and 4:45 p.m. to 6:30 p.m.)
1 hour..... 30.00 28.00 26.00 24.00 22.00
1/2 hour..... 18.00 17.00 16.00 15.00 14.00
1/4 hour..... 10.80 10.20 9.60 9.00 8.40
10 minutes 6.00 5.70 5.40 5.10 4.80
5 minutes 3.00 2.85 2.70 2.55 2.40
1 minute (100 words) 4.00 3.80 3.60 3.40 3.20 3.00
25 words..... 2.50 2.35 2.20 2.05 1.90
Rates on application.
REMOTE CONTROL
Where telephone lines are available
Contract and Other Requirements
All contracts subject to the approval of station management and must comply with the rules and regulations of the Canadian Radio Broadcasting Corp.
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
President and Managing Director—W. G. Love.
Commercial Manager—E. H. McGuire.
Program Director—Ed Maloney.
Chief Engineer—Walt McLaughlin.
Representatives
Toronto—The Inland Broadcasting Company.
Toronto—Radio Representatives Ltd., 4 Albert St.
Montreal—Radio Representatives Ltd., Dominion St. Building.
United States—Howard H. Wilson Company.

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for different classes (A, B) and times (6:30 p.m. to 10:30 p.m., 11:45 a.m. to 1:30 p.m. and 4:45 p.m. to 6:30 p.m.).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for different classes (A, B) and times (7:45 a.m. to 1:15 a.m., 1:30 p.m. to 10:30 p.m., 11:30 p.m. to 1:30 p.m.).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for different classes (A, B) and times (6:30 a.m. to 7:45 a.m., 2:30 p.m. to 4:45 p.m., and 11:30 p.m. to 12:00 midnight).

Table with columns for time slots (1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute) and rates for different classes (A, B) and times (6:30 a.m. to 7:45 a.m., 2:30 p.m. to 4:45 p.m., and 11:30 p.m. to 12:00 midnight).

EDMONTON C F R N (Established 1934)
Rates effective October 1, 1932.
Owned and operated by Sunwanta Broadcasting Co., Ltd.
Studio—109 C. P. R. Bldg., Edmonton, Alberta. Telephone Private Exchange 22101.
Office—Mezzanine Floor and 107 C. P. R. Building, Edmonton, Alberta.
Transmitter—Jasper Place, Jasper Highway, West Edmonton, Alberta.
Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
233.1 meters; 1290 kilocycles.
Licensed to operate full time.
Operates on Mountain Daylight Saving Time.
Actual operating schedule: Sundays 8:30 a.m. to 11:30 p.m. Week days 6:30 a.m. to 12:00 midnight.
Agency Commission
Agency commission 15% to all recognized advertising agencies. No commission on talent, line charges or remote control pick-ups. Invoices are mailed first of each month. Terms: Accounts due and payable when rendered.
General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. No announcements between 7:30 p.m. and 11:00 p.m. or Sundays.
CLASS "A"
(6:30 p.m. to 10:30 p.m.)
1 tl. 26 tl. 52 tl. 100 tl. 200 tl.
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
10 minutes 12.00 11.40 10.80 10.20 9.60
5 minutes 6.00 5.70 5.40 5.10 4.80
1 minute (100 words) 4.00 3.80 3.60 3.40 3.20 3.00
25 words..... 2.50 2.35 2.20 2.05 1.90
CLASS "B"
(12:00 noon to 1:30 p.m. and 5:00 p.m. to 6:30 p.m.)
1 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..... 14.40 13.70 13.00 12.20 11.50
10 minutes 8.64 8.12 7.60 7.08 6.56
5 minutes 4.32 4.06 3.80 3.54 3.28
1 minute (100 words) 5.00 4.75 4.50 4.25 4.00
CLASS "C"
(6:30 a.m. to 12:00 noon, 1:30 p.m. to 5:00 p.m. and 10:30 p.m. to 12:00 midnight)
1 hour..... 30.00 28.50 27.00 25.50 24.00
1/2 hour..... 18.00 17.10 16.20 15.30 14.40
1/4 hour..... 10.80 10.20 9.60 9.00 8.40
10 minutes 6.48 6.12 5.76 5.40 5.04
5 minutes 3.24 3.06 2.88 2.70 2.52
1 minute (100 words) 4.00 3.80 3.60 3.40 3.20 3.00
25 words..... 2.50 2.35 2.20 2.05 1.90
(This listing continued on next page)

CJOC
Rates effective September 1, 1931.
Owned and operated by Albertan Publishing Co., Ltd. Studio—Hewitt Bldg., Calgary, Alberta. Telephone 4-0-1.
Transmitter—Grandview Heights, East Calgary, Alberta.
Wave—Power—Time
Operating power—100 watts
100% modulation—crystal control.
243 meters; 900 kilocycles.
Licensed to operate on local channel. Operates on Mountain Daylight Saving Time.
Actual 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
Agency commission 15% to recognized advertising agencies. Invoices are mailed first of each month. Bills due and payable when rendered. Commission does not apply on talent or line fees.
General Advertising
Discounts on gross rates for number of periods under contract not to exceed one year's duration.
(6:00 p.m. to 10:30 p.m.)
1 hour..... 40.00 38.00 36.00 34.00
1/2 hour..... 24.00 22.80 21.60 20.40
1/4 hour..... 14.40 13.70 13.00 12.20
5 minutes..... 7.20 6.85 6.50 6.15
(7:00 a.m. to 8:00 p.m.)
1 hour..... 30.00 28.50 27.00 25.50
1/2 hour..... 18.00 17.10 16.20 15.30
1/4 hour..... 10.80 9.50 9.00 8.20
5 minutes..... 5.00 4.75 4.50 4.25

CFCN (Established 1922)
Rates effective May 1, 1932.
Owned and operated by The Voice of the Prairies Limited.
Business Office and Studio—Toronto (General) Trust Bldg., Calgary Alberta.
Transmitter—Strathmore, Alberta.
Wave—Power—Time
Operating power—10,000 watts (crystal control.)
287.0 meters; 1010 kilocycles.
Operates on Mountain Daylight Saving Time.
Actual operating schedule: Sunday 7:30 a.m. to 12:00 midnight, Week days 6:30 a.m. to 12:00 midnight.
Agency Commission
Agency commission 15% to recognized advertising agencies. No commission on talent (unless arranged), line charges or remote control pick-ups. Invoices mailed last of each month. Bills due and payable when rendered.
General Advertising
All programs broadcast over CFVP (6030 kilocycles) at no additional charge.
CLASS "A"
(6:30 p.m. to 10:30 p.m.)
1 hour..... 10.00 9.50 9.00 8.50 8.00 7.50
50 words..... 7.50 7.15 6.75 6.40 6.00 5.65
25 words..... 5.00 4.75 4.50 4.25 4.00 3.75
CLASS "B"
(11:45 a.m. to 1:30 p.m. and 4:45 p.m. to 6:30 p.m.)
1 hour..... 30.00 28.00 26.00 24.00 22.00
1/2 hour..... 18.00 17.00 16.00 15.00 14.00
1/4 hour..... 10.80 10.20 9.60 9.00 8.40
10 minutes 6.00 5.70 5.40 5.10 4.80
5 minutes 3.00 2.85 2.70 2.55 2.40
1 minute (100 words) 4.00 3.80 3.60 3.40 3.20 3.00
25 words..... 2.50 2.35 2.20 2.05 1.90
Rates on application.
REMOTE CONTROL
Where telephone lines are available
Contract and Other Requirements
All contracts subject to the approval of station management and must comply with the rules and regulations of the Canadian Radio Broadcasting Corp.
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
President and Managing Director—W. G. Love.
Commercial Manager—E. H. McGuire.
Program Director—Ed Maloney.
Chief Engineer—Walt McLaughlin.
Representatives
Toronto—The Inland Broadcasting Company.
Toronto—Radio Representatives Ltd., 4 Albert St.
Montreal—Radio Representatives Ltd., Dominion St. Building.
United States—Howard H. Wilson Company.

EDMONTON C F R N (Established 1934)
Rates effective October 1, 1932.
Owned and operated by Sunwanta Broadcasting Co., Ltd.
Studio—109 C. P. R. Bldg., Edmonton, Alberta. Telephone Private Exchange 22101.
Office—Mezzanine Floor and 107 C. P. R. Building, Edmonton, Alberta.
Transmitter—Jasper Place, Jasper Highway, West Edmonton, Alberta.
Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
233.1 meters; 1290 kilocycles.
Licensed to operate full time.
Operates on Mountain Daylight Saving Time.
Actual operating schedule: Sundays 8:30 a.m. to 11:30 p.m. Week days 6:30 a.m. to 12:00 midnight.
Agency Commission
Agency commission 15% to all recognized advertising agencies. No commission on talent, line charges or remote control pick-ups. Invoices are mailed first of each month. Terms: Accounts due and payable when rendered.
General Advertising
Rates include charges by owners of music copyrights. The following rates are for national advertising. No announcements between 7:30 p.m. and 11:00 p.m. or Sundays.
CLASS "A"
(6:30 p.m. to 10:30 p.m.)
1 tl. 26 tl. 52 tl. 100 tl. 200 tl.
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
10 minutes 12.00 11.40 10.80 10.20 9.60
5 minutes 6.00 5.70 5.40 5.10 4.80
1 minute (100 words) 4.00 3.80 3.60 3.40 3.20 3.00
25 words..... 2.50 2.35 2.20 2.05 1.90
CLASS "B"
(12:00 noon to 1:30 p.m. and 5:00 p.m. to 6:30 p.m.)
1 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..... 14.40 13.70 13.00 12.20 11.50
10 minutes 8.64 8.12 7.60 7.08 6.56
5 minutes 4.32 4.06 3.80 3.54 3.28
1 minute (100 words) 5.00 4.75 4.50 4.25 4.00
CLASS "C"
(6:30 a.m. to 12:00 noon, 1:30 p.m. to 5:00 p.m. and 10:30 p.m. to 12:00 midnight)
1 hour..... 30.00 28.50 27.00 25.50 24.00
1/2 hour..... 18.00 17.10 16.20 15.30 14.40
1/4 hour..... 10.80 10.20 9.60 9.00 8.40
10 minutes 6.48 6.12 5.76 5.40 5.04
5 minutes 3.24 3.06 2.88 2.70 2.52
1 minute (100 words) 4.00 3.80 3.60 3.40 3.20 3.00
25 words..... 2.50 2.35 2.20 2.05 1.90
(This listing continued on next page)

ALBERTA—Continued

EDMONTON—Continued

C F R N—Continued

SPECIAL FEATURES

Time Signals: 7:30 p.m. to 11:00 p.m. Minimum of 150 announcements, each 1:00. Mention of sponsor's name only.

POLITICAL SPEECHES

Accepted subject to approval of copy by station management. Copy must be submitted 24 hours in advance of scheduled release time and once approved no deviation from approved copy allowed. Class 'A' rates apply.

ELECTRICAL TRANSCRIPTIONS

The following charges for library transcription services are in addition to station time rates.

Table with 4 columns: Time (0 min, 5 min), 1 tl., 26 tl., 52 tl., 100 tl.

SERVICE FACILITIES

Station offers advertisers service of the merchandising department which will submit free of charge program ideas, market suggestions and suitable hours for advertiser's broadcasts, etc. Telephone and mail orders of local market charged at cost.

Contract and Other Requirements

All contracts are subject to the approval of the management and to the rules and regulations of the Canadian Broadcasting Corporation. The station reserves the right to refuse any copy for reasons satisfactory to the management.

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. turn-tables.

Personnel

- Manager—G. R. A. Rice.
Business Manager—H. F. Nelsen.
Program Director—S. Lancaster.
Technical Engineer—F. Makepeace.
Resident Engineer—R. Belmont.
Toronto—Radio Representatives Ltd., 4 Albert Street.
Montreal—Radio Representatives Ltd., 408 Dominion Square Building.
Winnipeg—Inland Broadcasting Service, 170 McDermott Avenue.
United States—Howard H. Wilson Company.

CJCA

(Established 1921)

Rates effective April 1, 1939. (Card No. 6.) Owned by The Southam Company, Limited. Operated by The Taylor and Pearson Broadcasting Company, Ltd.

Business Office and Studio—Birks Building, Edmonton, Alberta, telephone 26131.
Transmitter—Belmont, Alberta.

Wave—Power—Time

Operating power—1,000 watts. (100% modulation—crystal control.) 22.4 meters; 930 kilocycles. Operates on Mountain Daylight Saving Time. Intended to operate full time on local channel. Actual operating schedule: Sundays 7:30 a.m. to 2:00 midnight. Week days 6:15 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% to recognized agencies. No cash discount. Invoices mailed first of each month. Bills due and payable when rendered.

General Advertising For combination rates see listing of Canadian Broadcasting Corporation (Prairie Regional 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.)

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), 1 tl., 26 tl., 52 tl., 100 tl., 200 tl., 300 or more tl.

CLASS "B"

(4:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min), 1 tl., 26 tl., 52 tl., 100 tl., 200 tl., 300 or more tl.

CLASS "C"

(12:00 noon to 5:00 p.m. Sundays)

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr), 1 tl., 26 tl., 52 tl., 100 tl., 200 tl., 300 or more tl.

ANNOUNCEMENTS

No announcements broadcast after 7:30 p.m. week days or on Sundays. No price quoting permitted. All announcements subject to station approval and limited to one minute. Sponsored programs given preference over spot announcements. (6:00 p.m. to 10:30 p.m.)

Per announcement, 10.00 9.50 9.00 8.50 8.00 (6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Per announcement, 7.00 6.85 6.70 6.55 6.40 (6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Spot announcements immediately preceding or following newscasts, regular rates plus 25%.

CLASS "A"

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

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr), 1 tl., 26 tl., 52 tl., 100 tl., 200 tl., 300 or more tl.

CLASS "B"

(6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr), 1 tl., 26 tl., 52 tl., 100 tl., 200 tl., 300 or more tl.

ELECTRICAL TRANSCRIPTIONS

Recording broadcasts before 7:00 p.m. Regular rates apply to transcriptions which include pre-audition.

Phonograph records charged for at the rate of 2.00 for each 15 minutes.

Table with 4 columns: Time (1/4 hr, 1/2 hr), 6.00, 5.70, 5.40, 5.10, 4.80, 4.50, 4.20, 3.90, 3.60, 3.30, 3.00, 2.70, 2.40, 2.10, 1.80, 1.50

COMBINATION RATE

Also sold in combination with CFCP, Grand Prairie.

CLASS "A"

(6:00 p.m. to 10:30 p.m. CJCA; 11:00 a.m. to 1:15 p.m. and 6:00 p.m. to 10:00 p.m. CFCP)

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr), 103.75, 98.60, 93.45, 88.20, 83.05, 77.85, 72.70, 67.55, 62.40, 57.25, 52.10, 46.95, 41.80, 36.65, 31.50, 26.35, 21.20, 16.05, 10.90, 5.75

CLASS "B"

(6:30 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight CJCA; 6:30 a.m. to 11:00 a.m. and 1:15 p.m. to 5:00 p.m. CFCP)

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr), 67.25, 63.80, 60.35, 56.90, 53.45, 50.00, 46.55, 43.10, 39.65, 36.20, 32.75, 29.30, 25.85, 22.40, 18.95, 15.50, 12.05, 8.60, 5.15

TALENT

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 continuities must conform with the requirements of the management and the rules and regulations of the Canadian Broadcasting Corporation.

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

- Manager—Gordon S. Henry.
Production Manager—Walker Dale.
Commercial Manager—Walker Blake.
Merchandising Director—A. R. MacKenzie.
Representatives New York, Chicago, Detroit, San Francisco—Weed & Company.
All-Canada Radio Facilities, Ltd.
Edmonton—223 Dominion Square Building.
Toronto—Victory Building.
Winnipeg—Winnipeg Electric Chambers.
Calgary—Southern Building.
Vancouver—543 Seymour Street.

CKUA

(Established 1927)

Owned and operated 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. (Crystal control.) 51.2 meters; 580 kilocycles. Operates on Mountain Daylight Saving Time. Does not sell time.

GRANDE PRAIRIE

CFGP

(Established 1937)

Rates effective August 1, 1941. (Card No. 4.) Owned and operated by Northern Broadcasting Corporation, Ltd. Studios—Northern Broadcasting Bldg., Grand Prairie, Alberta.

Wave—Power—Time

Operating power—250 watts. (Crystal control.) 223.8 meters; 1340 kilocycles. Operates on Pacific War Time. Actual operating schedule: Sundays 8:45 a.m. to 9:00 p.m. Week days 8:55 a.m. to 10:00 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies. No cash discount. Invoices mailed last of each month. Bills due and payable when rendered.

General Advertising

For combination rates see listing of Canadian Broadcasting Corp. (Prairie Regional Supplementaries). Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Fees charged by owners of music copyrights are not included in rates.

CLASS "A"

(11:00 a.m. to 1:15 p.m. and 6:00 p.m. to 10:00 p.m.)

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr), 25.00, 20.00, 15.00, 10.00, 7.50, 5.00, 2.50, 1.50, 1.00

CLASS "B"

(All other times)

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr), 15.00, 12.00, 9.00, 6.00, 4.50, 3.00, 1.50, 1.00

ANNOUNCEMENTS

All announcements subject to station approval and limited to one minute. Sponsored programs given preference over spot announcements. A 15% premium over Class "A" time rate charged for spot announcements immediately preceding and immediately following any newscasts. No commercial announcements on Sundays.

SPECIAL FEATURES

Time signals: Rates on request. News Service: Sundays 10:00 a.m., 12:00 noon, 3:00 p.m., 4:45 p.m., 6:45 p.m., 9:00 p.m. Week days 7:00 a.m., 8:00 a.m., 11:45 a.m., 12:30 p.m., 5:30 p.m. and 8:00 p.m.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available at the following rates: 1 tl. 13 tl. 26 tl. 52 tl. 100 tl. 200 tl. 1/2 hour..... 4.00 3.80 3.60 3.40 3.20 3.00 1/4 hour..... 2.50 2.38 2.25 2.13 2.00 1.88 Phonograph records charged for at 1.00 per 15 minutes.

COMBINATION RATES

Also sold in combination with CJCA, Edmonton. For combination rates see listing of CJCA.

TALENT

Rates on request.

REMOTE CONTROL

Equipped for all types of pick-ups at any point served by telephone or telegraph lines.

Contract and Other Requirements

All continuities must conform with the requirements of the management and the rules and regulations of the Canadian Broadcasting Corporation.

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—C. L. Berry.
Representatives New York, Chicago, Detroit, San Francisco—Weed & Company.
All-Canada Radio Facilities, Ltd.
Montreal—223 Dominion Square Bldg.; La. 3344.
Toronto—Victory Building.
Winnipeg—Winnipeg Electric Chambers.
Calgary—Southern Building.
Vancouver—543 Seymour Street.

LETHBRIDGE

CJOC

(Established 1926)

Rates effective September 15, 1938. Owned by Lethbridge Broadcasting, Ltd. Operated by H. R. Carson, Ltd. Studio—Roof of Marquis Hotel, Lethbridge, Alberta. Telephone 3101.

Transmitter—Broxburn, Alberta.

Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 283 meters; 1060 kilocycles. Intended to operate full time on local channel. Operates on Mountain Daylight Saving Time. Actual operating schedule: Sundays 8:00 a.m. to 12:30 midnight. Week days 6:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% paid only to recognized advertising agencies. Invoices mailed 1st of each month. No cash discount. Bills due and payable when rendered.

General Advertising

For combination rates see listing of Canadian Broadcasting Corporation (Prairie Regional Network). Also sold in combination with CFAC, Calgary, Alberta—see combination rates.

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.)

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr), 35.00, 28.00, 21.00, 14.00, 10.50, 7.00, 5.25, 3.50, 1.75

CLASS "B"

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr), 21.00, 16.80, 12.60, 8.40, 6.30, 4.72, 3.15, 1.57

ANNOUNCEMENTS

Spot announcements take one minute rate. No spot announcements from 7:30 p.m. to 11:00 p.m. or on Sundays.

Announcements immediately preceding and/or following newscasts, premium charge 25%. No price quoting permitted. All announcements subject to station approval and limited to one minute. Sponsored programs given preference over spot announcements.

SPECIAL FEATURE

Good Morning, Neighbor: 10:30 a.m. to 11:00 a.m. Monday through Saturday; participating program. Limited to five sponsors. Regular five minute rate apply.

NEWS SERVICE: Rates on request.

ELECTRICAL TRANSCRIPTIONS

Transcription library service available at the following additional rates: 1 tl. 26 tl. 52 tl. 100 tl. 200 tl. 1/2 hour 10.00 9.50 9.00 8.50 8.00 1/4 hour 6.00 5.70 5.40 5.10 4.80

COMBINATION RATES

(CJOC, Lethbridge, and CFAC, Calgary.) Effective September 1, 1938.

CLASS "A"

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

Table with 4 columns: Time (1 hr, 3/4 hr, 1/2 hr, 1/4 hr), 100.00, 80.00, 60.00, 40.00, 30.00, 20.00, 10.00, 8.00, 6.00, 4.00

(This listing continued on next page)

ALBERTA—Continued

LETHBRIDGE—Continued

C J O C—Continued

Table with columns for time slots (6:30 a.m. to 10:30 p.m.) and rates for various durations (1 hr, 3/4 hr, 1/2 hr, 1/4 hr).

REMOTE CONTROL

Wherever telephone lines are available, remote control broadcasts can be arranged. Line charges extra. Contract and Other Requirements

Advertising of alcoholic beverages not accepted. All continuities and announcements must conform with the requirements of the station management and the rules and regulations of the Canadian Broadcasting Corporation.

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—Norman Botterill. Production Manager—Cameron Perry. Commercial Manager—Vic Staples.

Representatives New York—Chicago, Detroit and San Francisco—Weed & Company.

All-Canada Radio Facilities, Ltd. Toronto—Victory Building. Winnipeg—Winnipeg Electric Chambers. Calgary—Southern Building. Vancouver—541 West Georgia Street.

BRITISH COLUMBIA

CHILLIWACK

C H W K

(Established 1927)

Rates effective September 1, 1939. Owned and operated by Chilliwack Broadcasting Co., Ltd. Business Office and Studio—16 Wellington Avenue. Chilliwack, British Columbia. Chilliwack 6108. Transmitter—Turpin Block. Chilliwack, B. C.

Wave—Power—Time Operating power—100 watts. (C. P. 250 watts.) (100% modulation—crystal control.) 223.9 meters; 1340 kilocycles.

Transmitted to operate full time. Operates on Pacific Daylight Saving Time. Actual operating schedule: 7:00 a.m. to 10:30 p.m.

Agency Commission Agency commission 15% to recognized advertising agencies on station time. No cash discount. Bills due and payable when rendered.

General Advertising For combination rates see listing of Canadian Broadcasting Corp. (British Columbia Regional Supplementaries).

Rates are based on the total number of broadcasts within one year, but in no case do serial discounts apply to less than one broadcast per week.

Rates include charges by owners of music copyrights. (12:00 noon to 1:30 p.m. and 6:00 p.m. to 11:00 p.m.)

CLASS "A" 1 hr. 20.00 10.00 18.00 17.00 16.00 15.00

CLASS "B" (All other times) 1 hr. 12.00 11.40 10.80 10.20 9.60 9.00

ANNOUNCEMENTS (12:00 noon to 1:30 p.m. and 6:00 p.m. to 11:00 p.m.)

CLASS "A" 100 words... 2.00 1.90 1.80 1.70 1.60 1.50

CLASS "B" (All other times) 100 words... 1.50 1.43 1.35 1.28 1.20 1.13

SPECIAL FEATURES Time signals—25 words commercial: 1 signal daily, per month... 20.00

POLITICAL TALKS Regular rates, no serial discounts; payable in advance.

ELECTRICAL TRANSCRIPTIONS Regular rates apply.

TALENT Rates on application.

REMOTE CONTROL All necessary remote control equipment for broadcasting from any location. Public address system arranged if required.

Contract and Other Requirements Contract accepted for advertising of mail order houses, taverns, or for advertising liquor, beer or wines.

Preferred positions governed by priority, type, and availability on a contract basis.

No blanket contracts accepted, i.e., time for results and distribution to various advertisers; all programs subject to government regulations and to approval of station management and to terms and conditions of station's bona fide contract forms.

Station reserves the right to move to another period in the same time class any program of announcement in order to handle special programs of unusual importance or to make way for network programs of national importance. Whenever this is necessary advance publicity announcements and courtesy announcements will be furnished and advertisers' interests will be safeguarded.

Closing Time Material must be received at least one day before scheduled broadcast.

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

Personnel Directors—Casey Wells and Jack Pilling.

Representatives All-Canada Radio Facilities, Ltd.: Winnipeg—Winnipeg Electric Chambers. Toronto—Victory Building. Montreal—923 Dominion Square Bldg.: La. 6400. Calgary—Southern Building. United States—Weed & Company.

KAMLOOPS

C F J C

(Established 1926)

Rates effective July 1, 1941. Operated by Kamloops Sentinel, Limited. Business Office and Studio—310 St. Paul St., Kamloops, British Columbia, telephone 1021.

Transmitter—North Kamloops, British Columbia. Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 329.7 meters; 910 kilocycles.

Operates on Pacific Daylight Saving Time. Licensed to operate full time. Actual operating schedule: Sundays 8:00 a.m. to 11:00 p.m. Week days 7:00 a.m. to 11:00 p.m.

Agency Commission Agency commission 15% on station rates to advertising agencies recognized by operators. No commission on talent. Accounts mailed first month following broadcast.

General Advertising For combination rates see listing of Canadian Broadcasting Corporation (British Columbia Regional Network).

Also sold in combination with CJAT, Trail; CKOV, Kelowna. For combination rates see listing of CJAT, Trail, B. C.

Fees charged by owners of music copyrights are not included in rates. (12:00 noon to 1:00 p.m. and 6:00 p.m. to 11:00 p.m. week days and all day Sunday)

CLASS "A" 1 hr. 30.00 28.50 27.00 25.50

CLASS "B" (7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

ANNOUNCEMENTS OR ELECTRICAL TRANSCRIPTIONS Spot announcements preceding or following newscasts take Class "A" rate.

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

CLASS "B" (7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

SPECIAL FEATURES Twenty-seconds Service Spot Announcements or Time Signals, allowing sponsor's name and short announcement with added service of weather report, temperature, time signal. Twenty second limit sold as available, on monthly contract. If announcement is sold after 7:30 p.m., only sponsor's name and weather report and time signal, etc., accepted.

ELECTRICAL TRANSCRIPTIONS Transcription library services available. A brochure will be mailed on request.

POLITICAL TALKS AND PROGRAMS Regular one time rates; no serial discounts; payable in advance.

TALENT Rates on application.

REMOTE CONTROL All necessary remote control equipment for broadcasting from any location. Public address system arranged if required.

Contract and Other Requirements Transcription charges on transcriptions, artists' fees, wire and mechanical charges for remote control programs, etc., to be charged to and paid for by the advertiser.

Contract and Other Requirements All contracts subject to the Canadian Radio Broadcasting Commission regulations. Advertising must be submitted for approval.

Closing Time Closing date one week in advance of service 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.

Personnel Manager—D. Homersham. Program Manager—Jan Clark.

Representatives Vancouver—J. E. Baldwin, 541 West Georgia Street. Trinity 1381. Calgary, Winnipeg, Toronto, Montreal—All Canada Radio Facilities, Ltd. U. S.—Weed and Company.

KELOWNA

CKOV

(Established 1931)

Rates effective September 1, 1939. Owned and operated by Okanagan Broadcasters, Ltd. Business Office and Studio—Mill Avenue, Kelowna, British Columbia.

Transmitter—Okanagan Mission, British Columbia. Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 476.2 meters; 650 kilocycles.

Licensed to operate full time. Operates on Pacific Standard Time. Actual operating schedule: Sunday 8:00 a.m. to 11:30 p.m. Week days 6:30 a.m. to 12:00 midnight.

Agency Commission Agency commission 15% on station rates to advertising agencies recognized by station owners on station time and transcription charges. No commission on talent. Accounts mailed first month following broadcast.

General Advertising Also sold in combination with CJAT, Trail, and CFJC, Kamloops. For combination rates see listing of CJAT, Trail, B. C.

CLASS "A" (12:00 noon to 1:30 p.m. and 6:00 p.m. to 11:00 p.m. week days and all day Sunday)

CLASS "B" (6:30 a.m. to 12:00 noon, 1:30 p.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

ANNOUNCEMENTS No announcements broadcast after 7:30 p.m.

CLASS "A" (12:00 noon to 1:30 p.m. and 6:00 p.m. to 11:00 p.m. week days and all day Sunday)

CLASS "B" (6:30 a.m. to 12:00 noon, 1:30 p.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

SPECIAL FEATURES Time Signals—Limit of 25 words accepted on station breaks up to 11:00 p.m.

One signal daily, per month... 30.00. Two signals daily, per month... 50.00. Additional signals, per signal, per month... 20.00.

ELECTRICAL TRANSCRIPTIONS Accepted for broadcast before 7:30 p.m.

Transcription Library services available at the following rates: 1 hr. 15.00 13.50 12.00 10.50

CLASS "A" (12:00 noon to 1:30 p.m. and 6:00 p.m. to 11:00 p.m. week days and all day Sunday)

CLASS "B" (6:30 a.m. to 12:00 noon, 1:30 p.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

POLITICAL TALKS Class "A" one time rates apply. No serial discounts. Payable in advance.

REMOTE CONTROL Full facilities available. Line charges extra; also operator's expenses if out of town.

Contract and Other Requirements All contracts subject to Canadian Broadcasting Commission regulations. Advertising must be submitted for approval. Publicity and political speeches must be submitted day before broadcast.

Closing Time Talent and recorded programs close two weeks in advance of broadcast.

Announcements close three days in advance of broadcast. 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.

Personnel Managing Director—J. W. B. Browne.

Representatives All-Canada Radio Facilities Limited. United States—Weed & Company.

NELSON

CKLN

(Established 1930)

Rates effective October 1, 1941. (Card No. 2.) Owned and operated by The Nelson Daily News. Business Office and Studio—Radio Avenue and Fourth St., P. O. Box 250, Nelson, B. C.

Transmitter—Radio Avenue and Fourth Street, Nelson, B. C. (This listing continued on next page)

British Columbia—Cont'd

ANNOUNCEMENTS

Table with columns for word counts (100 words, Daily, per month) and rates for various time slots (11, 13, 26, 52, 104, 170).

ELECTRICAL TRANSCRIPTIONS

Regular rates apply to recordings only. Extra charge made for transcriptions depending upon cost and type.

REMOTE CONTROL

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

TALENT

Rates on request. Contract and Other Requirements. Contracts are subject to cancellation by four week written notice...

Closing Time. Contracts close two weeks in advance of first program. Announcement copy and transcription close 12 hours in advance...

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

Personnel. Station Manager—Clarence Insulander. Commercial Manager—Sidney Anderson.

Representatives. Toronto—Wright & Stovin.

TRAIL

CJAT

Rates effective January 1, 1943.

Owned by Kootenay Broadcasting Co. Ltd. Supervised by Taylor, Pearson and Carson, Ltd. Business Office—215 Victoria Street, Trail, B. C.

Operating power—1,000 watts (100% modulation—crystal control.) 491.8 meters; 610 kilocycles.

Licensed to operate full time on regional channel. Operates on Pacific Daylight Saving Time.

Agency Commission. Agency commission 15% to recognized advertising agencies. No commission on talent or lines. No cash discount.

General Advertising. Also sold in combination with CKOV, Kelowna, and CFJC, Kamloops. Combination rates are included in this listing.

Rates include charges by owners of music copyrights.

Table with columns for word counts and rates for CLASS 'A' (6:00 p.m. to 11:00 p.m.).

Table with columns for word counts and rates for CLASS 'B' (All other time).

Table with columns for word counts and rates for CLASS 'A' (6:00 p.m. to 11:00 p.m.).

Table with columns for word counts and rates for CLASS 'B' (All other time).

ANNOUNCEMENTS

No advertising spot announcements from 7:30 p.m. to 11:00 p.m. or on Sunday. No price quoting permitted.

Competition Rates. The following rates are for the following stations in spot or network combination: CJAT, Trail; CKOV, Kelowna; CFJC, Kamloops.

Rate card dated June, 1941. (Card No. 1.)

Table with columns for word counts and rates for CLASS 'A' (12:00 noon to 1:30 p.m., 6:00 p.m. to 10:30 p.m.).

Table with columns for word counts and rates for CLASS 'B' (All other time).

Table with columns for word counts and rates for CLASS 'A' (7:00 a.m. to 12:00 noon, 1:30 p.m. to 6:00 p.m.).

Table with columns for word counts and rates for CLASS 'B' (All other time).

Wherever telephone lines are available remote control broadcasts can be arranged.

Contract and Other Requirements. Rates are for station time only, talent is extra. All programs and material are subject to approval of station management.

VANCOUVER

CBR

(Established 1925) Rates effective January 1, 1942. (Card No. 2.) Owned and operated by Canadian Broadcasting Corp.

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.

Agency Commission. Agency commission 15% allowed to recognized agencies on net charges for station time.

General Advertising. For combination rates see listing of Canadian Broadcasting Corporation (British Columbia Regional Network).

Rates include charges by owners of music copyrights, except on music not covered by licenses or agreements with station.

Table with columns for word counts and rates for CLASS 'A' (6:00 p.m. to 11:00 p.m.).

Table with columns for word counts and rates for CLASS 'B' (All other time).

SPECIAL FEATURES. Time Signals—Day or evening service (Sunday excepted) exclusive to one advertiser...

Table with columns for word counts and rates for CLASS 'A' (6:00 p.m. to 11:00 p.m.).

Table with columns for word counts and rates for CLASS 'B' (All other time).

ELECTRICAL TRANSCRIPTIONS. Accepted before 7:30 p.m. Transcription library services available—rates on request.

TALENT. Rates on request. Contract and Other Requirements. Alcoholic beverage advertising not accepted.

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

Personnel. British Columbia Regional Rep.—Ira Dilworth. Commercial Manager—H. W. Faulson.

CJOR

Rates received May 23, 1938. Owned and operated by CJOR, Lt., 846 Howe St., Vancouver, British Columbia.

Operating power—1,000 watts (100% modulation—crystal control.) 500 meters; 600 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Pacific Daylight Saving Time.

Agency Commission. Agency commission 15%.

General Advertising. Rates are based on the total number of broadcasts within one year but in no case does a series of discounts apply to less than one broadcast per week.

Table with columns for word counts and rates for CLASS 'A' (6:00 p.m. to 10:00 p.m.).

Table with columns for word counts and rates for CLASS 'B' (All other time).

ANNOUNCEMENTS. 100 words or 1 minute. 18, 26, 52, 104, 170.

NELSON—Continued

CKLN—Continued

Operating power—250 watts (100% modulation—crystal control.) 41.9 meters; 1240 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Pacific Daylight Saving Time.

Agency Commission. Agency commission 15% to recognized advertising agencies on station time only.

General Advertising. Rates are for local and national advertising. Rates include charges by owners of music copyrights.

Table with columns for word counts and rates for CLASS 'A' (12:00 noon to 1:30 p.m., 6:00 p.m. to 7:00 p.m.).

Table with columns for word counts and rates for CLASS 'B' (All other time).

Table with columns for word counts and rates for CLASS 'A' (12:00 noon to 1:30 p.m., 6:00 p.m. to 7:00 p.m.).

Table with columns for word counts and rates for CLASS 'B' (All other time).

SPECIAL FEATURES. Time Signals—Before 11:00 p.m. at station breaks; limited to 25 words.

General Advertising. Also sold in combination with CKOV, Kelowna, and CFJC, Kamloops.

Rates include charges by owners of music copyrights.

Table with columns for word counts and rates for CLASS 'A' (6:00 p.m. to 11:00 p.m.).

Table with columns for word counts and rates for CLASS 'B' (All other time).

ELECTRICAL TRANSCRIPTIONS. Accepted before 7:30 p.m. Transcription library services available—rates on request.

TALENT. Rates on request. Contract and Other Requirements. Alcoholic beverage advertising not accepted.

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

Personnel. Manager—Hume A. Lethbridge. Representatives. Toronto—Wright & Stovin.

PRINCE RUPERT

CFPR

(Established 1938) Rates effective January 1, 1938. Owned and operated by Northwest Broadcast & Service Company, Limited.

Operating power—50 watts (100% modulation—crystal control.) 11.9 meters; 1240 kilocycles.

Licensed to operate full time on cleared regional channel. Operates on Pacific Daylight Saving Time.

Agency Commission. Agency commission 15% to recognized advertising agencies on station time only.

General Advertising. Rates are for local and national advertising. Rates include charges by owners of music copyrights.

Table with columns for word counts and rates for CLASS 'A' (12:00 noon to 1:30 p.m., 6:00 p.m. to 10:30 p.m.).

Table with columns for word counts and rates for CLASS 'B' (All other time).

Table with columns for word counts and rates for CLASS 'A' (7:00 a.m. to 12:00 noon, 1:30 p.m. to 6:00 p.m.).

Table with columns for word counts and rates for CLASS 'B' (All other time).

British Columbia—Cont'd

VANCOUVER—Continued

C J O R—Continued

SPECIAL FEATURES

Time Signals—25 words. Station management reserves the right to limit the number of time signals received per day.

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

Table with 4 columns: Signal type, 3 mos., 6 mos., 12 mos. Rows include 1 signal daily, 2 signals daily, 3 signals daily, and Sport Broadcasts.

Transcription library service available—rates and details on request.

TALENT

Rates on application.

REMOTE CONTROL

Rates on request.

Contract and Other Requirements

No blanket contracts accepted, i.e., time for resale and distribution to various advertisers. All programs must be in accordance with Governmental Regulations and are subject to approval of station management...

Closing Time

Material must be in at least one full business day previous to 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

General Manager—G. C. Chandler
Commercial Manager—D. E. Laws
Program Director—W. Peters.

Representatives

United States—Joseph Hershey McGillivray, Inc.
Toronto, Montreal, Winnipeg—Stovin & Wright.

CKMO

(Established 1923)

Rates effective June 1, 1941.

Owned and operated by British Columbia Broadcasting System, Ltd.
Business Office and Studio—312 Robson Street, Vancouver, British Columbia, Marine 1271-2.

Transmitter—New Sun Building, Vancouver, B. C.

Wave—Power—Time

Operating power—100 watts
(212.8 meters; 1410 kilocycles.)
Licensed to operate on an international channel.

Operates on Pacific Daylight Saving Time.

Actual operating schedule: Sundays 7:45 a.m. to 11:30 p.m. Week days 6:45 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to recognized advertising agencies. Cash discount—

General Advertising

CLASS "A"

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

Table with 4 columns: Time slots (1 hr, 1/2 hr, 1/4 hr, 5 min), and 4 columns of rates for different durations (1 ti, 3 ti, 5 ti, 10 ti).

CLASS "B"

(7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)

Table with 4 columns: Time slots (1 hr, 1/2 hr, 1/4 hr, 5 min, 1 min), and 4 columns of rates for different durations (1 ti, 3 ti, 5 ti, 10 ti).

Rates on request.

POLITICAL TALKS

TALKS OR SPEECHES

One time rate applies.

RECORDED PROGRAMS

Rates include recordings for recorded programs. Transcription library services available—rates on request.

TALENT

Charged at cost.

REMOTE CONTROL

Regular rate plus line costs.

SERVICE FACILITIES

Rates include staff services announcements use of studios with commercial continuities. Merchandising cooperation extended.

Contract and Other Requirements

All advertising copy must comply with regulations of the Canadian Broadcasting Corporation and station policies.

Mechanical Program Equipment

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

Personnel

Manager—W. R. Gardner.
Sales Manager—A. N. Goodwin.

Representatives

Montreal and Toronto—Radio Representatives, Ltd.
U. S.—Howard H. Wilson Company.

CKWX

(Established 1923)

Rates effective September 1, 1940.

Owned and operated by Western Broadcasting Co., Ltd.

Business Office and Studio—543 Seymour St., Vancouver, B. C., Marine 5344.

Transmitter—Lulu Island, Richmond Municipality.

Wave—Power—Time

Operating power—1,000 watts.

(Crystal control.)
300.1 meters; 980 kilocycles.

Licensed to operate on an international channel. Operates on Pacific Daylight Saving Time.

Actual operating schedule: Sundays 8:00 a.m. to 11:00 p.m. Week days 6:30 a.m. to 12:00 midnight.

Agency Commission

Agency commission 15% to accredited advertising agencies on both station time rates and talent rates when talent is arranged by station. Invoices mailed first of month. No cash discount.

General Advertising

Daily schedules broadcast over short wave station CKFX, 49 meters, 6080 kilocycles.

Rates include charges by owners of music copyrights. The following rates are for national advertising.

(After 6:00 p.m.)

Table with 4 columns: Signal type (1 hr, 1/2 hr, 1/4 hr, 5 min) and 4 columns of rates for different durations (1 ti, 13 ti, 26 ti, 39 ti).

(Before 6:00 p.m.)

Table with 4 columns: Signal type (1 hr, 1/2 hr, 1/4 hr, 5 min) and 4 columns of rates for different durations (1 ti, 13 ti, 26 ti, 39 ti).

ANNOUNCEMENTS

(After 6:00 p.m.)

Table with 4 columns: Signal type (1 hr, 1 min, 25 words) and 4 columns of rates for different durations (1 ti, 13 ti, 26 ti, 39 ti).

(Before 6:00 p.m.)

Table with 4 columns: Signal type (1 min, 25 words) and 4 columns of rates for different durations (1 ti, 13 ti, 26 ti, 39 ti).

PARTICIPATING PROGRAMS

Good Morning, Neighbor—Monday through Friday, 9:00 a.m. to 9:30 a.m. Restricted to five non-competing participants. Rates on request.

POLITICAL TALKS

One time rate applies. No serial discounts.

ELECTRICAL TRANSCRIPTIONS

Transcription services available. Rates and details on request.

RECORDED PROGRAMS

Recorded programs available at straight station time rate. Unlimited before 7:30 p.m.; after that time subject to existing regulations of Canadian Broadcasting Corporation. Instantaneous recording equipment available.

REMOTE CONTROL

Full facilities available—rates on application. Contract and Other Requirements.

All programs and material subject to approval of station and, if necessary, of governmental body supervising radio. Regular staff services available. Discounts allowed on gross rates for the number of periods under contract not to exceed one year's duration. All continuities must conform with the requirements of the management and the rules and regulations of the Canadian Broadcasting Corporation.

Closing Time

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.

Personnel

Manager—Frank H. Elphicke.
Sales Manager—S. W. Caldwell.
Program Manager—Stuart MacKay.

Representatives

New York, Chicago, Detroit, San Francisco—Weed & Company.

Canada—All-Canada Radio Facilities, Ltd.

VICTORIA

C J V I

(Established 1923)

Rates effective October 1, 1941. (Card No. 1.)

Owned and operated by Island Broadcasting Company, Ltd.

Business Office and Studio—7th floor, Central Bldg., 620 View St., Victoria, B. C., Garden 2014.

Transmitter—Portage Inlet, Victoria, B. C.

Wave—Power—Time

Operating power—500 watts.

202.7 meters; 1480 kilocycles.

Licensed to operate full time.

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 all recognized agencies on net charges for station time. No cash discount. Invoices mailed first of month. Due and payable when rendered.

General Advertising

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

Table with 4 columns: Signal type (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min) and 4 columns of rates for different durations (1 ti, 26 ti, 52 ti, 100 ti).

(All other hours)

Table with 4 columns: Signal type (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min) and 4 columns of rates for different durations (1 ti, 26 ti, 52 ti, 100 ti).

Flash announcements and time signals...

(\*) 200 or more times.

SPECIAL FEATURES

Participating features take five minute rate. POLITICAL AND RELIGIOUS PROGRAMS Rates on request.

RECORDED PROGRAMS

Transcription library rental price rates:

Table with 6 columns: Time slots (1 hr, 1/2 hr, 1/4 hr) and 5 columns of rental rates for different durations.

(\*) 200 or more times.

Records charged for at the rate of 1.00 per 1/4 hour.

TALENT

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 announcements subject to station approval and limited to one minute. Sponsors Directed given preference over spot announcements. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

All continuities must conform with the requirements of the management and regulations of the Canadian Broadcasting Corporation.

Closing Time

Talent programs close two days to a week in advance. Announcements, talks and recorded programs close 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 turntables. Cue system available by arrangement for special effects.

Personnel

Manager—M. V. Chestnut.
Commercial Manager—M. V. Chestnut.
Program Director—Barry Wood.

Representatives

Canada—All-Canada Radio Facilities, Ltd.
United States—Weed & Company.

MANITOBA

BRANDON

CKX

(Established 1923)

Rates effective May 1, 1941.

Owned and operated by Manitoba Telephone System. Business Office and Studio—City Hall Square, Eighth and Princess Avenue, Brandon, Manitoba. Telephone 4532.

Transmitter—First Street North, Brandon, Manitoba.

Wave—Power—Time

Operating power—1,000 watts.

260.9 meters; 1150 kilocycles.

Operates on Central Daylight Saving Time.

Actual operating schedule: Sundays 10:00 a.m. to 11:30 p.m. Week days 7:00 a.m. to 11:30 p.m.

Agency Commission

Agency commission 15% to recognized advertising agencies on net station time charges. Bills due and payable monthly.

General Advertising

For combination rates see listing of Canadian Broadcasting Corporation (Prairie Regional Network).

Rates include charges by owners of music copyrights. (6:00 p.m. to 12:00 midnight)

Table with 4 columns: Signal type (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and 4 columns of rates for different durations (1 ti, 13 ti, 26 ti, 39 ti).

(7:00 a.m. to 6:00 p.m.)

Table with 4 columns: Signal type (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and 4 columns of rates for different durations (1 ti, 13 ti, 26 ti, 39 ti).

COMMERCIAL ANNOUNCEMENTS

(6:00 p.m. to 7:30 p.m.)

Table with 4 columns: Signal type (50 words, 100 words, 50 words, 100 words) and 4 columns of rates for different durations.

SPECIAL FEATURES

Time Signals: 1 daily 2 daily 100 40.00 75.00

Each additional signal, per month 80.00.

TALENT

Rates and details on application.

REMOTE CONTROL

On programs or announcements broadcast from any point within the city of Brandon other than CKX studios, a charge of 5.00 will apply.

On programs originating outside the city of Brandon, a charge of 20.00 plus actual expense of handling pick-up equipment will apply, in addition to the charges at schedule rates.

Contract and Other Requirements

Rates do not include artists' fees. Rates apply to broadcasting during regular schedule time. Additional charges are made for off-schedule broadcasting.

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—W. F. Selles.
Commercial Manager—Howard Clark.
Program Director—Eric Davies.

Representatives

United States—Joseph Hershey McGillivray, Inc.
Toronto, Montreal and Winnipeg—H. N. Stovin.

FLIN FLON

C F A R

(Established 1937)

Rates effective June 1, 1941. (Card No. 3.)

Owned and operated by Arctic Radio Corporation, Ltd.

Studio and Transmitter—120 Main Street, Flin Flon, Manitoba.

(This listing continued on next page)



MANITOBA—Continued

FLIN FLON—Continued  
C F A R—Continued

Power—Time  
Generating power—100 watts  
Crystal control  
53 meters—1400 kilocycles.  
Broadcast on Central Daylight Saving Time.  
Usual operating schedule: Sundays 9:30 a.m. to 1:00 p.m. Week days 7:00 a.m. to 11:00 p.m.  
Agency Commission  
Agency commission 15% to recognized advertising agencies. No cash discount. Bills rendered last of month; due within 30 days.  
Advertising  
Combination rates see listing of Canadian Broadcasting Corp. (Prairie Regional Supplementaries).  
Following rates are for national advertising. Rates include charges by owners of music copyrights.  
Amount 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 5:00 p.m. to 11:00 p.m.)  
1 hr. 13 tl. 26 tl. 52 tl. 100 tl.  
1/2 hr. 25.00 23.75 22.50 21.50 20.00  
1/4 hr. 12.00 12.35 11.70 11.05 10.40  
10 minutes 7.00 6.65 6.30 5.95 5.65  
5 minutes 5.00 4.75 4.50 4.25 4.00

CLASS "B"  
(All other time)  
1 hr. 16.00 15.20 14.20 13.60 12.80  
1/2 hr. 8.00 7.60 7.20 6.80 6.40  
1/4 hr. 4.00 3.80 3.60 3.40 3.20  
10 minutes 3.00 2.85 2.70 2.55 2.40

ANNOUNCEMENTS  
CLASS "A"  
(12:00 noon to 1:00 p.m. and 5:00 p.m. to 7:30 p.m.)  
1 hr. 13 tl. 26 tl. 52 tl. 100 tl.  
1/2 hr. 2.00 1.90 1.80 1.70 1.60  
10 words or with time signal, daily, per month 30.00

CLASS "B"  
(All other time before 5:00 p.m.)  
1 hr. 1.50 1.45 1.35 1.28 1.20  
1/2 hr. 0.75 0.70 0.65 0.60 0.55  
10 words or with time signal, daily, per month 25.00

POLITICAL RATES  
Political broadcasts take Class "A" rates.

REMOTE CONTROL  
Equipment available for all types of pick-ups at any point served by telephone or telegraph lines. Facilities subject to extra charges for line and mechanical costs. Extra charges not subject to agency commission.

Contract and Other Requirements  
All contracts must conform with the requirements of the Canadian Broadcasting Corporation. Advertising of alcoholic beverages not accepted. Contracts are subject to cancellation by 30 days' notice providing payment is received in accordance with programs or spots used.

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

Personnel  
Manager—R. H. Wright.  
Program Director—Miss R. DeLaine.  
Chief Engineer—R. Tate.

Representatives  
Toronto, Winnipeg—H. N. Stevin.  
United States—Joseph Hershey McGillivra, Inc.

WINNIPEG  
CJRC

(Established 1934)  
Rates effective November 1, 1939.  
Owned and operated by Transcanada Communications, Ltd.

Business Office and Studio—Free Press Bldg., Winnipeg, Manitoba, telephone 92-266.  
Transmitter—Middlechurch, Manitoba, 8 miles north of Winnipeg.

Power—Time  
Generating power—1,000 watts.  
100% modulation—crystal control.)  
472 meters; 630 kilocycles.

Broadcast on Central Standard Time.  
Usual operating schedule: Sundays 9:00 a.m. to 1:00 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  
Agency commission 15% to all recognized advertising agencies. Commissions do not apply to talent or production fees unless noted on contract. Invoices prepared list of each month. Accounts due and payable when rendered. No cash discount.

General Advertising  
Rates include charges by owners of music copyrights. Agency discounts earned only when broadcasting contracted for and presented within twelve month period.

CLASS "A"  
(7:30 p.m. to 10:30 p.m. week days, and 9:00 a.m. to 12:00 midnight Sunday)  
1 hr. 13 tl. 26 tl. 52 tl. 100 tl. 260 tl.  
1/2 hr. 90.00 85.50 81.00 76.50 72.00 67.50  
1 hr. 54.00 51.30 48.60 45.90 43.20 40.50  
1/2 hr. 38.00 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

CLASS "B"  
(12:00 noon to 1:30 p.m. and 5:00 p.m. to 7:30 p.m. week days)  
1 hr. 70.00 66.50 63.00 59.50 56.00 52.50  
1/2 hr. 42.00 39.90 37.80 35.70 33.60 31.50  
1/4 hr. 28.00 26.60 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 13.30 12.60 11.90 11.20 10.50

CLASS "C"  
(6:30 a.m. to 12:00 noon week days)  
1 hr. 50.00 47.50 45.00 42.50 40.00 37.50  
1/2 hr. 30.00 28.50 27.00 25.50 24.00 22.50  
1/4 hr. 20.00 19.05 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

CLASS "D"  
(All other time)  
1 hr. 13 tl. 26 tl. 52 tl. 100 tl. 260 tl.  
1/2 hr. 49.00 38.00 35.00 32.00 30.00 28.00  
1/4 hr. 24.00 21.00 20.40 19.20 18.00  
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

SPOT ANNOUNCEMENTS  
Sponsored programs and networks take preference over spot announcements. Station reserves the right to give announcements best alternate times available without notification. Station reserves the right to re-slot spot programs best alternative time available in favor of networks.  
Maximum 100 words. No spot announcements accepted between 7:30 p.m. and 11:00 p.m.

CLASS "B"  
(12:00 noon to 1:30 p.m. and 5:00 p.m. to 7:30 p.m. week days)  
1 hr. 13 tl. 26 tl. 52 tl. 100 tl. 260 tl.  
100 words..... 9.00 8.55 8.10 7.65 7.20 6.75  
50 words..... 6.00 5.70 5.40 5.10 4.80 4.50

CLASS "C"  
(6:30 a.m. to 12:00 noon week days)  
100 words..... 8.00 7.60 7.20 6.80 6.40 6.00  
50 words..... 5.00 4.75 4.50 4.25 4.00 3.75

CLASS "D"  
(1:30 p.m. to 5:00 p.m. week days)  
100 words..... 7.00 6.65 6.30 5.95 5.60 5.25  
50 words..... 4.00 3.80 3.60 3.40 3.20 3.00  
Flash Announcements or Chain Breaks: Not to exceed 25 words. Subject to same frequency discounts as spot announcements. All times, each 3.00.

ELECTRICAL TRANSCRIPTIONS  
Regular rates for time apply.  
Rates for recording on TALENT on application.

REMOTE CONTROL  
Equipment available for all types of pick-ups at any point served by telegraph or telephone lines. Lines will be equalized. Mobile unit available. Rates on application.

SERVICE FACILITIES  
Services of program director, musical director, announcers and engineers for rehearsal and production at no extra cost.

Contract and Other Requirements  
All material must conform to the regulations of the Canadian Broadcasting Corporation and acceptance of all material is at the discretion of the station management.

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

Personnel  
Manager—Gerry Gaetz.  
Sales Manager—Waldo Holden.  
Merchandising & Publicity—Norman Chamberlain.  
Program Manager—Jack Kemp.  
Technical Manager—Albert Hooper.

Representatives  
United States—Weed & Company.  
Montreal, Toronto, Winnipeg, Calgary and Vancouver—All-Canada Radio Facilities, Ltd.

CKY

(Established 1922)  
Rates effective July 1, 1942.  
Owned and operated by Manitoba Telephone System Business Office and Studio—Telephone Bldg., Winnipeg, Manitoba, telephone 92-191.  
Transmitter—St. Francis Xavier, Manitoba.

Power—Time  
Operating power 15,000 watts.  
100% modulation—facilitated control)  
303.0 meters; 890 kilocycles.

Licensed to operate on cleared channel.  
Affiliated with station CKX.  
Operates on Central Standard Time.  
Operating schedule: Sundays 8:30 a.m. to 11:35 p.m.; week days 7:00 a.m. to 11:35 p.m.

Agency Commission  
Agency commission 15% to recognized advertising agencies on net station time. No cash discount. Bills due and payable monthly. No commission on program costs or production charges. All accounts strictly net.

General Advertising  
For combination rates see listing of Canadian Broadcasting Corporation (Prairie Regional Network).  
(6:00 p.m. to 11:35 p.m.)

1 hr. 13 tl. 26 tl. 52 tl. 100 tl.  
1/2 hr. 120.00 114.00 108.00 102.00  
1/4 hr. 72.00 68.40 64.80 61.20  
1/4 hr. (7:00 a.m. to 6:00 p.m.)  
1 hr. 84.00 79.80 75.60 71.40  
1/2 hr. 48.00 45.60 43.20 38.40  
1/4 hr. 30.00 28.50 27.00 25.50

ANNOUNCEMENTS  
(Before 7:00 p.m.)  
1 hr. 100 or more  
Time signal 3.50 3.33 3.15 2.98 2.80  
50 words..... 7.00 6.30 5.95 5.60 5.25  
1/2 minute transcription or 100 words 12.00 10.20 9.60 9.00 8.40  
1 minute transcription 15.00 12.75 12.00 11.25 10.50

RECORDED PROGRAMS  
Transcription library service available—details on request.

TALENT  
Rates and requirements on application.  
Contract and Other Requirements  
Regular announcers serve all broadcasts without extra charge. No contract accepted for longer than three months, but renewal of same may be arranged. All contracts subject to cancellation unless program starts within 60 days. All contracts subject to station's approval and Dominion regulations.  
The station director reserves the right to refuse or discontinue any advertising for reasons satisfactory to himself.  
All programs must conform to the standards of the station; where advertiser has his own program same must be submitted for director's approval two weeks in advance, and not departed from without

director's consent. The voicing of advertising claims, selling arguments or requests to buy will not be permitted in announcements.  
All proposals subject to prior booking of time. The services of the studio management are at the disposal of advertisers using the station, without charge, for engaging at lowest rates musical or other performers. Program ideas, continuity, etc., prepared and submitted to advertisers without charge by station management.

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

Personnel  
Manager—W. H. Backhouse.  
Program Director—R. H. Roberts.  
Commercial Manager—A. J. Messner.  
Publicity Director—W. G. J. Carpenter.  
Representatives  
Toronto, Montreal and Winnipeg—H. N. Stevin.  
United States—Joseph Hershey McGillivra, Inc.

NEW BRUNSWICK

CAMPBELLTON  
CKNB

(Established 1939)  
Rates effective April 1, 1942.  
Owned and operated by Restigouche Broadcasting Co., Ltd.

Business Office and Studio—Chateau Restigouche Hotel, P. O. Drawer 840, Campbellton, New Brunswick, telephone 8.  
Transmitter—Maple Green, New Brunswick.

Power—Time  
Operating power—1,000 watts.  
100% modulation—crystal control.)  
315.8 meters; 950 kilocycles.

Licensed to operate on clear channel. Operates on Atlantic Daylight Time.  
Usual 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  
Agency commission 15% on station rates to all recognized advertising agencies. No commission on talent or line fees. Bills due and payable when rendered. No cash discount.

General Advertising  
For combination rates see listing of Canadian Broadcasting Corp. (Maritime Regional Supplementaries). Rates are based on total number of broadcasts under contract within one year. In no case does a series of discounts apply to less than one broadcast per week.

CLASS "A"  
(6:00 p.m. to 12:00 midnight and all day Sunday)  
1 hr. 13 tl. 26 tl. 52 tl. 104 tl. 250 tl.  
1/2 hr. 45.00 42.75 40.50 38.25 36.00 33.75  
1/4 hr. 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

CLASS "B"  
(8:00 a.m. to 6:00 p.m. week days)  
1 hr. 27.00 25.65 24.30 22.95 21.60 20.25  
1/2 hr. 16.20 15.30 14.40 13.50 12.60 11.70  
1/4 hr. 10.80 10.20 9.72 9.18 8.64 8.10  
5 minutes 7.00 6.65 6.30 5.95 5.60 5.25

ANNOUNCEMENTS  
CLASS "A"  
(6:00 p.m. to 7:30 p.m. week days)  
1 hr. 13 tl. 26 tl. 52 tl. 104 tl.  
One minute or 100 words..... 5.00 4.75 4.50 4.25

CLASS "B"  
(3:00 a.m. to 6:00 p.m.)  
One minute or 100 words..... 4.00 3.30 3.60 3.40

SPECIAL FEATURES  
Time signals or weather reports:  
Limit, 25 words, one signal daily except Sunday, per month 40.00. Each additional signal daily, except Sunday, per month 20.00.

POLITICAL RATES  
Evening rates apply to both day and night broadcasts.  
ELECTRICAL TRANSCRIPTIONS  
Regular time charges apply to recorded programs. Accepted daily up to 10:00 p.m.

TALENT  
Rates on request.

REMOTE CONTROL  
Remote control charges on programs originating outside of studio are extra and will be quoted upon request. Line charges extra.

Contract and Other Requirements  
No contract accepted for longer than one year. Rates are for the facilities of the station only. Program charges (artists' fees) are additional to broadcasting rates and are not subject to discount. All programs, continuities and announcements are subject to the approval of the management and the regulations of the Canadian Broadcasting Corporation. No charge for preparation or adaptation of continuities.

The station is not bound to broadcast the program of the sponsor if prevented by weather conditions, strikes, fire, breakage, or any other reason over which the management has no control.

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

Personnel  
Station Manager—C. S. Chapman.  
Representatives  
Canada—All-Canada Radio Facilities, Ltd.

FREDERICTON  
CFNB

(Established 1928)  
Rates effective June 1, 1938.  
Owned and operated by James S. Neill & Sons, Ltd. Business Office and Studio—Queen Street, Fredericton, New Brunswick, telephone 300.  
Transmitter—Lincoln, New Brunswick.

(This listing continued on next page)

New Brunswick—Cont'd

FREDERICTON—Continued
CFNB—Continued

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
545.5 meters; 650 kilocycles.
Licensed to operate full time on Atlantic Daylight Saving Time.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.
Agency Commission
Agency commission 15% to all recognized advertising agencies; cash discount none. No commission on talent or line fees. Bills due when rendered. Payment in advance when no commercial rating.
General Advertising
For combination rates see listing of Canadian Broadcasting Corporation (Maritime Regional 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.

Table with 4 columns: Time slot, Rate (11 ti.), Rate (26 ti.), Rate (52 ti.). Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 2 minutes, 1 minute for various times of day.

ANNOUNCEMENTS

No advertising spot announcements after 7:30 p.m. or on Sunday. No price quoting permitted. Spot announcements immediately preceding or following newscasts, regular rates plus 25%.

SPECIAL FEATURES

Children's Birthday Party: 9:00 a.m. to 9:45 a.m. Saturday.
Musical Clock: 7:00 a.m. to 8:30 a.m. daily.

POLITICAL SPEECHES

One time rate for general advertising apply (no time discounts).

RECORDED PROGRAMS AND ELECTRICAL TRANSCRIPTIONS

No extra charge for use of station phonograph records. Regular rates apply to electrical transcriptions. Transcription library service available—details on request.

TALENT

Rates on application. REMOTE CONTROL
Full facilities available, including public address system.

Contract and Other Requirements
All advertising programs and announcements subject to the approval of the management and government regulations. No blanket contracts accepted.

Closing Time
Closing date three weeks in advance of service if program is to be included in publicity release.

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

Personnel
United States—Weed & Company, Canada—All-Canada Radio Facilities, Ltd.

MONCTON
CKCW

Rates effective April 15, 1937. Owned and operated by Moncton 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.
(100% modulation—crystal control.)
214.3 meters; 1400 kilocycles.
Actual operating schedule: Sundays 11:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:15 a.m.

Agency Commission
Agency commission 15% to recognized agencies. No cash discount.
General Advertising
For combination rates see listing of Canadian Broadcasting Corporation (Maritime Regional Network).

Table with 4 columns: Time slot, Rate (1 ti.), Rate (26 ti.), Rate (52 ti.), Rate (100 ti.), Rate (300 ti.). Rows include 1 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 2 minutes, 1 minute for various times of day.

SPOT ANNOUNCEMENTS

No spot announcements accepted on Sundays or between 7:30 p.m. and 11:00 p.m. week days.

1 minute or 100 words (After 6:00 p.m.) 3.00
1 minute or 100 words (Before 6:00 p.m.) 2.00

REMOTE CONTROL

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

Contract and Other Requirements
All proposals subject to prior booking of time. No blanket contracts accepted. No contracts accepted for longer period than one year. All advertising programs subject to the approval of the management and governmental regulations. Express charges on recordings are to be paid in advance by advertiser when required. 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.

Closing Time
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 33-1/8 and 78 r.p.m. double turn-plates for vertical and lateral cut recordings.

Personnel
Manager—F. A. Lynds, Program Director—Earl M. McCarron, Chief Engineer—A. J. White

Representatives
United States—Joseph Hershey McGillivra, Inc. Toronto, Montreal—Stovin & Wright.

SACKVILLE
CBA

(Established 1939)

Rates effective October 1, 1939. Owned and operated by Canadian Broadcasting Corp. Business Office and Studio—100 Sackville St., Halifax, Nova Scotia. Transmitter—Sackville, New Brunswick.

Wave—Power—Time
Operating power—50,000 watts.
(100% modulation—crystal control.)
280.4 meters; 1070 kilocycles.
Licensed to operate on clear channel. Operates on Atlantic Daylight Time. Operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 7:15 a.m. to 12:00 midnight.

Agency Commission
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.

General Advertising
For combination rates see listing of Canadian Broadcasting Corporation (Maritime Regional Network). Rates include charges by owners of music copyrights, except on music not covered by licenses or agreements with the Canadian Broadcasting Corporation.

Table with 4 columns: Time slot, Rate (6:00 p.m. to 11:00 p.m.), Rate (11 ti.), Rate (26 ti.), Rate (52 ti.), Rate (100 ti.). Rows include 1 hour, 1/2 hour, 1/4 hour.

Table with 4 columns: Time slot, Rate (9:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight), Rate (11 ti.), Rate (26 ti.), Rate (52 ti.), Rate (100 ti.). Rows include 1 hour, 1/2 hour, 1/4 hour.

Table with 4 columns: Time slot, Rate (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight), Rate (11 ti.), Rate (26 ti.), Rate (52 ti.), Rate (100 ti.). Rows include 1 hour, 1/2 hour, 1/4 hour.

Table with 4 columns: Time slot, Rate (9:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight), Rate (11 ti.), Rate (26 ti.), Rate (52 ti.), Rate (100 ti.). Rows include 1 hour, 1/2 hour, 1/4 hour.

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.

Table with 2 columns: Service, Rate. Rows include Four daily for 3 months, per month; Four daily for 6 months, per month; Four daily for 12 months, per month; Four daily for 3 months, per month; Four daily for 6 months, per month; Four daily for 12 months, per month.

ELECTRICAL TRANSCRIPTIONS
Accepted during Class "B" time and up to 7:15 p.m. on Class "A" time only, at regular rates.

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 33-1/8 and 78 r.p.m. double turn-plates.

Personnel
Regional Dir. (Halifax, N. S.)—George R. Young, Regional Engineer (Sackville, N. B.)—H. M. Smith.

SAINT JOHN
CHSJ

Rates effective September 1, 1940. Owned and operated by New Brunswick Broadcasting Company, Ltd. Business Office and Studio—14-16 Church Street, Saint John, New Brunswick, telephone 3-2907. Transmitter—Coldbrook, Saint John, New Brunswick.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
260.9 meters; 1150 kilocycles.
Licensed to operate on Atlantic Standard Time Daylight Saving Time observed from May 4 to September 27.

Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight.

Agency Commission
Agency commission 15%; cash discount none. Commission line does not apply to talent or line fees. Talents billed weekly and are due when rendered.

General Advertising
For combination rates see listing of Canadian Broadcasting Corporation (Maritime Regional 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.

Table with 4 columns: Time slot, Rate (10:00 p.m. to 12:00 midnight), Rate (11 ti.), Rate (26 ti.), Rate (52 ti.), Rate (104 ti.), Rate (26 ti.). Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 4 columns: Time slot, Rate (12:30 a.m. to 8:00 p.m.), Rate (11 ti.), Rate (26 ti.), Rate (52 ti.), Rate (104 ti.), Rate (26 ti.). Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 4 columns: Time slot, Rate (Before 6:00 p.m.), Rate (11 ti.), Rate (26 ti.), Rate (52 ti.), Rate (104 ti.), Rate (26 ti.). Rows include 1 minute, 25 word flash, 1 minute, 25 word flash.

ANNOUNCEMENTS
No advertising spot announcements after 7:30 or on Sunday. No price quoting permitted. Announcements subject to station approval.

Table with 4 columns: Time slot, Rate (After 6:00 p.m.), Rate (11 ti.), Rate (26 ti.), Rate (52 ti.), Rate (104 ti.), Rate (26 ti.). Rows include 1 minute, 25 word flash, 1 minute, 25 word flash.

Table with 4 columns: Time slot, Rate (Before 6:00 p.m.), Rate (11 ti.), Rate (26 ti.), Rate (52 ti.), Rate (104 ti.), Rate (26 ti.). Rows include 1 minute, 25 word flash, 1 minute, 25 word flash.

POLITICAL SPEECHES
One time rate applies.

SPECIAL FEATURES
Farm Fair: 7:00 a.m. to 7:15 a.m. Rise 'n Shine: 7:15 a.m. to 9:00 a.m. The Morning Bulletin Board: 11:00 a.m. to 11:30 a.m. Community Dolms: 3:30 p.m. to 4:00 p.m. Newscastrs: 8:00 a.m., 9:00 a.m., 12:00 noon, p.m., 3:15 p.m., 6:15 p.m., 7:45 p.m., 9:00 p.m., 11:00 p.m.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply.

TALENT
Rates on application. REMOTE CONTROL
Full facilities available including public address system.

Contract and Other Requirements
All advertising programs and announcements subject to the approval of the management and government regulations. No blanket contracts accepted.

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

Representatives
United States—Joseph Hershey McGillivra, Inc. Montreal, Toronto—H. N. Stovin.

NOVA SCOTIA

HALIFAX
CHNS

(Established 1926)

Rates effective March 1, 1941. Operated by Maritime Broadcasting Company, Ltd. Business Office and Studios—Broadcasting House, Tobin Street, Halifax, Nova Scotia. Other Studios—Lord Nelson Hotel, Halifax, N.S. Transmitter—Bedford, Nova Scotia.

Wave—Power—Time
Operating power—1,000 watts.
(100% modulation—crystal control.)
312.5 meters; 960 kilocycles.
Licensed to operate on Atlantic Standard Time. Observes Daylight Saving Time from first Sunday in May to Sunday in September.

Actual operating schedule: Sundays 9:00 a.m. to 12:15 a.m. Week days 7:30 a.m. to 12:15 a.m.

Agency Commission
Agency commission 15% to recognized advertising agencies. Commission does not apply to talent. Talents are billed monthly. Bills due and payable when rendered.

General Advertising
For combination rates see listing of Canadian Broadcasting Corporation (Maritime Regional Network).

Table with 4 columns: Time slot, Rate (11 ti.), Rate (26 ti.), Rate (52 ti.), Rate (104 ti.), Rate (156 ti.), Rate (26 ti.). Rows include 1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 4 columns: Time slot, Rate (Before 6:00 p.m.), Rate (11 ti.), Rate (26 ti.), Rate (52 ti.), Rate (104 ti.), Rate (156 ti.), Rate (26 ti.). Rows include 1 minute or 100 words, 20 second dash or 25 words, 1 minute or 100 words.

ANNOUNCEMENTS OR TRANSCRIBED DRAMATIZED SPOTS
Announcement spots are broadcast during "synopsis" period, when station provides popular disc music, during special breakfast, lunch and tea periods.

Quotations are net, all term discounts having been deducted. Spot rates are for station run of schedule. If specified time is imperative, one time rate applies.

Table with 4 columns: Time slot, Rate (11 ti.), Rate (26 ti.), Rate (52 ti.), Rate (104 ti.), Rate (156 ti.), Rate (26 ti.). Rows include 1 minute or 100 words, 20 second dash or 25 words, 1 minute or 100 words.

Service Spot Announcements
Announcements of 20 seconds, allowing for spot name and short announcement with added service time signals, sold as available, on monthly contract only, at rates applicable to one minute spots.

SPECIAL FEATURES
Newscasts: Includes spot before and after at regular rates plus production charges. Reading of the fun (nightly), women's radio hour and musical and other feature programs—rates and details on request.

RECORDED PROGRAMS
Transcription library services available at 5.00 each 15 minute period above station time. Proof available and other details furnished on request.

TALENT
Rates on request.

(This listing continued on next page)

NOVA SCOTIA—Continued

HALIFAX—Continued

CHNS—Continued

REMOTE CONTROL
Facilities available. Line and pick-up charges extra.
Contract and Other Requirements
All continuities and announcements must conform with the requirements of the management and the rules and regulations of the Canadian Radio Broadcasting Commission.

SYDNEY CJCJ

(Established 1929)
Rates received September 19, 1938.
Owned and operated by Eastern Broadcasters, Ltd.
Business Offices and Studio—Radio Bldg., Sydney, Nova Scotia, telephone 209.

General Advertising
For combination rates see listing of Canadian Broadcasting Corp. (Maritime Regional Supplementaries).
(After 6:00 p.m.)
1 hr. 30.00 13 tl. 26 tl. 52 tl. 100 tl. 200 tl.

ANNOUNCEMENTS
Spot Announcements: 100 word limit; all hours up to 7:30 p.m., per announcement 3.00; 25 word limit, per announcement 1.50.
One Minute Transcribed Spots 3.00.

RECORDED PROGRAMS
Regular time charges apply.
TALENT
Rates on application.
REMOTE CONTROL
Full remote control facilities available.

ONTARIO

BRANTFORD CKPC

(Established 1928)
Rates effective October 1, 1937.
Operated by Telephone City Broadcast, Ltd.
Studio—49-51 Colborne Street, Brantford, Ontario.

General Advertising
Discounts on gross rates apply to number of periods under contract not to exceed one year's duration.
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 11:00 p.m.)

ANNOUNCEMENTS
No spot advertising after 7:30 p.m. No price quoting permitted. All announcements subject to station approval.

Meditations: 9:00 a.m. to 9:30 a.m.
Organ Program: 6:00 p.m. to 6:30 p.m.
Sport Cast: 6:45 p.m.
Clement Old Time Program: Saturdays 9:00 p.m. to 9:30 p.m., Monday 8:30 p.m. to 9:00 p.m.

BROCKVILLE CFLC

Rates effective March 1, 1942.
Owned and operated by J. C. Whitty.
Business Office and Studio—Brockville, Ont.
Transmitter—No. 2 Highway, Leeds County, Ont.

SPOT ANNOUNCEMENTS
Spot announcements will be broadcast within the time class paid for, but will be accepted for broadcasting in the run of schedule basis only, except spot announcements before and after the news which will be guaranteed as to time but will be subject to a 25% additional charge.

CHATHAM CFCO

(Established 1925)
Rates effective January 1, 1942. (Card No. 8.)
Owned and operated by John Beardall, P. O. Box 275, Chatham, Ontario, telephone 2628.

YARMOUTH CJLS

Rates effective April 1, 1940.
Owned and operated by Gateway Broadcasting Co.
Business Office and Studio—Radio Building, Main Street, Box 684, Yarmouth, Nova Scotia, telephone 500.

CHATHAM—Continued
CFCO—Continued

Table with 6 columns: Time slot, 1 tl., 18 tl., 26 tl., 52 tl., 100 tl.
CLASS 'A'
(12:00 noon to 1:30 p.m., 4:00 p.m. to 11:00 p.m.)

Table with 6 columns: Time slot, 1 tl., 18 tl., 26 tl., 52 tl., 100 tl.
CLASS 'B'
(7:30 a.m. to 12:00 noon, 1:30 p.m. to 6:00 p.m.)

ANNOUNCEMENTS
No advertising spot announcements 7:30 p.m. to 11:00 p.m.

Table with 2 columns: Time slot, Per announcement.
CLASS 'A'
(12:00 noon to 1:30 p.m., 4:00 p.m. to 11:00 p.m.)

Table with 2 columns: Time slot, Per announcement.
CLASS 'B'
(7:30 a.m. to 12:00 noon, 1:30 p.m. to 6:00 p.m.)

SPECIAL FEATURES
Newscasts: 8:00 a.m., 9:00 a.m., 11:00 a.m., 12:10 p.m., 1:30 p.m., 3:00 p.m., 4:15 p.m., 6:15 p.m., 7:00 p.m., 8:00 p.m. and 10:00 p.m.

POLITICAL SPEECHES
One time night rates apply to all periods.
REMOTE CONTROL
Programs broadcast from outside points are subject to special charges.

FORT WILLIAM
CKPR

Rate card undated; received April 14, 1939.
Business Office and Studio—Radio Hall, Fort William, Ontario South 415
Other Studios—Public Utilities Bldg., Port Arthur, Ont.

Table with 6 columns: Time slot, 1 tl., 13 tl., 26 tl., 52 tl., 100 tl.
CLASS 'A'
(12:00 noon to 1:30 p.m. and 5:00 p.m. to 11:00 p.m.)

Table with 6 columns: Time slot, 1 tl., 13 tl., 26 tl., 52 tl., 100 tl.
CLASS 'B'
(8:00 a.m. to 12:00 noon and 1:30 p.m. to 5:00 p.m.)

ANNOUNCEMENTS
Announcements other than time signals not accepted between 7:30 p.m. to 11:00 p.m.

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

HAMILTON
CHML

(Established 1927)
Rates effective September 1, 1941.
Owned and operated by Maple Leaf Radio Co., Ltd. Hamilton, Ontario.

General Advertising
Rates include charges by owners of music copyrights.
CLASS 'A'
(6:00 p.m. to 10:30 p.m.)

Table with 6 columns: Time slot, 1 tl., 18 tl., 26 tl., 52 tl., 100 tl.
CLASS 'A'
(6:00 p.m. to 10:30 p.m.)

Table with 6 columns: Time slot, 1 tl., 18 tl., 26 tl., 52 tl., 100 tl.
CLASS 'B'
(Sign-on to 6:00 p.m. Sundays and 5:00 p.m. to 6:00 p.m. 12:00 noon to 1:30 p.m. week days)

Table with 6 columns: Time slot, 1 tl., 18 tl., 26 tl., 52 tl., 100 tl.
CLASS 'C'
(6:00 a.m. to 12:00 noon and 10:30 p.m. to 12:00 midnight)

Table with 6 columns: Time slot, 1 tl., 18 tl., 26 tl., 52 tl., 100 tl.
CLASS 'D'
(1:30 p.m. to 5:00 p.m. week days)

SPECIAL FEATURES
News—Every hour on the hour. Rates on request.
RECORDED PROGRAMS
Transcription library services available, rates on request.

REMOTE CONTROL
Programs which are broadcast from points outside of main studios will be subject to special charges.
Contract and Other Requirements
All programs and announcements are subject to approval of station and must be in accordance with all Government regulations.

CKOC

(Established 1922)
Rates effective July 1, 1939. (Card No. 6.)
Owned and operated by Wentworth Radio Broadcasting Agency, Ltd.

General Advertising
Discounts on gross rates for author of periods under contract not to exceed one year's duration.

Table with 6 columns: Time slot, 1 tl., 13 tl., 26 tl., 52 tl., 100 tl.
CLASS 'A'
(6:00 p.m. to 10:30 p.m. daily)

Table with 6 columns: Time slot, 1 tl., 26 tl., 52 tl., 100 tl., 200 tl.
CLASS 'A'
(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

Table with 6 columns: Time slot, 1 tl., 26 tl., 52 tl., 100 tl., 200 tl.
CLASS 'B'
(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

PARTICIPATING FEATURES
Participating features 10.00 9.50 9.00 8.50 8.00
ELECTRICAL TRANSCRIPTIONS
Regular rates apply which includes pre-audition by station engineer.

RECORDED PROGRAMS
Regular time charges apply to recorded programs.
TALENT
Rates on request.

REMOTE CONTROL
Notes on contract charged in addition to station time Contract and Other Requirements
Musical program rates are for the facilities of station 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.

KENORA
CKCA

(Established 1939)
Rates received April 21, 1942.
Owned and operated by Kenora Broadcasting Company, Ltd.
Business Office and Studio—Kenricia Hotel, Kenora, Ontario.

Table with 6 columns: Time slot, 1 tl., 13 tl., 26 tl., 52 tl., 100 tl.
CLASS 'A'
(6:00 p.m. to 10:30 p.m.)

Table with 6 columns: Time slot, 1 tl., 13 tl., 26 tl., 52 tl., 100 tl.
CLASS 'B'
(7:00 a.m. to 6:00 p.m. and 10:30 p.m. to 12:00 midnight)

ANNOUNCEMENTS
CLASS 'A'
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 7:30 p.m.)

Table with 6 columns: Time slot, 1 tl., 13 tl., 26 tl., 52 tl., 100 tl.
CLASS 'A'
(12:00 noon to 1:00 p.m. and 6:00 p.m. to 7:30 p.m.)

Table with 6 columns: Time slot, 1 tl., 13 tl., 26 tl., 52 tl., 100 tl.
CLASS 'B'
(7:00 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.)

ELECTRICAL TRANSCRIPTIONS
Full facilities for broadcasting all types of recordings or electrical transcriptions. Transcription library services available. Details on request.

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

KINGSTON
CFRC

Owned by Queens University and Kingston Standard.
Does not sell time.

ONTARIO—Continued

KINGSTON—Continued

C K W S (Established 1942)



Station effective September 1, 1942. (Card No. 1.) Owned and operated by Allied Broadcasting Corporation Limited. Business Office and Studio—Whig-Standard Bldg., Kingston, Ont. Transmitter—Wolfe Island, Frontenac County, 3-1/2 miles from Kingston, Ont.

Wave—Power—Time: Radiating power—1,000 watts. 535.7 meters; 500 kilocycles. Directional antenna. Licensed to operate full time on regional channel. Operates on Eastern Daylight Saving Time. Actual operating schedule: Sundays 8:00 a.m. to 11:45 a.m. Week days 7:30 a.m. to 11:45 p.m.

Agency Commission: Agency commission 15% to recognized agencies. No cash discount. Accounts due and payable when rendered.

General Advertising: Combination rates see listing of Canadian Broadcasting Company (Ontario Regional Network). Also sold in combination with CHEX, Peterborough, Ont. Combination rates included in this listing. The periods and spot announcements may not be combined for increased quantity discounts.

Table with 6 columns: Rate, 11:00 p.m. to 11:00 p.m. week days and all day Sundays, 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 260 t.l.

Table with 6 columns: Rate, 6:00 p.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m. week days, 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 260 t.l.

Table with 6 columns: Rate, 6:45 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m. week days, 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 260 t.l.

Table with 6 columns: Rate, 6:45 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m. week days, 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 260 t.l.

Table with 6 columns: Rate, 6:45 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m. week days, 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 260 t.l.

Table with 6 columns: Rate, 6:45 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m. week days, 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 260 t.l.

Table with 6 columns: Rate, 6:45 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m. week days, 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 260 t.l.

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Table with 6 columns: Rate, 6:45 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m. week days, 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 260 t.l.

Table with 6 columns: Rate, 6:45 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m. week days, 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 260 t.l.

Manager—Jack Davidson. Program Director—Bob Kesten. Engineer—Geo. McCurdy. Branch Offices: Toronto—80 Richmond St. W., Elgin 2464 (R. A. Leslie). Montreal—1440 St. Catharines St., Harbour 3051. Representatives—Weed & Company. Canada—All-Canada Radio Facilities.

KIRKLAND LAKE

C J K L (Established 1933)

Station effective October 1, 1939. Owned and operated by Northern Broadcasting & Publishing, Ltd. Business Office and Studio—Arcade Bldg., Kirkland Lake, Ontario. Other Offices—307 Victory Building, 80 Richmond Street W., Toronto, Ontario, telephone El. 2464. 310 Keefer Building, 1440 St. Catharines St. W., Montreal, Quebec, telephone Harbour 3051. Transmitter—Dane, Ontario.

Wave—Power—Time: Operating power—1,000 watts. (100% modulation—crystal control.) 535.7 meters; 500 kilocycles. Licensed to operate full time on cleared channel. Operates on Eastern Standard Time. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:30 a.m.

Agency Commission: Agency commission 15% on time and talent; no cash discount. Invoices mailed first of each month. Bills due and payable when rendered. General Advertising: For combination rates see listing of Canadian Broadcasting Corporation (Ontario Regional Network).

Table with 6 columns: Rate, 6:00 p.m. to 11:00 p.m. week days and all day Sunday, 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 300 t.l.

Table with 6 columns: Rate, 7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m., 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 300 t.l.

Table with 6 columns: Rate, 7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m., 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 300 t.l.

Table with 6 columns: Rate, 7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m., 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 300 t.l.

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Table with 6 columns: Rate, 7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m., 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 300 t.l.

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Table with 6 columns: Rate, 7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m., 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 300 t.l.

Table with 6 columns: Rate, 7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m., 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 300 t.l.

Table with 6 columns: Rate, 7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m., 1 t.l., 13 t.l., 26 t.l., 52 t.l., 100 t.l., 300 t.l.

Agency Commission: Agency commission 15% on station rates to recognized advertising agencies. No commission on talent. Bills due and payable on rendering of invoice. No cash discount. General Advertising: (CLASS "A" (After 6:00 p.m.))

Table with 6 columns: Rate, 1 t.l., 13 t.l., 26 t.l., 52 t.l., 104 t.l., 208 t.l.

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(This listing continued on next page)

LONDON

CFPL

Station effective January 1, 1939. Owned and operated by the London Free Press Printing Company. Business Office and Studio—Free Press Building, London, Ontario. Transmitter—6th Concession Westminster Road, London, Ontario.

Wave—Power—Time: Operating power—1,000 watts. (100% modulation.) 191.1 meters; 1570 kilocycles. Licensed to operate full time on cleared local channel. Operates on Eastern Daylight Saving Time. Actual operating schedule: Sundays 9:00 a.m. to 12:00 midnight. Week days 7:45 a.m. to 12:00 midnight.

Agency Commission: Agency commission 15% paid only to recognized advertising agencies. No cash discount. No commission on talent. General Advertising: For combination rates see listing of Canadian Broadcasting Corp. (Ontario Regional Supplementaries).

Table with 6 columns: Rate, 6:00 p.m. to 11:00 p.m., 1 t.l., 13 t.l., 26 t.l., 52 t.l., 104 t.l., 208 t.l.

Table with 6 columns: Rate, 6:00 p.m. to 11:00 p.m., 1 t.l., 13 t.l., 26 t.l., 52 t.l., 104 t.l., 208 t.l.

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KITCHENER

C K C R (Established 1929)

Station effective August 1, 1942. Owned and operated by W. C. Mitchell and G. Liddle. Business Office and Studio—Waterloo Trust Bldg., Kitchener, Ont., Kitchener 2-1240. Transmitter—Kitchener, Ontario.

Wave—Power—Time: Operating power—250 watts. (100% modulation—crystal control.) 201.3 meters; 1490 kilocycles. Licensed to operate full time on Eastern Standard Time. Actual operating schedule: Sundays 8:45 a.m. to 11:00 p.m. Week days 7:30 a.m. to 11:00 p.m.

Agency Commission: Agency commission 15% on station rates to recognized advertising agencies. No commission on talent. Bills due and payable on rendering of invoice. No cash discount. General Advertising: (CLASS "A" (After 6:00 p.m.))

Table with 6 columns: Rate, 1 t.l., 13 t.l., 26 t.l., 52 t.l., 104 t.l., 208 t.l.

ONTARIO—Continued

LONDON—Continued C F P L—Continued

Personnel General Manager—Charles Thomas. Commercial Manager—Phillip H. Morris. Chief Engineer—Cecil Yorke. Representatives Montreal, Toronto—H. N. Stovin United States—Joseph Hershey McGillvra, Inc.

NORTH BAY C F C H (Established 1931)

Rates effective July 1, 1940. Owned and operated by Northern Broadcasting & Publishing, Ltd. Business Office and Studio—Main Street, North Bay, Ontario, telephone 2400. Other Offices—305 Victory Bldg., 80 Richmond St., W., Toronto, Ontario, telephone EL 2484; Dominion Square Bldg., Montreal, Quebec, telephone La. 6400. 310 Keefer Building, 1440 St. Catharines St., W., Montreal, Quebec, telephone Harbour 3051. Transmitter—North Bay, Ontario. Wave—Power—Time Operating power—100 watts. (100% modulation—crystal control.) 243.9 meters; 1400 kilocycles. Licensed to operate full time on cleared local channel. Operates on 14.00 13.30 Daylight Saving Time. Actual operating schedule: Sunday 8:00 a.m. to 12:45 a.m. Week days 7:00 a.m. to 12:45 a.m.

Agency Commission Agency commission 15% on time and talent; no cash discount. Invoices mailed monthly. Bills due and payable when rendered. General Advertising For combination rates see listing of Canadian Broadcasting Corporation (Ontario Regional Network). CLASS "A" (6:00 p.m. to 11:00 p.m. week days and all day Sunday) 1 tt. 15 tt. 26 tt. 52 tt. 100 tt. 300 tt. 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 9.50 9.00 8.50 8.00 5 minutes 7.00 6.65 6.30 5.95 5.60 5.25 CLASS "B" (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.) 1/2 hour..... 12.60 12.00 11.40 10.80 10.20 9.60 1/4 hour..... 8.40 8.00 7.60 7.20 6.80 6.40 10 minutes 6.30 6.00 5.70 5.40 5.10 4.80 5 minutes 4.20 4.00 3.80 3.60 3.40 3.20

ANNOUNCEMENTS Spot announcements and chain breaks—25 words or less: CLASS "A" (6:00 p.m. to 7:30 p.m.) 1 time..... 4.00 52 times..... 3.80 100 times..... 3.60 CLASS "B" (7:00 a.m. to 6:00 p.m.) 1 time..... 3.00 52 times..... 2.95 100 times..... 2.70

SPECIAL FEATURES Time Signals: Limited to 35 words; minimum contract three months; one signal daily, per month 15.00; additional signals daily, per month 35.00. Sunrise Serenade—8:15 a.m. to 9:00 a.m. Monday through Saturday. Birthday Party—5:30 p.m. to 5:45 p.m. Monday through Saturday. Wake Believe Ballroom—12:00 midnight to 12:30 a.m. Monday through Saturday.

RECORDED PROGRAMS Transcription library services available—rates and details on request. REMOTE CONTROL Necessary line charges additional. Contract and Other Requirements Quantity rates apply where a contract is signed or an order given for a period not to exceed one year. All programs subject to approval of station management and government regulations. 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 General Manager—J. K. Cooke Manager—Cliff Pickren Commercial Manager—J. Garson Program Director—E. Courtney Chief Engineer—Jack Barnaby. Branch Offices Toronto—80 Richmond St., W., Elgin 2404 (R. A. Leslie). Montreal—1440 St. Catharines St., Harbour 3051. Representatives All Canada Radio Facilities, New York, Chicago & Detroit—Weed & Company.

OTTAWA C B O (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—Hawthorne, Ontario. Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 329.7 meters; 910 kilocycles. Licensed to operate full time on cleared Canadian 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.

Agency Commission 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. General Advertising For combination rates see listing of Canadian Broadcasting Corporation (Ontario Regional Network). Rates include charges by owners of music copyrights, except on music not covered by licenses or agreements with station. CLASS "A" (6:00 p.m. to 11:00 p.m.) 1 tt. 13 tt. 26 tt. 52 tt. 100 tt. 1 hour..... 80.00 76.00 72.00 68.00 64.00 1/2 hour..... 50.00 47.50 45.00 42.50 40.00 1/4 hour..... 30.00 28.50 27.00 25.50 24.00 CLASS "B" (7:30 a.m. to 6:00 p.m. and 11:00 p.m. to sign-off) 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

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: 4 daily for 3 months, per month..... 300.00 4 daily for 6 months, per month..... 275.00 4 daily for 12 months, per month..... 250.00 (Before 6:00 p.m.) 4 daily for 3 months, per month..... 225.00 4 daily for 6 months, per month..... 200.00 4 daily for 12 months, per month..... 175.00

ELECTRICAL TRANSCRIPTIONS Accepted during Class "B" periods only, at regular rates. Transcription library services available—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 33-1/8 and 78 r.p.m. double turn-tables. Personnel Station Manager—C. P. Wright.

CKCO (Established 1924) Rates effective September 8, 1941. Owned and operated by Controller G. M. Geldert, M.D. Studio—272 Somerset Street West, Ottawa, Ontario. Transmitter—Aylmer Road, Quebec. Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 229 meters; 1310 kilocycles. Licensed to operate full time on cleared regional 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 noon to 11:00 p.m. Agency Commission Agency commission 15% to all recognized advertising agencies. Commission does not apply to talent or line fees. Invoices mailed 1st of each month. Terms: 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. Rates apply to individual program features. Two or more programs may not be combined to obtain additional discounts where various products are not the manufacture of the same firm. (6:00 p.m. to 12:00 midnight week days) 1 tt. 13 tt. 26 tt. 52 tt. 100 tt. 200 tt. 1 hour..... 60.00 57.00 54.00 51.00 48.00 45.00 1/2 hour..... 40.00 38.00 36.00 34.00 32.00 30.00 1/4 hour..... 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 \*75 word spots, per announcement, 8.00 (8:00 a.m. to 6:00 p.m. week days) 1 hour..... 40.00 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..... 16.00 15.20 14.40 13.60 12.80 12.00 5 minutes 10.00 9.50 9.00 8.50 8.00 \*75 word spots, per announcement, 5.00 Time signals, 4 daily, monthly, 150.00. Spot announcements adjacent to newscasts at additional rates. (\*1) No spot announcements accepted between 7:30 p.m. and 11:30 p.m. Sponsored programs given preference over spot announcements.

SPECIAL FEATURES News available for sponsorship in five and fifteen minute periods. Rates on request. POLITICAL AND SUNDAY BROADCASTS Night rates apply in all instances. RECORDED PROGRAMS Regular rates apply. TALENT Rates on application. REMOTE CONTROL Broadcasts can be arranged where telephone lines are available, subject to additional special charges. Contract and Other Requirements Beer and wine advertising accepted. All continuities and announcements must conform with the requirements of the management and the rules and regulations governing broadcasting in Canada. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 78 and 33-1/8 r.p.m. double turn-tables. Representatives United States—Joseph Hershey McGillvra, Inc. Toronto—C. W. Wright.

OWEN SOUND

(Grey County) C F O S

Rate card dated March 29, 1942. Owned and operated by Grey & Bruce Broadcast Company, Ltd. Affiliated with the Sun-Times, Business Office and Studio—804 Second Avenue, E. Owen Sound, Ontario. Transmitter—Highway 6 and 10, Sydenham Township, Ontario. Wave—Power—Time Operating power—250 watts. 214.3 meters; 1400 kilocycles. Licensed to operate full time on local channel. Daylight Savings Time not observed. Operating schedule: Sundays 8:45 a.m. to 9:45 p.m. week days 7:45 a.m. to 9:10 p.m.

Agency Commission Agency commission 15% to all recognized advertising agencies. Commission does not apply on lines, or on remote charges, or cash discount. Bills due payable when rendered. General Advertising The following rates apply to both national and local advertising. CLASS "A" (12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:45 p.m.) 1 tt. 13 tt. 26 tt. 52 tt. 100 tt. 1 hour..... 35.00 33.25 31.50 29.75 28.00 1/2 hour..... 20.00 19.00 18.00 17.00 16.00 1/4 hour..... 12.50 11.88 11.25 10.63 10.00 5 minutes 6.00 5.70 5.40 5.10 4.80 CLASS "B" (7:45 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.) 1 hour..... 20.00 19.00 18.00 17.00 16.00 1/2 hour..... 13.50 12.83 12.15 11.48 10.80 1/4 hour..... 8.00 7.60 7.20 6.80 6.40 5 minutes 4.50 4.28 4.05 3.83 3.60

SPOT ANNOUNCEMENTS (12:00 noon to 1:00 p.m. and 6:00 p.m. to 9:45 p.m.) 1 minute..... 1.00 75 words or less..... 0.75 (7:45 a.m. to 12:00 noon and 1:00 p.m. to 6:00 p.m.) 1 minute..... 1.00 75 words or less..... 0.75 POLITICAL SPEECHES Class "A" time rate applies. ELECTRICAL TRANSCRIPTIONS Regular rates apply. Library transcriptions available at a rate of per 1/4 hour. REMOTE CONTROL Rates and details on request. Contract and Other Requirements All continuities and subject to approval of station management and must comply with government regulations. Contracts, unless otherwise agreed, are subject to four weeks written notice accompanied certified check at short rate to date of last program closing time. Announcement copy and transcriptions close 8 hours in advance; talent close 24 hours in advance. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/8 and 78 r.p.m. double turn-table for lateral and vertical cut recordings. Personnel Station Manager—Frank G. Radcliffe. Commercial Manager—Bill Hawkins. Representatives United States—Joseph Hershey McGillvra, Inc. Canada—Stovin & Wright.

PEMBROKE

CH O V (Established 1942)

Owned and operated by Ottawa Valley Broadcast Co., Ltd. Business Office and Studios—Pembroke, Ont. Transmitter—Ottawa highway, 2-1/2 miles east Pembroke, Ont. Wave—Power—Time Operating power—250 watts. 223.9 meters; 1340 kilocycles. Licensed to operate full time. Operating schedule: Agency Commission 15% to recognized agencies on station time only cash discount. Accounts due and payable when demanded. General Advertising (Night rates, also all day Sundays) 1 tt. 13 tt. 26 tt. 52 tt. 100 tt. 1 hour..... 35.00 33.25 31.50 29.75 28.00 1/2 hour..... 20.00 19.00 18.00 17.00 16.00 1/4 hour..... 12.50 11.88 11.25 10.63 10.00 5 minutes 6.00 5.70 5.40 5.10 4.80 90 words..... 5.00 4.75 4.50 4.25 4.00 (8:00 a.m. to 6:00 p.m.) 1 hour..... 25.00 23.75 22.50 21.25 20.00 1/2 hour..... 15.00 14.25 13.50 12.75 12.00 1/4 hour..... 9.00 8.55 8.10 7.65 7.20 5 minutes 6.50 6.20 5.85 5.55 5.20 90 words..... 4.00 3.80 3.60 3.40 3.20

Merchandising service available. Contract and Other Requirements Rates and discounts apply when contract or order placed for a period not to exceed one year, but in case does a series of discounts apply to less than one broadcast per week. Continuities and announcements are subject to approval of the management, the Department of the Canadian Broadcasting Corporation, and the Department of War Services. Personnel President—D. A. Jones. Sec'y & Treas.—C. J. Jones. Managing Director—E. G. Archibald. Representatives Toronto—Stovin & Wright, Victory Bldg. United States—Joseph Hershey McGillvra, Inc.

ONTARIO—Continued

PETERBOROUGH

CHEX

(Established 1942)

Effective January 15, 1942. (Card No. 1.) Owned and operated by Peterborough Broadcasting Company, Ltd. Business Office and Studio—The Examiner Bldg., Peterborough, Ont. Transmitter—Peterborough County, Otonabee Township, two miles east of Peterborough, Ont.

Power—Time Operating power—1,000 watts. Wavelength—1430 kilocycles. Licensed to operate full time on regional channel. Operates on Eastern Daylight Saving Time. Operating schedule: Sundays 10:00 a.m. to 10:05 p.m.; week days 7:30 a.m. to 11:15 p.m. Agency Commission 15% to recognized agencies. No cash discount. General Advertising

In combination with CKWS, Kingston, Ont. For combination rates see listing of CKWS, Kingston, Ont. Time periods and spot announcements may not be combined for increased quantity discounts.

Table with 6 columns: Time Period, 1 hr., 13 hr., 26 hr., 52 hr., 100 hr. Rates for Class 'A' (6:00 p.m. to 11:00 p.m. week days and all day Sundays) and Class 'B' (6:45 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m. week days).

SPOT ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 11:00 p.m. week days and all day Sundays) and CLASS 'B' (6:45 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m. week days).

Special Features: Leased wire service available 19 hours daily. Bathrooms 10:30 p.m. to 11:00 p.m. Available in 1/4 hour periods of spot announcements. Class 'A' rates, other rates on request.

ELECTRICAL TRANSCRIPTIONS Description library service available at the following rates: 1 hr., 13 hr., 26 hr., 52 hr., 100 hr., 300 hr. Agency Commission 15% to recognized agencies. No cash discount. Invoices mailed 30th of month. Remittance available. Remote Control

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—W. Rupert Davies. Vice-President—Roy H. Thomson. General Manager—Jack K. Cooke. Managing Director—H. L. Garner. Engineer—H. Cooke. Chief Engineer—Bert Crump. Program Director—Don Insley. Sales Director—Carl Monk. Chief Clerk—Ruth Panter.

Business Office and Studio—St. Catharines St., Harbour 3051 (R. A. Burley). Representatives—Weed & Company. Canada—All-Canada Radio Facilities.

ST. CATHARINES

CKTB

(Established 1932)

Effective July 1, 1942. (Card No. 8.) Owned and operated by Silver Spire Broadcasting Company, Ltd. Business Office and Studio—St. Paul and Yates Sts., St. Catharines, Ontario, telephone 3900. Transmitter—Port Dalhousie, Ontario.

Power—Time Operating power—1,000 watts. Wavelength—1430 kilocycles. Licensed to operate on clear channel. Operates on Eastern Standard Time. Daylight Saving Time observed. Operating schedule: Sundays 9:00 a.m. to 11:05 p.m.; week days 7:45 a.m. to 11:05 p.m. Agency Commission 15% to recognized advertising agencies on net station time charges. No commission on talent. No cash discount. Invoices mailed 1st and of each month. All accounts are strictly cash and must be paid direct to radio station CKTB.

General Advertising Rates for both local and national advertising. (6:00 p.m. to 11:00 p.m.)

Table with 6 columns: Time Period, 1 hr., 13 hr., 26 hr., 52 hr., 100 hr. Rates for Class 'A' (6:00 p.m. to 11:00 p.m. daily and 12:00 noon to 1:30 p.m. week days).

Table with 6 columns: Time Period, 1 hr., 13 hr., 26 hr., 52 hr., 100 hr. Rates for Class 'A' (7:45 a.m. to 6:00 p.m. and 11:00 p.m. to 11:05 p.m.).

Flash Announcements Limited to 25 words, each. 15 flashes or more per week, each. Regular time charges apply to recorded programs. Accepted up to 7:30 p.m. Talent Talent costs are in addition to station rates and are not subject to discounts—rates on application.

REMOTE CONTROL Programs which are broadcast from points outside of main studios subject to a service charge plus line charges. Contract and Other Requirements All contracts subject to the Canadian Broadcasting Corporation regulations. Continuity must be submitted for approval. Contracts are not to exceed one year in length. Programs subject to approval of station management. Sponsored programs given preference over spot 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: Pres. & Gen'l Mgr.—E. T. Sandell. Representatives: Toronto—J. L. Alexander, 100 Adelaide St., West. Montreal—J. L. Alexander, 1117 St. Catharines St., West. United States—Joseph Hershey McGilvra, Inc.

Business Office and Studio—Windsor Hotel, Stratford, Ontario, telephone 1675. Transmitter—Windsor Hotel, Stratford, Ontario. Wave—Power—Time Operating power—100 watts. Wavelength—1240 kilocycles. Licensed to operate full time on cleared regional channel.

Agency Commission Agency commission 15% to all recognized advertising agencies. Commission does not apply to talent or line fees. Invoices are mailed 1st of each month. Bills due an payable when rendered. Cash discount none. General Advertising Discount on gross rates for number of periods under contract not to exceed one year duration. (6:00 p.m. to 11:00 p.m.)

Table with 6 columns: Time Period, 1 hr., 13 hr., 26 hr., 52 hr., 100 hr. Rates for Class 'A' (6:00 p.m. to 11:00 p.m. daily and 12:00 noon to 1:30 p.m. week days).

SPOT ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 11:00 p.m. daily and 12:00 noon to 1:30 p.m. week days) and CLASS 'B' (7:30 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m. week days).

Special Features: Leased wire service available 19 hours daily. Bathrooms 10:30 p.m. to 11:00 p.m. Available in 1/4 hour periods of spot announcements. Class 'A' rates, other rates on request.

ELECTRICAL TRANSCRIPTIONS Description library service available at the following rates: 1 hr., 13 hr., 26 hr., 52 hr., 100 hr., 300 hr. Agency Commission 15% to recognized agencies. No cash discount. Invoices mailed 30th of month. Remittance available. Remote Control

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—Roy H. Thomson. General Manager—Jack K. Cooke. Managing Director—H. L. Garner. Engineer—H. Cooke. Chief Engineer—Bert Crump. Program Director—Don Insley. Sales Director—Carl Monk. Chief Clerk—Ruth Panter.

Business Office and Studio—St. Paul and Yates Sts., St. Catharines, Ontario, telephone 3900. Transmitter—Port Dalhousie, Ontario.

Power—Time Operating power—1,000 watts. Wavelength—1430 kilocycles. Licensed to operate on clear channel. Operates on Eastern Standard Time. Daylight Saving Time observed. Operating schedule: Sundays 9:00 a.m. to 11:05 p.m.; week days 7:45 a.m. to 11:05 p.m. Agency Commission 15% to recognized advertising agencies on net station time charges. No commission on talent. No cash discount. Invoices mailed 1st and of each month. All accounts are strictly cash and must be paid direct to radio station CKTB.

General Advertising Rates for both local and national advertising. (6:00 p.m. to 11:00 p.m.)

Table with 6 columns: Time Period, 1 hr., 13 hr., 26 hr., 52 hr., 100 hr. Rates for Class 'A' (6:00 p.m. to 11:00 p.m. daily and 12:00 noon to 1:30 p.m. week days).

STRATFORD CJCS

Effective September 1, 1937. Owned by F. M. Squires. Operated by the Central Broadcasting Company. Business Office and Studio—Windsor Hotel, Stratford, Ontario, telephone 1675. Transmitter—Windsor Hotel, Stratford, Ontario. Wave—Power—Time Operating power—100 watts. Wavelength—1240 kilocycles. Licensed to operate full time on cleared regional channel.

Agency Commission Agency commission 15% to all recognized advertising agencies. Commission does not apply to talent or line fees. Invoices are mailed 1st of each month. Bills due an payable when rendered. Cash discount none. General Advertising Discount on gross rates for number of periods under contract not to exceed one year duration. (6:00 p.m. to 11:00 p.m.)

Table with 6 columns: Time Period, 1 hr., 13 hr., 26 hr., 52 hr., 100 hr. Rates for Class 'A' (6:00 p.m. to 11:00 p.m. daily and 12:00 noon to 1:30 p.m. week days).

SPOT ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 11:00 p.m. daily and 12:00 noon to 1:30 p.m. week days) and CLASS 'B' (7:30 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m. week days).

Special Features: Leased wire service available 19 hours daily. Bathrooms 10:30 p.m. to 11:00 p.m. Available in 1/4 hour periods of spot announcements. Class 'A' rates, other rates on request.

ELECTRICAL TRANSCRIPTIONS Description library service available at the following rates: 1 hr., 13 hr., 26 hr., 52 hr., 100 hr., 300 hr. Agency Commission 15% to recognized agencies. No cash discount. Invoices mailed 30th of month. Remittance available. Remote Control

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: Pres. & Gen'l Mgr.—E. T. Sandell. Representatives: Toronto—J. L. Alexander, 100 Adelaide St., West. Montreal—J. L. Alexander, 1117 St. Catharines St., West. United States—Joseph Hershey McGilvra, Inc.

Business Office and Studio—Windsor Hotel, Stratford, Ontario, telephone 1675. Transmitter—Windsor Hotel, Stratford, Ontario. Wave—Power—Time Operating power—100 watts. Wavelength—1240 kilocycles. Licensed to operate full time on cleared regional channel.

Agency Commission Agency commission 15% to all recognized advertising agencies. Commission does not apply to talent or line fees. Invoices are mailed 1st of each month. Bills due an payable when rendered. Cash discount none. General Advertising Discount on gross rates for number of periods under contract not to exceed one year duration. (6:00 p.m. to 11:00 p.m.)

Table with 6 columns: Time Period, 1 hr., 13 hr., 26 hr., 52 hr., 100 hr. Rates for Class 'A' (6:00 p.m. to 11:00 p.m. daily and 12:00 noon to 1:30 p.m. week days).

SPOT ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 11:00 p.m. daily and 12:00 noon to 1:30 p.m. week days) and CLASS 'B' (7:30 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m. week days).

Special Features: Leased wire service available 19 hours daily. Bathrooms 10:30 p.m. to 11:00 p.m. Available in 1/4 hour periods of spot announcements. Class 'A' rates, other rates on request.

ELECTRICAL TRANSCRIPTIONS Description library service available at the following rates: 1 hr., 13 hr., 26 hr., 52 hr., 100 hr., 300 hr. Agency Commission 15% to recognized agencies. No cash discount. Invoices mailed 30th of month. Remittance available. Remote Control

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: Pres. & Gen'l Mgr.—E. T. Sandell. Representatives: Toronto—J. L. Alexander, 100 Adelaide St., West. Montreal—J. L. Alexander, 1117 St. Catharines St., West. United States—Joseph Hershey McGilvra, Inc.

SAULT STE. MARIE CJIC

(Established 1934)

Effective January 1, 1942. Owned and operated by Hibino Broadcasting Co. Business Office and Studio—Windsor Hotel, P. O. Box 501, Sault Ste. Marie, Ont., telephone 3500. Other Offices—Gage Block, Sault Ste. Marie, Mich., Telephone 1212W. Transmitter—Township of Korah, Ontario.

Power—Time Operating power—250 watts. Wavelength—1000 kilocycles. Licensed to operate on local channel. Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:10 a.m. Agency Commission Agency commission 15% allowed to all recognized agencies on net station time charges. Commission does not apply on talent. No cash discount. Invoices mailed 30th of month.

General Advertising Rates for both local and national advertising. (12:00 noon to 1:30 p.m. and 5:00 p.m. to 12:00 midnight)

Table with 6 columns: Time Period, 1 hr., 13 hr., 26 hr., 52 hr., 100 hr. Rates for Class 'A' (12:00 noon to 1:30 p.m. and 5:00 p.m. to 12:00 midnight).

SPOT ANNOUNCEMENTS CLASS 'A' (12:00 noon to 1:30 p.m. and 5:00 p.m. to 12:00 midnight) and CLASS 'B' (7:00 a.m. to 12:00 noon and 1:30 p.m. to 5:00 p.m.).

Special Features: Leased wire service available 19 hours daily. Bathrooms 10:30 p.m. to 11:00 p.m. Available in 1/4 hour periods of spot announcements. Class 'A' rates, other rates on request.

ELECTRICAL TRANSCRIPTIONS Description library services available—information on request. Remote Control Arrangements can be made for remote control broadcasts from any place where alternating current is available.

Contract and Other Requirements All programs and announcements are subject to approval of station and must be in accordance with all government regulations. Contracts not to exceed one year. 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.

Closing Time Talent programs close six hours in advance. Announcements close five minutes in advance. Talks and recorded programs close 15 minutes 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: Manager—J. G. Hyland. Representatives: Toronto—J. L. Alexander, 100 Adelaide St., W. Montreal—J. L. Alexander, 1117 St. Catharines St., W.

SUDBURY CKSO

(Established 1935)

Effective March 1, 1942. Owned and operated by The Sudbury Daily Star. Business Office and Studio—21 Elgin Street, Sudbury, Ontario, telephone 7505. Transmitter—Neelon Township (three miles from studio).

Power—Time Operating power—1,000 watts. Wavelength—1430 kilocycles. Licensed to operate full time. Daylight Savings Time observed on permanent schedule. Operating schedule: 7:30 a.m. to 11:30 p.m. Agency Commission Agency commission 15% to all recognized agencies. No commission on line, transcriptions or talent fees. Bills due and payable when rendered.

General Advertising For combination rates see listing of Canadian Broadcasting Corporation (Ontario Regional Network). Rates include charges by owners of music copyrights. (6:00 p.m. to 11:30 p.m. daily and 12:00 noon to 1:30 p.m. week days)

Table with 6 columns: Time Period, 1 hr., 13 hr., 26 hr., 52 hr., 100 hr. Rates for Class 'A' (6:00 p.m. to 11:30 p.m. daily and 12:00 noon to 1:30 p.m. week days).

SPOT ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 11:30 p.m. daily and 12:00 noon to 1:30 p.m. week days) and CLASS 'B' (7:45 a.m. to 12:00 noon, 1:30 p.m. to 6:00 p.m. and 11:00 p.m. to 11:30 p.m. week days).

Special Features: Leased wire service available 19 hours daily. Bathrooms 10:30 p.m. to 11:00 p.m. Available in 1/4 hour periods of spot announcements. Class 'A' rates, other rates on request.

ELECTRICAL TRANSCRIPTIONS Description library services available—information on request. Remote Control Arrangements can be made for remote control broadcasts from any place where alternating current is available.

Contract and Other Requirements All programs and announcements are subject to approval of station and must be in accordance with all government regulations. Contracts not to exceed one year. 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.

ONTARIO—Continued

SUBBURY—Continued
C K S O—Continued

CLASS "B"
(7:45 a.m. to 12:00 noon, 1:30 p.m. to 6:00 p.m. and 11:00 p.m. to 11:30 p.m. week days)
100 words..... 5 00 4 75 4 50 300 tl. 100 tl.
50 words..... 3 00 2 85 2 70 2 55
Station break rates on request.
One minute transcribed spots take 100 word rate.
Announcements to be run immediately preceding or following newcast charged premium of 25%, less frequency discount above the card rates. This allows three minutes protection from other spot announcements.

SPECIAL FEATURES
Time Signals or Temperature Reports—Rates on request.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply, which include Pre-audition.

TALENT
Rates on application.
Contract and Other Requirements
All continuities subject to the approval of the station management and must comply with governmental regulations.

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
President—W. E. Mason.
Manager—W. J. Woodfill.
Representatives
Toronto, Montreal, Winnipeg, Vancouver—All Canada Radio Facilities, Limited.
United States—Weed & Company.

TIMMINS
C K G B
(Established 1933)

Rates effective October 1, 1939.
Owned and operated by Northern Broadcasting and Publishing, Ltd.
Business Offices and Studio—Thomson Building, Timmins, Ontario.

Other Offices—307 Victory Building, 80 Richmond Street, W., Toronto, Ontario, telephone Rk. 2464.
310 Keefer Building, 1440 St. Catharines St., W., Montreal, Quebec, telephone Harbour 3051.
Transmitter—2-1/2 miles west of Timmins.

Wave—Power—Time
Operating power—1,000 watts.
100% modulation—crystal control.
201.1 meters; 1470 kilocycles.
Licensed to operate full time on cleared regional channel.
Operates on Eastern Standard Time.
Actual operating schedule: Sundays 8:00 a.m. to 12:00 midnight. Week days 7:35 a.m. to 12:30 a.m.

Agency Commission
Agency commission 15%; no cash discount. Invoices mailed monthly. Bills due and payable when rendered.
General Advertising
For combination rates see listing of Canadian Broadcasting Corporation (Ontario Regional Network).

Table with 4 columns: Time slot, 1 ti., 1 1/2 ti., 2 ti., 5 ti. and 10 ti. for CLASS "A" (6:00 p.m. to 11:00 p.m. week days) and CLASS "B" (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to 1:00 a.m.).

ANNOUNCEMENTS
Spot announcements and chain breaks of 25 words or less:
CLASS "A" (6:00 p.m. to 7:30 p.m.)
1 time..... 6.00
52 times..... 5.70
100 times..... 5.40
CLASS "B" (7:00 a.m. to 6:00 p.m.)
1 time..... 5.00
52 times..... 4.75
100 times..... 4.50

SPECIAL FEATURES
Time Signals—Limited to 25 words; minimum contract 3 months. Per month, 75.00; each additional month, 80.00.
"The Breakfast Club"—Monday through Saturday, 8:15 a.m. to 8:45 a.m.
"Salute to Timmins"—Monday through Saturday, 10:15 a.m. to 10:45 a.m.
"Melody Matinee"—Monday through Saturday, 12:45 p.m. to 1:15 p.m.
"Northern Salute"—Monday through Saturday, 1:45 p.m. to 2:00 p.m.
"The 4:15 Club"—Monday through Friday, 4:15 p.m. to 4:45 p.m.

UNDIVIDED PROGRAMS
Transcription library services available—rates and details on request.
REMOTE CONTROL
No charges additional.
Contract and Other Requirements
Quantity rates apply where a contract is signed or an order given for a period not to exceed one year. All programs subject to approval of station management and Canadian Broadcast Corporation regulations. Sponsored programs and network time take preference over announcements. Station reserves the right to give announcements best alternative times available without notification.

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.
General Manager—J. K. Cooke.
Commercial Manager—H. C. Freeman.
Station Manager—E. R. Morrow.
Program Director—Harrison Flint.
Chief Engineer—Ernest Mott.
Publicity Director—Joanne Cluchetto.
Branch Offices
Toronto—80 Richmond St., W., Elgin 2464 (R. A. Leslie).
Montreal—1440 St. Catharines St., Harbour 3051.
Representatives
All Canada Radio Facilities.
New York, Chicago & Detroit—Weed & Company.

TORONTO
C B L
(Established 1937)

Rates effective December 1, 1937.
Owned and operated by the Canadian Broadcasting Corporation.
Business Office—55 York Street, Toronto, Ontario.
Studio—805 Davenport Road, Toronto, Ontario.
Transmitter—Hornby, 22 miles west of Toronto.
Wave—Power—Time
Operating power—50,000 watts.
405.4 meters; 740 kilocycles.
Licensed to operate full time.

Agency Commission
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.

General Advertising
For combination rates see listings of National Broadcasting Company (Canadian Service), Blue Network Company (Canadian Group) and Canadian Broadcasting Corporation (Ontario Regional Network). Rates include charges by owners of music copyrights, except on music not covered by licenses or agreements with station.

Table with 4 columns: Time slot, 1 hr., 1 1/2 hr., 1/4 hr. for CLASS "A" (7:30 p.m. to 11:00 p.m.) and CLASS "B" (12:00 noon to 1:30 p.m. and 5:30 p.m. to 7:30 p.m.).

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. for CLASS "B" (12:00 noon to 1:30 p.m. and 5:30 p.m. to 7:30 p.m.) and CLASS "C" (7:30 a.m. to 12:00 noon, 1:30 p.m. to 5:30 p.m. and 11:00 p.m. to 12:00 midnight).

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..... 850.00
4 daily for 12 months, per month..... 750.00
(7:30 p.m. to 5:30 p.m.)
4 daily for 3 months, per month..... 800.00
4 daily for 6 months, per month..... 700.00
4 daily for 12 months, per month..... 600.00

ELECTRICAL TRANSCRIPTIONS
Accepted during Class "B" and "C" periods only, at regular rates.
Transcription library services available—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 33-1/8 and 78 r.p.m. double turn-tables.
Personnel
Station Mgr. & Regional Rep.—D. Claringbull.
Commercial Manager—E. A. Weir.

C B Y
(Established 1938)

Rates effective July 1, 1941. (Card No. 1.)
Owned and operated by the Canadian Broadcasting Corporation.
Studio—805 Davenport Road, Toronto, Ontario.
Wave—Power—Time
Operating power—1,000 watts.
297.0 meters; 1010 kilocycles.
Licensed to operate full time.
Actual operating schedule: 8:00 a.m. to 12:00 midnight.

Agency Commission
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.

General Advertising
For combination rates see listing of Blue Network Company (Basic Blue Supplementaries).

Table with 4 columns: Time slot, 1 time, 1 hr., 1/2 hr., 1/4 hr. for CLASS "A" (7:30 p.m. to 11:00 p.m.).

Table with 4 columns: Time slot, 1 hr., 1/2 hr., 1/4 hr. for CLASS "B" (6:00 p.m. to 7:30 p.m. week days and 12:00 noon to 7:30 p.m. Sundays).

Table with 4 columns: Time slot, 1 time, 13 times, 26 times, 52 times, 100 times for CLASS "C" (7:30 a.m. to 6:00 p.m. week days and 7:30 a.m. to 12:00 noon Sundays and 11:00 p.m. to 12:00 midnight daily).

SPECIAL FEATURES
Time signals: Each service consists of three signals limited to 25 words and one of 50 words; the latter not applicable between 7:30 p.m. and 11:00 p.m.

ELECTRICAL TRANSCRIPTIONS
Accepted during Class "B" and "C" periods only, at regular rates.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted. All programs subject to regulations of the Canadian Broadcasting Corporation and approval of station management.
Personnel
Station Mgr. & Regional Rep.—D. Claringbull.
Commercial Manager—E. A. Weir.

CFRB

Rates effective January 1, 1942.
Operated by Rogers Radio Broadcasting Company Limited.
Business Office and Studio—37 Bloor St. W. Toronto (5), Ontario, Midway 3515.
Transmitter—Aurora, Ontario.

Wave—Power—Time
Actual operating power—10,000 watts.
343.8 meters; 860 kilocycles.
Licensed to operate full time on cleared regional channel. Operates on Eastern Standard Time. Daylight Savings Time observed.
Actual operating schedule: Sundays 9:00 a.m. to 12:05 a.m. Week days 7:00 a.m. to 12:05 a.m.

Agency Commission
Agency commission 15% allowed recognized agencies on net charges for station time. No commission on talent or other program charges. No cash discount. Invoices mailed monthly. Bills due and payable when rendered.

General Advertising
For combination rates see listing of Columbia Broadcasting System (Canadian Group).

Table with 4 columns: Time slot, 1 ti., 1 1/2 ti., 2 ti., 5 ti. for CLASS "A" (7:00 p.m. to 10:30 p.m. week days and Sundays).

Table with 4 columns: Time slot, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes for CLASS "B" (6:00 p.m. to 7:00 p.m. and 10:30 p.m. to 11:00 p.m. week days and Sundays).

Table with 4 columns: Time slot, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes for CLASS "C" (7:00 a.m. to 6:00 p.m. week days and 11:00 p.m. to 12:05 a.m. daily).

ANNOUNCEMENTS
Times not guaranteed on spot announcements. Length of 1/2 hour preceding or following contracted time must be allowed.
Announcements subject to approval of station management. Quantity discounts do not apply on announcements.
Each announcement of 20 seconds or less before 6:00 p.m.
Each announcement longer than 20 seconds and less than 1 minute before 6:00 p.m.
Each announcement of 20 seconds or less after 6:00 p.m. and up to 7:30 p.m. or after 11:00 p.m.
Each announcement longer than 20 seconds and less than 1 minute after 6:00 p.m. and up to 7:30 p.m. or after 11:00 p.m.

SPECIAL FEATURES
News: Leased wire service available. Rates on request.
ELECTRICAL TRANSCRIPTIONS
Transcription library service available. Detail on request.

REMOTE CONTROL
Programs which are broadcast from points outside main studios will be subject to special charges.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted. All programs and announcements are subject to approval of station and must be in accordance with Government regulations.

Mechanical Program Equipment
Equipped to handle programs by electrical transcription, using double turn-tables either 33-1/8 r.p.m.
Personnel
President—Harry Sedgewick.
Station Manager—Lloyd Moore.
Representatives
United States—Joseph Hershey McMillan, Inc.



ONTARIO—Continued

TORONTO—Continued

CKCL

Rates effective August 1, 1940. Owned and operated by Dominion Battery Co., Ltd. Studio—444 University Ave., Toronto, Ont., Adelaide 2014. Transmitter—Scarborough, Ontario. Wave—Power—Time Operating power—1,000 watts. (100% modulation.) 517.2 meters; 580 kilocycles. Operates on Eastern Standard Time. Daylight Saving Time observed. Actual operating schedule: Sundays 9:00 a.m. to 12:00 midnight. Week days 7:00 a.m. to 12:00 midnight. Agency Commission Agency commission 15% to all recognized advertising agencies. Commission does not apply to talent or line fees. Bills due and payable when rendered. General Advertising For combination rates see listing of Mutual Broadcasting System. Discounts on gross rates for number of periods under contract not to exceed one year's duration.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for Class 'A' (6:00 p.m. to 9:00 p.m. daily) and Class 'B' (7:00 a.m. to 2:00 p.m. and 9:00 p.m. to 10:30 p.m. daily).

Table with columns for time slots and rates for Class 'C' (2:00 p.m. to 6:00 p.m. and 10:00 p.m. to 12:00 p.m. daily).

Table with columns for time slots and rates for Class 'D' (7:00 a.m. to 9:00 p.m. daily).

ANNOUNCEMENTS All announcements subject to approval of station management and limited to 75 words. Quantity discounts do not apply to spot announcements. Times not guaranteed on spot announcements. Leeway of 1/2 hour preceding or following contracted time must be allowed.

Table with columns for time slots and rates for Special Features (Sports and special events).

Electrical Transcriptions Transcription library service available. Rates on request.

Talent Rates on application. Remote Control Programs which are broadcast from points outside of main studios will be subject to special charges.

Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables. Personnel President—Henry S. Gooderham. Commercial Manager—E. Leary. Program Director—Maurice Rapkin. Chief Engineer—E. O. Swan. Representatives United States—Joseph Hershey McGillivra, Inc. Quebec—Radio Representatives, Ltd.

WINDSOR

CKLW

Rates effective March 29, 1941. Owned and operated by Western Ontario Broadcasting Co., Ltd. Guaranty Trust Bldg., Windsor, Ont. United States Subsidiary, Essex Broadcasters, Inc., Union Guardian Bldg., Detroit, Michigan. Transmitter—Sandwich South Township, Ontario. Wave—Power—Time Operating power—5,000 watts. (100% modulation—crystal control.) 875.0 meters; 300 kilocycles. Licensed to operate full time on International cleared channel. Operates on Eastern War Time. Actual operating schedule: 6:00 a.m. to 4:00 a.m. Agency Commission Agency commission 15% to recognized advertising agencies on station time only. All bills rendered monthly; payable 10th prox. Cash discount none. (Commission does not apply to talent.) General Advertising For combination rates see listings of Mutual Broadcasting System and Canadian Broadcasting Corp. (Ontario Regional Supplemental Fee). These rates are for United States advertisers with headquarters in the United States.

Table with columns for time slots and rates for Class 'A' (6:00 p.m. to 10:30 p.m. daily) and Class 'B' (11:00 p.m. to 1:30 a.m. daily).

Table with columns for time slots and rates for Class 'B' (10:30 p.m. to 11:00 p.m. daily) and Class 'C' (9:15 a.m. to 6:00 p.m. week days).

The following rates are for Canadian advertisers whose distribution is exclusively in Canadian provinces only. Broken periods of from two to ten minutes, two-thirds of the quarter-hour rate in all classes.

Table with columns for time slots and rates for Canadian Advertising Class 'A' (7:00 p.m. to 10:30 p.m. daily).

Table with columns for time slots and rates for Class 'B' (6:00 p.m. to 7:00 p.m. daily) and Class 'C' (6:45 a.m. to 2:00 p.m. and 5:00 p.m. to 6:00 p.m.).

Table with columns for time slots and rates for Announcements (All announcements subject to approval of station management).

Recorded Programs Regular time charges apply. Restricted to certain hours.

Remote Control Additional charges are made for programs originating outside of station studios.

Contract and Other Requirements Program rates as outlined are for the facilities of the station only and do not include talent. Rates include radio charges by owners of music copyrights. Programs to be given from one of the station studios in Windsor. 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 deviation from manuscript permitted. Staff announcers serve all advertisers without additional charge. No contract accepted for longer period than one year. All contracts subject to cancellation unless program starts within 30 days of order. 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. Rates subject to change without notice. All programs must conform to the standards 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. The services of station production department are offered to broadcasters and advertising agencies, without additional cost, for the purpose of securing talent at the lowest possible prices. Program ideas, continuity, etc., prepared and submitted without charge by station production department.

Closing Time Contracts must be closed two weeks in advance to make newspaper announcements. All proposals subject to prior booking of time. 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—Malcolm Campbell. General Manager—J. E. Campeau. Branch Offices United States—Joseph Hershey McGillivra, Inc.

WINGHAM

CKNX

(Established 1926) Rates effective July 15, 1941. Owned and operated by W. T. Cruickshank and B. Howard Bedford. Business Office and Studio—Josephine St., Wingham, Ontario, telephone 175. Transmitter—Belgrave, Ontario. Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 320.1 meters; 930 kilocycles. Operates on Eastern Standard Time. Actual operating schedule: 7:15 a.m. to 11:00 p.m. Agency Commission Agency commission 15% to recognized agencies. All accounts must be settled by the 20th of month following service.

Table with columns for time slots and rates for General Advertising (1:30 p.m. to 11:00 p.m.).

Canadian Farm and Home Hour: 12:00 noon to 12:45 p.m. daily, participating announcements at regular rates. CKNX Breakfast Club: 8:00 a.m. to 9:00 a.m. daily, participating announcements at regular rates.

Political Talks No serial discounts allowed on political broadcasting. Remote Control Stations maintains own lines to all principal local points for the use of which there is no charge. Out-of-town facilities can be arranged upon 20 hours notice.

Service Facilities Complete service at charge including press publicity, station build-up, dealer letters and dealer displays.

Contract and Other Requirements All programs and contracts subject to approval of the Canadian Broadcasting Corporation and radio branch, Department of Transport. Proprietary medicine accounts subject to approval of Department of National Health and Pensions. All continuities subject to approval of the program director. 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—W. T. Cruickshank. Com. Dir. & Prom. Mgr.—James Maxwell. Production Director—John Cruickshank. Representatives Toronto—J. L. Alexander, 100 Adelaide St., West.

PRINCE EDWARD ISLAND

CHARLOTTETOWN

CFCY

(Established 1924) Rates effective July 1, 1941. Owned and operated by Island Radio Broadcasting Company, Ltd. Business Office and Studio—85 Kent St., Charlottetown, P. E. I., telephone 741. Transmitter—West Royalty, P. E. I., three miles northeast. Wave—Power—Time Operating power—1,000 watts. (100% modulation—crystal control.) 476.2 meters; 630 kilocycles. Licensed to operate full time on clear regional channel. Operates on Atlantic Daylight Saving Time. Actual operating schedule: Sundays 9:00 a.m. to 12:00 midnight; week days 8:00 a.m. to 12:00 midnight. Agency Commission Agency commission 15% to agencies recognized by station, on time only. All bills rendered on last day of month; payable 30 days net. No cash discount. General Advertising For combination rates see listing of Canadian Broadcasting Corporation (Maritime Regional Network). The following rates are for national and local advertising. Music copyright fees are included. Programs broadcast in foreign language.

Table with columns for time slots and rates for General Advertising (6:30 p.m. to 12:00 midnight).

Spot Announcements Immediately preceding and/or following newscasts, premium charge 25%. Accepted before 7:30 p.m. and as 'spots' only, not subject to placement at any definite times. (6:00 p.m. to 12:00 midnight)

Table with columns for time slots and rates for Spot Announcements (6:00 p.m. to 12:00 midnight).

Special Features Women at Home Hour: 10:45 a.m. to 11:00 a.m. Home Forum: 11:00 a.m. to 11:15 a.m. Newscasts: 8:45 a.m., 10:00 a.m., 11:15 a.m., 1:00 p.m., 3:45 p.m., 7:30 p.m. Sports Broadcasts: Information on request. Electrical Transcriptions Transcription library services available—regular rates applying. Recording equipment available. (This listing continued on next page)

Prince Edw. Island—Cont'd

CHARLOTTETOWN—Cont'd CFCY—Continued

REMOTE CONTROL Remote control broadcasts can be arranged. Rates on request. Portable and mobile units available. Contract and other requirements...

Closing Time Contracts close one week in advance of first broadcast. Announcements close 12 hours, transcriptions 24 hours and talks six hours in advance.

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 Managing Director—Lt. Col. Keith S. Rogers. Chief Engineer—R. F. Lorge. Representatives—Canada—All-Canada Radio Facilities, Ltd. United States—Weed & Company.

SUMMERSIDE CHGS (Established 1926)

Rates effective July 1, 1941. Owned and operated by R. T. Holman, Ltd. Business Office and Studio—Holman Bldg., 190 Water Street, Summerside, P. E. I. Telephone 134. Transmitter—Holman Bldg., Summerside, P. E. I.

Agency Commission 15% to recognized advertising agencies. Commission does not apply on talent. No cash discount. Invoices mailed 1st of each month.

Table with columns for time slots (1 hour, 1/2 hour, 10 minutes, 5 minutes) and rates for different programs (11, 13, 26, 52).

ANNOUNCEMENTS AND TALKS Announcements accepted before 7:00 p.m. Price quoting not permitted. Maximum 100 words.

SPECIAL FEATURES FOR COMPLETE DOMESTIC SCIENCE, TIME SIGNALS, NEWS, AGRICULTURAL NEWS AND MARKETS—rates and details on request.

SPECIAL FEATURES FOR PARTICIPATING SPONSORSHIP The Eye Opener: One-half hour program from 7:30 a.m. to 8:00 a.m. Advertiser allowed 100 words, minimum 12 times, per broadcast 2.00.

Regular time charges apply to recorded programs. Accepted up to 8:30 p.m. TALENT Talent rates on application.

REMOTE CONTROL All wire and mechanical charges for remote control are additional.

Contract and Other Requirements Advertising of alcoholic beverages not accepted. Station announcers supplied without extra charge. The services of the station are at the disposal of broadcasters without charge for arranging programs.

Closing Time Talent 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.

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

Personnel Manager—R. L. Mollison.

QUEBEC

AMOS CHAD (Established 1942)

Owned and operated by Northern Quebec Broadcasting System. Business Office—Reilly Bldg., Rouyn, Que. Studio—Royal Theatre Bldg., Amos, Que. Transmitter—One mile west of Amos, Que.

Wave—Power—Time Operating power—100 watts. 223.9 meters; 1340 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.

Agency Commission 15% to recognized agencies on time only; no cash discount. Bills rendered at end of month.

General Advertising Time sold only in combination with Northern Quebec Broadcasting System.

CHICOUTIMI CBJ

Rates effective September 1, 1942. Operated by the Canadian Broadcasting Corporation. Business Office and Studios—Chicoutimi, Quebec, telephone 155. Transmitter—Chicoutimi, Quebec.

Wave—Power—Time Operating power—1,000 watts. 100% modulation—crystal control. 189.9 meters; 1580 kilocycles. Operates on Eastern Standard Time. Daylight Savings Time observed. Actual operating schedule: 8:00 a.m. to 12:00 midnight.

Agency Commission 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.

General Advertising For combination rates see listing of Canadian Broadcasting Corporation (Quebec Regional Network). Rates include charges by owners of music copyrights, except on music not covered by licenses or agreements with station.

Table for CLASS 'A' (6:00 p.m. to 11:00 p.m.) with rates for 1, 1/2, and 1/4 hour.

Table for CLASS 'B' (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) with rates for 1, 1/2, and 1/4 hour.

Table for DISCOUNTS with rates for 13 times (5% discount) and 26 times (10% discount).

RECORDED PROGRAMS Accepted until 7:30 p.m. ELECTRICAL TRANSCRIPTIONS Accepted up to 7:30 p.m. at regular rates.

REMOTE CONTROL Programs broadcast through remote control are subject to additional charges.

Contract and Other Requirements Alcoholic beverage advertising not accepted. Broadcast rates do not include artists' fees.

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

Personnel Station Manager—Vilmond Fortin.

HULL CKCH (Established 1933)

Rates effective January 1, 1941. (Card No. 1.) Owned and operated by CKCH Broadcasting Co., Ltd. Business Office and Studio—98 Georges St., Ottawa, Ontario. Other Studio—85 Champlain Avenue, Hull, Quebec. Transmitter—One mile outside Hull, Quebec.

Wave—Power—Time Operating power—250 watts. 100% modulation—crystal control. 241.9 meters; 1240 kilocycles. Licensed to operate on regional channel. Operates on Eastern Standard Time. Actual operating schedule: Sunday 11:30 a.m. to 11:30 p.m. Week days 7:45 a.m. to 11:30 p.m.

Agency Commission Agency commission 15% to recognized advertising agencies on station time only. No cash discount. No commission on talent. Invoices mailed 1st of month following broadcast.

General Advertising For combination rates see listing of Canadian Broadcasting Corp. (Quebec Regional Supplementaries).

Table for CLASS 'A' (6:00 p.m. to 11:00 p.m.) with rates for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min.

Table for CLASS 'B' (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) with rates for 1, 1/2, and 1/4 hour.

Table for DISCOUNTS with rates for 13 times (5% discount) and 26 times (10% discount).

Table for RECORDED PROGRAMS with rates for 1 hour, 1/2 hour, 10 minutes, 5 minutes.

Table for CLASS 'B' (12:00 noon to 1:30 p.m., 5:00 p.m. to 6:00 p.m., and Sunday before 6:00 p.m.) with rates for 1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min.

Table for CLASS 'C' (7:45 a.m. to 12:00 noon, 1:30 p.m. to 5:00 p.m., and 11:00 p.m. to 12:00 midnight) with rates for 1, 1/2, and 1/4 hour.

Table for ANNOUNCEMENTS CLASS 'A' (6:00 p.m. to 11:00 p.m.) with rates for 1, 1/2, and 1/4 hour.

Table for CLASS 'B' (12:00 noon to 1:30 p.m., 5:00 p.m. to 6:00 p.m., and Sunday before 6:00 p.m.) with rates for 1, 1/2, and 1/4 hour.

Table for CLASS 'C' (7:45 a.m. to 12:00 noon, 1:30 p.m. to 5:00 p.m., and 11:00 p.m. to 12:00 midnight) with rates for 1, 1/2, and 1/4 hour.

SPECIAL FEATURES Time Signals and Weather Reports—"Flash" announcements limited to 25 words.

POLITICAL BROADCASTS Information on request. Transcription library available.

TALENT Rates on application.

REMOTE CONTROL Facilities available including public address system. Line charges extra; also operator's expenses if out of town. Rates on application.

Contract and Other Requirements All contracts subject to the Canadian Radio Broadcasting Commission regulations. Advertising must be submitted for approval.

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—Georges Bourassa. Representatives—Howard H. Wilson Company.

MONTREAL CBF

Rates effective October 1, 1938. (Card No. 2.) Operated by the Canadian Broadcasting Corporation as outlet for French programs. Business Office and Studios—King's Hall Building, 1251 St. Catharine Street West, Montreal, Quebec. Marquette 3321. Transmitter—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. Operates on Eastern Standard Time. Daylight Savings Time observed. Operating schedule: 8:00 a.m. to 11:30 p.m.

Agency Commission 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.

General Advertising For combination rates see listings of National Broadcasting Company (Supplementary Canadian Service), Blue Network Company (Canadian Group) and Canadian Broadcasting Corporation (Quebec Regional Network). Rates include charges by owners of music copyrights, except on music not covered by licenses or agreements with station.

PROGRAMS BROADCAST IN FRENCH CLASS 'A' (7:00 p.m. to 11:00 p.m.) with rates for 1, 1/2, and 1/4 hour.

Table for CLASS 'B' (5:00 p.m. to 6:00 p.m. week days and 12:00 noon to 5:00 p.m. Sundays) with rates for 1, 1/2, and 1/4 hour.

Table for CLASS 'C' (8:00 a.m. to 2:00 p.m. and 11:00 p.m. to 1:00 a.m.) with rates for 1, 1/2, and 1/4 hour.

Table for CLASS 'D' (2:00 p.m. to 5:00 p.m.) with rates for 1, 1/2, and 1/4 hour.

Table for DISCOUNTS with rates for 13 times (5% discount) and 26 times (10% discount).

SPECIAL FEATURES Time Signals: Day or evening service exclusive to one advertiser. Each service consists of four time signals limited to 20 words. Time announcements on Sundays restricted to the mention of sponsor's name.

(This listing continued on next page)

QUEBEC—Continued

MONTREAL—Continued  
C B F—Continued

Day service consists of four time signals limited to 20 words. Evening service consists of four time signals and, when given after 7:30 p.m. and prior to 11:00 p.m., are limited to the mention of the sponsor or product advertised.

When CBF, Montreal (French), and CBM, Montreal (English), are used in combination the following rates apply:

Table with columns for time slots (7:00 p.m. to 11:00 p.m., 5:00 p.m. to 7:00 p.m., 12:00 noon to 5:00 p.m., 8:00 a.m. to 2:00 p.m.) and rates for 1, 1/2, and 1/4 hour spots.

Accepted during Classes "B," "C," and "D."
Talent rates on request.
Contract and Other Requirements
Alcoholic beverage advertising not accepted.

CBM

Operates effective October 1, 1938. (Card No. 8.)
Owned and operated by The Canadian Radio Broadcasting Corporation as an outlet for English programs.

Table with columns for time slots (7:00 p.m. to 11:00 p.m., 5:00 p.m. to 7:00 p.m., 12:00 noon to 5:00 p.m., 8:00 a.m. to 2:00 p.m.) and rates for 1, 1/2, and 1/4 hour spots.

SPECIAL FEATURES
4 daily for 3 months, per month..... 600.00
4 daily for 6 months, per month..... 510.00
4 daily for 12 months, per month..... 450.00

11:00 p.m., are limited to the mention of the sponsor or product advertised.

When CBF, Montreal (French), and CBM, Montreal (English), are used in combination the following rates apply:

Table with columns for time slots (7:00 p.m. to 11:00 p.m., 5:00 p.m. to 7:00 p.m., 12:00 noon to 5:00 p.m., 8:00 a.m. to 2:00 p.m.) and rates for 1, 1/2, and 1/4 hour spots.

Accepted during Classes "B," "C," and "D."
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.

CFCF

(Established 1919)



BLUE NETWORK STATION

Operates effective March 1, 1941.
Owned and operated by Canadian Marconi Company, Business Office and Studio—King's Hall Building.

Operating power—500 watts.
(100% modulation—crystal control.)
500 meters; 600 kilocycles.

Agency Commission
Agency commission 15%. Commission does not apply on talent. No cash discount. Bills due and payable when rendered.

Table with columns for time slots (7:00 p.m. to 11:30 p.m., 5:00 p.m. to 7:00 p.m., 12:00 noon to 5:00 p.m., 8:00 a.m. to 11:30 p.m.) and rates for 1, 1/2, and 1/4 hour spots.

ANNOUNCEMENTS
Announcements not to exceed 75 words.
8:00 a.m. to 5:00 p.m. daily, each..... 10.00

Table with columns for time slots (7:00 a.m. to 2:00 p.m., 5:00 p.m. to 7:00 p.m., 12:00 noon to 5:00 p.m., 8:00 a.m. to 11:30 p.m.) and rates for 1, 1/2, and 1/4 hour spots.

ANNOUNCEMENTS
Announcements not to exceed 75 words.
8:00 a.m. to 5:00 p.m. daily, each..... 10.00

Table with columns for time slots (7:00 a.m. to 2:00 p.m., 5:00 p.m. to 7:00 p.m., 12:00 noon to 5:00 p.m., 8:00 a.m. to 11:30 p.m.) and rates for 1, 1/2, and 1/4 hour spots.

ANNOUNCEMENTS
Announcements not to exceed 75 words.
8:00 a.m. to 5:00 p.m. daily, each..... 10.00

POLITICAL SPEECHES
Rates on request.

ELECTRICAL TRANSCRIPTIONS

Electrical transcription library service available to advertisers at the following rates:

Table with columns for duration (30 minutes, 15 minutes) and rates (8.00, 5.00).

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.

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

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
Commercial Manager—James A. Shaw.
Promotion Director—E. H. Smith.

Representatives
New York, Chicago, Detroit, San Francisco—Weed & Company.

CHLP

(Established 1933)
Rates effective September 1, 1941.

Owned and operated by LaPatrie, Montreal, Quebec.
Business Office & Studio—Sun Life Bldg., Montreal, Quebec, Plateau 5225.

Operating power—250 watts.
(100% modulation—crystal control.)
201.3 meters; 1490 kilocycles.

Agency Commission
Agency commission 15%. No cash discount on broadcasting rates. Bills due and payable when rendered.

Table with columns for time slots (7:00 p.m. to 12:00 midnight) and rates for 1, 1/2, and 1/4 hour spots.

ANNOUNCEMENTS
Spot announcements not accepted on Sundays and between 7:30 p.m. and 11:00 p.m. week days.

Table with columns for time slots (2:00 p.m. to 5:00 p.m.) and rates for 1, 1/2, and 1/4 hour spots.

ANNOUNCEMENTS
Spot announcements not accepted on Sundays and between 7:30 p.m. and 11:00 p.m. week days.

Table with columns for time slots (7:00 a.m. to 2:00 p.m., 5:00 p.m. to 7:00 p.m., 12:00 noon to 5:00 p.m., 8:00 a.m. to 11:30 p.m.) and rates for 1, 1/2, and 1/4 hour spots.

ANNOUNCEMENTS
Announcements not to exceed 75 words.
8:00 a.m. to 5:00 p.m. daily, each..... 10.00

ANNOUNCEMENTS
Announcements not to exceed 75 words.
8:00 a.m. to 5:00 p.m. daily, each..... 10.00

Representatives
United States—Joseph Hershey McGilvray, Inc.
Toronto—James L. Alexander, 100 Adelaide St.

You must get The Family Audience in Québec!

IF there is any spot where FAMILY COVERAGE is essential, it is French Québec. Here the family is the social centre and the bulwark of national life.

The national recreation of French Canada is Evening Radio.

To sell the families of Québec, use the radio station to which most French-Canadian families listen most often—Station CKAC.

HERE'S HOW THEY LISTEN!

CKAC

\* Average E-H Program Rating of Evening Shows 24.1

NEXT FRENCH STATION

\* Average E-H Program Rating of Evening Shows 13.2

\* Elliott-Haynes Montreal Report, November 1942

CKAC

MONTREAL COLUMBIA BROADCASTING SYSTEM

Representatives—Canada C. W. Wright, Victory Building, Toronto

United States Joseph H. McGillvra

QUEBEC—Continued

MONTREAL—Continued

CKAC

(Established 1922)

COLUMBIA AFFILIATE

Rates effective April 1, 1942. Owned and operated by La Compagnie De Publicite De La Presse, Ltée. Business Office and Studios—980 St. Catharine St. West, Montreal, Quebec, Marquette 3611. Transmitter—St. Hyacinthe, Quebec

Wave—Power—Time—5,000 watts. (100% modulation, 111 meters; 750 kilocycles—Operates on Eastern Daylight Saving 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%. Commission does not apply on talent unless otherwise arranged. No cash discount. Terms, net 10 days, following 1st of following month. Invoices mailed monthly.

General Advertising For combination rates see listing of Columbia Broadcasting System (Canadian Group).

Rates are for total number of broadcasts under contract within one year. List in no case does a series of discounts apply to less than one broadcast per week.

Actual broadcasting time is: 1 hour, 59:30; 3/4 hour, 44:30; 1/2 hour, 29:30; 1/4 hour, 14:30; 10 minutes, 9:30; 5 minutes, 4:30.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

No quantity discounts. (6:00 p.m. to 12:00 midnight week days and all day Sunday)

(Class "A" rates apply.)

(Sign-on to 6:00 p.m. week days) (Class "C" rates apply.)

Talent Rates on Request. Talent can be furnished by client when desired. We furnished by station, a fee of 15% of the talent fee is charged, which includes production, engaging talent, arranging program, use of studios for rehearsals and broadcasting, services of staff announcer, straight commercial announcements and operators.

Facilities are available for picking up broadcasts from any point. Remote control subject to additional charges.

Service Facilities Program department, publicity department, promotion department, statistical and research department, relations department, continuity department, transit department, recording department, engineering department—all available to clients.

Contract and Other Requirements Advertising of beer and wine accepted. Program rates are for the facilities of the station only; talent is extra. All programs are subject to the approval of the management. Advertising contracts subject to the terms of the company's general license and to all Dominion and Provincial laws or regulations now or hereinafter in force.

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

Personnel Director—Phil Lalonde. National Sales—Lou Leprahon. Program Director—Paul Corbell.

United States—Joseph Hershey McGillvra, Inc. Toronto—C. W. Wright, Victory Building.

NEW CARLISLE

CHNC

(Established 1933)

Rates effective April 1, 1942. 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. (100% modulation—crystal control.) 191.8 meters; 610 kilocycles. Licensed to operate on cleared channel. Operates on Atlantic Standard Time. Actual operating schedule: Sunday 9:00 a.m. to 12:30 p.m. Week days 8:00 a.m. to 12:30 p.m.

Agency Commission 15% on station time to all recognized advertising agencies. Commission does not apply on talent or line fees. No cash discount. Bill due and payable when rendered.

General Advertising For combination rates see listing of Canadian Broadcasting Corporation (Quebec Regional Network). Rates include charges by owners of music copyrights.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

Table with 5 columns: Time, 1st, 2nd, 3rd, 4th. Rows for 1/2 hour, 1/4 hour, 10 minutes, 5 minutes.

For spot announcements preceding and following news, add 25% above one time rate, plus production charges.

POLITICAL BROADCASTS Evening rates apply to both day and night.

SPECIAL FEATURES Time Signals and Weather Reports: Limited to 10 words each: 4 signals daily (3 months), per month, 100.00; 4 signals daily (6 months), per month, 90.00; 4 signals daily (12 months), per month, 75.00.

ELECTRICAL TRANSCRIPTIONS Regular time charges apply to recorded programs.

Remote control charges on programs originated outside of studio are extra and will be quoted upon request. Line charges extra.

Contract and Other Requirements Advertising of beer and wine accepted. No contract accepted for longer than one year. Rates are for facilities of the station only. Program charges (artists fees) are additional to broadcasting rates and are not subject to discount. All programs, continuity and announcements are subject to the approval of the management and the rules and regulations of the Canadian Broadcasting Corporation. No charge for preparation or re-adaptation of continuity into French. Rates are based on the total number of broadcasts under contract within one year but in no case does a series of discounts apply to less than one broadcast per week. (This listing continued on next page)

NEW CARLISLE—Continued  
CHNC—Continued

The station is not bound to broadcast the program of the sponsor due to weather conditions, strikes, fire, or for any other reason over which the management has no control.

QUEBEC  
CBV

Effective October 1, 1938. (Card No. 3.)  
Operates on the Canadian Broadcasting Corporation.  
Business Office and Studio—Chateau Frontenac,  
Quebec, Que., telephone 8155.  
Transmitter—Charlesbourg, Quebec.  
Wave—Power—Time  
Operating power—1,000 watts.  
(100% modulation—crystal control.)  
53.1 meters; 800 kilocycles.  
Licensed to operate full time.  
Operates on Eastern Standard Time. Daylight Savings Time observed. Licensed to operate full time.  
Operating schedule: 8:00 a.m. to 11:30 p.m.

Table with columns for time slots (e.g., 7:00 p.m. to 11:00 p.m.), duration (1 hr., 1/2 hr., 10 min., 5 min.), and rates (e.g., 52 tl., 104 tl., 38.00, 29.75, 29.75, 18.00).

SPECIAL FEATURES  
Time Signals—Day or evening service exclusive to advertiser. Each service consists of three Time Signals limited to 25 words and one of 50 words; the latter not applicable between 8:30 p.m. and 11:00 p.m. Time announcements on Sundays restricted to mention of sponsor's name.  
After 6:00 p.m.:  
1 hr. daily for 3 months, per month..... 300.00  
1 hr. daily for 6 months, per month..... 275.00  
1 hr. daily for 12 months, per month..... 250.00  
(Before 6:00 p.m.):  
1 hr. daily for 3 months, per month..... 225.00  
1 hr. daily for 6 months, per month..... 200.00  
1 hr. daily for 12 months, per month..... 175.00  
Weather Reports—Three daily at selected periods (4 between 6:00 p.m. and 11:00 p.m.) at same monthly rates as Time Signals during daytime hours.

ELECTRICAL TRANSCRIPTIONS  
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.  
Station Manager—Maurice Valliquette.

CHRC  
(Established 1926)

Effective October 1, 1942.  
Owned and operated by CHRC, Limited.  
Business Office—Victoria Hotel, Quebec, Quebec, telephone 7-8178.  
Her 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.  
(100% modulation—crystal control.)  
5 meters; 800 kilocycles.  
Licensed to operate full time. Operates on Eastern Standard Time. Daylight Saving Time observed.  
Actual operating schedule: Week days 7:30 a.m. to 12:00 midnight, Sundays 11:30 a.m. to 12:00 midnight.  
Agency Commission  
Agency commission 15% to recognized advertising agencies. Commission does not apply to talent or line charges. Invoices mailed 1st of each month. Bills due and payable when rendered. No cash discount.  
General Advertising  
Rates are for total number of broadcasts under con-

tract within one year, but in no case does a series of discounts apply to less than one broadcast per week.

Table with columns for CLASS 'A', CLASS 'B', CLASS 'C' and rates for various durations (1/2 hour, 1/4 hour, 10 minutes, 5 minutes).

ANNOUNCEMENTS (After 6:00 p.m.)  
100 words..... 9.00  
75 words..... 7.50  
50 words..... 6.00  
25 words..... 5.00  
(Before 6:00 p.m.)  
100 words..... 7.50  
75 words..... 6.50  
50 words..... 5.50  
25 words..... 4.50  
Frequency Discounts  
52 times within 3 months..... 5%  
150 times within 6 months..... 10%  
300 times within 12 months..... 15%  
Discounts on announcements are not retroactive and may not be combined with time periods to earn larger discounts.

GROSS DOLLAR VOLUME DISCOUNTS  
Applicable after frequency discounts have been deducted and applies only on contracts for 13 or more consecutive weeks. Discounts granted at end of each month, whether for time periods or announcements:  
Less than 125.00 weekly..... None  
125.00 to 249.00 weekly..... 2-1/2%  
250.00 to 374.00 weekly..... 5%  
375.00 to 499.00 weekly..... 7-1/2%  
500.00 or more weekly..... 10%  
Time signals or other service announcements with ten words commercial daily:  
After 6:00 p.m., per month..... 90.00  
Before 6:00 p.m., per month..... 75.00

POLITICAL BROADCASTS  
Class "A" rates apply.  
RECORDED PROGRAMS  
Commercial records from station library supplied free of charge for program broadcasts.  
Transcription library service available—rates and details on request.  
Equipped to transcribe locally produced programs.  
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 Requirements  
All continuities and announcements subject to the approval of the management and the rules and regulations of the Canadian Broadcasting Corporation. No charge for preparation or re-adaptation of continuities into French.  
Mechanical Program Equipment  
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.  
Personnel  
Managing Director—J. N. Thivierge  
Secretary Treasurer—Horn Lennox  
Studio—Director—J. D. Boudreau  
Chief Engineer—Arsene Nadeau  
Sales Director—G. L. Gaudy  
Chief of Artist Bureau—A. Pallotier.  
Representatives  
United States—Joseph Hershey McGillivra, Inc.

CKCV

Effective August 1, 1938.  
Owned and operated by CKCV, Ltd.  
Business Office and Studio—Capitol Theatre Building, 142 St. John, Quebec, Quebec, telephone 2-1585.  
Transmitter—254 Marquette Bourgeois, Quebec.

Wave—Power—Time  
Operating power—100 watts.  
(100% modulation—crystal control.)  
223.9 meters; 1340 kilocycles.  
Licensed to operate full time on cleared local channel.  
Operates on Eastern Standard Time. Daylight Savings Time observed.  
Actual operating schedule: Sundays 11:30 a.m. to 11:30 p.m.  
Agency Commission  
Agency commission 15% to recognized advertising agencies. No commission on talent, line charges or remote control pick-ups. Invoices are mailed 1st of each month. Bills due and payable when rendered. No cash discount.  
General Advertising  
Rates effective 12:00 midnight week days and (6:00 p.m. to 12:00 midnight) Sunday

Table with columns for time slots (1 hr., 1/2 hr., 1/4 hr., 5 minutes) and rates (1 tl., 15 tl., 26 tl., 52 tl., 104 tl., 38.00, 29.75, 29.75, 18.00).

POLITICAL TALKS  
Per minute..... 1.00  
SPECIAL FEATURES  
Time Signals: Limit 25 words; one signal daily, per month 50.00; two signals daily, per month 95.00; additional signals, per month, per signal 40.00.

ELECTRICAL TRANSCRIPTIONS  
Regular rates apply.  
Talent  
Rates on application.  
REMOTE CONTROL  
Wherever telephone lines are available. Rates on application.  
Contract and Other Requirements  
All continuities subject to the approval of station management and must comply with the rules and regulations of the Canadian Broadcasting Corp.  
Mechanical Program Equipment  
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.  
Personnel  
Manager—Paul LePage.  
Sales Manager—Lucien A. Bernier.  
Representatives  
Montreal—Radio Representatives Ltd.  
Toronto—Radio Representatives Ltd.

RIMOUSKI  
CJBR

(Established 1937)  
Rates effective April 1, 1941. (Card No. 3.)  
Owned and operated by Lower St. Lawrence Power Company.  
Business Office and Studio—Power Bldg., St. John Street, Rimouski, Quebec, telephone 395.  
Transmitter—Notre-Dame du Sacre-Coeur, Quebec.  
Wave—Power—Time  
Operating power—1,000 watts.  
(Crystal control.)  
335.3 meters; 800 kilocycles.  
Licensed to operate full time.  
Operates on Eastern Standard Time. Daylight Saving Time observed.  
Actual operating schedule: Sunday 8:45 a.m. to 11:30 p.m. Week days 7:45 a.m. to 11:30 p.m.  
Agency Commission  
Agency commission 15% to all recognized advertising agencies on net charges for station time. No commission on talent or other program charges. No cash discount. Invoices are mailed first of each month. Bills due and payable when rendered.  
General Advertising  
For combination rates see listing of Canadian Broadcasting Corporation (Quebec Regional Network).  
Rates include charges by owners of music copyrights. In no case does a series of discounts apply to broadcasts numbering less than one per week.  
The following rates apply daily except Sunday. For Sunday rates consult station management.

Table with columns for CLASS 'A' and CLASS 'B' and rates for various durations (1 hr., 1/2 hr., 1/4 hr., 10 min., 5 min.).

SPOT ANNOUNCEMENTS  
100 words or less; accepted at selected periods up to 7:00 p.m., 6:00. No serial discounts on spots.

SPECIAL FEATURES  
Time Signals—Limit 25 words.  
(5:30 p.m. to 11:30 p.m.)  
Four daily for three months, per month..... 160.00  
Four daily for six months, per month..... 136.00  
Four daily for twelve months, per month..... 120.00  
(8:00 a.m. to 5:30 p.m.)  
Four daily for three months, per month..... 128.00  
Four daily for six months, per month..... 112.00  
Four daily for twelve months, per month..... 96.00  
Weather or temperature reports: Three daily at selected periods (not between 7:00 p.m. to 11:30 p.m.) at same monthly rates as for time signals during same hours.

ELECTRICAL TRANSCRIPTIONS  
Accepted during Class "A" periods only at regular rates. Complete sound effects library available. Recording equipment available.  
Contract and Other Requirements  
All continuities subject to the approval of station management and must comply with the rules and regulations of the Canadian Broadcasting Corporation.  
Mechanical Program Equipment  
Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables.  
Personnel  
Manager—G. A. Lavoie.  
Representatives  
Toronto—H. N. Stovin.  
Montreal—All-Canada Radio Facilities, Ltd.

ROUYN  
CKRN

(Established 1939)  
Owned and operated by Northern Broadcasting & Publishing Ltd.  
Business Office and Studio—Reilly Building, Rouyn, Quebec.  
Transmitter—Rouyn, Quebec.  
Wave—Power—Time  
Operating power—250 watts.  
214.3 meters; 1400 kilocycles.  
Operates on Eastern Time.  
Actual operating schedule: 7:30 a.m. to 12:00 midnight.  
(This listing continued on next page)

QUEBEC—Continued

ROUYN—Continued
C K R N—Continued

Agency Commission
Agency commission 15% to all recognized advertising agencies on time and talent. Bills due and payable when rendered. Invoices mailed 1st of each month. General Advertising
Time sold only in combination with Northern Quebec Broadcasting System and Canadian Broadcasting Corp. (Ontario Regional Supplementaries).

STE ANNE de la POCATIERE
C H G B

(Established 1938)
Rates effective September 1, 1941.
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.
248.9 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
Agency commission —; cash discount —.
General Advertising
For combination rates see listing of Canadian Broadcasting Corp. (Quebec Regional Supplementaries).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various classes (A, B, C) and times of day (6:00 p.m. to 10:00 p.m., 10:00 p.m. to 12:00 a.m., 12:00 a.m. to 6:00 p.m.).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various classes (A, B, C) and times of day (6:00 p.m. to 10:00 p.m., 10:00 p.m. to 12:00 a.m., 12:00 a.m. to 6:00 p.m.).

Special Features
Time Signals, Weather Reports, etc., with 30 word commercial announcement, daily except Sunday:
1 time, per month.....20.00
2 times, per month.....30.00
3 times, per month.....40.00

Remote Control
Remote studios—Agricultural High School and Classical College.
Contract and Other Requirements
Beer and wine advertising contracts accepted subject to the Canadian Broadcasting Corporation regulations. All programs subject to approval of station management.

Personnel
Station Manager—G. Thomas Desjardins.
Program Director—Adrien Dube.
Sales Department—Antoine Freve.
Representatives
United States—Joseph Hershey McGillivra, Inc.
Montreal and Toronto—H. N. Stovin.

SHERBROOKE
C H L T

(Established 1937)
Rates effective April 1, 1937.
Owned and operated by La Tribune, Limitee.
Business Office and Studio—La Tribune Building, Sherbrooke, Quebec, telephone 2071.
Transmitter—Three miles from the center of the city of Sherbrooke.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various classes (A, B, C) and times of day (6:00 p.m. to 11:00 p.m., 11:00 p.m. to 6:00 p.m. Sundays).

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various classes (A, B, C) and times of day (6:00 a.m. to 6:00 p.m. and all other time).

ANNOUNCEMENTS
After 6:00 words words words words words words
p.m. 5.00 6.00 6.00 7.00 7.00 8.00
Before 6:00
p.m. 2.50 3.50 4.00 4.50 5.00 5.50

SPECIAL FEATURES
News Periods: (English) 8:00 a.m., 10:00 a.m., 12:45 p.m., 2:57 p.m., 5:45 p.m., 8:30 p.m., 11:00 p.m. and 11:57 p.m. (French) 7:45 a.m. and 5:03 p.m.

REMOTE CONTROL
Line charges are extra. Rates for out-of-town pickups on request.

Contract and Other Requirements
Beer and wine advertising contracts accepted subject to the Canadian Broadcasting Corporation regulations. Advertising continuities must meet with the approval of the station management.
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
Manager—A. Gauthier.

THREE RIVERS
C H L N

(Established 1937)
Rates effective October 1, 1942. (Card No. 2)
Owned and operated by LeNouvelletete.
Studio—Hotel Chateau de Blois, Three Rivers, Que., telephone 4500.
Other Studios—Capitol Theatre, Imperial Theatre, City Hall, Salle Notre Dame and De La Salle Auditorium.
Transmitter—3 miles from the center of the city of Three Rivers.

Wave—Power—Time
Operating power—100 watts.
266.9 meters; 1450 kilocycles.
(100% modulation—crystal control.)
Licensed to operate full time on cleared channel. Operates 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 agencies. Commission does not apply to talent or line charges. Invoices mailed 1st of each month unless otherwise required by client. Bills due and payable when rendered. No cash discount.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 5 min) and rates for various classes (A, B) and times of day (6:00 p.m. to 11:30 p.m., 7:30 a.m. to 6:00 p.m.).

SPOT ANNOUNCEMENTS
(After 6:00 p.m.)
Flash or 25 words.....2.50
One minute or 100 words.....4.50
Flash or 25 words.....1.50
One minute or 100 words.....2.50
No discount on spot announcements.

POLITICAL TALKS
ELECTRICAL TRANSCRIPTIONS
Commercial records from station library and transcription library service available—rates and details on request. Equipped to transcribe locally produced programs.

TALENT
Live talent for English or French broadcasts available—rates on request.

REMOTE CONTROL
SERVICE FACILITIES
Service of program department available. Translations or re-adaptations of scripts from French into English or vice versa at no extra charge.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and wine.
Program charges are additional to broadcasting rates and are not subject to discount.
All programs are subject to the approval of the director and to the terms and conditions on contract form. All continuities and announcements subject to rules and regulations of Canadian Broadcasting Corporation.

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 Director—Leon Trepanier.
Representatives
Montreal—Radio Representatives, Ltd., 493 Dominion Square Bldg.
Toronto—Radio Representatives, Ltd., 4 Albert St.

VAL D'OR
C K V D

(Established 1939)
Rates effective July 1, 1940.
Owned and operated by Northern Broadcasting & Publishing Limited.
Business Office and Studio—Val d'Or, Quebec, telephone 500.
Toronto Office—307 Victory Bldg., EL 2464.
Montreal Office—310 Keefer Bldg., 1440 St. Catharines St., W., Harbour 3051.
Transmitter—Val d'Or, Quebec.

Table with columns for time slots (1 hr, 1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various classes (A, B, C) and times of day (6:00 a.m. to 6:00 p.m. and all other time).

Agency Commission
Agency commission 15% to recognized agencies. No cash discount. Invoices mailed 1st of each month. Bills due and payable when rendered.
General Advertising
For combination rates see listing of Northern Quebec Broadcasting System.
The following quantity rates apply where a contract is signed or an order given for a period not to exceed one year.

Table with columns for time slots (1/2 hr, 1/4 hr, 10 min, 5 min) and rates for various classes (A, B) and times of day (6:00 p.m. to 11:00 p.m., 7:00 a.m. to 6:00 p.m., 11:00 p.m. to 1:00 a.m.).

ANNOUNCEMENTS
SPOT ANNOUNCEMENTS and chain breaks—25 words less:
CLASS "A" (6:00 p.m. to 7:30 p.m.)
1 time.....1.00
52 times.....52.00
100 times.....100.00

CLASS "B" (7:00 a.m. to 6:00 p.m.)
1 time.....1.00
52 times.....52.00
100 times.....100.00

SPECIAL FEATURES
Time Signals: 35 word limit, 3 months minimum, 1 signal daily, per month.....30.00
Each additional signal daily, per month.....30.00
News Service: Leased wire service available (1 hour).
Breakfast Club—8:00 a.m. to 9:00 a.m. Monday through Saturday.

ELECTRICAL TRANSCRIPTIONS
Transcription library service available. Rates on request.

REMOTE CONTROL
Necessary line charges additional.
TALENT
Rates on request.

Contract and Other Requirements
Broadcasting subject to government regulations. Rate cover station charges only. All programs 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. turn-tables.

Personnel
President—Roy H. Thomson.
General Manager—Jack K. Cooke.
Mgr. & Com'l Mgr.—Lucien Godin.
Branch Office—
Toronto—80 Richmond St., W., Elgin 2464 (R. Leslie).
Montreal—1440 St. Catharines St., Harbour 3051 (R. Leslie).

Representatives
All-Canada Radio Facilities.
New York, Chicago & Detroit—Weed & Company.

SASKATCHEWAN

MOOSE JAW
C H A B

(Established 1922)
Rates effective July 1, 1941.
Owned and operated by CHAB, Ltd.
Studio—Grant Hotel, Moose Jaw, Saskatchewan, telephone 2377-78.
Transmitter—7-1/2 miles west of Moose Jaw on 1-1 Highway, Boharm, Sask.

Wave—Power—Time
Operating Power—1,000 watts.
(100% modulation.)
375 meters; 800 kilocycles.
Licensed to operate full time on Mountain War Net.
Actual operating schedule: 6:30 a.m. to 12:00 a.m. night.

Agency Commission
Agency commission 15% to recognized advertising agencies. No commission on talent. No cash discount. Accounts rendered the 1st of the month following broadcast.

General Advertising
For combination rates see listing of Canadian Broadcasting Corporation (Prairie Regional Network). Rates include charges by owners of music copyright.

Table with columns for time slots (1 hr, 3/4 hr, 1/2 hr, 1/4 hr, 10 min, 5 min, 1 min, 50 words, 25 words) and rates for various classes (A, B, C) and times of day (6:00 p.m. to 12:00 midnight, 6:00 a.m. to 6:00 p.m.).

CLASS "B" (6:30 a.m. to 6:00 p.m.)
1 hour.....36.00
3/4 hour.....28.80
1/2 hour.....21.60
1/4 hour.....14.40
10 minutes.....10.80
5 minutes.....8.10
1 minute.....5.40
50 words.....4.00
25 words.....2.40

Spot announcements immediately preceding or following news broadcasts, premium charge 25%.
(This listing continued on next page)

SASKATCHEWAN—Cont'd

MOOSE JAW—Continued C H A B—Continued

SPECIAL FEATURES Barbara Wells—Woman's feature, Monday through Friday, 10:30 a.m. to 11:00 a.m.

TALENT Rates on application. REMOTE CONTROL Facilities available for remote control pick-ups. Rates on application.

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

PRINCE ALBERT C K B I

Rates effective January 1, 1942. (Card No. 2.) Owned and operated by Central Broadcasting System, Ltd. Business Offices and Studios—Sanderson Bldg., Central Ave., Prince Albert, Saskatchewan.

CLASS "A" (12:00 noon to 1:00 p.m. and 6:00 p.m. to 10:30 p.m.) 1 hr. 50.00 47.50 45.00 42.50 40.00 37.50

CLASS "B" (All other time) 1 hr. 30.00 28.50 27.00 25.50 24.00 22.50

SPECIAL FEATURES Participating features take five minute rate. Early Riser Program—Morning program, Monday through Saturday.

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 Manager—Lloyd Moffat. Regional Sales Manager—G. E. (Gerry) Tonkin. Regional Sales Manager—H. E. (Parr) Representatives

REGINA C J R M

(Established 1926) Rates effective September 1, 1941. Owned and operated by Transcanada Communications, Ltd. Business Office—Saskatchewan Life Bldg., Regina, Saskatchewan, telephone 8424.

CLASS "A" (7:30 p.m. to 10:30 p.m. week days, and 9:00 a.m. to 12:00 midnight Sunday) 1 hr. 70.00 66.50 63.00 59.50 56.00 52.50

CLASS "B" (12:00 noon to 1:30 p.m. and 5:00 p.m. to 7:30 p.m. week days) 1 hr. 50.00 47.50 45.00 42.50 40.00 37.50

CLASS "C" (7:00 a.m. to 12:00 noon week days) 1 hr. 40.00 38.00 36.00 34.00 32.00 30.00

CLASS "D" (All other time) 1 hr. 30.00 28.50 27.00 25.50 24.00 22.50

ELECTRICAL TRANSCRIPTIONS Five minute transcription charged same rate as "Talks." Fifteen minutes or more, regular rates.

RECORDED PROGRAMS Regular time charges apply to recorded programs. No restrictions as to morning or afternoon hours.

MECHANICAL PROGRAM EQUIPMENT Equipped to handle programs by electrical transcription using 78 r.p.m. double turn-tables. Also 33-1/3 r.p.m. equipment. Lateral and vertical cut recordings.

PERSONNEL Manager—F. V. Scanlan. Sales Manager—B. Pirle. Representatives United States—Joseph Hershey McGillivra, Inc.

CKCK

Rates effective April 1, 1941. (Card No. 7.) Owned and operated by the Leader-Post, Ltd. Business Office and Studios—Leader Bldg., Regina, Saskatchewan, telephone 8525.

General Advertising CLASS "A" (6:00 p.m. to 11:00 p.m.) 1 hr. 80.00 76.00 72.00 68.00 64.00

CLASS "B" (All other hours except Sunday afternoon) 1 hr. 48.00 45.50 43.00 40.50 38.40

CLASS "C" (12:00 noon to 6:00 p.m. Sunday) 1 hr. 60.00 57.00 54.00 51.00 48.00

SPECIAL FEATURES Time signals on the hour only. Participating features take five minute rate.

TALENT A staff of musicians, vocalists and continuity writers available for the presentation of any type of program. Program ideas, list of talent and prices furnished on request.

RECORDED PROGRAMS Transcription library services charged as follows: 1 hr. 26.11 52.11 100.11 200.11

SASKATOON C F Q C

(Established 1928) Rates effective April 1, 1939. Owned and operated by A. A. Murphy and Sons, Ltd. Business Office and Studio—216 First Avenue North, Saskatoon, Saskatchewan.

General Advertising (6:00 p.m. to 11:00 p.m.) 1 hr. 80.00 78.00 76.00 74.00 72.00

ANNOUNCEMENTS No spot announcements between 7:30 p.m. and 11:00 p.m. week days or anytime Sundays.

SASKATCHEWAN—Cont'd

SASKATCHEWAN—Continued

C F Q C—Continued

Table with 5 columns: Time slot, 7.00 a.m. to 8.00 p.m., 8.00 p.m. and after 11.00 p.m., 100 words or 13.11, 26.11, 52.11, 100.11, 200.11.

Special Features: Grand Morning, Neighbor—Participating program; limited to five non-conflicting participants.

Per announcement: 8.00, 7.60, 7.20, 6.80, 6.40. The Haystack, Sports Review, Cairns Capets—rates on request.

Table for Electrical Transcriptions: 13.11, 26.11, 52.11, 100.11, 200.11. 1/2 hour: 10.00, 9.50, 9.00, 8.50. 1/4 hour: 6.00, 5.70, 5.40, 5.10, 4.80.

Remote Control: Full facilities available, including public address system. Rates on application.

Contract and Other Requirements: All contracts subject to the Canadian Radio Broadcasting Commission regulations. Advertising must be submitted for approval.

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

Personnel: Managing Director—A. A. Murphy. Sales Manager—Vernon Dalin.

Representatives: United States—Howard H. Wilson Company. Toronto, Montreal—Jack Blatter, 4 Albert Street. Winnipeg—Inland Broadcasting Service.

WATROUS

CBK

(Established 1939)

Rates effective October 1, 1939. Owned and operated by Canadian Broadcasting Corp. Business Office and Studio—Manitoba Telephone Building, Postage Avenue East, Winnipeg.

Wave—Power—Time: Operating power—50,000 watts. (100% modulation—crystal control.) 555.6 meters; 640 kilocycles.

Licensed to operate on clear channel full time. Operates on Mountain Standard Time. Actual operating schedule: Sundays 7:30 a.m. to 11:30 p.m. Week days 7:00 a.m. to 11:30 p.m.

Agency Commission: 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.

General Advertising: For combination rates see listing of Canadian Broadcasting Corporation (Prairie Regional Network). Rates include charges by owners of music copyrights, except on music not covered by licenses or agreements with the Canadian Broadcasting Corporation.

Table for Class 'A': (6:00 p.m. to 11:00 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: 80.00, 76.00, 72.00, 68.00, 64.00.

Table for Class 'B': (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) 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.

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.

Table for Rates on request: 4 daily for 3 months, per month: 550.00. 4 daily for 6 months, per month: 470.00. 4 daily for 12 months, per month: 400.00.

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 request.

Contract and Other Requirements: Advertising of 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.

Personnel: Regional Director (Winnipeg)—H. Walker. Regional Engineer in Charge (Watrous)—L. J. Marshall. Regional Press and Information Representative (Winnipeg)—C. E. L'Ami.

YORKTON

C J G X

(Established 1927)

Rates effective November 1, 1939. Owned by Yorkton Broadcasting Company, Limited. Business Office and Studio—Smith-Markay Bldg., Yorkton, Saskatchewan.

Wave—Power—Time: Operating power—1,000 watts (100% modulation). 205.5 meters; 1,460 kilocycles. Licensed to operate full time. Operates on Central Standard Time.

Actual operating schedule: Mondays 8:30 a.m. to 11:00 p.m. Week days 6:09 a.m. to 11:00 p.m.

Agency Commission: Agency commission 15% to all recognized agencies. No cash discount. Invoices mailed first of each month. Accounts due and payable when rendered.

General Advertising: Discounts on gross rates for number of periods under contract not to exceed one year. Duration. Rates include charges by owners of music copyrights.

Table for Class 'A': (7:30 p.m. to 10:30 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.

Table for Class 'B': (12:00 noon to 1:30 p.m. and 5:00 p.m. to 7:30 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, 13.50. 1/4 hour: 12.00, 11.40, 10.80, 10.20, 9.60, 9.00.

Table for Class 'C': (7:00 a.m. to 12:00 noon) 1 hour: 23.00, 22.75, 22.50, 21.25, 20.00, 18.75. 1/2 hour: 15.00, 14.75, 13.50, 12.75, 12.00, 11.25. 1/4 hour: 10.00, 9.50, 9.00, 8.50, 8.00, 7.50.

Table for Class 'D': (All other time) 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. 1/4 hour: 8.00, 7.60, 7.20, 6.80, 6.40, 6.00.

Spot Announcements: Sponsored programs and networks take preference over spot announcements. Station reserves the right to give announcements best alternative times available without notification.

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

Personnel: Managing Director—A. A. Murphy. Sales Manager—Vernon Dalin.

Representatives: United States—Howard H. Wilson Company. Toronto, Montreal—Jack Blatter, 4 Albert Street. Winnipeg—Inland Broadcasting Service.

WATROUS

CBK

(Established 1939)

Rates effective October 1, 1939. Owned and operated by Canadian Broadcasting Corp. Business Office and Studio—Manitoba Telephone Building, Postage Avenue East, Winnipeg.

Wave—Power—Time: Operating power—50,000 watts. (100% modulation—crystal control.) 555.6 meters; 640 kilocycles.

Licensed to operate on clear channel full time. Operates on Mountain Standard Time. Actual operating schedule: Sundays 7:30 a.m. to 11:30 p.m. Week days 7:00 a.m. to 11:30 p.m.

Agency Commission: 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.

General Advertising: For combination rates see listing of Canadian Broadcasting Corporation (Prairie Regional Network). Rates include charges by owners of music copyrights, except on music not covered by licenses or agreements with the Canadian Broadcasting Corporation.

Table for Class 'A': (6:00 p.m. to 11:00 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: 80.00, 76.00, 72.00, 68.00, 64.00.

Table for Class 'B': (8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight) 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.

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.

Table for Rates on request: 4 daily for 3 months, per month: 550.00. 4 daily for 6 months, per month: 470.00. 4 daily for 12 months, per month: 400.00.

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 request.

Contract and Other Requirements: Advertising of 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.

Personnel: Regional Director (Winnipeg)—H. Walker. Regional Engineer in Charge (Watrous)—L. J. Marshall. Regional Press and Information Representative (Winnipeg)—C. E. L'Ami.

NEWFOUNDLAND

ST. JOHN'S

V O C M

(Established 1934)

Rate card undated; received December 11, 1939. Owned and operated by Colonial Broadcasting System, Ltd. Business Office and Studio—Parade Street, St. John's, Newfoundland.

Transmitter—Parade St., St. John's, Newfoundland.

Wave—Power—Time: Operating power—100 watts. 290.6 meters; 1,000 kilocycles. Licensed to operate full time. Operates on Newfoundland Standard Time. Actual operating schedule: Monday 1:00 p.m. to 2:00 p.m. Week days 9:30 a.m. to 10:30 a.m., 1 p.m. to 2:00 p.m., and 4:00 p.m. to 10:00 p.m.

Agency Commission: Agency commission 15%. Cash discount does not exceed monthly; due 15 days after date.

General Advertising: The following rates are for national advertising. Include charges by owners of music copyrights.

Table for Rates: 1 hour: 15.00. 1/4 hour: 4.00. Daytime rates 25% less than evening rates; night rates 50% lighter.

Frequency Discounts: 15 minutes, 2 times weekly, 3 months contract: 15.00. 15 minutes, 3 times weekly, 3 months contract: 15.00.

Participating Programs: Participating programs given for not less than 10 weeks. Contract period daily advertisement. Maximum 125 words—25 per month, one per month 25.00; twice daily, per month 64.00; 3 times daily, per month 50.00. Also available to agencies for exclusive presentation.

Electrical Transcriptions: Regular rates apply. Transcription library service available.

Remote Control: Remote control facilities available. Rates and conditions on request.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted. Contracts subject to cancellation by two weeks notice accompanied by certified check at least 7 days before date of last program.

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: None.

V O N F

(Established 1923)

Rates received June 27, 1941. Owned and operated by Broadcasting Corporation of Newfoundland. Business Office and Studio—Newfoundland Bank Bldg., 110 St. John's, Newfoundland. Phone 1047. Transmitter—Five miles west of St. John's, Newfoundland.

Wave—Power—Time: Operating power—10,000 watts. 463.8 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. Cash discount. Bills rendered and are due monthly.

General Advertising: Affiliated with short wave stations: VONG—8475 kilocycles; 200 watts. VONH—6970 kilocycles; 200 watts. Rates shown are net. When preparing estimates agency commission to rates. Minimum term of contract is 13 weeks. (Night rates)

Table for Night Rates: 1/2 hr. 1.50. 1 time monthly: 15.00. 1 time, per two weeks: 15.00. 1 time, per week: 15.00. 2 times, per week: 15.00. 3 times, per week: 15.00. Daily: 15.00.

Remote Control: Facilities subject to extra charges for the mechanical costs. Extra charges not subject to agency commission. Mobile unit available.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted. Contracts subject to cancellation by two weeks notice accompanied by certified check at least 7 days before date of last program.

Closing Time: Contracts close one week in advance of first broadcast; announcement copy, transcriptions and 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 turn-tables for vertical and lateral cut recordings.

Personnel: Sales Manager—William F. Galway. Commercial Manager—Gordon D. Halley. Representatives: All-Canada Radio Facilities, Ltd.



Frequency Modulation (FM) and Television Stations

INDEX

FM STATIONS

Table listing FM stations with call letters and locations: SA Los Angeles, Calif.; M Mt. Washington, N. H.; M Mt. Mitchell, N. C.; B Boston, Mass.; D Detroit, Mich.; E Evansville, Ind.; S Schenectady, N. Y.; D Detroit, Mich.; H Philadelphia, Pa.; R Rochester, N. Y.; PH Philadelphia, Pa.; PL Milwaukee, Wis.; C Chicago, Ill.; Y Hartford, Conn.; N New York, N. Y.; PH Philadelphia, Pa.; Y New York, N. Y.; S Schenectady, N. Y.

TELEVISION

Table listing television stations: B New York, N. Y.

CALIFORNIA

LOS ANGELES

K 45 LA

Effective August 11, 1941. (Card No. 1.) Owned and operated by Don Lee Broadcasting System. Business Office and Studio—5515 Melrose Ave., Hollywood, Calif. Transmitter—On top of Mount Lee, Hollywood Hills, Cal.

Table with columns for power, frequency, operating schedule, advertising rates, and discounts for K 45 LA.

Special Features: Signals—three per day and three night, per \$200.00. Officers & Gen'l Mgr.—Lewis Allen Weiss. Sales Manager—Sidney Gaynor. Representatives—Blair & Company.

CONNECTICUT

HARTFORD

W 65 H

(Established 1940)

Effective October 1, 1941. (Card No. 1A.) First received February 13, 1942. Owned and operated by WDRR, Incorporated. Business Office and Studio—750 Main St., Hartford, Conn., telephone 7-1188. Transmitter—Meriden, Conn.

Table with columns for power, frequency, operating schedule, advertising rates, and discounts for W 65 H.

Agency Commission: Agency commission 15% to recognized agencies on bill time only. No cash discount. Bills due and payable when rendered. Advertising: Discounts apply to total broadcasts in each classification for the same sponsor within the current year. No frequency discount on talent or line charges. (6:00 p.m. to 11:00 p.m.)

Table with columns for rates and discounts for W 65 H (6:00 p.m. to 11:00 p.m.).

Announcements: (8:00 a.m. to 6:00 p.m.)

Electrical Transcriptions: Rates apply. Transcription library service available at \$3.00 per 15 minute program; \$5.00 per hour program. Instantaneous recording equipment available. Remote Control: Complete facilities for remote pick-ups. Line installation and line charges extra.

SERVICE FACILITIES

Complete program and production department available to plan, prepare and present program. Merchandising service, data on request, for contracts of size to warrant. Details and costs on request.

Contract and Other Requirements: Advertising of alcoholic beverages not accepted. Contracts subject to cancellation by two weeks' written notice accompanied by certified check at short rate to date of last program.

All contracts are subject to station owner's approval and government regulations. All material must conform to the standards of the station. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself. Rates include services of one announcer in studio. 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 time discounts on retroactive basis up to a total contract period of one year on continuous broadcasting schedules. All talks, speeches, etc., are to be submitted for approval not less than 48 hours before broadcast. All proposals subject to prior sale.

Closing Time: Contracts close two weeks in advance of first broadcast. Announcement copy closes six 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. turn-tables for vertical or lateral cut.

Personnel: Station Manager—Franklin M. Doolittle. Commercial Manager—William F. Malo. Representatives—None.

ILLINOIS

CHICAGO

W 59 C

(Established 1941)

Rates effective January 15, 1942. (Card No. 2.) Owned and operated by WGN, Inc. Business Office and Studio—411 N. Michigan Ave., Chicago, Ill. Transmitter—Atop Tribune Tower, Chicago, Ill.

Wave—Power—Time: Operating power—50,000 watts. Frequency—4300 kilocycles. Licensed to operate full time.

Table with columns for general advertising rates and discounts for W 59 C.

Discounts do not apply to announcements or live minute news periods. 13 consecutive weeks 5%, 26 consecutive weeks 10%, 52 consecutive weeks 15%.

Additional Discounts: 3 alternate days per week (not Sunday) 10%, 6 days per week, Monday through Saturday 25%, 7 days per week 35%.

Table with columns for announcement rates and discounts for W 59 C.

Special Features: Five minute news periods, every hour on the hour, seven days, same schedule: 13 wks. 26 wks. 52 wks. Before 6:00 p.m. 77.00 75.00 74.00. After 6:00 p.m. 119.00 116.35 113.75. No further discounts.

Personnel: Manager—Frank P. Schreiber. Sales Manager—W. A. McGuinness.

INDIANA

EVANSVILLE

W 45 V

(Established 1941)

Rates effective January 1, 1941. Owned and operated by the Evansville On The Air, Inc.

Business Office and Studio—519 Vine Street, Evansville, Indiana. Other Studios—Memorial Coliseum and Evansville College, Evansville, Indiana.

Wave—Power—Time: Operating power—10,000 watts. Frequency—4450 kilocycles. Licensed to operate full time.

Agency Commission: Agency commission 15% on net charges for station facilities to recognized advertising agencies. No commission on program costs or production charges. Cash discount 2% of net—10 days. No cash discount on talent. Invoices mailed first of each month.

General Advertising

The following rates are for national advertising. (After 6:00 p.m. week days and after 12:00 noon Sunday)

Table with columns for advertising rates for various durations: 1 hour 37.50, 1/2 hour 22.50, 1/4 hour 15.00, 10 minutes 11.25, 5 minutes 7.50, 1 minute 3.75, 30 word station break 8.00.

Table with columns for advertising rates for various durations: 1 hour 30.00, 1/2 hour 18.00, 1/4 hour 12.00, 10 minutes 9.00, 5 minutes 6.00, 1 minute 3.00, 30 word station break 2.50.

Discounts: Less than 13 times 10%, 13 to 25 times 5%, 26 to 35 times 10%, 40 to 52 times 15%, 53 to 104 times 20%, 105 to 210 times 25%, 250 or more times 30%.

Special Features: News and other special features. Rates on request.

Talent: Both instrumental and vocal. Rates on request. Personnel: Manager—Clarence Leich. Representatives: Weed & Company.

MASSACHUSETTS

BOSTON

W 43 B

(Established 1940)

Rates effective March 1, 1942. (Card No. 2.) Owned and operated by The Yankee Network, Inc. Business Office—21 Brookline Ave., Boston, Mass. Commonwealth 0800. Transmitter—Paxton, Mass.

Wave—Power—Time: Operating power—50,000 watts. Frequency—4300 kilocycles. Actual operating schedule: 24 hours daily.

Agency Commission: Agency commission 15% on net station time to recognized agencies. No cash discount. Charges for facilities are payable immediately after each broadcast. General Advertising: Time sold only in conjunction with W30R, Mount Washington, N. H.

Table with columns for musical or dramatic programs advertising rates: 1 hour 60.00, 3/4 hour 48.00, 1/2 hour 36.00, 1/4 hour 24.00, 5 minutes 12.00.

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. 6.00, Before 6:00 p.m. 3.00.

Table with columns for announcement rates and discounts for W 43 B.

Discounts: Time discounts apply to total broadcasts in each classification for the same sponsor within the current year. No time discounts on talent or line charges. Less than 20 times 10%, 20 to 31 times 5%, 32 to 103 times 7-1/2%, 104 to 155 times 10%, 156 or more times 12-1/2%. Programs and announcements running continuously for 52 consecutive weeks earn an additional rebate 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. Contract and Other Requirements: The musical program rates are for the facilities of the station only; talent is extra. No contract accepted longer than one year. Preferred position governed by priority and availability on contract basis. No blanket contracts accepted. All production must conform to station standard of ethics in broadcasting.

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 turn-tables. Representatives: None.

MICHIGAN

DETROIT

W 45 D

Rates effective June 1, 1941. (Card No. 2) Owned and operated by The Detroit News. Business Office and Studio—4500 Penobscot Bldg., Detroit, Mich., Cherry 1411-12. Transmitter—4500 Penobscot Bldg., Detroit, Mich. Wave—Power—Time Operating power—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. Bills rendered last 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.

Table with columns for time slots (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 10 minutes, 5 minutes, 1 minute transcription) and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m. week days and 3:00 p.m. to 10:30 p.m. Sundays) and CLASS 'B' (8:00 a.m. to 6:00 p.m. week days and 8:00 a.m. to 3:00 p.m. Sundays).

Table with columns for time slots and rates for CLASS 'C' (6:00 a.m. to 8:00 a.m., 10:30 p.m. to 1:00 a.m. week days and 10:30 p.m. to 12:00 midnight Sundays).

Special Features: Time signals, temperature reports, etc., sold only on a weekly basis and subject to service charge. Commercial limited to 25 words: 104 or more per day for seven days: 1 wk. 20 wks. 52 wks. weeks. Class 'A' 42.00 38.00 58.55 37.80. Class 'B' 21.00 19.95 19.42 18.00. Class 'C' 10.50 9.98 9.71 9.46. News or weather—Rates on request. Sponsored newscasts must be factual only, and without interpretation or editorial comment. Electrical Transcriptions Regular rates apply. Rates do not include use of transcription library service. Remote Control Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. Mobile unit available. Talent Rates on request. Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by 28 days' notice by registered mail accompanied by certified check at short rate to date of last program. Program material subject to approval of management and to government regulations. The station reserves the right to refuse or to discontinue any broadcasting. 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 33-1/3 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings. Personnel Station Manager—John L. Booth. Sales Manager—Eric V. Hay. Representatives Burn-Smith Company, Incorporated.

Table with columns for time slots and rates for CLASS 'A', 'B', and 'C' (6:00 a.m. to 8:00 a.m., 10:30 p.m. to 1:00 a.m. week days and 10:30 p.m. to 12:00 midnight Sundays).

Special Features: Time signals, temperature reports, etc., sold only on a weekly basis and subject to service charge. Commercial limited to 25 words: 104 or more per day for seven days: 1 wk. 20 wks. 52 wks. weeks. Class 'A' 42.00 38.00 58.55 37.80. Class 'B' 21.00 19.95 19.42 18.00. Class 'C' 10.50 9.98 9.71 9.46. News or weather—Rates on request. Sponsored newscasts must be factual only, and without interpretation or editorial comment. Electrical Transcriptions Regular rates apply. Rates do not include use of transcription library service. Remote Control Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. Mobile unit available. Talent Rates on request. Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by 28 days' notice by registered mail accompanied by certified check at short rate to date of last program. Program material subject to approval of management and to government regulations. The station reserves the right to refuse or to discontinue any broadcasting. 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 33-1/3 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings. Personnel Station Manager—E. K. Wheeler. Representatives None.

Table with columns for time slots and rates for CLASS 'A', 'B', and 'C' (6:00 a.m. to 8:00 a.m., 10:30 p.m. to 1:00 a.m. week days and 10:30 p.m. to 12:00 midnight Sundays).

Special Features: Time signals, temperature reports, etc., sold only on a weekly basis and subject to service charge. Commercial limited to 25 words: 104 or more per day for seven days: 1 wk. 20 wks. 52 wks. weeks. Class 'A' 42.00 38.00 58.55 37.80. Class 'B' 21.00 19.95 19.42 18.00. Class 'C' 10.50 9.98 9.71 9.46. News or weather—Rates on request. Sponsored newscasts must be factual only, and without interpretation or editorial comment. Electrical Transcriptions Regular rates apply. Rates do not include use of transcription library service. Remote Control Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. Mobile unit available. Talent Rates on request. Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by 28 days' notice by registered mail accompanied by certified check at short rate to date of last program. Program material subject to approval of management and to government regulations. The station reserves the right to refuse or to discontinue any broadcasting. 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 33-1/3 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings. Personnel Station Manager—E. K. Wheeler. Representatives None.

Table with columns for time slots and rates for CLASS 'A', 'B', and 'C' (6:00 a.m. to 8:00 a.m., 10:30 p.m. to 1:00 a.m. week days and 10:30 p.m. to 12:00 midnight Sundays).

Agency Commission Agency commission 15% to recognized agencies on station time only. No cash discounts. General Advertising The following rates are for national advertising. Minimum time sold five minutes, or 35 word time signal announcements. Rates include charges by owners of musical copyrights.

Table with columns for time slots and rates for CLASS 'A' (6:00 p.m. to 10:30 p.m. week days and 3:00 p.m. to 10:00 p.m. Sundays).

Table with columns for time slots and rates for CLASS 'B' (1:00 p.m. to 6:00 p.m. week days).

Special Features: Temperature reports, time signals, etc., sold only on weekly basis. Rates on request. News service available in five or 15 minute periods. Commercial copy limited to 2-1/2 minutes for each 15 minute period. Sponsored newscasts must be factual only. Rates on request. Remote Control All wire and mechanical charges for remote control. Including traveling expenses and salary of artists, paid for by advertiser. Charges not subject to agency commission. Mobile unit available. Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting light wines and beer. No contract accepted for more than one year. Preferred position governed by priority and availability on contract basis. All productions must conform to station's standard of ethics in broadcasting. Closing Time Program material closes 72 hours in advance; announcement copy 24 hours. Mechanical Program Equipment Equipped to handle programs by electrical transcription, using 33-1/3 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings. Personnel Station Manager—John L. Booth. Sales Manager—Eric V. Hay. Representatives Burn-Smith Company, Incorporated.

Table with columns for time slots and rates for CLASS 'A', 'B', and 'C' (6:00 a.m. to 8:00 a.m., 10:30 p.m. to 1:00 a.m. week days and 10:30 p.m. to 12:00 midnight Sundays).

Special Features: Time signals, temperature reports, etc., sold only on a weekly basis and subject to service charge. Commercial limited to 25 words: 104 or more per day for seven days: 1 wk. 20 wks. 52 wks. weeks. Class 'A' 42.00 38.00 58.55 37.80. Class 'B' 21.00 19.95 19.42 18.00. Class 'C' 10.50 9.98 9.71 9.46. News or weather—Rates on request. Sponsored newscasts must be factual only, and without interpretation or editorial comment. Electrical Transcriptions Regular rates apply. Rates do not include use of transcription library service. Remote Control Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. Mobile unit available. Talent Rates on request. Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by 28 days' notice by registered mail accompanied by certified check at short rate to date of last program. Program material subject to approval of management and to government regulations. The station reserves the right to refuse or to discontinue any broadcasting. 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 33-1/3 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings. Personnel Station Manager—E. K. Wheeler. Representatives None.

Table with columns for time slots and rates for CLASS 'A', 'B', and 'C' (6:00 a.m. to 8:00 a.m., 10:30 p.m. to 1:00 a.m. week days and 10:30 p.m. to 12:00 midnight Sundays).

Special Features: Time signals, temperature reports, etc., sold only on a weekly basis and subject to service charge. Commercial limited to 25 words: 104 or more per day for seven days: 1 wk. 20 wks. 52 wks. weeks. Class 'A' 42.00 38.00 58.55 37.80. Class 'B' 21.00 19.95 19.42 18.00. Class 'C' 10.50 9.98 9.71 9.46. News or weather—Rates on request. Sponsored newscasts must be factual only, and without interpretation or editorial comment. Electrical Transcriptions Regular rates apply. Rates do not include use of transcription library service. Remote Control Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. Mobile unit available. Talent Rates on request. Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by 28 days' notice by registered mail accompanied by certified check at short rate to date of last program. Program material subject to approval of management and to government regulations. The station reserves the right to refuse or to discontinue any broadcasting. 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 33-1/3 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings. Personnel Station Manager—E. K. Wheeler. Representatives None.

Table with columns for time slots and rates for CLASS 'A', 'B', and 'C' (6:00 a.m. to 8:00 a.m., 10:30 p.m. to 1:00 a.m. week days and 10:30 p.m. to 12:00 midnight Sundays).

Special Features: Time signals, temperature reports, etc., sold only on a weekly basis and subject to service charge. Commercial limited to 25 words: 104 or more per day for seven days: 1 wk. 20 wks. 52 wks. weeks. Class 'A' 42.00 38.00 58.55 37.80. Class 'B' 21.00 19.95 19.42 18.00. Class 'C' 10.50 9.98 9.71 9.46. News or weather—Rates on request. Sponsored newscasts must be factual only, and without interpretation or editorial comment. Electrical Transcriptions Regular rates apply. Rates do not include use of transcription library service. Remote Control Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. Mobile unit available. Talent Rates on request. Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by 28 days' notice by registered mail accompanied by certified check at short rate to date of last program. Program material subject to approval of management and to government regulations. The station reserves the right to refuse or to discontinue any broadcasting. 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 33-1/3 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings. Personnel Station Manager—E. K. Wheeler. Representatives None.

Table with columns for time slots and rates for CLASS 'A', 'B', and 'C' (6:00 a.m. to 8:00 a.m., 10:30 p.m. to 1:00 a.m. week days and 10:30 p.m. to 12:00 midnight Sundays).

Special Features: Time signals, temperature reports, etc., sold only on a weekly basis and subject to service charge. Commercial limited to 25 words: 104 or more per day for seven days: 1 wk. 20 wks. 52 wks. weeks. Class 'A' 42.00 38.00 58.55 37.80. Class 'B' 21.00 19.95 19.42 18.00. Class 'C' 10.50 9.98 9.71 9.46. News or weather—Rates on request. Sponsored newscasts must be factual only, and without interpretation or editorial comment. Electrical Transcriptions Regular rates apply. Rates do not include use of transcription library service. Remote Control Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. Mobile unit available. Talent Rates on request. Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by 28 days' notice by registered mail accompanied by certified check at short rate to date of last program. Program material subject to approval of management and to government regulations. The station reserves the right to refuse or to discontinue any broadcasting. 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 33-1/3 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings. Personnel Station Manager—E. K. Wheeler. Representatives None.

Remote Control Rates on request. Service Facilities Production department plans and produces programs and produces programs planned by client agencies. Contract and Other Requirements No contract accepted for longer than one year. Blanket contracts accepted. Preferred position earned by priority and availability on contract by Closing Time Closing date for inclusion in general publicity 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. turn-tables for vertical and lateral cut recordings. Representatives None.

NEW YORK NEW YORK CITY W 67 NY

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, N. Y., Wickersham 2-2000. Transmitter Wave—Power—Time Operating power—3,000 watts. Frequency—46700. Operates on Eastern War Time. Actual operating schedule: Week days 3:00 p.m. to 6:00 p.m. and 7:00 p.m. to 10:00 p.m. Agency Commission Agency commission 15% to recognized agencies. Cash discount. Bills rendered weekly. General Advertising (After 6:00 p.m.) Per week—1 day 2 days 3 days 4 days 5 days 6 days 100 words... 12.00 12.00 32.40 43.20 54.00 57.00 50 words... 6.00 12.00 18.20 21.60 27.00 27.00 (Before 6:00 p.m.) 100 words... 6.00 12.00 16.20 21.60 27.00 27.00 50 words... 3.00 6.00 8.10 10.80 13.50 14.00

Discounts for consecutive weeks of broadcasting to be due and payable retroactively at the end of 30 or 52 weeks of broadcasting excepting that it will be allowed currently on non-cancellable contracts as follows: Less than 26 weeks... None 26 to 38 weeks... 5% 39 to 51 weeks... 7-1/2% 52 weeks... 10% Interruptions in an advertiser's schedule necessitated by the broadcasting of special events of importance will not affect the advertiser's right to a contract. Special Features Time signals: Consists of correct time and 25 w commercial; 50 word rate applies. Contract and Other Requirements Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, year. All advertising copy subject to approval of station. Representatives Radio Sales.

Table with columns for time slots and rates for CLASS 'A', 'B', and 'C' (6:00 a.m. to 8:00 a.m., 10:30 p.m. to 1:00 a.m. week days and 10:30 p.m. to 12:00 midnight Sundays).

Special Features: Time signals, temperature reports, etc., sold only on a weekly basis and subject to service charge. Commercial limited to 25 words: 104 or more per day for seven days: 1 wk. 20 wks. 52 wks. weeks. Class 'A' 42.00 38.00 58.55 37.80. Class 'B' 21.00 19.95 19.42 18.00. Class 'C' 10.50 9.98 9.71 9.46. News or weather—Rates on request. Sponsored newscasts must be factual only, and without interpretation or editorial comment. Electrical Transcriptions Regular rates apply. Rates do not include use of transcription library service. Remote Control Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. Mobile unit available. Talent Rates on request. Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by 28 days' notice by registered mail accompanied by certified check at short rate to date of last program. Program material subject to approval of management and to government regulations. The station reserves the right to refuse or to discontinue any broadcasting. 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 33-1/3 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings. Personnel Station Manager—E. K. Wheeler. Representatives None.

Table with columns for time slots and rates for CLASS 'A', 'B', and 'C' (6:00 a.m. to 8:00 a.m., 10:30 p.m. to 1:00 a.m. week days and 10:30 p.m. to 12:00 midnight Sundays).

Special Features: Time signals, temperature reports, etc., sold only on a weekly basis and subject to service charge. Commercial limited to 25 words: 104 or more per day for seven days: 1 wk. 20 wks. 52 wks. weeks. Class 'A' 42.00 38.00 58.55 37.80. Class 'B' 21.00 19.95 19.42 18.00. Class 'C' 10.50 9.98 9.71 9.46. News or weather—Rates on request. Sponsored newscasts must be factual only, and without interpretation or editorial comment. Electrical Transcriptions Regular rates apply. Rates do not include use of transcription library service. Remote Control Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. Mobile unit available. Talent Rates on request. Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by 28 days' notice by registered mail accompanied by certified check at short rate to date of last program. Program material subject to approval of management and to government regulations. The station reserves the right to refuse or to discontinue any broadcasting. 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 33-1/3 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings. Personnel Station Manager—E. K. Wheeler. Representatives None.

Table with columns for time slots and rates for CLASS 'A', 'B', and 'C' (6:00 a.m. to 8:00 a.m., 10:30 p.m. to 1:00 a.m. week days and 10:30 p.m. to 12:00 midnight Sundays).

Special Features: Time signals, temperature reports, etc., sold only on a weekly basis and subject to service charge. Commercial limited to 25 words: 104 or more per day for seven days: 1 wk. 20 wks. 52 wks. weeks. Class 'A' 42.00 38.00 58.55 37.80. Class 'B' 21.00 19.95 19.42 18.00. Class 'C' 10.50 9.98 9.71 9.46. News or weather—Rates on request. Sponsored newscasts must be factual only, and without interpretation or editorial comment. Electrical Transcriptions Regular rates apply. Rates do not include use of transcription library service. Remote Control Facilities subject to extra charges for line and mechanical costs. Charges not subject to agency commission. Mobile unit available. Talent Rates on request. Contract and Other Requirements Advertising of alcoholic beverages not accepted excepting beer and light wines. Contracts subject to cancellation by 28 days' notice by registered mail accompanied by certified check at short rate to date of last program. Program material subject to approval of management and to government regulations. The station reserves the right to refuse or to discontinue any broadcasting. 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 33-1/3 and 78 r.p.m. double turn-tables for lateral or vertical cut recordings. Personnel Station Manager—E. K. Wheeler. Representatives None.

Table with columns for time slots and rates for CLASS 'A', 'B', and 'C' (6:00 a.m. to 8:00 a.m., 10:30 p.m. to 1:00 a.m. week days and 10:30 p.m. to 12:00 midnight Sundays).

NEW YORK CITY—Continued

W 71 NY—Continued

ANNOUNCEMENTS
word announcements between 6:00 p.m. and 9:00 p.m. in guaranteed positions following sustaining programs:
2 per week, each..... 5.00
4 or 5 per week, each..... 4.00
or more per week, each..... 3.00
word announcements in guaranteed positions, except next to news, before 6:00 p.m.:
2 per week, each..... 3.00
4 or 5 per week, each..... 2.00
or more per week, each..... 1.50
1/4 minute announcements before 6:00 p.m. in 1/4 minute programs, when available:
10 to 15 per week, each..... 6.00
10 to 15 per week, each..... 5.00
10 minute announcements after 6:00 p.m., when available, each 10.00; minimum five weekly.
word announcements cannot be sponsored by drug manufacturers except for advertisement of cough drops when they mention contents or offers. Announcements on Sundays by arrangement. Transcribed station book announcements not accepted.
Announcements are not subject to annual rebates nor air discounts than listed immediately above.

SPECIAL FEATURES
Service: Available in regular 15 minute periods; commercial copy limited to 2-1/2 minutes for 15 minute period. Rates on request.
Signals: Limited to sponsor identification; available only to clock and watch advertisers; six days per day and one 50 word commercial the fifth time, per week \$0.00.

ELECTRICAL TRANSCRIPTIONS
Regular time charges only.
Description library available for sponsorship at the following rates: 5 minutes 2.50; 1/4 hour 10.00; 1/2 hour 15.00; 1 hour 20.00.
1/4 minute bridge or theme, per program..... 1.00
Equipment available for instantaneous recording of programs in studios, on-the-line or from "air" broadcast at the following rates for each recording: 15 minutes 3.00; 15 minutes 5.00; 1/2 hour 10.00; 1/4 hour 15.00; 1 hour 20.00.

TALENT
Rates on request.
Sound effects equipment, per man, per hour for rehearsal and broadcast 5.00.
Music in WOR Library available only at a rental charge.

REMOTE CONTROL
Programs handled from any point. Rates for remote control on request.

SERVICE FACILITIES
Services of station artists bureau and program department available in arranging and presenting programs.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted.
Station reserves the right to eliminate all or parts of programs which it may consider contrary to its policy or interest without notice or consent.

Closing Time
Programs 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
Agency commission 15% to recognized agencies on net station time only. No cash discount. Bills rendered after broadcast; due when rendered.

General Advertising
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.)
1 hour..... 50.00
3/4 hour..... 40.00
1/2 hour..... 30.00
1/4 hour..... 20.00
5 minutes..... 10.00
(8:00 a.m. to 6:00 p.m. and 11:00 p.m. to 12:00 midnight)
1 hour..... 25.00
3/4 hour..... 20.00
1/2 hour..... 15.00
1/4 hour..... 10.00
5 minutes..... 5.00

ANNOUNCEMENTS
(After 6:00 p.m.)
125 words or one minute transcription..... 5.00
30 word announcement between programs..... 5.00
(Before 6:00 p.m.)
125 words or one minute transcription..... 2.50
30 word announcement between programs..... 2.50

DISCOUNTS
Discounts apply to total broadcasts in each classification for the same sponsor within the current year.
Less than 20 times..... Net 104 to 155 times..... 10%
20 to 51 times..... 5% 156 to 207 times..... 12-1/2%
52 to 103 times..... 7-1/2% 208 or more times..... 15%
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.

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 or time discounts.

TALENT
Rates on request. No time discount.

SERVICE FACILITIES
Sales, merchandising and production department available.

Contract and Other Requirements
Advertising of alcoholic beverages not accepted, excepting beer and light wine. No contract accepted for longer than one year. No blanket contracts accepted. Program must be in full accordance with the Broadcast Code. Preferred position governed by priority and availability on contract basis.

Closing Time
For inclusion in general publicity and printed announcements, 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 for vertical and lateral cut recordings.

Personnel
Director—Harold Essex.
Business Manager—Norris O'Neill.
Production Manager—Robert Estes.
Engineer—C. M. Smith.

Representatives
The American Network, Inc.

Table with 3 columns: Duration (1 hour, 3/4 hour, 1/2 hour, 1/4 hour, 5 minutes), Time (1:30 p.m. to 6:00 p.m.), and Rate (30.00, 24.00, 18.00, 12.00, 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
Less than 20 times..... Net 104 to 155 times..... 10%
20 to 51 times..... 5% 156 to 207 times..... 12-1/2%
52 to 103 times..... 7-1/2% 208 or more times..... 15%
Programs including announcements, running continuously for 52 consecutive weeks earn an additional rebate of 10%, based on the lowest billing for any one week.

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.

TALENT
Rates on request.
Contract and Other Requirements
Advertising of alcoholic beverages not accepted. Contracts subject to cancellation by 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 broadcast.
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 turn-tables for vertical and lateral cut recordings.

Personnel
Vice-Pres. in charge of broadcasting & Gen'l Mgr.—William A. Fay.
Representatives
The American Network, Inc.

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.)
1 hour..... 50.00
3/4 hour..... 40.00
1/2 hour..... 30.00
1/4 hour..... 20.00
5 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
5 minutes..... 5.00

ANNOUNCEMENTS
(After 6:00 p.m.)
125 words or one minute transcription..... 5.00
30 word announcements between programs..... 5.00
(Before 6:00 p.m.)
125 words or one minute transcription..... 2.50
30 word announcements between programs..... 2.50

DISCOUNTS
Less than 13 times..... Net
13 to 25 times..... 5%
26 to 51 times..... 7-1/2%
52 to 103 times..... 10%
104 to 155 times..... 12-1/2%
156 or more times..... 15%

Frequency Discounts
Programs and announcements:
3 to 5 times weekly..... 10%
6 or more times weekly..... 15%
Time and/or frequency discount earned on announcements cannot be applied to programs or vice versa.

TALENT
All traveling expenses, salaries, etc., to be paid by advertiser in advance—rates and details on request.

REMOTE CONTROL
Wire and mechanical charges are extra; payable in advance. Details on request.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply.

SERVICE FACILITIES
Services of production, sales and merchandising departments are available.

Contract and Other Requirements
No blanket contracts accepted. Program material must be in full accordance with broadcast code as adopted by the NAB on July 11, 1939. No contracts accepted for longer than one year. Preferred position governed by priority and availability on contract basis.

Actual time of program periods: One hour, 50-1/2 minutes; three-quarter hour, 44-1/2 minutes; one-half hour, 29-1/2 minutes; one-quarter hour, 14-1/2 minutes; five minute period, 4 minutes and 40 seconds.

Closing Time
For inclusion in general publicity and printed announcements, 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.

Personnel
Director—Harold Essex.
Business Manager—Norris O'Neill.
Production Manager—Robert Estes.
Engineer—C. M. Smith.

Representatives
The American Network, Inc.

Agency Commission
15% to recognized agencies on net station time only. No cash discount. Bills rendered after broadcast; due when rendered.

General Advertising
(6:00 p.m. to 11:00 p.m.)
1 hour..... 50.00
3/4 hour..... 40.00
1/2 hour..... 30.00
1/4 hour..... 20.00
5 minutes..... 10.00

ANNOUNCEMENTS
(After 6:00 p.m.)
125 words or one minute transcription..... 5.00
30 word announcement between programs..... 5.00
(Before 6:00 p.m.)
125 words or one minute transcription..... 2.50
30 word announcement between programs..... 2.50

DISCOUNTS
Discounts apply to total broadcasts in each classification for the same sponsor within the current year.
Less than 20 times..... Net 104 to 155 times..... 10%
20 to 51 times..... 5% 156 to 207 times..... 12-1/2%
52 to 103 times..... 7-1/2% 208 or more times..... 15%
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.

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 or time discounts.

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 33-1/3 and 78 r.p.m. double turn-tables for vertical and lateral cut recordings.

Personnel
Station Manager—Leonard L. Asch.
Commercial Manager—E. James.

W 85 A (Established 1940)

Owned and operated by General Electric Company. Business Office and Studio—1 River Road, Schenectady, N. Y. Transmitter—New Scotland, N. Y.

Wave—Power—Time
Operating power—
Frequency—18500 kilocycles.
Licensed to operate full time.
Operating schedule: 3:00 p.m. to 10:00 p.m.
Does not sell time.

NORTH CAROLINA

MT. MITCHELL

W 41 MM (Established 1942)

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, N. C. Transmitter—Mt. Mitchell (Clingman's Peak), N. C.

Wave—Power—Time
Operating power—3,000 watts.
(C. P. 50,000 watts.)
Frequency—44100 kilocycles.
Operating schedule: 3:00 p.m. to 9:00 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.)
1 hour..... 50.00
3/4 hour..... 40.00
1/2 hour..... 30.00
1/4 hour..... 20.00
5 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
5 minutes..... 5.00

ANNOUNCEMENTS
(After 6:00 p.m.)
125 words or one minute transcription..... 5.00
30 word announcements between programs..... 5.00
(Before 6:00 p.m.)
125 words or one minute transcription..... 2.50
30 word announcements between programs..... 2.50

DISCOUNTS
Less than 13 times..... Net
13 to 25 times..... 5%
26 to 51 times..... 7-1/2%
52 to 103 times..... 10%
104 to 155 times..... 12-1/2%
156 or more times..... 15%

Frequency Discounts
Programs and announcements:
3 to 5 times weekly..... 10%
6 or more times weekly..... 15%
Time and/or frequency discount earned on announcements cannot be applied to programs or vice versa.

TALENT
All traveling expenses, salaries, etc., to be paid by advertiser in advance—rates and details on request.

REMOTE CONTROL
Wire and mechanical charges are extra; payable in advance. Details on request.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply.

SERVICE FACILITIES
Services of production, sales and merchandising departments are available.

Contract and Other Requirements
No blanket contracts accepted. Program material must be in full accordance with broadcast code as adopted by the NAB on July 11, 1939. No contracts accepted for longer than one year. Preferred position governed by priority and availability on contract basis.

Actual time of program periods: One hour, 50-1/2 minutes; three-quarter hour, 44-1/2 minutes; one-half hour, 29-1/2 minutes; one-quarter hour, 14-1/2 minutes; five minute period, 4 minutes and 40 seconds.

Closing Time
For inclusion in general publicity and printed announcements, 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.

Personnel
Director—Harold Essex.
Business Manager—Norris O'Neill.
Production Manager—Robert Estes.
Engineer—C. M. Smith.

Representatives
The American Network, Inc.

Agency Commission
15% to recognized agencies on net station time only. No cash discount. Bills rendered after broadcast; due when rendered.

General Advertising
(6:00 p.m. to 11:00 p.m.)
1 hour..... 50.00
3/4 hour..... 40.00
1/2 hour..... 30.00
1/4 hour..... 20.00
5 minutes..... 10.00

ANNOUNCEMENTS
(After 6:00 p.m.)
125 words or one minute transcription..... 5.00
30 word announcement between programs..... 5.00
(Before 6:00 p.m.)
125 words or one minute transcription..... 2.50
30 word announcement between programs..... 2.50

DISCOUNTS
Discounts apply to total broadcasts in each classification for the same sponsor within the current year.
Less than 20 times..... Net 104 to 155 times..... 10%
20 to 51 times..... 5% 156 to 207 times..... 12-1/2%
52 to 103 times..... 7-1/2% 208 or more times..... 15%
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.

ELECTRICAL TRANSCRIPTIONS
Regular rates apply. Rates include use of transcription library service. Instantaneous recording equipment available.

PENNSYLVANIA

PHILADELPHIA

W 49 PH

(Established 1942)

Rates issued October 1, 1942. (Card No. 1.) Owned and operated by Pennsylvania Broadcasting Company, Inc. Business Offices and Studios—35 S. Ninth St., Philadelphia, Pa. Transmitter—35 S. Ninth St., Philadelphia, Pa.

Wave—Power—Time Operating power—1,000 watts. Frequency—44900 kilocycles. Licensed to operate full time. Operating schedule: Week days 3:00 p.m. to 6:00 p.m. and 9:00 p.m. to 12:00 midnight.

Agency Commission 15% to recognized advertising agencies. No cash discount.

General Advertising Following rates include time charge and regular announcer.

Table with columns for time slots (1 tl., 26 tl., 52 tl., 104 tl., 208 tl., 312 tl.) and rates for 1, 1/2, and 5 minutes.

Table with columns for time slots (3:00 p.m. to 6:00 p.m.) and rates for 1, 1/2, and 5 minutes.

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

Table with columns for time slots (9:00 p.m. to 12:00 midnight) and rates for 1, 1/2, and 5 minutes.

Table with columns for time slots (3:00 p.m. to 6:00 p.m.) and rates for 1, 1/2, and 5 minutes.

Weekly rate, six times per week, at the same time Monday through Saturday, inclusive:

Table with columns for time slots (9:00 p.m. to 12:00 midnight) and rates for 26 weeks, 52 wks.

Table with columns for time slots (3:00 p.m. to 6:00 p.m.) and rates for 15, 11, 25 announcements.

Announcements are accepted during station breaks only; maximum 30 words.

SPECIAL FEATURES

News—Leased wire service and transcribed music at the following rates: 5 minutes, each..... 1.00 30 minutes, each..... 3.00 15 minutes, each..... 2.00 60 minutes, each..... 5.00

TALENT

Details on request. Sound effect equipment and operators 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 request.

SERVICE FACILITIES

Program department available for arranging, preparing and presenting programs, also serves in an advisory capacity when desired.

Contract and Other Requirements

Availability is 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, 1 minute; 15 minute, 2 minutes; 30 minute, 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.

W 53 PH

(Established 1941)

Rates received March 30, 1942. Owned and operated by WPHI Broadcasting Company. Business Office and Studio—Widener Bldg., Philadelphia, Pa., 11th and Locust 0900. Transmitter—Widener Bldg., Philadelphia, Pa.

Wave—Power—Time Operating power—10,000 watts. Frequency 45300 kilocycles. Licensed to operate full time. Actual operating schedule: 2:00 p.m. to 9:00 p.m.

Agency Commission Agency commission 15% to recognized agencies. No cash discount. Bills are due and payable when rendered.

Table with columns for time slots (After 6:00 p.m.) and rates for 1, 1/2, and 5 minutes.

Table with columns for time slots (Before 6:00 p.m.) and rates for 1, 1/2, and 5 minutes.

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. 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.

SPECIAL FEATURES

Musical transcriptions and news service available at the following rates: 5 minutes, per program..... 1.00 15 minutes, per program..... 2.00 30 minutes, per program..... 3.00 45 minutes, per program..... 4.00 60 minutes, per program..... 5.00

TALENT

Talent can be furnished by station or client. Special announcers and sound effects men available through the station. Rates on request.

Contract and Other Requirements

Availability is quoted subject to station's approval of program and talent. Neither program periods nor announcement periods may be combined with corresponding services used by the same advertiser on the station's AM transmitter to earn larger discounts or for any other reason. Programs must conclude 30 seconds before end of period contracted for to allow for switching and station identification. Station reserves the right to eliminate all or parts of programs and announcements which it may consider contrary to its policy or interest, without notice or consent. Program content must be approved in its entirety and must meet requirements of station. Commercial copy limited as follows: 5 minute programs, 1 minute; 15 minutes, 2 minutes; 30 minutes, 3 minutes; 60 minutes, 5 minutes.

Representatives

The American Network, Inc.

W 69 PH

Rate card issued August 1, 1942. (Card No. 2.) Owned and operated by WCAU Broadcasting Co. Business Office and Studio—1622 Chestnut St., Philadelphia, Pa. Transmitter—1616 Walnut St., Philadelphia, Pa.

Wave—Power—Time Operating power—10,000 watts. Frequency—40000. Operates on Eastern War Time. Actual operating schedule

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 continue. 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.

Table with columns for time slots (After 6:00 p.m.) and rates for 1, 1/2, and 5 minutes.

Table with columns for time slots (Before 6:00 p.m.) and rates for 1, 1/2, and 5 minutes.

Table with columns for time slots (Before 6:00 p.m.) and rates for 1, 1/2, and 5 minutes.

ANNOUNCEMENTS

Table with columns for time slots (After 5:59 p.m.) and rates for 1, 1/2, and 5 minutes.

Table with columns for time slots (Before 5:59 p.m.) and rates for 1, 1/2, and 5 minutes.

125 word announcements or one minute transcriptions accepted in participating programs only. Rates are same as 30 word announcements.

TRANSCRIPTIONS AND NEWS

Musical transcriptions and news service are available at the following rates: 5 minutes, per program..... 1.00 15 minutes, per program..... 2.00 30 minutes, per program..... 3.00 45 minutes, per program..... 4.00 60 minutes, per program..... 5.00

SERVICE FACILITIES

Program department plans and produces complete radio features and program ideas; serves in an advisory capacity when desired. May be furnished by station. Rates on request.

TALENT

May be furnished by station. Rates on request.

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 minutes; 30 minute programs, 3 minutes; 45 minute programs, 4 minutes; 60 minute programs, 5 minutes. Copy can be divided into as many parts as desired, but no one part can exceed one minute in length. Programs 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.

WISCONSIN

MILWAUKEE

W 55 M

(Established 1941)

Rates effective April 23, 1942. (Card No. 2.) Owned and operated by The Journal Company. Business Office and Studio—Radio City, 720 Capitol Drive, Milwaukee, Wis. Transmitter—Richfield, Wis.

Wave—Power—Time Operating power—50,000 watts. Frequency—45500 kilocycles.

Agency Commission

Agency commission 15% to recognized agencies. Net charges for station time only. No cash discount. Bills payable by the first of the month following service.

General Advertising

Table with columns for time slots (6:00 p.m. to 11:00 p.m.) and rates for 1, 1/2, and 5 minutes.

Table with columns for time slots (8:00 a.m. to 6:00 p.m.) and rates for 1, 1/2, and 5 minutes.

DISCOUNTS

General program service cannot be combined with other type of service to earn discounts and versa. Broadcasts used during a period not to exceed one year from date of first broadcast are accumulated to earn maximum discounts as follows: Less than 26 times..... 5% 26 to 51 times..... 7-1/2% 52 to 103 times..... 10% 104 to 155 times..... 12-1/2% 156 or more times..... 15-1/2% 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 13-1/2% of the largest amount of weekly billing that has been consecutively for 52 weeks. Excess agency commission previously allowed will be deducted from such amounts. The bonus discount year and the frequency discount year must be concurrent.

ANNOUNCEMENTS

(6:00 p.m. to 11:00 p.m.) 125 words, 1 minute transcription or 30 word station break.

(8:00 a.m. to 6:00 p.m. daily) 125 words, 1 minute transcription or 30 word station break.

Announcement contracts follow the same schedule as general program service contracts. Such announcements cannot be combined with other type of service to earn discounts.

Contract and Other Requirements

Basic rates are guaranteed for the period of year from date of first broadcast. Contracts cannot run more than one year from date of first broadcast. Program material subject to approval of station management. Advertisers will be expected to utilize benefits to be derived from frequency modulation to the utmost. Rates quoted for general program service include charge for station time only. All other fees are additional. Rates for these on request.

RADIO STATION REPRESENTATIVES

\*Indicates station has other representatives. See listing of station for complete information.

American Network Inc., The
New York-60 East 42nd Street
F M
WG1R-Rochester, N. Y.
W11AM-Mt. Mitchell, N. C.
W53PH-Philadelphia, Pa.

Jack, Frank R.
Chicago-540 N. Michigan Avenue
Telephone Delaware 1055
KWNO-Winona, Minn.

Annann, Miss Bertha
Boston-538 Little Building
Telephone Hubbard 4370
\*WOSH-Portland, Me.
\*WOCB-Cape Cod, Mass.
\*WBAI-Greenfield, Mass.
\*WBYN-Holyoke, Mass.
\*WSPR-Springfield, Mass.
\*WVNE-Keene, N. H.
\*WFEA-Manchester, N. H.
\*WVNH-Portsmouth, N. H.
\*WHDN-New York, N. Y.
\*WIBX-Utica, N. Y.
\*WCAU-Philadelphia, Pa.

Haddock, Walter Co.
Los Angeles-568 Chamber of Commerce Bldg. Telephone Richmond 6184
San Francisco-Rm. 673, 681 Market Street, Telephone Garfield 0917
Seattle-1038 Exchange Bldg. Telephone Main 6440
\*KEUB-Watsonville, Calif.
\*WJJD-Chicago, Ill.
\*WVWB-Topeka, Kans.
\*WVRC-Louisville, Ky.
\*WVBN-Utica, N. Y.
\*KAST-Astoria, Ore.
\*KKRO-Aberdeen, Wash.

Hair, John & Company
Member-National Association of Broadcasters.
Chicago-520 N. Michigan Avenue Telephone Superior 8659
New York-341 Madison Avenue Telephone Murray Hill 9-8083
Los Angeles-438 Cham. of Com. Bldg. Telephone Prospect 3584
San Francisco-608 Russ Building Telephone Douglas 3188
St. Louis-350 Paul Brown Building Telephone Chestnut 5688
Don Lee Broadcasting System
Pacific Broadcasting Company
The Arizona Radio Network, Ariz.
KSUN-Phoenix, Ariz.
KOLN-Hooper, Ariz.
KTRC-Tucson, Ariz.
KFRE-Fresno, Calif.
KPMC-Bakersfield, Calif.
KIEM-Eureka, Calif.
KHL-Los Angeles, Calif.
KXMY-San Bernardino, Calif.
KGB-San Diego, Calif.
KFRS-San Francisco, Calif.
KYEC-San Luis Obispo, Calif.
KVOE-Santa Ana, Calif.
KDB-Santa Barbara, Calif.
KGM-Stockton, Calif.
KREL-Denver, Colo.
KFLX-Jacksonville, Fla.
WQAM-Miami, Fla.
WFLA-Tampa, Fla.
WAGA-Atlanta, Ga.
KGM-BKHC-Honolulu, Hawaii
KIDO-Hoier, Idaho
WMBG-Bozeman, Idaho
KWS-Chicago, Ill.
KNEL-Waterloo, Iowa
Maryland Coverage Network
WFBH-Baltimore, Md.
WOW-Omaha, Nebr.
WNRB-Birmingham, N. Y.
WNEW-New York, N. Y.
KFYR-Bismarck, N. D.
WBNS-Columbus, O.
WHYZ-Zanesville, O.
KORE-Eugene, Ore.
KUN-Grants Pass, Ore.
WRP-Harrisburg, Pa.
WGBI-Scranton, Pa.
WROL-Knoxville, Tenn.
KTRH-Houston, Tex.
KTSB-San Antonio, Tex.
KDYI-Salt Lake City, Utah
KPA-C-Richmond, Va.
Puket Sound Network
KOL-Seattle, Wash.
KMO-Tacoma, Wash.
KTY-Yakima, Wash.
WMMN-Fairmont, W. Va.
WVVA-Wheeling, W. Va.

K45LA-Los Angeles, Calif.
Chicago-Merchandise Mart
Cleveland-815 Superior Ave., N. E.
Denver-1025 California St.
Detroit-802 Fisher Bldg.
Hollywood-Sunset Blvd. & Vine St.
San Francisco-111 Sutter St.
Schenectady-1 River Road
Washington, D. C.-Trans-Lux Bldg.
KGO-San Francisco, Calif.
WMAJ-Washington, D. C.
WENB-Chicago, Ill.
WJZ-New York, N. Y.

Branham Company, The
Chicago-360 N. Michigan Avenue Telephone Central 5726-7-8-9
New York-230 Park Avenue Telephone Murray Hill 8-1880
Dallas-Texas Bank Building
Atlanta-Rhodes-Haverty Buildings Telephone Walnut 4851
Detroit-7-236 General Motors Bldg. Telephone Trinity 1-0440
St. Louis-Arcade Building Telephone Chestnut 6192
Kansas City-Board of Trade Bldg. Telephone Harrison 1023
Portland-370 Pittcock Block Telephone Atwater 7473
San Francisco-5 Third Street Telephone Garfield 6740
Charlotte-612 Commercial National Bank Building Telephone 8839
Los Angeles-448 S. Hill Street Telephone Michigan 1269
Seattle-658 Empire Building Telephone Elliot 1769

ETHS-Hot Springs, Ark.
KTBS & KWKH-Shreveport, La
WCPO-Cincinnati, O.
WTS-Jackson, Tenn.
WNOX-Knoxville, Tenn.
WMC-Memphis, Tenn.
KRIC-Beaumont, Tex.
KRIS-Corpus Christi, Tex.
KRLD-Dallas, Tex.
KXYZ-Houston, Tex.
WCHS-Charleston, W. Va.
WBLC-Clarksburg, W. Va.
WPAR-Parkersburg, W. Va.

Burn-Smith Company, Incorporated
New York-551 Fifth Avenue Telephone Murray Hill 2-3124
Chicago-307 N. Michigan Avenue Telephone Central 4200
San Francisco-Rm. 673, 681 Market Street, Telephone Garfield 0917
Los Angeles-568 Chamber of Commerce Bldg. Telephone Richmond 6184

\*Daniel Boone Regional Network, The Southern Network, The
KMTR-Los Angeles, Calif.
WNLO-New London, Conn.
WDFC-Wayne Cross, Mich.
WRUR-Gainesville, Fla.
\*WLOF-Orlando, Fla.
\*WVPG-Palm Beach-Lake Worth, Fla.
\*WALB-Albany, Ga.
WRDW-Augusta, Ga.
WTRC-Elkhart, Ind.
KYFD-Fort Dodge, Iowa
KTRI-Sloux City, Iowa
\*WGR-Louisville, Ky.
WFMD-Frederick, Md.
\*WNBH-New Bedford, Mass.
WBBK-Pittsfield, Mass.
WFLC-Battle Creek, Mich.
WFDE-Pilot, Mich.
WKHZ-Muskegon, Mich.
KQVO-Missoula, Mont.
WOLF-Syracuse, N. Y.
WISE-Ashville, N. C.
WGN-Elizabeth City, N. C.
WFGC-Fayetteville, N. C.
WBG-Greensboro, N. C.
WFTC-Kinston, N. C.
WCRT-Roanoke Rapids, N. C.
WSTP-Salisbury, N. C.
WBRP-Washington, N. C.
WVFD-Wilmington, N. C.
WGTN-Wilson, N. C.
WTRC-Canton, Ohio
WRRN-Warren, Ohio.
KOCY-Oklahoma City, Okla.
KOOS-Marshfield, Ore. (Eastern)
KWJ-Portland, Ore.
WVBE-Lewistown, Pa.
WJMC-Greenville, S. C.
\*WOPB-Bristol, Tenn.
WDEF-Chattanooga, Tenn.
\*WKPT-Kingsport, Tenn.
WBR-Knoxville, Tenn.
KPA-C-Port Arthur, Texas
KMAC-San Antonio, Tex.
WVFA-Fredericksburg, Va.
WGH-Newport News, Va.
\*RGY-Olympia, Wash.
KXA-Seattle, Wash.
KFBC-Cheyenne, Wyo.

K45LA-Los Angeles, Calif.
W 49 D-Detroit, Mich.
Capper Publications, Inc.
New York-420 Lexington Avenue Telephone Mohawk 4-3280
Chicago-180 N. Michigan Avenue Telephone Central 5977
St. Louis-2206 Pine Street Telephone Central 3390
San Francisco-1207 Russ Building Telephone Douglas 6220
\*KKCN-Kansas City, Kan.
\*WVWB-Topeka, Kan.

Columbia Broadcasting System, Inc.
New York-485 Madison Avenue Telephone Wickersham 2-2000
Philadelphia-1822 Chestnut Street Telephone Rittenhouse 6447
Chicago-10 N. Michigan Avenue Telephone Whitehall 8000
Detroit-Rm. 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 Minneapolis-625 Second Avenue
Columbia Broadcasting System
Columbia New England Network

Cook, B. Frank
Atlanta-Walton Building.
\*WLOF-Orlando, Fla.
\*WALB-Albany, Ga.
\*WFCB-Greenville, S. C.

Cox & Tanz
Philadelphia-Drexel Building, Independence Square, Tel. Lombard 1:20
New York-339 Fifth Avenue Telephone Murray Hill 2-8281
Chicago-228 N. LaSalle Street Telephone Franklin 2095

KELD-El Dorado, Ark.
KEFA-Helena, Ark.
WMOG-Brunswick, Ga.
WGA-Cedarhurst, Ga.
WMMJ-Cordoba, Ga.
WHLJ-Dallas, Ga.
WJOB-Hammond, Ind.
WKAO-Kokomo, Ind.
WASK-Lafayette, Ind.
WJWB-New Orleans, La.
KTNM-Tucumcari, N. M.
WGNV-Gastonia, N. C.
WMPR-High Point, N. C.
WPAJ-Portsmouth (East), O.
\*KAST-Astoria, Ore.
WKPA-New Kensington, Pa.
WROK-Sunbury, Pa.
WOF-Florence, S. C.
WFLG-Suiter, S. C.
KGFN-Pierre, S. D.
WJZN-Clarksville, Tenn.
\*WVUB-Cookeville, Tenn.
KNEL-Brady, Tex.
KRIA-Lufkin, Tex.
KELH-Midland, Tex.
KNSP-Paris, Tex.
KIUN-Pecos, Tex.
KCHV-Charlottesville, Va.
KTBI-Tacom, Wash.
WJMC-Rice Lake, Wis.

Cummins, Harry E.
Jacksonville-306 Florida Nat'l Bank Building, Telephone 3-0381
Seattle-921 Second Avenue
\*Daniel Boone Regional Network, The
\*WJAX-Jacksonville, Fla.
\*WIGD-Miami, Fla.
\*WFLA-Tampa, Fla.
\*WISE-Ashville, N. C.
\*WOPB-Bristol, Tenn.
\*WKPT-Kingsport, Tenn.

DeLisser, Inc.
New York-11 W. 44th Street Telephone Circle 7-1435
Chicago-180 N. Michigan Ave. Telephone Dearborn 8108
San Francisco-831 Market Street Telephone Garfield 6740
Denver-711 Bus Terminal Bldg. Telephone Tabor 8624
Omaha-128 Grain Belt Exchange Building Telephone Webster 1412
Rochester, N. Y.-913 Lincoln Alliance Building Telephone Stone 4485
Portland, Ore.-420 South West Fourth Avenue Telephone Atwater 6347
Albany, N. Y.-Box 1005 Telephone Allentown 2-4751
Philadelphia-1421 Chestnut St. Telephone Rittenhouse 1900
Pittsburgh-Rm. 604, Chamber of Commerce Building Telephone Atlantic 8741
Seattle 921 Second Avenue Telephone Melrose 9193
WSLH-Ordensburg, N. Y.

For Joe & Company
New York-10 W. 44th Street Telephone Vanderbilt 4-6080
Chicago (Hil Holman)-333 N. Michigan Ave. Telephone Randolph 6225
\*KHUB-Watsonville, Calif.
\*WOES-Chicago, Ill. (East only)
WSEC-Chicago, Ill. (East only)
WLRG-Muncie, Ind.
WCOU-Lewiston, Me.
\*WBRK-Detroit, Mich.
WVFN-Jackson, Mich.
\*WMIN-Minneapolis-St. Paul, Minn.
WCAP-Asbury Park, N. J.

WBRB-Red Bank, N. J.
KFAA-Clovis, N. M.
WFXN-New York, N. Y.
WGBR-Goldsboro, N. C.
WTEL-Philadelphia, Pa.
WVSW-Pittsburgh, Pa.
KEEW-Brownsville, Tex.
KEYS-Corpus Christi, Tex.
KGBS-Harlingen, Tex.
KPAR-Laredo, Tex.
\*WVBN-New York, N. Y.
KONO-San Antonio, Tex.
WVVA-Martinsville, Va.
WJBR-Morgantown, W. Va.

Foreman Company, The
New York-247 Park Avenue Telephone Eldorado 5-0174
Chicago-Wrigley Building Telephone Delaware 1869
Beverly Hills, Calif.-205 S. Beverly Drive, Crestview 1-2166
KLCN-Blytheville, Ark.
WLAH-Lakeland, Fla.
WVFN-Springfield, Ill.
WIND-Gary, Ind.
WVCR-Pontiac, Mich.
Southern Minnesota Network
KATE-Albert Lea, Minn.
KYSM-Mankato, Minn.
WVLD-Minneapolis-St. Paul, Minn.
WVBN-New York, N. Y.
Elliot Roosevelt Operated Stations
WVHL-Sheboygan, Wis.

Foster, Robert O.
Boston-506 Statler Hotel Building Telephone Hubbard 3225
\*WDRG-Hartford, Conn.
\*WABI-Hangor, Me.
\*WNBH-New Bedford, Mass.
\*WVUR-Manchester, N. H.
\*WVSB-Rutland, Vt.

Free & Peters, Inc.
Member-National Association of Broadcasters.
Chicago-180 N. Michigan Avenue Telephone Franklin 6373
New York-247 Park Avenue Telephone Plaza 5-4131
San Francisco-111 Sutter Street Telephone Sutter 4353
Los Angeles-1512 N. Gordon Street Telephone Van Nuys 0509
Atlanta-322 Palmer Building Telephone Main 5687

KARM-Fresno, Calif.
KECA-Los Angeles, Calif.
KROW-Oakland, Calif.
WMBD-Peoria, Ill.
WJWC-Hammond, Ind.
WISH-Indianapolis, Ind.
WOC-Davenport, Iowa
WIGD-Moline, Iowa
KMA-Shenandoah, Iowa
WAVE-Louisville, Ky.
WIZO-Kalamazoo, Mich.
KDAL-Duluth, Minn.
WTCN-Minneapolis-St. Paul, Minn.
KMBK-Kansas City, Mo.
KSD-St. Louis, Mo.
KOB-Abuquerque, N. M.
WGH & WKHW-Buffalo, N. Y.
WINS-New York, N. Y.
WFHL-Syracuse, N. Y.
WPTF-Hatfield, N. C.
WDAY-Fargo, N. D.
WCKY-Cincinnati, O.
KOMA-Oklahoma City, Okla.
KTUL-Tulsa, Okla.
KALE & KOIN-Portland, Ore.
WESC-Charleston, S. C.
WIS-Columbia, S. C.
WIDL-Ironlake, Va.
WIDH-Seattle, Wash.

Fuller, Romo C., & Associates
Seattle-141 Fourth Avenue Bldg. Telephone Main 1277
\*RGY-Olympia, Wash.

Grant, W. S., Company
San Francisco-530 Market Street Telephone Excubo 9685
KJST-Chico, Calif.
KVIC-Marysville, Calif.
KYOS-Morced, Calif.
KVCY-Redding, Calif.
\*KTCK-Ysilla, Calif.
KFIJ-Klamath, Ore.

Griffith, Homer, Company
Los Angeles-6302 Hollywood Blvd. Telephone Granite 1726
San Francisco-881 Market Street Telephone Garfield 0917
Seattle-1491 White Building Telephone Main 6926
\*KJBS-San Francisco, Calif.
KTOH-Hailey, Idaho
\*KREI-Pocatello, Idaho
\*KTFP-Twin Falls, Idaho
\*WVLS-Port Huron, Mich.
KENO-Las Vegas, Nev.
KHLA-Centralia-Hebals, Wash.
\*KREN-Casper, Wyo.
\*KIOW-Power, Wyo.
\*KVYO-Sheridan, Wyo.

Hagg, Arthur H. & Associates, Inc. Chicago-380 N. Michigan Avenue Telephone Central 7653 New York-386 Madison Avenue Telephone Van Dyke 2-295 Denver-1863 Wazee Street Telephone Keystone 2371 Kansas City-410 Dwight Bldg. Telephone Jackson 8308 Omaha-City National Bank Building Telephone Atlantic 9431 KGNU-Dodge City, Kan.

Headley-Reed Company New York-Graybar Building Telephone Murray Hill 3-5470 Chicago-180 N. Michigan Avenue Telephone Franklin 4687 Detroit-715 New Center Building Telephone Madison 9444 Atlanta-Glenn Building Telephone Walnut 1636 San Francisco-300 Montgomery St. Telephone Yukon 1265 Connecticut Broadcasting System, WSGN-Birmingham, Ala. WALA-Mobile, Ala. WMSL-Decatur, Ala. WAGB-Dothan, Ala. WSPR-Montgomery, Ala. WNBC-Hartford, Conn. WSRJ-Stamford, Conn. WGAC-Augusta, Ga. WROR-Rockford, Ill. KANS-Wichita, Kans. WTRH-Baltimore, Md. WCOF-Boston, Mass. KFEQ-St. Joseph, Mo. KMMJ-Grand Island, Nebr. WBAB-Atlantic City, N. J. WHLD-Niagara Falls, N. Y. WKIP-Poughkeepsie, N. Y. WFAS-White Plains, N. Y. WSOE-Charlotte, N. C. WSOE-Wilmington, N. C. WVJ-Akron, O. WFMJ-Youngstown, O. WFBM-Altoona, Pa. WJAC-Johnstown, Pa. WFCL-Pawtucket, R. I. WAFD-Chattanooga, Tenn.

Hollingbery, George P. Company Chicago-307 N. Michigan Avenue Telephone State 2898 New York-40 Lexington Avenue Telephone Murray Hill 3-9447 Detroit-(Fred F. Hague) Park and Adams Streets Telephone Cherry 5200 Atlanta-Healey Building Telephone Walnut 3856 Los Angeles-Consolidated Bldg., 4th North Hill Street Telephone Van Dyke 7886 San Francisco-155 Sansome Street Telephone Douglas 4393 WPDQ-Jacksonville, Fla. \*WIOD-Miami, Fla. WSAV-Savannah, Ga. WYAF-Charleston, S. C. KSCJ-Sioux City, Iowa WREN-Lawrence, Kans. WJBO-Baton Rouge, La. WRDH-Boston, Mass. WSPR-Springfield, Mass. WBCM-Day City, Mich. WJWJ-Detroit, Mich. Arrowhead Network WBOC-Duluth, Minn. WDXJ-Jackson, Miss. KOWH-Omaha, Neb. WMEF-Plattsburgh, N. Y. WHEM-Rochester, N. Y. WBIG-Greensboro, N. C. WADC-Akron, O. WBHO-Dayton, O. WEED-Reading, Pa. WARM-Scranton, Pa. WTMA-Charleston, S. C. WSPA-Spartanburg, S. C. KTSM-El Paso, Tex. KEUB-Price, Utah KVI-Tacoma, Wash. WEAU-Eau Claire, Wis.

Hal Holman Company Chicago-333 N. Michigan Ave. Telephone Randolph 6225 New York-(Joe Bloom), 19 W. 44th St., Telephone Vanderbilt 6-5080. WGOV-Yakosta, Ga. WAYX-Waycross, Ga. WBBU-Anderson, Ind. KICD-Spencer, Iowa \*WJBC-Detroit, Mich. \*WHSJ-Port Huron, Mich. WTCM-Traverse City, Mich. \*WMIN-Minneapolis-St. Paul, Minn. KAND-Corsicana, Tex. Wisconsin Network, Inc. WMAM-Marionette, Wis. WIBU-Poynette, Wis.

Katz Agency, Inc., The New York-600 Fifth Avenue Telephone Wisconsin 7-8220 Chicago-307 N. Michigan Avenue Telephone Central 4238 Atlanta-22 Marietta Street Building Telephone Walnut 4795 Dallas-Republic Bank Building Telephone 2-7939 Detroit-7-257 General Motors Bldg. Telephone Trinity 2-7685 Kansas City-Bryant Building Telephone Victor 7085 San Francisco-Monadnock Building Telephone Rutter 7498 Cowles Stations, The KTRA-Little Rock, Ark. KYOR-Corador Springs, Colo. KJLZ-Denver, Colo. WDAE-Tampa, Fla. WGST-Atlanta, Ga. WMAZ-Macon, Ga.

KATZ Agency, Inc., The New York-600 Fifth Avenue Telephone Wisconsin 7-8220 Chicago-307 N. Michigan Avenue Telephone Central 4238 Atlanta-22 Marietta Street Building Telephone Walnut 4795 Dallas-Republic Bank Building Telephone 2-7939 Detroit-7-257 General Motors Bldg. Telephone Trinity 2-7685 Kansas City-Bryant Building Telephone Victor 7085 San Francisco-Monadnock Building Telephone Rutter 7498 Cowles Stations, The KTRA-Little Rock, Ark. KYOR-Corador Springs, Colo. KJLZ-Denver, Colo. WDAE-Tampa, Fla. WGST-Atlanta, Ga. WMAZ-Macon, Ga.

Katz Agency, Inc., The New York-600 Fifth Avenue Telephone Wisconsin 7-8220 Chicago-307 N. Michigan Avenue Telephone Central 4238 Atlanta-22 Marietta Street Building Telephone Walnut 4795 Dallas-Republic Bank Building Telephone 2-7939 Detroit-7-257 General Motors Bldg. Telephone Trinity 2-7685 Kansas City-Bryant Building Telephone Victor 7085 San Francisco-Monadnock Building Telephone Rutter 7498 Cowles Stations, The KTRA-Little Rock, Ark. KYOR-Corador Springs, Colo. KJLZ-Denver, Colo. WDAE-Tampa, Fla. WGST-Atlanta, Ga. WMAZ-Macon, Ga.

Katz Agency, Inc., The New York-600 Fifth Avenue Telephone Wisconsin 7-8220 Chicago-307 N. Michigan Avenue Telephone Central 4238 Atlanta-22 Marietta Street Building Telephone Walnut 4795 Dallas-Republic Bank Building Telephone 2-7939 Detroit-7-257 General Motors Bldg. Telephone Trinity 2-7685 Kansas City-Bryant Building Telephone Victor 7085 San Francisco-Monadnock Building Telephone Rutter 7498 Cowles Stations, The KTRA-Little Rock, Ark. KYOR-Corador Springs, Colo. KJLZ-Denver, Colo. WDAE-Tampa, Fla. WGST-Atlanta, Ga. WMAZ-Macon, Ga.

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WTOG-Savannah, Ga. KGU-Honolulu, Hawaii WCFB-Chicago, Ill. WTAQ-Quincy, Ill. WFBM-Indianapolis, Ind. WMT-Cedar Rapids, Iowa KRNT & KSO-Dex. Moines, Ia. WWL-New Orleans, La. \*WLAV-Lawrence, Mass. KGHJ-Billings, Mont. WKRC-Cincinnati, O. WSPD-Toledo, O. WOPK-Oklahoma City, Okla. WFIL-Philadelphia, Pa. WCAE-Pittsburgh, Pa. WNAX-Yankton, S. D. WREC-Memphis, Tenn. KFPY-Spokane, Wash. WUIS-Bluefield, W. Va. WTSN-Milwaukee, Wis.

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WMAQ-Chicago, Ill. WGL & WOWO-Fort Wayne, Ind. WBZ-WHZA-Boston, Mass. WEAF-New York, N. Y. WEAH-Sciencetown, N. Y. WTAM-Cleveland, O. KYW-Philadelphia, Pa. KDKA-Pittsburgh, Pa. TELEVISION WNBC-New York, N. Y.

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Perry, John M. Associates New York-310 East 45th Street Telephone Murray Hill 4-1647 Chicago-122 S. Michigan Avenue Telephone Harrison 3085 Detroit-7338 Woodward Avenue Telephone Madison 0790 Philadelphia-1524 Chestnut Street Telephone Rittenhouse 0886 Atlanta-201-101 Marietta St. Bldg. Telephone Walnut 3448 WJHP-Jacksonville, Fla. WLMG-Chester, Pa. WDLI-Panama City, Fla. WCOA-Pensacola, Fla. WCMH-Ashland, Ky. WLAP-Lexington, Ky.

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\*Indicates station has other representatives. See listing of station complete information.

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 Telephone Superior 5072  
 \*WIBX—Utica, N. Y.  
 \*WCAU—Philadelphia, Pa.

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 Telephone Eldorado 5-7020  
 Chicago—360 N. Michigan Avenue  
 Telephone State 4294

**Detroit—5-250 General Motors Bldg.**  
 Telephone Madison 4250

**Philadelphia—1734 Land Title Bldg.**  
 Telephone Rittenhouse 3839

**San Francisco—58 Sutter Street**  
 Telephone Garfield 6144

**Los Angeles—117 W. Ninth Street**  
 Telephone Vandike 7776

**Battle—1423 Joseph Vance Bldg.**  
 Telephone Elliott 6452

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**WSAU—Wausau, Wis.**

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**New York—247 Park Ave.**  
 Telephone Eldorado 5-0174

**Chicago—Wrigley Building**  
 Telephone Delaware 1869

**Beverly Hills, Calif.—205 S. Beverly**  
 Ave. Telephone Crestview 1-2166

**Fort Worth—2010 Fort Worth National**  
 Bank Building

**KRBC—Arlene, Tex.**  
**KBSB—Big Spring, Tex.**  
**KPLA—Paris, Tex.**  
**KGKL—San Angelo, Tex.**  
**KCMC—Texarkana, Tex.**

**Webb & Ayer, Inc.**

**Chicago—612 N. Michigan Avenue**  
 Telephone Superior 8177

**New York—295 Madison Avenue**  
 Telephone Ashland 4-6698

**WVMA—Armiston, Ala.**  
**WBY—Gadsden, Ala.**  
**WMOB—Mobile, Ala.**  
**WLAJ—Muscle Shoals City, Ala.**  
**WBBB—Selma, Ala.**  
**WKEU—Griffin, Ga.**  
**WSOY—Decatur, Ill.**  
**WDMV—East St. Louis, Ill.**  
**WGIL—Galesburg, Ill.**  
**WCSB—Springfield, Ill.**  
**KVAK—Atchison, Kans.**  
**KTSW—Emporia, Kans.**  
**WSON—Henderson, Ky.**  
**WHOP—Hopkinsville, Ky.**  
**WPAJ—Paducah, Ky.**  
**WHDJ—Calumet, Mich.**  
**WJMS—Ironwood, Mich.**  
**WGCM—Biloxi-Gulfport, Miss.**  
**WCBJ—Columbus, Miss.**  
**WVNB—Hattiesburg, Miss.**  
**WVLI—Jackson, Miss.**  
**WVAM—Laurel, Miss.**  
**WVUN—Jefferson City, Mo.**  
**WMBH—Joplin, Mo.**  
**WOBH—Fremont, Nebr.**  
**WGPW—Kearney, Nebr.**  
**WETA—Batavia, N. Y.**  
**WLPK—Suffolk, Va.**  
**WATW—Ashland, Wis.**  
**WDFN—Casper, Wyo.**  
**WPOW—Powell, Wyo.**  
**WVYO—Sheridan, Wyo.**

**Spot Sales, Inc.**  
 New York—400 Madison Ave.  
 Telephone Eldorado 5-5040  
 Chicago—360 N. Michigan Ave.  
 Telephone Franklin 8520  
 San Francisco—Third & Market Sts.  
 Telephone Douglas 2536

**KGEL—Little Rock, Ark.**  
**KYA—San Francisco, Cal.**  
**WOL—Washington, D. C.**  
 Georgia Broadcasting System  
**WGPC—Albany, Ga.**  
**WATL—Atlanta, Ga.**  
**WRBL—Columbus, Ga.**  
**WJBC—Bloomington, Ill.**  
**KROS—Clinton, Iowa**  
**WBBB—Dubuque, Iowa**  
**WJNN—Louisville, Ky.**  
**WCBM—Baltimore, Md.**  
**WTBO—Cumberland, Md.**  
**WJEB—Hagerstown, Md.**  
**WAKR—Akron, O.**  
**WLV—Cincinnati, O. (West Coast)**  
**WSAI—Cincinnati, O.**  
**WCED—Du Bois, Pa.**  
**WERC—Erie, Pa.**  
**WEJB—Greensburg, Pa.**  
**WKST—New Castle, Pa.**  
**KQV—Pittsburgh, Pa.**  
**WJPA—Washington, Pa.**  
**WCOS—Columbia, S. C.**  
**WJHL—Johnson City, Tenn.**  
**WMPS—Memphis, Tenn.**  
**WSXK—Nashville, Tenn.**  
**KNOW—Austin, Tex.**  
**WACO—Waco, Tex.**  
**WJLS—Beckley, W. Va.**  
**WKWK—Wheeling, W. Va.**

**Texas Daily Press League, Inc.**  
 Chicago—360 N. Michigan Ave.  
 Telephone Franklin 5241-5242  
 New York—60 E. 42nd St.  
 Telephone Murray Hill 6-1788  
 Dallas—507 Texas Bank Bldg.  
 Telephone Central 9026  
 Los Angeles—541 Consolidated Bldg.  
 Telephone Vandike 7386  
 San Francisco—155 Sansome St.  
 Telephone Douglas 4393  
 St. Louis—915 Olive St.  
 Telephone Chestnut 1965  
 Denver—711 Bus Terminal Bldg.  
**WDWS—Champaign, Ill.**

**Townsend, Edward S.**  
 San Francisco—Russ Building  
 Telephone Douglas 2373  
 \*WIOD—Miami, Fla.

**Tri-City Stations Association of Virginia**  
 Lynchburg, Va.—Allied Arts Bldg.  
**WBTM—Danville, Va.**  
**WLVA—Lynchburg, Va.**  
**WLSL—Roanoke, Va.**

**United Broadcasting Company**  
 Chicago—201 N. Wells Street  
**WJLB—Detroit, Mich.**

**Walker Company, The**  
 Chicago—J. Wythe Walker, 360 N.  
 Michigan Avenue, State 5262  
 New York—Jack Carson, 551 Fifth  
 Ave., Murray Hill 2-0374  
 Kansas City—A. H. Petrus, 1004 Bal-  
 timore Ave., Harrison 8136  
 Los Angeles—Walter Biddick, 568

Chamber of Commerce Bldg., Rich-  
 mond 6184

**KTOA—Siloam Springs, Ark.**  
**KFXJ—Grand Junction, Colo.**  
**KPKA—Greeley, Col.**  
**WINX—Washington, D. C.**  
**\*KSEI—Pocatello, Idaho**  
**\*KTFI—Twin Falls, Idaho**  
**WATL—Chicago, Ill.**  
**KFJH—Marshalltown Ia**  
**KOAM—Pittsburg, Kans.**  
**\*WABI—Bangor, Me.**  
**WSAR—Fall River, Mass.**  
**Z Net**  
**KRBM—Bozeman, Mont.**  
**KGIB—Butte, Mont.**  
**KIFA—Helena, Mont.**  
**WIAG—Norfolk, Neb.**  
**KGNF—North Platte, Nebr.**  
**\*WHEB—Portsmouth, N. H.**  
**WLJB—New York, N. Y.**  
**KLPM—Minot, N. D.**  
**KASB—Ashtabula, Ohio**  
**KCRC—Enid, Okla.**  
**WSBA—York, Pa.**  
**KABR—Aberdeen, S. D.**  
**KOBH—Rapid City, S. D.**  
**KRBC—Austin, Tex.**  
**WJRN—Racine, Wis.**

**Weed & Company**  
 Member—National Association of  
 Broadcasters.

**New York—350 Madison Avenue**  
 Telephone Vanderbilt 8-4542  
**Chicago—203 N. Wabash Avenue**  
 Telephone Randolph 7730  
**Detroit—General Motors Building**  
 Telephone Madison 8366

**San Francisco—Hotel Mark Hopkins**  
 Telephone Yukon 1399  
**Hollywood—6253 Hollywood Blvd.**  
 Telephone Hillside 8611  
**Boston—Statler Building**  
 Telephone Hubbard 5677

**New England Regional Network, The**  
**New York—350 Madison Avenue, Calif.**  
**WVIC—Hartford, Conn.**  
**WSUN—St. Petersburg, Fla.**  
**WJNO—West Palm Beach, Fla.**  
**WBOA—WGBF—Evansville, Ind.**  
**WBOW—Terre Haute, Ind.**  
**KGLO—Bison City, Ia.**  
**WDSU—New Orleans, La.**  
**WRDO—Augusta, Me.**  
**WLBZ—Bangor, Me.**  
**\*WCSH—Portland, Me.**  
**WORC—Worcester, Mass.**  
**KFRU—Columbia, Mo.**  
**KKOK—St. Louis, Mo.**  
**KFBB—Great Falls, Mont.**  
**\*WFEA—Manchester, N. H.**  
**KGGM—Albuquerque, N. M.**  
**KVSP—Santa Fe, N. M.**  
**WEBR—Buffalo, N. Y.**  
**WICA—New York, N. Y.**  
**WAYS—Charlotte, N. C.**  
**WIAL—Raleigh, N. C.**  
**WING—Dayton, Ohio**  
**WJAR—Providence, R. I.**  
**\*WPEC—Greenville, S. C.**  
 Texas State Network  
**WRR—Dallas, Tex.**  
**KRJZ—Fort Worth, Tex.**  
**WFAX—Burlington, Vt.**  
**WTAQ—Green Bay, Wis.**

**F M**

**W45V—Evansville, Ind.**

**CANADA**

**Northern Quebec Broadcasting**  
 System  
**CFAC—Calgary, Alberta**  
**CJCA—Edmonton, Alberta**  
**CFGP—Grande Prairie, Alberta**

**CJOC—Leinbridge, Alberta**  
**CHWK—Chilliwack, B. C.**  
**CFJC—Kamloops, B. C.**  
**CKOV—Kelowna, B. C.**  
**CIAT—Trail, B. C.**  
**CKWX—Vancouver, B. C.**  
**CJVI—Victoria, B. C.**  
**CIJC—Winnipeg, Man.**  
**CFNB—Fredericton, N. B.**  
**CHNS—Halifax, N. S.**  
**CJCB—Sydney, N. S.**  
**CKOC—Hamilton, Ont.**  
**CKWS—Kingston, Ont.**  
**CKL—Kirland Lake, Ont.**  
**CFCH—North Bay, Ont.**  
**CHEX—Peterborough, Ont.**  
**CJUS—Stratford, Ont.**  
**CKSO—Sudbury, Ont.**  
**CKGP—Timmins, Ont.**  
**CFY—Charlottetown, P. E. I.**  
**CFCC—Montreal, Que.**  
**CKVD—Val d'Or, Que.**  
**CHAB—Moose Jaw, Sask.**  
**CKBI—Prince Albert, Sask.**  
**CKCK—Regina, Sask.**

**Wilson, Howard H. Company**  
 New York—551 Fifth Avenue  
 Telephone Murray Hill 6-1230  
 Chicago—75 E. Wacker Drive  
 Telephone Central 8744  
 Kansas City, Mo.—1001 Baltimore  
 Telephone Grand 1478  
 San Francisco—621 Market Street  
 Telephone Grand 0947  
 Hollywood—6822 Hollywood Blvd.  
 Telephone Granite 1726  
 Seattle—4404 White Building  
 Telephone Main 6626

**WCOV—Montgomery, Ala.**  
**KGEB—Long Beach, Calif.**  
**KTMD—San Diego, Calif.**  
**KGHE—Pueblo, Colo.**  
**WLDS—Jacksonville, Ill.**  
**WBBF—Rock Island, Ill.**  
**WDZ—Tuscola, Ill.**  
**KFNF—Shenandoah, Iowa**  
**KFBI—Wichita, Kansas**  
**KTSS—Springfield, Mo.**  
**WSNY—Schenectady, N. Y.**  
**WDNC—Durham, N. C.**  
**WHKY—Hickory, N. C.**  
**KILO—Grand Forks, N. D.**  
**WHIC—Sioux Falls, S. D.**  
**KELO & KSOU—Sioux Falls, S. D.**

**Lone Star Chain**  
**KGNC—Amarillo, Tex.**  
**KFDM—Beaumont, Tex.**  
**KBWD—Brownwood, Tex.**  
**KROD—El Paso, Tex.**  
**KPRO—Longview, Tex.**  
**KFYO—Lubbock, Tex.**  
**KTEM—Temple, Tex.**  
**KRGV—Weslaco, Tex.**  
**WVSR—St. Albans, Vt.**  
**WDEV—Waterbury, Vt.**  
**WSVA—Harrisonburg, Va.**  
**WSAZ—Huntington, W. Va.**  
**WIBA—Madison, Wis.**  
**WOSH—Oshkosh, Wis.**  
**WBBH—La Crosse, Wis.**

**CANADA**

**CFPN—Calgary, Alberta**  
**CFRN—Edmonton, Alberta**  
**CKMO—Vancouver, B. C.**  
**CKPR—Ft. William, Ont.**  
**CKCH—Hull, Que.**  
**CFQC—Saskatoon, Sask.**  
**CJGX—Yorkton, Sask.**

\*Indicates station has other repre-  
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*(Standard Rate & Data Service, Inc., does not assume responsibility for any omission)*

**Check these advertisements for new data on the radio markets of the nation**



1942	Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	1943	Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	1944	Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	
JAN.	4	5	6	7	8	9	10	JAN.	3	4	5	6	7	8	9	JAN.	2	3	4	5	6	7	8	
	11	12	13	14	15	16	17		10	11	12	13	14	15	16		9	10	11	12	13	14	15	
	18	19	20	21	22	23	24		17	18	19	20	21	22	23		16	17	18	19	20	21	22	
	25	26	27	28	29	30	31		24	25	26	27	28	29	30		23	24	25	26	27	28	29	
FEB.	1	2	3	4	5	6	7	FEB.	31	1	2	3	4	5	6	FEB.	30	31	1	2	3	4	5	
	8	9	10	11	12	13	14		7	8	9	10	11	12	13		6	7	8	9	10	11	12	
	15	16	17	18	19	20	21		14	15	16	17	18	19	20		13	14	15	16	17	18	19	
	22	23	24	25	26	27	28		21	22	23	24	25	26	27		20	21	22	23	24	25	26	
MAR.	1	2	3	4	5	6	7	MAR.	28	1	2	3	4	5	6	MAR.	27	28	29	1	2	3	4	
	8	9	10	11	12	13	14		7	8	9	10	11	12	13		5	6	7	8	9	10	11	
	15	16	17	18	19	20	21		14	15	16	17	18	19	20		12	13	14	15	16	17	18	
	22	23	24	25	26	27	28		21	22	23	24	25	26	27		19	20	21	22	23	24	25	
	29	30	31	..	..	..	..		28	29	30	31	..	..		26	27	28	29	30	31	..	..	
APR.	5	6	7	8	9	10	11	APR.	4	5	6	7	8	9	10	APR.	2	3	4	5	6	7	8	
	12	13	14	15	16	17	18		11	12	13	14	15	16	17		9	10	11	12	13	14	15	
	19	20	21	22	23	24	25		18	19	20	21	22	23	24		16	17	18	19	20	21	22	
	26	27	28	29	30	..	..		25	26	27	28	29	30	..		23	24	25	26	27	28	29	
MAY	3	4	5	6	7	8	9	MAY	2	3	4	5	6	7	8	MAY	30	..	..	..	..	..	..	..
	10	11	12	13	14	15	16		9	10	11	12	13	14	15		7	8	9	10	11	12	13	
	17	18	19	20	21	22	23		16	17	18	19	20	21	22		14	15	16	17	18	19	20	
	24	25	26	27	28	29	30		23	24	25	26	27	28	29		21	22	23	24	25	26	27	
	31	..	..	..	..	..	..		30	31	..	..	..	..		28	29	30	31	..	..	..	..	
JUNE	7	8	9	10	11	12	13	JUNE	6	7	8	9	10	11	12	JUNE	4	5	6	7	8	9	10	
	14	15	16	17	18	19	20		13	14	15	16	17	18	19		11	12	13	14	15	16	17	
	21	22	23	24	25	26	27		20	21	22	23	24	25	26		18	19	20	21	22	23	24	
	28	29	30	..	..	..	..		27	28	29	30	..	..		25	26	27	28	29	30	..	..	
JULY	5	6	7	8	9	10	11	JULY	4	5	6	7	8	9	10	JULY	2	3	4	5	6	7	8	
	12	13	14	15	16	17	18		11	12	13	14	15	16	17		9	10	11	12	13	14	15	
	19	20	21	22	23	24	25		18	19	20	21	22	23	24		16	17	18	19	20	21	22	
	26	27	28	29	30	31	..		25	26	27	28	29	30	31		23	24	25	26	27	28	29	
AUG.	2	3	4	5	6	7	8	AUG.	1	2	3	4	5	6	7	AUG.	30	31	1	2	3	4	5	
	9	10	11	12	13	14	15		8	9	10	11	12	13	14		6	7	8	9	10	11	12	
	16	17	18	19	20	21	22		15	16	17	18	19	20	21		13	14	15	16	17	18	19	
	23	24	25	26	27	28	29		22	23	24	25	26	27	28		20	21	22	23	24	25	26	
	30	31	..	..	..	..	..		29	30	31	..	..	..		27	28	29	30	31	..	..	..	
SEPT.	6	7	8	9	10	11	12	SEPT.	5	6	7	8	9	10	11	SEPT.	3	4	5	6	7	8	9	
	13	14	15	16	17	18	19		12	13	14	15	16	17	18		10	11	12	13	14	15	16	
	20	21	22	23	24	25	26		19	20	21	22	23	24	25		17	18	19	20	21	22	23	
	27	28	29	30	..	..	..		26	27	28	29	30	..	..		24	25	26	27	28	29	30	
OCT.	4	5	6	7	8	9	10	OCT.	3	4	5	6	7	8	9	OCT.	1	2	3	4	5	6	7	
	11	12	13	14	15	16	17		10	11	12	13	14	15	16		8	9	10	11	12	13	14	
	18	19	20	21	22	23	24		17	18	19	20	21	22	23		15	16	17	18	19	20	21	
	25	26	27	28	29	30	31		24	25	26	27	28	29	30		22	23	24	25	26	27	28	
NOV.	1	2	3	4	5	6	7	NOV.	..	1	2	3	4	5	6	NOV.	..	5	6	7	8	9	10	
	8	9	10	11	12	13	14		7	8	9	10	11	12	13		12	13	14	15	16	17	18	
	15	16	17	18	19	20	21		14	15	16	17	18	19	20		19	20	21	22	23	24	25	
	22	23	24	25	26	27	28		21	22	23	24	25	26	27		26	27	28	29	30	..	..	
	29	30	..	..	..	..	..		28	29	30	..	..	..		28	29	30	..	..	..	..	..	
DEC.	6	7	8	9	10	11	12	DEC.	5	6	7	8	9	10	11	DEC.	3	4	5	6	7	8	9	
	13	14	15	16	17	18	19		12	13	14	15	16	17	18		10	11	12	13	14	15	16	
	20	21	22	23	24	25	26		19	20	21	22	23	24	25		17	18	19	20	21	22	23	
	27	28	29	30	31	..	..		26	27	28	29	30	31	..		24	25	26	27	28	29	30	

THERE'S

A



IN EVERY COMMUNITY

HE is either the initiator or chief endorser of every worthwhile project for local betterment. When people want something done, they give the job to this busy man, and he is the man. Then he in turn sells the project back to the people. It's essentially a selling job and he puts the same intelligence and drive into the job that he gives to his own business. When he speaks he is listened to with respect because he is always associated with successful undertakings.

There are Yankee Network stations in 21 New England cities.

Each of these stations is like a leading citizen. It is called on to participate in every civic enterprise. When patriotic committees wish to get a message to the people quickly and forcefully, they turn to the local Yankee station.

Each station is thus closely identified with the life of the community.

Its part is essentially a selling job. And whether participating in a patriotic or local business promotion it has earned the goodwill and respect of the community. It has the loyal listenership of that community and this acceptance is a vital part of its sales influence in purely commercial broadcasts.

When you are making up your advertising schedule for this market, consider the long established acceptance of these 21 stations, that give you a sales group of all New England.

ACCEPTANCE  
is  
The  
YANKEE  
NETWORK'S  
FOUNDATION

# THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representative